



MAKING SCIENCE BECOME BUSINESS

Corporate presentation
Madrid, January 2011
3.1

Entrepreneurship is a tough job



In Spain, 70% of companies do not reach their 4th year of life



In Mexico, only 25% of businesses survive after 2nd year



In Argentina only 3% of companies are alive after 5th year



In Chile, 55% of companies die before 3rd year

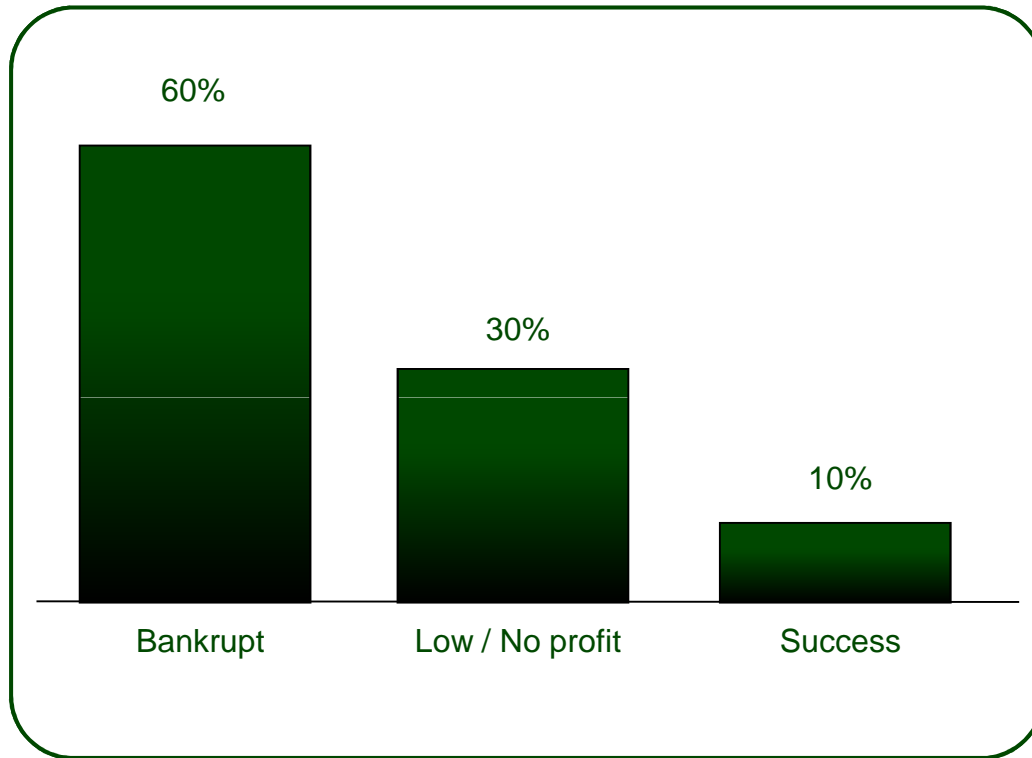
CAUSAS DE MORTALIDAD PREMATURA DE PROYECTOS EMPRESARIALES EN LA COMUNIDAD DE MADRID Y PROPUESTAS DE MEJORA



According to a recent study from Madrid's Autonomous Government, most failures are caused by poor planning and ill-conceived business models

Even for pros

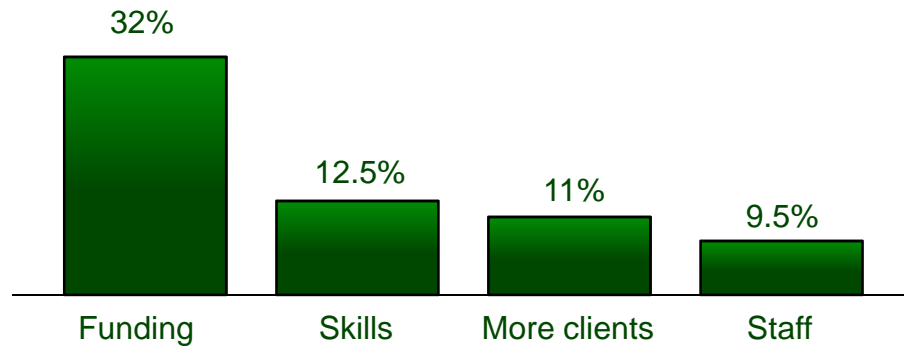
Exits of VCs in technology-based start-ups



