WE CONNECT BUSINESS AND INNOVATION

IDEA-STARTUP-GLOBAL MARKET
# Startup Disrupt

<table>
<thead>
<tr>
<th><strong>Year</strong></th>
<th><strong>Number</strong></th>
<th><strong>Details</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>107</td>
<td>Realized conferences in CEE (online/offline/hybrid)</td>
</tr>
<tr>
<td></td>
<td>14k+</td>
<td>In person attendees across EMEA</td>
</tr>
<tr>
<td></td>
<td>900+</td>
<td>Speakers and mentors</td>
</tr>
<tr>
<td></td>
<td>3M+</td>
<td>Viewers globally</td>
</tr>
<tr>
<td></td>
<td>24k+</td>
<td>Subscribers</td>
</tr>
<tr>
<td></td>
<td>1k+</td>
<td>Contracted corporate partners</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Online medium</td>
</tr>
</tbody>
</table>

- **7+** Built conference formats
We believe that startups are a driving force for innovation.
CEE Startup Ecosystem overview

19 010 active startups in CEE

*report Crunchbase.com and Microsoft for Startups, July 2020
CEE is one of the fastest growing regions in Europe by enterprise value.

Enterprise value of startups founded since 1990, founded and/or HQ'ed in selected regions.

**EUROPE AVERAGE**

- 3.1x
- $1.1T 2017
- $3.4T 2022

**GLOBAL AVERAGE EXCL. CHINA**

- 3.3x
- $6.9T 2017
- $22.8T 2022

**CEE**

- 4.0x
- $47B 2017
- $190B 2022

**NORDICS**

- 3.6x
- $129B 2017
- $468B 2022

*Dealroom.co. Startups in Gaming and Web 3.0 segments have been excluded from this list and highlighted in distinct parts of the report.*
Among CEE countries, Croatia, Lithuania & Ukraine have grown fastest since 2017 in combined enterprise value.

Ecosystem value, five-year growth (2017-2022)

- **#1 Lithuania**: €6.6B → €10.0B (6x growth)
- **#2 Croatia**: €0.3B → €4.7B (15.7x growth)
- **#3 Ukraine**: €1.2B → €10.0B (8.0x growth)
- **#4 Bulgaria**: €0.6B → €4.8B (7.6x growth)
- **#5 Romania**: €1.2B → €7.6B (6.4x growth)
- **#6 Hungary**: €1.4B → €23.3B (16.6x growth)

- **2022 YTD**:
  - #7 Czechia: €6.9B
  - #8 Poland: €11.4B
  - #9 Estonia: €11.8B
  - Rest of CEE: €2.6B
  - Belarus: €7.7B
  - Total: €30.2B

*Dealroom.co.*
2021 and 2022 have been the strongest years for unicorn creation in CEE, with the number of unicorns more than doubling since December 2020.

Cumulative number of CEE Unicorns » view online

8 new Unicorns in CEE, year-to-date » view online

- **AirSlate**
  - Founded: Ukraine
  - Industry: SaaS/Legal

- **Rimac Automobili**
  - Founded: Croatia
  - Industry: Transportation

- **Nord Security**
  - Founded: Lithuania
  - Industry: Security

- **Glia**
  - Founded: Estonia
  - Industry: Marketing

- **Payhawk**
  - Founded: Bulgaria
  - Industry: Fintech

- **Productboard**
  - Founded: Czechia
  - Industry: Enterprise Software

- **Veriff**
  - Founded: Estonia
  - Industry: Fintech

- **Unstoppable Domains**
  - Founded: Ukraine
  - Industry: Hosting/Web3

*Dealroom.co.*
CEE is home to many of Europe’s most renowned unicorns and tech success stories.

*Dealroom.co. Startups in Gaming and Web 3.0 segments have been excluded from this list and highlighted in distinct parts of the report.
The region has a strong pipeline of rising stars ready to write its future.

