

Leveraging Tech Companies - the Investors View

Christian Roth, Managing Partner LEA Partners TNG BigTech Day 11, Munich, May 2018

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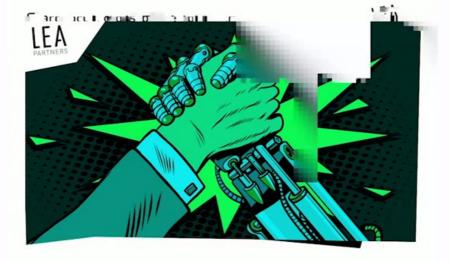
Focus on Deep Tech

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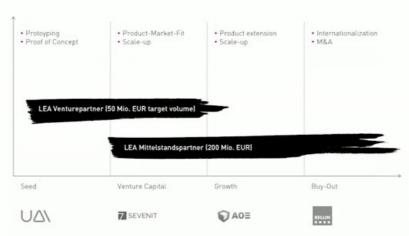




Sharp focus, cross-phase approach

Integrated financing concept

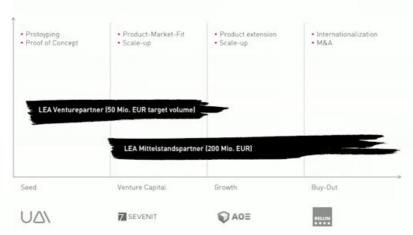




onarp focus, cross-phase approach

Integrated financing concept





Sharp focus, cross-phase approach

Anchored in the heart of one of Europe's largest technology clusters





LEA Partners

Background Managing Partners



Sebastian Müller (41)

Managing Partner

- since 2003: foundation and scale-up of LEA Partners
- previous: 3 years at technology and "Mittelstands" oriented Investment Bank (Equinet)

Christian Roth [41]

Managing Partner

- . Since 2016: LEA Partners
- Founder and CEO at BEONTRA [Enterprise Software for Airports; Exit to Lockheed Martin in 2014]

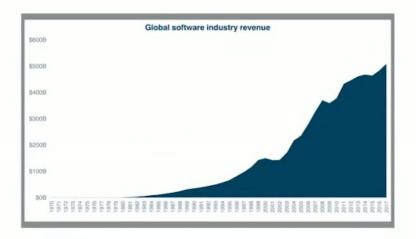




The State of European Tech // Tech Investments in Europe
TNG BigTech Day 11, Munich, May 2018



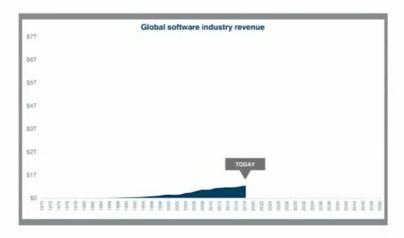




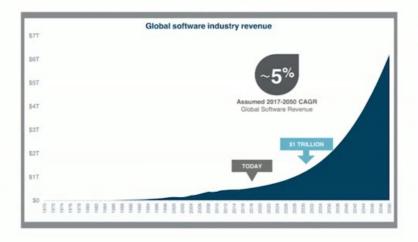
2018: Software eats the world

Source: "Software 2018", Battery Ventures (2018)

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...but we are still in the early innings Source: "Software 2018", Battery Ventures (2018)



