



**Giuseppe Donvito,
Partner @ P101 Ventures**



P101 Ventures

P101 Ventures is a **Venture Capital** Fund focused on Early Stage and Round A investments in digital startup.

Programma 101 is the name of the first personal computer sold worldwide and on large scale. Programma 101 was created and produced by Olivetti in Italy, and it was an example of Italian innovation that made its mark in the history of modern digital technology, well beyond national borders.





Financial resources...

Venture capital funds invest in companies too risky for the standard capital markets or bank loans.

They collect resources from:

financial investors, who are pursuing objectives of return on investment;

industry, interested in the development of new technologies;

public sector, to support the growth of the entrepreneurial environment.



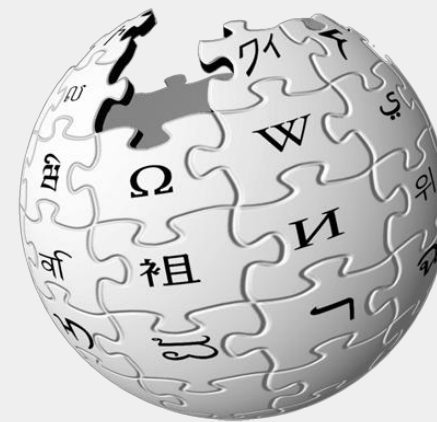


Venture Capital: a definition

“**Venture capital** is money provided to small, early-stage, emerging firms that are deemed to have **high growth potential**. Venture capital funds invest in companies in exchange for equity in the companies they invest in, which are usually based on an **innovative** technology or business model and they are usually from the high technology industries.”

VC is an ASSET Class!

by Wikipedia



Venture
Capital

Startup

Growth

Expansion

Private
Equity



...and know-how

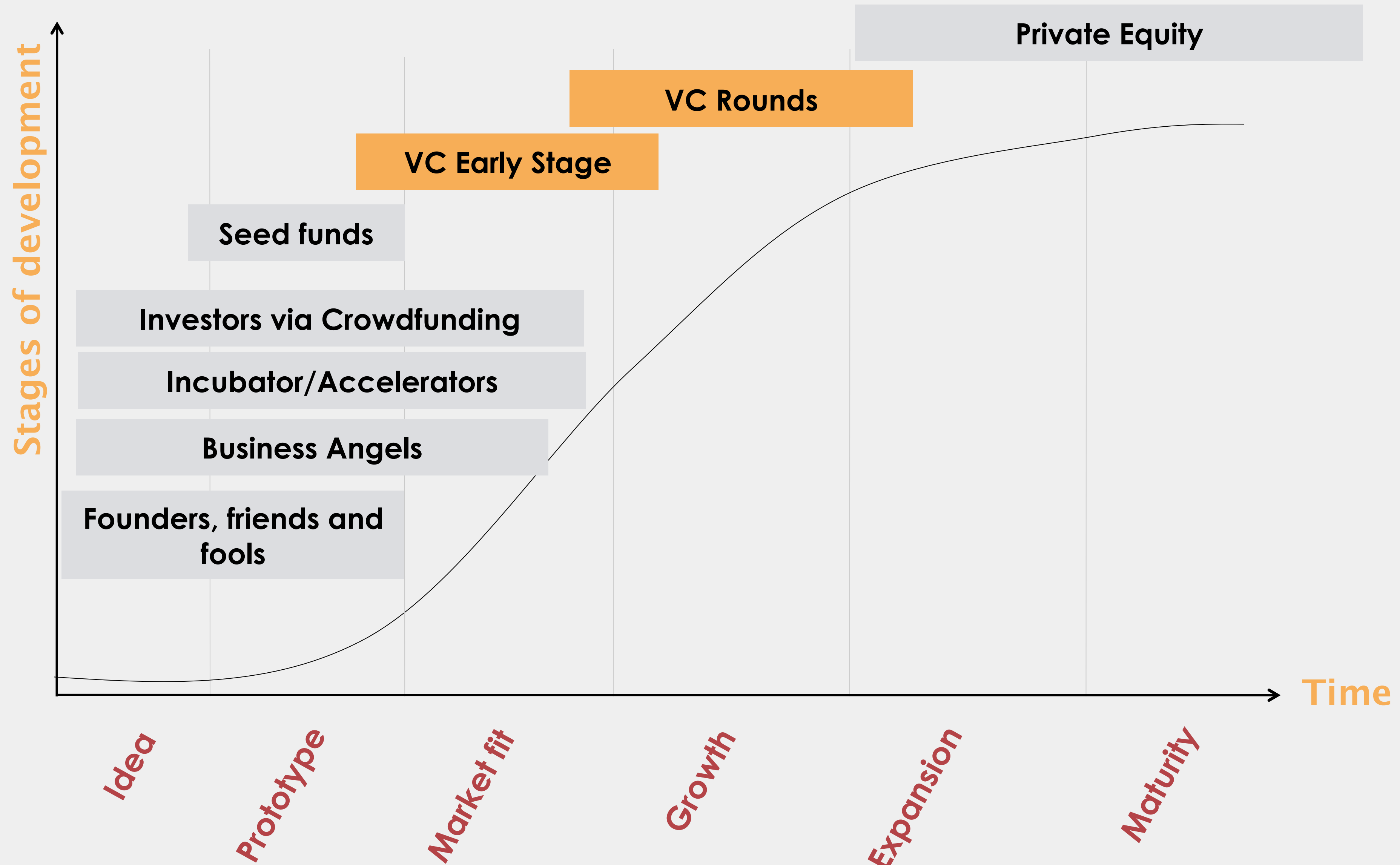
A close cooperation between entrepreneur and Venture Capital investor is established with the common goal of accelerating the development of the company and achieve concrete growth.

The challenge for the investor is to guide a company to success, providing passion, experience, expertise and network of contacts.



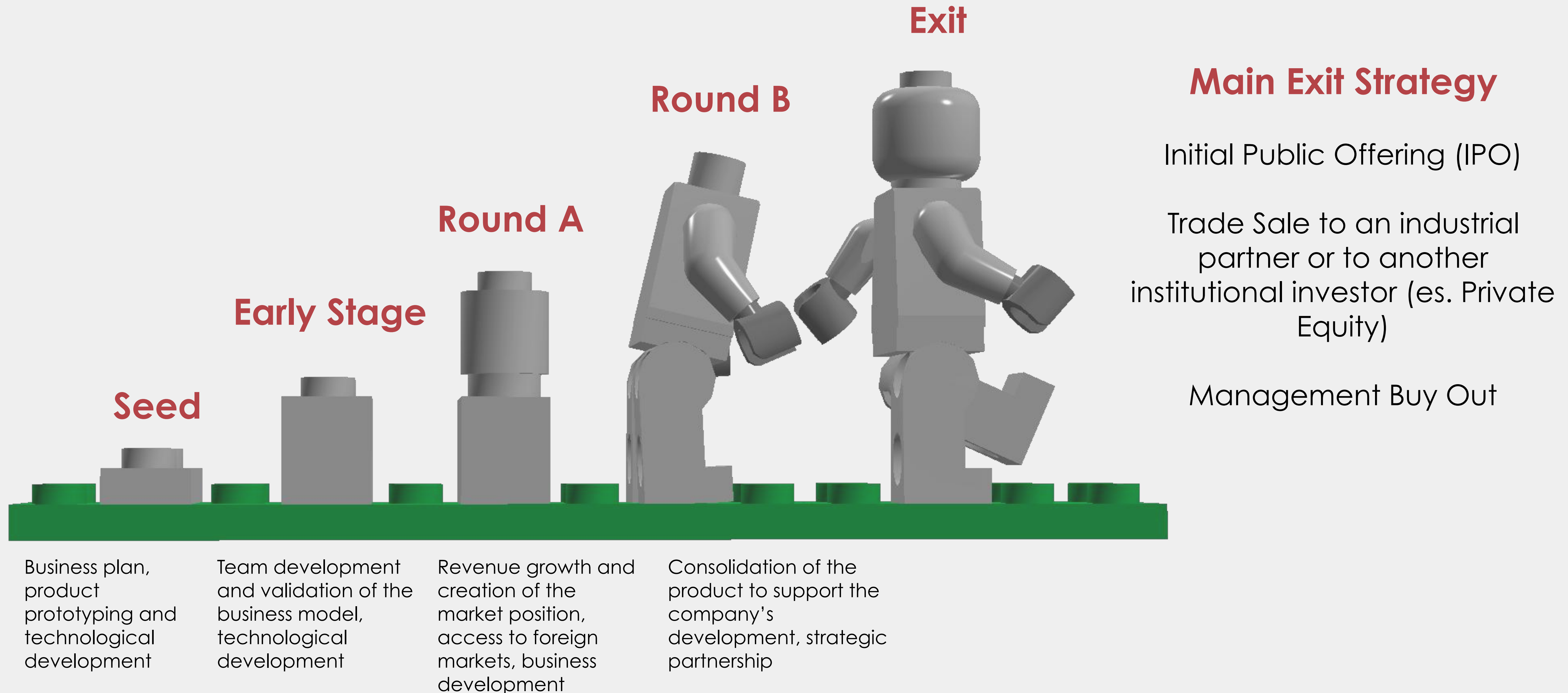


Who and when invests in startup





Startup, stages of growth and investment





What a VC is looking for

Ideal company for Venture Capital should:

- demonstrate to have requirement **to quickly establish itself as a benchmark** in its market;
- operate in **areas characterized by rapid growth rate**;
- have an international vision and be **scalable** in the business model and technology.

This is not enough. Venture Capital investor researches especially **team of passionate people and expert** in order to realize the development of the company and achieve concrete growth.





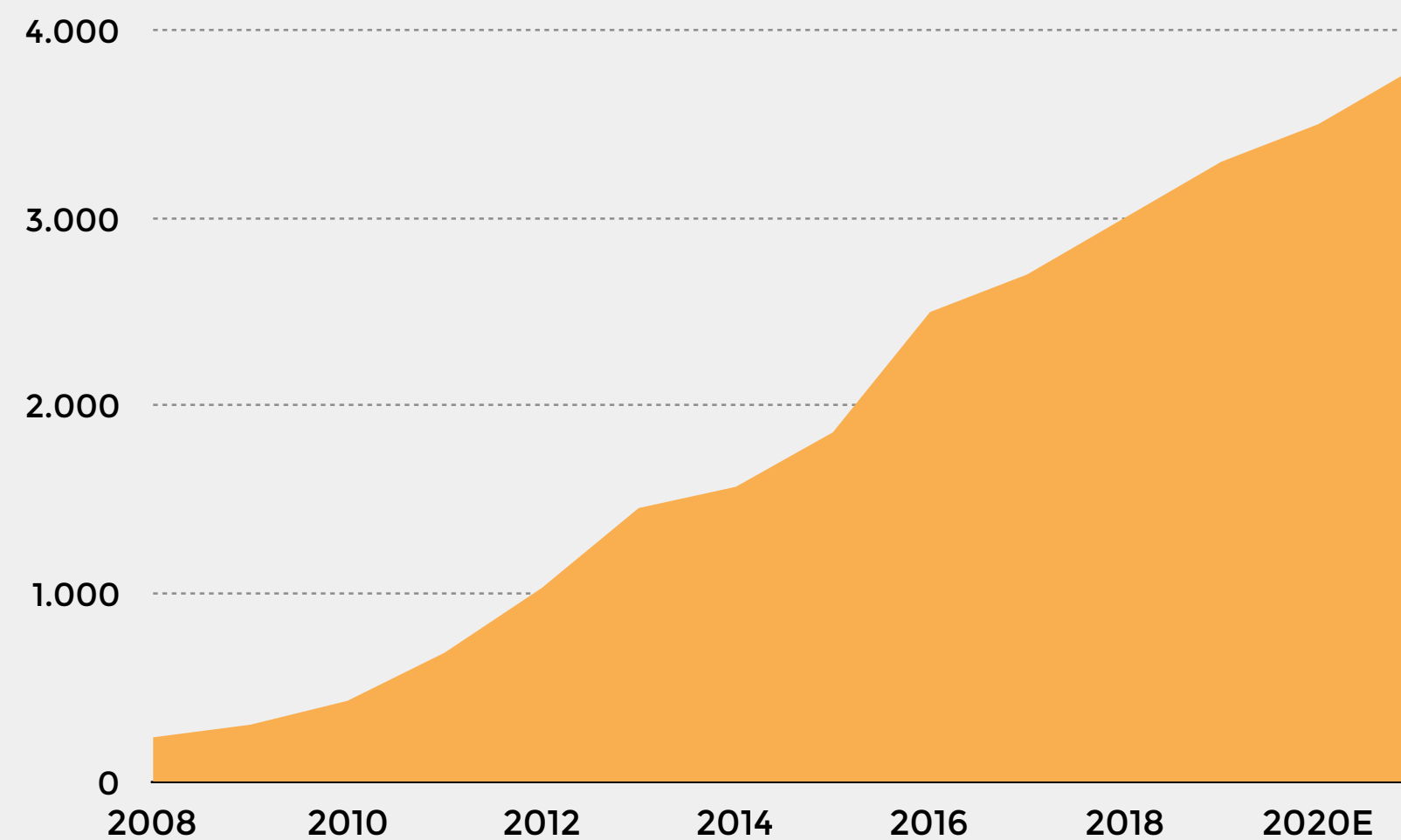
Fast-Growing Fields: digital economy

The rapid spread of **digital technology** supports the creation of **new businesses** that are well adapted to different sectors of the traditional economy.

