



uni.fund

MAKE IT HAPPEN



## Our Mission

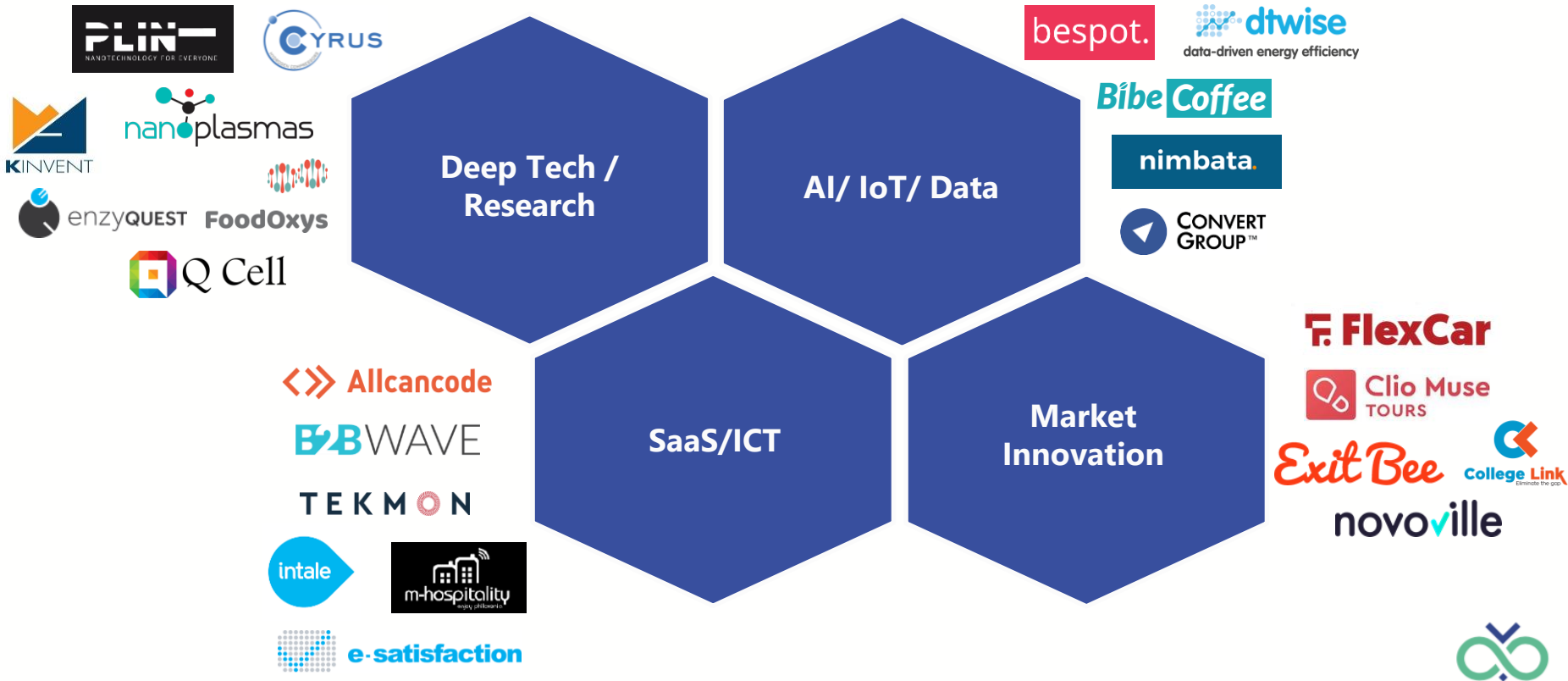
**Ignite** entrepreneurship and leverage the *hidden potential* that exists in the Greek Universities, R&D and Tech Space, by focusing on *people and team development*, implementation of successful *go-to-market strategies* and helping build the foundations of an *entrepreneurial ecosystem*.



# The team



# Uni.Fund's Portfolio: 23 investments



# Pitching and Evaluation



# Research Commercialization: how to make it happen?



Research >> Proof of Concept >> Proof of Value >> Equity Funding ...

Research Grants

Proof of Concept (PoC)

Pre-seed/Seed Funding

Seed/ Series A Funding

Series A, B, ...



