

Vækstfonden and the Venture Capital Market



Bjarne Henning Jensen
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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

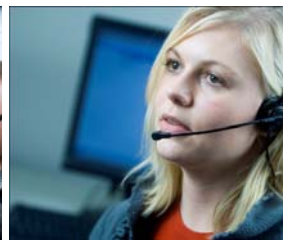
Agenda

1. Vækstfonden overview

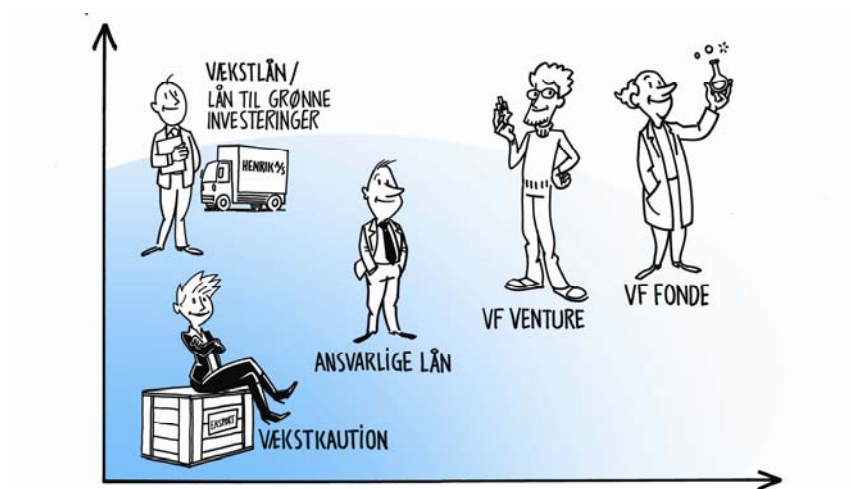
2. Current venture market outlook
3. Funding in DK and what investors look for
4. VF Venture process
5. Some examples

We are a government backed investment fund

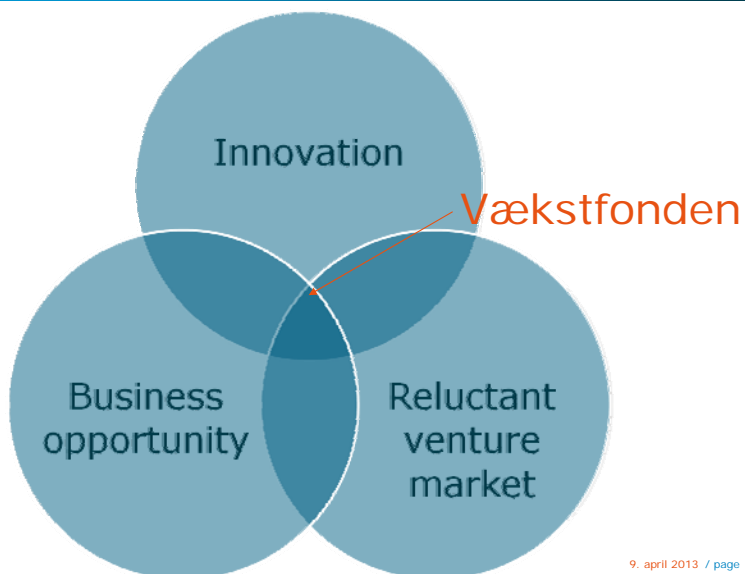
Since 1992 we have financed growth in over 4,200 Danish companies for more than DKK 10 billion.



