

Vækstfonden and the Venture Capital Market



Bjarne Henning Jensen
May 14th, 2013

Bjarne Henning Jensen - bio



**Bjarne Henning
Jensen**

Education

1985 M.Sc. (Chem.Eng.)
1987 B.Comm.
1988 Ph.D.

Key experiences

Energy and Industry
Business and projects development
Technical R&D and Engineering
General management
Executive management
Board experience

Professional experience

2007- **Vækstfonden**,
Investment Director, Partner

2004-2007 **Anhydro Group A/S**,
VP Technology/R&D

2002-2004 **Elsam Group A/S**,
Executive Director
CEO Elsam Engineering

2000-2002 **COWI AS**,
Director, Energy & Industry Division

1997-2000 **BaneDanmark**,
General Manager, Sales & Marketing

1991-1997 **FLSmiljø as**,
General Manger, Process Technology

1987-1991 **Kemira Denmark A/S**
R&D engineer

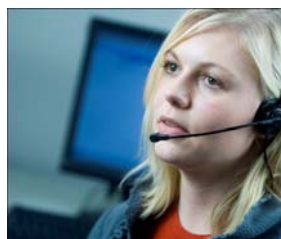
Agenda

1. Vækstfonden overview

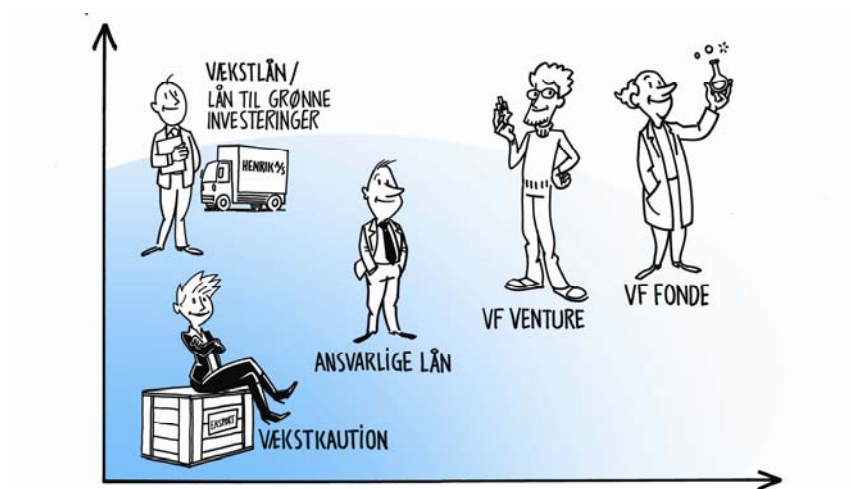
2. Current venture market outlook
3. Funding in DK and what investors look for
4. VF Venture process
5. Some examples

We are a government backed investment fund

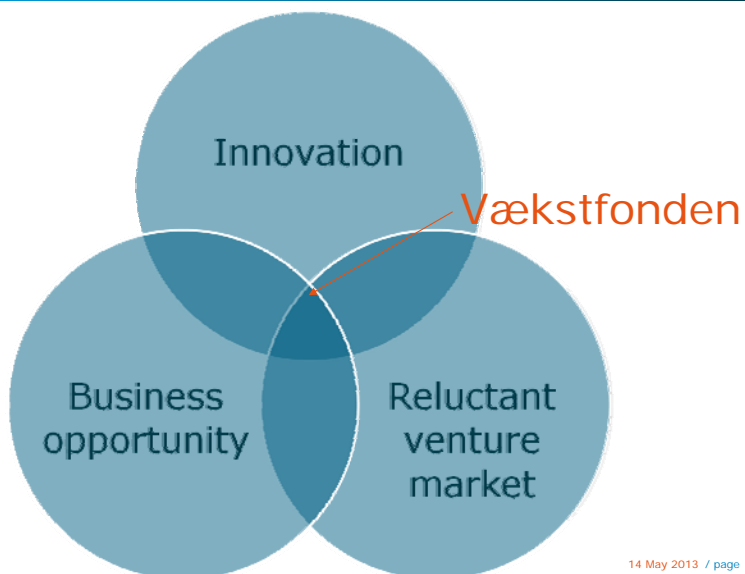
Since 1992 we have financed growth in over 4,200 Danish companies for more than DKK 10 billion.



