

## Looking for angel investors in Croatia

### Keymon Ventures Business Angel Academy

Next Thursday, March 21<sup>st</sup> Zagreb will shine again in a unique event, the First Business Angel Academy in Croatia. Promoted by Keymon Ventures, an innovative company focused on activities aimed at promoting the early stage investment, the Academy will train a new vintage of Angel Investors in the country.

Angel investing is the process of financing new and early stage companies, generally taking minority positions, expecting high returns given the high risk attached to these stages, and planning to exit within 5 to 10 years.

The feature that most distinguishes angel investors from any other type of investor, and the one that is most valued by the entrepreneurs they help, is their contribution of “smart capital.” This means that angel investors not only contribute financial capital to the companies in which they participate, but they also contribute their know-how and expertise in areas essential to the company’s survival and development, deploy their entire network of contacts, making it available to entrepreneurs, accelerating processes and smoothing the way, and helping entrepreneurs to explore future commercial and more advanced venture capital sources of financing.

Keymon’s Business Angel Academy is an academic program designed to instill technical and professional skills that current and potential investors need to improve their investment decision-making and portfolio management.

In the emerging/incipient market of Croatia (only 24 business angels, 4 deals closed and EUR 1.1.M investment), Keymon identified the need to educate potential and first-time investors without previous experience to become active players in the market and to improve their investment skills.

Marta-Patricia Aparicio, Founder of Keymon Ventures and former Manager of IESE Business School Business Angel Network, didn’t think twice when deciding to move to a new region to foster the angel activity. Previously she spent five years boosting the Latin American and the Caribbean angel market at the Inter-American Development Bank. She was also Manager of the Spanish Business Angel Networks’ Association from 2009 to 2010.

The event will take place at Vern University and will gather representatives from the entrepreneurial ecosystem scene in the Region and in Western Europe.

PwC Croatia, Impact Hub Zagreb and Vern University are supporting Keymon Venture’s Academy.

The event will also celebrate the creation of a new Business Angel Network in Croatia, Keymon Angels, with two deals closed to date.

### Agenda

16:00 - 16:15	Registration of attendants
16:15 - 16:30	Thank you to all the sponsors and collaborators
16:30 - 17:30	Panel “The Angel Investing Scene in Croatia”
17:30 - 18:30	Positioning Croatia as the Entrepreneurial Hub of the CEE
18:30 - 19:00	Closing
19:00 -21:00	Networking Cocktail