



Role of business angel in building innovation ecosystem for  
green transformation

**Janne Jormalainen, EBAN President**

**#eban**

**[www.eban.org](http://www.eban.org)**



# Janne Jormalainen

- Entrepreneur
- Angel investor (EAF business angel)
- Co-founder of several companies in different industries
- Investor in large portfolio of companies (SaaS SW, Edu, impact)
- Several successful exits
- President, European Business Angel Network (EBAN)
- Chairman emeritus FiBAN
- Chairman in several growth companies

# What is a Business Angel?

Invests his/her own money into unlisted early-stage high-growth companies



**Knowledge**



**Networks**



**Capital**

Business angel is typically first investor in new ventures  
Investments carry high risk, typically 2/3 of them fail

# Role of business angels in the innovation ecosystem?

- 6 key elements of an innovation ecosystem: people, markets, policy, culture, finance, and infrastructure support\*

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Financing: Pre-Seed, Seed, A-round, B-round...exit to public markets or acquisition

Entrepreneur is the here  
in the system



## Example of Helsinki, Finland

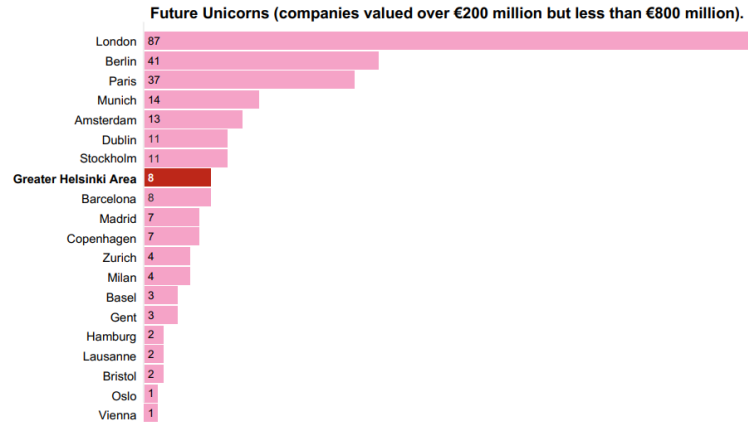


Easy access to the rest of the eurozone is one of the many perks offered to startups by Greater Helsinki.

Startup Genome

Greater Helsinki has been ranked as the world's fourth most attractive emerging ecosystem for startups in The Global Startup Ecosystem Report 2020 by Startup Genome.

There are eight high-growth startups on the unicorn track in the Greater Helsinki Area, currently valued \$250M-\$1B



Source: Dealroom.co



# What is needed to achieve striving innovation ecosystem?

- Critical mass of start-ups
- Support from all market players including the public sector
- Financing – especially early-stage financing
- Legislation to enable international investments

# EBAN powering angel investing in Europe

## CAPACITY BUILDING OF ANGEL COMMUNITIES

Fostering the growth of emerging or new angel investor ecosystems

- Awareness raising events and workshops for new angels
- Best practices and toolkits to run your angel network
- Support from governmental and ecosystem stakeholders

## RESEARCH AND POLICY

Documenting the market and supporting decision makers

- Statistics Compendium, Manifestos, cooperations with other research papers.
- Monthly Data Reports on market trends, deals recorded, angel activities

## SECTOR AND THEMATIC WORK

Driving the agenda on topics and areas of interest.

- 8 dedicated Member Driven Communities: EBAN Impact, EBAN Space, EBAN Health, EBAN CEE, EBAN Space, EBAN Women, EBAN BAN Managers, EBAN Data
- Output is: Events, pitching sessions, research, policy papers

## MENTORING FOUNDERS

Supporting entrepreneurs in achieving their dreams

- Many webinars and workshops on investment readiness organized each year
- One to One mentoring program – Ask an Angel

## A PAN EUROPEAN COMMUNITY

Join a community where there are no borders

- + 110 BANs and Other Early Stage Investors as Members
- 50 Countries in Europe and Beyond

## ANNUAL EVENTS

Meet our Community at our flagship events

- 2 Annual Events – Congress and European Angel Investment Summit – 23 annual editions organized
- 1000+ Attendees per year – angels and VCs (50%), startups (25%), ecosystem players (20%) policy makers (5%)

## CROSS BORDER SUPPORT

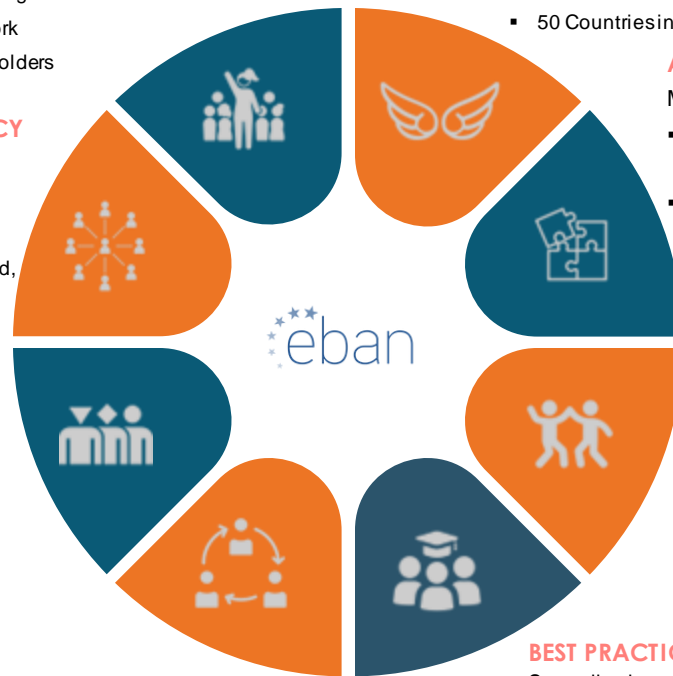
Building a European nation of investors

- Pitching sessions – i.e. EBAN's Scaleup of the Month – and others hosted in partnership (i.e. EIC, EuroQuity, HRP)
- Networking and pitching events done throughout the year
- Membership Platform to share dealflow between members

## BEST PRACTICES FOR INVESTORS

Spreading knowledge and forming the next generation of investors

- Many webinars for investors done each year
- Real life workshops done at Annual Events, or on the ground in partnership with our Members





# EBAN in Central Asia, Caucasus, CAREC region

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We have established special focus group “Gateway to Europe” to support angel groups in the region  
More info by contacting [info@eban.org](mailto:info@eban.org)





Thank you