Our Products

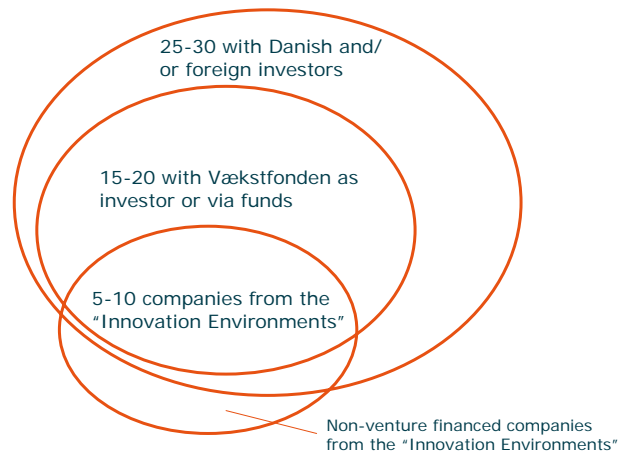


Vækstfonden - Investment Profile VC



Vækstfonden is a significant part of Danish venture capital funding

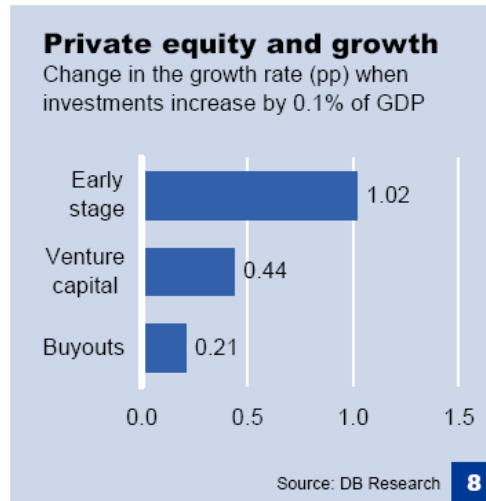
Annual venture capital investments in Danish start-ups



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Start-up companies drive economy growth



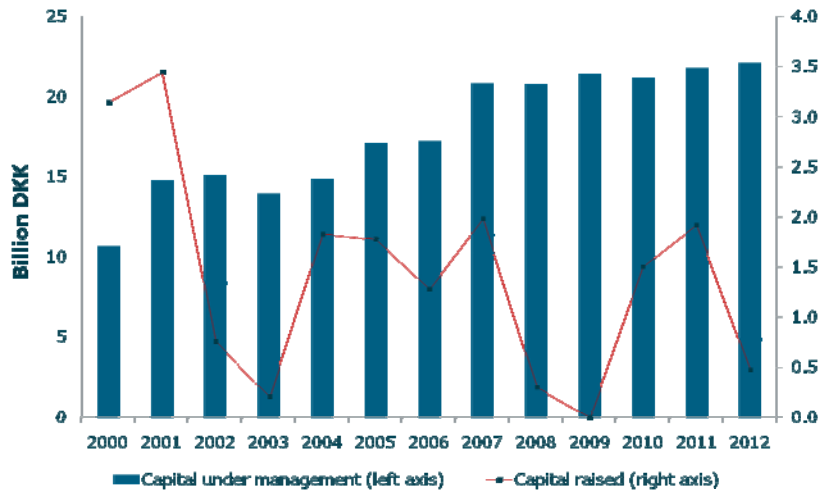
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The bad news...

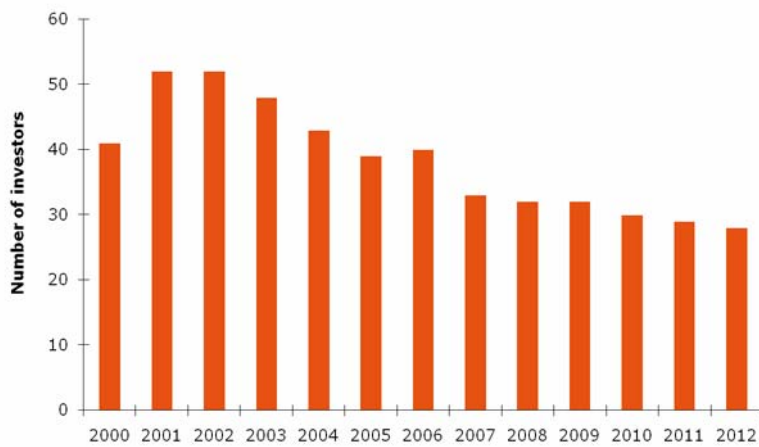


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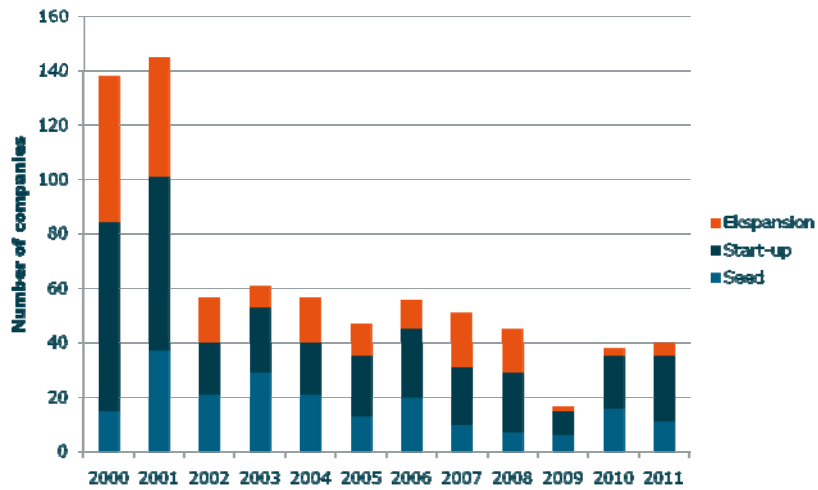
Less capital raised in 2012 – Denmark



