



EPFL alumni start-up support club

MoT venture financing workshop, March 200



The opportunity to support technology startups with alumni of EPF-Lausanne

Objective

- Attract qualified A3 members using reasonable selection criteria
- Invest in projects having growth potential within EPFL environment
 - Pooled or individual investment models
 - Significant contributions for early stage : seed money + networking
 - Facilitate access to other financing by Angel clubs and VCs
- Attract senior mentors to complement existing coaches .
 - Free consulting
 - Project improvement, reserve force
- Build sustainable organization
 - Appoint officers
 - Attract investors and mentors A3
 - Evaluate and improve (metrics and feedback)
 - Complement A3 services (young alumni award, 0% loans)

A³ Angels within EPFL environment

250 Laboratories



Coaching

Education

>10'000 on campus

>25'000 with University

Incubator

90→150 on site

Networking

>14'000 alumni in 110 countries

- Sections : CH, F, USA, P, China...

Events

- Alumni day (Mondial)
- Innovation days

~60 alumni in synergy with other players
Alumni bring different skills and experiences

Source : PSE, A3

A man with grey hair, wearing a light blue button-down shirt, is shown from the chest up in the foreground. He has a thoughtful expression, with his hand resting on his chin. The background is a large-scale construction site at night, featuring a multi-story building's steel framework illuminated by warm construction lights. The sky is dark, and the overall scene conveys a sense of industrial activity and contemplation.

Who are
A³ Angels ?

Who are A³ Angels ?

Members	A ³ Senior Angel	A ³ Micro Angel
Profile	<ul style="list-style-type: none"> ✓ < 20 Successful entrepreneurs ✓ Senior managers active or retired 	<ul style="list-style-type: none"> ✓ >30 members ✓ 40+ years old ✓ Active professionals >
Contribution	<ul style="list-style-type: none"> ✓ Mentoring ✓ Individual investments > 50KCHF ✓ Sweat 	<ul style="list-style-type: none"> ✓ > 20 CHF x 3 year pooled seed ✓ Reserve employees ✓ Active business development network
Motivation	<ul style="list-style-type: none"> ✓ Mentoring ✓ Relationships ✓ Technologies ✓ Interest in region 	<ul style="list-style-type: none"> ✓ Sharing expertise ✓ Long-term money ✓ Entrepreneurs interest ✓ Interest in technology

Who are A³ alumni : role models

ventureideas

The I&C GSA Entrepreneurship Pizza Talk series
Interested in Start-ups: join us to learn from successful entrepreneurs
EPFL – INM202 at 12h
Pizza will be served starting at 12h

Friday October, 3rd
 **Jochen Mundinger**, founder and CEO Routerank
Selling your start-up idea

Friday October, 10th
 **Vincent Schickel**, founder and CEO Prediggo
The day of a start-up CEO

Friday October, 24th: Panel on Entrepreneurship
Life after PhD: the entrepreneurial call

L'Innovation Network • Le Collège du Management de la Technologie • ventureideas@epfl.ch

ventureideas@EPFL

Can a world-class high tech start-up be built in Europe? Learn from the most successful entrepreneurs.

With

 **Aart de Geus**
Chairman of the Board and CEO of Shell
Building a world leader in E&P

 **Pierre Fazan**
Co-founder and CTO of Innovative Silicon
Developing the next revolution in memory

 **Oscar Buset**
President of Kimotion

March 30th, 2005
from 13h30 to 17h00, SG1
 Registrations: www.venturelab.ch/fr/v

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ventureideas

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Wednesday November, 29th

 **Mark Bürki**, co-founder of Swissquote
 **Paolo Buzzi**, co-founder of Swissquote
 How engineers built the future of tomorrow, the story of Swissquote

Wednesday December, 6th

 **Pedro Bados**, founder and CTO Nextthink
 From my EPFL diploma: the way and experiences to build a company

December 8th: Entrepreneurship workshop

Your turn
 Do the first steps to launch your project
 Learn how to pitch and get feedback

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ventureideas@EPFL

Participez à l'innovation en marche, découvrez les idées du futur.

