

# S SLINGSHOT

IGNITING ENTREPRENEURS



# Introduction **Slingshot**



**Roope  
Vahahyppa**  
Investment Director



LAZARD



MSc Financial Economics  
BSc Economics



**Marly  
Wijvekate**  
Investment Analyst

carbon equity

L'ORÉAL

MSc Business Administration  
BSc International Relations & Org.

# What's Venture Capital?



## Private Equity

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- 1 Mature companies
- 2 Predictable growth
- 3 (Leveraged) buyout
- 4 Mature industries
- 5 Majority stake

## Venture Capital

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- Start- and scaleups
- Hyper growth
- Fresh money
- New & 'traditional' markets
- Minority stake

## Private Equity

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deJong&Laan

**///ACTION**

## Venture Capital

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VANMOOF

**adyen**



**CHECK.**

**mollie**

# Intro Slingshot



## Our dedicated and committed team...

**Marco** founded **7 businesses**, sold 6 of them and is still working on #7



**Tom** has over **15 years** experience as investor and **finance director** at Nedvest Capital (PE), Totalkids (child care startup) and CEVA group (supply chain logistics)



**Simon** is one of The Netherlands' **leading marketeers**. He founded TBWA/Neboko (marketing agency), was CEO for 10 years, and sold it. As **Venture Partner**, he helps with the DD process and portfolio companies

**Roope** worked at **Lazard** and did **M&A** for **Heineken**, and is now also responsible for meeting founders, leading deal processes and supporting portfolio companies



**Amy** worked at a real estate agency before joining Slingshot, and is now responsible for making sure everything at **the office** runs smoothly



**Constance** founded **2 business** and is currently an investor in nutraceuticals, cannabis, and mushrooms companies. As **Venture Partner**, she also helps with the DD process and portfolio companies

**Marly** interned at **Coty**, **L'Oréal** and **Slingshot** and is now responsible for meeting founders, leading deal processes and supporting portfolio companies.



+  
**2 ambitious & entrepreneurial interns**

### Selection of our team's prior work experience





# What's in a name



The ancient story of David and Goliath is often referenced as a moral lesson of how underdogs can challenge and overcome giants by being smarter and more versatile.

In fact, David used a clever tool to defeat the giant.

It was a **Slingshot**.



# The **Slingshot** way

Unlock the power of our founders' **network** of proven **entrepreneurs**

1

## Finance

We support our ventures with all financial topics and help them raise future funding rounds



2

## Talent

We actively help our ventures to find the best talent to strengthen their teams

3

## Branding

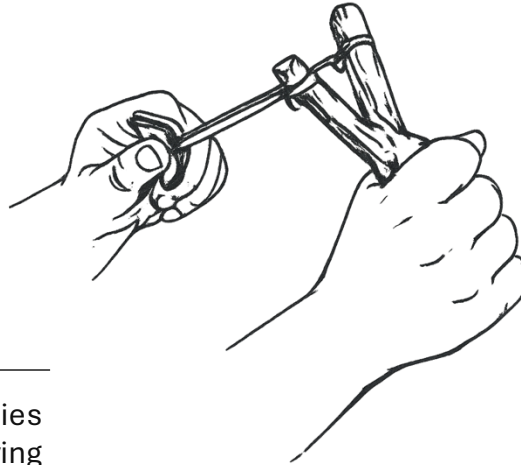
We support our companies in sharpening their commercial, PR and brand strategy

# Strong brands. Happy customers. Healthy margins.

We believe in purposeful, well-positioned and durable brands with a clear mission.

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## Strong brands



## Healthy margins

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We believe in companies with scalable underlying metrics and key performance indicators as growth accelerates.

