

# Orli-Venture B.V.



**The best way to predict the future is to invent it!**

Alan Kay (1971)

**The best way to predict the future is to invest in it!**

Orli-Venture (2007)

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# Orli-Venture B.V.

## Its philosophy & investment criteria

- The “equity gap”
- Closing the “gap”
- Rating, expertise & investment scope
- Examples

# Orli-Venture B.V.

## The “equity gap”

From the community guidelines on state aid to promote risk capital Investments in small and medium-sized enterprises:

While it is the primary role of the market to provide sufficient risk capital in the Community, there is an ‘equity gap’ in the risk capital market, a ***persistent capital market imperfection*** preventing supply from meeting demand at a price acceptable to both sides, which ***negatively affects European SMEs***. The gap concerns mainly ***high-tech innovative and mostly young firms with high growth potential***. However, a wider range of ***firms of different ages and in different sectors with smaller growth potential that cannot find financing*** for their expansion projects without external risk capital may also be affected.

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## The “equity gap”

- Equity gap (€ 250,000 - € 2,500,000)
- Burst of the internet bubble (fear of technology & hypes)
- Financial approach (lack of track record inhibits investments)
- Poor results VC's in EU (EVCA: 0,2% pooled IRR in 25 years)

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## The “equity gap”

Issues with traditional investment tools & new companies I:

- No track record
- No positive cash flow
- No guarantee
- Often poor management (founder is tech.)
- Require limited € with high transaction cost.
- Often poor BP with poor vision

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## The “equity gap”

### Issues with traditional investment tools & new companies II:

- Often doesn't have clear market vision
- No clear idea of founders' role in new venture
- Often has poor financial knowledge
- Often poor knowledge of competitors
- Poor knowledge of legal issues and IPR
- Is founders ego flexible with newcomers ?

# Orli-Venture B.V.

## Closing the “gap”

- Adequate deal flow from within the EU and abroad
- Unique *independent* assessment of opportunities
- Continuous monitoring, assistance and feedback adding immediate value
- Extensive know-how & expertise
- Knowledge Partnerships



# Closing the “gap”

## Adequate deal flow

Approximately one thousand innovative projects are offered to the ID-NL Group and its network annually from throughout the EU. The projects with the highest potential are selected from these projects





# Closing the “gap”

Unique & independent assessment

- ID-NL assesses all proposals for their technical and commercial potential.
- An Independent rating institute assesses and rates projects from a technological, managerial and commercial perspective

# Closing the “gap”

## Continuous Monitoring

- The rating institute will perform one or more check-up ratings each year to keep abreast of developments and thus obtain a clear and independent picture of investments
- Key figures are available daily through web-based bookkeeping and a unique dashboard

# Closing the “gap”

## Extensive Expertise

Orli-Venture B.V. offers support to its investments through:

- BDO CampsObers Business Control B.V. has been contracted to support and supervise the commercial, administrative and financial aspects of innovative projects.
- The accredited Institute for Independent Business (IIB) associates has been the Independent sparring partner for thousands of small and medium-sized companies in various countries. All IIB associates are themselves entrepreneurs.



# Closing the “gap”

## Knowledge Partnerships

- Lawton attorneys at law and tax lawyers is a legal representation firm serving an international clientele
- ID-NL Patents & Licensing B.V. is an international technology transfer organization



# Orli-Venture B.V.

**Rating**, expertise & investment scope

The independent institute assesses the commercial viability of innovative technology ventures. It serves as an intermediary between the financial community and investors on one hand and board members and entrepreneurs looking for financing on the other hand. The institute helps to assess and validate the commercial potential of innovative ventures. The correlation between TRI's assessments and resulting financial investments is over 80%.

# Orli-Venture B.V.

Rating, **expertise I** & investment scope

**Robert I. de Jong** is Partner/Tax Lawyer at Lawton, Rotterdam, the Netherlands (2004 – present); Managing Director and Board Member, Orli-Tech Pty. Ltd. Brisbane, Australia (2002-2004); Founder, Managing Partner/Tax lawyer, Udink & De Jong (1996-2001); Tax Partner, Petten & Diecken (1993-95); In-House Tax Counsel Koen Visser Group (1993-1994); Senior Tax manager, Ernst & Young (1985-92). Robert is also a (supervisory) board member of Dutch non-listed companies.



# Orli-Venture B.V.

Rating, **expertise II** & investment scope

**Egbert J.C. Ottevanger** is director and (co-) owner of ID-NL Patents & Licensing BV, RHO-dam Ventures B.V. and Chairman of the Innovation Centre for Inventions ID-NL (since 1989). After completing his study of medicine at Leiden University in 1984, Dr. Ottevanger became involved in the Research Group on Human-Joint Biomechanics. As a result of his interest in the commercial development of emerging technology, Dr. Ottevanger joined the ID-NL Centre for Inventions in the Netherlands in 1987 as the Health Sciences Project Manager.

# Orli-Venture B.V.

Rating, **expertise III** & investment scope

**Eli E. Guastalla** is executive senior consultant to Orli Venture B.V. Educated in Israel and Italy, graduated in chemistry. world-wide experience gained in different industrial environments in market management and opportunities identification, setting up and running foreign subsidiaries and technology based start-up firms. Territorial marketing and DFI attraction, Organisation and training of operative teams. Significant international experience in Technology Transfer (from inventor level down to negotiation & contract) both in Industrial and academic environment with good knowledge of IP issues.





# Orli-Venture B.V.

Rating, expertise & **investment scope**

Investments per participation in companies are expected to be between EUR 100,000 and EUR 2.5 million with an average investment of EUR 500,000. The investments will be made over a period of five to seven years

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An example of an investment in 2008

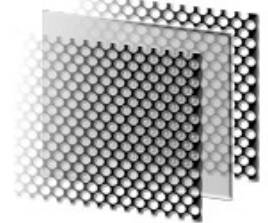
**Final Sound** developed an advanced electrostatic speaker technology (1991). It received a U.S. patent in on its breakthrough technology. The new approach greatly simplified the manufacturing process, lowered the cost of production, and expanded the market potential for high-definition electrostatic speakers into the rapidly growing area of home theaters, including flat-panel plasma TVs and LCD displays.



final  
sound  
technology



What are electrostats  
and why are they  
better than traditional  
speakers?



Final's Clear Advantage

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On going negotiations in Italy

- Pharma - Ethics & Generics
- Wellness
- Environmental area
- Medical instruments devices
- IT e Security
- Disposable (Household-Medicare)



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# Thank You!

## Any

# Questions?

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