

How to raise your series A



Venture Capital, Re-Invented

We've changed the model

Draper Esprit plc is a European Venture Capital Company. Long-term, globally networked capital for entrepreneurs.

Open to all investors through an evergreen listed vehicle and associated co-investment funds.

How we back businesses



Fund of funds

We don't do seed funding directly. But we do partner with seed funds across Europe, to support businesses as they scale.



Early stage

Got a product that fits a market, and need to ramp up your operations? That's the kind of early stage we invest in.



Growth

For your company's international expansion and global dominance. Or Series B+ if you're feeling secretive about it.



Secondary

We might be buying out your early backers. Or taking on a whole portfolio, from a timed-out fund. Whatever the situation, we look for ambitious tech companies ready to grow.



Follow on

Once we've invested, we can stay for the long term, through every stage of growth. We back many businesses through to IPO or exit.



Your model

The one thing we don't do? **Boxed-up, one-size-fits-all funding.** It's likely you'll need different funding styles at different stages- we're here to make sure you get what you need.

Draper Esprit in numbers



Average
ticket size



Average
number of
deals per year



Target to
invest this year



Amount to
invest in Seed
funds over
next 5 years



Total value of
exits since 2010



Size of team

For teams with global ambition, we have a distinctly unfair advantage.

Founded by Tim Draper, the early backer of Skype, Tesla and Baidu. The Draper Network reaches from **Silicon Valley to China, Brazil to Japan**. We're the exclusive European arm – connecting teams to the right investors at the right time, from across the globe.

What it offers entrepreneurs:

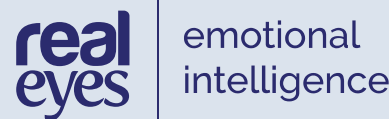
- ▶ A corporate development team for start-ups based in Silicon Valley
- ▶ Access to the mother of all CEO summits
- ▶ Global advice on acquisition strategies



Invest across four areas of digital technology

Draper Esprit actively manages companies in enterprise, digital health, hardware & consumer tech across plc, EIS and VCT.

Enterprise



Digital Health & Wellness



Deeptech/Hardware



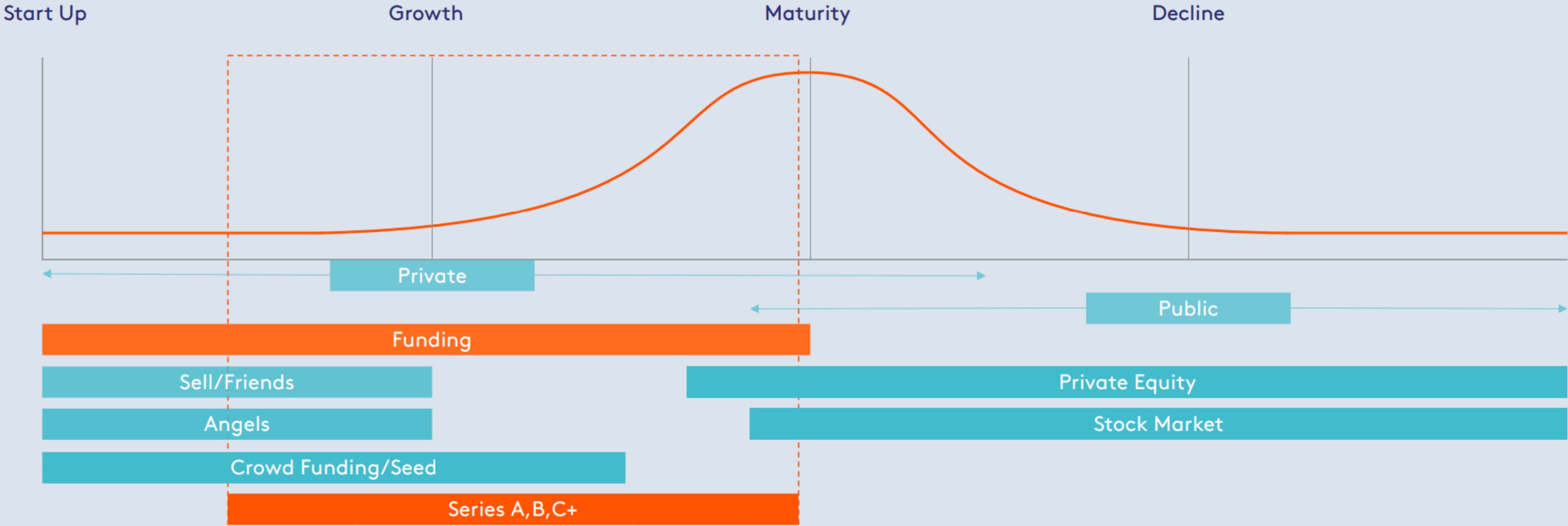
Consumer Tech



State of play



Lets talk Venture Capital – growth, growth, growth



Source: Draper Esprit

State of play

Stage	What you need to show...	
FFF/Angel: €100k-€500k	<ul style="list-style-type: none"> • Strong founding team • Large market 	<ul style="list-style-type: none"> • MVP product
Seed: €500k - €4m	<ul style="list-style-type: none"> • Strong founding team • Large TAM and SOM 	<ul style="list-style-type: none"> • Early product • Early evidence of demand
Series A: - €4m-€10m	<ul style="list-style-type: none"> • Stellar senior management • Large TAM and SOM • Defensible or differentiated product • Clear proof of PMF: growing and repeat sales and usage, upsell within users 	<ul style="list-style-type: none"> • Identified a go to market strategy • Early proof of internationalisation • 100%+ yoy revenue growth (Revenues €1m+ for SaaS)
Series B: - €10m - €30m	<ul style="list-style-type: none"> • Team in place • Revenues €5m+ • 100%+ yoy revenue growth 	<ul style="list-style-type: none"> • Strong proof of internationalisation • Scalable customer acquisition model • Strong unit economics • Strong company culture
Series C+: €30m+	<ul style="list-style-type: none"> • Management flexibly • Ability to create new products 	<ul style="list-style-type: none"> • Continued 50%+ growth • Path to exit

Should you raise VC finance?

- **Market size**

- How big is your TAM and your SOM, *actually*?
- Will you be able to build a global business on this business model and in this market?
- If not, what's the bigger vision?
- Do you see a quick growth curve?
- Can your company achieve a €1bn valuation?
- What does the acquisition market look like in this sector?

- **Ownership**

- Are you prepared to give away equity in your company to raise finance?

- **Autonomy**

- Investors will want board seats and if not, at least a board observer seat to oversee the companies direction.

Finding the right VC for you

- **Fit**
 - Where do they focus and does your business fit? Geography, sector, stage?
 - Look for the right fit not just in the fund, but in the person you reach out to.
- **Global network & support**
 - Do they have network that is easily accessible to help you grow an international business? Do they have a team that can provide support/advice/guidance?
- **The people**
 - Do I like them, do they understand me and my business? Can I work with this person for 7+years?

.....And always try and get a “warm” introduction”

| **Thank you**