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the European Union

#EU4DIGITAL

EU4Digital Phase II:

Importance of supporting national ecosystem builders´ actions through donor funding

EU4Digital Facility
Awareness event

July 2023

Agenda

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1. About EU4Digital

2. Understanding a high-performance entrepreneurial ecosystem
3. The role of national organisations in building the entrepreneurial ecosystem
4. The role of donor organisations and regulators in supporting ecosystem builders

Q&A

5. Guest speakers sharing the best practices in the EU and EaP
6. Platform for EaP start-ups

Q&A

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What is EU4Digital?

Introduction: EU4Digital

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- EU4Digital **project coordinated by DG NEAR**
- **Implemented by EY and subject matter experts**
- **Phase I** – 3 years (2019-2022)
- **Phase II** – 3 years (2022-2025)
- **6 Eastern partner countries** – Armenia, Azerbaijan, Belarus*, Georgia, Republic of Moldova, Ukraine
- **6 thematic digital areas** – telecom, trust & security, eTrade, ICT innovation, eHealth, digital skills
- **Overarching communication and monitoring activities** – https://eufordigital.eu/
- **Involved beneficiaries** – country representatives from the public and private entities

**As a result of the Russian military aggression against Ukraine and the involvement of Belarus recognised in the European Council Conclusions of February 2022, the EU is further suspending planned and ongoing programmes and activities with the participation of Belarusian public authorities and state-owned enterprises. The EU will continue to step up its support to Belarusian civil society.*

What is the EU4Digital Incubation Activity?

Introduction: the EU4Digital Incubation activity

— support the development of the EaP digital start-up ecosystem.

Phase I (2019 – 2022)

- Phase I **analysed the maturity of the start-up ecosystem** in the Eastern partner countries.
- Analysis showed that **the percentage of startups that become successful businesses** in EaP countries are **over 70% lower than** in the Central and Eastern Europe.
- Based on the study, the **European Commission decided to focus on Start-up Incubation enhancement** in the region, with the potential large-scale programme in this area.

↓

Phase II (2022 – 2025)

- The region's incubation performance analysis.
- Preparation of recommendations for the development of the future programme.

EU4Digital ICT Innovation Team Experts

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Artūras Piliponis
EU4Digital Team Lead

Ruta Šalvytė-Tamošiūnienė
EU4Digital Deputy Team Lead

Startup Ecosystem Development

Jesus Lozano
Leading Expert of ICT Innovation Stream

Katerina Bárysheva
Junior Expert

Simona Petrikaitė
Deputy Stream Leader (key contact point)

Vitalijus Klincevicius
Junior Expert

Networking and EaP Start-ups platform

Anna Pobol
ICT Innovation Stream Lead

Anastasia Hilevich
Junior expert (key contact point)

Simona Petrikaitė
ICT Innovation Deputy Stream Leader

Our guests

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WORLD BANK

UNDP

ETF Working together Learning for life

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

GCIP Global Cleantech Innovation Programme

USAID FROM THE AMERICAN PEOPLE

AMCHAMS IN EUROPE

SWISS AGENCY FOR DEVELOPMENT AND COOPERATION SDC

EFSE EUROPEAN FUND FOR SOUTHEAST EUROPE

EAST EUROPE FOUNDATION MOLDOVA

GBA

Granatus VENTURES

AXEL GEORGIAN BUSINESS ANGEL NETWORK

Western NIS Enterprise Fund

GÉANT

Building the entrepreneurial ecosystem

Jesus Lozano

Leading Expert
ICT Innovation Stream
EU4Digital

Understanding a high-performance entrepreneurial ecosystem

Understanding a high-performance entrepreneurial ecosystem?

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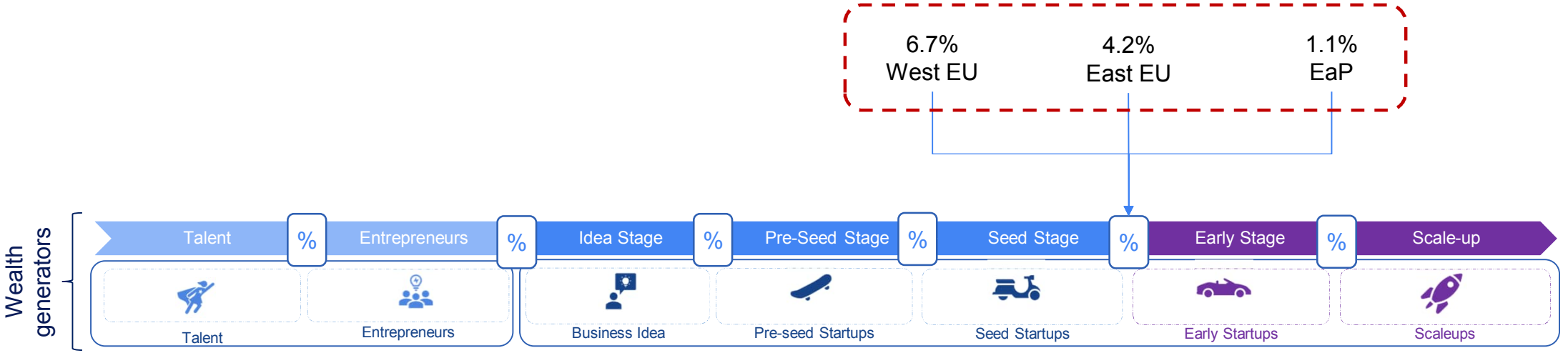

Understanding a high-performance entrepreneurial ecosystem?

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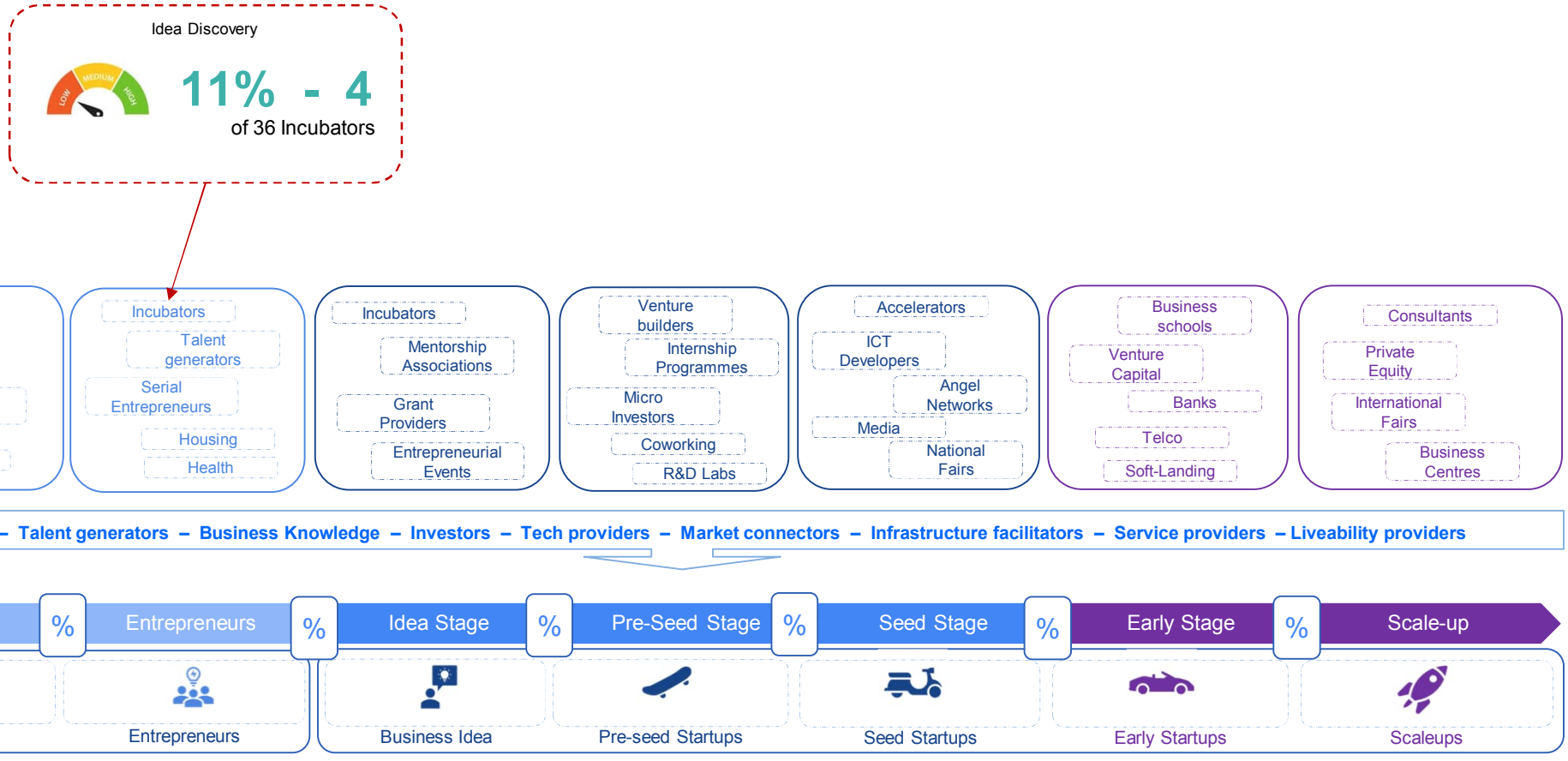

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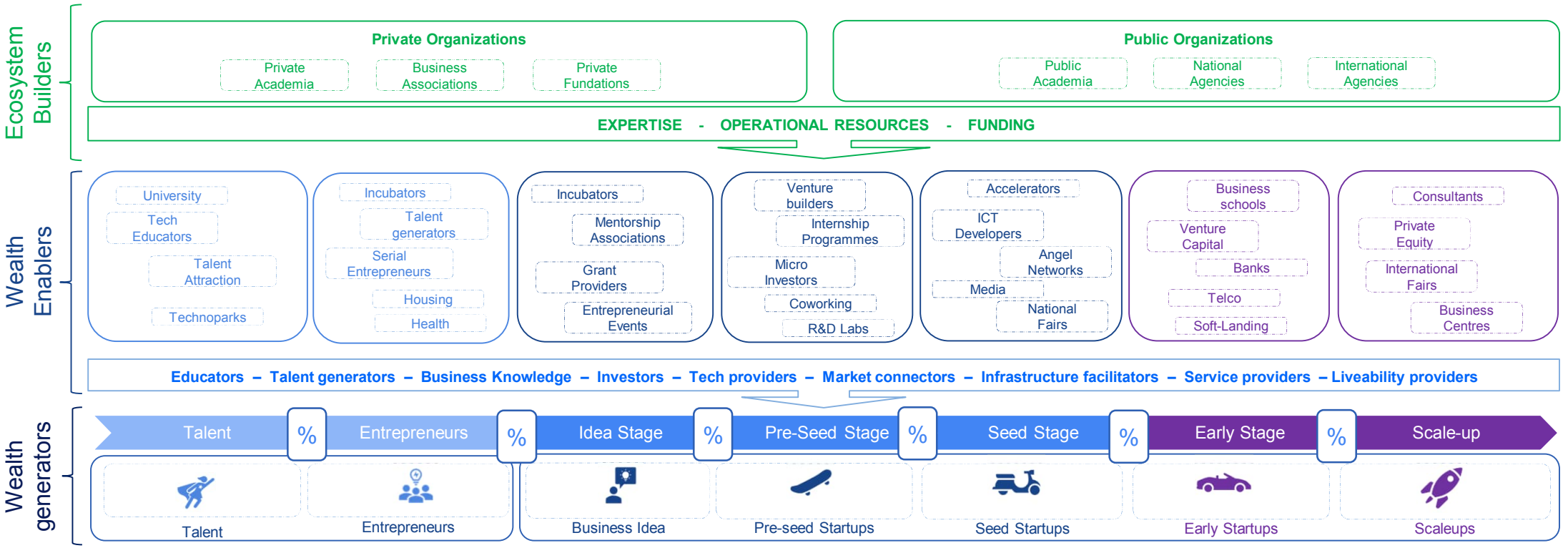