• VC is a business of 'homeruns'
• Risk appetite is essential to make a profit in start-up investment

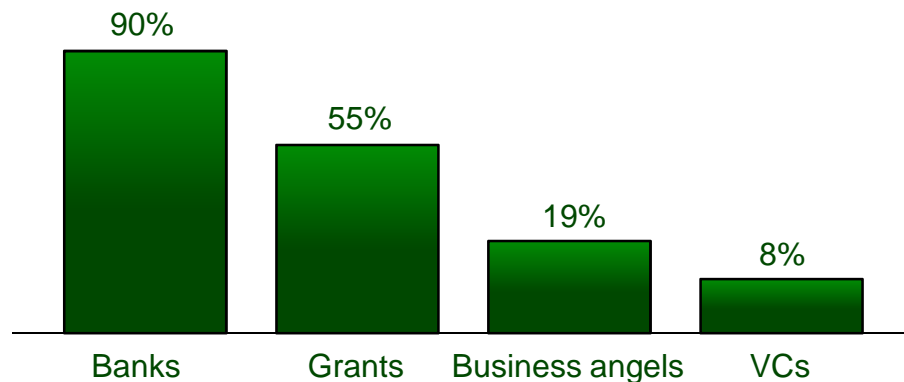
Still, many technology-based companies are established every year in Spain, mainly in Universities as spin-offs

Needs of technology-based companies
% of entrepreneurs



Funding is a big problem for these companies

Alternatives for funding
% of entrepreneurs



Are they looking in the right direction?

Savior Venture Capital (SVC) is a Spanish firm whose mission is to support entrepreneurship in Universities



SVC was founded in 2009 by an ex McKinsey engagement manager to provide business advisory services to start-ups and make science become business

Mission

Transform a science or technology project into a business, and founders into entrepreneurs

Strategy

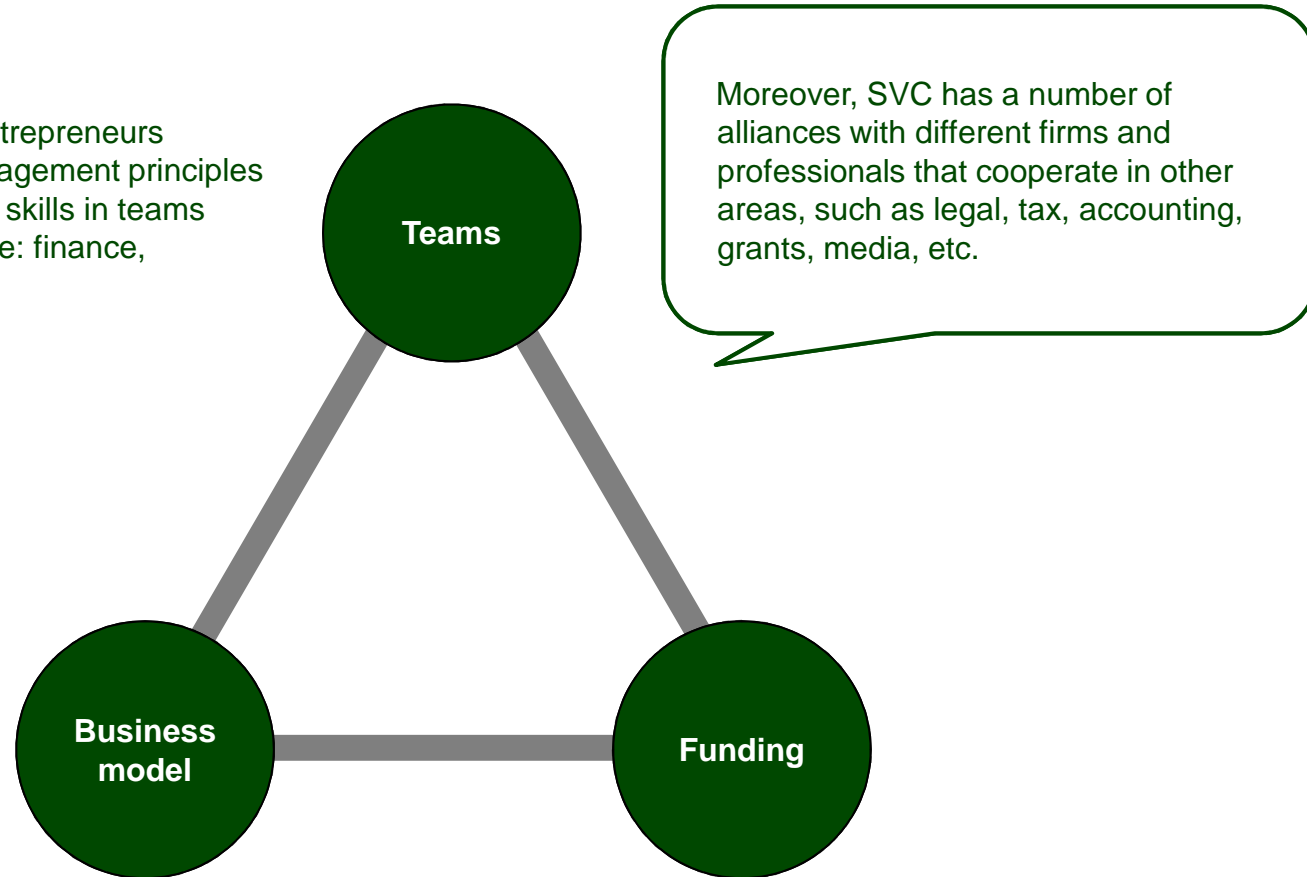
Provide business sense to the projects and capitalize SVC's value by getting a share of the start-up equity