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Rank	Company	Region	Industry Segment	Current Market Value (\$B)	2016 Revenue (\$B)
1	Apple	USA	Tech - Hardware	\$801	\$218
2	Google / Alphabet	USA	Tech - Internet	680	90
3	Microsoft	USA	Tech - Software	540	86
4	Amazon	USA	Tech - Internet	476	136
5	Facebook	USA	Tech - Internet	441	28
6	Berkshire Hathaway	USA	Financial Services	409	215
7	Exxon Mobil	USA	Energy	346	198
8	Johnson & Johnson	USA	Healthcare	342	72
9	Tencent	China	Tech - Internet	335	22
10	Alibaba	China	Tech - Internet	314	21
11	JP Morgan Chase	USA	Financial Services	303	90
12	ICBC	China	Financial Services	264	85
13	Nestlé	Switzerland	Food / Beverages	263	88
14	Wells Fargo	USA	Financial Services	262	85
15	Samsung Electronics	Korea	Tech - Hardware	259	168
16	General Electric	USA	Industrial	238	120
17	Wal-Mart	USA	Retail	237	486
18	AT&T	USA	Telecom	234	164
19	Roche	Switzerland	Healthcare	233	51
20	Bank of America	USA	Financial Services	231	80
Total	Y			\$7.207	\$2,497

Top 20 companies by market cap Source: Internet Economy Foundation Research, 2017

Company	• Industry •	Revenue •	Headquarters +
Berkshire Hathaway	Conglomerate	210.8	United States
AXA	Insurance	147.5	France
Allianz	Insurance	140.3	Germany
ICBC	Banking	134.8	China China
Fannie Mae	Investment Services	131.9	United States
ING	Banking	130.0	Netherlands
BNP Paribas	Banking	126.2	■ France
Generali Group	Insurance	116.7	■ Italy
China Construction Bank	Banking	113.1	China China
Banco Santander	Banking	108.8	Spain Spain
JP Morgan Chase	Banking	108.2	United States
Société Générale	Banking	107.8	France
HSBC	Banking	104.9	United Kingdom
Agricultural Bank of China	Banking	103.0	China China
Bank of America	Banking	100.1	United States
Bank of China	Banking	98.1	China China
Wells Fargo	Banking	91.2	United States
Citigroup	Banking	90.7	United States
Prudential	Insurance	90.2	United Kingdom
Munich Re	Insurance	88.0	Germany

Banking & Insurance = 50% EU Source: Internet Economy Foundation Research, 2017

Rank +	Group 0	Country 0	Vehicles +
1	Toyota	Japan	10,083,831
2	Volkswagen Group	Germany	9,872,424
3	General Motors (with SAIC-GM)	United States	7,485,587 (9,490,835) ^[a]
4	Hyundai / Kia	(e) South Korea	7,988,479
5	Ford	United States	6,396,369
6	Nissan	Japan	5,170,074
7	Fiat Chrysler Automobiles	Italy / Italy / United States	4,865,233
8	Honda	Japan	4,543,838
9	Suzuki	Japan	3,034,081
10	Renault	■ France	3,032,652
11	PSA	■ France	2,982,035
12	BMW	Germany	2,279,503
13	SAIC	China	2,260,579
14	Daimler	Germany	2,134,645
15	Mazda	Japan	1,540,576

Automotive = 31% EU

Rank •	Team •	Country •	Value In millions	Debt as % of value ^[2] **	% change o	Revenue (SM) o
1	Manchester United	+ England	3,689	24	11	765
2	Real Madrid	Spain	3,635	2	6	688
3	Barcelona	Spain -	3,580	3	-2	688
4	Bayern Munich	Germany	2,713	0	1	657
5	Manchester City	- England	2,083	5	8	583
6	Arsenal	+ England	1,932	16	-4	520
7	Chelsea	+ England	1,845	0	11	497
8	Liverpool	+ England	1,492	7	-4	448
9	Juventus	■ ■ Italy	1,258	7	-3	379
10	Tottenham Hotspur	+ England	1,058	17	4	310
11	Borussia Dortmund	Germany	836	0	19	338
12	A.C. Milan	I Italy	825	32	6	240
13	Paris Saint-Germain	■ France	814	0	28	578
14	Schalke 04	Germany	655	21	15	264
15	Atlético Madrid	Spain	633	22	45	225
16	Inter Milan	■ Italy	559	43	27	198
17	West Ham United	+ England	542	6	76	194
18	Roma	■ Italy	508	36	N/A	217
19	Napoli	■ ■ Italy	396	0	12	151
20	Newcastle United	+ England	383	0	10	104