*Dealroom.co. Startups in Gaming and Web 3.0 segments have been excluded from this list and highlighted in distinct parts of the report.
Half of all the Fortune 500 companies were created in a crisis.

History shows that some of the world’s most iconic companies were born in recessionary periods. From Microsoft and Apple paving the way in the 70s depression, to Facebook and LinkedIn launching in the aftermath of the dot-com bubble; market downturns signal opportunity.

Disrupting huge markets takes time, so longer time horizons point to exits in a more buoyant macroeconomic climate.

Adversity highlights deeper problems, drives innovation and provides impetus for disruption.
Scaling is accelerating in CEE. Startups born in the last 10 years took almost 1/3 of the time to hit unicorn status compared to the first generation.

Average years to become a unicorn by launch year

19
12
7

Average private funding raised to become a unicorn by launch year

€60M
€70M
€131M

*Coming of Age, CEE startup report, Dealroom, Atomico report, October 2021*
The region's biggest successes have a snowball effect, producing talent that go on to found the next generation of startups.
Top 5 Industries by venture capital investment, Q1-Q3 2022

<table>
<thead>
<tr>
<th>Industry</th>
<th>Value Invested</th>
<th>% of Total VC Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>€1.6B</td>
<td>32%</td>
</tr>
<tr>
<td>Fintech</td>
<td>€880M</td>
<td>18%</td>
</tr>
<tr>
<td>Enterprise</td>
<td>€764M</td>
<td>15%</td>
</tr>
<tr>
<td>Software</td>
<td>€337M</td>
<td>7%</td>
</tr>
<tr>
<td>Food</td>
<td>€332M</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Coming of Age, CEE startup report, Dealroom, Atomico report, October 2021*
80% of startups fail in their early stage

*Investopedia, 2019
Wall Street Journal: Venture Capital Secret
9 out of 10 startups fail (source: Startup Genome), 2019
NEW STARTUPS BY CATEGORY

1. Technology
2. Development of own products
3. E-commerce
4. SaaS
5. Services
6. Digital agency
7. Custom development
8. FinTech
9. e-shop
10. Other

# New Startups

<table>
<thead>
<tr>
<th>Year</th>
<th>New Startups</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>445</td>
</tr>
<tr>
<td>2018</td>
<td>420</td>
</tr>
<tr>
<td>2019</td>
<td>460</td>
</tr>
<tr>
<td>2020</td>
<td>420</td>
</tr>
<tr>
<td>2021</td>
<td>630</td>
</tr>
</tbody>
</table>
THE MOST FUNDED STARTUPS IN CZECHIA

TOP
1. Rohlik.cz
2. ShipMonk
3. Sotio
4. Productboard
5. Rossum
6. Avast
7. Twisto
8. MALL.cz
9. Mews
10. Rouvy

*STARTUP REPORT CZECH FOUNDERS
How to built a startup?
What is a problem?
What is a problem?
Who is a customer?

Identify problem which is so important to be solved. Identify your market.

Conduct survey and analyze

Create a problem statement
Build your MVP. Validate or Die!
Build your MVP. Validate or Die!

- Build a Minimum Viable Product
- Test it
- Determine your Business Model
- Seek feedback from experts
- Monitor & Measure your metrics
💰 Get Funding or Bootstrapping?
Get Funding or Bootstrapping?

- Bootstrapping
- Crowdfunding
- Angel Investors
- Venture Capitalists
- Government Grants
- Accelerators & Incubators
HOW STARTUP FUNDING WORKS
A HYPOTHETICAL STARTUP GOES FROM IDEA TO IPO

100% OF NOTHING IS A LOT LESS THAN 17% OF A BIG COMPANY...