Avec

 **Pierre Chappaz**
Fondateur de Kelkoo
vendue à Yahoo, \$500M

 **Eric Favre**
Inventeur de Nespresso
Fondateur et CEO de Monodor
et de nombreux innovateurs, inventeurs

Le 24 novembre 2005 de 14h à 18h
Auditoire SG1, EPFL
 Inscriptions: www.venturelab.ch/fr/ideas.asp

L'Innovation Network de l'EPFL
 Le Collège du Management de la Technologie
 Venturelab, une initiative de la CTI, Agence pour la promotion de l'innovation

Organisé par

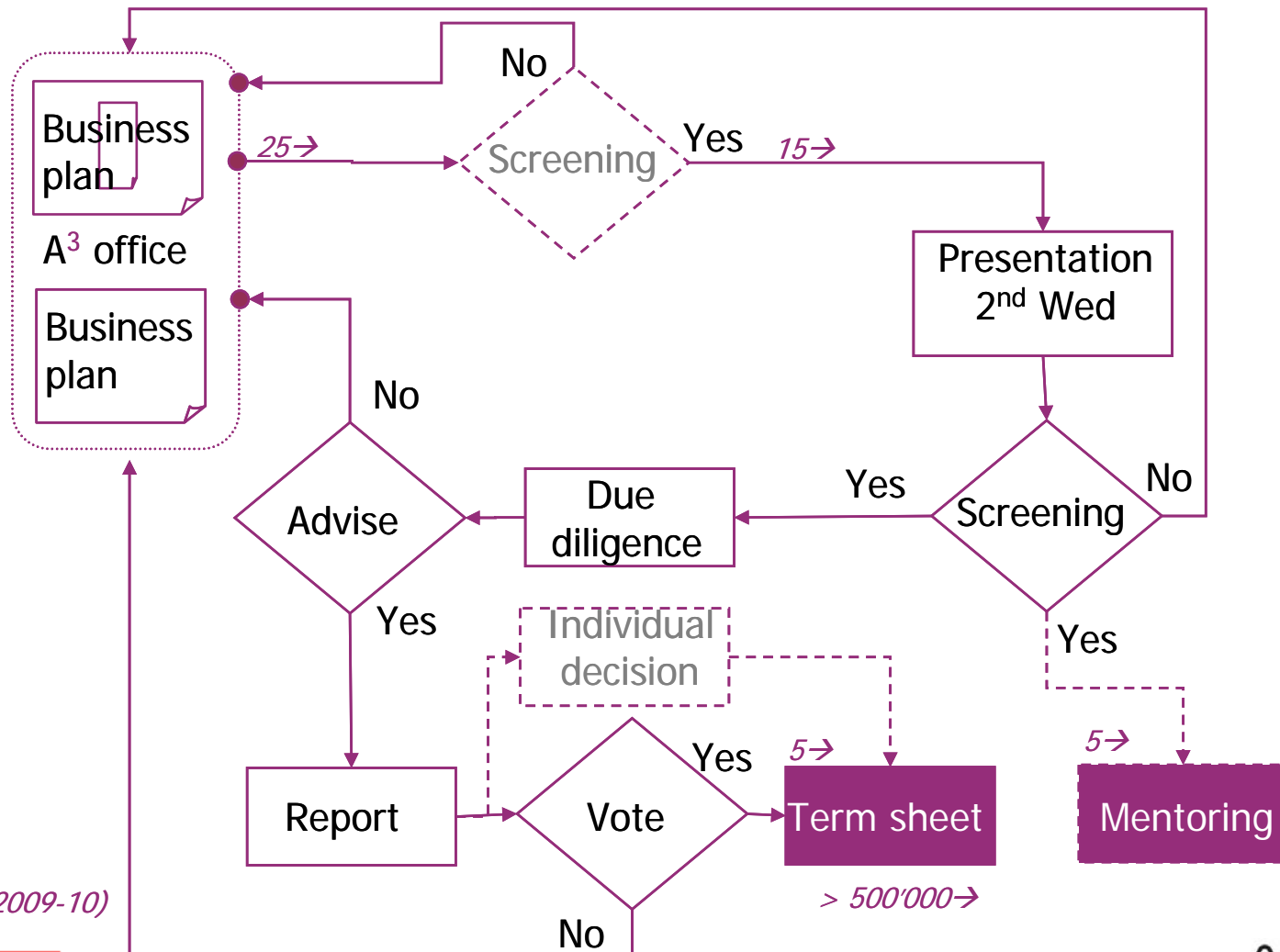
L'Innovation Network de l'EPFL
 Le Collège du Management de la Technologie
 Venturelab, une initiative de la CTI, Agence pour la promotion de l'innovation