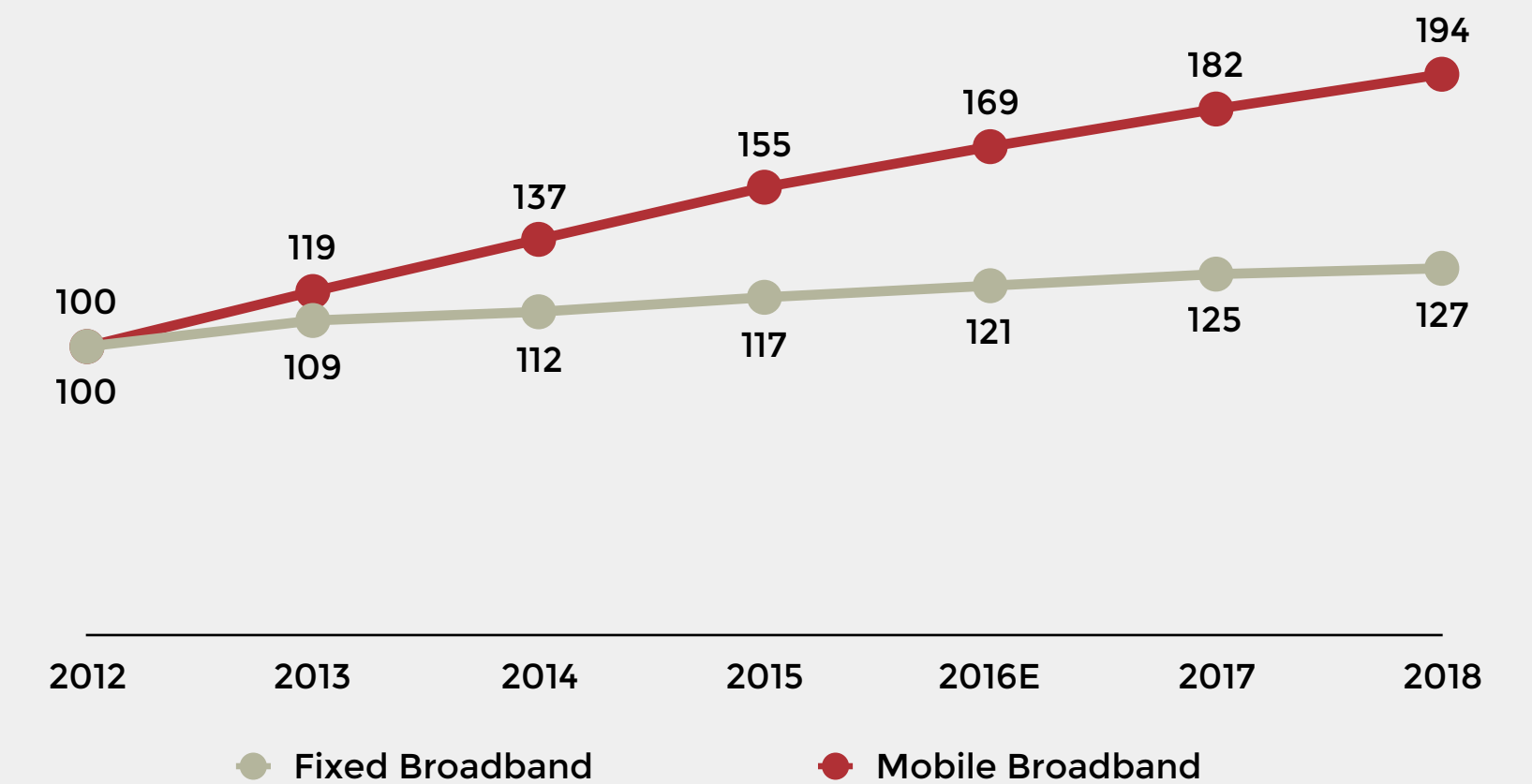
The **strong development** of the digital economy is being realized **only partially in Italy**, where today weighs less than 2% of GDP.

Growth rates higher than other markets show that this **gap is narrowing quickly**.

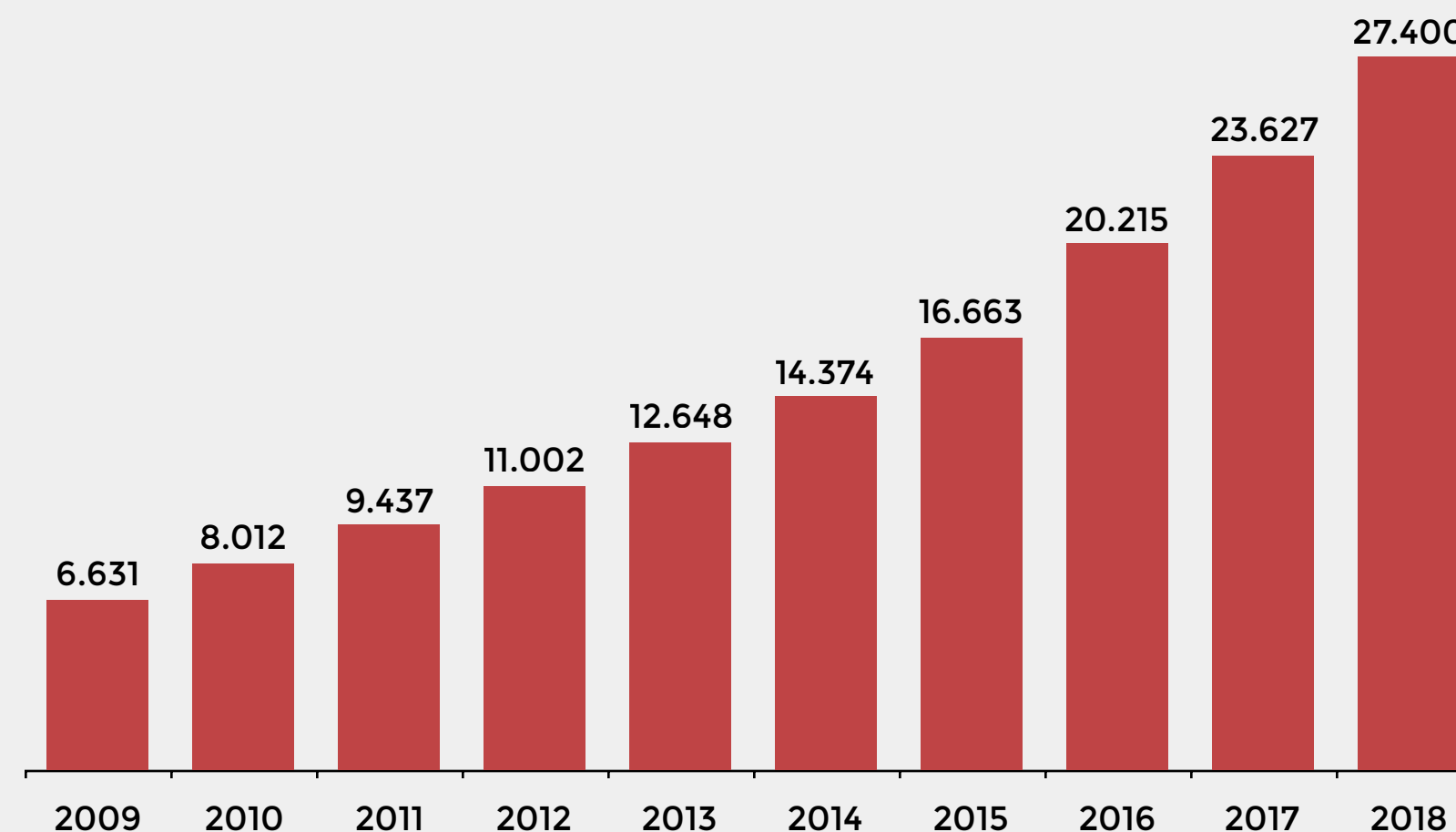
Global Smartphone Users (MM)



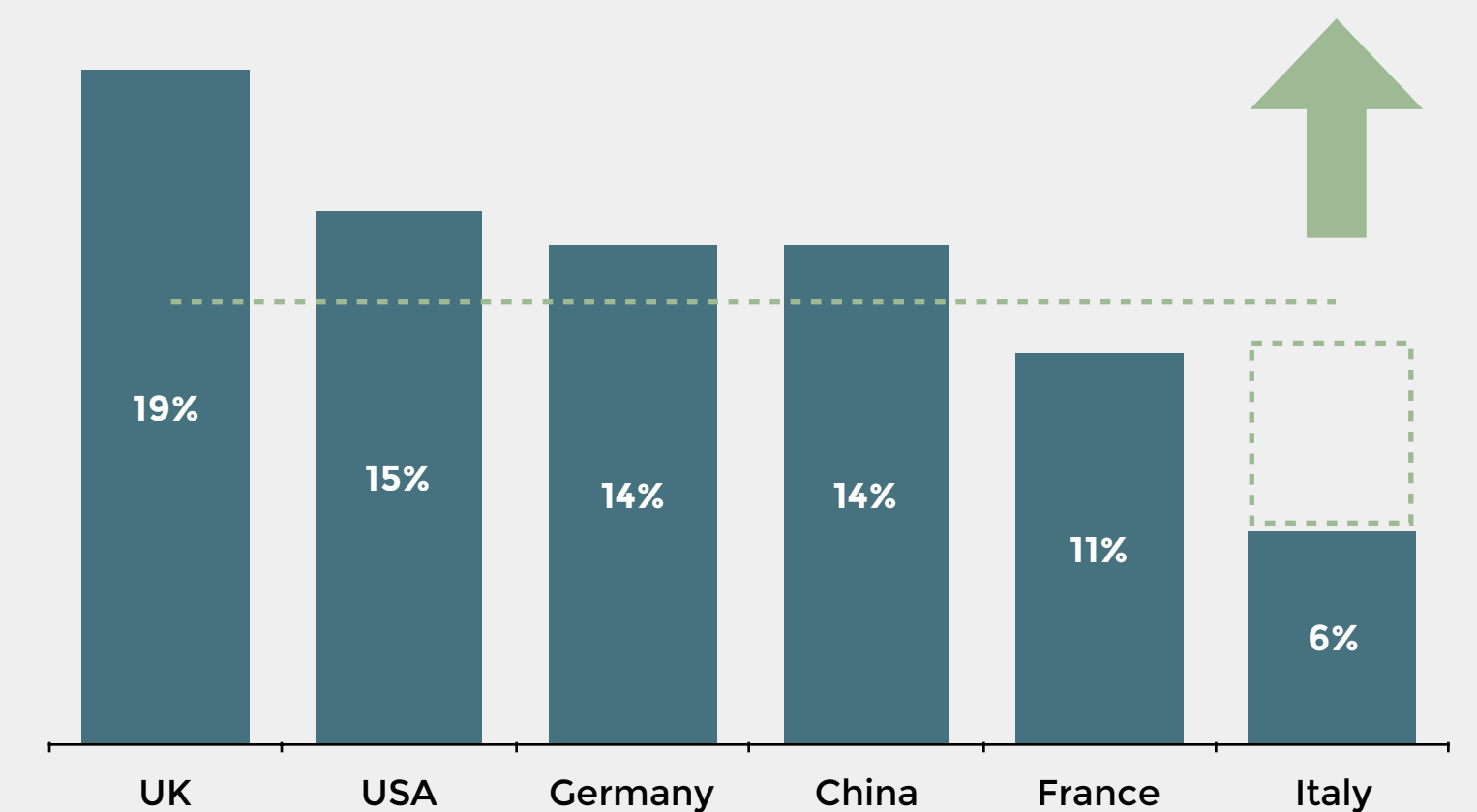
Evolution of e-commerce shoppers from Smartphone and PC (2012 = 100)



E-commerce in Italy (€ mln)