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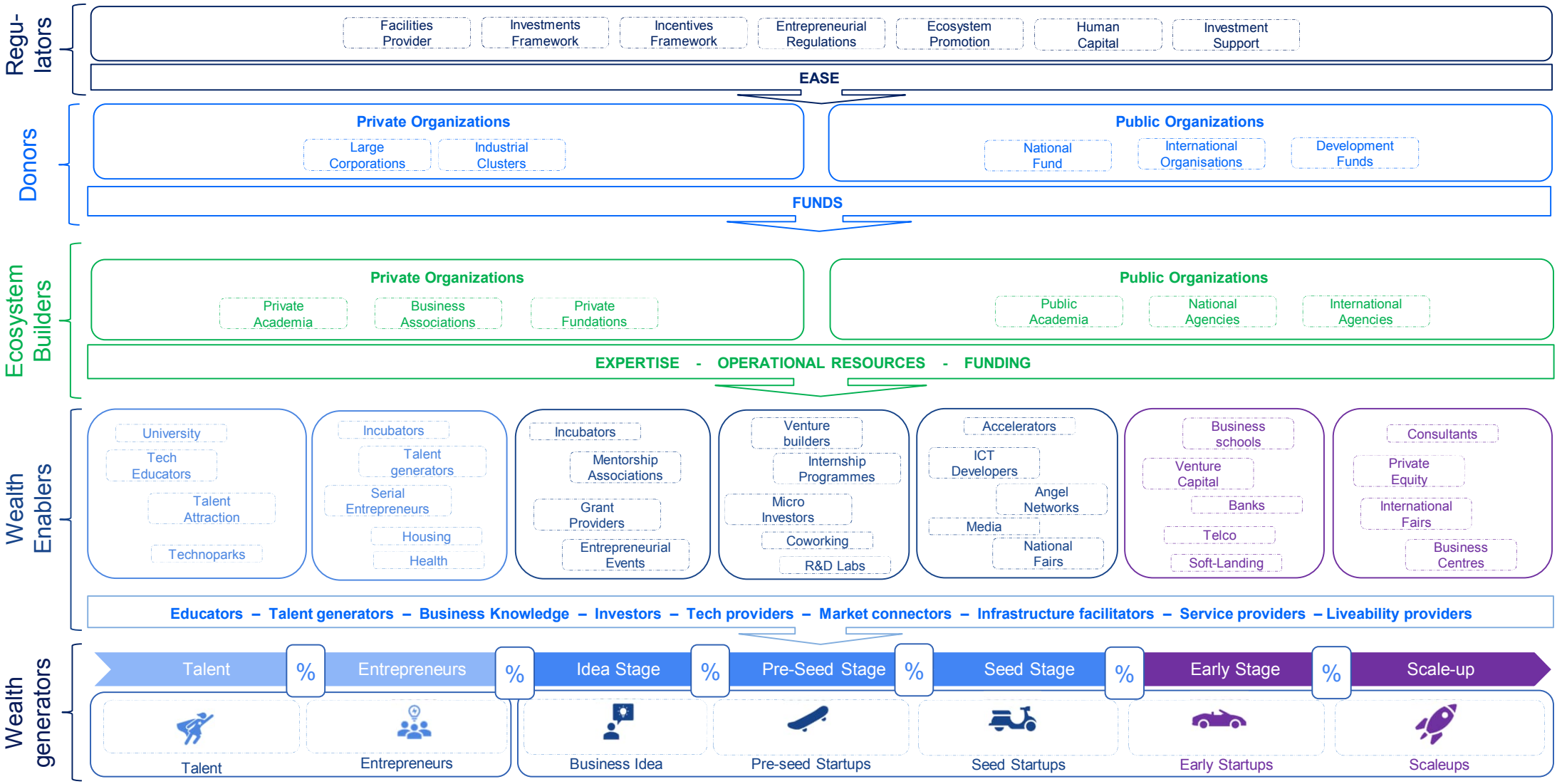

The role of national organisations in building an entrepreneurial ecosystem

The role of the national organisations in building the entrepreneurial ecosystem

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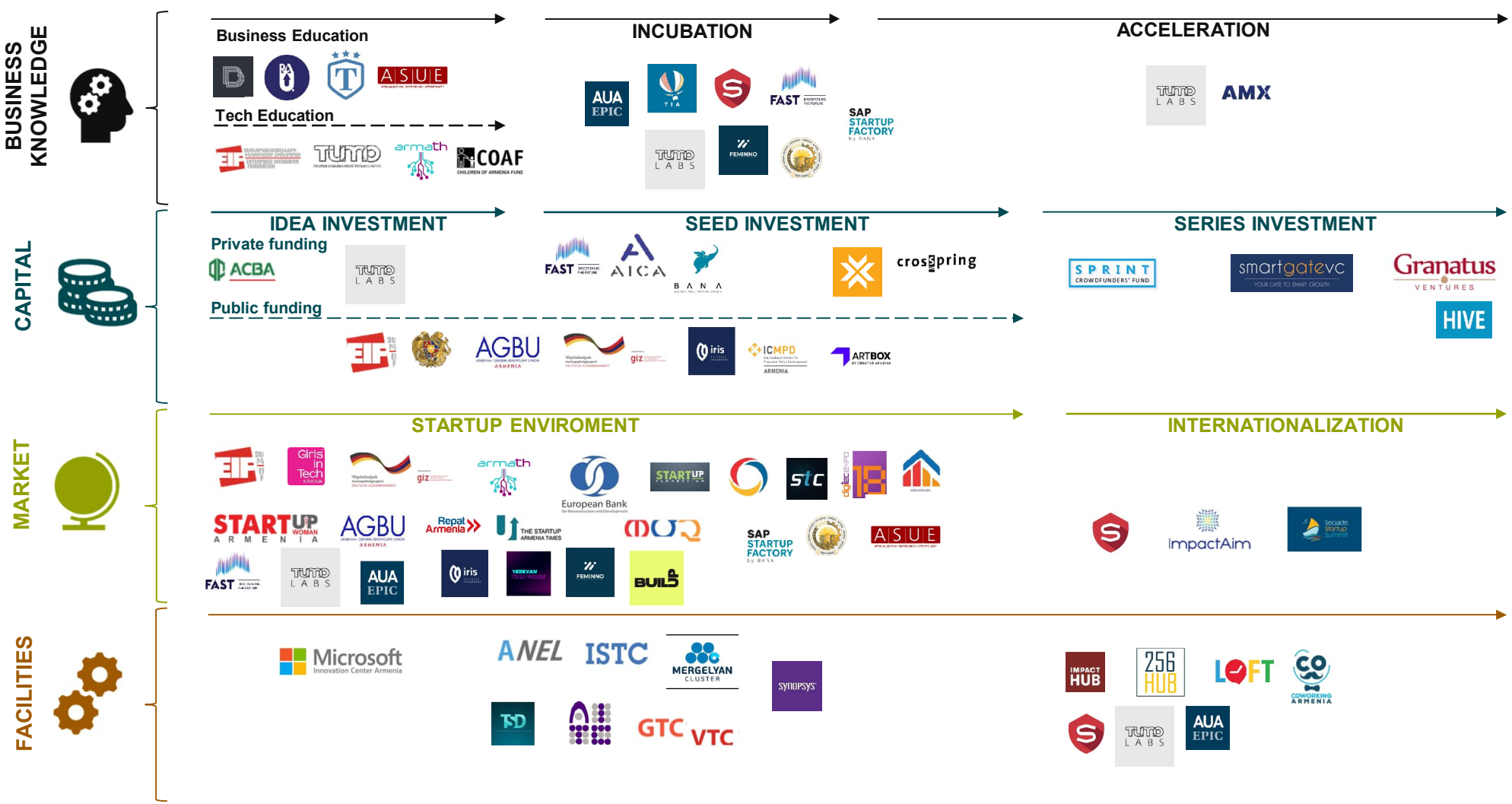