Our Products

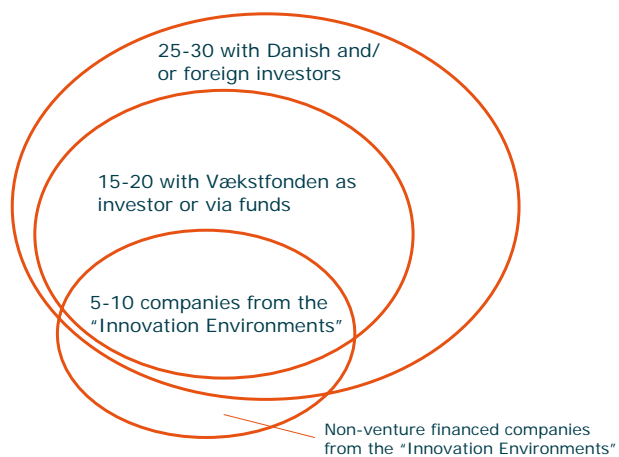


Vækstfonden - Investment Profile VC



Vækstfonden is a significant part of Danish venture capital funding

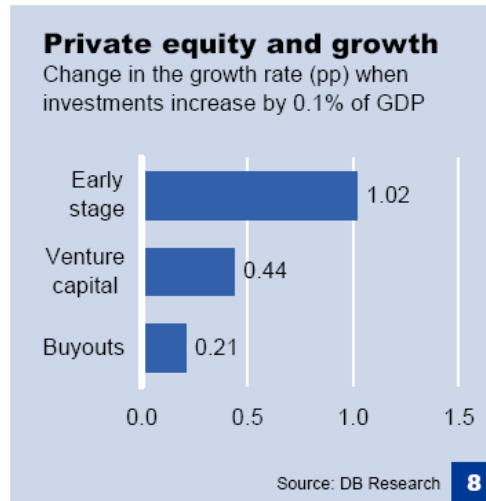
Annual venture capital investments in Danish start-ups



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Start-up companies drive economy growth



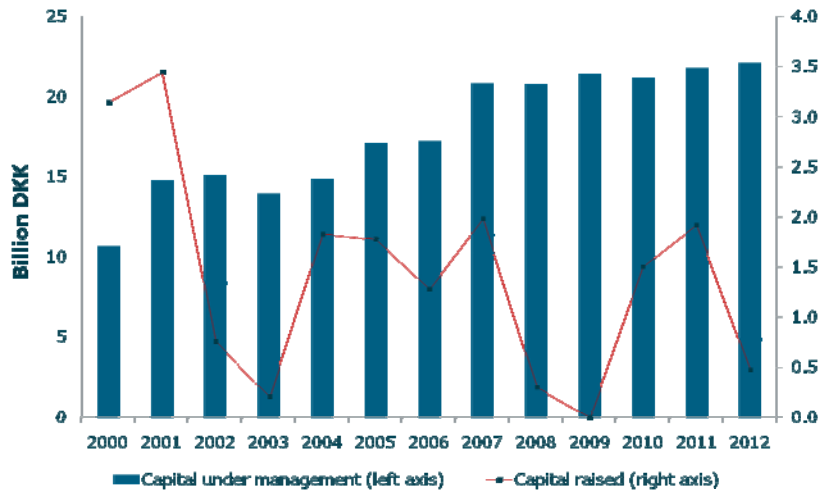
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The bad news...

