



Business development • Corporate governance • Capital advisory

---

## Company presentation

2013

## About Seedcap

Seedcap assists innovative and scalable startup companies by building credibility with customers, co-operation partners and investors.

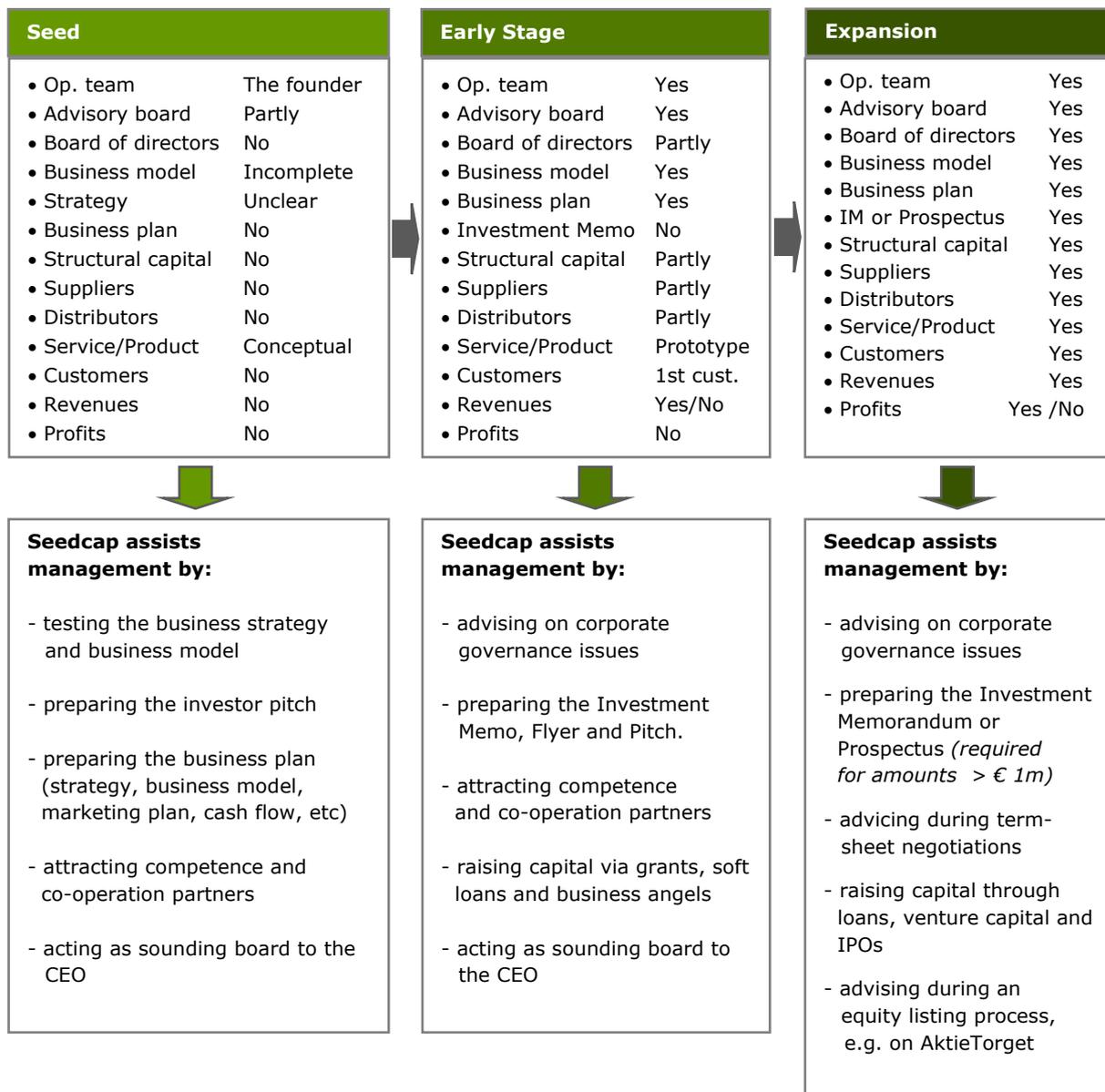
We act as advisors and sounding boards, actively take part in the company board or as interim managers.

Our main focus is on making the company attractive to investors and supporting management during the fund raising process. This allows management to free up time to focus on product development, sales and partnership building.

The journey from business idea to external financing is often a long and difficult maturing process. In such circumstances it can be beneficial to have a competence partner with experience of the overall process and that can help the company management to avoid the worst pitfalls.

## The maturing process

The following is one example of what a company's early stage maturing process may look like and examples of services that Seedcap offers during each phase.