$500,000,000
at $2.6 billion valuation

$1,000,000
at $4 million valuation

$100,000
at $1 million valuation

$10,000

FAMILY AND FRIENDS

COFOUNDER STAGE

SEED ROUND

SEASON A

IPO
(Initial Public Offering)

SPLITTING THE PIE

what the team gives

100%

founder 1

30%

founder 2

70%

founder 3

founder 4

what everyone does

YOU

COFOUNDER

FRIENDS AND FAMILY

ANGEL INVESTORS

VESTED EMPLOYEES

INVESTMENT BANKERS

ANYONE

start the company.
does half of the work.
invests before anyone else at the lowest price.
has at least $1,000,000 or $200,000 annually as an accredited investor.
invests her own money.
persuades other people to put money in the fund.
invests at $500,000.
more than 90%.
less than 1%
under 30%
over 30%
under 5%
over 5%
under 20%
over 20%
over 60%

Stake out notebooks for future employees.

ADIONA

Source:

pitchbook.com/startupfunding.html, bloomberg.com
Fake it till you make it? Not good idea to fake projections for investors.
Team
Team

- Define needs & skills
- Develop a clear vision and values
- Hiring plan
- Cultural fit
- Competitive compensation and benefits
- Encourage open communication
- Provide Ongoing Training & Development
Traction & Sales

- Identify Market target
- Marketing Strategy
- Sales Process
- Offer promotion, added value incentives
- Provide excellent customer service
- Measure your results
Build a community to support your startup

It is about bringing together a cohesive group of people that has established a trust and deep sense of connection with the topic you share/company/brand etc.
TOP TIPS:

1. Define your community
2. Choose the right platform
3. Engage with your community
4. Provide value
5. Encourage user-generated content
6. Monitor and analyze your community
💰 Investment
Expansion
When to expand?

- Evaluate your business model - capacity to scale!
- Market Research
- Growth Strategy
- Hire the right team
- Leverage Technology
- Expand your marketing and sales
- Seek partnerships and collabs
- Manage Risk - diversify your revenue stream
ENJOY THE RIDE & HAVE A SAFE FLIGHT!
## Lean Canvas

<table>
<thead>
<tr>
<th>PROBLEM</th>
<th>SOLUTION</th>
<th>UNIQUE VALUE PROPOSITION</th>
<th>UNFAIR ADVANTAGE</th>
<th>CUSTOMER SEGMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>List your top 1-3 problems.</td>
<td>Outline a possible solution for each problem.</td>
<td>Single, clear, compelling message that states why you are different and worth paying attention.</td>
<td>Something that cannot easily be bought or copied.</td>
<td>List your target customers and users.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>KEY METRICS</th>
<th>CHANNELS</th>
<th>EARLY ADOPTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>List the key numbers that tell you how your business is doing.</td>
<td>List your path to customers (inbound or outbound).</td>
<td>List the characteristics of your ideal customers.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXISTING ALTERNATIVES</th>
<th>HIGH-LEVEL CONCEPT</th>
<th>REVENUE STREAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>List how these problems are solved today.</td>
<td>List your X for Y analogy e.g. YouTube = TikTok for videos.</td>
<td>List your sources of revenue.</td>
</tr>
</tbody>
</table>
PLANNED BY US
EUROPEAN EVENTS FOR 2023

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Data Congress</td>
<td>TBD</td>
</tr>
<tr>
<td>Sustainable Future</td>
<td>15.6</td>
</tr>
<tr>
<td>Diversity Summit</td>
<td>15.6</td>
</tr>
<tr>
<td>European Health Summit</td>
<td>TBD</td>
</tr>
<tr>
<td>Pitch Boat</td>
<td>30.8</td>
</tr>
<tr>
<td>GamesCon</td>
<td>27.9</td>
</tr>
<tr>
<td>European Finance Investment Summit</td>
<td>21.11</td>
</tr>
<tr>
<td>Disrupt Summit</td>
<td>21.11</td>
</tr>
<tr>
<td>Disrupt Awards</td>
<td>21.11</td>
</tr>
<tr>
<td>Industry Summit</td>
<td>23.5</td>
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</tbody>
</table>

All events include a Pitch Session and winners will compete at Disrupt Awards!
IF YOU NEED HELP LET US KNOW!

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Founder & CEO

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