



START-UP AND SCALE-UP HANDBOOK

FOR

THE GLOBAL FUND RAISING STAGE (GFRS)

*THE WORLD CONGRESS OF ANGEL INVESTORS – WORLD
BUSINESS ANGELS INVESTMENT FORUM 2019 ISTANBUL*

For the first time ever

Affiliated partner of the G20 – Global Partnership for Financial Inclusion (GPII), the World Business Angels Investment Forum is providing a unique opportunity to 66 selected start-ups and scale-ups to pitch their businesses on the Global Fund Raising Stage (GFRS) of the World Congress 2019

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ABOUT

Global Fund Raising Stage (GFRS) - the World Congress of Angel Investors 2019 World Business Angels investment Forum

Helping the Next Generation of Great Companies Move Forward

The Global Fund Raising Stage (GFRS) of the World Congress 2019 is a very important meeting point where carefully selected start-ups, scale-ups and high-growth businesses can connect with the most important angel investors, co-investment fund managers, VCs and private equities in the world.

For the first time ever, affiliated partner of the G20 – Global Partnership for Financial Inclusion (GPII), the World Business Angels Investment Forum is providing a unique opportunity to 66 selected start-ups and scale-ups to pitch their businesses on the Global Fund Raising Stage (GFRS) of the World Congress 2019.

On 17 - 19 February 2019, angel investors will come together in Istanbul at the World Congress of the World Business Angels Investment Forum with the goal of creating new ways for start-ups, scale-ups and high-growth businesses to access finance.

At this gathering of angel investors — the biggest angel investment forum in the world — we want to give 66 start-ups, scale-ups and high-growth businesses an opportunity to connect with hundreds of highly qualified angel investors from five continents.

We are therefore allocating a special area within the World Congress 2019 where 66 start-up or scale-up or high-growth businesses will each have a 4-square-metre area to showcase their business. They will thus have exposure to highly qualified angel investors, family office executives, co-investment fund managers, angel investment group directors, corporate venture executives, accelerator executives, technopark investment directors and venture capitalists.

The mission is to showcase the world's top start-ups and scale-ups, which, typically, are funded companies in the process of raising €500K – €3M, with the aim of globalising. The 2019 Global Fund Raising Stage (GFRS) will essentially be a co-investment platform for angel investors, start-ups, scale-ups and high-growth businesses.

If you are an entrepreneur or an institution such as a technopark, incubation centre, co-working centre, or accelerator who wants to promote deals across borders and is looking for additional rounds of funding or new partners for international growth, I encourage you to learn more about how your business can benefit from this unique opportunity.

Further details are available at www.wbaf2019.istanbul

About the World Business Angels Investment Forum (WBAF)

An affiliated partner of the G20 Global Partnership for Financial Inclusion (GPFII), the World Business Angels Investment Forum (WBAF) is an international organisation aiming to ease access to finance for businesses from start-up to scale-up, with the ultimate goal of generating more jobs and more social justice worldwide. It is committed to collaborating globally to empower world economic development by creating innovative financial instruments for innovators, start-ups, and SMEs. The Forum interacts with leaders in all areas of society, first and foremost in business and political spheres, to help assess needs and establish goals, bearing in mind that the public interest is of paramount importance. WBAF engages a wide range of institutions, both public and private, local and international, commercial and academic to help shape the global agenda.

www.wbaforum.org

About the Global Partnership for Financial Inclusion (GPFI)

The Global Partnership for Financial Inclusion (GPFI) is an inclusive platform for all G20 countries, interested non-G20 countries, and relevant stakeholders that aims to carry forward work on financial inclusion, including the implementation of the G20 Financial Inclusion Action Plan endorsed at the G20 Summit in Seoul, South Korea. Her Majesty Queen Máxima of the Netherlands is the Honorary Patron of the G20 Global Partnership for Financial Inclusion (GPFI).

www.gpfi.org

FREE PASSES

For WBAF 66 startups and scaleups, 2 free passes to the World Congress of Angel Investors 2019 - World Business Angels Investment Forum

The 66 start-ups and scale-ups that are selected to comprise the WBAF 66 will receive two passes per exhibition to the World Congress of Angel Investors 2019 on 17 - 19 February 2019 at the Swissotel The Bosphorus Istanbul. This offers an excellent opportunity for global networking with high net worth individuals, co-investment fund managers, bank executives, stock exchange executives, and VCs from all over the world. WBAF is pleased to sponsor these passes (a total value of €1500) to underline its commitment to helping the next generation of great companies move forward.

WBAF 66 – THE €500 PACKAGE

Each start-up or scale-up or high-growth business selected as one of the WBAF 66 will be responsible for a €500 participation fee. This fee covers the exhibition and participation of two founders. (An additional €250 will be payable for each additional team member.)

