



4D VENTURE  
Digital.Disruptive.Daring.Decisive.

## Business Plan- Investors Perspective

***«Plans are nothing –  
planning is everything»***

*Jørn Bergeland 26.5*



## 4D Edge

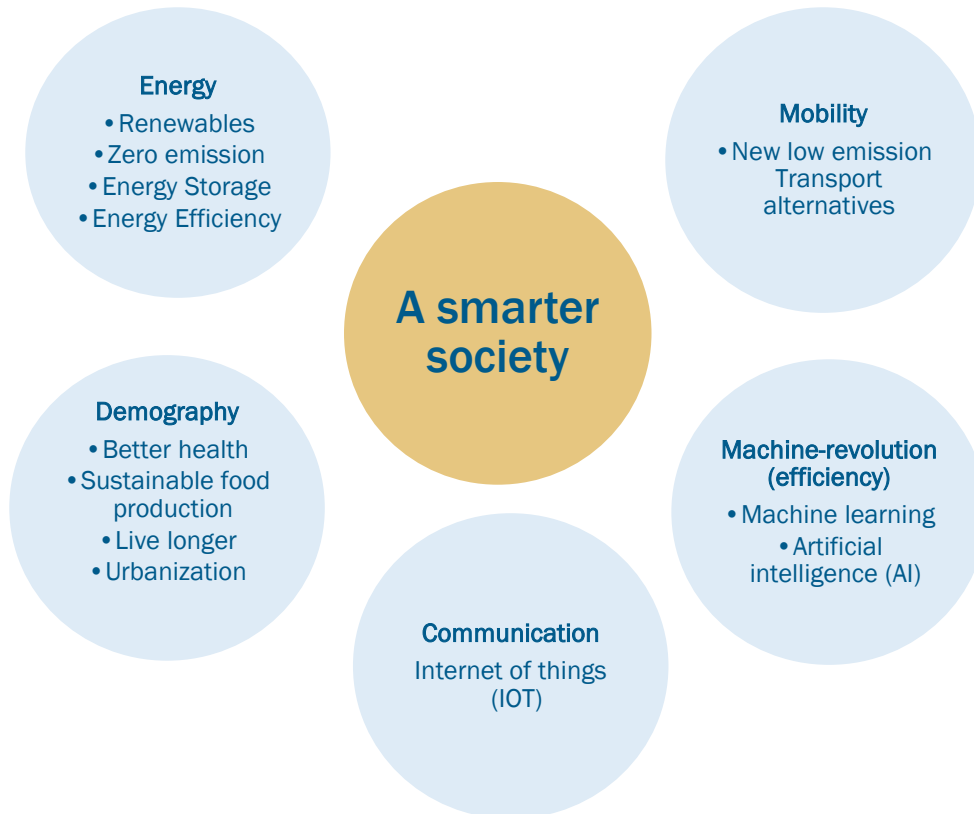
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# OUR MISSION: SUPPORT FOUNDERS BUILDING RESPONSIBLE VALUE DRIVEN COMPANIES THAT SOLVES REAL PROBLEMS

- By investing in innovative growth companies with global market potential supporting UN's sustainability goals in creating a smarter society
- Sustainable technologies and companies
  - We believe that **changes in consumer behaviour will be the strongest economical driver** going forward
  - Products, technology and companies will **achieve the lowest cost of capital and the highest return when solving real problem** for a better tomorrow
- 10 years ago, it was a moral imperative to consider Environmental, Social and Governance issues when investing. Today it is imperative in order to achieve return



## COMPANIES CREATING A SMARTER AND MORE SUSTAINABLE SOCIETY



## WHAT ARE WE LOOKING FOR?

- Companies that solve a real problem, have a competitive advantage and operates in attractive markets
- Companies at a stage where money can accelerate growth ; if yes; - how much and when
- Companies that can achieve a strategic shareholder value when sold or listed.
- And most important: People we can work with and align objectives with



# BUSINESS PLANS-WHAT ARE WE LOOKING FOR? (MARKET- TECHNOLOGY –EXECUTION)

## Market characteristics;

- Size of Growth opportunity & customer focus
- International potential – Nordic, European, US, Global
- Understand the value chain, client behaviour and competition
- ESG advantage (valuation impacts)

## Technology/Product

- -Uniqueness/advantage
- -Customer value proposition – cost saving/increased revenue/ESG
- -"Must have" or "nice to have" technology
- -Tech road map; how to develop/increase competitive position

## Execution; plans and ability

- Business Model and scalability
- Initial team ( – HR plan for building the organisation)
- SW specific: "Rule of 40" potential
- Board and other owners
- Funding requirement – use of proceed



## Plan for «crossing the chasm» challenges