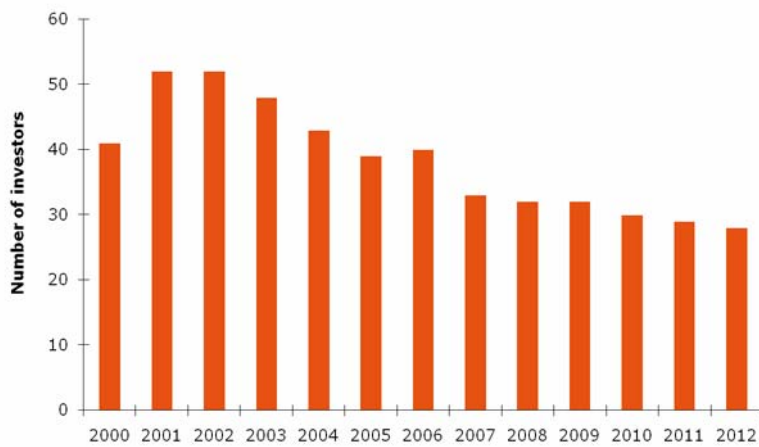


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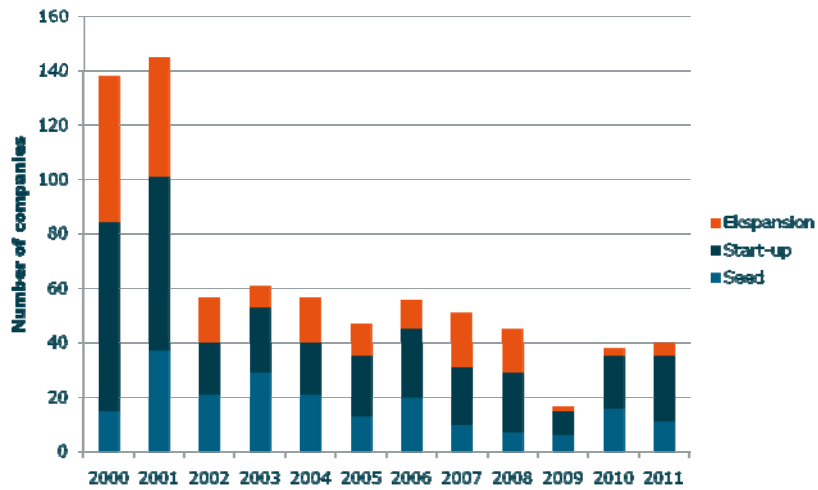
Less capital raised in 2012 – Denmark



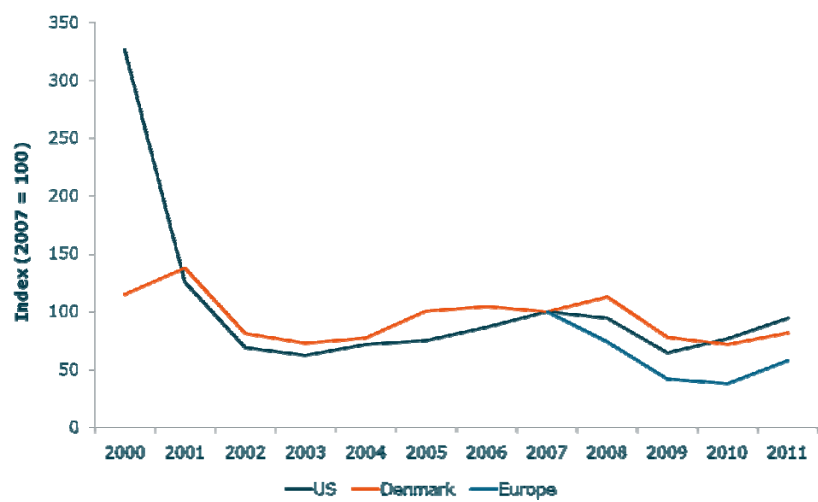
Number of investors has decreased



Number of new investments picking up - slightly



Venture capital development DK, Europe, US



Tough battle for the capital



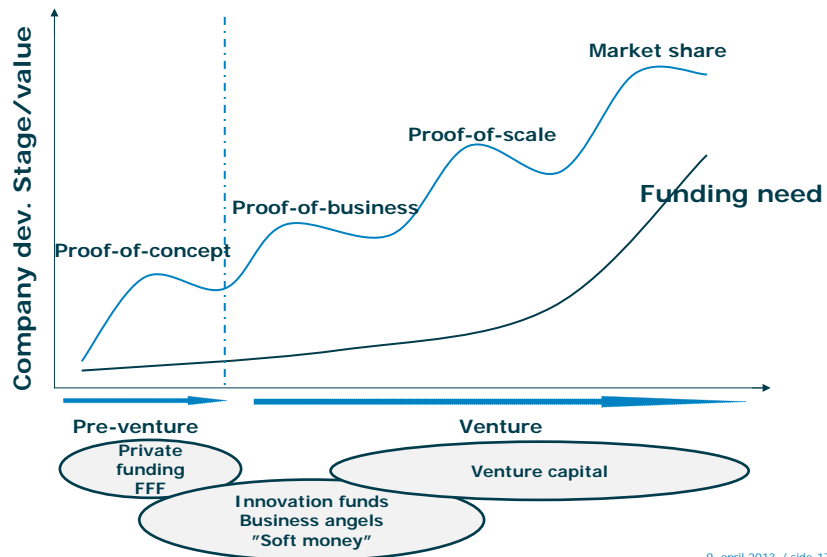
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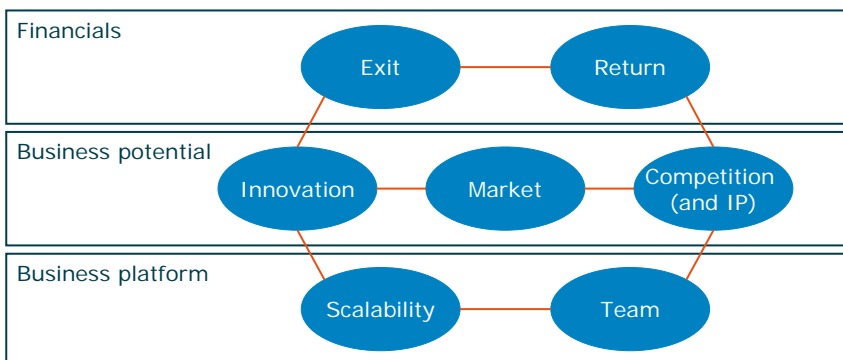
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Typical sources of funding in Denmark