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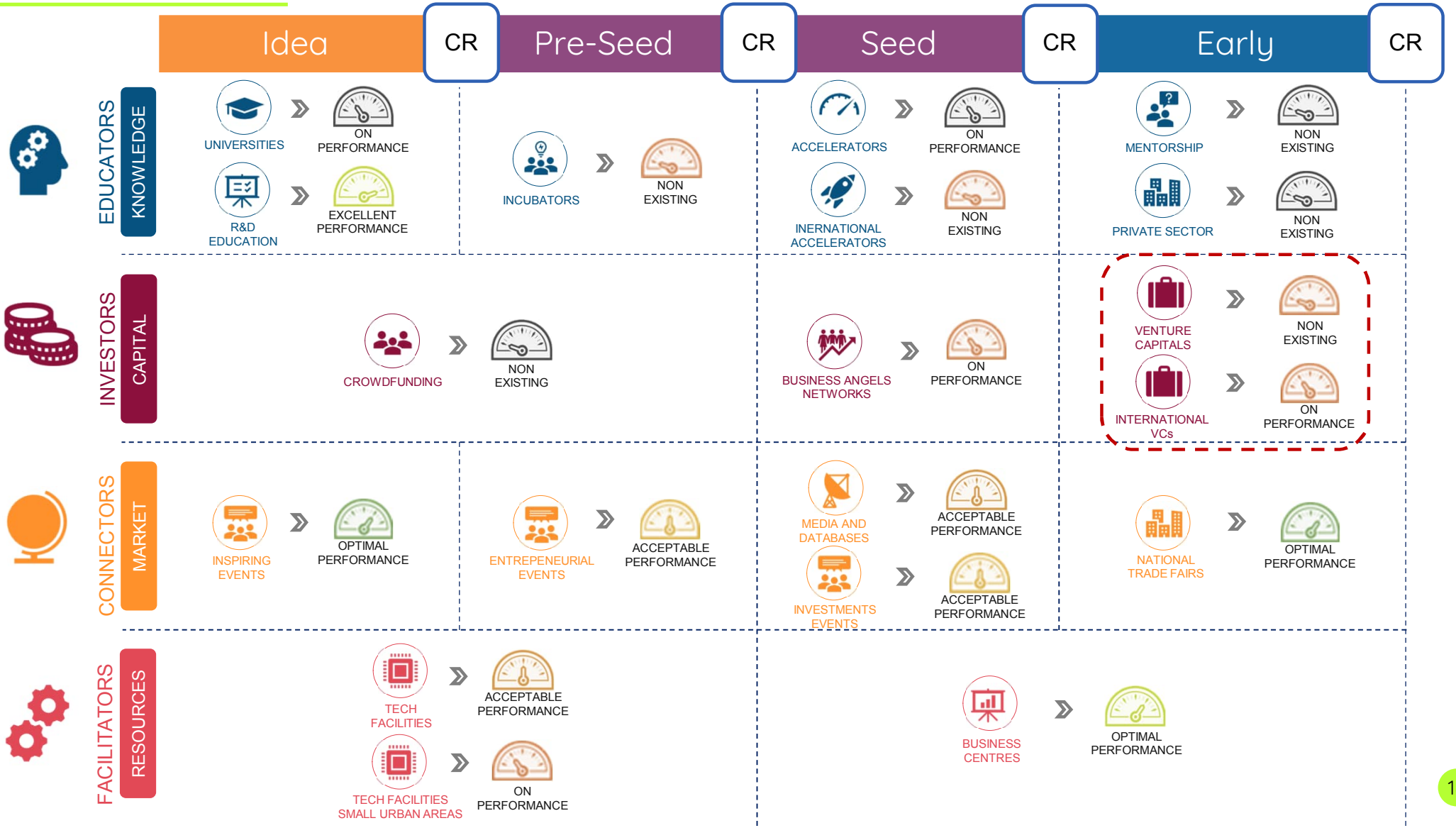

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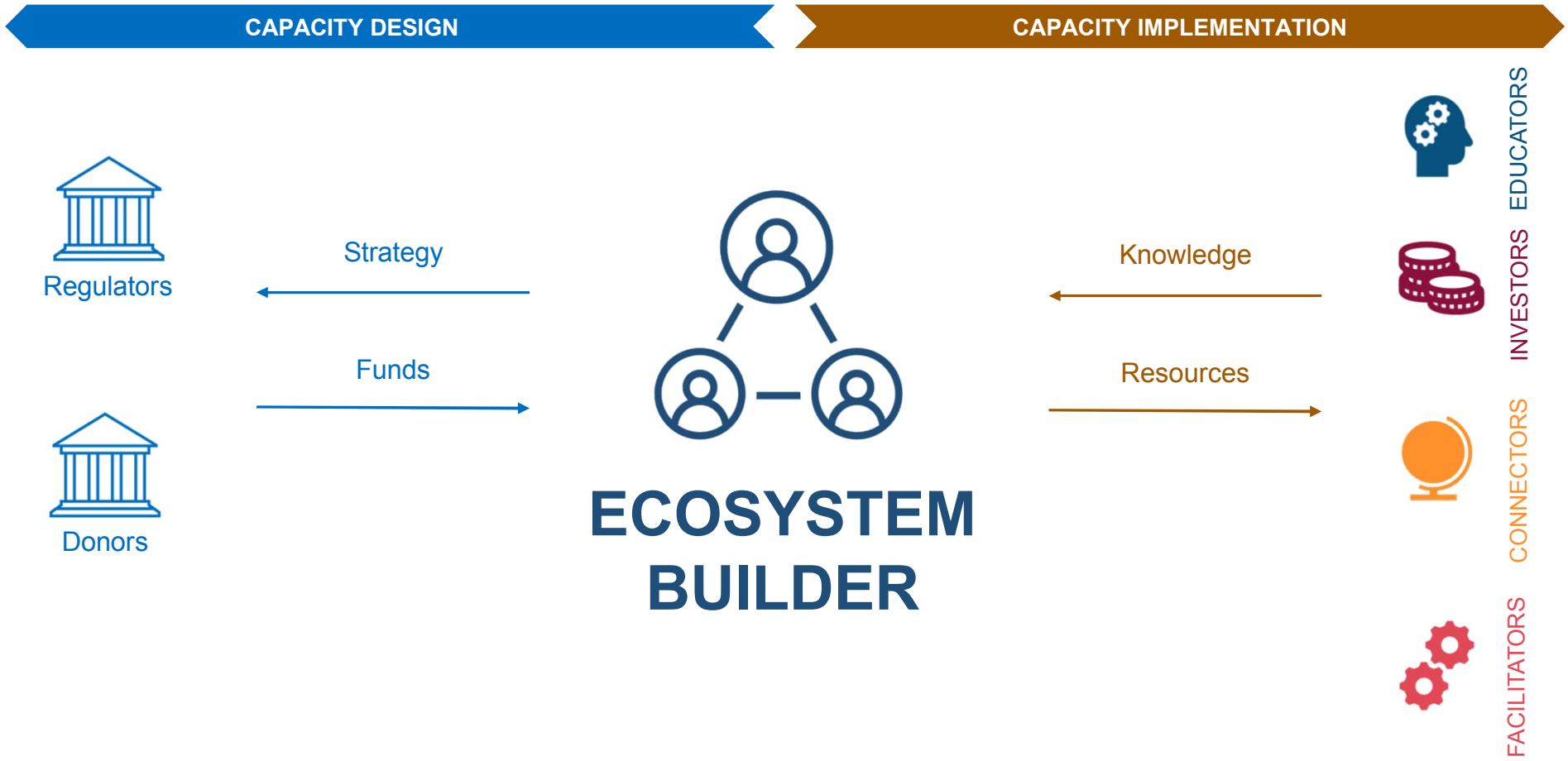

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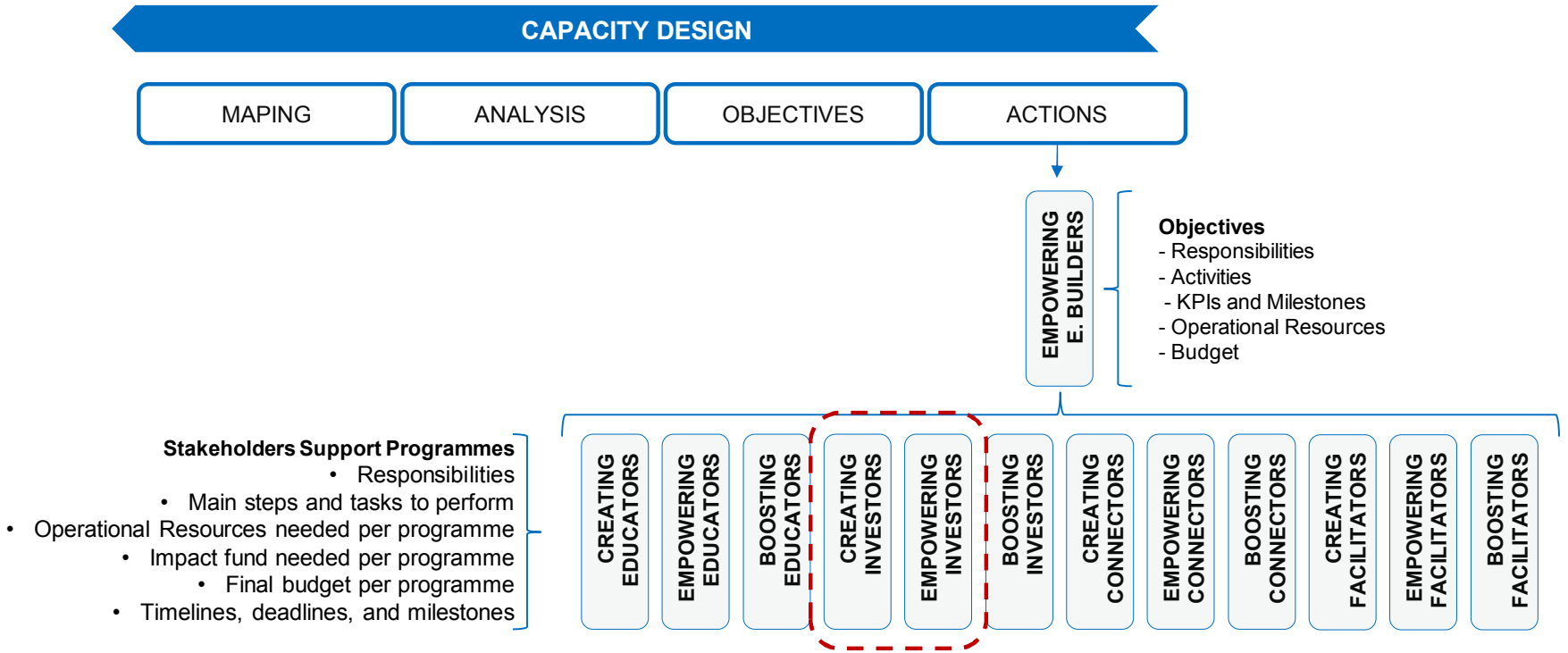

