



*VC Firm backing  
European Early Stage B2B Software Founders.*

# What? The Focus of Innovation Nest

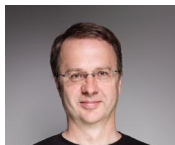
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1. **European.** We plan actively source deals in Poland, CEE region and selected places in Europe, our portfolio right now includes Portugal, Germany, United Kingdom, Poland, Hungary, Slovenia
2. **Early Stage.** We invest in founders with early traction companies and help them to move the business to the next round. Our sweet spot are companies with €10k-€40k MRR
3. **SaaS and B2B software.** We believe in focus and we capitalise on the trend of B2B software moving to SaaS.



**Chris Kobyłecki**  
Chief Operations Officer

Software engineer by education. An organiser and an activist in student business association



**Piotr Wilam**  
Managing Partner

Serial entrepreneur, co-founder and CEO of Onet.pl. Business angel. Educated in Oxford (mathematics) and London Business School.



**Marek Kapturkiewicz**  
Partner

Early employee & COO of Onet.pl. Sales and Marketing executive. Engineer and scientist.



**Marcin Szeląg**  
Partner

Team member at Epuls from early days till exit. Experience in product building, online marketing & sales.



**Dominik Długosz**  
Chief Finance Officer

Financial professional by training and career. Experience in finance and legal issues of venture capital.

# Portfolio Fund I - selected companies

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## Digitalization - industry specific tools



Fitness clubs management system



ERP solution for engineering design firms



Visual Effects platform for movie industry



Software for restaurants

## Digitalization - horizontal tools



Management of design process



Affiliate marketing for ecommerce



Instagram profile management tool



Landing Pages and Lead generation tool

## Developer oriented platforms



Programming language and data platform



Artificial Intelligence for healthcare



Feedback surveys

## Industry 4.0



Energy efficiency & monitoring of engines



Edge computing platform for industrial solutions



Solar panels and energy monitoring solution

# Portfolio Fund II - some of the companies



**Automatic lead generation**

**Country:** US/Poland  
**Source:** Network  
**Ticket:** €0.25m



**Beacons and proximity technologies**

**Country:** US/Poland  
**Source:** Network  
**Ticket:** €0.6m



**Goal management software**

**Country:** Germany  
**Source:** Network  
**Ticket:** €0.05m



**Smart lighting platform**

**Country:** US/Poland  
**Source:** Network  
**Ticket:** €0.08m



**Revenue Management for Hotels**

**Country:** Portugal  
**Source:** Network  
**Ticket:** €0.2m



**Industrial Predictive Maintenance**

**Country:** Poland  
**Source:** Network  
**Ticket:** €0.5m



**Gym Management Software**

**Country:** Poland  
**Source:** Network  
**Ticket:** €0.5m



**Pharmacists training platform**

**Country:** Poland  
**Source:** Network  
**Ticket:** €0.25m



**Electronic signature**

**Country:** Poland  
**Source:** Network  
**Ticket:** €0.8m



**Production Line Automation**

**Country:** Portugal  
**Source:** Dealflow  
**Ticket:** €0.3m

*So how do you help those companies?*

# Added value for portfolio

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## Microtheses

Investment Thesis of Innovation Nest is that B2B software is moving to the cloud. Within Investment Thesis Partners develop micro-theses:

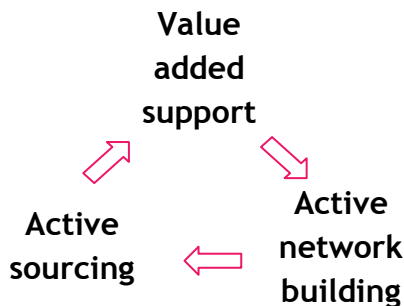
- **Industry 4.0**  
Marek Kapturkiewicz
- **Digitalization of assets and processes**  
Marcin Szeląg
- **Disruptive software technologies**  
Piotr Wilam

## Entrepreneurial Experience

Partners have direct entrepreneurial experience. They build companies: Onet, ePuls, Pascal, Pusher

## Snowball effect

in vertical knowledge



## Network

50+ mentors from in Bay Area  
100+ mentors from in Europe  
The target mentor network - 200.

## Example

mentors on online lead generation

### Network of mentors:

Steli Efti (Close.io)  
Lincoln Murphy (16 Ventures)  
Zack Onisko (Dribbble)  
Will Bunker (GrowthX)

### Mentors from IN portfolio:

Chris Sallen (UXPin)  
Greg Pietruszynski (Growbots)  
Blazej Abel (Landingi)  
Karol Pokojowczyk (River)

# Fundraising support for portfolio

Help and support in follow-on financing round for portfolio companies is one of **critical success factors**.

*Innovation Nest network of investors consist of over **+300 names** in Europe and Innovation Nest **actively supports** portfolio companies in fundraising process.*

## UXPin case study

- UXPin is one of **star companies** in portfolio of IN Fund I
- IN introduced UXPin to several investors among others there was **Gil Penchina** who invested in the UXPin seed round
- it triggered investments from Freestyle VC, True Ventures, Andreessen&Horowitz

## Elmodis case study

- Elmodis is another of **star companies** in portfolio of IN Fund I
- IN introduced Elmodis to **Intel Capital** that became a lead investor in \$5m Round A. Intel invited Elmodis to join several business projects
- the second Round A investor was SET Ventures

# Investment criteria

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**vertical focus** - B2B software in the cloud:

- software B2B companies
- that benefit from moving data and computational power to the cloud
- there might be an marketplace element or a hardware element but the main value of the company is in cloud software

**stage focus** - the initial investment in companies with a proven product and revenues:

- €5k to €125k MRR
- proven product and confirmed market
- initial sales or scalable sales

**Europe with focus on CEE** - companies in Europe with focus on CEE:

- geographic dealflow projects - active geographical sourcing in rising centers of Poland, CEE, Spain, Portugal
- industry dealflow projects - active sourcing in specific industries or of specific applications - all over Europe
- the target geographic split: **Poland 40%, CEE 25%, rest of Europe 35%.**





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