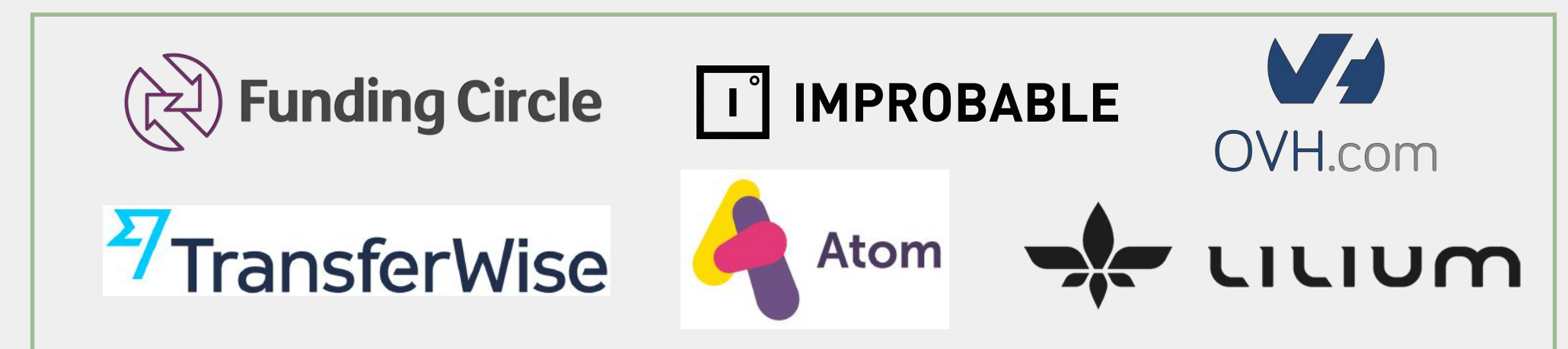
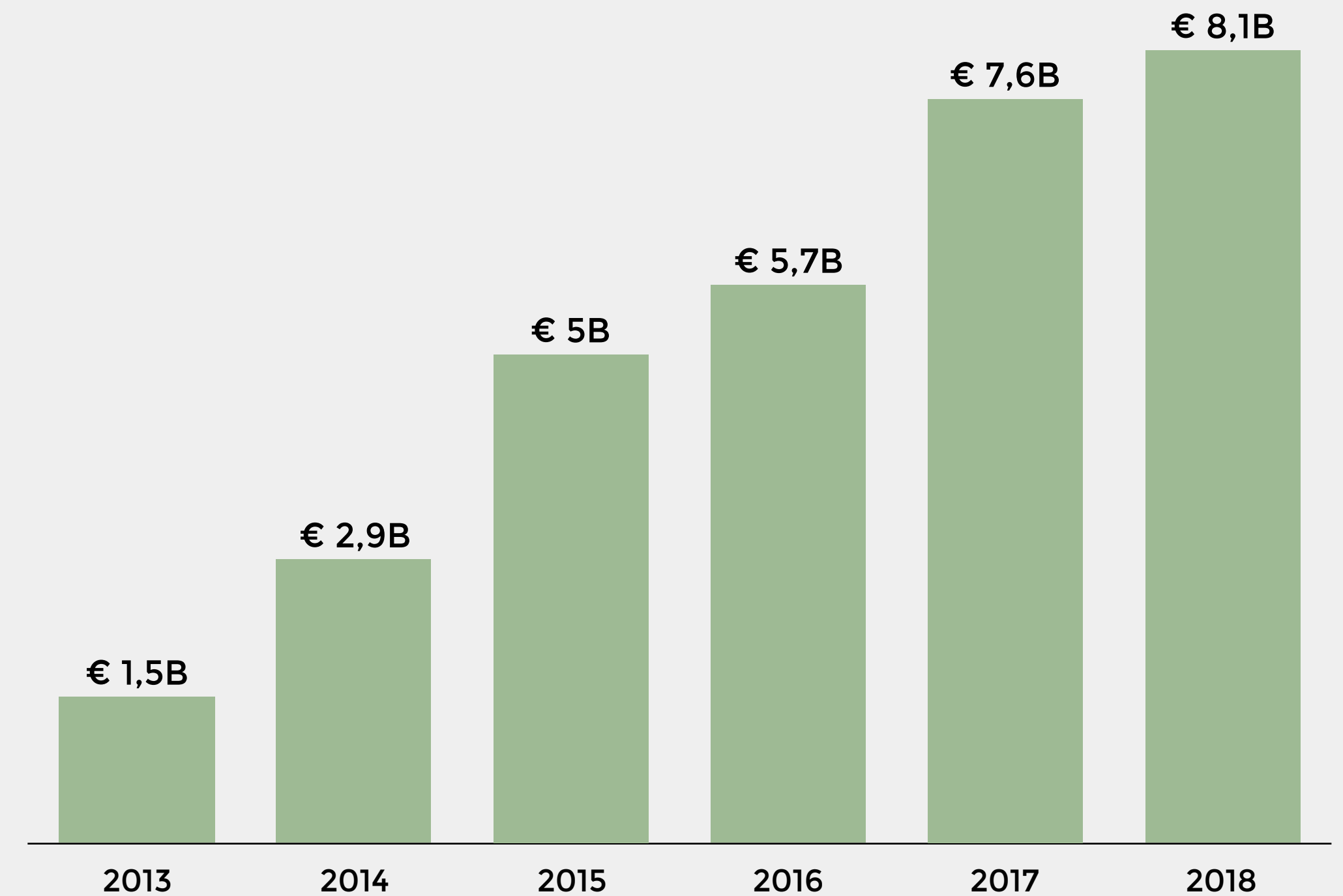
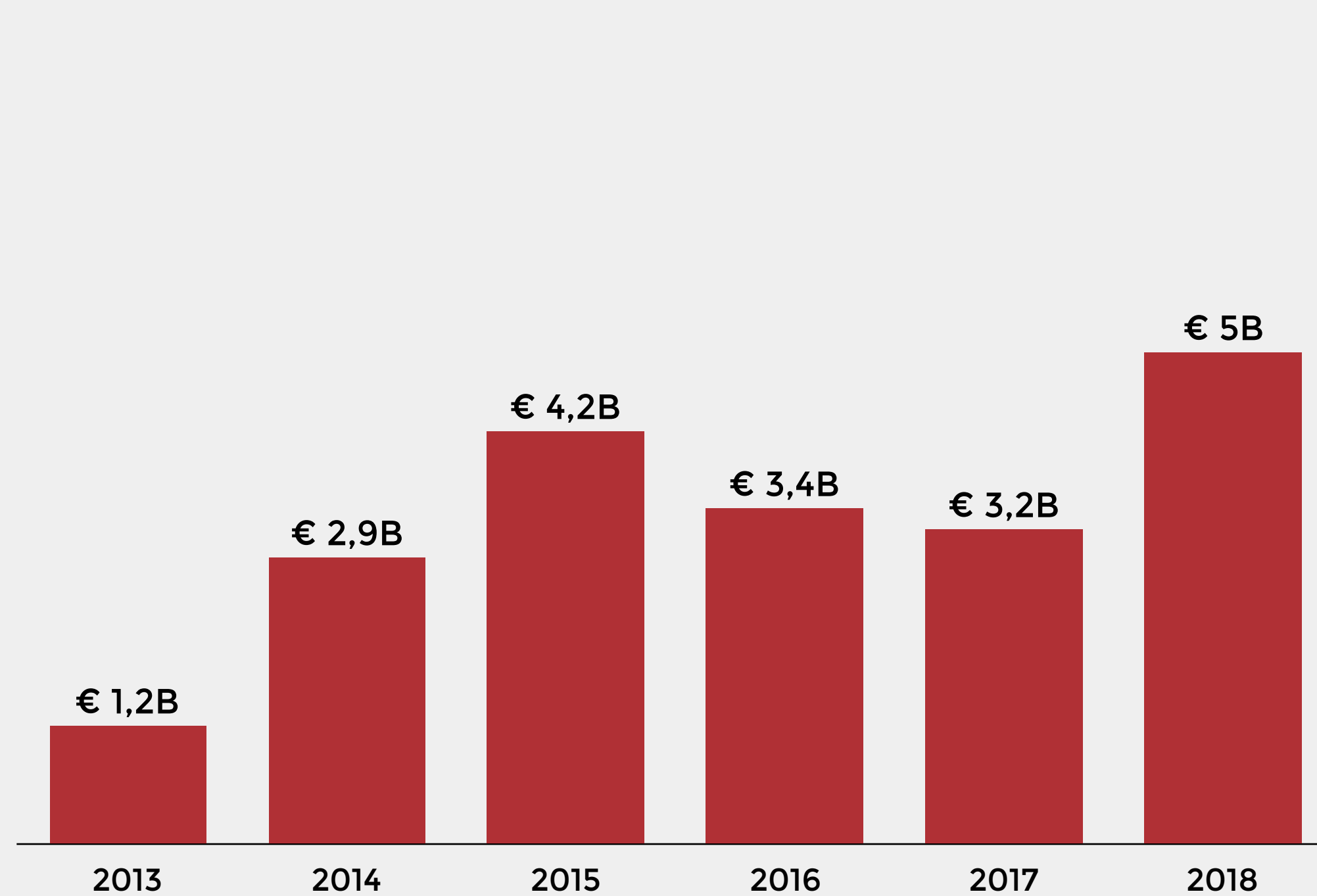
Online penetration on retail purchases





New Investments Landscape

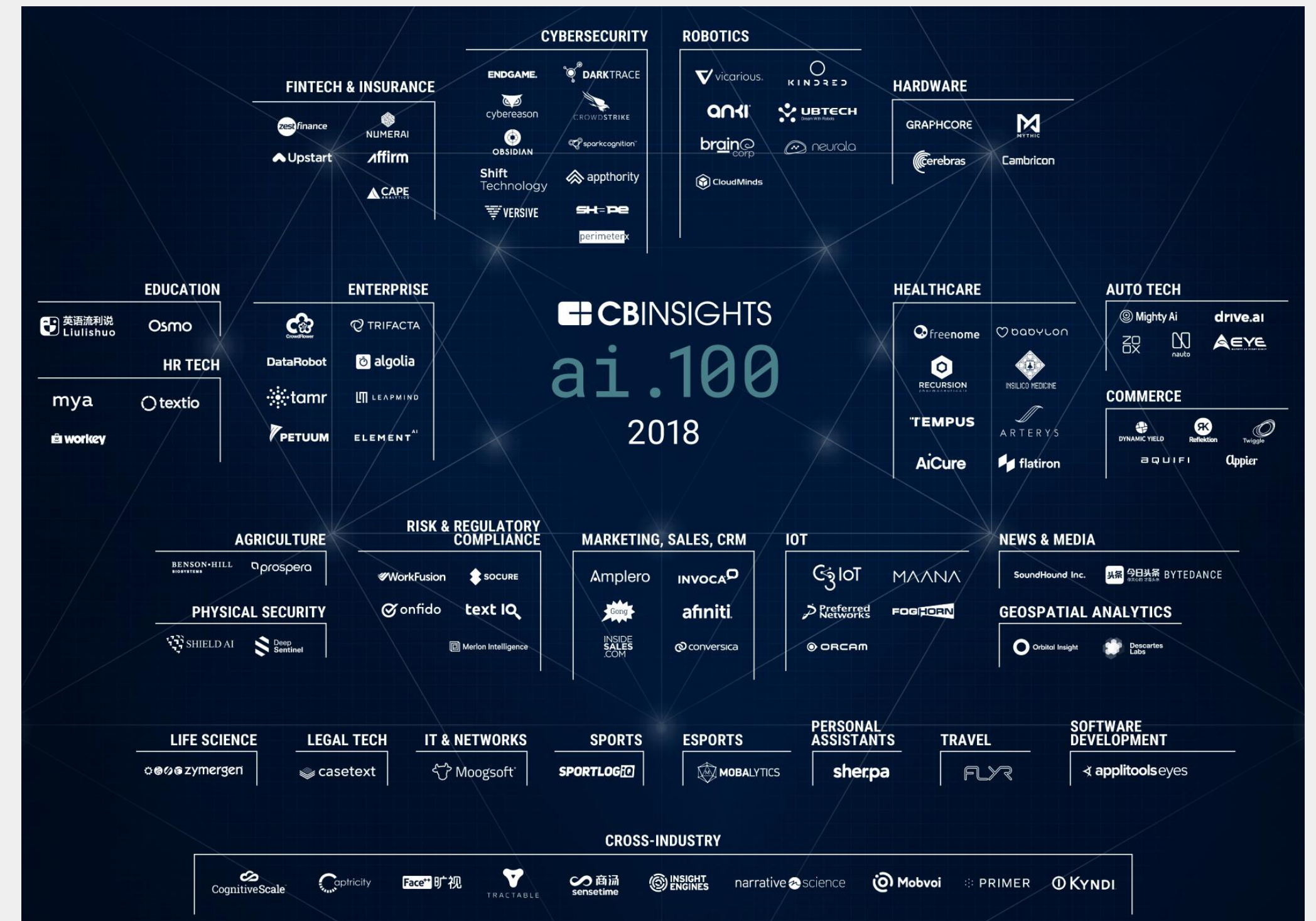
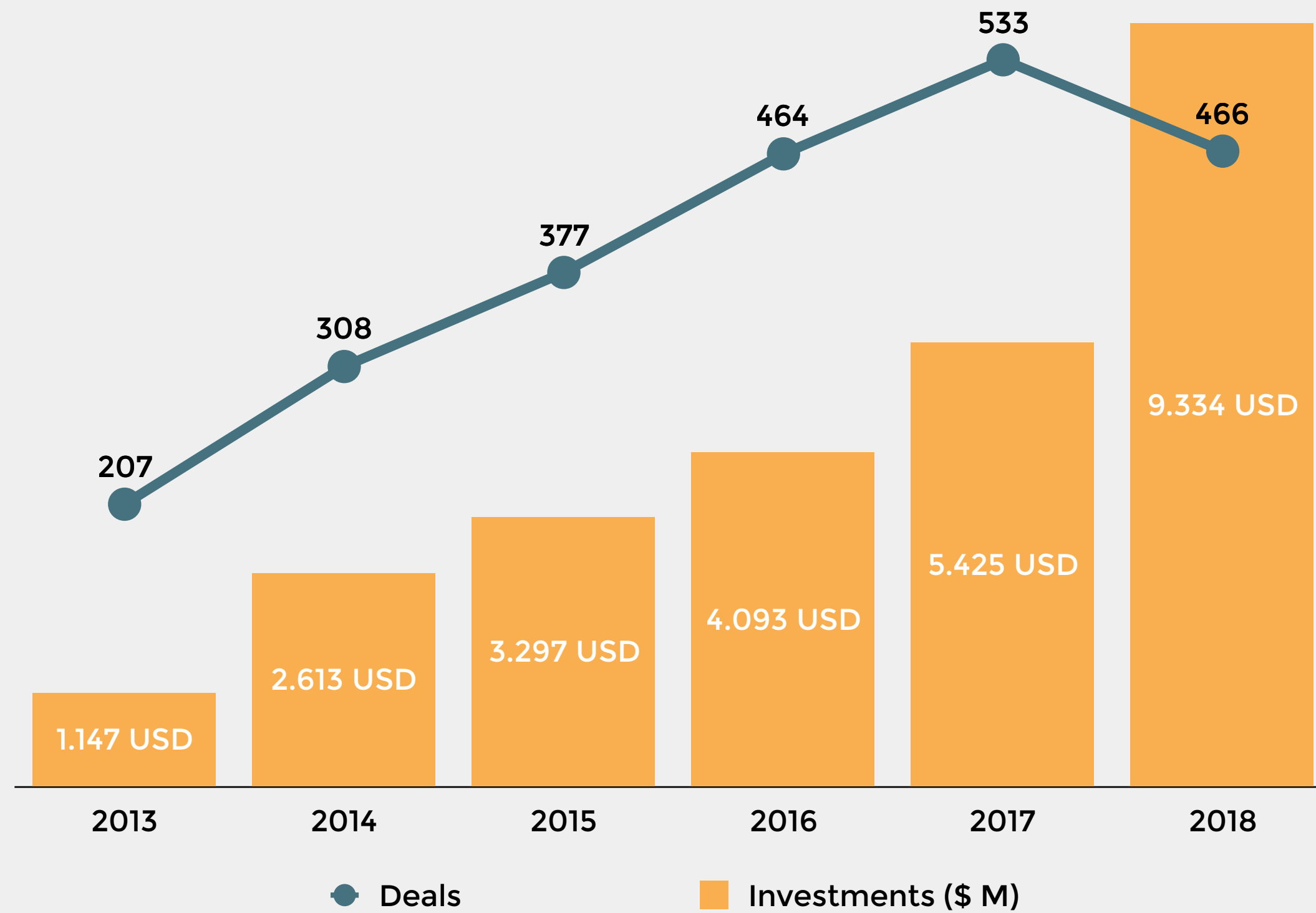
FinTech, Health, Deep Tech vs marketplace B2C





