



AMVENTURES

AM VENTURES @ AMTC 2021

LESSONS LEARNED FROM 2000+ STARTUPS

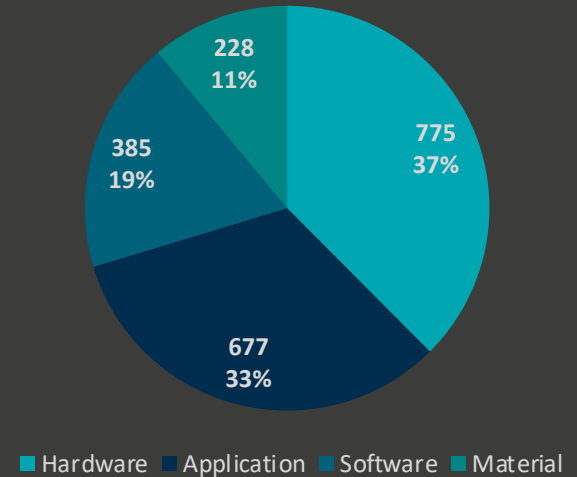
INSIGHTS INTO THE AM-STARTUP LANDSCAPE

AM Ventures has **scouted 2174 start-ups** across the globe

2174 startups scouted per region (as of September 2021)

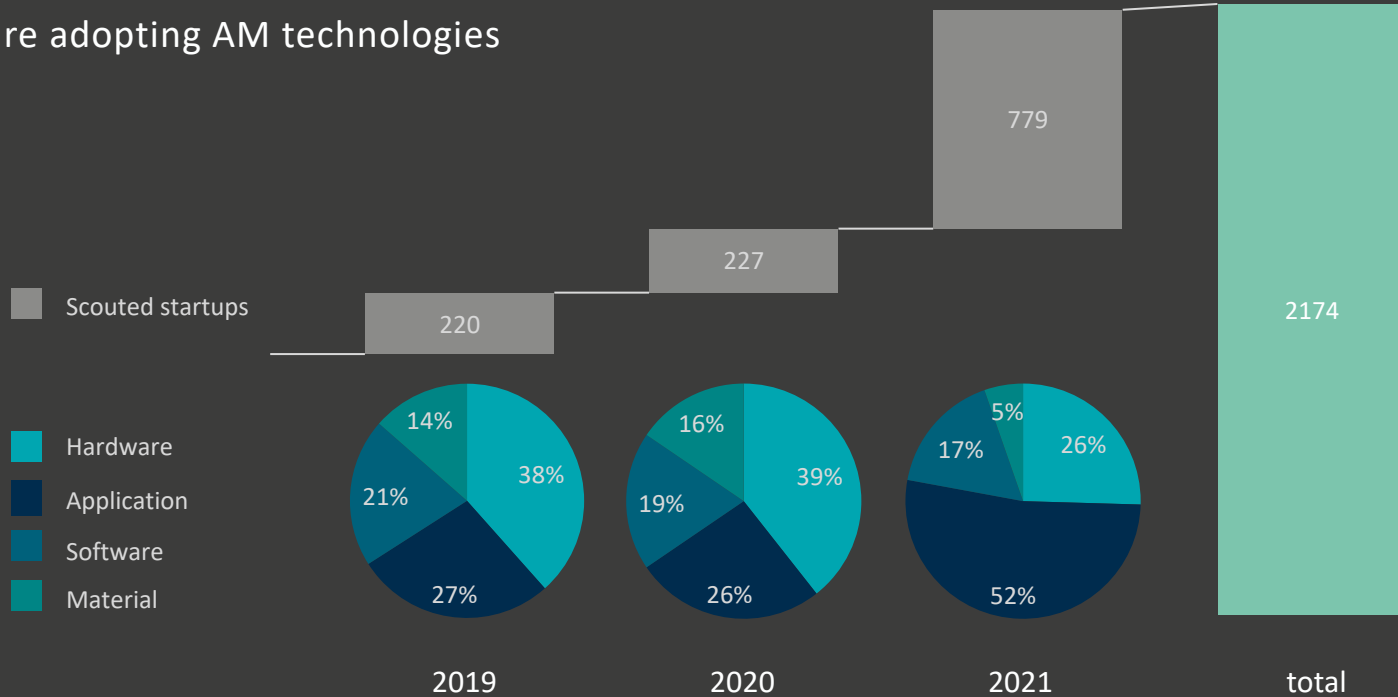


¹ DACH: Germany, Austria, Switzerland

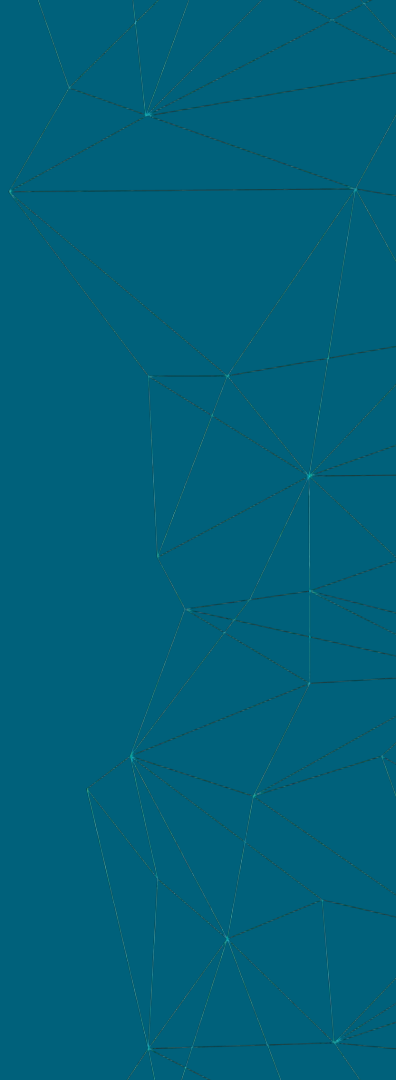


APPLICATIONS ON THE RISE

Startups are adopting AM technologies



3 LESSONS LEARNED



DO YOU REALLY REALLY WANT THIS?

Embarking the VC journey means:

- **Scale** → Business model adaptations
- **Growth** → Alignment of expectations
- **Funding Rounds** → Dilution over time
- More shareholders, more opinions





GREAT TECHNOLOGY LOOKING FOR AN APPLICATION

The “one size fits all” does not fit anyone perfectly

- Find the **unfair advantage** and build on it
 - Which is the very **concrete application** that your technology unlocks?
 - How do you **capture the value** that your customers create?
- Focus, focus, focus!

ONE GUY FOR EVERYTHING BUT TECH

THE HOLY GRAIL

Drop your arrogance!

- High tech does not sell itself.
 - Great technology is the basis for your success. BUT: sales, distribution, marketing, etc. are as important
 - Fundraising can occupy founders for many months full time.
- Success needs a multi-disciplinary team!



RECOMMENDATIONS



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NO FEAR!

- **Equity is the most expensive way to fund a company.** Pick your investors wisely and don't hand out shares for nothing.
- **Capture Value** with your business model. If you enable your customer to generate revenues, find a way to participate.
- Find trustworthy people with **skin in the game**. Build a diverse team that is excellent in every discipline.

and: call AM Ventures