## Our team

**Andy Cars**, MBA (f. 1971) has a background as entrepreneur, investment manager at the venture capital company PreVentura, strategic advisor to the asset management company Invesco and as marketer at Bertelsmann Music Group (today SONY/BMG), a multi national record company.

Since 2006 Cars works with business development and fundraising for innovative startups. As business coach for the business angel network Connect, supplier to the Swedish Energy Agency, ALMI and the Stockholm Innovators Circle, as well as jury member in Venture Cup, Cars has evaluated and advised over a hundred startups.

Cars holds a MBA in International Finance and Marketing from the European University in Lisbon and an undergraduate in International Business and Change Management from the Open University Business School (OUBS) in Milton Keynes, UK.

Mobile: +46-(0)768-600 477  
E-mail: andy.cars(at)seedcap.se



**Kent Thorén**, PhD (b. 1972) has a background as management consultant of business strategy and transformation at BearingPoint, business development manager at eBay, and as analyst at Glocalnet and ABB Alstom Power. Thorén has also acted as interim program director at TeliaSonera advancing their IT/IP business competence development program.

Thorén holds a Master of Science in Industrial Engineering & Management from Linköping Institute of Technology, and a PhD in Industrial Management from the Royal Institute of Technology (KTH) where he has also been course director for the strategic management course and the international management control course. Thorén completed his PhD thesis on corporate entrepreneurship as a business development strategy.

Thorén is program manager for commissioned education at KTH and affiliated management consultant at Growthstrategies in Stockholm.

Mobile: +46-(0)709-81 67 46



**Erik Winqvist**, M. Sc. (b. 1977) has extensive experience from early stage investments. Since 2006 Winqvist is CEO of Sandstone Management, where he manages an investment portfolio in web services, wireless communication, building materials and IT security.

Since 2007 Winqvist is also a business coach for the business angel network Connect East Sweden where he helps companies improve their communications towards investors.

Winqvist has evaluated hundreds of companies, has served as panelist for STING and Stockholm School of Entrepreneurship, and has corporate governance experience from several company board assignments.

Winqvist has a M. Sc in Business and Economics from Stockholm School of Economics.

Mobile: +46-(0)73-980 38 86



## What do our clients think?

" Andy helped us very much in the process of attracting funding for our newly established business. He was deeply engaged in the process and he gave advice on our business as well as on how to successfully present our business to potential investors. Andy's engagement and knowledge has definitely pushed our company in the right direction for funding. "

**Mattias Molander, owner  
Reklammarknaden AB**

" By working closely with Seedcap we avoided unnecessary mistakes, which saved us time and contributed to our loan application being approved by ALMI Företagspartners. Seedcap did a great job and were very professional from beginning to end. "

**Anne von Hofsten, CEO  
3D Dentomed AB**

" Andy Cars helped us improve our investor pitch. Sometimes it's easy to get tunnel vision. Then it's perfect to have someone from outside who has seen hundreds of business ideas and pitches through the years, and knows what works. Andy is a very skilled communicator and it was a great pleasure cooperating with him"

**Sorosh Tavakoli, CEO  
Videoplaza AB**

" Andy demonstrates an intimate understanding of early phase challenges for startups. He gave us very valuable advice during our first months of operations"

**Thor Olof Philogène, CEO  
Enemy Unknown AB**

" We were greeted with plenty of energy and a will to co-operate in our meetings with Connect and Andy Cars. It is almost unreal that someone can care so much for the positive development of our business without any nasty hidden agendas popping up along the way. Andy took part in several meetings reviewing numbers and presentation technique. Eventhough both me and my colleague have been entrepreneurs almost all our lives, it was very useful to sharpen our idea and presentation with specialists. "

**Tony Ryman, CEO and head of marketing  
Troja Communication AB**

" Andy is very thorough and analytical and was a great investment coach with clear objectives and a professional follow-up. He is also very competent in his area and fun to work with. "

**Clas Dahlén, CEO  
VivaVille AB**

" All work conducted professionally with great integrity and creativity! "

**Örjan Strandberg, CEO  
GeniMator AB**

" Andy helped me out tremendously in the early stages of business development for the FileRide project. A genuine and competent person with a solid business knowledge who won't let you down! "

**Patrik Hedmalm, owner  
FileRide**

" With the help of Andy Cars we produced yet another dimension of business opportunities for FocusFacility, now that we are about to launch our tool for smarter internal communication. "

**Peter Sundwall, business development  
Focus Facility AB**

" We received great support from Andy Cars in specifying, concretizing and formulating our business plan. Warmly recommended. "

**Jonas Saeed, CEO  
Cave Music AB**