Source : Herve Lebre, EPFL



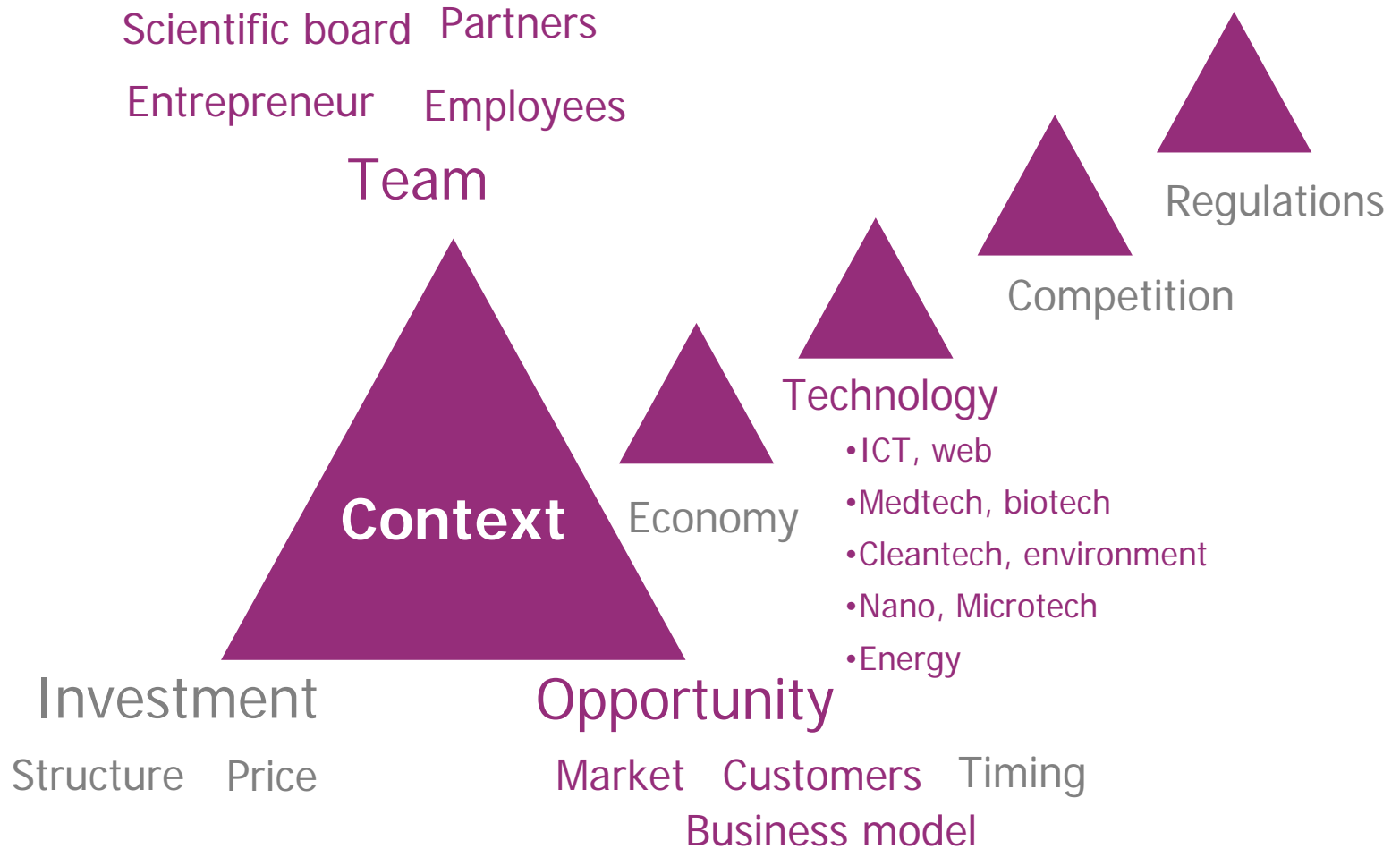
Contribute pieces to the **coaching**
and financing programs

A³ Angels decision process



(→ objective 2009-10)

