

# THE NEXT DATE

How to raise money from VCs, BAs...

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Founder of  
Atlantis Consulting S.A.

**17<sup>th</sup> Infocom World 2015**

*24 November 2015*



## 1.1 The idea (1/3)



## 1.1 The idea (2/3)



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## 1.1 The idea(3/3)





## 2. Is money all that you need?



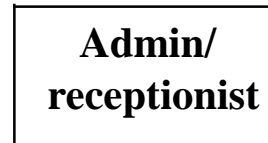
**Do you actually need money;**

## 3.1 THE 1970 VENTURE CAPITAL “LANDSCAPE” (1/9)



<b>Company</b>	<b>Year Founded</b>	<b>Fund Size at Founding</b>	<b>Location</b>
<b>Greylock</b>	<b>1965</b>	<b>\$9.5M</b>	<b>California</b>
<b>Mayfield</b>	<b>1969</b>	<b>\$3.8M</b>	<b>California</b>
<b>CRV</b>	<b>1970</b>	<b>\$4.7M</b>	<b>Massachusetts</b>
<b>Sequoia Capital</b>	<b>1972</b>	<b>\$2.9M</b>	<b>California</b>
<b>Kleiner Perkins Caufield &amp; Byers</b>	<b>1972</b>	<b>\$8.1M</b>	<b>California</b>

# 3.1 TYPICAL VENTURE CAPITAL FIRM FLOOR PLAN IN THE 1970s (2/9)



## 3.1 GREAT COMPANIES FUNDED IN THE 1970s(3/9)



Founded in 1977  
IPO in 1980  
Market Cap \$8B\*

Received total of \$8.6M financing from investors including Apax, Arthur Rock, Brentwood, Matrix, Morgenthaler, Sequoia and Venrock

The Microsoft logo, consisting of the word "Microsoft" in a white, sans-serif font on a blue rectangular background.

**Microsoft**

Founded in 1975  
IPO in 1986  
Market Cap \$347B\*

Received total of \$1M financing from Technology Venture Investors

The Symbol logo, featuring the word "symbol" in a bold, black, sans-serif font with a red horizontal line through the middle of the letters.

Founded in 1975  
IPO in 1979  
Market Cap \$4B\*

Received total of \$2.3M financing from CRV, CM Equity, Harvest and Research & Science

The FedEx logo, with "Fed" in purple and "Ex" in grey, both in a bold, sans-serif font.

Founded in 1971  
IPO in 1978  
Market Cap \$16B\*

Received total of \$19M financing from investors including Citicorp, First Chicago, Lightspeed, Rothschild and TA Associates

The 3COM logo, with "3COM" in a bold, black, sans-serif font.

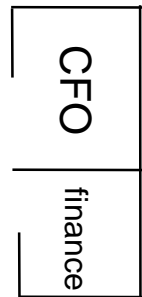
Founded in 1979  
IPO in 1984  
Market Cap \$2B\*

Received total of \$7M financing from investors including JP Morgan, Lightspeed, Mayfield, Sequoia and Venrock

\* Market Cap from 1/25/02  
Source: Venture Economics



# 3.1 TYPICAL VENTURE CAPITAL FIRM FLOOR PLAN IN THE 1980s (4/9)



## 3.1 GREAT COMPANIES FUNDED IN THE 80s (5/9)



Founded in 1984  
IPO in 1990  
Market Cap \$140B\*

Received total of \$2.4M financing from Indosuez Ventures, Sequoia Capital, Stanford University and Vencap Equities



Founded in 1982  
IPO in 1983  
Market Cap \$20B\*

Received total of \$12.2M financing from Cornerstone, Crown Advisor, Kistler, Kleiner Perkins, Mayfield, Oak, Schrodgers, Sevin Rosen, Technology Venture and Whitney



Founded in 1985  
IPO in 1989  
Market Cap \$25B\*

Received total of \$6.5M financing from Adage, Bessemer, Charles River, Draper Fisher and Oak



Founded in 1982  
IPO in 1986  
Market Cap \$36B\*

Received total of \$39M financing from investors including ABS, Hewlett-Packard, IBM, Kleiner Perkins, Rothschild, West Coast Venture and Woodman Kirkpatrick