Today SVC is not an investor. SVC is a partner of the founders that adds value in those areas where they lack skills

Savior Venture Capital (SVC) focuses on three levels

- Most founders are not entrepreneurs
- SVC applies people management principles to build entrepreneurship skills in teams
- Main areas of concern are: finance, marketing, and HR



- A good technology is not always a good business
- SVC helps companies define their business model and their strategy
- Special focus is set on the milestones businesses must achieve in order to create value

- SVC knows that funding is crucial to make the project become a reality
- SVC defines a finance plan according to the company 's strategy and milestones
- Companies receive assistance to find investors and close win-win agreements with them

SVC achieved a huge milestone in 2010, when it was elected as a partner by Universidad Politécnica de Madrid

SAVIOR
VENTURE CAPITAL



POLITÉCNICA

Ingenieramos el futuro

- Universidad Politécnica de Madrid (UPM) is Spain's biggest University (37,500 undergraduates, 3,500 graduates)
- UPM is the Spanish University with greatest involvement in R&D (120 M € in revenues in 2009; 3,500 researchers) and entrepreneurship (+15 spin-offs each year)
- Some clients of its R&D services are: IBM, Telefonica, Banco Santander, Roche, T-Systems...
- UPM has launched 'ActuaUPM' to foster entrepreneurship in students, researchers and professors. SVC is partner of ActuaUPM. Other partners are Accenture and Microsoft
- UPM has also a business incubator with 4 sites



SVC was founded by Antonio Manzanera, a well-known individual in Spanish entrepreneurship