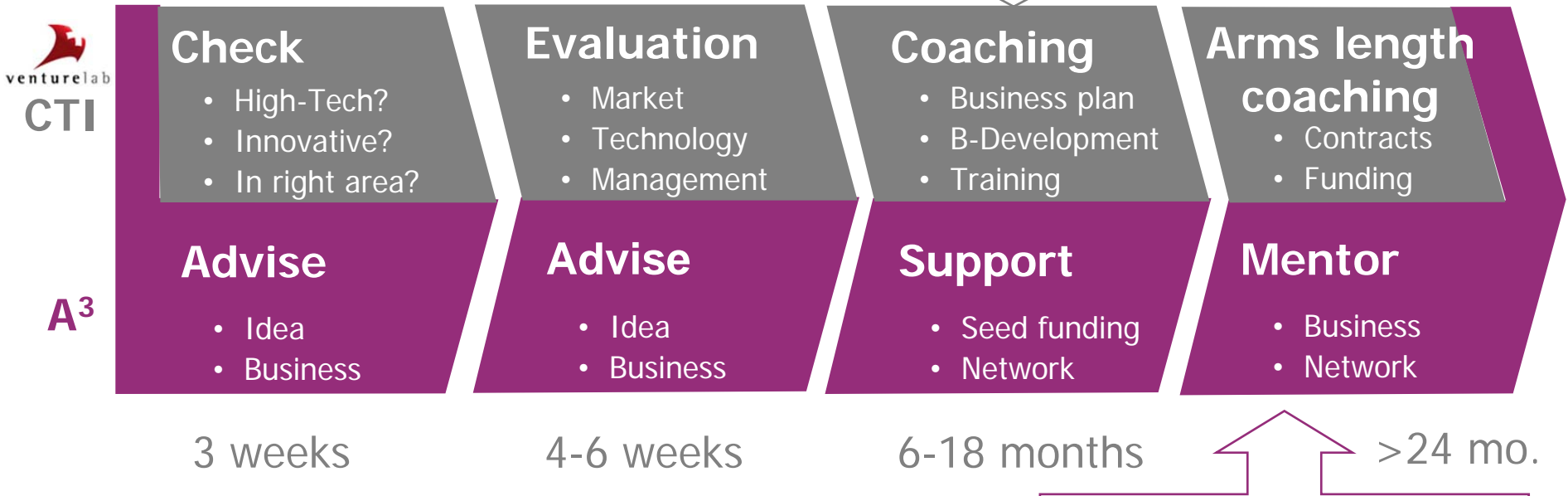
A³ Angels decision process



Source : William Sahlman, Harvard Business School

A3 Angels mentors : work with CTI coaches

> 40 CTI professional coaches with entrepreneurial experience



A3 volunteer mentors with professional experience

Source : CTI + A3

A3 Angels mentors : early-stage focus

Product development	Customer acquisition	Customer development
<ul style="list-style-type: none"> ✓ Market research ✓ Standards ✓ Engineering talent ✓ Alpha, Beta, GA ✓ QA 	<ul style="list-style-type: none"> ✓ Value proposal ✓ Competitive position ✓ Lead generation ✓ Pipeline ✓ Sales & channels 	<ul style="list-style-type: none"> ✓ Field operations ✓ Customer service ✓ Customer satisfaction ✓ Lifetime value
Team building	Finance & Admin	
<ul style="list-style-type: none"> ✓ Interview ✓ Recruit ✓ Manage ✓ Compensate ✓ Evaluate ✓ Develop ✓ Integrate 	<ul style="list-style-type: none"> ✓ Business models ✓ Controls ✓ Financing ✓ Plans and budgets ✓ Cash management ✓ Monitor and report ✓ Prospective 	

Source : Valhalla Partners

How did we start A³ Angels at
EPFL ?



Project history

- June 6, 2008 : proposal during A³ alumni event
- August – September : market research A³ , startups, CH, UK & USA. Encouragements from EPFL, CTI, IMD, PSE.
- November 12, 2008 : project approved by A³ GA
- December 17, 2008 : 1st monthly meeting
- January-March 2009 : ~ 60 A³ attendees, 9 start-ups
- June 5, 2009 : group meeting



prediggo®

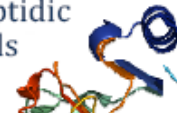


routeRANK

Novel Peptidic
Biologicals



koobabal



Sample analysis of requirements

(~70 face to face interviews)

	Aleva	Clicmobil
A. Parrainage et personnel intérimaire		
A.1. CEO Intérimaire, aide au recrutement	✓	⊘
A.2. Fourniture d'expertise sectorielle	⊘	⊘
A.3. Encadrement fonctionnel intérimaire		✓
A.3.1 Business development		
A.3.2 Direction production / engineering		
A.3.3 Assistance financière et administrative	✓	
A.3.4 Assistance marketing et vente		
A.3.5 Ressources humaine et aide au recrutement		
B. Conseil en stratégie marche		
B.1. Validation niche et possibilité de croissance	✓	
B.2. Amélioration business plan et stratégies		
B.3. Aide à l'identification de la croissance		
B.4. Identification de besoins immédiats		
B.5. Amélioration de la proposition de valeur		
D. Conseil en gestion de Produit / Service		
D.1. Structure, produits, prix, procédés		⊘
D.2. Evaluation de la compétition	✓	
D.3. Analyse des barrières d'entrée		
D.4. Analyse du dynamique temps		
D.5. Identification d'alliances stratégiques		
F. Financement complémentaire	✓	
F.1. Financement stages initiaux	✓	
F.2. Conseil pour le pitch VC	⊘	⊘

Minutes des réunions préparatoires – Statut 29/09/2008

Minutes des réunions préparatoires

Le but de ces réunions préparatoires est l'investigation d'un club d'investisseurs/angels A3. L'idée a été suggérée pendant la réunion Back to the campus en Juin 2008. Ces entretiens sont prévus pendant le 3eme trimestre 2008 pour permettre les décisions et l'établissement d'un programme approprié.