## Happy customers

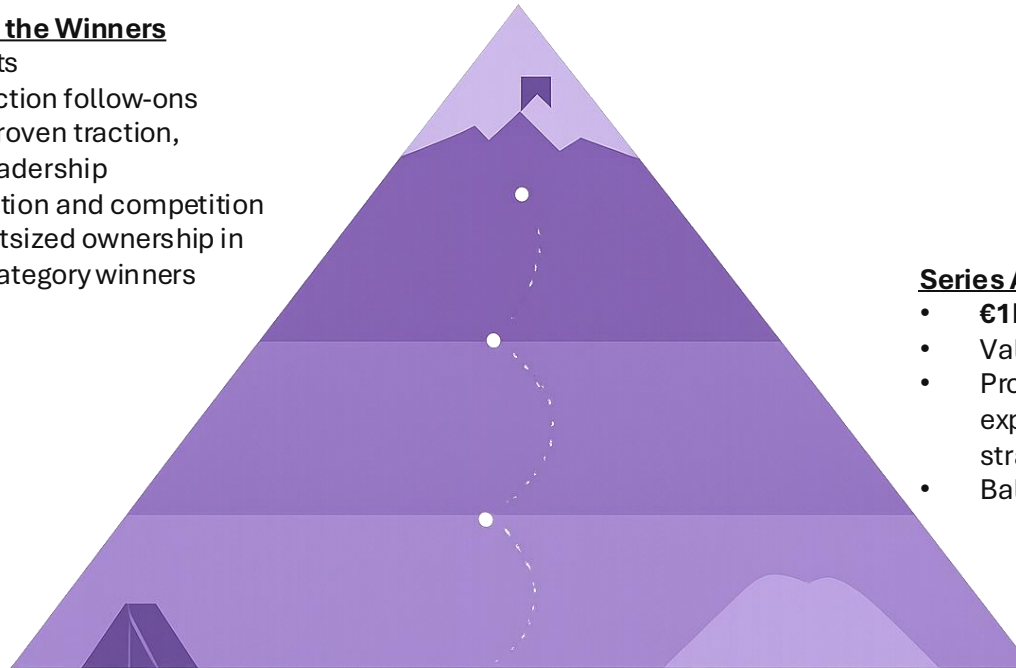
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We believe in companies that put their 'customers first'.

# Our investment strategy balances risk and reward across the early-stage VC lifecycle

## Further Scaling the Winners

- **€4M+** tickets
- High-conviction follow-ons
- Focus on proven traction, category leadership
- Risk: execution and competition
- Reward: outsized ownership in emerging category winners



## Series A

- **€1M-2.5M** tickets
- Validation of product/service
- Product-market fit achieved, expanding Go-To-Market strategy
- Balanced risk-return zone

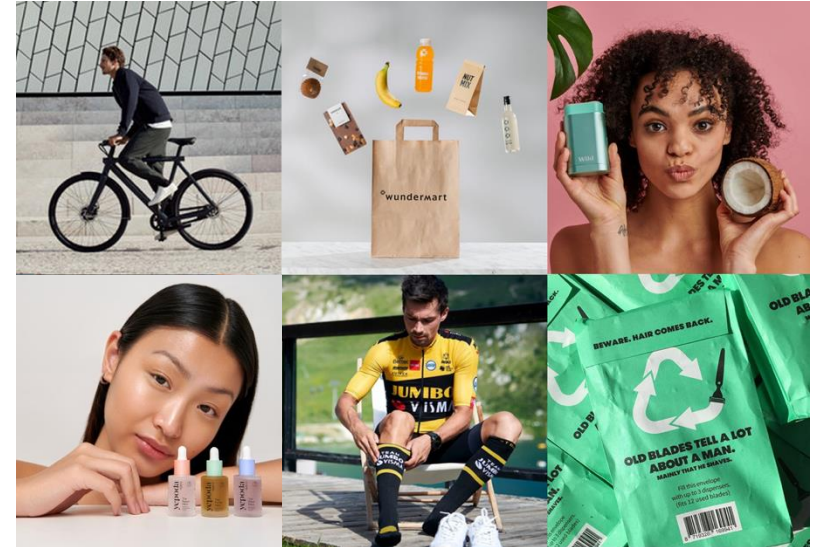
## (Pre) Seed

- **€250K-750K** tickets
- Early traction stage, bold founders
- Testing product-market fit
- High risk / high option value



## What sets us apart



We are entrepreneurs-only



We invest in the future of the consumer

- ☆ Brands
-  Digital first → omni-channel
-  Large customer pools

# We are **Slingshot**

## Facts



SVII: €64m  
SVIII: €60m



Entrepreneurs-only



2017 (SVII), 2021 (SVIII)