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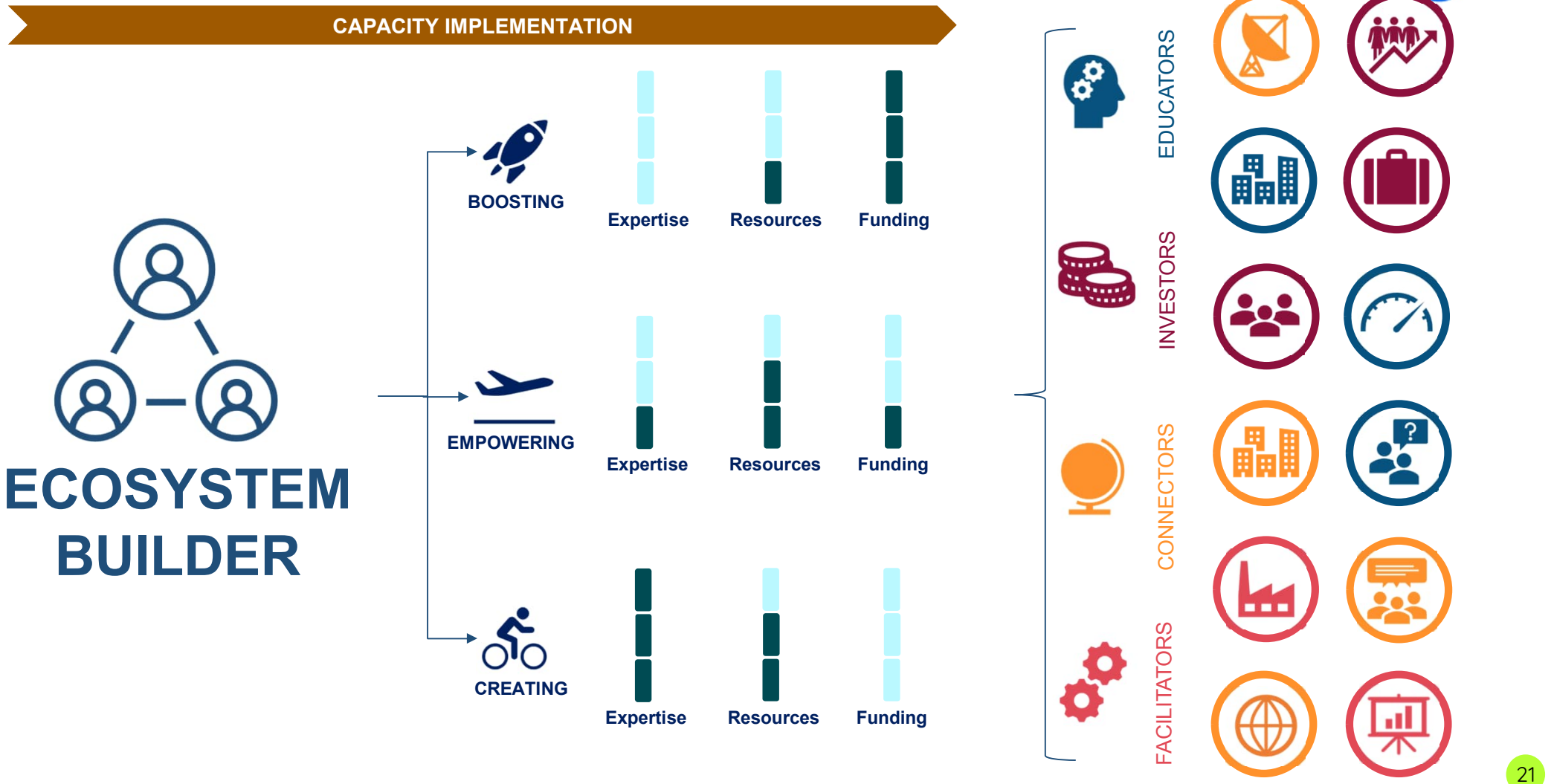

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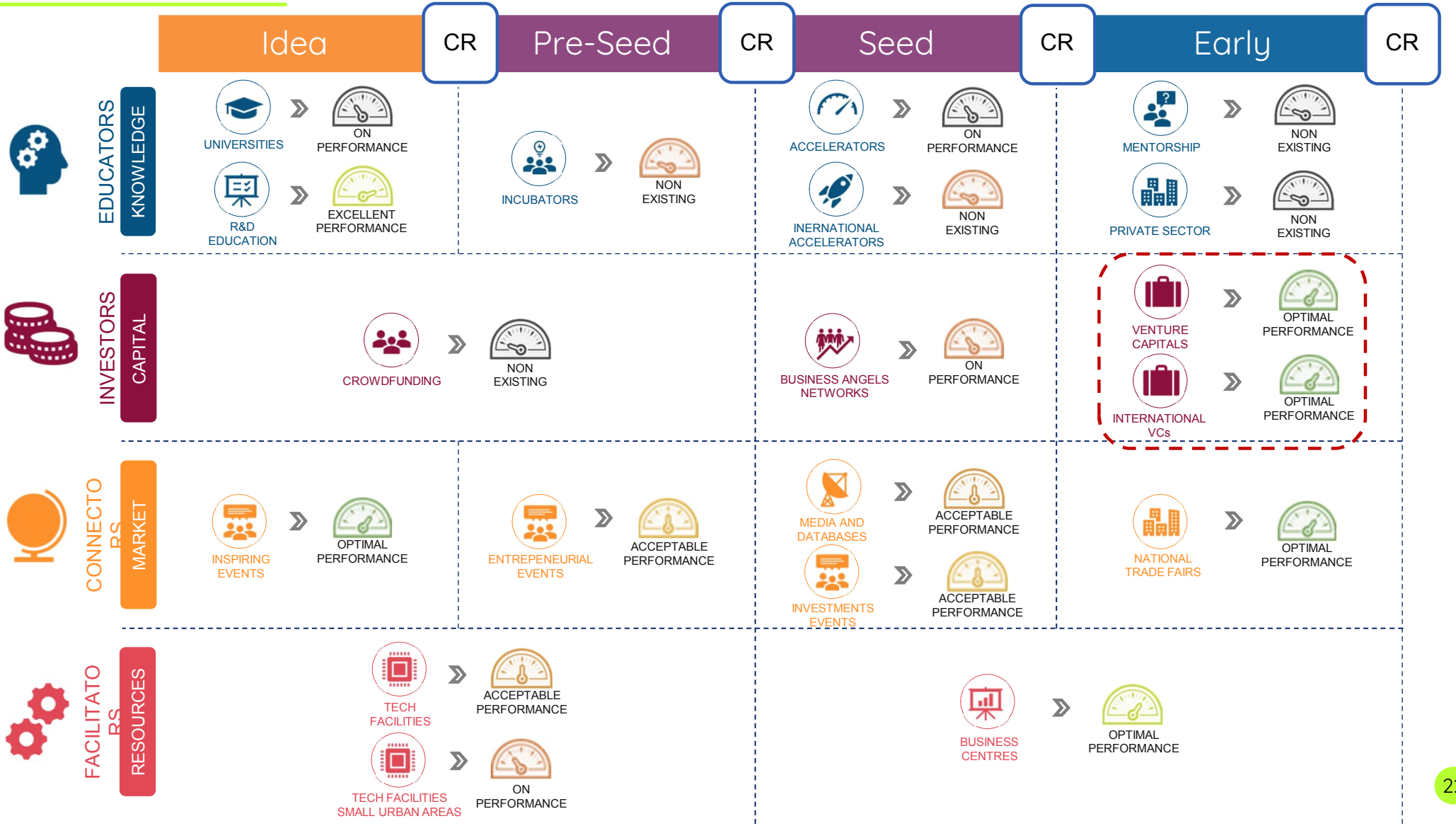

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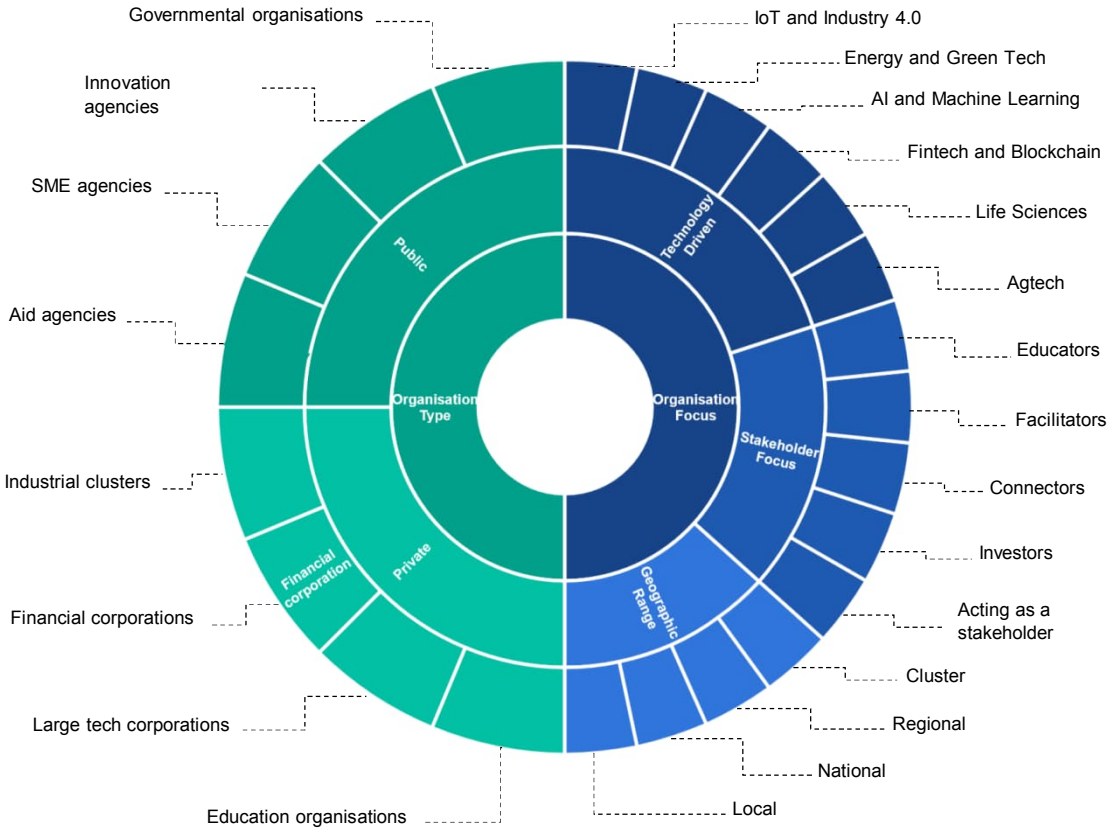


The role of regulators and donor organisations in supporting ecosystem builders

The role of regulators and donor organisations in supporting ecosystem builders

1. EMPOWER THE ECOSYSTEM BUILDERS
2. TRUST THE NATIONAL EXPERTISE
3. GENERATE CONTINUATION

Q&A

Guest speakers

Álvaro Simón de Blas
President, ANCES (Spain)

Natalia Bejan
Executive Director,
Startup Moldova (EaP)