Founded in 1980  
IPO in 1983  
Market Cap \$58B\*

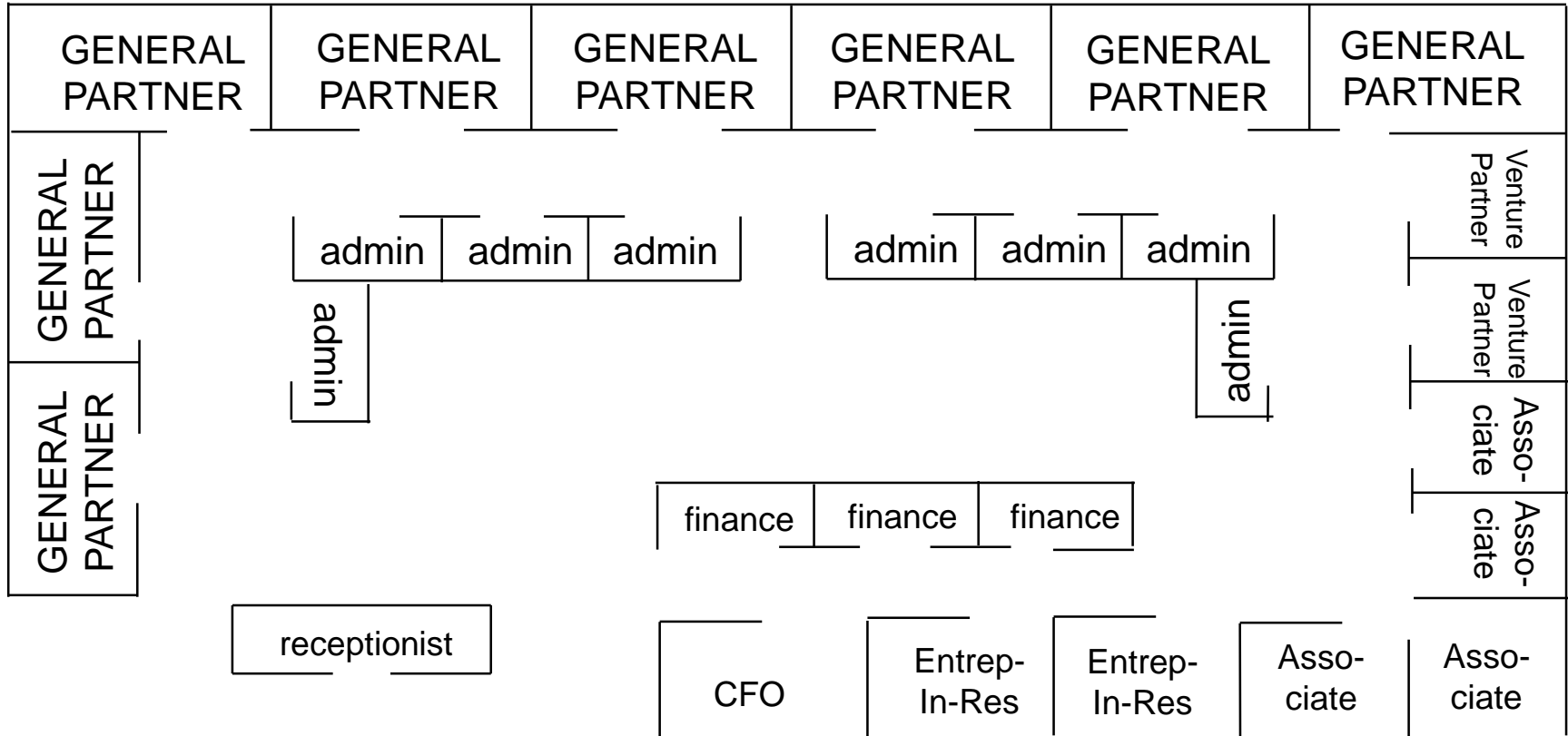
Received total of \$16M financing from investors including Ampersand, Charles River, Mayfield, Rothschild and Partech