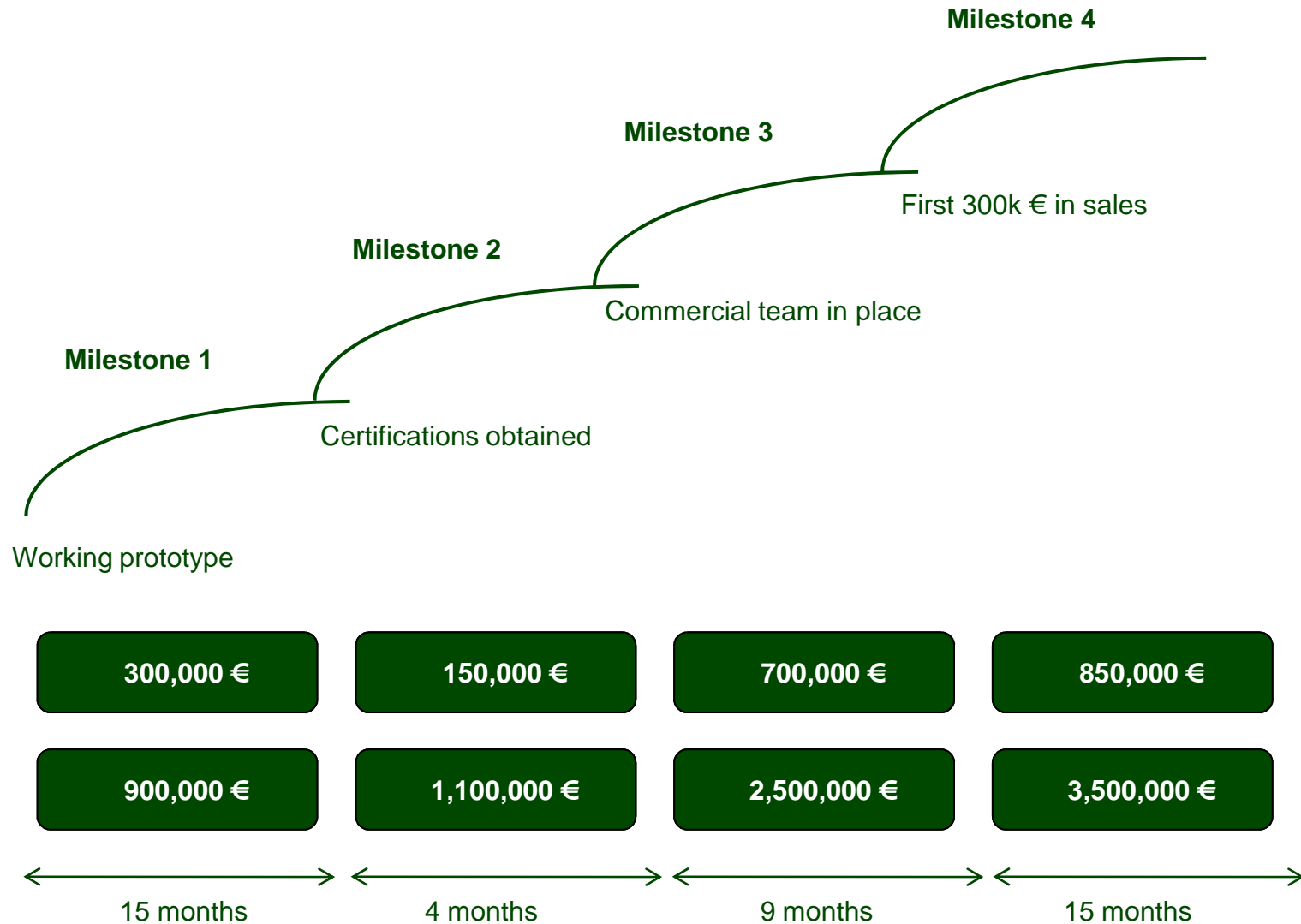
Antonio Manzanera

- MBA (Insead, Fontainebleau)
- PhD in Economics (candidate)
- Double degree in Law and Business Administration
- Previous experience in Andersen Consulting and McKinsey & Company
- Founder of SVC and Encuentro Inversion, a business angels network
- Member of BoD of several companies in different sectors (internet, materials, biotech, food...)
- Lecturer in EALDE Business School and IEP Business School. Speaker in forums, seminars, events...
- Author of "Finanzas para emprendedores" (Entrepreneurship Finance). Ediciones Deusto 2010.



Our companies' business plans are designed to create value by achieving specific milestones

ILLUSTRATIVE



So far, SVC has 5 'investments'

hearty food

- Hearty Food is a technology-based company focused on innovative solutions for food challenges
- The company has a patented process to eliminate saturated fats and trans fat
- The R&D team is working on two other projects: reduce of waste in cheese production and a new conservation method



malecón

- Malecon is a new material that can be used in ships and civil engineering
- The material has a 'sandwich' structure and therefore its properties are better than those of steel
- The company is now working on the certification by Bureau Veritas and Lloyd's



- Ecotactical has developed an innovative solution to problems caused by bird presence
- The product, called Shepherd, is a model plane with the shape of a raptor
- The company was founded by two aeronautical engineers with an extensive background in electronics



- Chronobiotech's mission is to apply scientific principles of chronobiology to pathologies or risks for predictive, diagnostic and therapeutic purposes
- The company is registering a patent that will result in 'Chronosensor', a new device to assess biological rhythms
- The company has been funded by 2 private equity firms



- EALDE Business School is an online business school founded by professors
- The mission of the company is to offer low-cost MBAs for people that cannot afford conventional programs
- One of the partners, the Free Knowledge Foundation, provides all IT
- EALDE has an agreement with Francisco de Vitoria University



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