This €500 participation fee will include the following:

For the Exhibition

- 4 square metres of exhibition space for 2 days (18 - 19 February 2019, Swissotel The Bosphorus)
- 2 chairs
- 1 table
- free lunch boxes for each exhibition day
- a 3-minute pitching slot on the Global Fund Raising Stage (GFRS)

Complimentary Tickets

- 2 complimentary passes to the World Congress of Angel Investors 2019 - World Business Angels Investment Forum (a total value of €1500)
- 2 free tickets for the WBAF Academy (18 February 2019, Swissotel The Bosphorus)
- 2 free Masterclass tickets (19 February 2019, Swissotel The Bosphorus)

HOW TO PARTICIPATE

Entrepreneurs can participate in two ways:

- WBAF 66 participation
- Regular participation

WBAF 66 participation

The WBAF Investment Committee will identify 66 start-ups, scale-ups and high-growth businesses to attend the Global Fund Raising Stage (GFRS) 2019 with a special reduced participation fee of €500. To be eligible for the WBAF 66, you have to participate in the WBAF Startup and Scaleup Process of the WBAF Investment Committee. Please read the WBAF 66 selection process carefully.

Regular participation

Entrepreneurs who do not wish enter the competition or who are not selected as one of the WBAF 66 can purchase the same package for €2500.

PROFILE ON THE GFRS – GLOBAL FUND RAISING STAGE

There are two types of pitchers on the GFRS – Global Fund Raising Stage:

- Start-ups: Promising businesses that have not yet raised any outside capital from angel investors, venture capital firms or other formal sources of seed funding.
- Scale-ups: Typically, these are companies that have received funding from angel investors or VCs and who are now raising €500K – €3M with the aim of internationalising.

Applications from both categories are welcome to send their executive summaries.

THE WBAF 66 SELECTION PROCESS OF THE WBAF INVESTMENT COMMITTEE

Step 1: Application

Please send your 2 pages Executive Investment Deck or Executive Summary of your startup business. Your executive deck/summary should include the following information:

- Industry of your business
- Company Valuation
- Have you ever raised fund for your startup?

If you reside in one of the following countries, you will be re-directed to the WBAF investment committee for your country of residence.

- Bahrain
- Bangladesh
- Botswana
- Brazil
- Bulgaria
- Cameroon
- Czech Republic
- China
- Cote d'Ivoire
- Croatia
- Estonia
- Ghana
- Greece
- Hong Kong

- Iceland
- India
- India
- India
- Iran
- Jordan
- Kazakhstan
- Kenya
- Kuwait
- Kosovo
- Macedonia
- Mexico
- Montenegro
- Morocco
- Niger
- Nigeria
- Oman
- Pakistan
- Poland
- Romania
- Saudi Arabia
- Serbia
- Singapore
- Slovenia
- South Africa
- Spain
- Sudan
- Tanzania

- Tunisia
- Turkey
- UAE
- UK
- Ukraine
- USA
- Uzbekistan
- Zimbabwe

If you reside in a country that is not on the list above, your application will be processed in the Global Applications section.

Step 2: Acceptance

You will receive an official letter confirming acceptance for the competition. All confirmations will be sent after the meeting of the WBAF Investment Committee. The WBAF Investment Committee gathers every Monday of every week. Absence of a notification in a month after the application indicates that the startup or scaleup is not eligible to make a pitching on the GFRS – Global Fund Raising Stage 2019.

The acceptance letter will include information about the next steps.

APPLICATION REQUIREMENTS

- All applications must be submitted in English.
- Applications will not be accepted after 15th of January 2019
- Applications will be accepted online only through **info@wbaforum.org**

- Offline applications will not be considered.
- For start-ups: Start-ups need not be incorporated, but an incorporated company can only compete if it has been incorporated for 24 months or less at the time of application.
- For scale-ups: Scale-ups must be incorporated and have received investment from an angel investor, a private equity, or a VC.

INDUSTRIES

- Bio tech
- EduTech
- FinTech
- Food & beverage
- Hospitality
- IT & mobile technologies
- Logistics
- Mobile payments
- Renewable energy
- Robotics & drones
- Transportation
- Virtual reality & gaming
- Wearable technologies
- Other

TIMELINE

WBAF will accept applications from 15 August 2019. The last day to submit a complete application is 15 January 2019.

- 15 August 2018 Online application officially opens
- 15 January 2019 Deadline for applications
- Every Tuesday - Acceptance letters mailed after WBAF Investment Committee
- 17 – 18 February 2019 GFRS 2019 – Global Fund Raising Stage

Important Note: *If the first 66 startups and scaleups are approved by the WBAF Investment Committee before 15 January 2019, applications will not be accepted even they are before the deadline (15 January 2019)*