\* Market Cap from 1/25/02

Source: Venture Economics; Venture Source



# 3.1 TYPICAL VENTURE CAPITAL FIRM FLOOR PLAN IN THE '90s (6/9)



## 3.1 GREAT COMPANIES THAT EMERGED FROM THE EARLY 90s (7/9)



Founded in 1985  
IPO in 1992  
Market Cap \$140B\*

Received total of \$17M financing from investors including Apax, Citicorp, Kleiner Perkins, JP Morgan and Union Venture



Founded in 1990  
IPO in 1994  
Acquired in 1997 by Ascend

Received total of \$18M financing from investors including Alex Brown, Charles River and Matrix



Founded in 1994  
IPO in 1995  
Acquired by AOL in 1998

Received total of \$5.5M financing from IDG, Integral, Kleiner Perkins, Mohr Davidow and Sequoia



Founded in 1990  
IPO in 1995  
Acquired by WorldCom in 1996

Received total of \$18.1M financing from Accel, HarbourVest, New Enterprise and Menlo Ventures

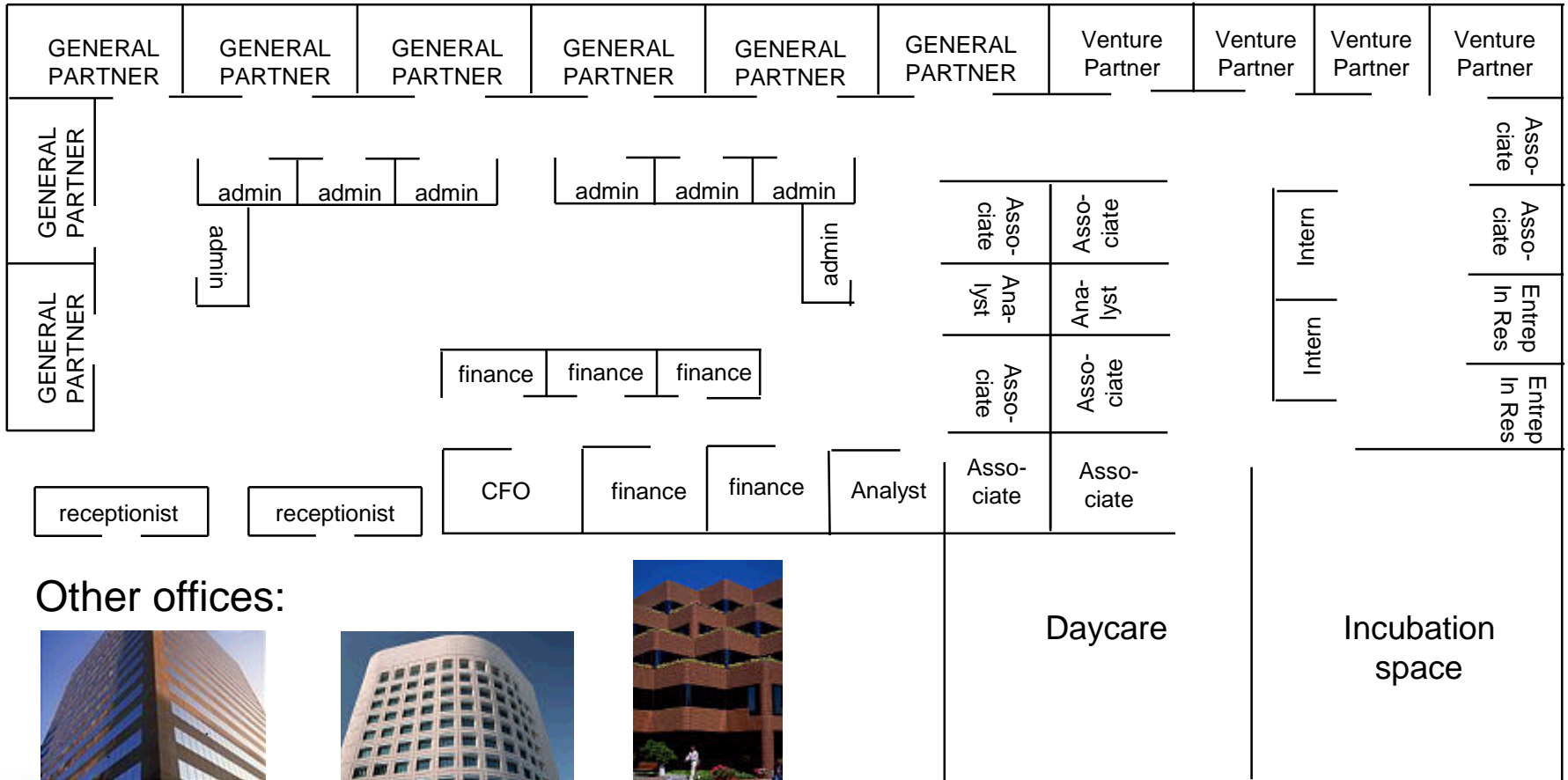


Founded in 1992  
IPO in 1997  
Market Cap \$4B\*

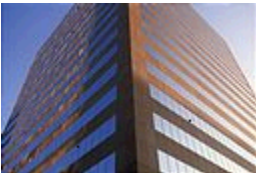
Received \$40.6M financing from investors including Bessemer, Charles River, JAFCO, Lightspeed, SG Cowen, Vanguard and Sevin Rosen

\* Market Cap from 1/25/02  
Source: Venture Economics; Yahoo Finance

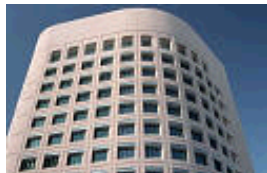
# 3.1 TYPICAL VENTURE CAPITAL FIRM FLOOR PLAN IN THE INTERNET BUBBLE (8/9)



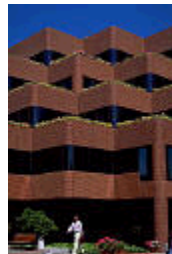