Football = 100% EU

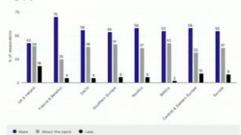
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5	Tencent	China	335
6	Alibaba	China	314
7	Priceline	USA	92
8	Uber	USA	70
9	Netflix	USA	70
10	Baidu	China	66
11	Salesforce	USA	65
12	Paypal	USA	61
13	Ant Financial	China	60
14	JD.com	China	58
15	Didi Kuaidi	China	50
16	Yahoo!	USA	49
17	Xiaomi	China	46
18	eBay	USA	38
19	Airbnb	USA	31
20	Yahoo! Japan	Japan	26
Total			\$3,827

Tech = 0% EU

Europe has a strong sense of optimism about the future of its tech ecosystem

While there are notable differences across countries, Europe as a whole demonstrates bullishness about the future of its tech ecosystem Are you more or less optimistic about the future of European tech today than you were 12 months ago?

Geography



The level of optimism among European founders is strong

90%

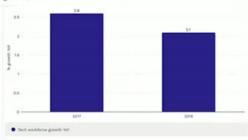
Europe's tech industry is creating jobs faster than the rest of the European economy

Tech industry workforce growth versus forecast EU employment growth, 2017 versus 2016



Based on an analysis of sample pool of Linkedin members and the difference between those in Oct 2016 working in the Tech Sector in each country from this sample pool and those in Oct 2017.

Source: Linkedin



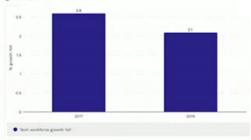
Europe's tech workforce is growing significantly faster than overall EU employment



year-on-year growth in European tech worker population in 2017, compared to just 0.8% growth in overall EU employment in

Europe's tech industry is creating jobs faster than the rest of the European economy

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Note

Based on an analysis of sample pool of Linkedin members and the difference between those in Oct 2016 working in the Tech Sector in each country from this sample pool and those in Oct 2017.

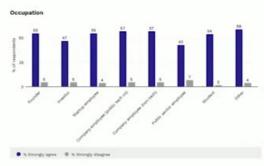
Source:

Europe's tech workforce is growing significantly faster than overall EU employment 3x

year-on-year growth in European tech worker population in 2017, compared to just 0.8% growth in overall EU employment in

Europe is entering a new age of entrepreneurship where technology is used to address the world's biggest societal challenges

There is strong agreement across Europe that the region's technology entrepreneurs will play a critical role in helping to tackle major societal issues, such as climate change, food sustainability and access to healthcare. European technology entrepreneurs will do more to address societal challenges in the next decade than European governments



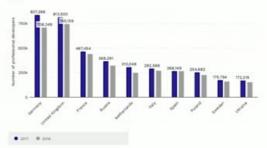




Europe's tech workforce and developer population is booming

There has been rapid growth in the size of the professional developer populations in most European countries Number of professional developers by country

Top 10



Germany has overtaken the UK as the largest country for professional developers in Europe

Number of professional developers by country

Germany	837,398
United Kingdom	813,500
France	467,454
Russia	368,291
Netherlands	310,048
Italy	292,586
Spain	268,149
Poland	254,682
Sweden	175,794
Ukraine	172,219
Switzerland	144,382
Turkey	123,206
Belgium	108,626
Romania	105,170
Czech Republic	96,324
Denmark	95,391
Austria	92,772
Finland	82,874
Norway	79,112
Hungary	79,075
	United Kingdom France Russia Netherlands Italy Spain Poland Sweden Ukraine Switzerland Turkine Switzerland Turkine Belgium Romania Czech Republic Denmark Austria Finland Norway



Source: Stack Overflow

Europe's tech ecosystem is fed by a strong pipeline of world-class talent

Europe is home to half of the top 10 computer science institutions in the world

Global ranking of top-rated European computer science institutions

Europe is a leading source of doctoral-level technical talent



more PhDs in STEM subjects graduate from European universities than from those in the US



