BizPlace
Early Stage Capital Advisors

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1. Who we are

BizPlace Holding is the leading company in Italy in **financial advisory** and **venture capital fundraising services** for innovative start-ups and SMEs.

Our **seniority** in the innovation sector, our **solid network of entrepreneurs and investors** and our **expertise** in strategic finance, make us the best partners to enhance the quality of our clients also through special operations such as mergers and acquisitions, partnerships and JVs, IPOs.

+300 Startups
We deal with all sectors: from digital to traditional

+500 Investors in the Network
Between Angel, VC funds and Companies

+ €6 Million raised
From startups in the last 24 months

BizPlace

2. Value Proposition

The challenges for startups and SMEs

1. DIFFICULTY- in regard to raising capital due to lack of market knowledge and investor expectations.

2. LACK - of financial expertise to draw up clear and detailed documentation of their project.

3. ABSENCE - of an experienced guide to accompany the business in its growth process, both financial and strategic.

BizPlace

1. SUPPORT – in raising the necessary capital through a strategy focused on the channels and investors operating in the market

2. KNOWLEDGE – financial and strategic – creation of complete and functional documentation for VC representatives

3. SUPPORT – in all phases of the company's life, and during important strategic choices

2. Value Proposition

The challenges of Venture Capital

1. **OBTAIN -** authorisation to operate as a certified venture capital vehicle

2. **INVEST (well) -** implies selecting well.

3. **DISINVEST –** getting good results

BizPlace

1. **SCREENING -** Reduction in the cost of finding suitable startups. Average savings of over € 100.000 per year for a fund.

2. **SCOUTING -** Ability to acquire talents who might find it difficult to interact with more structured organisations such as VCs or Corporates.

3. **QUALITY -** Clear, correct and detailed documentation.

4. **SPEED -** Optimisation of due diligence times thanks to pre-analysis of project files.