Other offices:



Austin



NYC



Menlo Park



## 3.1 “GREAT” COMPANIES FUNDED DURING THE BUBBLE (9/9)

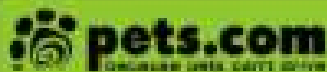


First round 12/97 raised \$3.9M with post-valuation at \$11M  
Second round 6/98 raised \$25M with post-valuation at \$62M  
Third round 3/99 raised \$20M with post-valuation at \$1.1B  
IPO 5/99 raised \$166.4M with post-valuation at \$2.3B  
Bankrupt 2/01

The logo for boo.com, consisting of the text "boo.com" in white, lowercase letters, centered within a solid orange rectangular box.

Seed round at raised \$10M  
Second round on 2/99 raised \$24M with post valuation of \$125M  
Third round on 7/99 raised \$101M with post valuation of \$390M  
Bankrupt 5/01

CEO wrote in a subsequent book, “One minute I was reflecting on how my company burned through £100M in 18 months – the next minute it went bankrupt. I just can’t figure out why!”



First round on 3/99 raised \$10.5M with post valuation of \$18M  
Second round on 6/99 raised \$100M with post valuation of \$192M  
IPO on 2/00 raised \$82.5M with post valuation of \$290.32M  
Shut down on 11/00



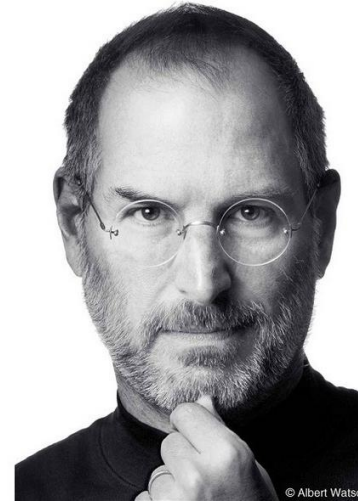
## 3.2 Burn out rate



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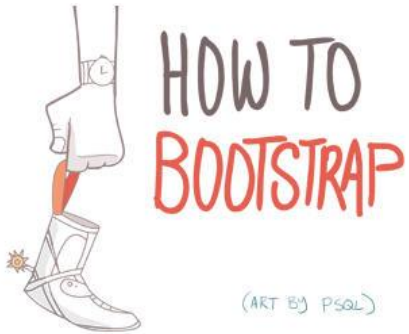
# 4. Money does not create Talent, Talent created wealth!