- Reunions membres A3 :** Quelles seraient les prestations et la structure préférée par des membres de l'A3 ?
- A3 rencontres :** Sandra Guselo (GC00), Mark Menfordt (MT90), Olivier Trancart (EL83), Pascal Brosset (EL83), Allen Ugnat (EL80), Jean Bailod (EL82), Pedro Patva, Philippe Gugliemetti (T78), Mario El-Khoury (EL87), Carlos Da Silva Barolo (EL79), Marc Saint-Denis (Mark 86), Robert Swieik (SC94), Pierre Tasso (EL),
- Informations A3 :** Jean-Claude Mouly (EL61), Jean Galais (ME83), Hubert Gauvain (EL74), Roland Melis (EL84), Olivier Gouin (ME80), Sauro Nicli (PH85), Jacques Essinger (PH85, 86), Olivier Broto (GC87), Damien Tassy, (MT95),
- Reunions start-ups :** Quels sont les besoins des entrepreneurs et leur attentes face à un tel service ? Sociétés rencontrées : Kicoba, Clicmobil, Aleva, Scanlight, Guagliariello, (ME83), Olivier Broto (GC87), Chantal Hauser, (PH 67) Francois Gabela
- Reunions structures corporates :** Quelles sont les complémentarités avec les structures existantes : CTI, VentureLab, PSE, contacts VCA (EndeavourVision, Oct Gestion) et clubs de business angels (BAS, go Beyond) suisses ?
- Informations sur des expériences similaires :** Cambridge, MIT, Stanford, Bibliographie et références (étude en cours)

Les conclusions et décisions à prendre :

- Un évènement start-up annuel peut être organisé, avec les étudiants et les prix de type Venture lab de manière très similaire aux programmes d'autres campus. La recommandation est d'impliquer l'Agepoly et les jeunes alumni.
- Plusieurs alumni se disent intéressés à des programmes de coaching, sans nécessairement faire intervenir de financement. Un programme de sélection et d'encadrement professionnel serait nécessaire pour répondre aux besoins des start-ups. Le modèle MIT VMIS est un bon exemple. Il nécessite un secrétariat permanent. Il existe un besoin de code conduite éthique et juridique.
- Au moins une dizaine d'alumni sont intéressés à fournir de l'investissement early-stage de type Angel. Les expériences réussies demandent un encadrement professionnel et donc un budget annuel d'au moins 20 KCHF (an et donc un sponsoring). Les modèles de départ tels que la fondation Kautzman, Go Beyond sont nombreux. Deux options existent : micro-investissement (10-20KCHF/an) ou mini-investissement (50KCHF, plus efficace) permettrait à des alumni de participer. Il existe un besoin de code conduite éthique et juridique.



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Analyze and meet international ecosystems

- MIT venture capital & private equity club
 - [MIT Venture Capital Conference](#)
 - [MIT Venture Competition](#) (100K\$)
 - MIT VENTURE mentoring service
- Cambridge University technology and enterprise club
 - Where Angels Dare
 - CUE business plan competition (£15,000)
 - Technology Ventures conference
 - i-Teams



Workplan

3 Angels
ASSOCIATION DES DIPLÔMÉS DE L'EPFL

Activités de gestion prévues en 2009

Commentaires	Responsabilités			
	Members	Comité	Conseil	Secrétariat
Administration				
Réunions des membres		(P)	X	X
Agenda				X
Invitations				X
Suivi inscriptions		(P)		X
Logistique		(P)		X
Préparation documents				X
Minutes et votes				X
Autres réunions				X
Calendrier				X
Agenda				X
Invitations				X
Confirmations				X
Suivi des actions				X
Divers				X
Documents de travail				X
Annuaire				X
Rapports				X

S.E.C.A.
Société Privée Equity & Capital Finance Association
Societas Europaea / Vereinigung der Investoren/Financiers

Term Sheet

Finanzierungsplan: Serie (A) / Vorkapital

Gründerschaft: (Name der Gründerschaft)

Investitionen: (Betrag)

Art der Aktien: (Bewertung)

Annahle Aktien: (Anzahl Aktien)

Preis pro Aktie: (Preis)

Bonitäten:

