Our Mission

Ignite entrepreneurship and leverage the hidden potential that exists in the Greek Universities, R&D and Tech Space, by focusing on people and team development, implementation of successful go-to-market strategies and helping build the foundations of an entrepreneurial ecosystem.
Uni.Fund’s Portfolio: 23 investments

Deep Tech / Research

AI/ IoT/ Data

SaaS/ICT

Market Innovation

Portfolio Breakdown:
- AI/ IoT/ Data
- SaaS/ICT
- Market Innovation
- Deep Tech / Research
Pitching and Evaluation
Research Commercialization: how to make it happen?

- Research Lab
- Technology Transfer Office
- Incubator/Accelerator
- Fund (Innovation Window)
- Fund (Early-Stage Window)
- Fund (Growth Window)

Research >> Proof of Concept >> Proof of Value >> Equity Funding ...

- Research Grants
- Proof of Concept (PoC)
- Pre-seed/Seed Funding
- Seed/Series A Funding
- Series A, B, ...
Proof of Concept vs Venture Capital Funding

**Proof-of-Concept**
- **Objective:** Finalize the product to match the requirements of a target market
- Work with a pilot user
- 30-50K

**Pre-seed investment**
- Find the first big customer to work with
- Identify a market segment
- Define the go-to-market strategy
- 150-250K
Uni.Fund in Numbers

- €30M fund size; 36+ months of operation
- 1000+ cases evaluated
- 23 initial / 10 follow-on investments completed
- €13,3M already invested
- €350K median ticket (150K – 1,5M)
Hands-on Development
<table>
<thead>
<tr>
<th>Research Proposal</th>
<th>PoC/ Pre-seed/ Seed Round</th>
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<tbody>
<tr>
<td>• What is the proposed innovation</td>
<td>• Concept/ Product/ Business model innovation</td>
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<tr>
<td>• What is the methodology</td>
<td>• What is the market: size, competition etc.</td>
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<tr>
<td>• Team profile</td>
<td>• Can the team deliver the promise?</td>
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<tr>
<td>• Written proposal document</td>
<td>• Pitching presentation</td>
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A pitch should answer

1. Why should I care?
2. What do you do?
3. Why are you better?
4. Does it work?
5. How are you going to make money?
6. Why you?
7. Do you have plans?
Business Validation
Evaluation Criteria

- Innovation
- Scalability
- Revenues/ Profitability
- Growth
Acceleration Process

- Idea / Concept
- Business Validation
- Scale-up

Team Evolution
Research Commercialization: how to make it happen?

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Advancement of Local Ecosystem

- Innovation Hubs (Digital, EIT, etc.)
- Revised Legal Framework for Spin-offs
- University/Research Centers’ TTOs