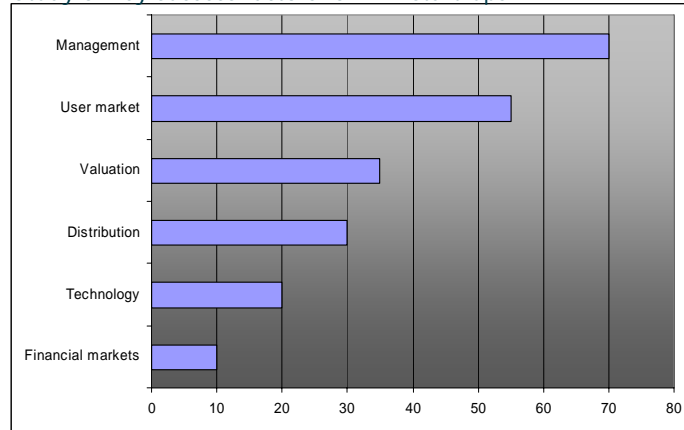


Investors look for quality opportunities



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

...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 %

Excellent business planning

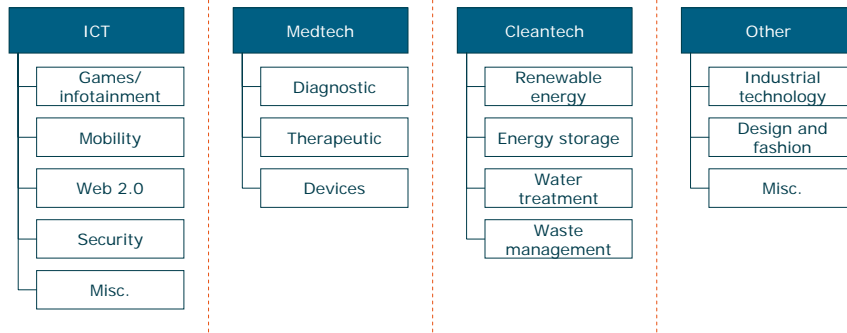
Structure activities to reduce risks and increase value

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

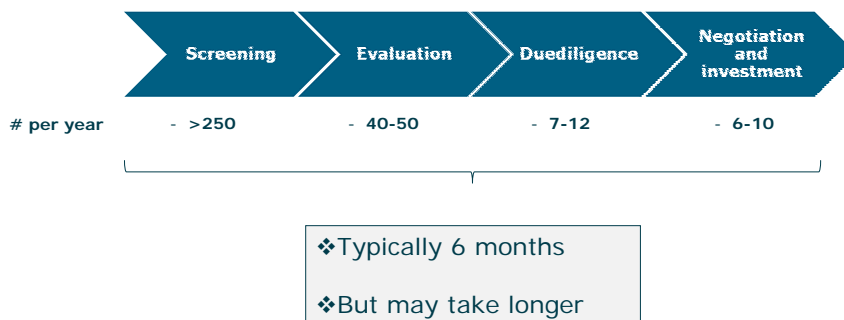
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We invest across industries...



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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