# 4.1 What kind of money do you need? (1/4)

Bootstrap



Friends – Family – Fools (FFF)



Incubators



Crowdfunding



Seed funding



Business Angels



# 4.1 What kind of money do you need? (2/4)

Structural Funds



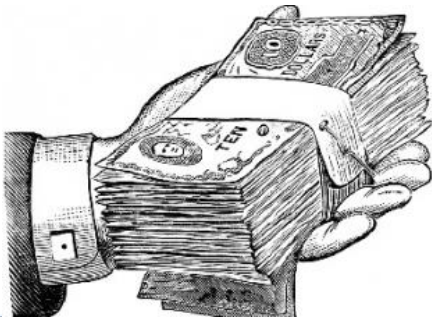
Banks



Start-up Funding



VC/PE



Mergers & Acquisitions



Initial Public Offering (IPO)







## 4.1 How can I decide of what kind of money do I need? (4/4)



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## 4.2. Ask for advisory help



## 4.3. Focus





## 4.4. Corporate Strategy



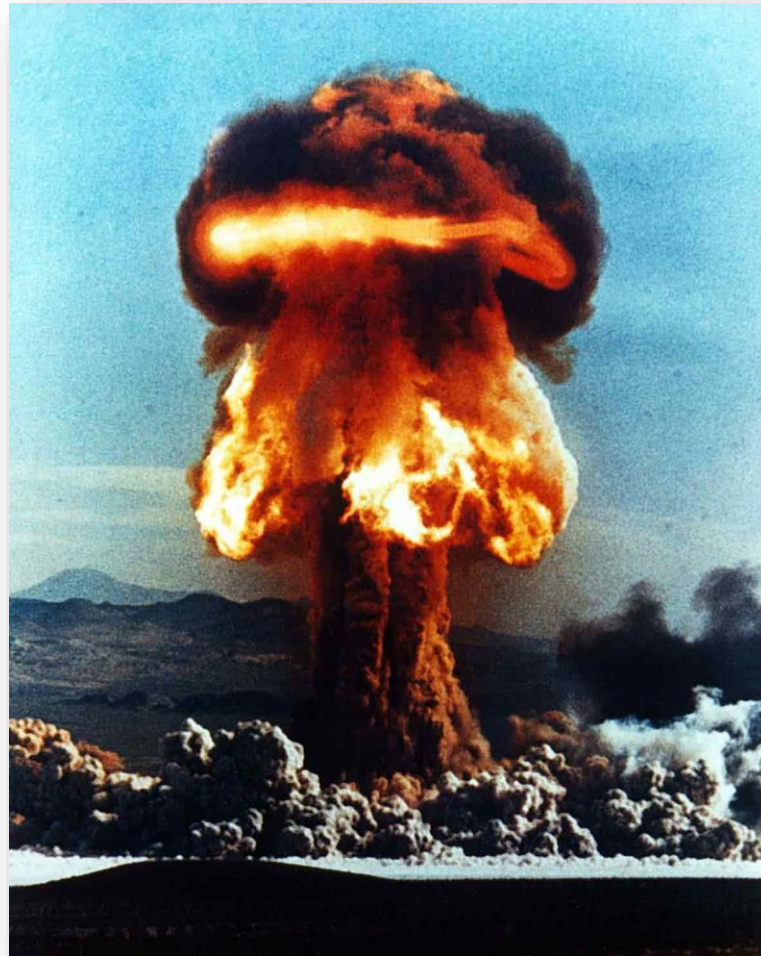


## 4.5. Aim high!



*The effort is  
the same!!*

## 4.6. Do not be afraid of failure....on paper!



## 5. The entrepreneur & the investor attitude

- **The financial position of the investor**
- **Timing**
- **The «Chemistry» between the Investor & the Entrepreneur**