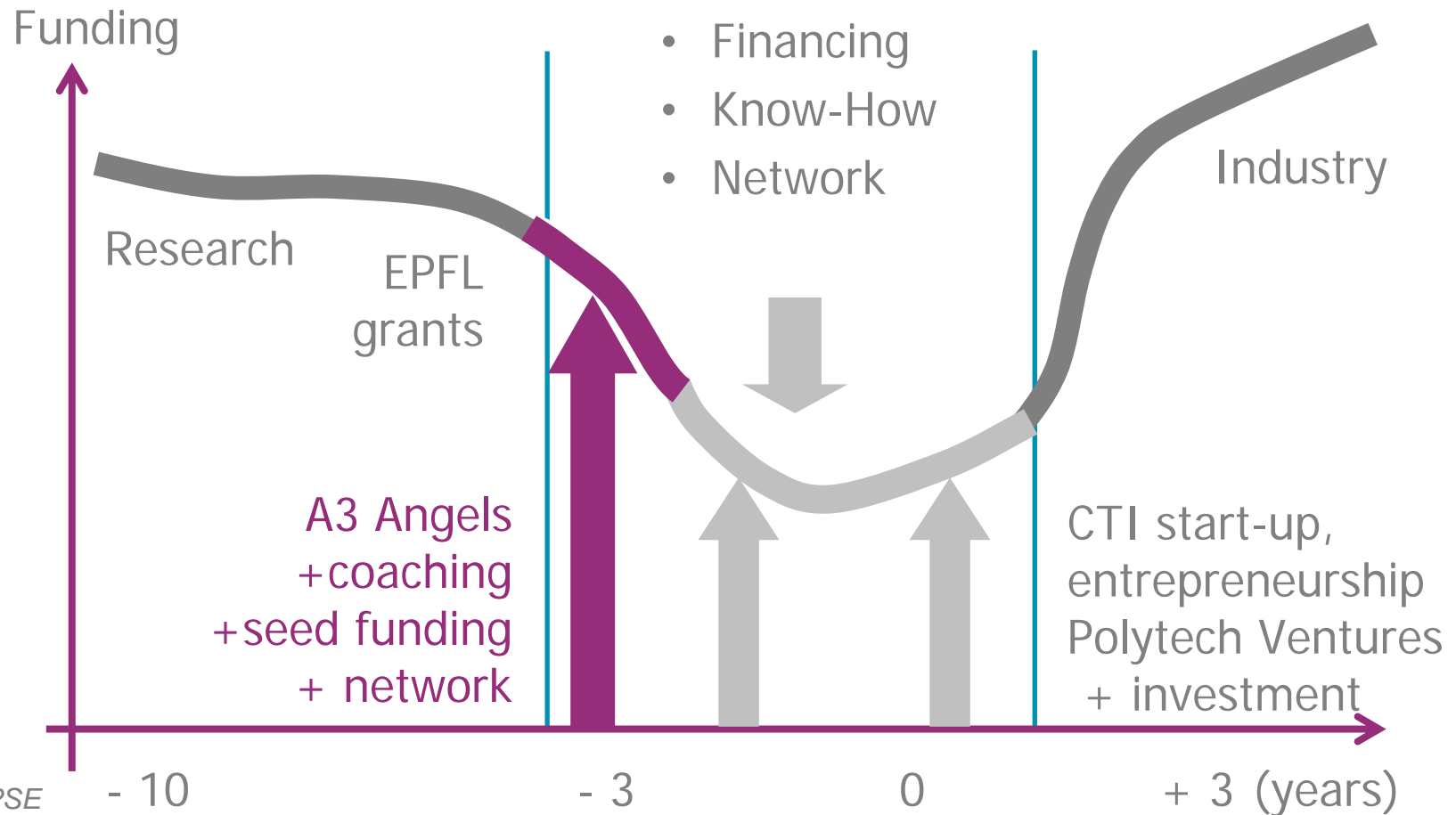
Angelsoft | Investors | Entrepreneurs | Industry | LOGIN »

Investors: **Group Tools** | OPENdeals

GROUP DEALS | GROUP DOCUMENTS | GROUP MESSAGES | GROUP EVENTS | GROUP MEMBERS

- Administration
- Investment (Term sheet and trust admin)
- Members
- Mentoring service
- IT (deal collaborative platform of www.angelsoft.net)

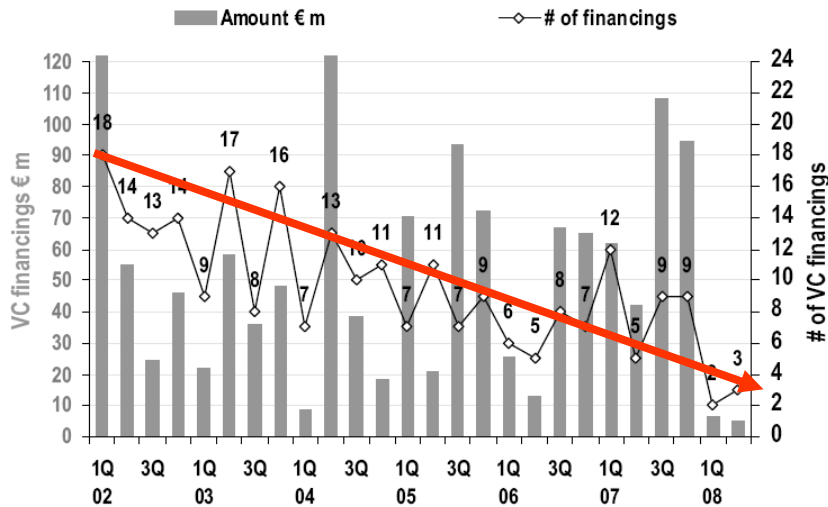
A3 Angels investment and mentoring value