Investments in AI increase in 2018

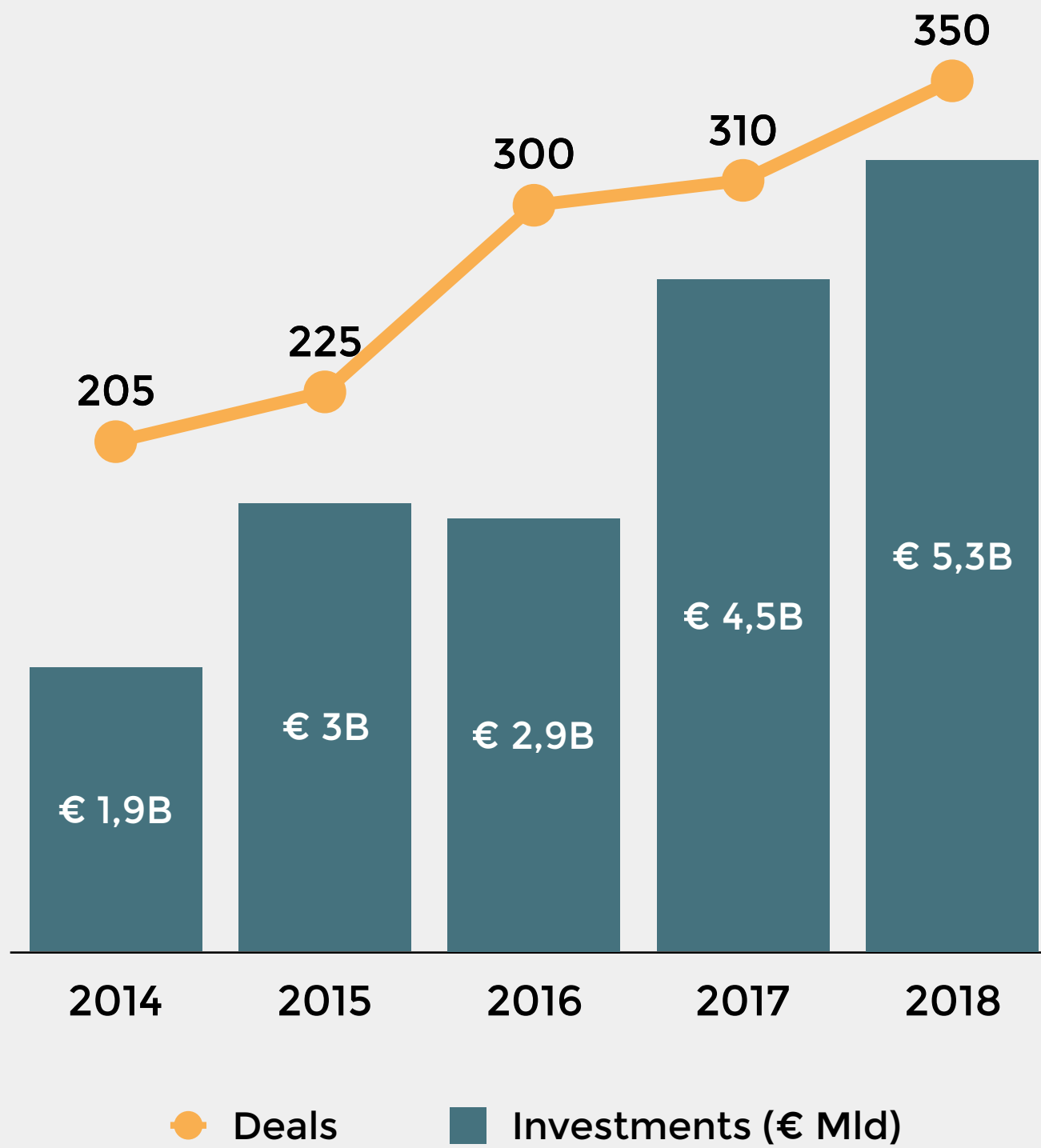
AI: US VENTURE FUNDING (2013 - 2018)



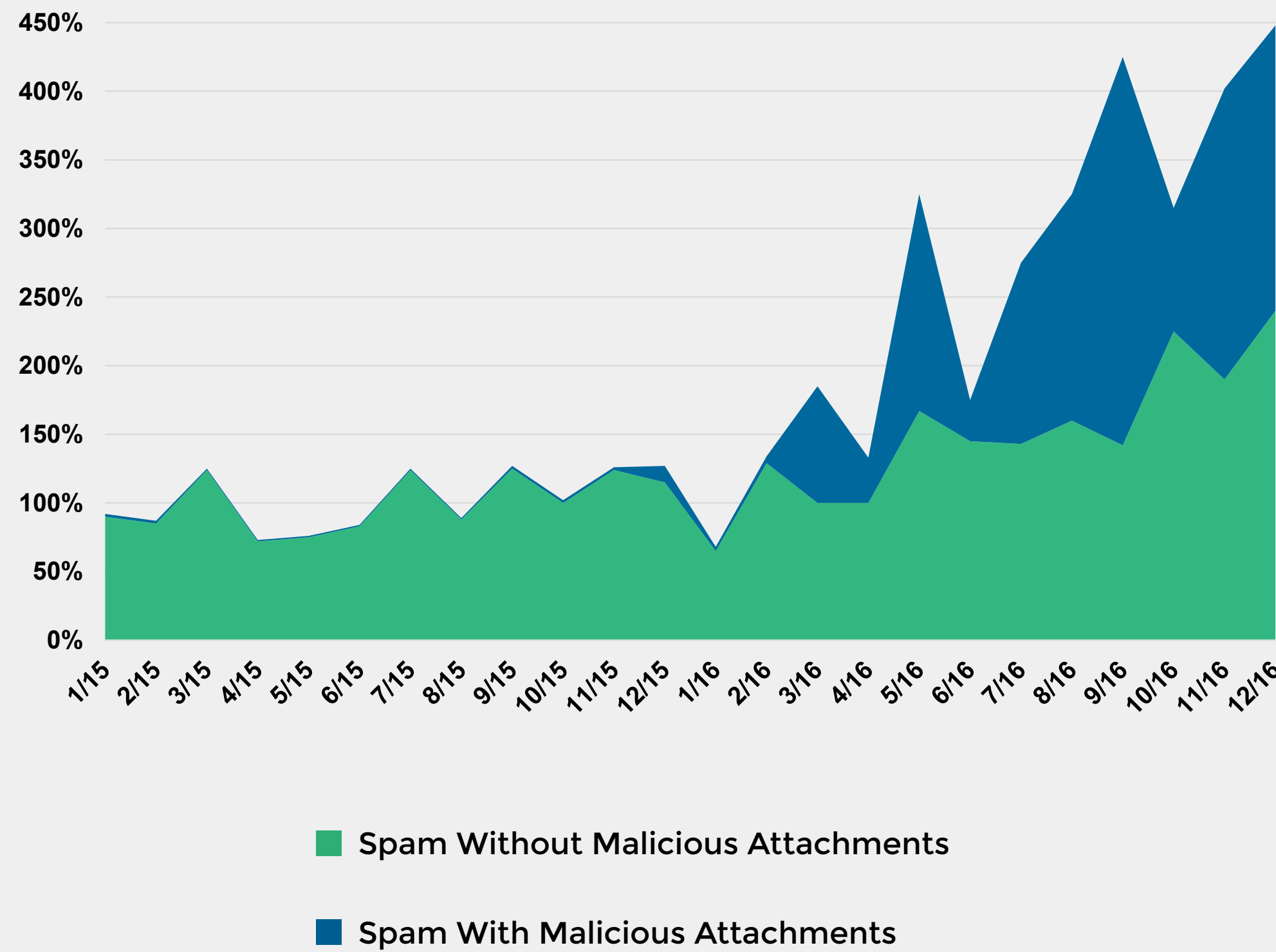


Cybersecurity

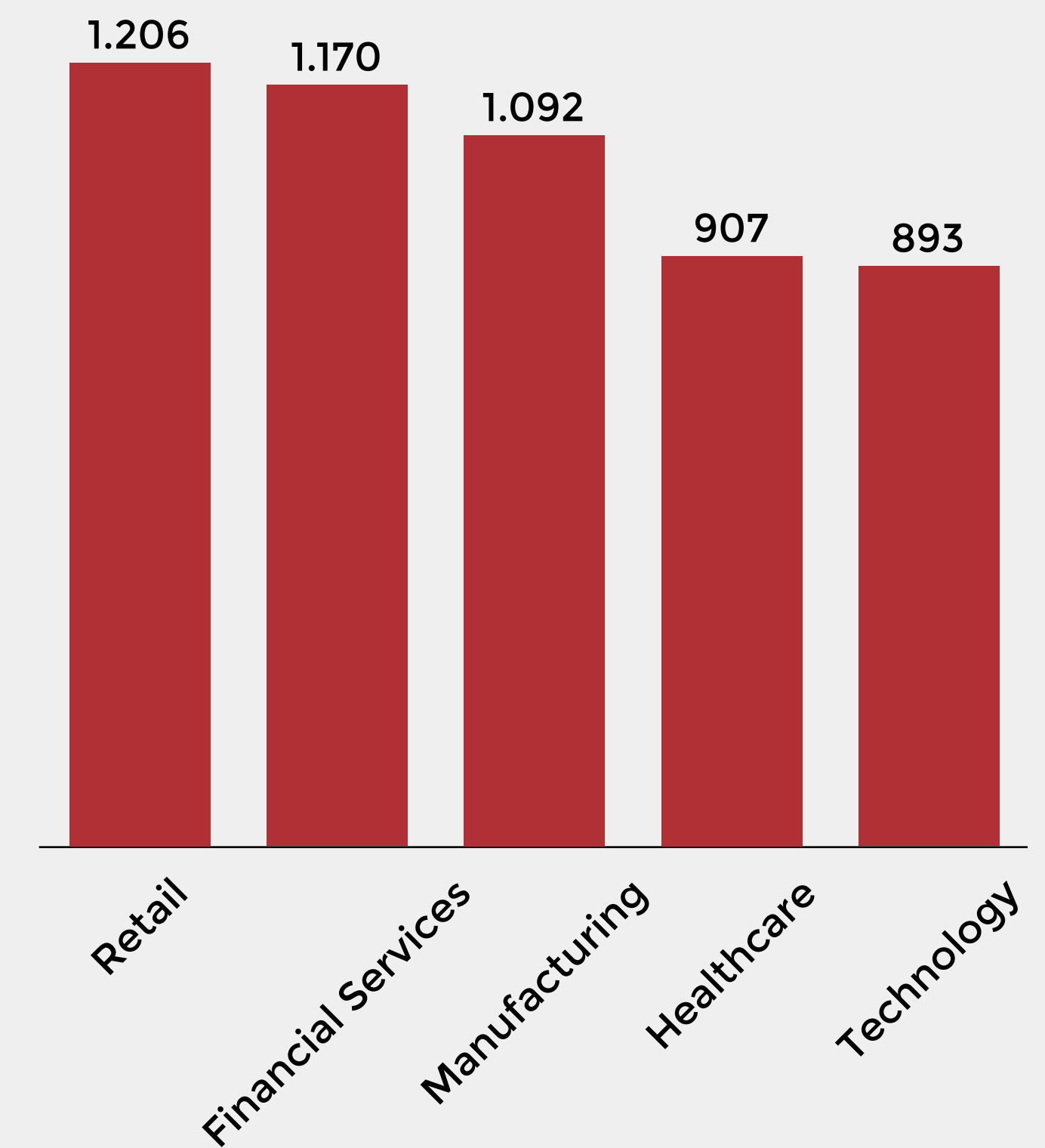
ANNUAL GLOBAL DEALS AND FINANCING (2013 - 2018)



CHANGE IN AMOUNT & TYPE OF SPAM (2015-2016)