3. Fundraising Services

1. DEAL STRUCTURING

Analysis of critical investments

Identification of the most appropriate fundraising channel

Creation of a work plan and milestones to follow

2. DOCUMENTATION

Business Plan

Corporate evaluation

Pitch deck

Executive Summary

3. DEAL FLOW

Identification of target investors

Presentation of the startup to interested investors

Support of a BizPlace consultant during meetings

4. DUE DILIGENCE

Intermediation in the Due Diligence Process

Negotiation support

Deal Closing

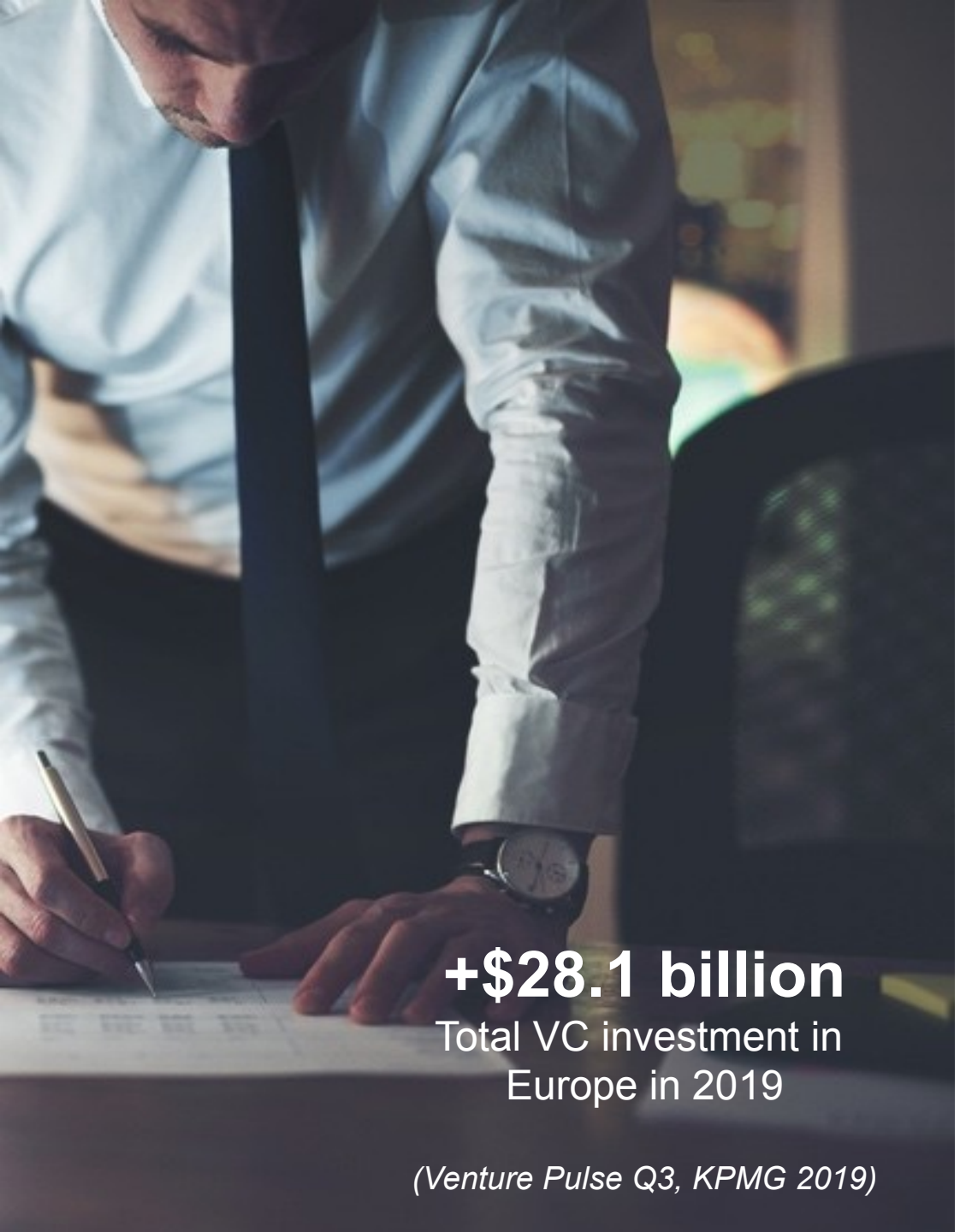
3. Fundraising services: Our Channels

Corporate Venture Capital

Win-win logic

Growth opportunities for startups and innovative small and medium enterprises. An investment that goes beyond the simple financial perspective.

The CVC funds acquire shares (generally control shares) in the target companies, and they also gain a privileged access point to the startup's know-how and technology, with the aim of synergic business development of the financing company.



Venture Capital

Risk and return

Provision of risk capital by institutional or private entities aims at target returns in excess of 20% over a 5/10 year time period. Investments are generally made in a speculative manner.

The operators are classified as:

Venture Capital Funds: Funds that invest capital from institutional funds, banking foundations, social security institutions, local authorities, insurance companies and banks.

Business Angels: Individuals willing to invest their financial resources in startups.

Family Office: Service companies that manage the assets of one or more wealthy families acting as a centre for the financial and administrative management of their assets.

Equity Crowdfunding

The power of the crowd

A form of collective investment that, through web platforms supervised by CONSOB, allows direct investments in start-ups and SMEs both to institutional and retail investors.

Investors participating in fundrasing, usually with denominations of less than €4,000, obtain shares in the company with asset and administrative rights, unless otherwise provided for in the terms of association.

4. Advisory services

1. DEAL ADVISORY

Strategic support in the management of capital increase deals and in the management of acquisition/merger/JVs between companies.

2. INVESTOR REPORTING

Support in post-investment communication through regular business reviews to investors.

3. IPO ADVISORY

Support in drafting the business plan and prospectus for the IPO.

5. Why choose BizPlace

BizPlace is a young and dynamic company composed of a team of experts from the world of finance and management.

In the world of innovation, both in Italy and abroad, there are many valid projects that do not possess the above-mentioned skills internally, even though they are fundamental for business development and capital raising.

BizPlace, with a 360-degree focus on the world of venture capital and related advisory services, is the best partner for VC investors to discover the excellence of our country, as well as the natural partner to support the growth of innovative Italian companies through a combination of finance and strategy.

6. Our figures

+3.000 **BUSINESSES analysed**

+300 **STARTUPS supported**

+500 **INVESTORS in our network**

+11% Startups in our portfolio get **FUNDS**

vs. 1.6% Italian average (Dealroom 2018)

+€6 **MILLION** raised by the startups in our portfolio

BizPlace

7. Portfolio Startups and SMEs: Sectors

Industry 4.0 CLOBOT

AR&VR Reality INVRSION

App & Services comehome!