Amsterdam, NL

## Focus



Digital Consumer



Seed & Early-stage

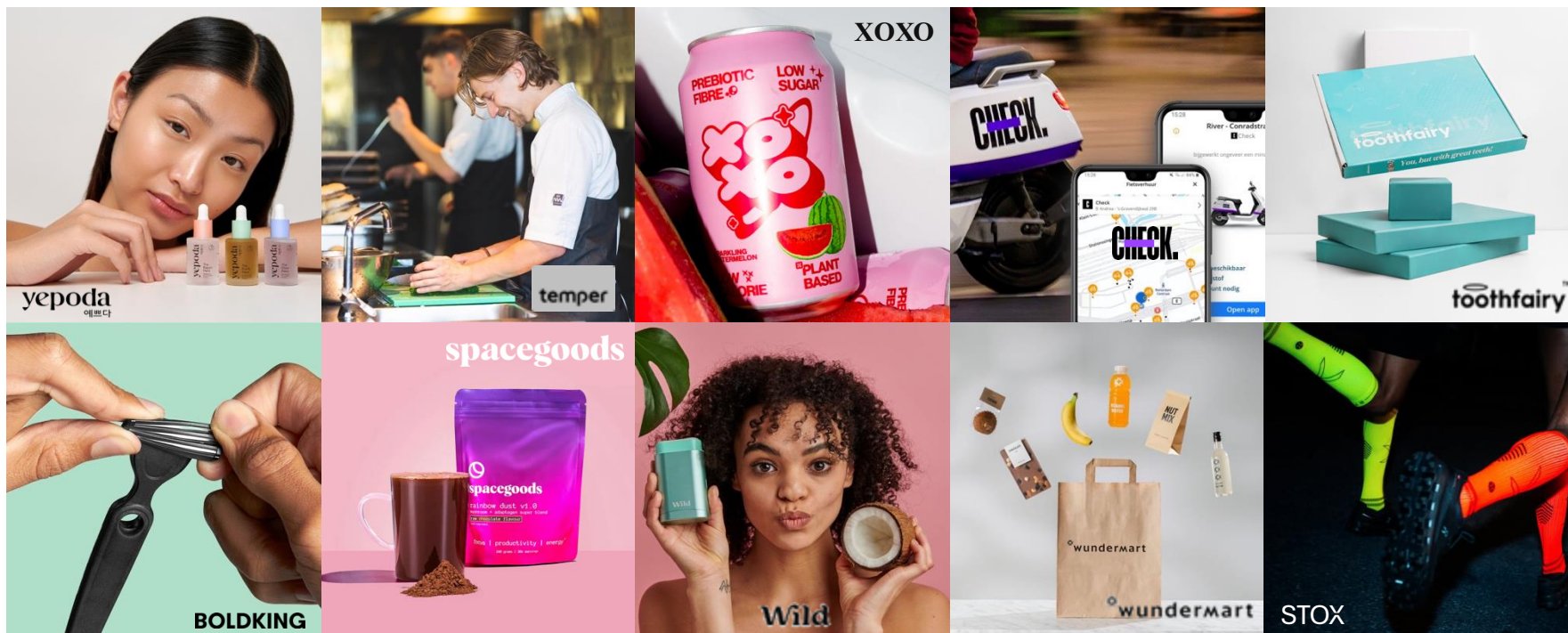


€250k – €4m (first ticket)  
Up to €10m (follow-on)



Western-Europe

# We proudly back our **portfolio of brands**





# How to Become an Intern

## What to expect

- Engage with [founders](#), conduct in-depth [financial](#) and [legal](#) analyses of [investment opportunities](#) while managing the [deal flow](#) process management overviews.
- Analyze [competition](#) and [market trends](#), thereby providing insights on which startups we should look for and how this may influence portfolio companies.
- Assist during [due diligence processes](#) as part of the execution of transactions.
- Support portfolio companies in preparing for timely and successful [exits](#), including [identifying potential buyers](#) and [building data rooms](#).

## How to apply

- Send an email with a short and to-the-point motivation, as well as your resume to [marly@slingshot.ventures](mailto:marly@slingshot.ventures).

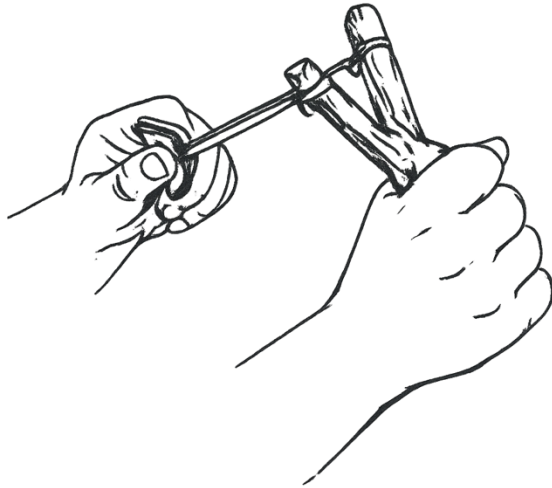


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 **SLINGSHOT**  
Stronger **together**



**UPFRONT**  
WAT ECHT IS WINT.