AVG. # OF CLOUD APPS USED BY VERTICAL

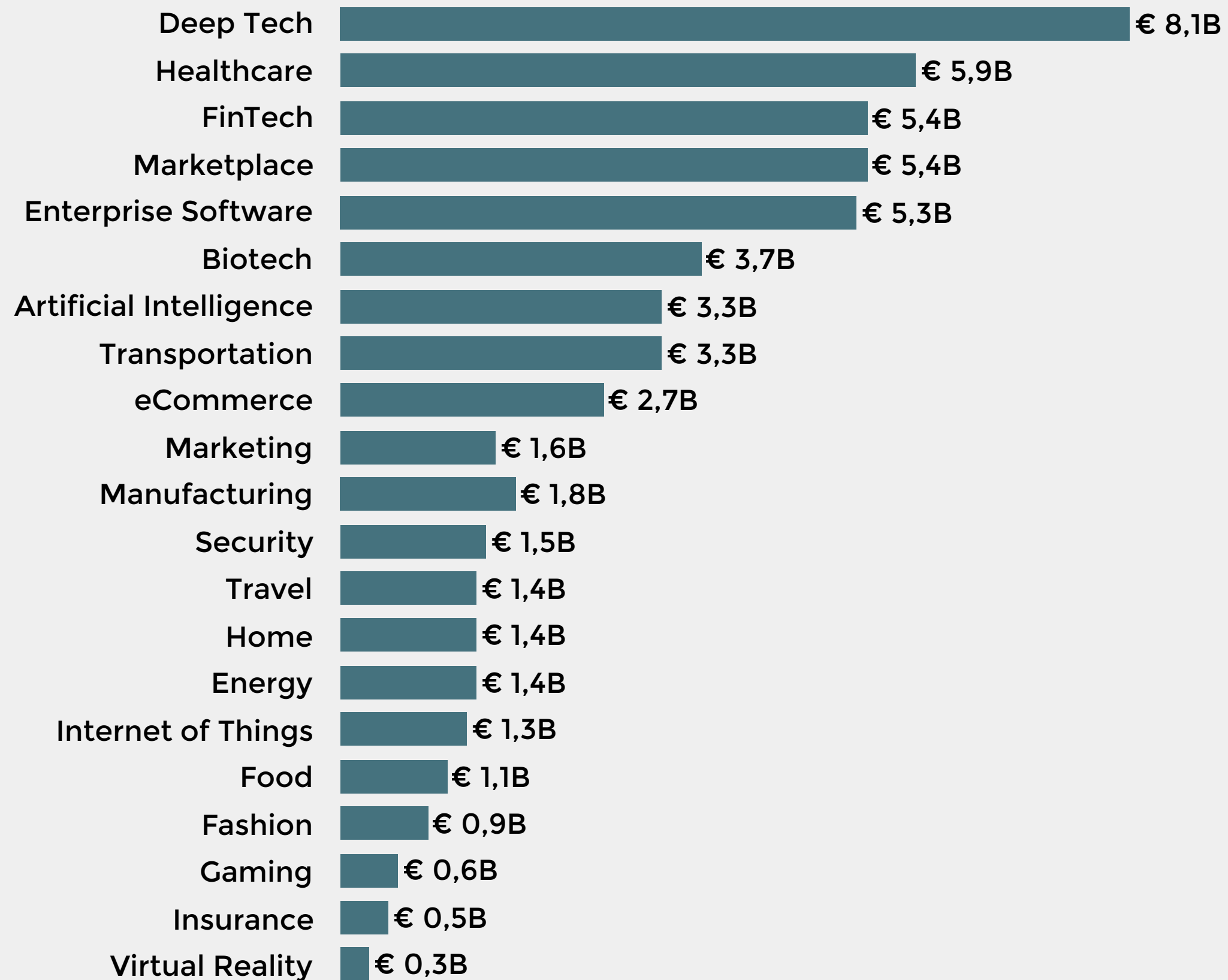




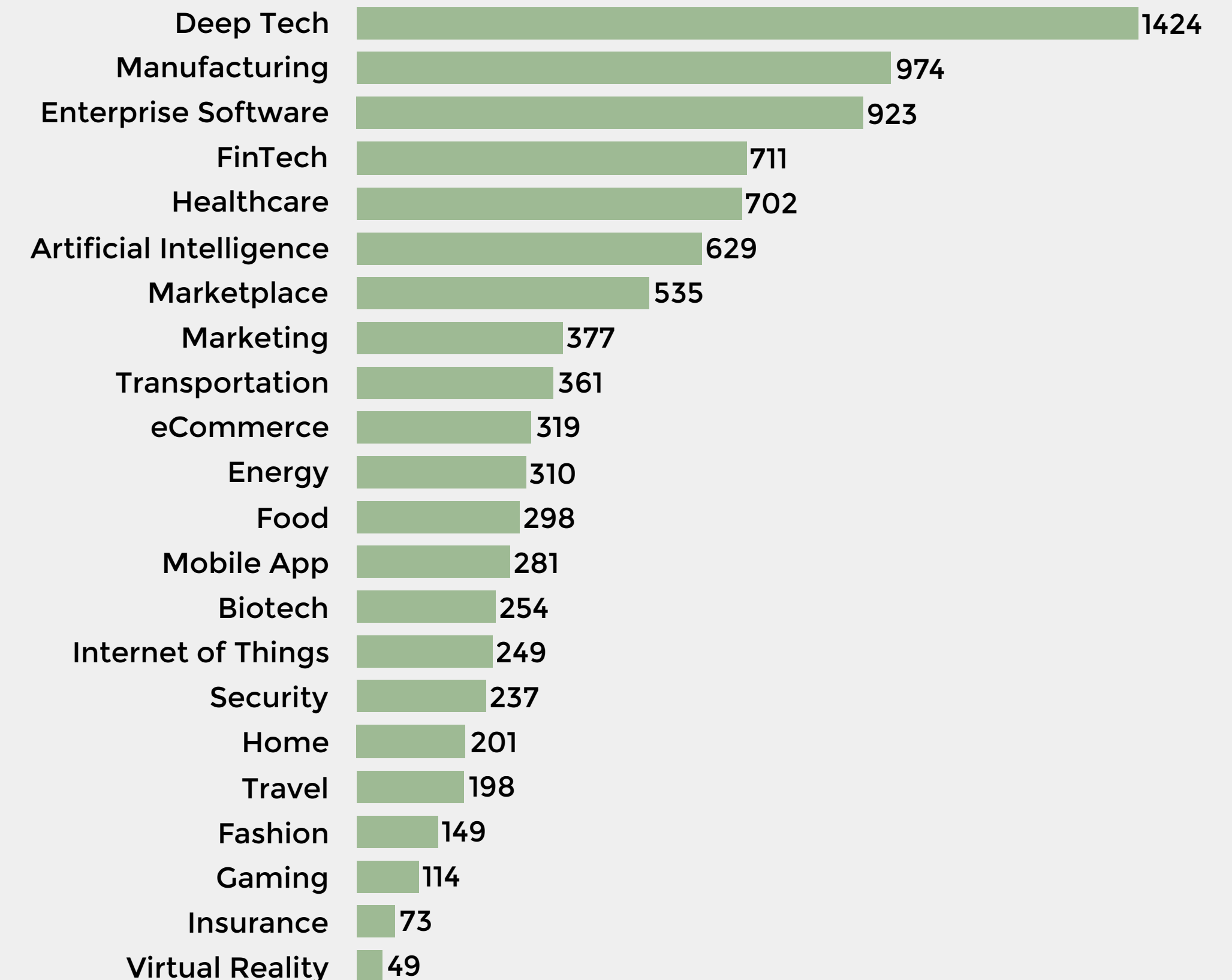
European Investment Themes

Deep Tech, FinTech e Healthcare

INVESTED AMOUNT, 2018 (EUROPE)



NUMBER OF ROUNDS, 2018 (EUROPE)

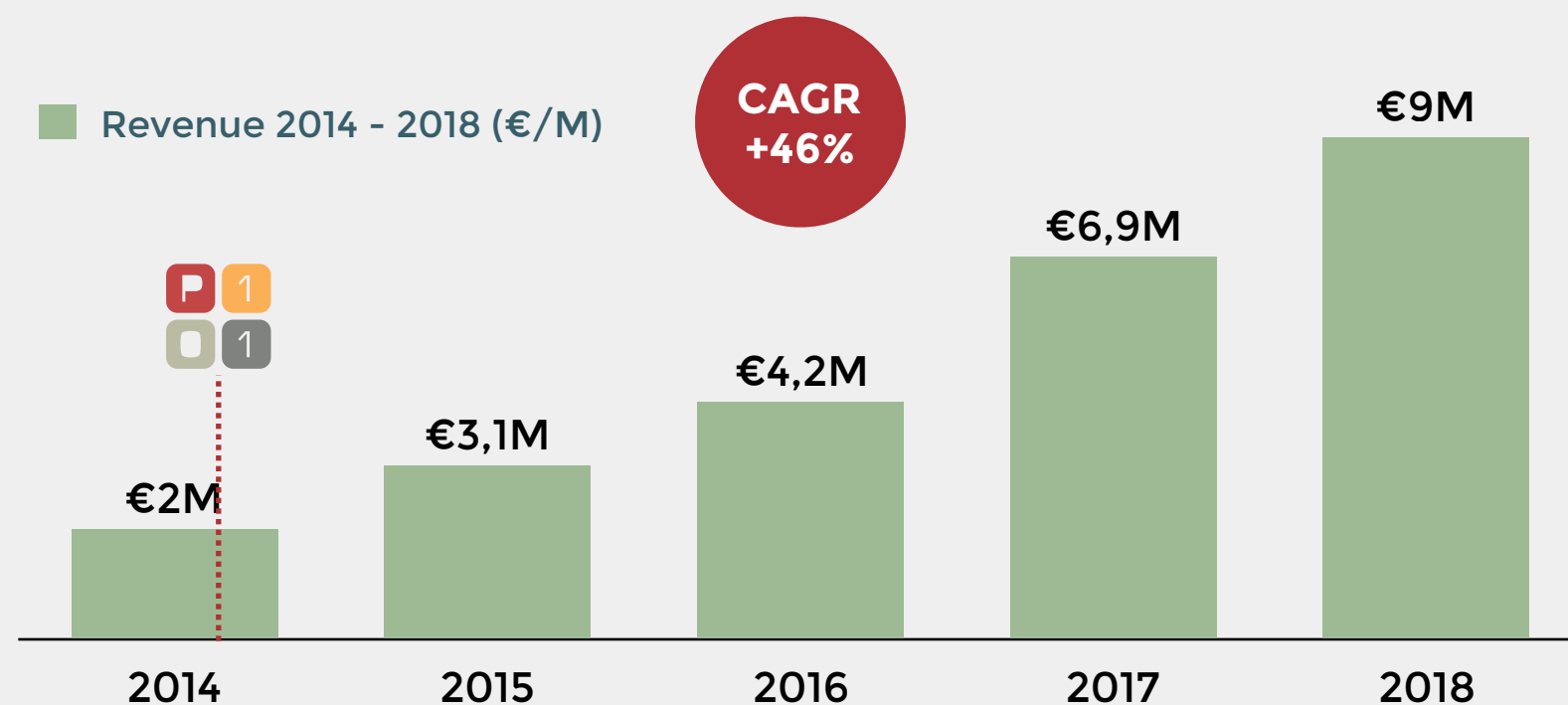




Portfolio (1/2)

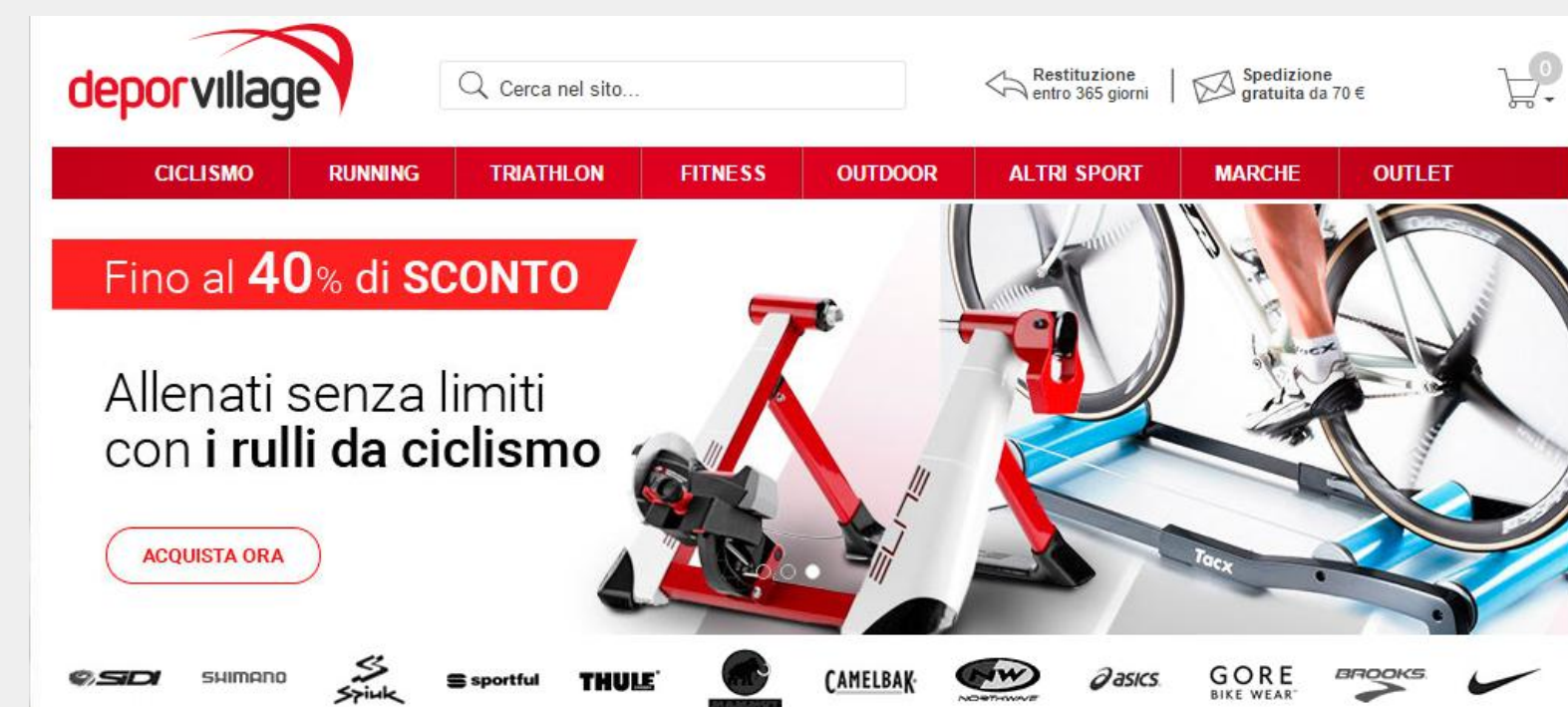
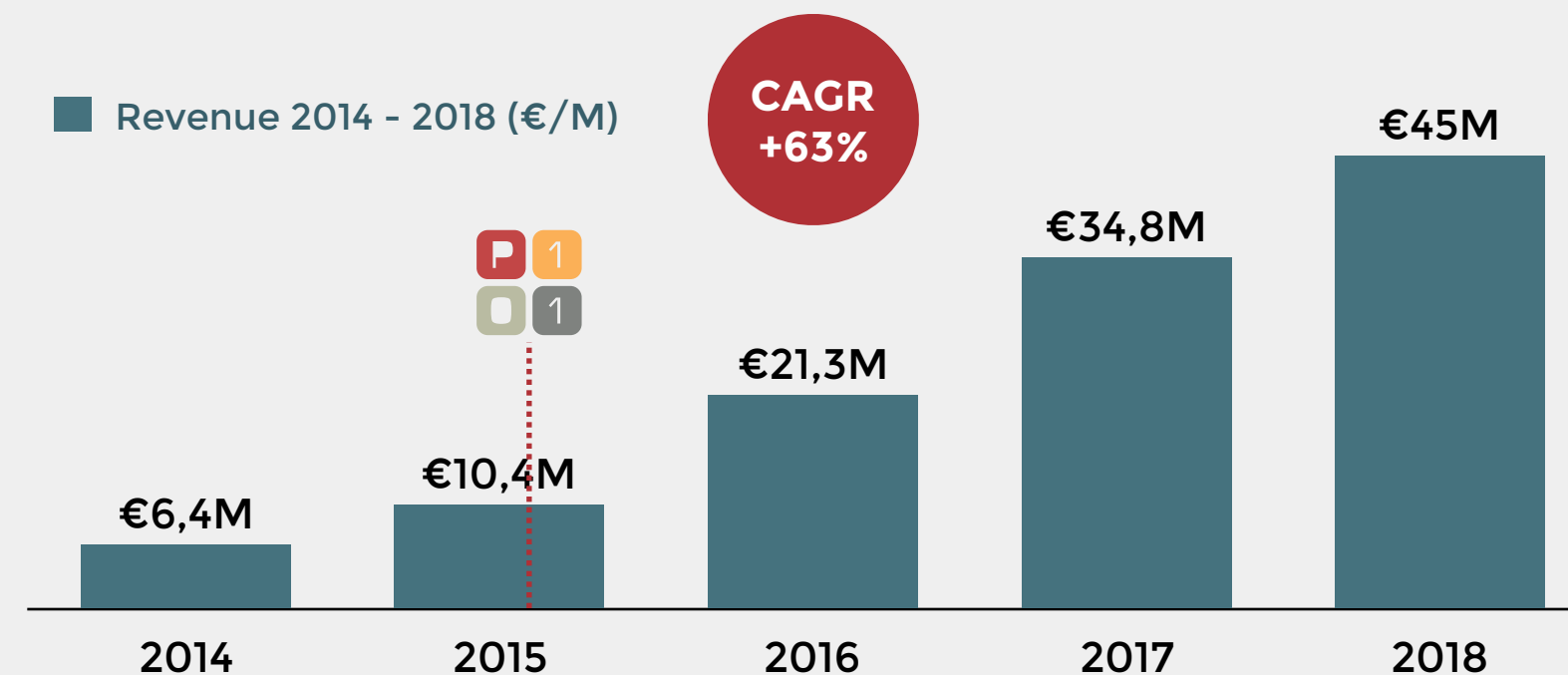
Cortilia

Cortilia is the first Italian online agricultural marketplace where you can buy short chain products directly from farmers. It connects farmers and consumers and arranges the delivery of fresh, seasonal and sustainable to customer's doorstep.