Cyber Security CRYPT SECURITY

Entertaiment SHAREWOOD

Agritech nanomnia Encapsulation Technology

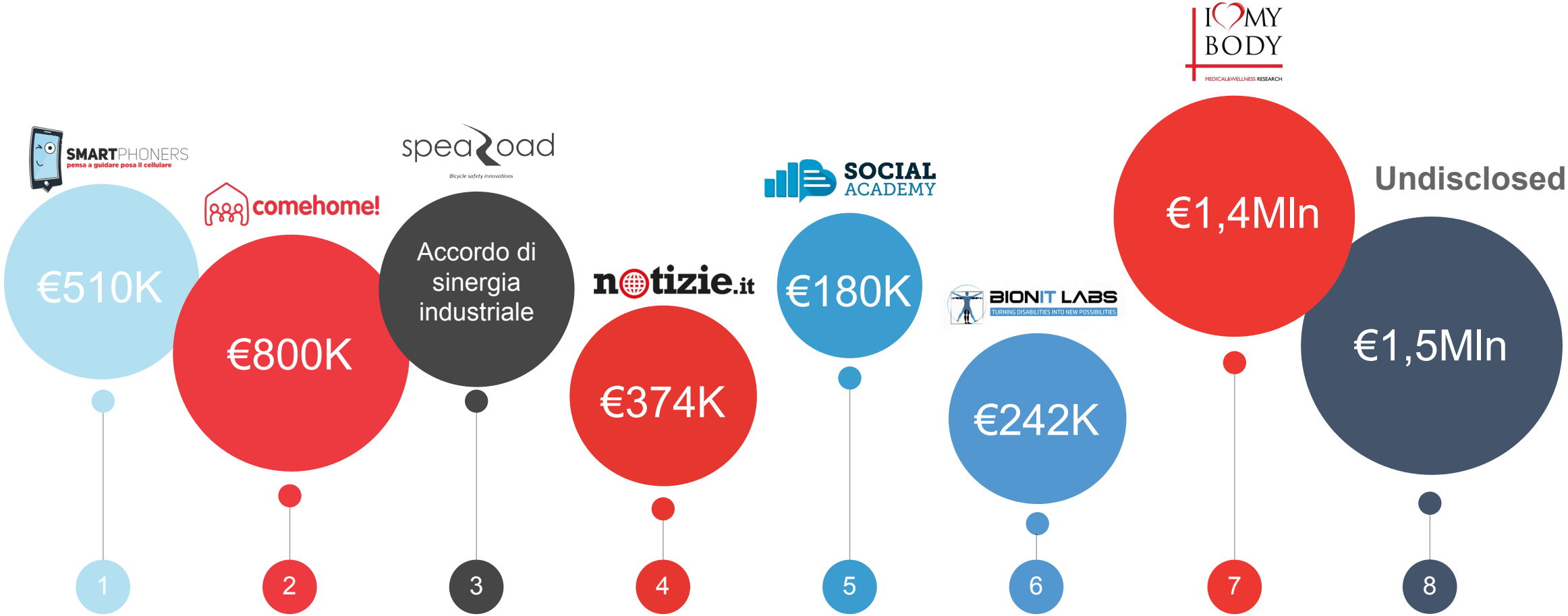
Edutech execus Connect to Social Selling

Cleantech airlite®

Insurtech SMARTPHONERS pensa a guidare posa il cellulare

Healthtech BIONIT LABS TURNING DISABILITIES INTO NEW POSSIBILITIES

7. Portfolio Startups and SMEs: Success Stories



Some of our Partners

3Heroes

october

MAMACROWD
La piattaforma di equity crowdfunding di SIAMOSOCI

Angels in MEDCITY

ULIXES Capital Partners

FASHION TECHNOLOGY ACCELERATOR

INVITALIA VENTURES SGR

LVenture GROUP

Italian Angels for Growth

FIRENZE BAN BUSINESS ANGELS NETWORK

INDUSTRIO HARDWARE STARTUP ACCELERATOR

CLUB degli INVESTITORI

9. Team

9. CdA

Riccardo Bruno
Chairman

- Member of the Board of Directors Atlantia SpA
- Director of Credem SpA
- Professor of Structured Finance LUISS University
- CEO Capital Insight Partners Srl
- Chairman Evinrude SpA
- Former Hourglass SGR Partner
- Former MD Deutsche Bank Italy

