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GROEI (stuipen?) BEHEERSEN  
NIEDERLÄNDISCH – DEUTSCHER Businessclub

5 november 2018

# Sage - wie zijn wij

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## Sage partners

- betrokken
- diepe, relevante ervaring
- entrepreneurs
- “have seen and overcome”
- when growth matters

Wie is Hugo van der Zee?

San Francisco - Boston - Europa

# Aanleiding

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“We work with founders, executives, senior teams, and boards of directors to tackle critical growth challenges and drive value creation – at all stages of a company’s lifecycle”

Venture Acceleration

San Francisco – London – Nijmegen - ???

# Groei-spelers

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- scheppers
- uitvoerders
- financiers

combinatie = multiplier van impact

- snelheid
- succeskans

(bron: McKinsey)

# Kritische factoren

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- “sequencing the journey”
- rigouereus management
- discipline
  
- M&A
- Organisch

(bron: McKinsey)

# M&A

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- cultuur
- structuur
- alignment
  
- vooraf
- tijdens het proces
- na de merger

# Organisch

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- focus - doel
- bezetting – bronnen benutten
- netwerk gebruiken
- financiën op orde
- vinger aan de pols – betrokkenheid claimen
- mogelijkheden zien
- “travel the journey”

# Rol van de directie

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- assertief
- hoogst betrokken
- effectieve strategieën ontwikkelen
- uitvoering
- regelmatige toetsing
- attractieve omgeving scheppen
- mentoring en ontwikkeling van gehele team
- ethiek en verantwoordelijkheid toetsen
- compliance



# Waarde toevoegende rol van betrokken adviseurs

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- competent
- karakter
- commitment
  
- informatie eis aan de CEO

# Samenspel CEO – betrokken adviseurs

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decision – ready team

- capable
- knowledgeable
- contributing

# Slotopmerkingen

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- opportunity
- growth – experience – value
- value creating growth

**Dank U wel!**

Hugo van der Zee

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# Case Study: Strateq Health

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Sage Partners advised Strateq Health to enter the US market and is now an independent operating company

- Cloud-based, interoperable Hospital Information System
- Company founded in Malaysia, relocated to USA and Netherlands
- Developed US-compliant product and closing US hospital clients
- Sage has stepped into background role



## Case Study: Memetrics Ltd

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Sage Partners helped Memetrics enter the USA market, to grow and sell to Accenture for \$45M.

- Digital marketing optimization platform and solutions
- Company founded in Australia, moved to San Francisco
- Strategic clients sold in USA: American Express, eBay, ING
- M&A transaction valued at \$45MM (6x revenues) in 2 1/2 years



## Case Study: BOHH Labs

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Sage Partners has helped BOHH Labs introduce their cybersecurity technology into US and now is working on next steps...

- UK-originated security technology provides end-to-end data security for cloud enterprise applications (IoT <-> Enterprise)
- Sage principal co-founded US Entity, setup unique global license/acquisition structure
- Helped launch US marketing and partnerships
- Actively evaluating strategic options with name-brand cloud enterprise Infrastructure and applications tech firms



# Case Study: SuperPower

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A Sage Partner helped SuperPower make the transition from R&D lab to commercial firm, ultimately sold to Furukawa Electric

- Advanced materials company making pioneering 2G HTS superconducting wire
- Serving alternative energy, medical, scientific and utility markets
- Developed commercialization strategy including marketing, operations, and business plans
- Commercial orders provided market validation; Government funding covered burn rate
- \$25M strategic exit



## Case Study: GetMeIn Ltd.

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Sage Partners helped GetMeIn enter the UK/EU market, to grow and sell to Ticketmaster for \$35M.

- On-line secondary market ticket sales and fulfillment
- Company founded in London, expanded in Europe
- Leading clients in entertainment, sports and public events
- M&A transaction valued at \$35MM (4x revenues) in 2 years

The logo for GetMeIn! features the word "GETMEIN!" in a bold, sans-serif font. The letters "GET" are red, "MEIN" is blue, and the exclamation point is red.The Ticketmaster logo consists of the word "ticketmaster" in a lowercase, italicized, sans-serif font. The text is white with a black outline and is set against a black, rounded rectangular background.

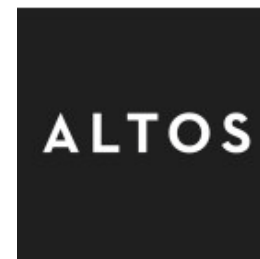


## Case Study: PandaDoc

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A Sage partner helped PandaDoc restructure into the US and raise multiple rounds of funding

- Document processing and e-signature SaaS solution
- Company founded in Minsk, moved to San Francisco
- Interim CEO, Restructured, Raised Seed and helped with Series A
- Series B Pre-Money Valuation of \$45M (8.5x revenues) in 3 1/2 years



# Doing the right stuff

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**Sage Partners steps up, every day and in every way, to do whatever it takes to win.**



*Corporate structure and set-up*  
*Target market assessment and selection*  
*Product "MVP" to full development*  
*Critical business development/sales*  
*Top talent assessment and recruitment*  
*Story-telling for venture funding*  
*Optimal deal-making and exit value*

# Offering value through acceleration

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## Why consider Sage Partners?

- Strategic development services...at every venture stage
- Deep industry credentials in technology, biotech, telecom, healthcare, and more
- Access to professional resources, clients, and investors
- Long-term partnership commitment to business venture growth
- Roll-up sleeves and work in collaboration with entrepreneurs
- Track record of successful development...and exit outcomes

# How we unlock value

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- Strategy and planning
  - Product Strategy
  - Hiring Strategy and Plan
  - Timeline
  - GTM Strategy and Positioning
  - Financial Model
  - Funding Strategy, Narrative
- Develop, evolve and assist with GTM strategy
  - Assist with projects
  - Develop direct sales pipeline (opportunistically, initially)
  - Develop channel sales/support pipeline
- Support funding efforts
  - Pitch Development
  - Terms Sheet Review
  - Funding Contacts
  - Negotiation Support
- Reposition/restructure foreign startups
  - Structure balancing market, funding, home country, taxation, etc.
  - Execute restructuring and IP transfer
  - Structure and recruit local team
  - Relocate key management (including help with visa's, etc.)
- Ongoing board/advisory/interim management
- Exit support

# Win-Win flexible venture partnership model

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## Sage Accelerator:

- 90 minute complimentary consultation/feedback session
  - 2 or more partners, usually focusing on investor pitch or GTM strategy
- 1-2 Day paid (discounted) strategy session
  - Deep dive into core issues; emerge with action plan

## Partnership term:

- Six-month to two-year advisory roles
  - Limited term engagements  
(to focus on specific milestones or deliverables, such as strategy review or pitch development)

## Compensation:

- Deferred and/or Discounted professional fees
- Equity Compensation (Warrant, Options, Convertible Note)
  - In exchange for risk in reduced or deferred fees – mutual “skin in the game”
- Success Fee for funding milestones
- Success Fee for “strategic” BD or sales
- Recruitment Fees

# Thank You