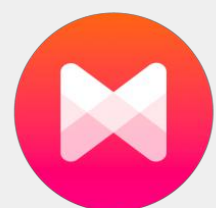
deporvillage

Deporvillage is an online sports store specialized in leading brands of sports equipment. It aims to become the reference space for all athletes looking for the best brands, through the broadest depth and breadth of assortment at competitive prices with outstanding customer service through continuous innovation throughout the company's chain value.



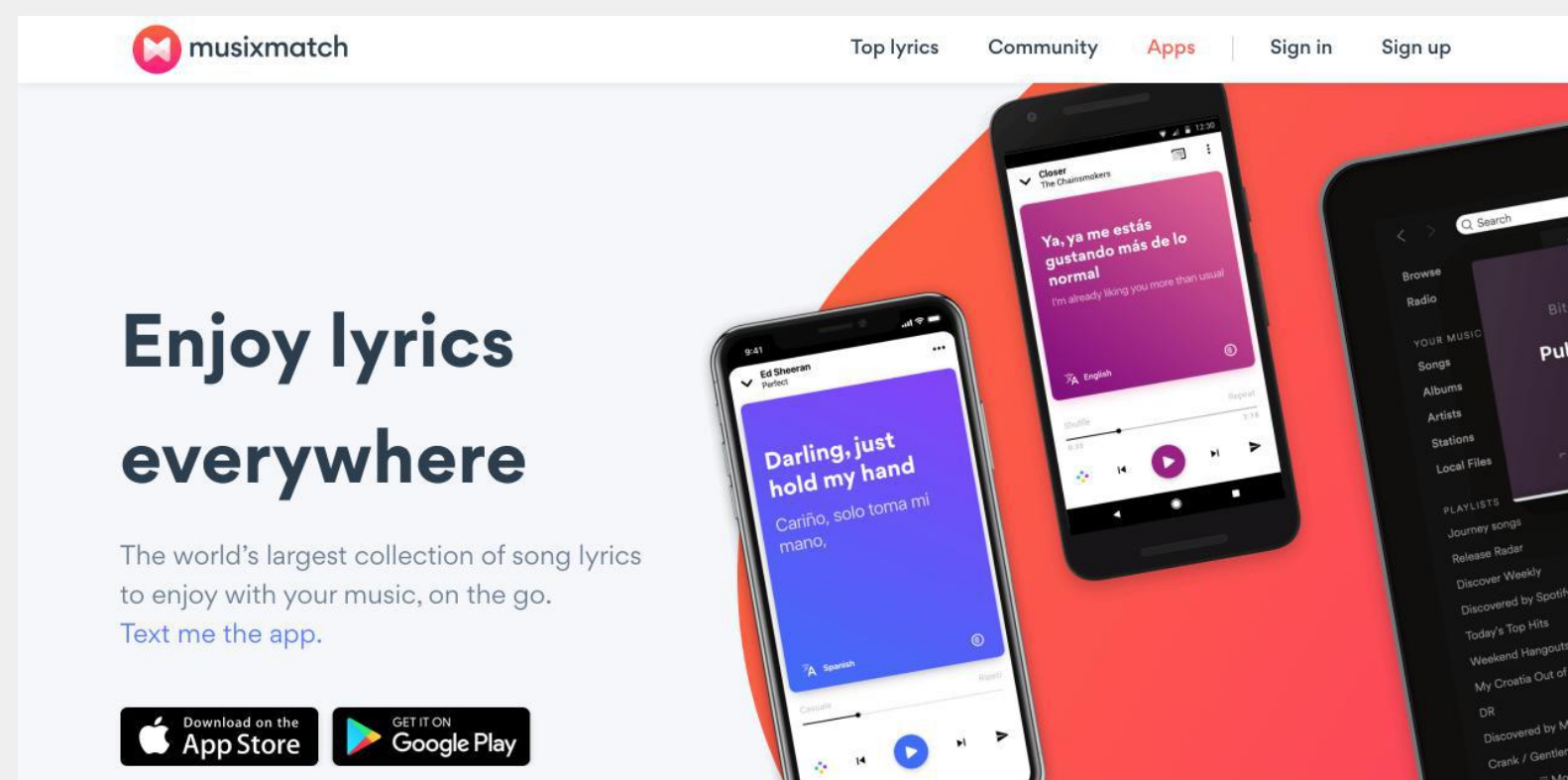
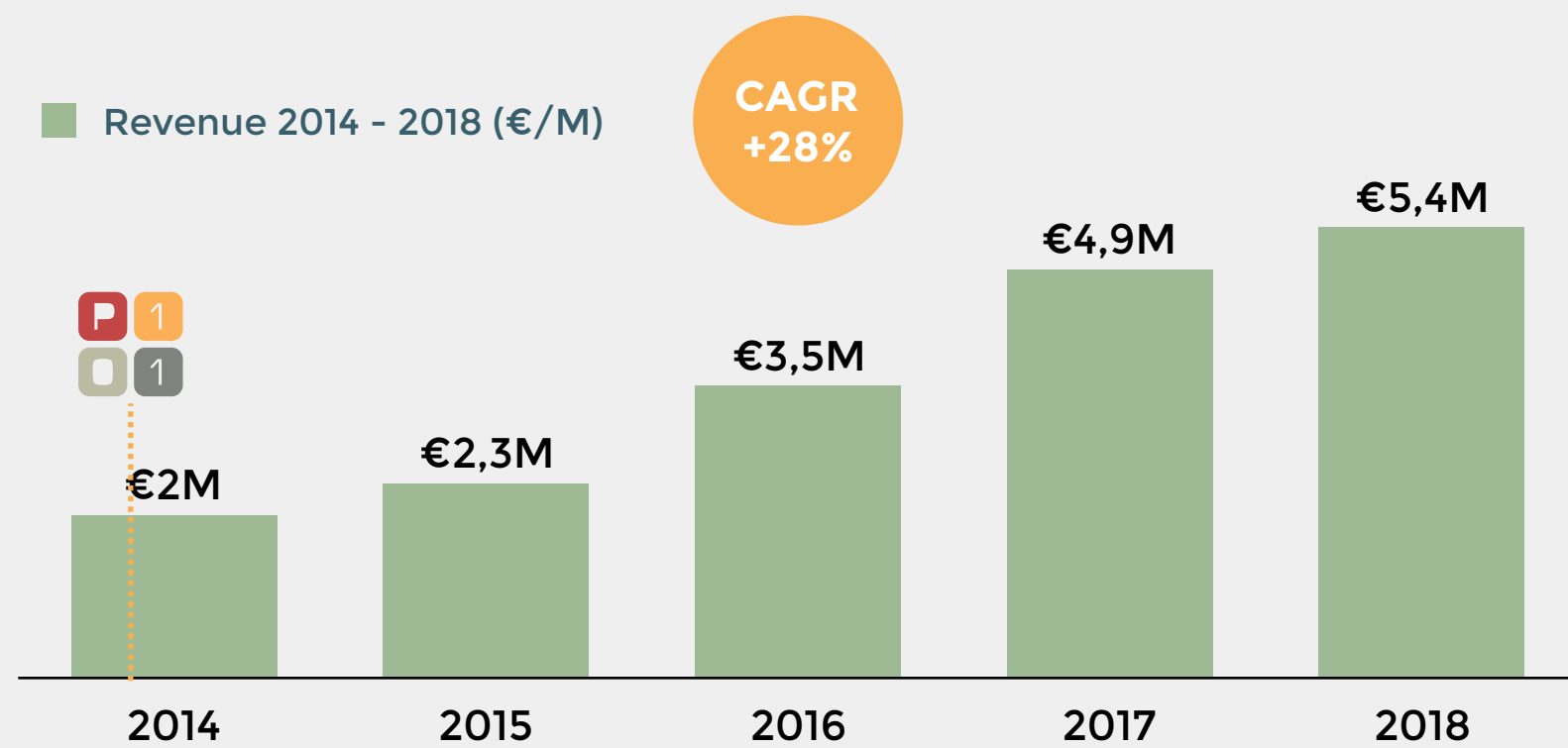


Portfolio (2/2)

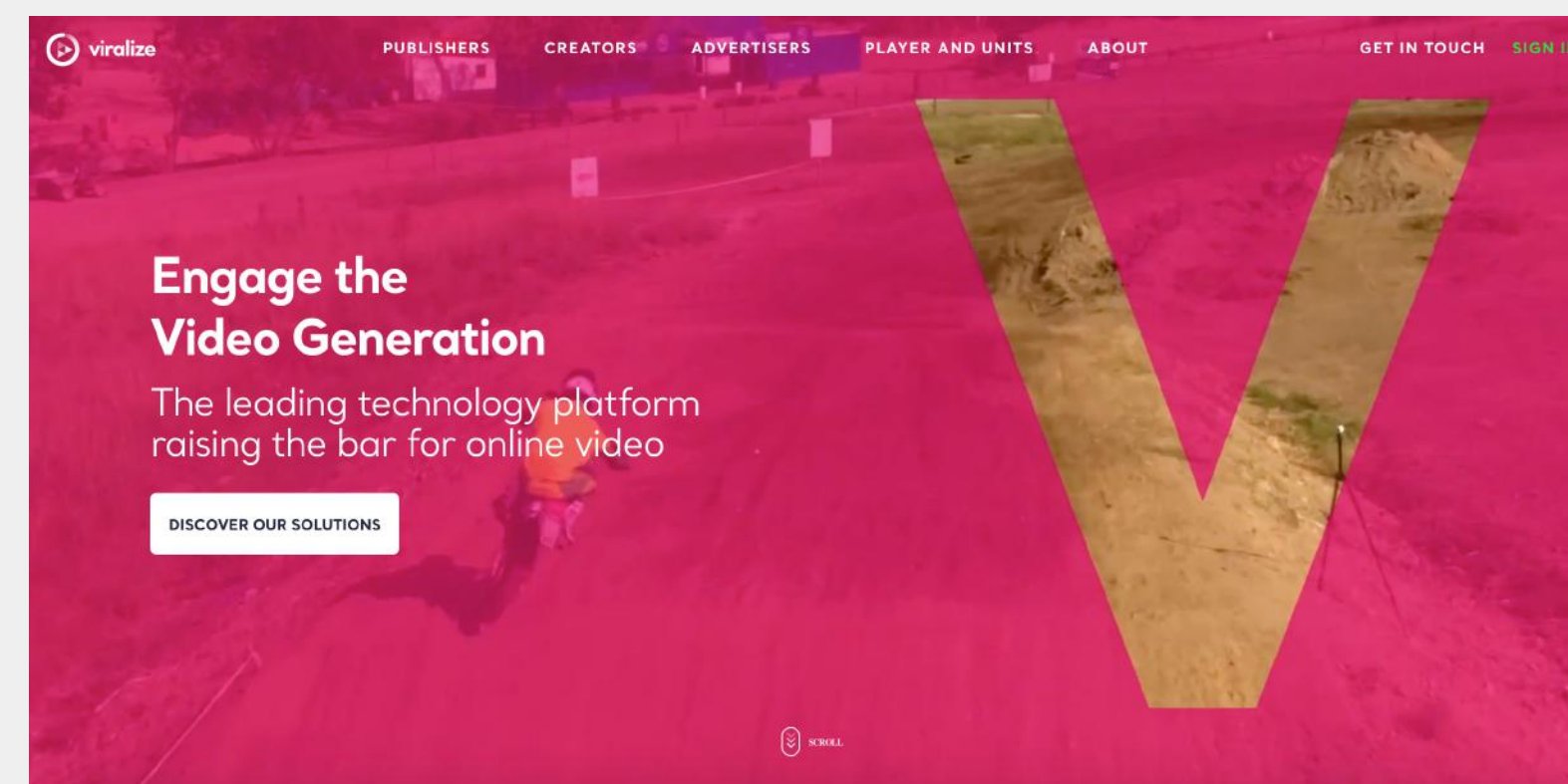
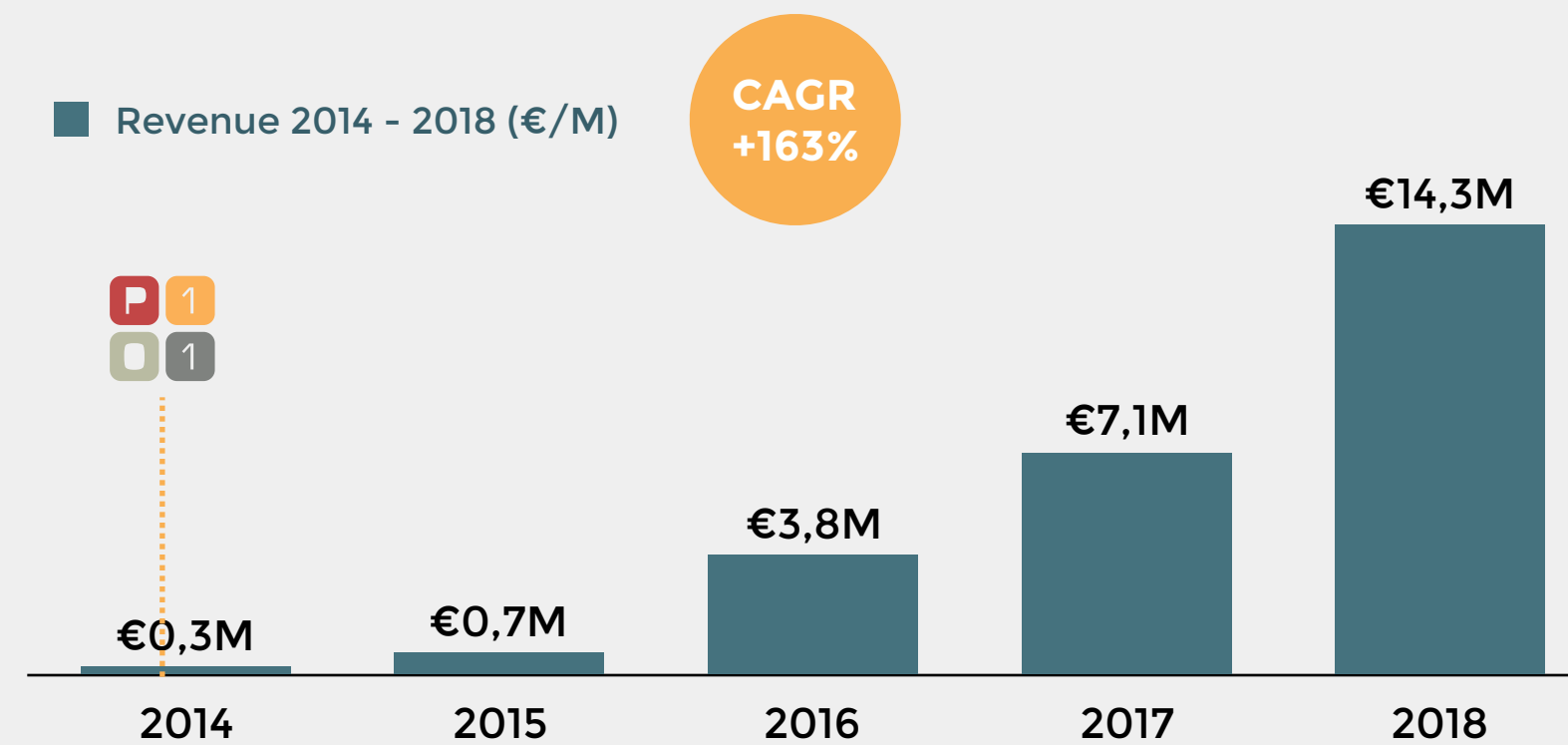