EaP Start-ups Platform

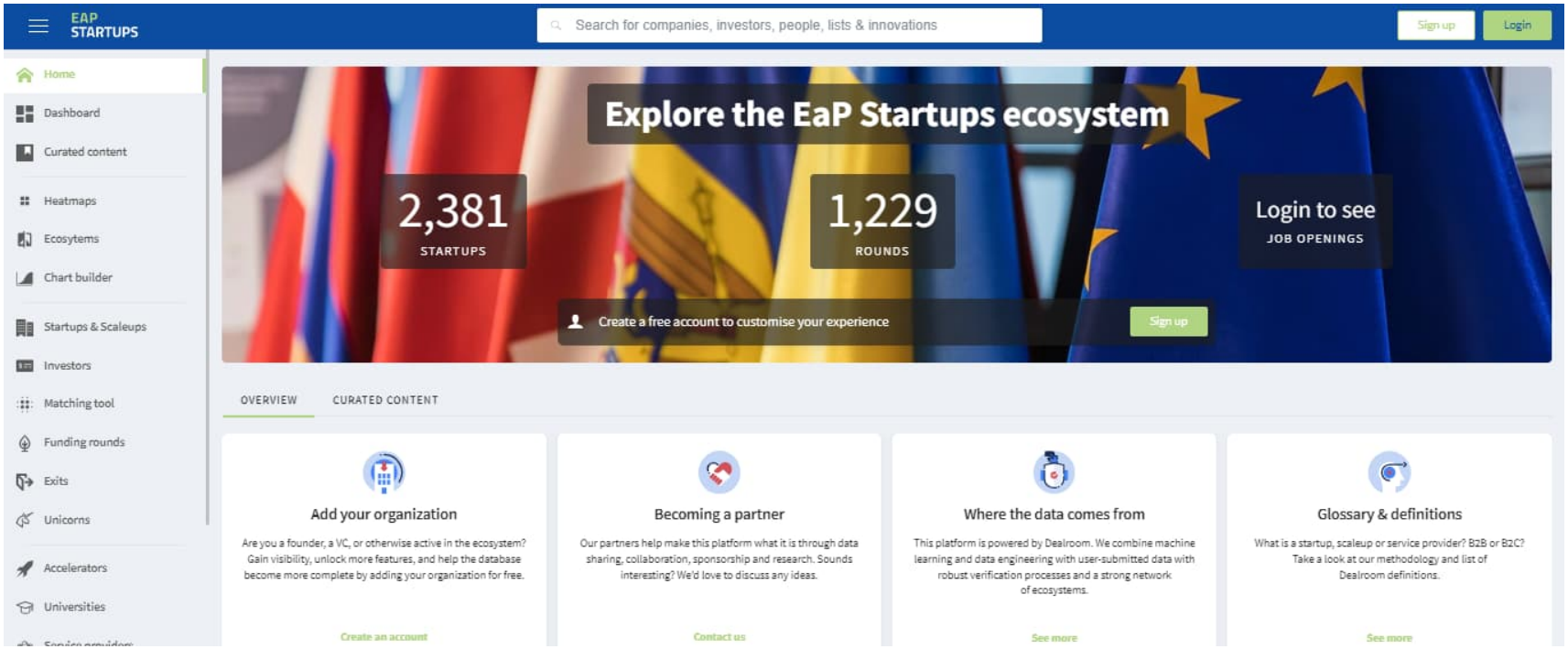
EaP start-ups platform

Anna Pobol

Assoc. Prof. Dr.
ICT Innovation Lead
EU4Digital

EaP Start-up Ecosystem platform (1)

- Launched in January 2022. Designed to act as a key tool for tracking the regional startup ecosystem landscape.



- **Platform user guide: t**o better understand how your organisation could benefit from the platform as well as how to navigate and efficiently use functionalities and tools provided,

EaP Start-up Ecosystem platform (2)

EaP startup ecosystem platform – a platform for data-driven policy making on ICT innovation, startup matching, and providing key information about the Eastern partner countries' startup and tech ecosystem to various stakeholders.

1. Government institutions and Policy makers

- Supporting data-driven policy making
- Help direct decisions for ecosystem support and funding decisions

2. VCs, Angel investors and other investors

- Identify tech startups from the region
- Explore lesser-known emerging tech hubs of the region

3. Start-ups and scaleups

- Find and match investors to back a start-up
- Find information on how startups and scaleups can get support

4. Researchers and journalists

- Use as a single trusted source of start-up ecosystem data for the region and Europe (together with European startups for European tech landscape)
- Identify frontier tech startups as well as emerging sectors and tech hubs

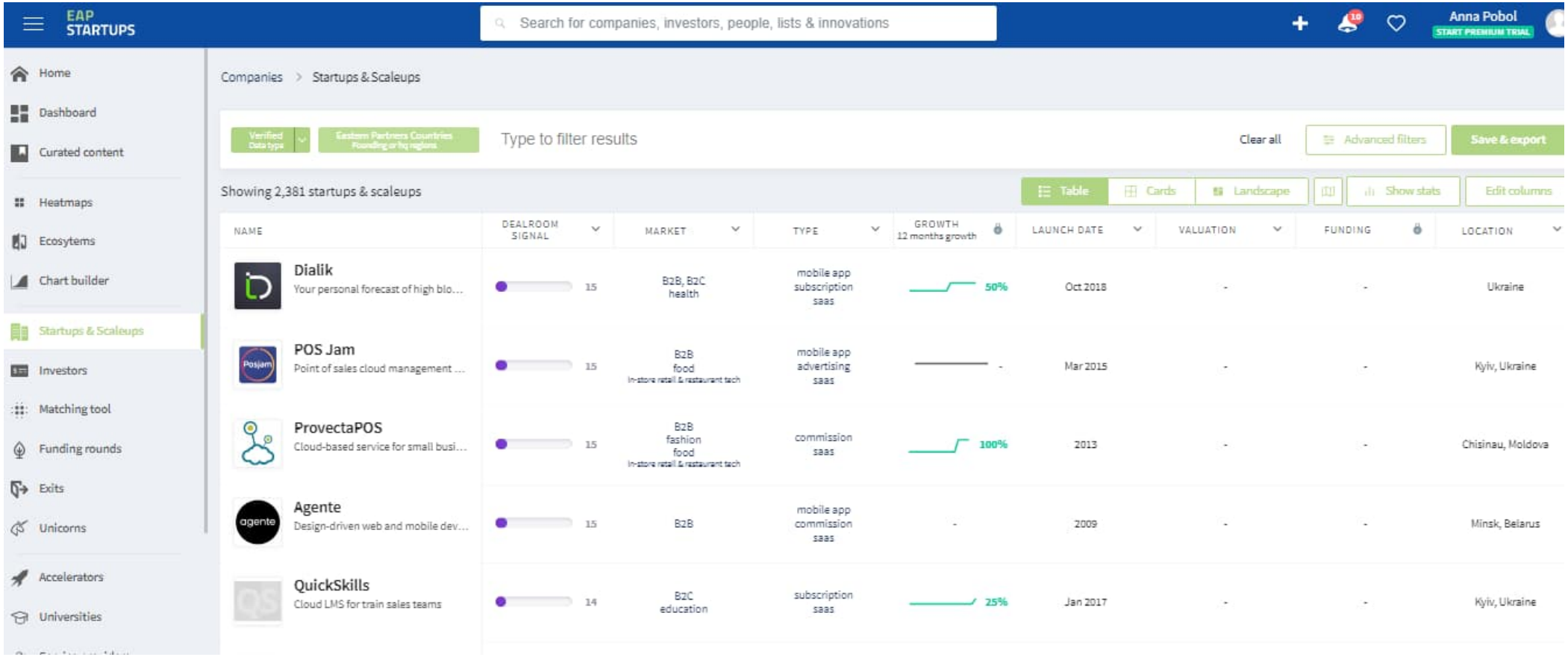
Important notes:

- *Best experience using the platform is ensured by registering with a new account*
- *'Curated content' – a section with most relevant searches of regional or country-specific start-up ecosystem. Opportunity to adjust the platform to suit specific ecosystem needs.*

Value for EaP innovation ecosystem actors

Groups	Type of actors	Goals	Value from EaP startups platform
Policy-makers	Start-up ecosystem policy-making organisations	National country ecosystem mapping, evidence-based policy and promotion	Sourcing insights and data for informed policy; direct decisions for ecosystem support and funding decisions.
	ICT startup and innovation policy-implementing actors		Creation and curation of the national landscape on the basis of the EaPStartup Platform and its promotion internationally.
			Promotion of international collaboration (EaP & EU) and seeking support from international donors.
Other ecosystem actors	Start-up ecosystem coordinating organization	Sectoral / technological ecosystems mapping and promotion; B2B facilitation Data analysis, key insights identification, informing and inspiring the startups' and investments' promotion policy	Sourcing data driven insights on ecosystem structure and identifying goals and counterparts for sector/technology-specific initiatives.
	Platform data contributors		Promotion of start-ups and scaleups registration and matching with investors (B2B).
	Interested sectoral /technological networks and platforms		Creation of specific landscapes on the basis of the EaPStartup Platform, their curated development and promotion internationally.

[1] Dealroom "Ecosystem platforms are dedicated startup databases focused on specific sectors, cities, regions or countries. The platforms are supported by the Dealroom database and technology, which allows users to run searches, get a detailed view of startup profiles or look up specific investors. In the meantime, policymakers can get valuable insights into their local startup and tech climate. Ecosystems are the most comprehensive maps, providing vital data points and information about the status of the local startup community. Also, ecosystem maps are fully searchable, which means you can apply filters and focus on the information that matters most.
Optimise decision making: It starts with having better data about your own startup ecosystem. This is the foundation to a deeper understanding of where things are going and how to support.
Unlock network effects: The startup database enables companies to identify partners and clients. The matching tool helps startups and investors find the right fit.
Put your startup ecosystem in the spotlight: The database provides a platform to boost your visibility. Dealroom also helps drive engagement through research that not only gets headlines and drives conversations forward.
Fully managed: The platform is a fully managed solution which means that you do not need to dedicate any of your own resources to maintain the platform. It's just always there when you need it."


