



Scaling up European SMEs

Online Thematic Workshop, 27 September 2021

Vivi Papasouli
Mandate Manager, Equity
European Investment Fund
Innova-FI



**Interreg
Europe**



European Union | European Regional Development Fund

The European Investment Fund

We make it easier for SMEs and mid caps to access finance



We multiply resources

We design financial instruments that share risk with banks and funds and, as a result multiply resources

We target funding gaps

We help our investors support new segments and target specific gaps at a European, national and local level

We nurture ecosystems

We partner with established and new providers of equity and debt financing, often taking a cornerstone position when required

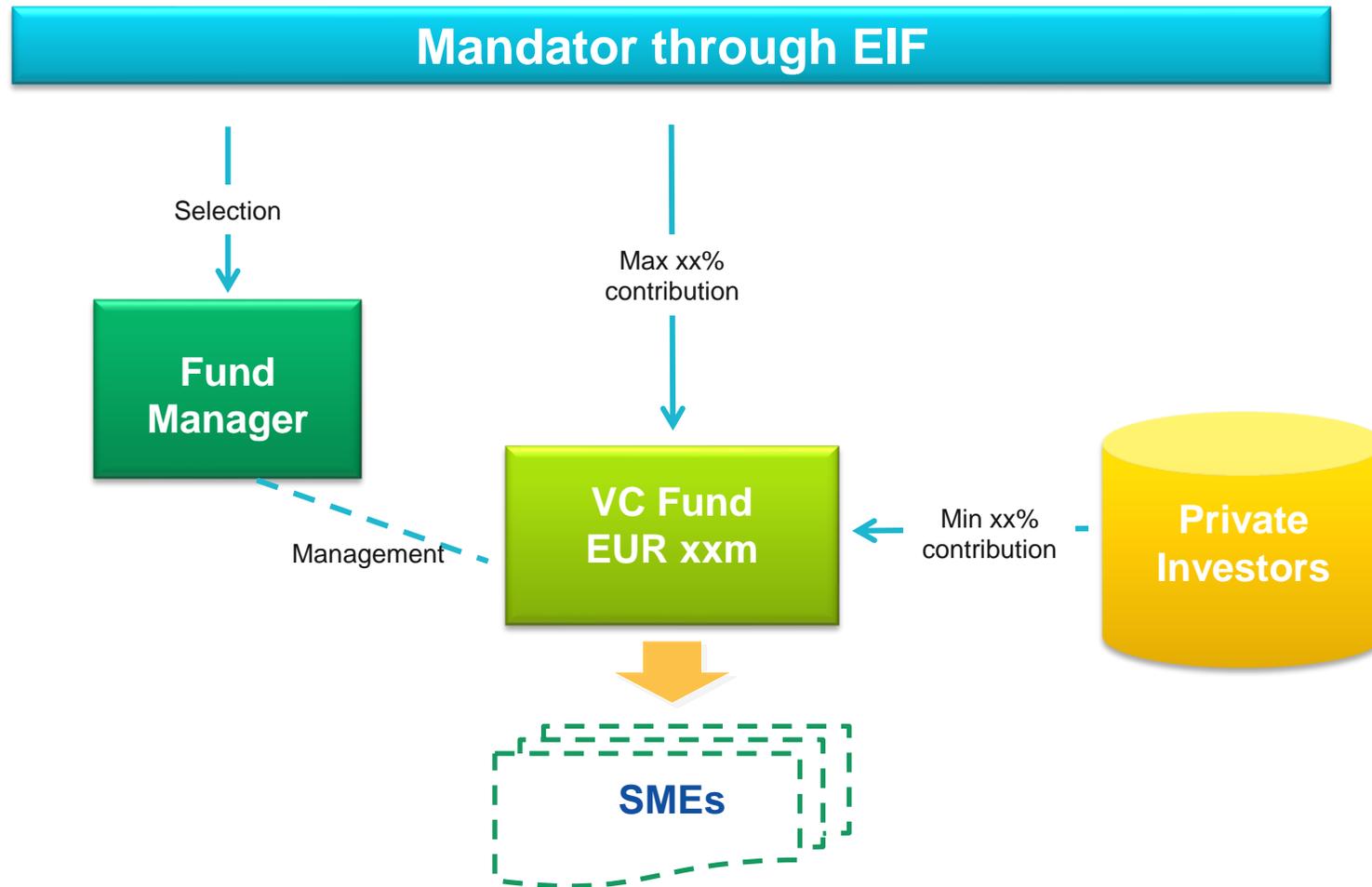
Increasing the overall supply of finance for small businesses

Increasing financing options especially where markets don't work well

Increasing the number of local partners lending to and investing in small businesses