Source: Times Higher Education World University Rankings for Computer Science 2017-2018.co

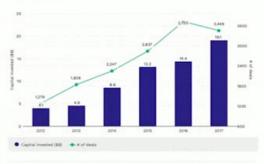




Another record year for European tech investment

Total capital invested into European tech in 2017 will comfortably exceed the recordbreaking levels of 2016

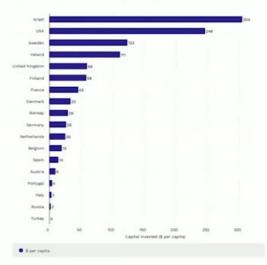
Capital invested (\$B) and # of deals, annual, 2012 to 2017



Note: AE Dealinger-on data excludes the following biotypih, secondary transactions, debt, lending capital, grants. Mease also note the data excludes larged, 2017 based on SM to September 2017 and projection for Q4 2017 based on Q3 2017.

But there is still huge headroom. European countries still lag others such as the US and Israel in terms of capital invested per capita

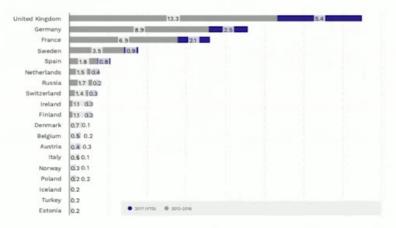
Capital invested (\$) per capita by country



Source: The State of European Tech - Atomico/ Slush - 2017

The UK remains the largest destination for capital invested in Europe; in addition, 10 countries have now raised >\$1B since 2012

Capital invested (\$B) by country



The strength of Europe's tech ecosystem is attractive to a diverse set of investors

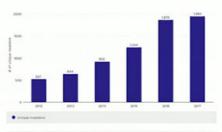
Around 2,000 unique investors have participated in at least one investment round in Europe in 2017, up around 4x compared to 2012



For some years, we didn't look to European market investors with hungry eyes because we didn't see the type of investor we could work with, but over the last few years we've seen a number of investors starting to attract more interest because they clearly have good ambitions, and that alone gives me a feeling that there's cause for optimism.

Timo Rein Pipedrive 99

Number of unique institutions that have participated in at least 1 investment round in Europe per year

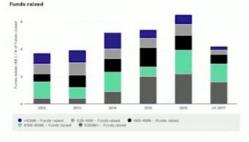


Note: Number of unique investors (incl. Investment funds, corporate investors is accordance, but each angle investoris) to Asimi participated in at least 1 meetiment round per year, 2017 annualized based on projection for Qs on Q3 2017

Source: Desironmon

2017 has seen another strong year of fundraising for European VCs

European VCs have raised more than €10.6B across 198 funds since 2016 VC funds raised (€B) and # of VC funds closed per year by fund size





...and the Headroom is increasing

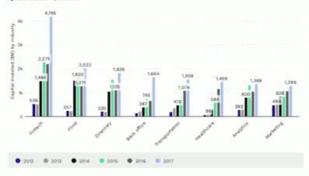


SoftBank's fund size stands alone with powerful investors

Fintech, food, transportation and healthcare have all seen large capital investments in 2017

Capital invested (\$M) by industry

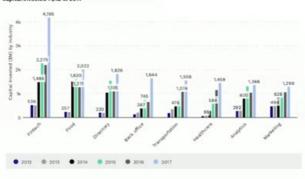
Capital invested >\$18 in 2017



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Capital invested (\$M) by industry

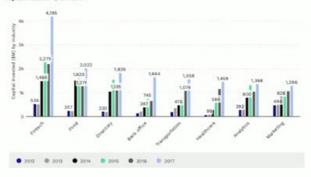
Capital invested >\$1B in 2017



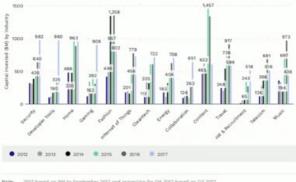
Fintech, food, transportation and healthcare have all seen large capital investments in 2017

Capital invested (\$M) by industry

Capital invested >\$18 in 2017



Capital invested \$500M-\$1B in 2017



2017 based on 9M to September 2017 and projection for Q4 2017 based on Q3 2017.