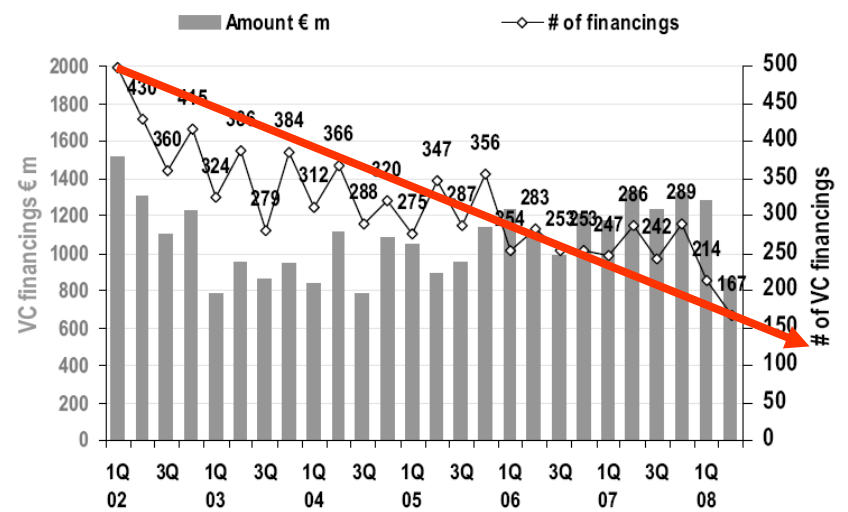
Source : PSE

Why : European VC financing is down

Suisse

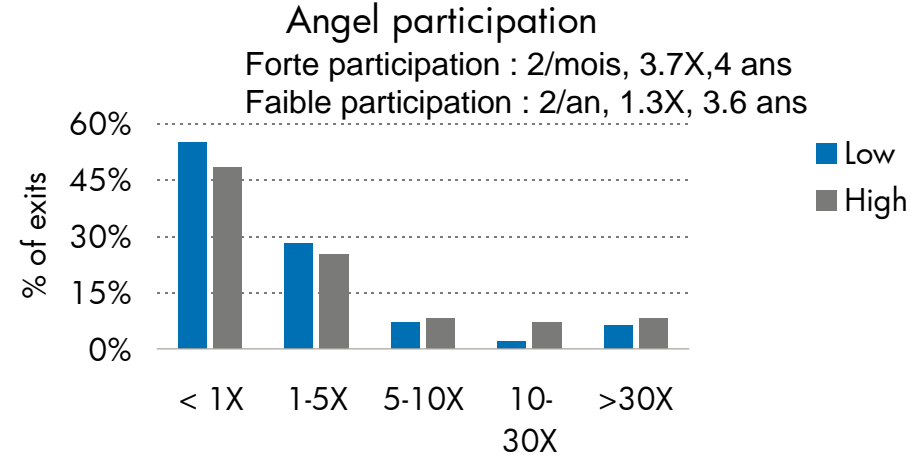
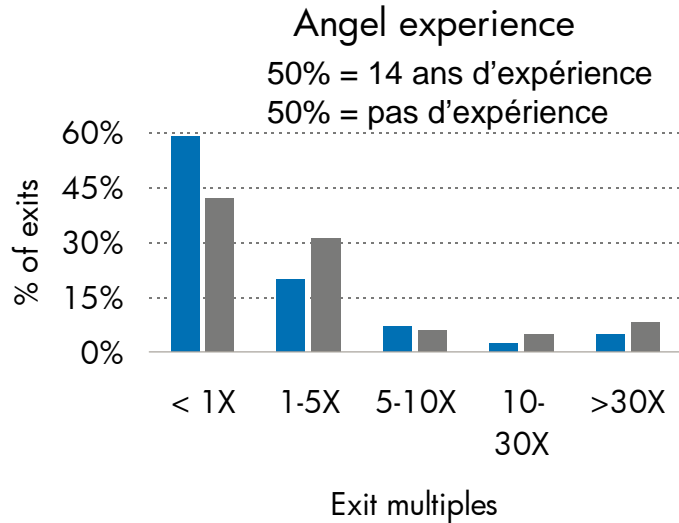