# Proof of Concept vs Venture Capital Funding

## **Proof-of-Concept**

- Objective: Finalize the product to match the requirements of a target market
- Work with a pilot user
- 30-50K

## **Pre-seed investment**

- Find the first big customer to work with
- Identify a market segment
- Define the go-to-market strategy
- 150-250K



# Uni.Fund in Numbers

- **€30M** fund size; **36+** months of operation
- **1000+** cases evaluated
- **23** initial / **10** follow-on investments completed
- **€13,3M** already invested
- **€350K** median ticket (150K – 1,5M)

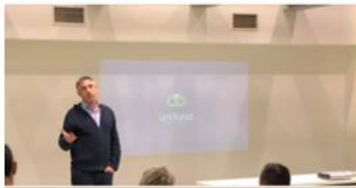




# Hands-on Development



Happening now at University of Crete; discussing about entrepreneurship and the Greek landscape.  
#UniFundTravels #UniVersities #MarketHappen Ennovation-  
Διαγωνισμός Ψηφιακής Καινοτομίας Reload Greece





# Evaluation

## Research Proposal

- What is the proposed innovation
- What is the methodology
- Team profile
- **Written proposal document**

## PoC/ Pre-seed/ Seed Round

- Concept/ Product/ Business model innovation
- What is the market: size, competition etc.
- Can the team deliver the promise?
- **Pitching presentation**



# Pitching Presentation





# A pitch should answer

1. Why should I care?
2. What do you do?
3. Why are you better?
4. Does it work?
5. How are you going to make money?
6. Why you?
7. Do you have plans?

**TRUST**

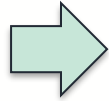


# Business Validation



# Evaluation Criteria

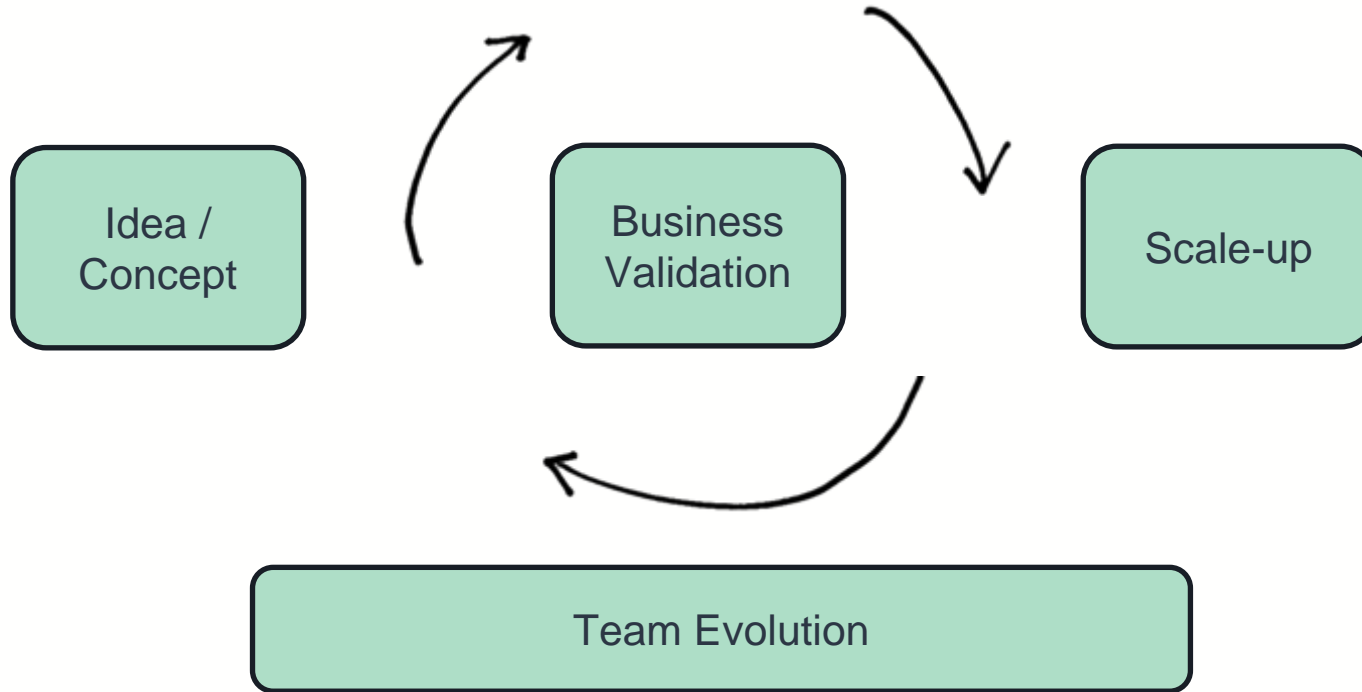
- Innovation
- Scalability



- Revenues/ Profitability
- Growth



# Acceleration Process



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# Advancement of Local Ecosystem



- Innovation Hubs (Digital, EIT, etc.)
- Revised Legal Framework for Spin-offs
- University/Research Centers' TTOs





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