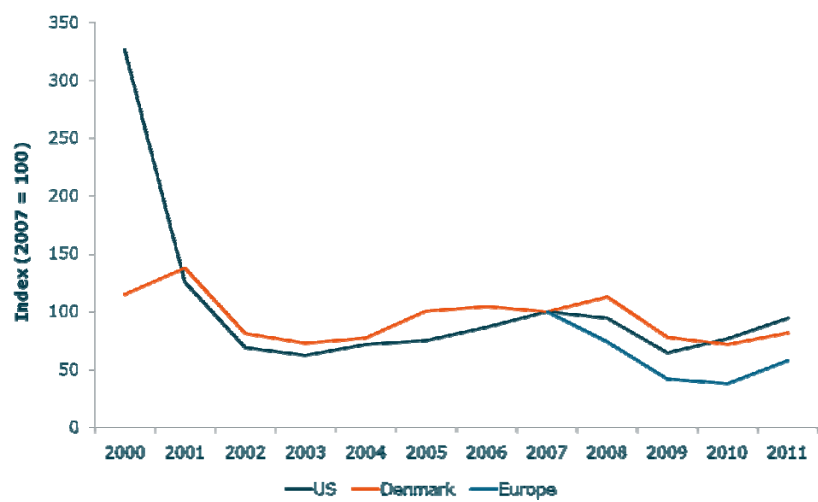
Number of investors has decreased



Number of new investments picking up - slightly



Venture capital development DK, Europe, US



Tough battle for the capital



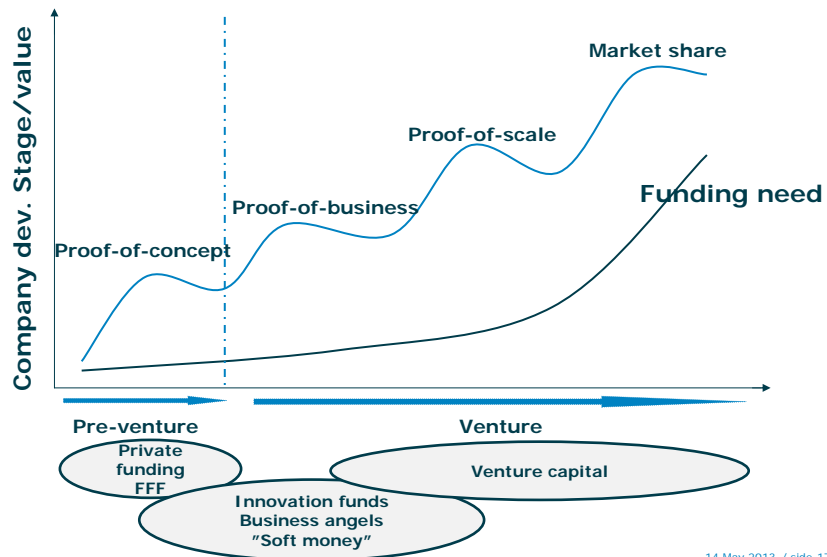
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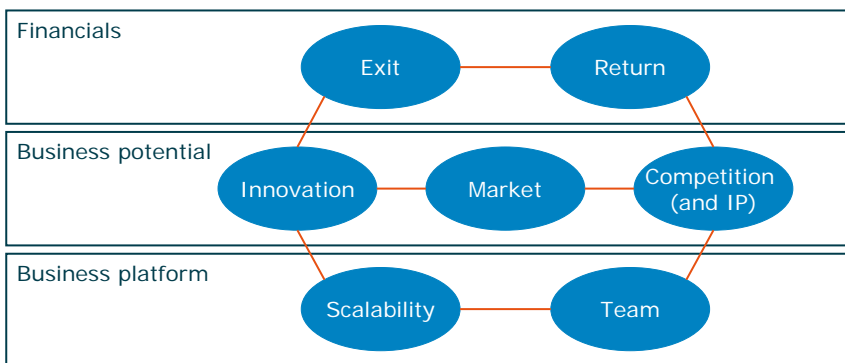
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Typical sources of funding in Denmark