## 6. Business Plan

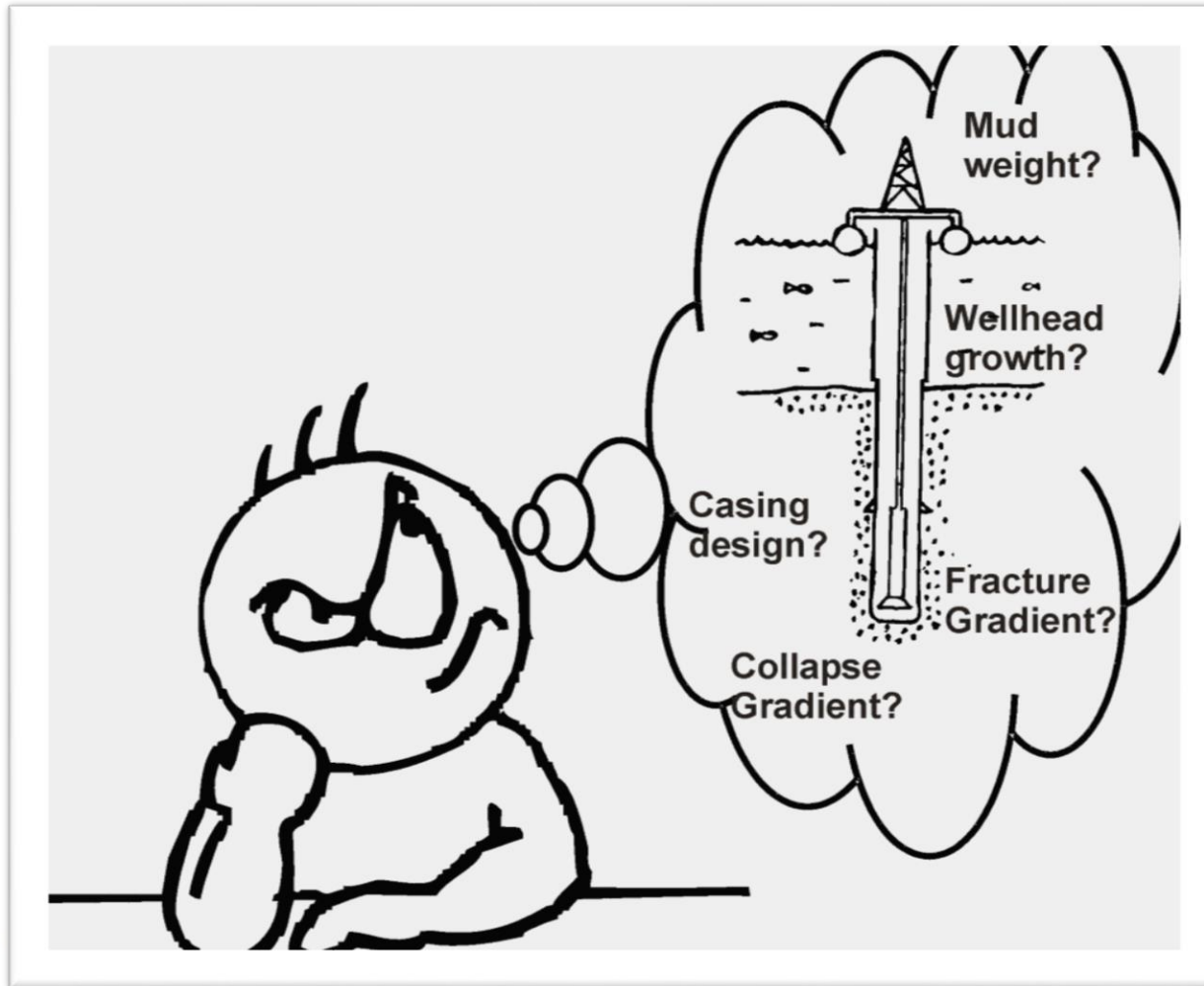




## 6.1 The problem



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## 6.2 The solution