Source: Dealroom.co



	Increasing Usage				
ı	Term	% of descript 2008	ions with term 2017	Δ 108-17	
1	ai	0.2%	2.7%	1,681%	
2	machine	0.8%	9.1%	1,108%	
3	artificial	0.9%	8.4%	829%	
4	simplify	0.8%	4.8%	535%	
5	algorithms	0.6%	3.5%	481%	
6	learning	2.0%	10.7%	448%	
7	insurance	0.8%	3.3%	334%	
8	messaging	0.8%	3.0%	303%	
9	3d	0.5%	1.6%	261%	
10	threats	0.5%	1.6%	261%	
11	intelligent	0.9%	3.2%	249%	
12	5005	1.4%	4.2%	210%	
13	risk	0.6%	1.8%	190%	
14	smart	0.9%	2.6%	184%	
15	global	0.9%	2.5%	171%	
16	automate	2.7%	7.0%	158%	
17	monitor	3.0%	7,4%	144%	
18	insights	2.9%	5.8%	104%	
19	payments	3.3%	6.5%	97%	
20	security	4.4%	8.5%	95%	
21	workflows	1.7%	3.2%	90%	
22	analytics	5.1%	9.6%	87%	
23	data	13.0%	23.9%	85%	
24	cloud	5.0%	8.1%	62%	
25	real-time	5.0%	7.2%	46%	
Total	# of companies	663	856		

	Decreasing Usage					
	Term	% of descripti 2008	ions with term 2017	Δ 108-17		
1	solutions	4.1%	0.4%	(91%)		
2	networking	5.7%	1.1%	(81%)		
3	advertising	4.2%	1.2%	(72%)		
4	web	13.3%	4.4%	(67%)		
5	engine	4.1%	1.5%	(63%)		
6	social	18.1%	7.4%	(59%)		
7	content	11.8%	5.1%	(56%)		
8	analysis	4.1%	2.0%	(51%)		
9	collaboration	4.1%	2.0%	(51%)		
10	video	8.3%	4.1%	(51%)		
11	media	5.9%	3.0%	(48%)		
12	search	5.1%	2.7%	(48%)		
13	sharing	4.7%	2.5%	(48%)		
14	services	36.2%	19.3%	(47%)		
15	games	9.4%	5.1%	(45%)		
16	interactive	3.3%	2.0%	(40%)		
17	online	25.9%	16.1%	(38%)		
18	marketing	7.4%	4.8%	(35%)		
19	platforms	3.3%	2.2%	(33%)		
20	sales	4.8%	3.6%	(25%)		
21	tools	12.1%	9.2%	(24%)		
22	community	6.3%	4.9%	(24%)		
23	enterprise	10.0%	7.9%	(20%)		
24	developers	3.3%	2.7%	(19%)		
25	management	17.2%	16.5%	(4%)		

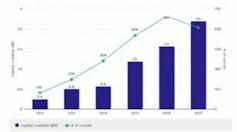
Software companies funded are changing... Source: "Software 2018", Battery Ventures (2018)





European deep tech continues to attract large investment

Europe is on track for \$3.58 to be invested into deep tech companies in 2017 across more than 600 deals Capital invested (\$B) in and # of deals closed by European deep tech companies



Note: 2017 based on 8M to September 2017 and projection for C4 2027 based on C3 2027

Source:

European AI companies have raised more than \$4.6B since 2012 across over 1,000 deals

Capital invested (\$B) and # of deals by deep tech sub-category

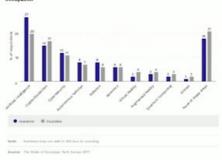
Capital invested



AI & crypto are seen as major opportunities for European tech leadership on the global stage

Al & blockchain are viewed as the areas where Europe is best-positioned to attain worldleading status In which one area of technology is Europe best positioned to become a world leader over the next five years?

