



SOUTH EASTERN EUROPE WOMEN BUSINESS ANGELS NETWORK (SEEWBAN)

„Мрежа от жени бизнес ангели в Югоизточна Европа“



*THIS PROJECT HAS BEEN FUNDED
WITH SUPPORT FROM THE EC
DIRECTORATE GENERAL FOR
INTERNAL MARKET, INDUSTRY,
ENTREPRENEURSHIP AND SMES
(DG GROWTH)*

FOCUS ON SOUTH EAST EUROPE

- Aim: Development of WBA Networks in countries which have little or no experience in the field:

Greece, Cyprus, Slovenia, Hungary, Bulgaria

- Transfer of experience and guidance from more experienced countries (UK, Italy)

PROJECT PARTNERS

- ▶ Federation of Enterprises and Industries of Western Greece
- ▶ Greek Association of Women Entrepreneurs
- ▶ Limassol Chamber of Commerce (Cyprus)
- ▶ Centre for Competence Development Cyprus
- ▶ Slovenia Chamber of Commerce
- ▶ Bulgaria Chamber of Commerce
- ▶ Union of Women Entrepreneurs (Bulgaria)
- ▶ Jol-Let Hungary
- ▶ Women's Enterprise Scotland
- ▶ Apid (Italy)

SPECIFIC OBJECTIVES

- to create a WBAs consortium with partners coming from 7 EU member states
- to identify the success factors, the challenges and obstacles that women are facing to become business angels, implement a strategy and propose concrete measures to tackle these obstacles and increase the number of WBA in the regions of the consortium
- to facilitate the transfer of experience from experienced WBA networks to countries where the existence of WBAs is very small or non-existent

SPECIFIC OBJECTIVES

- to facilitate transnational community cooperation and networking via the European e-platform for women entrepreneurship (WEgate)
- to recruit new WBAs in the consortium
- to increase the skills of the recruited WBAs through the delivery of training and mentoring programs
- to increase the skills of women entrepreneurs in pitching and relevant business strategies through the delivery of training
- to organise pitching events in order to increase the investments of WBAs in women enterprises

EXPECTED IMPACT

- Improvement of the access of WE to BA funding
- Increase of the volume of investment of WBA to businesses of WE
- Improvement, through training, of the skills of WBA to successfully engage in investments with WE
- Improvement, through the use of training of the skills of WE on successful participation in pitching events
- Improvement of the networking and contacts between WBAs, and between WBAs, WE and important stakeholders

RECRUITMENT OF WBAS, TRAINING & MENTORING FOR WBAS

Development of e-learning platform and training material and organisation of e-learning courses

- Risk Assessment of Investment Opportunities
- Asset management strategies
- Financial Analysis
- How to ensure a high-quality deal flow
- Conducting a financial due diligence
- Methodology for efficient start-up analysis
- Professional monitoring and management of the portfolio
- Successful exit strategies

TRAINING ON PITCHING AND RELEVANT BUSINESS STRATEGIES FOR WE

Development of training material and organisation of e-learning courses

- Define the various terms and stages of a pitch
- Identify key skills and qualities that will contribute to a successful pitch
- The business plan pitch process
- What are future potential investors looking for?
- Your idea, your team & the market place
- Your customer segmentation
- The competitive landscape



Business angels or Angel investors

are affluent individuals who provide capital for start-up businesses, usually in exchange for convertible debt or ownership equity. A small but increasing number of angel investors invest online through

equity crowdfunding or organize themselves into **angel groups** or **angel networks** to share research and pool their investment capital as well as to provide advice to their portfolio companies.



BAs are often retired entrepreneurs or executives, who may be interested in angel investing for reasons that go beyond pure return on investment, e.g. wanting to keep abreast of current

developments in a particular business arena, mentoring another generation of entrepreneurs, and making use of their experience and networks on a less than full-time basis. Thus, in addition to funds, BAs often provide valuable management skills and mentoring, as well as important contacts.

Fields of investment: IT, healthcare products, biotechnologies and other high-tech productions

Most BAs expect a **2-fold to 40-fold return on investment within 3 to 8 years**. Some of them prefer to actively participate in the company in order to ensure their investment, i.e. to be involved in its management.

In most cases, they bear the risk themselves. They invest in the company in return for a stake in it and bear the loss in the event of unfavourable development of this company. Accordingly, if it is successful, their profit is proportional to the share they hold in the company.



BAs' investments are an important source of funding for start-ups. In the EU very few women are active in this field. **Less than 5% of European BA network members are women, and in Southeast Europe this percentage is close to 0%.** For comparison, in the US this percentage is about 15%.





Most of the BAs are men and, therefore, it's not surprising that the number of WEs who get that kind of financing is also insignificant. At present, the typical BAs in Europe are male entrepreneurs over 55, who have already withdrawn from active business.

The main difference between BAs and venture investment funds is that BAs invest personal funds without operating with the money of other people or financial institutions. Business angels have a more personal attitude to entrepreneurship than those funds. And when you invest your own funds in an idea and a company, you are much more committed to its success. BAs may invest alone or together through the so-called syndicates. Thus, they can provide more capital on one hand and diversify the risk on the other, as they have the opportunity to put their capital into several companies, not just into one. In the syndicates, there are leading business angels who are usually people with a closer knowledge of the industry.





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<http://www.action-learn.eu/seewban/frontpage/index.php/en/>

<https://womens-enterprise-scotland1.teachable.com/p/pitching-for-investment1>



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*THANK YOU
FOR YOUR ATTENTION*