musixmatch

Musixmatch is the most popular lyrics destination on mobile and connected devices with more than 60 million people using it worldwide to discover lyrics. Lyrics is one of the top searched terms on Google, with billions of people every month trying to find the words to their music.



Viralize is a technology platform that unites online Publishers, Video Creators and Advertisers. With their hub and technology stack, publishers distribute top video content while optimizing ad revenue, creators get exposure for their quality videos and advertisers connect to their next engaged customer.





Business case: BorsadelCredito[®].it

The only Italian player in the marketplace lending space for SMEs

How we added value

- Raised 3 rounds of capital (1 + 2 +2 million) for fast launch in the new regulated market
- Contributed to seize the first mover advantage / strong position in a “winner’s take all” scenario
- Strongly focused on compliance vs international players
- Built strong technology platform foundation

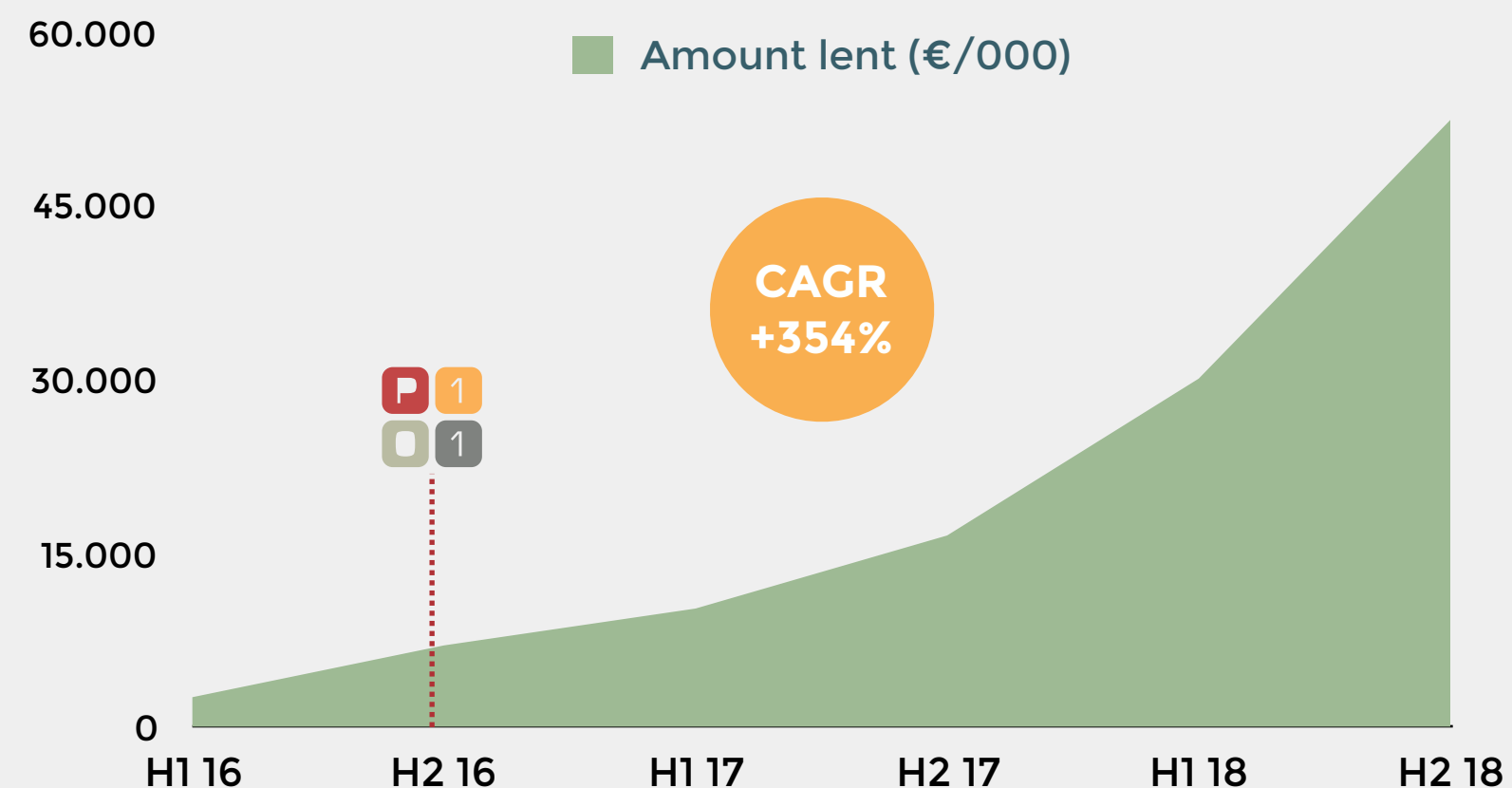
COMPANY DESCRIPTION

- BorsadelCredito.it is an online SME lending marketplace. The P2P lending business platform allows SMEs from industries such as services, manufacturing, retail, construction, etc., to borrow money within 3 working days
- It has been designed by professionals with great experience in the lending area and with previous start up experience in the field
- The objective is to exploit web features to make SME credit processes more efficient and profitable

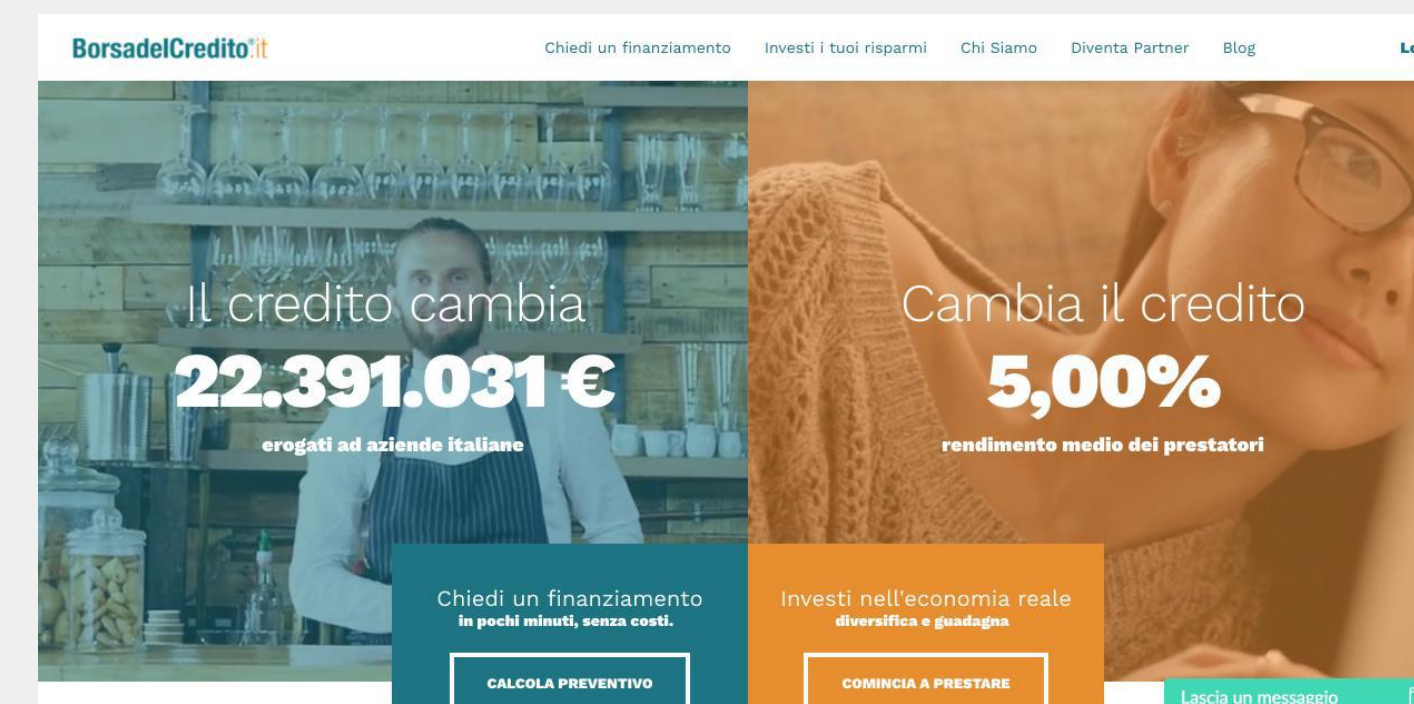
KEY POINTS

- Italian first mover on digital credit for SMEs.
- Leader in the web space and huge off-line originator network (more than 1.000 originators, growing up MoM)
- Unique Technology Assets: no comparable solutions and competitors. Using Big Data/AI for credit scoring
- Team of quoted and expert profiles on technology solutions and new digital media with deep knowledge of small business lending

RESULTS

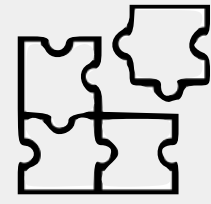


SCREENSHOT



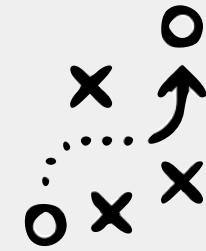


Hands-on approach proven to be very valuable



Company Structure

Help to structure all internal processes of the company, including operational, financial, accounting, tax and legal issues



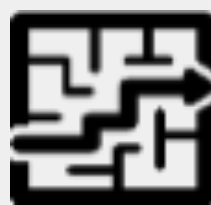
Strategic Advisory

At Board and execution level with a special focus on marketing, growth strategy and internationalization



Business Dev.

Find potential clients and partnerships through P101 Ventures' network and help develop strategic commercial agreements with key partners



Support in Exits

Support the company both in M&A processes and execution of exit transactions



Financing

Design professional and well scheduled ahead financing rounds with relevant potential investors



Recruitment

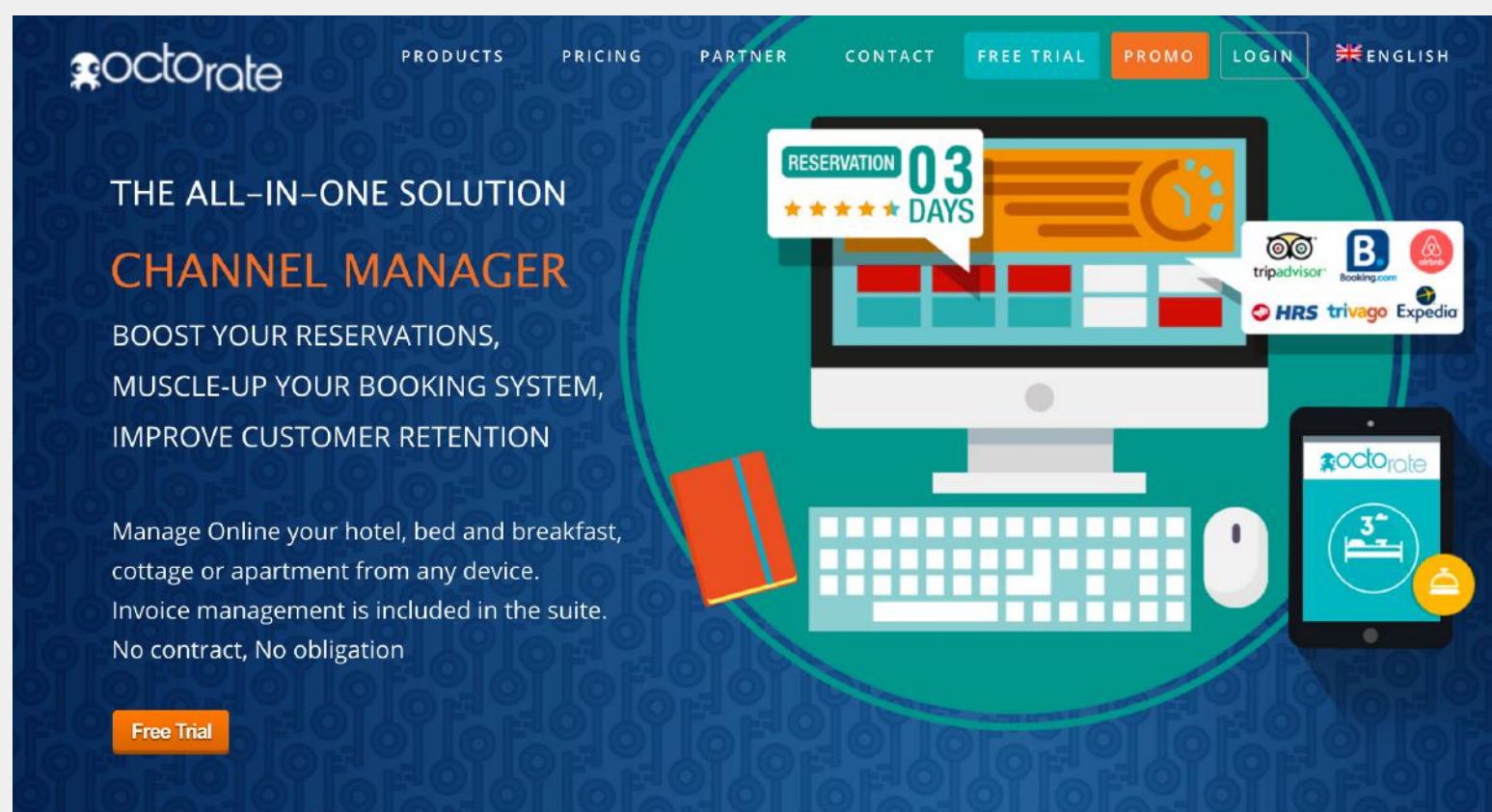
Leverage on P101 Ventures' reputation and support to find top class C-level employees, advisors and specialists