Occupation



The UK and Germany are viewed as the two countries best positioned within Europe to build world-leading positions in key deep tech fields Most cited responses for question: which European country do you think is best placed to capture this opportunity?

Deep tech field			
Artificial Intelligence	United Kingdom	France	Germany
Crypto/blockchain	United Kingdom	Switzerland	Estonia
Cybersecurity	Germany	United Kingdom	Estonia
Autonomous Vehicles	Germany	Sweden	Norway
Robotics	Germany	United Kingdom	No single country
Genomics	Germany	United Kingdom	Switzerland
Virtual Reality	Germany	Finland	United Kingdom
Augmented Reality	Germany	United Kingdom	Sweden
Quantum Computing	Germany	United Kingdom	Switzerland
Drones	France	United Kingdom	Germany

Source: The State of European Tech Survey 2017

Current regulatory frameworks in Europe are not ready for the commercial deployment of key new technologies

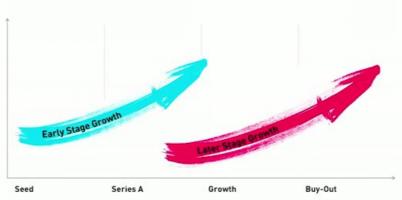
Status of the regulatory landscape in selected European countries for the commercial use of key new technologies

	Autonomous rehicles	Initial Capital Offerings (ICOs)	Drones	VTOL personal aircraft	Gene editing
L	Commercial use of .4+ autonomous rehicles is permit- ted on public roads	Specific regulatory framework in place to define treatment of token sales via ICOs for all poten- tial use cases, including security sales and non-se- curity sales	Use of drones beyond visual line of sight is permit- ted for commercial use cases in urban environments, such as delivery/logistics	Commercial use of VTOL personal aircraft for air taxi services is permit- ted within urban environments	Gene editing is permitted for commercial and/or non-trial purposes on human embryor
Inited Kingdom					
Germany					
France					
Italy		- 3			
Finland					
Sweden					
Estonia		- 3			
Switzerland					
Estonia		- 3			
turopean Union					



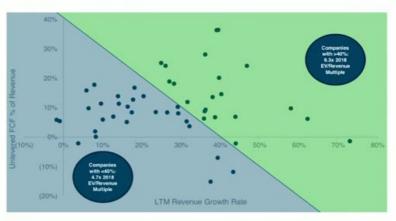
Key drivers of "value creation" Factors of relevance from an investor's POV





"The rule of 40" Company's Growth + Profit > 40%





"The rule of 40"

CY 2018 Rev Multi Median Average

...true across all groupings of profit & growth



			panies by Rule of 40	 		
0-10%	10-20%	20-30%	30-40%	40-50%	50-60%	60%+
e brightove	Violateninociti BINETITOCITI BOSTORIUS Sotionius Internacion	8x8 APPTIO blackbaud Fornerstone Indicate NIC IS Worklys	Applan costlight Five) GINSTRUCTURE BIT MEDICAL COMPLISION COMPLIS	epololo box Penetridge Grentene Hubspie O New Reic D paycorn Sendorid twillo	** talend **Veeva **Zendesk	alteryx A ariassian Quopa Droobox Maissir okta servicenew A shopify WIX workdoy
		120.0		2.20		
2.4x 2.7x	3.8x 3.1x	5.1x 5.4x	6.8x 6.6x	8.0x 8.2x	8.6x 8.6x	10.8x 10.8x

