

The Investor's point of view

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PNValue

$$\text{Revenue} = \text{Total Market (vol)} * \text{Market Share} * \text{Price}$$



The **market** could be evaluated on two parameters

Size

Attractiveness

Revenue = Total **Market** (vol) * Market Share * Price

The success in the Market and **Market Share** that could be obtained depends on two parameters

The competitive advantage of the product

Sustainability

Revenue = Total Market (vol) * **Market Share** * Price

Realistic analysis of the potential **Price** level of the product is of paramount importance

Some key questions to be addressed

Is the Market regulated?

Are Prices declining?

Does the projected price convey the image of the product?

Revenue = Total Market (vol) * Market Share * **Price**

60% of Start-ups Fail because of the Team

Commitment

Experience

Extroversion

Key people

Dynamics between the team members

Presence of a clear Leader

Relation between the CEO and CS(T)O

Shared entrepreneurial passion

Shared vision

Hard/Soft Skills

Resilience of the team

Social Responsibility

Is it ethical ?

What positive impact the start-up has to society ?

The possible **Risks** can be relevant to

Technology

Execution

Production

Market

What is the mitigation potential?



Thank you