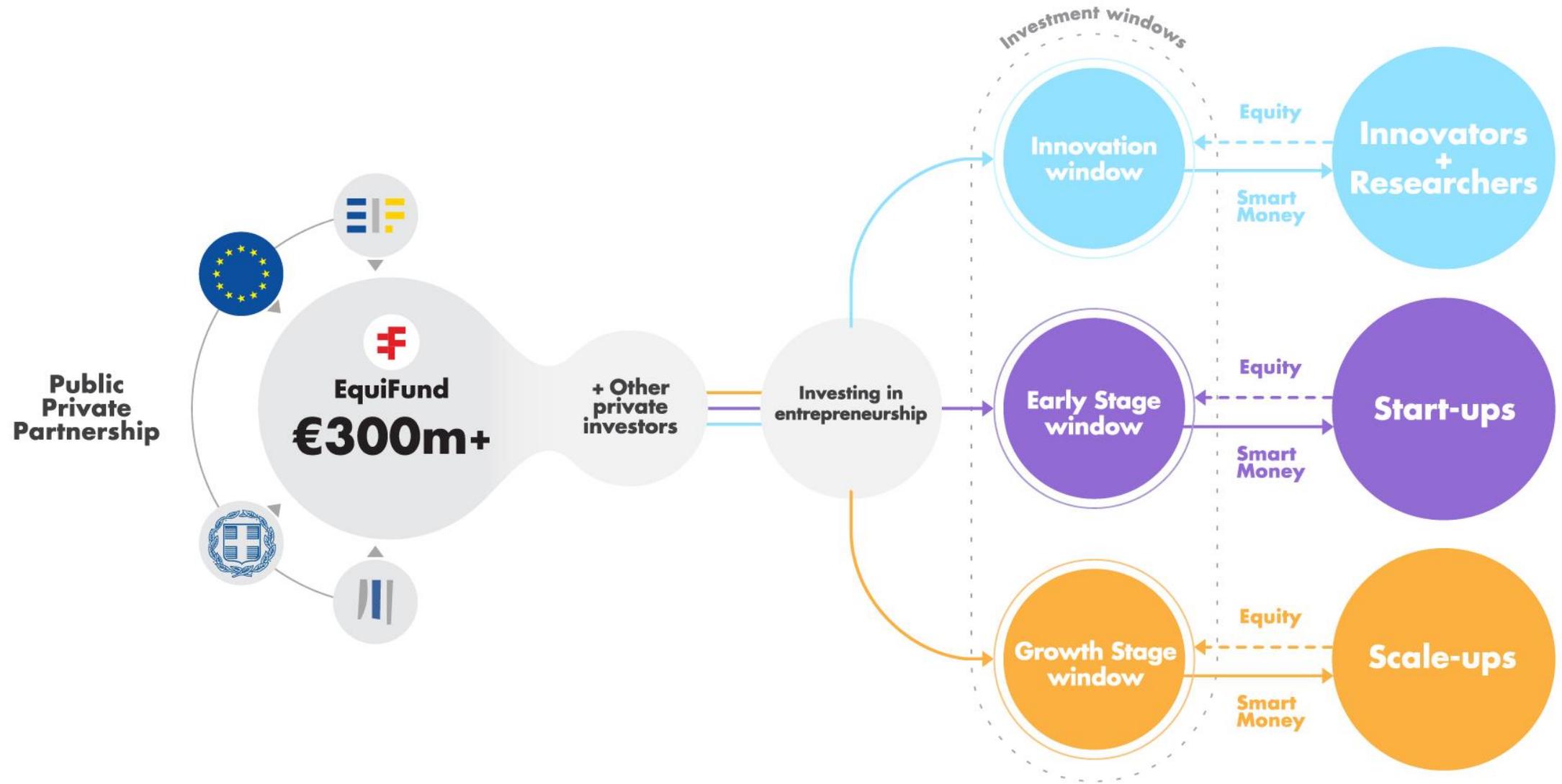


Venture Capital generic structure





So what is EquiFund?





Results so far

- 116 companies supported, approximately EUR 193m invested
- VC / PE investments in Greece as % of its GDP now stand much closer to the EU average
- Success stories already out (3 exits in 2020 amidst the pandemic)

Resulting in...

More resources recycled to SME financing

Employment and expertise in Greece

Greece on the VC map

The European equity market is full of potential

Instashop



- **Instashop** is a company that developed an e-commerce technology for grocery shopping.
- Two Greek co-founders; company originally registered in Athens – offices in Thessaloniki
- First mover advantage to a new market (Dubai – Middle East)
- Investment characteristics:
 - Seed stage investment from one of the Early Stage funds (VF 400)
 - Lead investor, first investment at the end of 2018
 - Other than Board participation and financial support, the fund manager actively helped the company with business support, recruitment, PR and media, networking and exit support
- The company was acquired in 2020 by Delivery Hero, a global leader in takeaway delivery for the record (for a Greek start-up) amount of USD 360m



Lessons learnt

Success Factors

1. Strong commitment and exemplary cooperation of involved stakeholders - previous experience of MA with financial instrument
2. Market centered design
3. Market centered governance
4. Regulatory framework
5. Marketing

Main challenges

1. Setting regional allocation targets
2. Divergence of regulatory framework obligations from market practice



Thank you!

Vivi Papasouli
Mandate Manager, EIF
v.papasouli@eif.org



**Interreg
Europe**



European Union | European Regional Development Fund