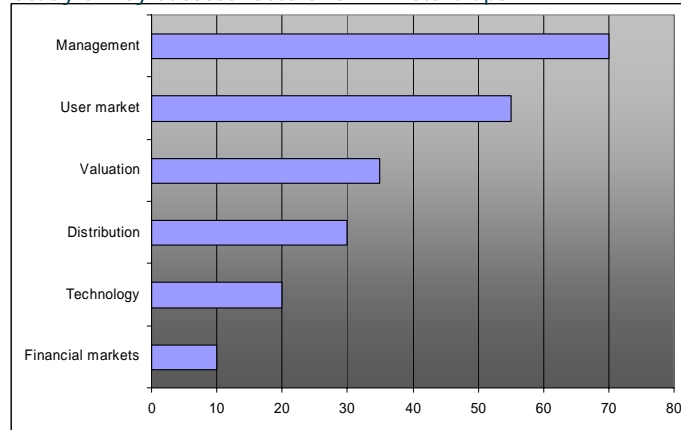


Investors look for quality opportunities



Management is a key factor!

Study of key success factors for MIT start-ups



Percentage of cases when this factor was one of the top one or two most influential factors in the success

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...and so is understanding your market

Why new products fail:

1. **Wrong estimates of demand size – 45 %**
2. Too high price – 18 %
3. Manufacturing problems – 12 %
4. Product defects – 9 %
5. Competitive response – 7 %
6. Poor marketing & promotion – 5 %
7. Poor market entry timing – 4 %

Source: American Product Development Association

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Excellent business planning

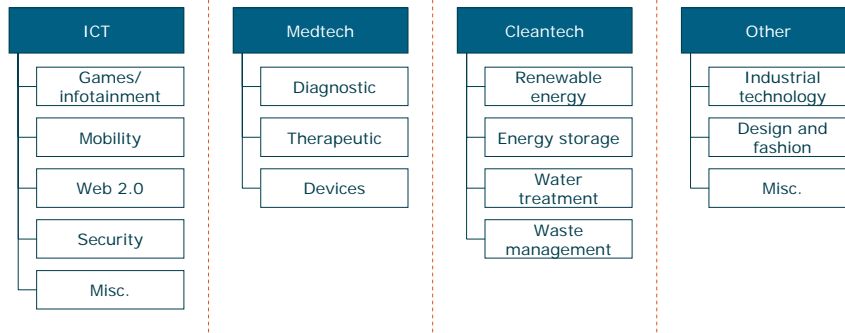
Structure activities to reduce risks and increase value

Risks	Impact	Likelihood	Mitigation /activity
Market risks			
Technical risks			
IP			
Other			

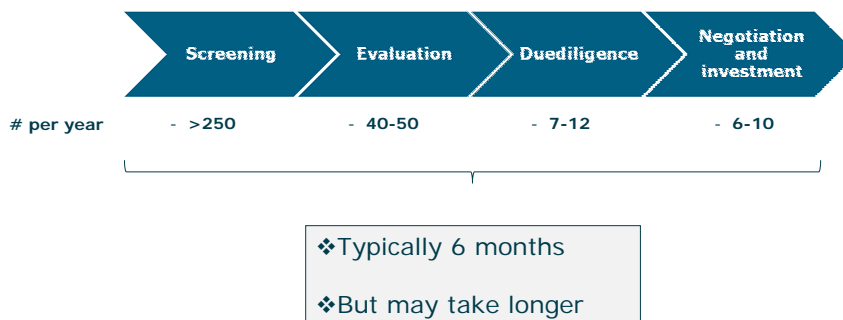
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We invest across industries...



Investment process – VF Venture



VC investment is a long haul



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Proxeon – research in proteins

- Develops and markets technology to the proteomics industry – research in proteins.
- Global supplier of instruments, software for analysis, and equipment to leading university laboratories and the pharmaceutical industry.
- OEM contracts with two large international players.
- Exit: Sold to US-based Thermo Fischer Scientific in April, 2010.



Sense– measuring blood pressure

- Advanced sensor technology for easy and precise blood pressure measurement.
- Continuously, non-interfering measurement: 24-hours measurement of blood pressure, which enables patients to be monitored in natural situations with negligible discomfort.
- Measurement of vascular compliance as well as arteriosclerosis.
- The sensor patch is disposable and made from environmentally friendly materials.
- First human PoC study completed
- Vækstfonden and Seed Capital have raised DKK 30 mio for the further development



Shark Solutions– recycling of car glass

- Machines for separation of front windscreens – sales to car breakers and glass recycle companies as well as setup and operation of plant for cleaning PVB.
- Shark is able to reuse over a million tonnes of laminated glass from Europe and North America.
- The glass separation machine is able to handle 20 tonnes of glass per hour.
- Produces 300 kilo PVB per hour.



Contact

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