"The SaaS Funding Napkin" Key factors for raising VC in 2018



	SAAS FU	Point Nin	
	SEED	Series A	Series B
ARR	-\$0.TM	- \$1-15M	- \$5M
ARR GROWTH (V/V)	_	-3x	-25-3x
VALUATION	- \$5-7M	- \$15-25M	- \$40-100M
Romo size	- \$1-2M	- \$5-1ØM	- \$10-30M
TEAM	TRONG TECH CO-FOUNDER DOMAN EXPERTISE / UNIQUE NOONTS	DEEP UNDERDANDING OF ALL COMPETITORS VISIONARY LEADERSHIP	CAN HANDLE ZBX THE SIZE OF TODAY PROVEN ABLITY TO RECENT
	LEADONG & MOTING FAST	CAN DET PEOPLE ON THER SIDE	HRED 1-2 EXCELLENT VPS
Product/Market	PRODUCT LOVED BY EARLY VISERS MARKET NOT YET WELL DEFINED	DRONG CUDOMER REFERENCES COMPELLING JUNY NOW WELL-DEFINED MARKET	NCREASING EXIDENCE OF TRONG PRODUCT/MARKET (IT IN A LARGER MARKET
	INCREASING EXPENSE OF A	MULTI-BLLION BOLLAR MARKET WITH	\$300M+ ARR POTENTIAL

"The SaaS Funding Napkin" Key factors for raising VC in 2018



	SAAS FU	Point Nine	
9	SEED	Series A	SERIES B
ARR	- \$0.1M	- \$1-15M	-\$5M
ARR GROWTH (V/V)	_	-3x	-25-3x
VALUATION	- \$5-7M	- \$15-25M	- \$40-100M
Romo size	- \$1-2.M	- \$5-1ØM	-\$10-30M
TEAM	TYPONG TECH CO-FOUNDER DOMAIN EXPERTISE / UNIQUE INSONTS LEFENING & MOVING FIRST	DEEP UNDERTRADING OF ALL COMPETITORS VISIONARY LEADERSHIP CAN GET PEOPLE ON THEIR SIGE	CAN HANDLE ZIDX THE SIZE OF TODAY PROVEN ABELTY TO RECRUIT HRED 1-Z ENCELLENT VPS
Product/Market	PRODUCT LOYED BY EARLY VIEWS MARKET NOT YET WELL DEFINED	TRONG CATOMER REFERENCE CONTELLARS WAS NOW WELL-DEFINED MARKET	NCREADING ENTREME OF TROOM PROBABIL MARKET 191 IN A LARGER MARKET
	NCREATING EXIDENCE OF A	MULTI-BLLION BOLLAR MARKET WITH	1300MF 2003, POTENTIAL



	Poor Market	Good Market	Excellent Market
Poor Team	100000		
Poor Team			
Good Team			
Ood real			
ellent Team			



	Poor Market	Good Market	Excellent Market
Poor Team			
Good Team			
xcellent Team			



	Poor Market	Good Market	Excellent Market
Poor Team	0x	0-1x	
Good Team	1-5x	10x	
Excellent Team			





	Poor Market	Good Market	Excellent Market
Poor Team			
Good Team			
xcellent Team			



1	Poor Market	Good Market	Excellent Market
Poor Team			
Good Team			
cellent Team			



	Poor Market	Good Market	Excellent Market
Poor Team	0x	0-1x	
Good Team	1-5x	10x	
Excellent Team			

I earn vs. Market



	Poor Market	Good Market	Excellent Market
Poor Team	0x	0-1x	
Good Team	1-5x	10x	
Excellent Team			



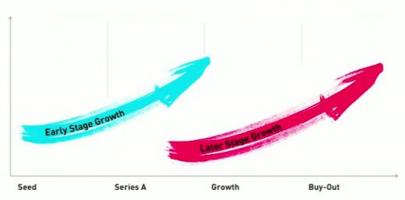
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	Poor Market	Good Market	Excellent Market
Poor Team	0x	0-1x	
Good Team	1-5x	10x	
xcellent Te am			100x

