

PITCH DECK AIP SEED

AIP SEED

**YOUR FIRST INVESTMENT ROUND.
SIMPLIFIED.**

www.aipseed.com



OVERVIEW

With **120+ pre-seed stage investments** we are among **the biggest VC funds** in the CEE region.

- 1 Stage: **pre-seed.**
- 2 We invest **up to €200K with co-investors.**
- 3 Sector: **all.**
- 4 Geo focus: **Poland & open for the CEE region.**

Our dream is to be the **first investor** in top startups from Poland and the CEE region.

We believe that pre-seed investors should offer a **transparent and efficient investment process** and **robust post-investment support**.

By providing that, we aim to **close the capital and skill gap at the pre-seed stage**, which is holding back the innovation ecosystem.

The pre-seed market is a **mess**.

We've been on the other side as founders and we know that:

- 1 It is **difficult** to raise a pre-seed round.
Often described as the hardest round to raise. It can take 3-6 months to close.
- 2 It is **expensive** to raise a pre-seed round.
Relatively high tickets at low valuations can break the cap table.
- 3 Few investors have frameworks for **smart capital**.
Fixed fund budgets limit capacity. Multi-stage investing diverts attention away from pre-seed stage startups.

SOLUTION

AIP SEED

AIP Seed is a **unique VC fund**, specialized **exclusively in pre-seed** investments.
We offer founders:

- 1** A **fast, transparent** process.
We aim to close new investments in 4-6 weeks.
- 2** A **capital offer** tailored to their needs.
Limiting Founder dilution while helping achieve the milestones that enable next rounds.
- 3** **Smart capital** that actually makes a difference.
With 120+ pre-seed stage investments we are among the most stage-specialized funds in the region.

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OUR MODEL

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ROUND BREAKDOWN

We believe in breaking down the **seed stage into two rounds.**

Pre-seed stage round:

- €100-€250 K
- 10%-15% of equity
- Reach sustainable MRR / traction
- AIP Seed leads, co-investors join

Example round:

- €200 K / 10%:
 - €150 K / 7.5% AIP Seed
 - €50 K / 2.5% co-investors



9-12
months

Late seed round:

- €1 M-€2.5 M
- 10-15% of equity
- Verify product strategy, push traction
- New investor leads, AIP Seed supports

Example round:

- €1.5 M / 11%:
 - €150 K / 1.1% AIP Seed
 - (optional) €50 K / ~0.4% co-investor
 - €1.3 M / 9.5% new investor

LESS IS MORE

Startups should consider raising **as little as possible in their first round**, as capital will only get cheaper in later rounds.

	Oldschool seed model	AIP Seed model		
		Total	Pre-seed	Late seed
Ticket	€500 K	€1.7 M	€200 K	€1.5 M
%	20%	20%	10%	11%
Valuation	€2 M	€10.2 M	€1.8 M	€12 M
Progress	not enough for series A	sustainable growth		
Series A	very difficult	can do!		
Cap table	broken	healthy		

OUR USP

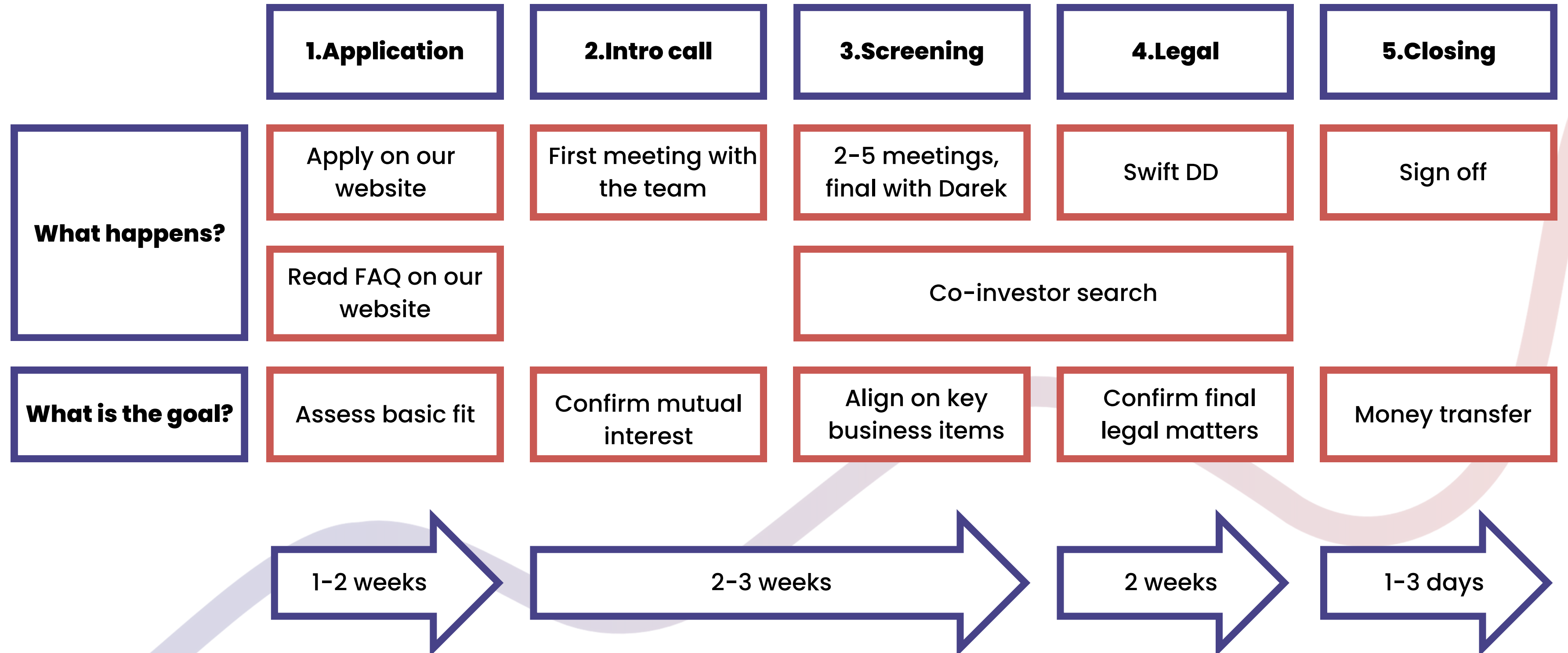
Our VC fund has a **USP consisting of four components**, which enables us to offer a unique value to startups in our portfolio.