## 6.3 The competition



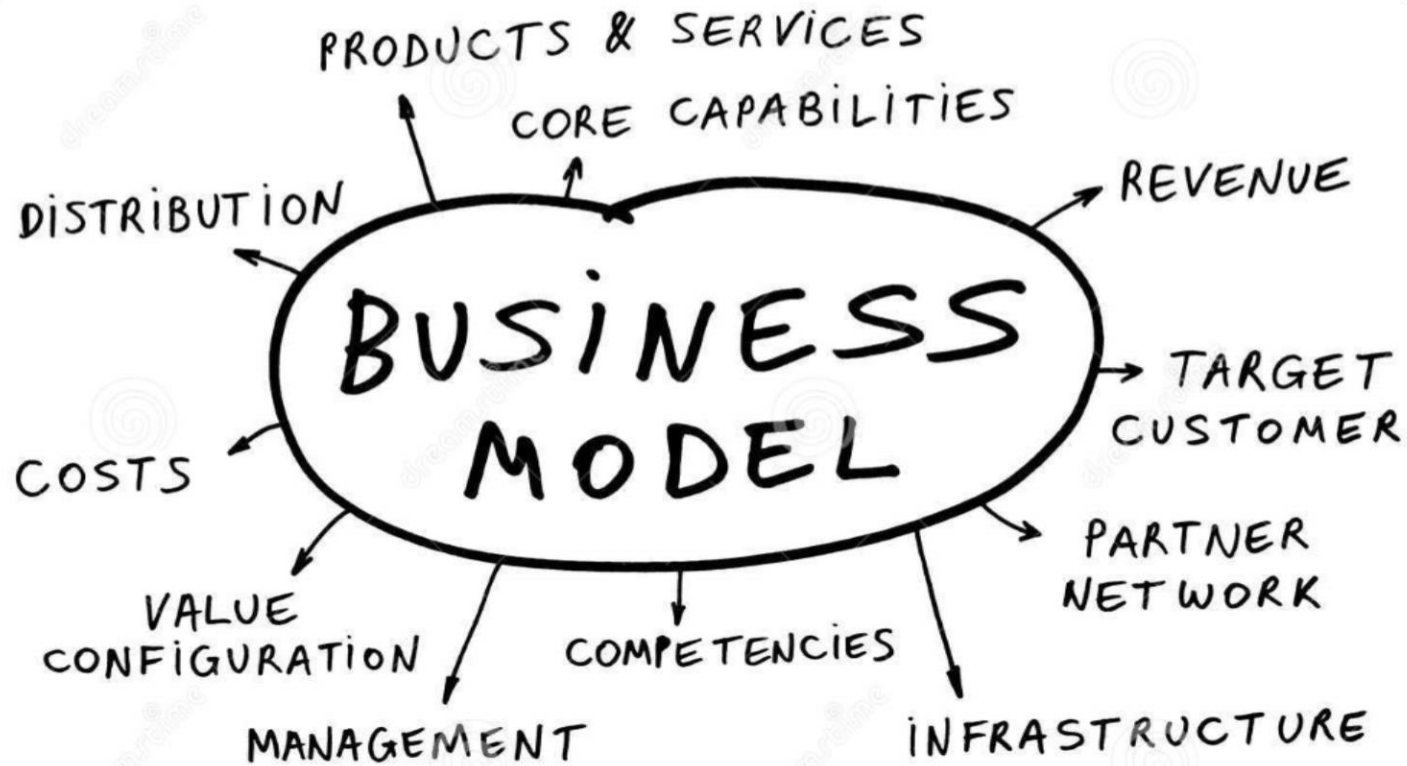
**ATLANTIS**<sup>™</sup>  
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## 6.5 The business model