Key drivers of "value creation" Factors of relevance from an investor's POV

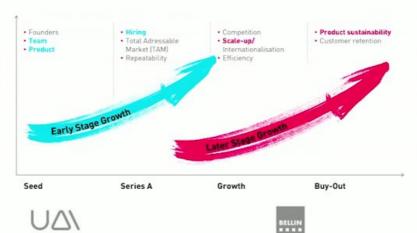




Casestudy from the LEA portfolio

Factors of relevance from an investor's POV





understand.ai // Seed stage Machine Learning based Data Annotation





Casestudy - understand.ai

Focus topics // areas of support by the investor



...Goal

- . Keep the technological edge
- Build the foundation for a successful scale-up and future fundraising
- Market Leadership in ML based data annotation in automotive and other markets [e.g. health]

Initial Situation...

- Excellent techn. base & talent (20+ KIT machine learning engineers)
- . Significant market potential (data annotation for autonomous driving)
- · Seed stage = lack of organisational & functional structure
- . Distraction of Founders by operative topics

Casestudy - understand.ai

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BELLIN // Later Growth stage Corporate Treasury Management





Casestudy - BELLIN

Focus topics // areas of support by the investor





- Use product & technology as differentiator
- · Broaden the product base
- Global scale-up

Indiana Citization

- . Strong customer base of 300+ corporates
- · Leading mid market DACH player
- . Service & Consulting excellence

Casestudy - BELLIN

Focus topics // areas of support by the investor





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Key Challenge = Company Scaling

How do _entrepreneurial investors" try to support?



· Sales and Marketing

- · High-level Lead Generation
- · Funnel Management, Account Management

· Talent Acquisition / HR

- · Sourcing
- · Coaching/Personalentwicklung

· Product Management

- · Roadmap Definition, Priorization
- · Product Design (UX bis Architektur)

Technology

- · Dev Processes
- · Access to peers, Sparring & Challenging

· PR/Communications

- · Storytelling, PR
- · Events

· Business Development

- · Business Model Design/ Ramp-up
- · Direct vs. Partner Sales

· Legal Support

- · e.g. Defensibility IT/IP, Patents
- · Customer Contracting

· Financial Support

- Fundraising
- . Controlling & Budgeting

· Process & Infrastructure Development

- Organizational Ramp-up
- · Operational efficiency

5 tips to scale processes

CTO peergroups as learning platforms



· Set the right priority

you have to choose if you accept growing fast AND breaking up things – you can't be fast without breaking things.

- Be lean, test a lot, measure and iterate after customers ask for it, first do a basic MVP for them, then validate if the metrics prove the case. After that, in the next iteration, spend time building a more solid product. Also, remember to kill stuff you don't use!
- Understand who drives product, make sure they listen to customers
 there's no common answer if product should be

there's no common answer if product should be inside or outside the tech organization, but it's important to know how you get customers' feedback in the product cycle – somebody has to speak with customers!

- Make clear rules to prioritize jobs bugs-first? when is a bug a top priority? when do you refactor? when is it done? or 'done done'?
- Follow best practices in mature processes allow one click test-and-deploy, test to make users happy, try to avoid developers messing directly with servers, etc.

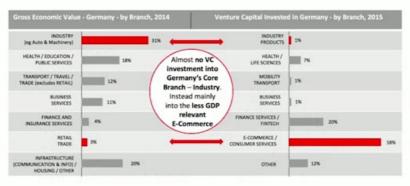






Game NOT over !!

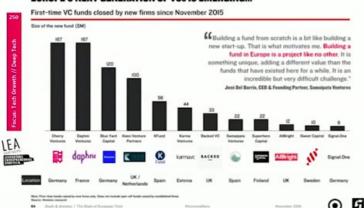




Europe's next generation of VC emerging...



EUROPE'S NEXT GENERATION OF VCs IS EMERGING...





DANKE TNG !!!

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