- 1 6 Competence Hubs**, which help our portfolio companies in crucial areas related to the development of innovative young companies.
- 2 We invest with co-investors** who, apart from the capital, bring industry know-how.
- 3 100% private capital** makes our VC fund flexible and open for follow-ons.
- 4 Previous experience with 120+ pre-seed stage investments.**
We are also **ex-founders**, and our team members are **experts** in their respective areas.

OPERATING FRAMEWORK

INVESTMENT PROCESS

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WORKING TOGETHER POST-INVESTMENT

AIP SEED

While the exact support is always tailored to the specific startup, we aim to follow a **standardized model**.

- 1 Monthly advisory board meetings** for strategic updates and planning
This informal board consists of co-investors and Darek, our Founder and CEO.
- 2 Flexible team support for ad-hoc issues** that come out on the board meetings
The AIP Seed team is always looking for ways to support the portfolio founders hands-on.
- 3 Specialized advice through 6 Competence Hubs.**
Wherever our internal competences are limited, we partner with external experts.

COMPETENCE HUBS

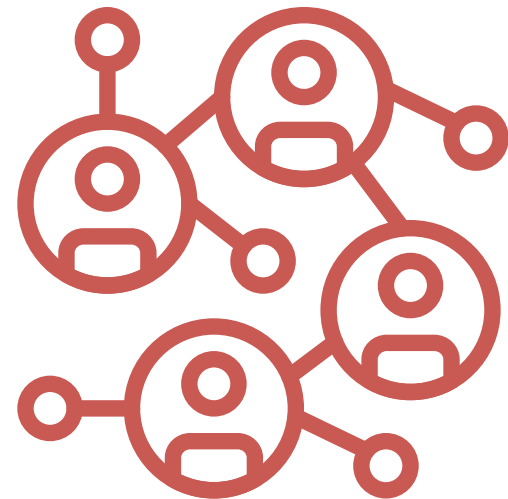
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We focus on **6 thematic areas** in our Competence Hubs.

**Finances
& CFO on
Demand**



**Next Rounds
& Co-investors**



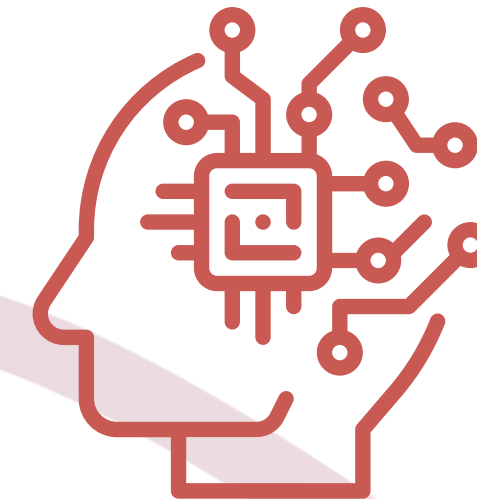
**Marketing,
PR
& Growth**



**People
& Culture**



**AI
& Technology**



Legal



AIP SEED

OUR VC FUND

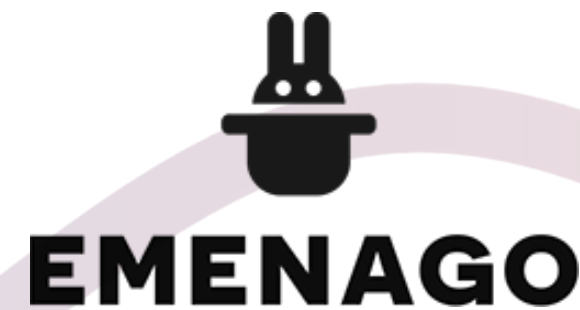
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- 1 Proven business model:** Our portfolio grew 4x on aggregate since 2011 (4.1x MOIC). Strong track record involves a 22x exit from Callpage, 10x exit from Qpony/Blix and more.
- 2 Constantly innovating:** Launching a PLN 100M fund in 2022, we will reach an unprecedented scale.
- 3 Ecosystem approach:** We have built one of the largest ecosystems in CEE: AIP Seed & bValue funds, Business Link and Bizky.
- 4 Top startup portfolio:** With 120+ investments we are one of the most active investors in CEE, experienced in multiple verticals and business models: from marketplaces, through SMB SaaS to hardware.

OUR PORTFOLIO

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Some of our 120 + investments



Our exits



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OUR TEAM

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TEAM

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We are **ex-founders** and our team members are **experts** in their respective areas.



Darek Żuk
CEO & Founder



Inga Dwórznik
CLO



Małgorzata Jaszczyk
CFO



Karolina Bujalska
Investment Manager



Aleksandra Baka
Head of Competence Hubs
& Marketing Manager



Adrianna Kiersztan
Team Assistant
& Team Assistant

CONTACT

EXCITED? WE ARE!

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Please, contact us directly via **our website www.aipseed.com**,
where you can also **find a pitching form**.

Looking forward to hearing from you soon!

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