EXIT

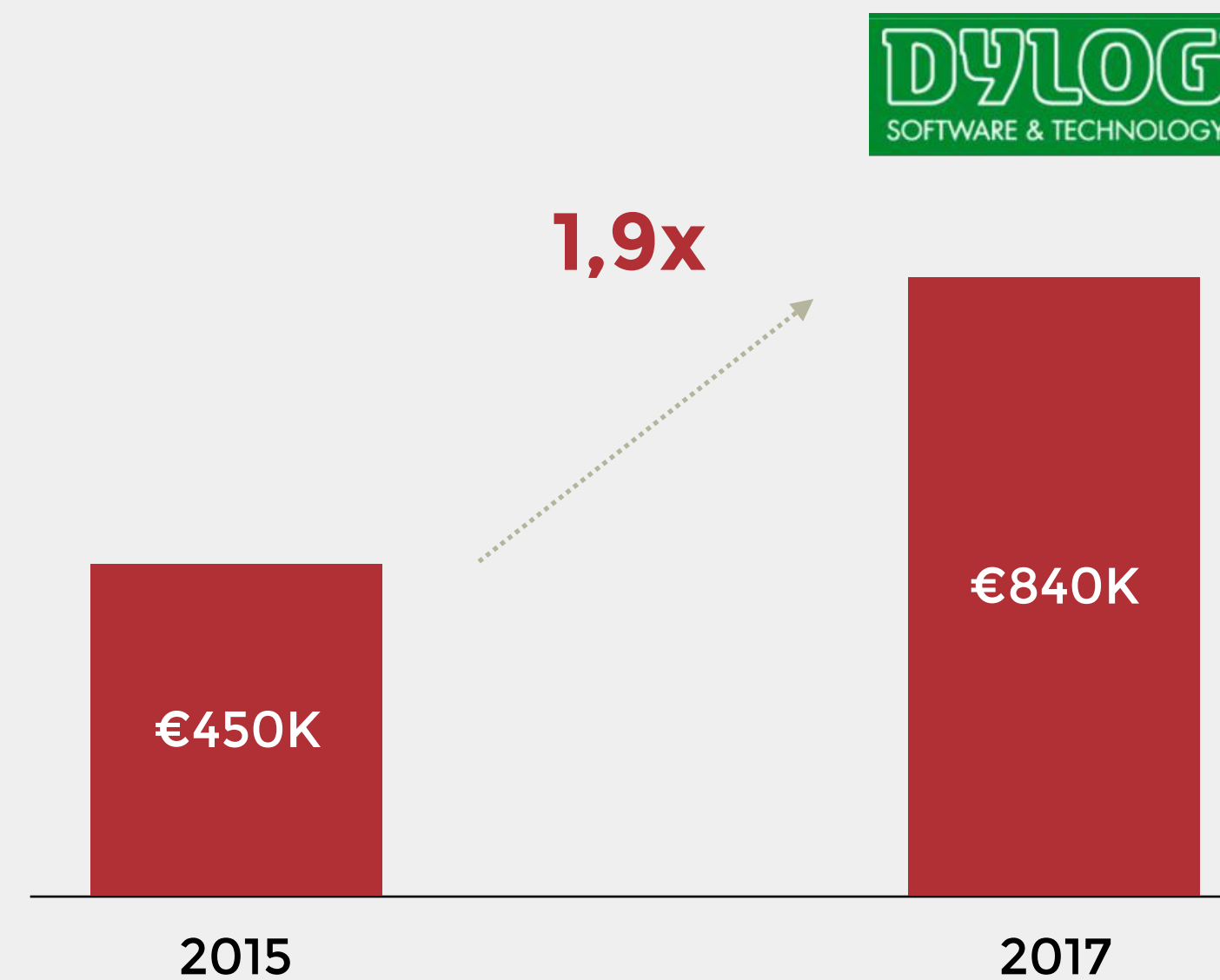


Octorate provides a SaaS-based hospitality booking management and sales optimization platform which is currently used by over 7,000 players including hotels, b&bs, farms, and houses. The solution features a centralized calendar to manage presences, prices, availability in any booking channel to improve decision making processes and increase sales.



 **Fabrizio Scuppa**
CEO and Founder at Octorate
1 giorno • Modificato

P101 helped us to literally move from the basement to a prominent place in travel tech, Octorate is proud and ready for new challenges together with one of the largest Italian IT group.

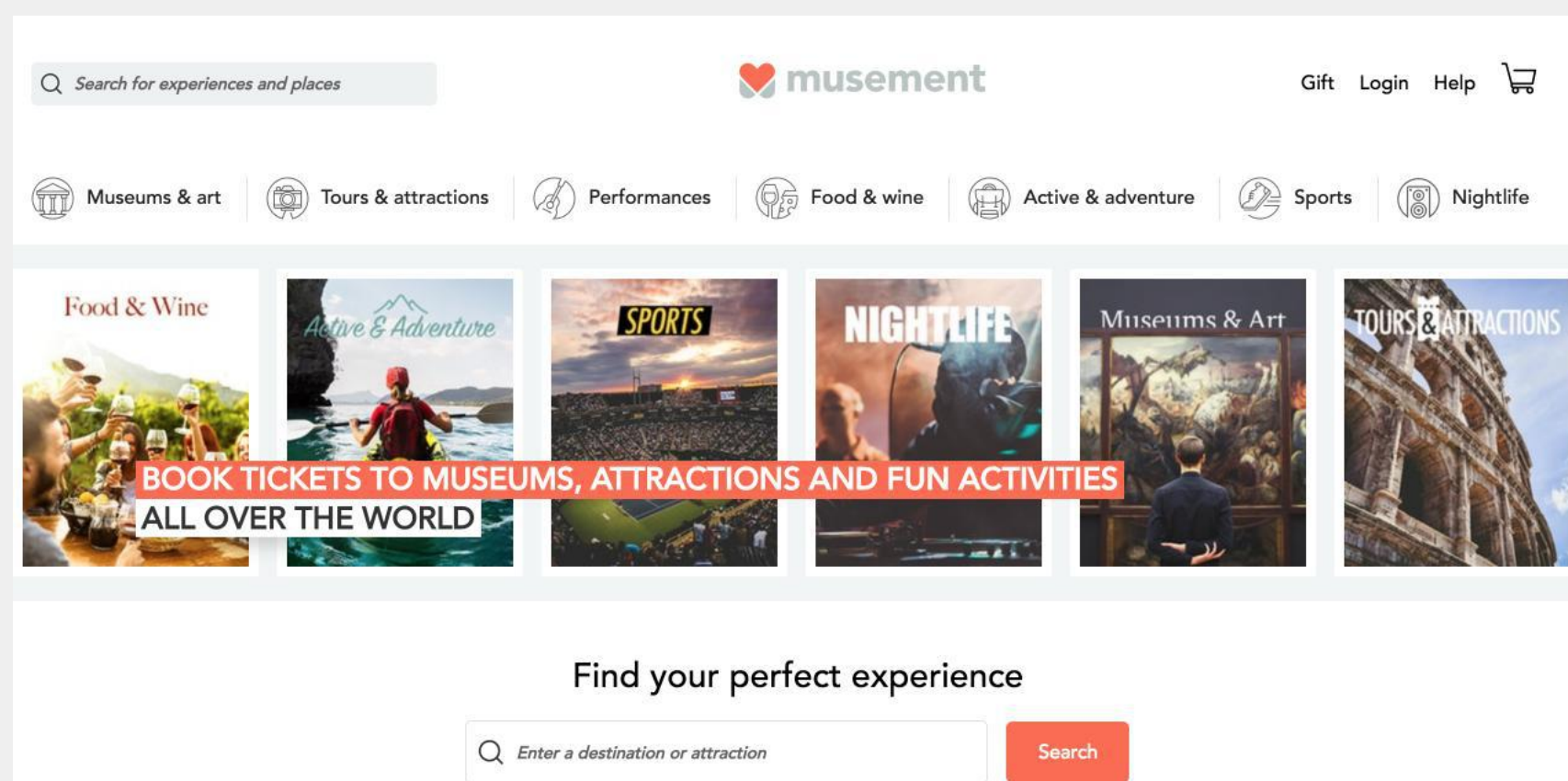




EXIT

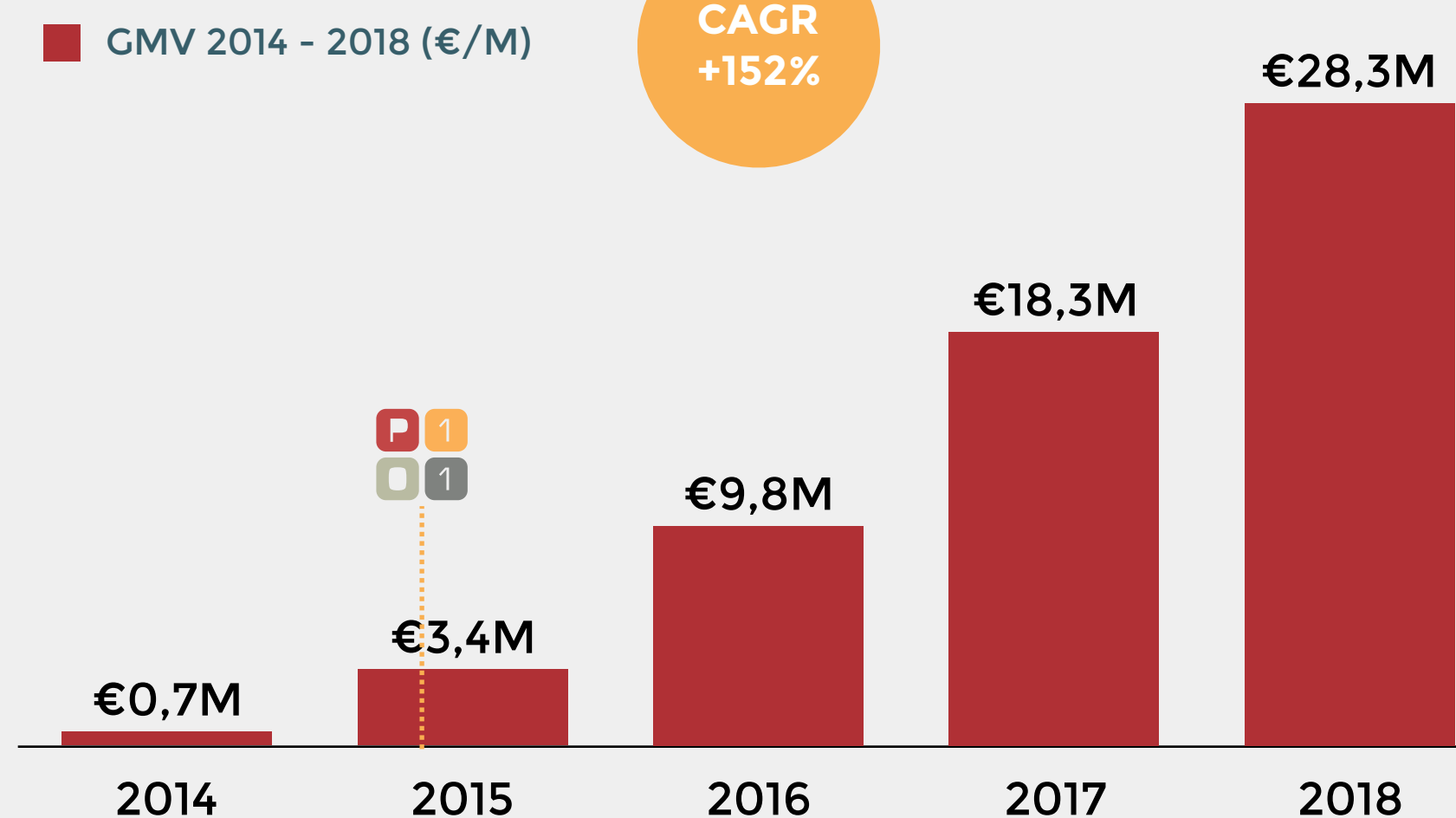


- Leading travel tech in Italy and in Europe
- GetYourGuide main competitor with 10x funding more
- 20 mln Eur raised (5m P101)
- Seed (1m); Series A (8M); Series B (10m)



360 Capital, P101 exit Musement

Venture capital firms 360 Capital and P101, as well as angel investor Italian Angels for Growth and family office Michele Associati, have sold their stakes in travel and tourism platform Musement to Germany-based tourism specialist TUI Group.





Thank you!



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