Role of business angel in building innovation ecosystem for green transformation

Janne Jormalainen, EBAN President

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Janne Jormalainen

- Entrepreneur
- Angel investor (EAF business angel)
- Co-founder of several companies in different industries
- Investor in large portfolio of companies (SaaS SW, Edu, impact)
- Several successful exits
- President, European Business Angel Network (EBAN)
- Chairman emeritus FiBAN
- Chairman in several growth companies
What is a Business Angel?

Invests his/her own money into unlisted early-stage high-growth companies

Knowledge  Networks  Capital

Business angel is typically first investor in new ventures
Investments carry high risk, typically 2/3 of them fail
Role of business angels in the innovation ecosystem?

- 6 key elements of an innovation ecosystem: people, markets, policy, culture, finance, and infrastructure support*

- Financing: Pre-Seed, Seed, A-round, B-round…exit to public markets or acquisition

*By Harvard Business School and Babson College, Professor Daniel Isenberg
Greater Helsinki has been ranked as the world’s fourth most attractive emerging ecosystem for startups in The Global Startup Ecosystem Report 2020 by Startup Genome.

There are eight high-growth startups on the unicorn track in the Greater Helsinki Area, currently valued $250M-$1B.

Future Unicorns (companies valued over €200 million but less than €600 million).

- London: 27
- Berlin: 41
- Paris: 27
- Munich: 34
- Amsterdam: 33
- Dublin: 11
- Stockholm: 11
- Greater Helsinki Area: 2
- Barcelona: 17
- Madrid: 7
- Copenhagen: 7
- Zürich: 6
- Milan: 4
- Basel: 3
- Gene: 3
- Hamburg: 2
- Lausanne: 3
- Porto: 2
- Oslo: 1
- Vienna: 1

Source: Dealroom.co

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What is needed to achieve striving innovation ecosystem?

- Critical mass of start-ups
- Support from all market players including the public sector
- Financing – especially early-stage financing
- Legislation to enable international investments
EBAN powering angel investing in Europe

A PAN EUROPEAN COMMUNITY
Join a community where there are no borders
- + 110 BANs and Other Early Stage Investors as Members
- 50 Countries in Europe and Beyond

ANNUAL EVENTS
Meet our Community at our flagship events
- 2 Annual Events – Congress and European Angel Investment Summit – 23 annual editions organized
- 1000+ Attendees per year – angels and VCs (50%), startups (25%), ecosystem players (20%), policy makers (5%)

CROSS BORDER SUPPORT
Building a European nation of investors
- Pitching sessions – i.e. EBAN’s Scaleup of the Month and others hosted in partnership (i.e. EIC, EuroQuity, HRP)
- Networking and pitching events done throughout the year
- Membership Platform to share dealflow between members

SECTOR AND THEMATIC WORK
Driving the agenda on topics and areas of interest.
- 8 dedicated Member Driven Communities: EBAN Impact, EBAN Space, EBAN Health, EBAN CEE, EBAN Women, EBAN BAN Managers, EBAN Data
- Output is: Events, pitching sessions, research, policy papers

RESEARCH AND POLICY
Documenting the market and supporting decision makers
- Statistics Compendium, Manifestos, cooperations with other research papers.
- Monthly Data Reports on market trends, deals recorded, angel activities

MENTORING FOUNDERS
Supporting entrepreneurs in achieving their dreams
- Many webinars and workshops on investment readiness organized each year
- One to One mentoring program – Ask an Angel

BEST PRACTICES FOR INVESTORS
Spreading knowledge and forming the next generation of investors
- Many webinars for investors done each year
- Real life workshops done at Annual Events, or on the ground in partnership with our Members

CAPACITY BUILDING OF ANGEL COMMUNITIES
Fostering the growth of emerging or new angel investor ecosystems
- Awareness raising events and workshops for new angels
- Best practices and toolkits to run your angel network
- Support from governmental and ecosystem stakeholders
We have established special focus group “Gateway to Europe” to support angel groups in the region. More info by contacting info@eban.org.
Thank you