Europe

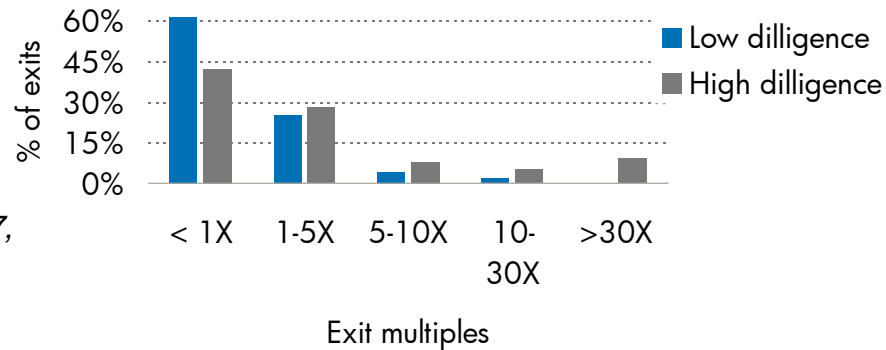


Source : HBM Partners

Why : positive impact of Angel investors

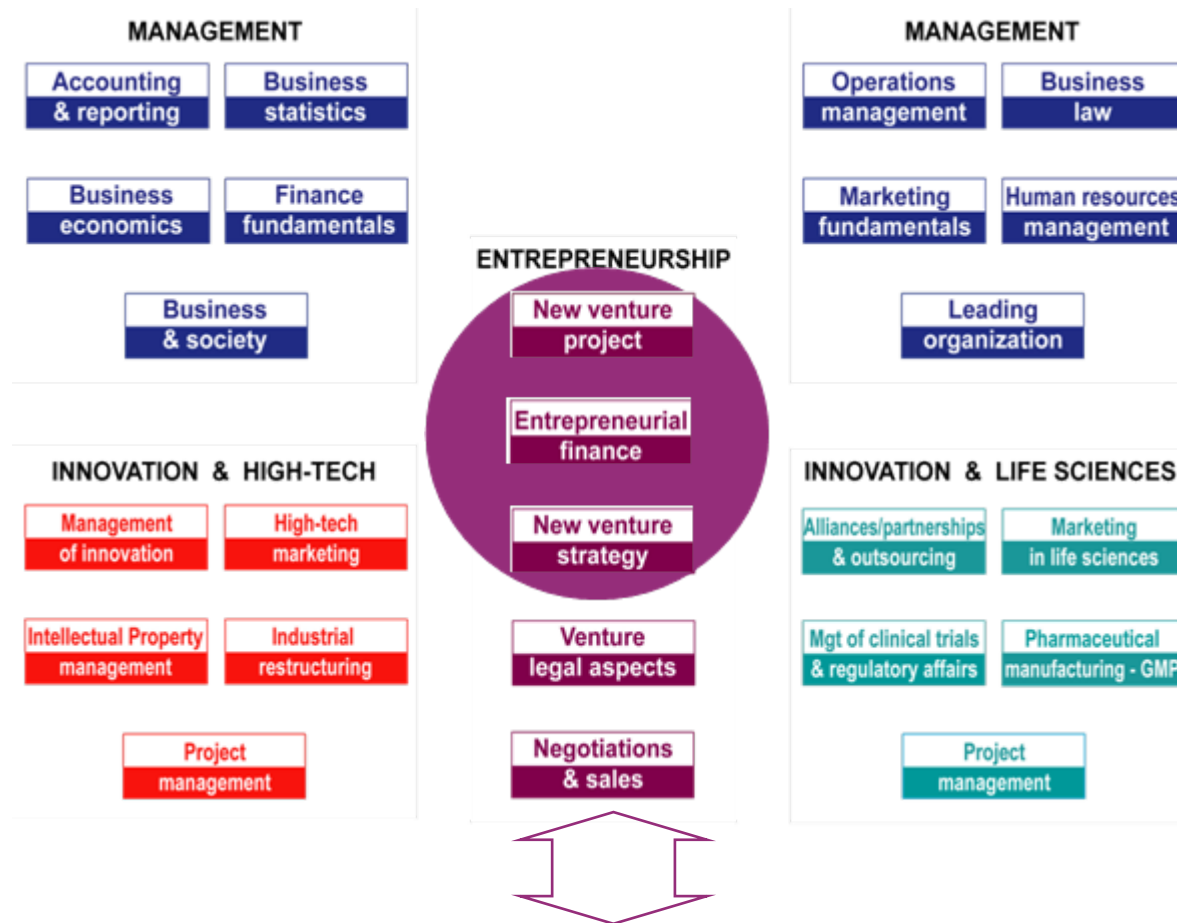


Diligence average : 20 heures, 26% >40 heures



Source : Kauffman Foundation Nov 2007,
 N= 86 angel groups = 539 individual
 angel investors.

A3 Angels and MoT collaboration



Source : Prof. Jean Micol, MoT

A³ Angels members and MoT and participants support each other

How can we **help each other**
projects ?