EAP STARTUPS
Search for companies, investors, people, lists & innovations
Anna Pobol
START PREMIUM TRIAL
Home
Dashboard
Curated content
Heatmaps
Ecosytems
Chart builder
Startups & Scaleups
Investors
Matching tool
Funding rounds
Exits
Unicorns
Accelerators
Universities
Companies > Startups & Scaleups
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Advanced filters
Save & export
Showing 2,381 startups & scaleups
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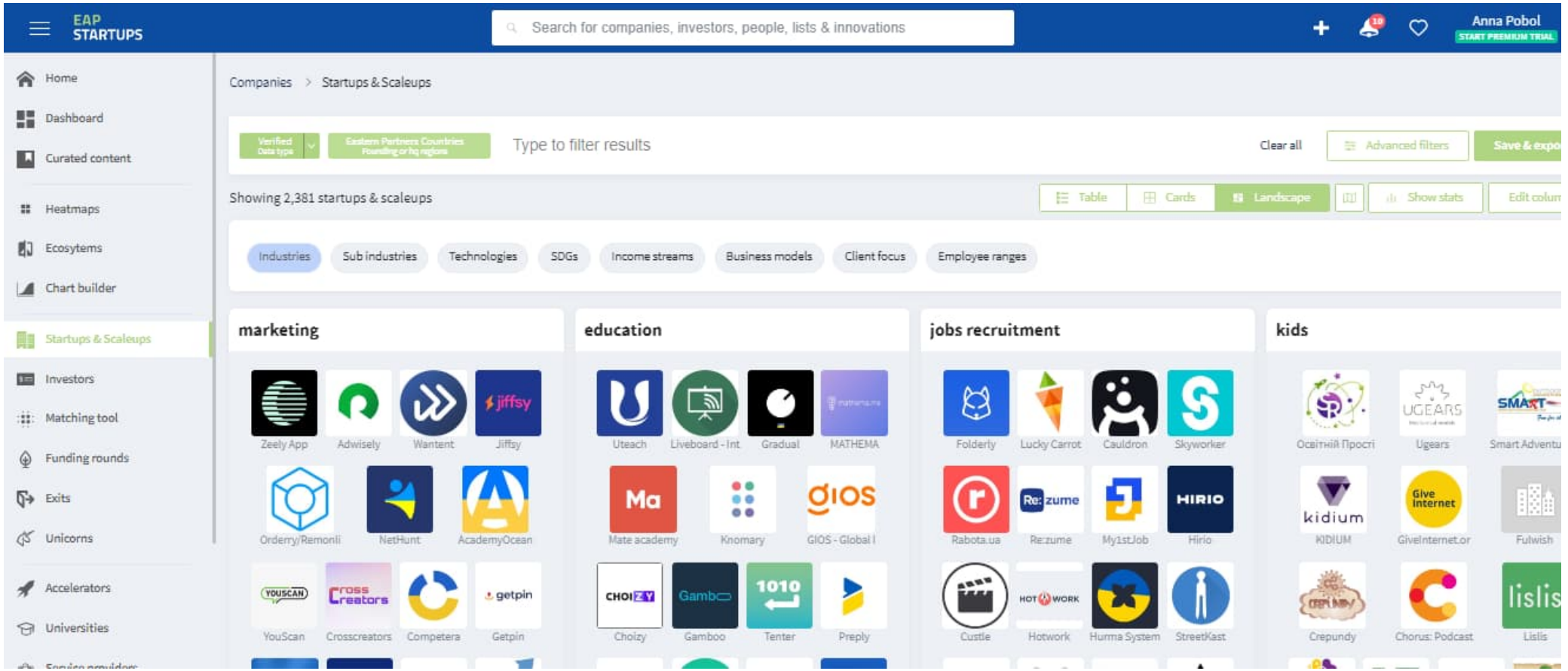
Cards
Landscape
Show stats
Edit columns
NAME
DEALROOM SIGNAL
MARKET
TYPE
GROWTH 12 months growth
LAUNCH DATE
VALUATION
FUNDING
LOCATION
Dialik
Your personal forecast of high blo...
15
B2B, B2C health
mobile app subscription saas
50%
Oct 2018
Ukraine
POS Jam
Point of sales cloud management ...
15
B2B food
In-store retail & restaurant tech
mobile app advertising saas
Mar 2015
Kyiv, Ukraine
ProvectaPOS
Cloud-based service for small busi...
15
B2B fashion food
In-store retail & restaurant tech
commission saas
100%
2013
Chisinau, Moldova
Agente
Design-driven web and mobile dev...
15
B2B
mobile app commission saas
2009
Minsk, Belarus
QuickSkills
Cloud LMS for train sales teams
14
B2C education
subscription saas
25%
Jan 2017
Kyiv, Ukraine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SDGs
Income streams
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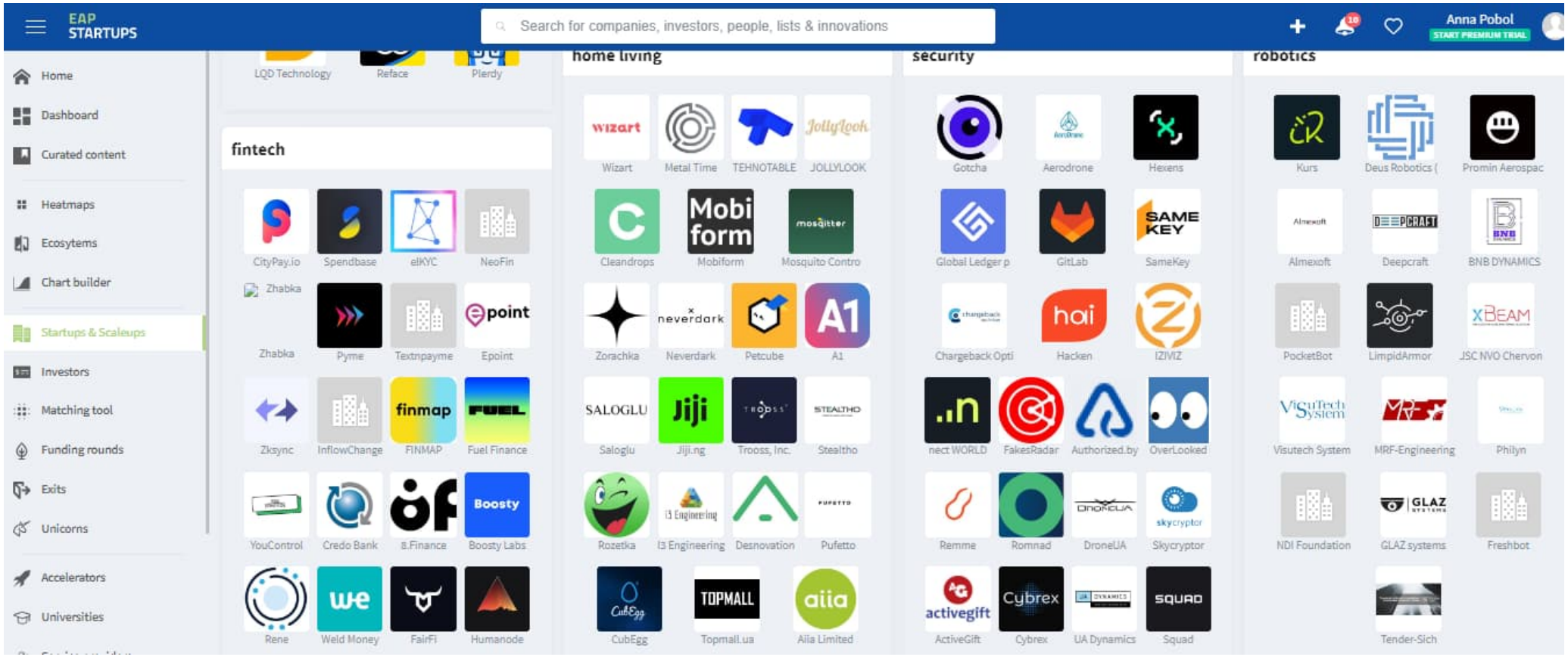
Client focus
Employee ranges
marketing
education
jobs recruitment
kids
Zeely App
Adwisely
Wantent
Jiffsy
Uteach
Liveboard - Int
Gradual
MATHEMA
Folderly
Lucky Carrot
Cauldron
Skyworker
Orderry/Remonli
NetHunt
AcademyOcean
Mate academy
Knomary
GIOS - Global I
Rabota.ua
Re:zume
My1stJob
Hirio
KIDIUM
GiveInternet.or
Fulwish
YouScan
Crosscreators
Competera
Getpin
Choizy
Gamboo
Tenter
Preply
Custle
Hotwork
Hurma System
StreetKast
Crepundy
Chorus: Podcast
Lislis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Plerdy
fintech
CityPay.io
Spendbase
elKYC
NeoFin
Zhabka
Pyme
Textnpayme
Epoint
Zksync
InflowChange
FINMAP
Fuel Finance
YouControl
Credo Bank
B.Finance
Boosty Labs
Rene
Weld Money
FairFI
Humanode
home living
Wizart
Metal Time
TEHNOTABLE
JOLLYLOOK
Cleandrops
Mobiform
Mosquito Contro
Zorachka
Neverdark
Petcube
A1
Saloglu
Jiji.ng
Trooss, Inc.
Stealtho
Rozetka
I3 Engineering
Desnovation
Pufetto
CubEgg
Topmall.ua
Aiia Limited
