

E-PITCH BRIEFING

BAE CLUB:

The BAE Club brings together 20 of the best performing angel networks in Europe & Canada and holds 3 cross-border E-pitching sessions per year.

20 Member Networks
13 Countries
Total Members: ~2700
Number of Rounds: ~400
Invested Amounts: ~€130M (2020)



WHAT IS THE E-PITCH:

In the BAE Club E-Pitch, we are looking for companies that:

- Have already received funding by the angels from a member network;
- Are looking for angel investors for their next follow on/series A investment round;
- Are explicitly looking for business angels from other countries, to scale quicker into those markets.

If a deal is concluded with investors, the entrepreneur must pay a remuneration fee to BAE.

Average amount of attending investors: 70

Total amount of e-pitches per session: 5

PLATFORM: ZOOM

SCHEDULE:

PRE-PITCH

- 1) Intake call with the BAE secretariat.
- 2) Additional review possibility of your pitch and slides.
- 3) Upload your information on the Dealum platform.
- 4) Send your slide deck for a final check.

PITCH

- 1) The company will be briefly introduced by the lead angel who has already invested in your company.

(2 MIN)

- 2) E-Pitch by the Entrepreneur (see tips below).

(7 MIN)

- 3) Q/A with investors participating to the webinar. The moderator will read the questions which will be asked in the chat.

(6 MIN)

POST-PITCH

- 1) BAE will gather the responses of the interested business angels and will inform the respective member networks which of their investors will want to follow up with Entrepreneur.

- 2) The member network that proposed the company will arrange the follow up with the investors.

BAE is only responsible for the first contact.

TIPS:

- Use a good microphone and camera.
- Ideally use cable instead of Wifi.
- Internationalization strategy; make explicit what the added value of receiving international investment is, instead of local.
- Be explicit about which countries you would like to scale into.
- Be clear about why you are looking for business angels.

WHAT WE NEED FROM YOU:

Short anonymous description:

- A title description describing the core business, without real company name;
- 150 words executive summary, highlighting investment opportunity and valuation (if possible);
- Funding sought in total (and if possible, for the angel round);
- What kind of angels sought (industry/country)?

Entrepreneur agreement:

In order to incentivize our angel networks to propose their portfolio startups and angel investors to join the pitch, we have implemented an incentive system.

If a deal is concluded with investors, the entrepreneur must pay a remuneration which is calculated as a percentage of 5% (excl. VAT if applicable) on the total amount of the deal funded via this e-pitch.

This remuneration serves to finance the organization of the E-Pitch and will be distributed amongst the partners organizing the deal (meaning member networks involved in the deal and BAE). This success fee is further explained in the entrepreneur agreement, which must be signed in order to partake in this process.



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