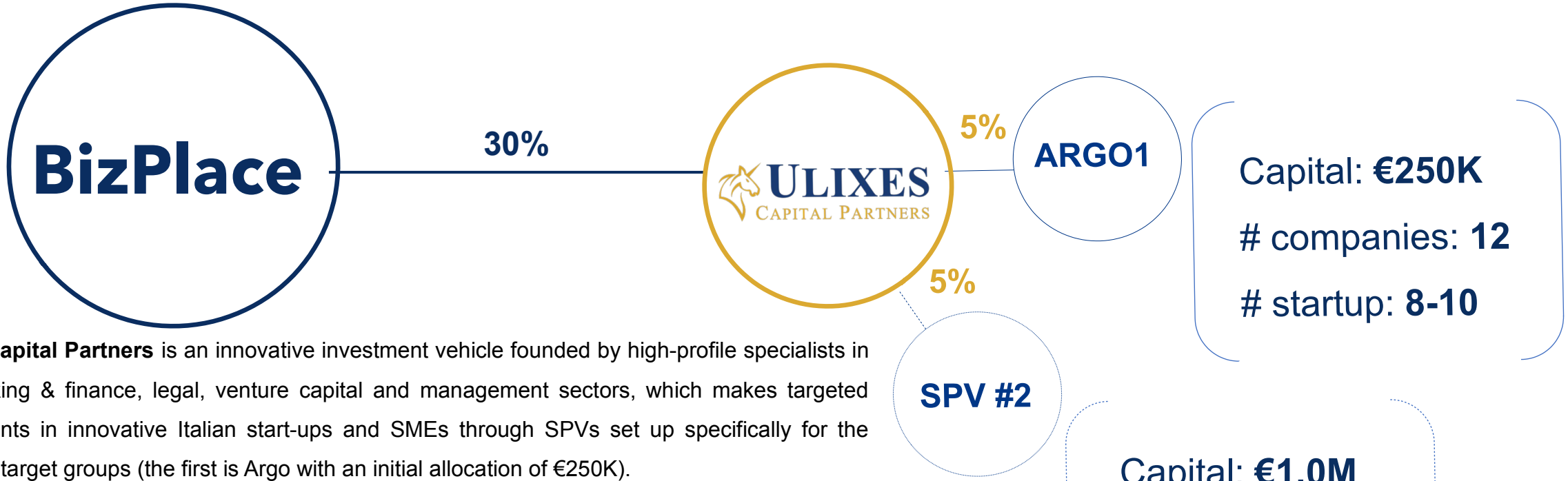
Federico Palmieri
CEO

- Forbes 100 Under 30 Venture Capital section
- Member of Young Entrepreneurs Confindustria
- Secretary General Confassociations Communication
- Director AssoComunicatori
- Former CEO MrGuide Srl

Andrea Bonabello
CFO

- CEO Ulixes Capital Partners Srl
- CFO Smartphoners Srl
- Laureato magistrale Corporate Finance Università LUISS
- Master in International Management Fudan University
- Ex Analyst InvestiRE SGR
- Ex Analyst BNY Mellon

10. The Group



Ulixes Capital Partners is an innovative investment vehicle founded by high-profile specialists in the banking & finance, legal, venture capital and management sectors, which makes targeted investments in innovative Italian start-ups and SMEs through SPVs set up specifically for the selected target groups (the first is Argo with an initial allocation of €250K).

Thanks to an innovative investment strategy, constant monitoring of the investee companies' performance and the 360° support activities offered by the project partners, Ulixes Capital Partners is halfway between an investment fund and a Business Angel. This approach guarantees investors the capital diversification and negotiating power of a VC fund and, at the same time, the flexibility and speed of analysis and investment of Business Angels for the projects in the portfolio. All this with very low management costs and a streamlined and effective project screening method guaranteed by the scouting and deal flow activities of BizPlace, a privileged partner for Deal Flow.

BizPlace

Early Stage Capital Advisors

Rome | Milan

Thank you for your attention