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Gotcha
Aerodrone
Hexens
Global Ledger p
GitLab
SameKey
Chargeback Opti
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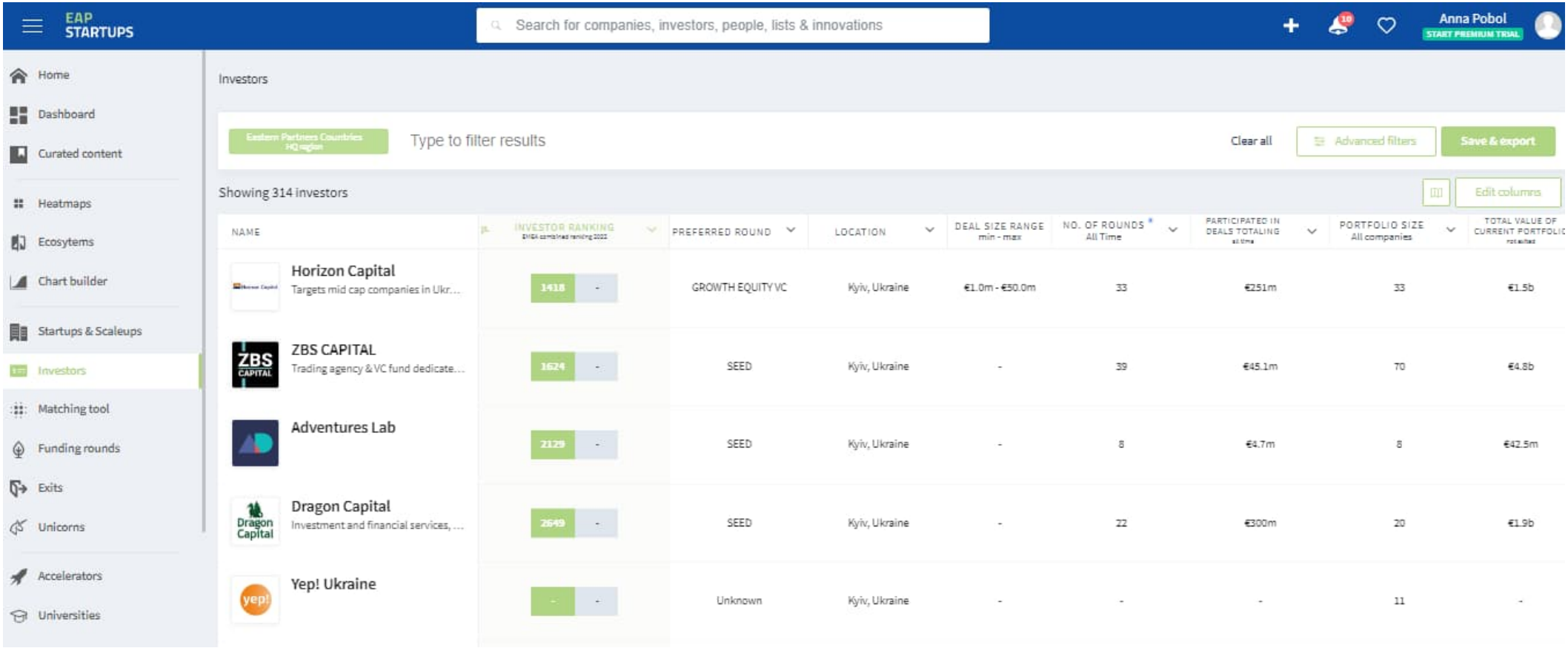
FakesRadar
Authorized.by
OverLooked
Remme
Romnad
DroneUA
Skycryptor
activegift
Cybrex
UA Dynamics
Squad
robotics
Kurs
Deus Robotics (
Promin Aerospac
Almexoft
Deepcraft
BNB DYNAMICS
PocketBot
LimpidArmor
JSC NVO Chervon
Visutech System
MRF-Engineering
Philyn
NDI Foundation
GLAZ systems
Freshbot
Tender-Sich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NAME
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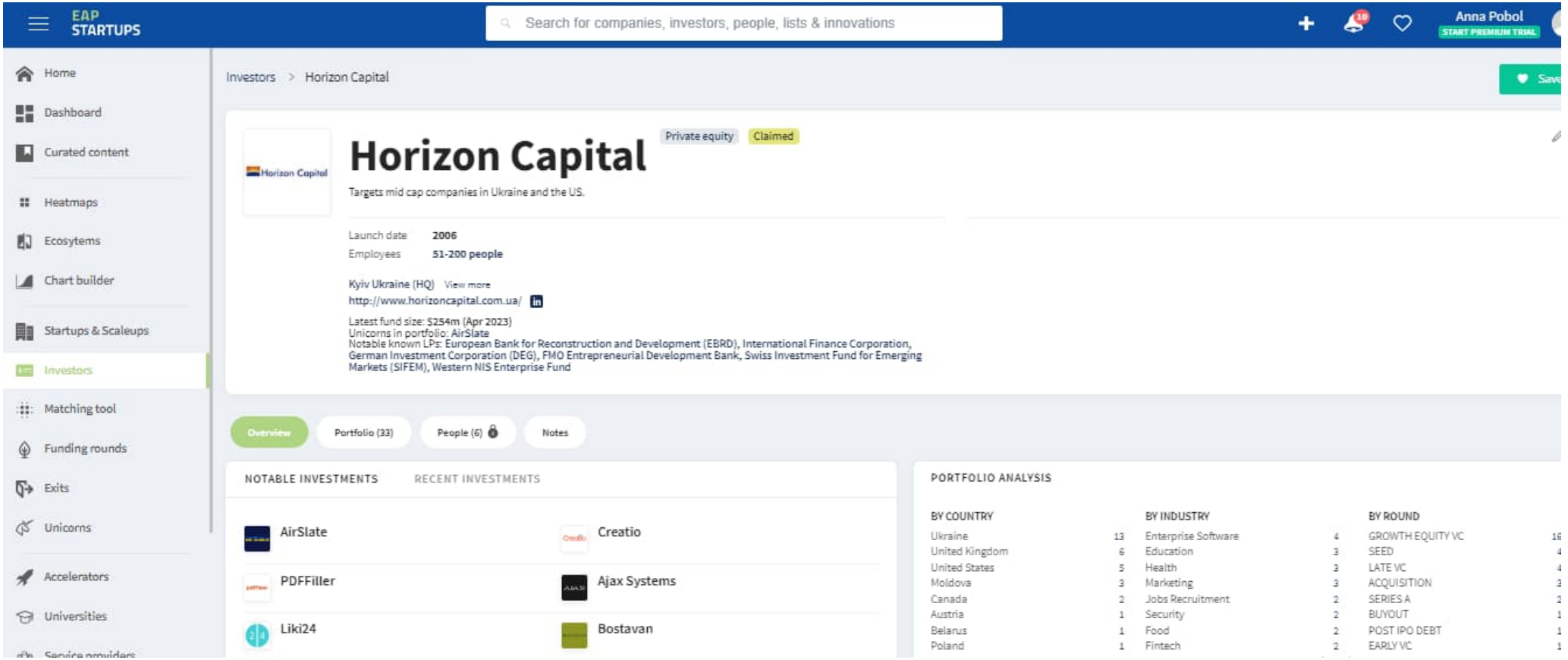
PREFERRED ROUND
LOCATION
DEAL SIZE RANGE
min - max
NO. OF ROUNDS
All Time
PARTICIPATED IN DEALS TOTALING
PORTFOLIO SIZE
All companies
TOTAL VALUE OF CURRENT PORTFOLIO
Horizon Capital
Targets mid cap companies in Ukr...
1418
GROWTH EQUITY VC
Kyiv, Ukraine
€1.0m - €50.0m
33
€251m
33
€1.5b
ZBS CAPITAL
Trading agency & VC fund dedicate...
1624
SEED
Kyiv, Ukraine
39
€45.1m
70
€4.8b
Adventures Lab
2129
SEED
Kyiv, Ukraine
8
€4.7m
8
€42.5m
Dragon Capital
Investment and financial services, ...
2649
SEED
Kyiv, Ukraine
22
€300m
20
€1.9b
Yep! Ukraine
Unknown
Kyiv, Ukraine
11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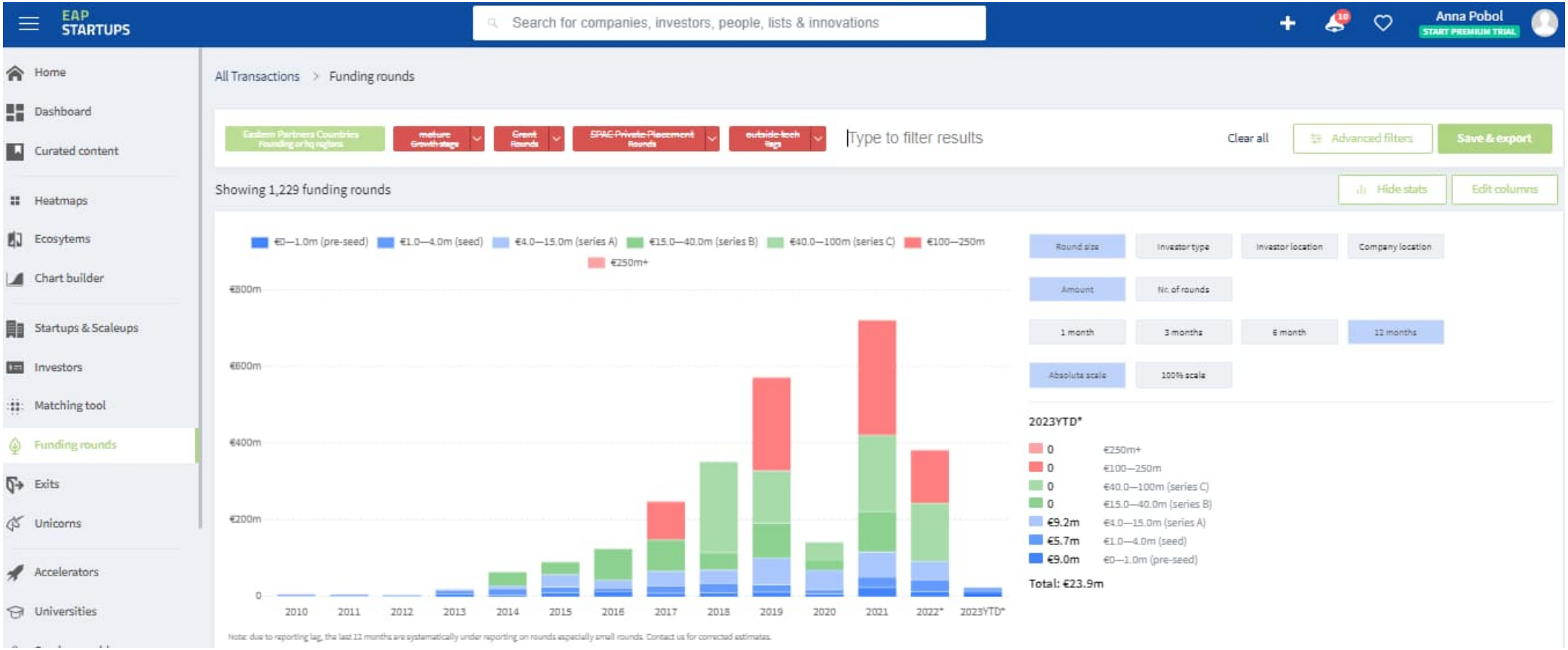
Unicorns
Accelerators
Universities
Service providers
Investors > Horizon Capital
Save
Horizon Capital
Private equity
Claimed
Targets mid cap companies in Ukraine and the US.
Launch date 2006
Employees 51-200 people
Kyiv Ukraine (HQ) View more
http://www.horizoncapital.com.ua/
Latest fund size: $254m (Apr 2023)
Unicorns in portfolio: AirSlate
Notable known LPs: European Bank for Reconstruction and Development (EBRD), International Finance Corporation, German Investment Corporation (DEG), FMO Entrepreneurial Development Bank, Swiss Investment Fund for Emerging Markets (SIFEM), Western NIS Enterprise Fund
Overview
Portfolio (33)
People (6)
Notes
NOTABLE INVESTMENTS
RECENT INVESTMENTS
AirSlate
Creatio
PDFFiller
Ajax Systems
Liki24
Bostavan
PORTFOLIO ANALYSIS
BY COUNTRY
Ukraine 13
United Kingdom 6
United States 5
Moldova 3
Canada 2
Austria 1
Belarus 1
Poland 1
BY INDUSTRY
Enterprise Software 4
Education 3
Health 3
Marketing 3
Jobs Recruitment 2
Security 2
Food 2
Fintech 2
BY ROUND
GROWTH EQUITY VC 18
SEED 4
LATE VC 4
ACQUISITION 3
SERIES A 2
BUYOUT 1