## 6.6 The team





## 6.6. Advisory board committee



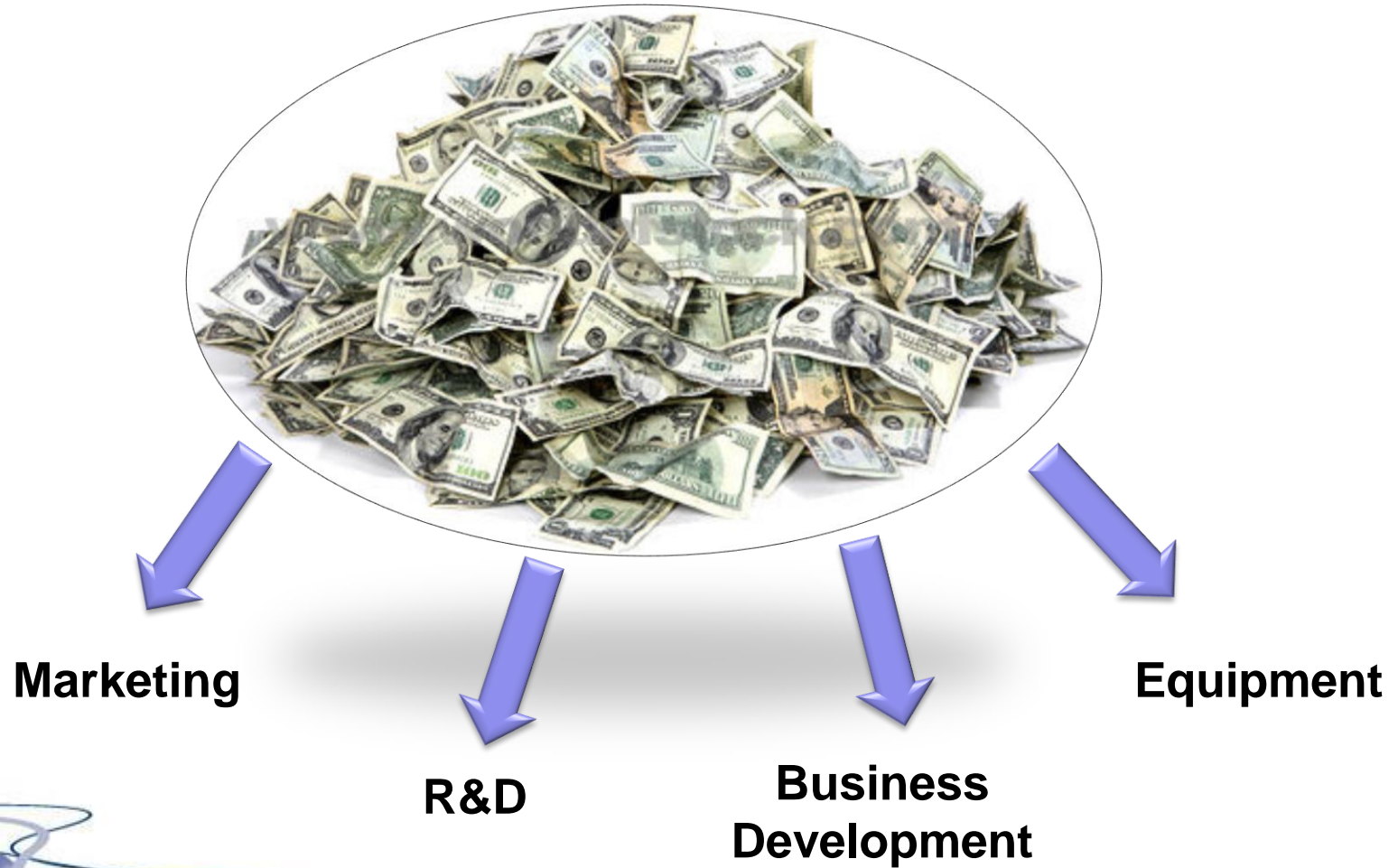
## 6.7 The company



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## 6.8 The use of money



## 6.9 Financial forecast



### 3 – years Projextions for

- ✓ Sales
- ✓ Cost of Production
- ✓ EBITDA
- ✓ Net Profit



## 6.10 Milestones (long term, 3-years) (1/2)



## 6.10 Milestones without the investment funding (short term, 9 months) (2/2)



## 6.11. Shareholders readiness



## 6.12. The valuation





## 6.13. Nature of the Deal (1/2)



## 6.13. Nature of the Deal (2/2)



- **Shareholders Capital Increase**
  
- **Bond Loan**
  
- **Mix model:**
  - Bond loan with a discount on the next round of finance

## 6.14. The terms (1/2)



## 6.14. Other Terms (2/2)

- **Right of First Refusal**
- **Preemptive right**
- **Priority Tag Along right**
- **Veto right**
- **Drag Along right**
- **Anti-dilution right**



## 6.15. The pitching



## 6.16. Hiring process



## 7. Which is your goal?



## 8. Success!





A close-up photograph of a baby with light brown hair and blue eyes, looking directly at the camera with a determined, slightly pouting expression. The baby is wearing a green and white long-sleeved shirt and is holding a ball of sand in their right hand. The background is a blurred beach scene with sand and waves.

**SUCCEED!**





17ο Συνέδριο

infocom | infocom  
world 2015 | media



**Thank you  
for your attention!!**

**Angelos Manglis**  
**Founder of Atlantis Consulting S.A.**

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