POST IPO DEBT 1
EARLY VC 1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Universities
All Transactions
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Advanced filters
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Hide stats
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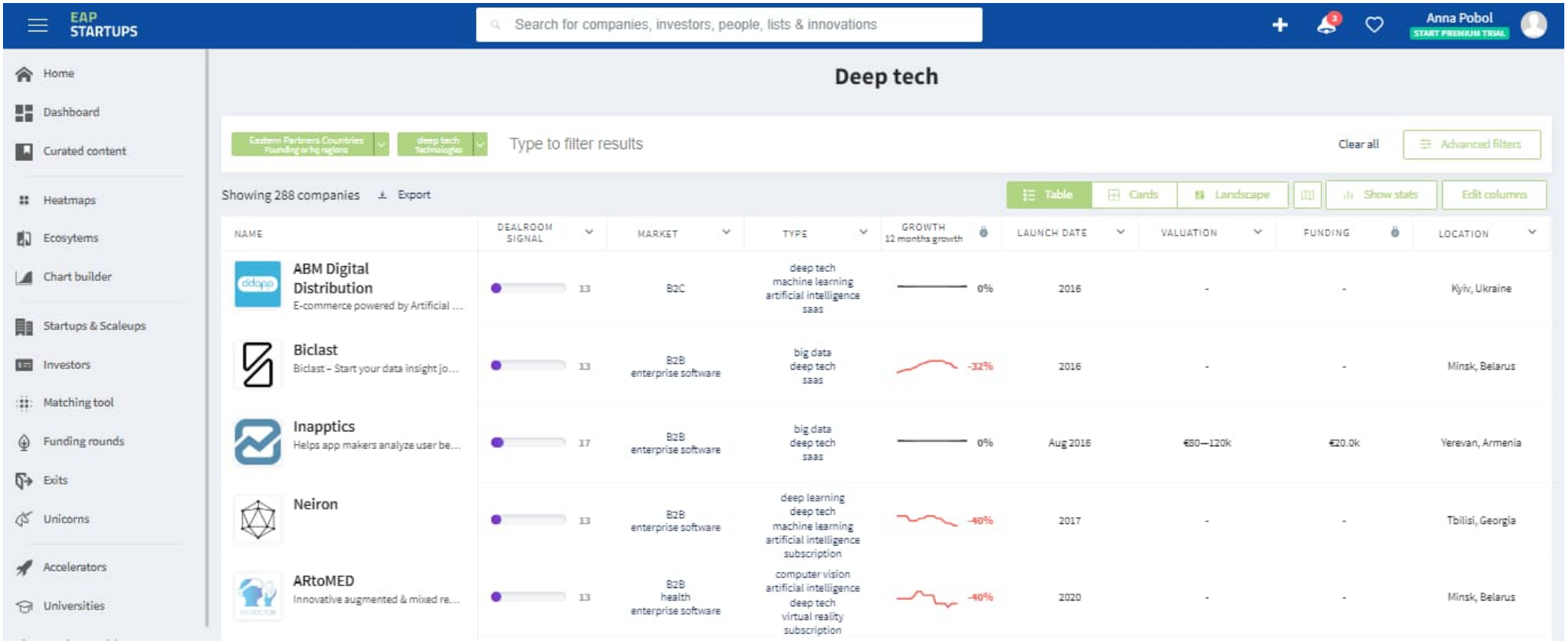
€0—1.0m (pre-seed)
€1.0—4.0m (seed)
€4.0—15.0m (series A)
€15.0—40.0m (series B)
€40.0—100m (series C)
€100—250m
€250m+
€800m
€600m
€400m
€200m
0
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022*
2023YTD*
Round size
Investor type
Investor location
Company location
Amount
Nr. of rounds
1 month
3 months
6 month
12 months
Absolute scale
100% scale
2023YTD*
0 €250m+
0 €100—250m
0 €40.0—100m (series C)
0 €15.0—40.0m (series B)
€9.2m €4.0—15.0m (series A)
€5.7m €1.0—4.0m (seed)
€9.0m €0—1.0m (pre-seed)
Total: €23.9m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Accelerators
Universities
Deep tech
Eastern Partners Countries Founding or hq regions
deep tech Technologies
Type to filter results
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Advanced filters
Showing 288 companies
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Show stats
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NAME
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MARKET
TYPE
GROWTH 12 months growth
LAUNCH DATE
VALUATION
FUNDING
LOCATION
ABM Digital Distribution
E-commerce powered by Artificial ...
13
B2C
deep tech machine learning artificial intelligence saas
0%
2016
-
-
Kyiv, Ukraine
Biclast
Biclast – Start your data insight jo...
13
B2B enterprise software
big data deep tech saas
-32%
2016
-
-
Minsk, Belarus
Inapptics
Helps app makers analyze user be...
17
B2B enterprise software
big data deep tech saas
0%
Aug 2016
€80—120k
€20.0k
Yerevan, Armenia
Neiron
13
B2B enterprise software
deep learning deep tech machine learning artificial intelligence subscription
-40%
2017
-
-
Tbilisi, Georgia
ARtoMED
Innovative augmented & mixed re...
13
B2B health enterprise software
computer vision artificial intelligence deep tech virtual reality subscription
-40%
2020
-
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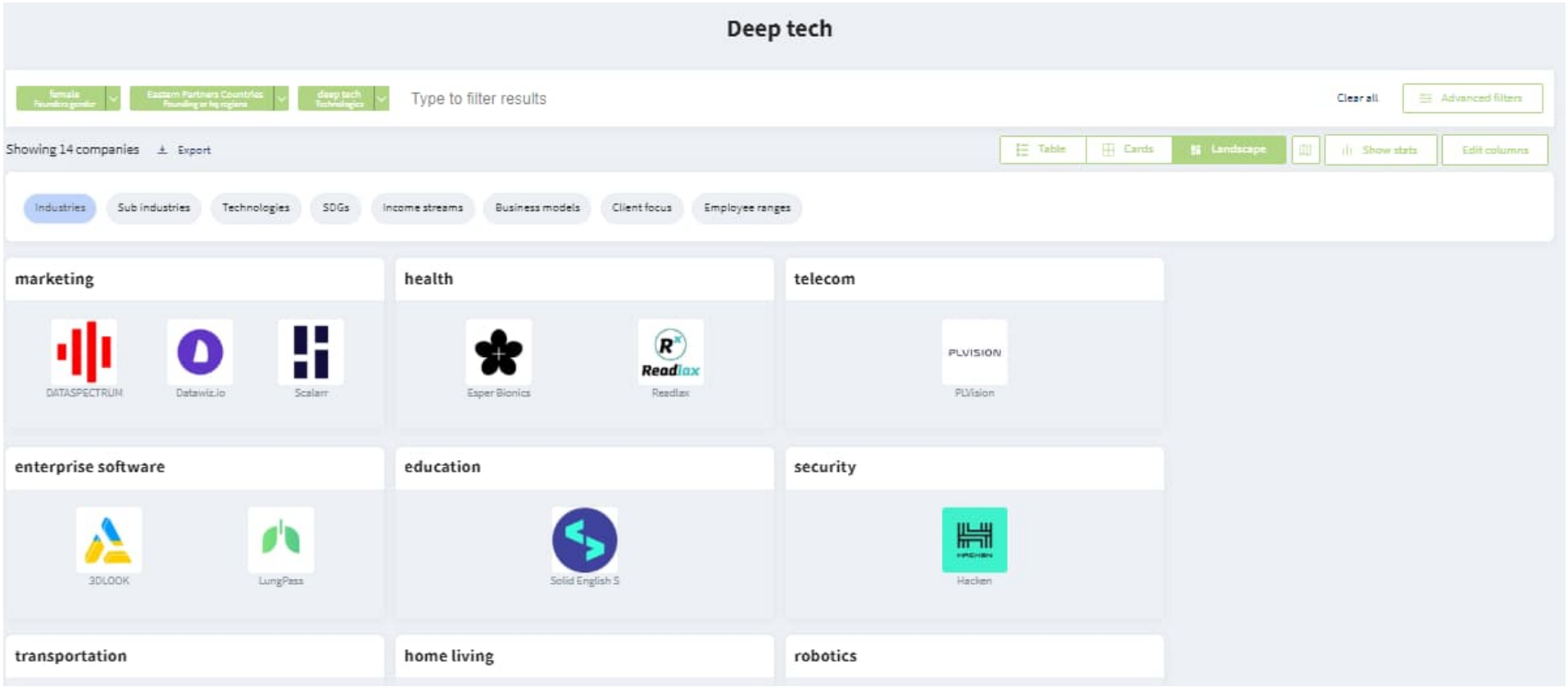
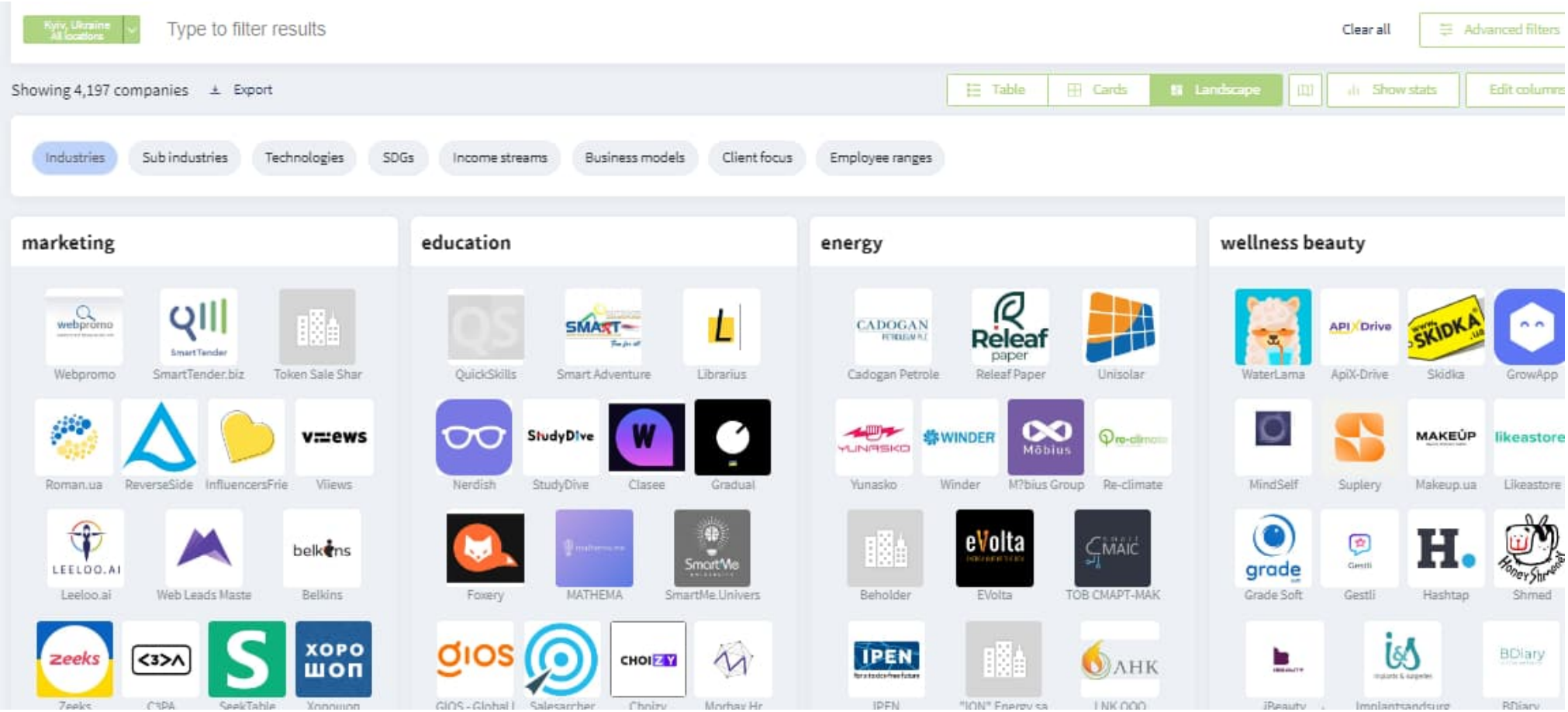
Minsk, Belarus

Female founders in deeptech



Kyiv startups landscape



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