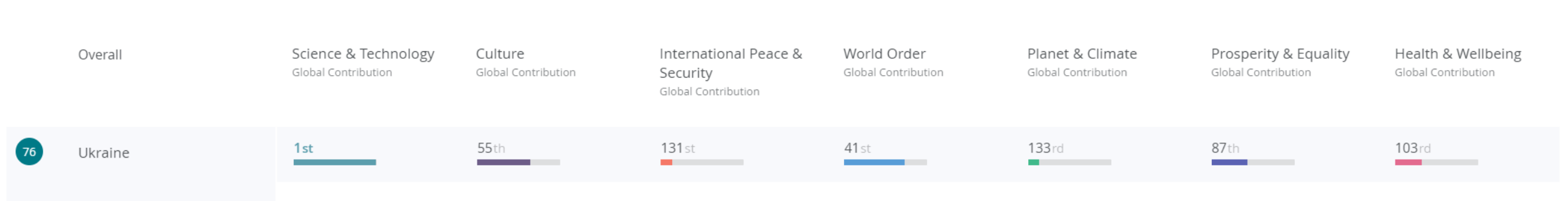

Ukraine's New Economy – Technology-Based Businesses and Startups

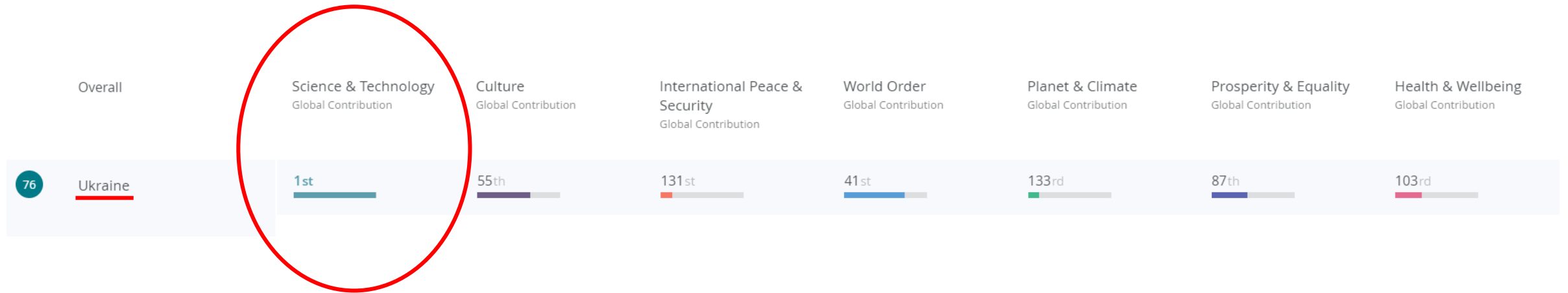
The Ingredients



The Good Country Index: measures what each country contributes to the common good of humanity, and what it takes away, relative to its size using a wide range of data from the United Nations and other international organizations; is the country a net creditor to mankind, a burden on the planet, or something in between.

<https://www.goodcountry.org/index/results#UKR>

The Ingredients



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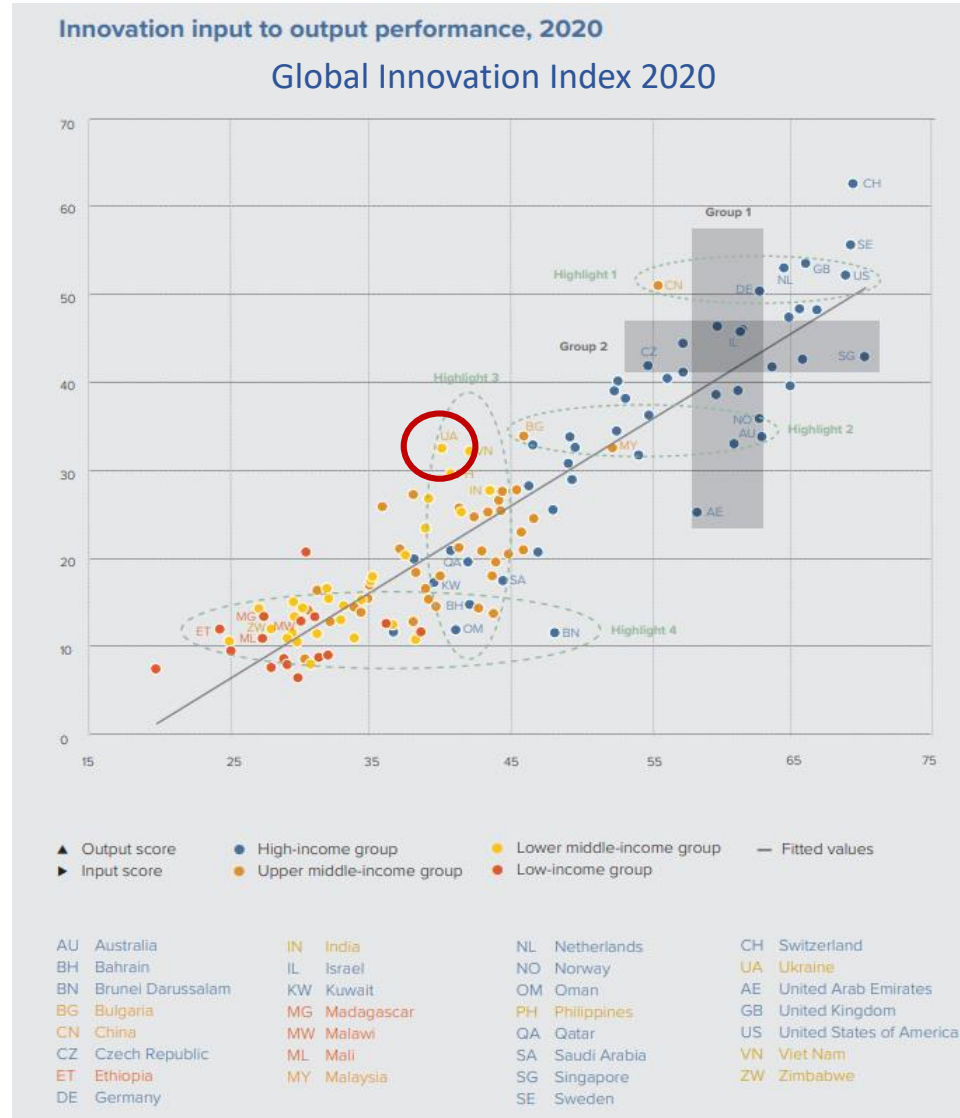
The Ingredients

World Economic Forum: The Global Competitiveness Report 2019

Index Component	Value	Score *	Rank/141	Best Performer
Ukraine				
Entrepreneurial culture 0-100	-	67.4 ↑	8	Israel
11.05 Attitudes towards entrepreneurial risk 1-7 (best)	5.0	66.9 ↑	7	Israel
11.06 Willingness to delegate authority 1-7 (best)	5.2	70.4 ↑	20	Denmark
11.07 Growth of innovative companies 1-7 (best)	5.2	70.8 ↑	5	Israel
11.08 Companies embracing disruptive ideas 1-7 (best)	4.7	61.6 ↑	9	Israel

Among the most entrepreneurial countries in the world — out of 141 countries, Ukraine is in the top 4% in growth of innovative companies

The Ingredients



№ 1 among later-stage emerging markets when assessing innovation output and performance relative to innovation inputs

The Ingredients

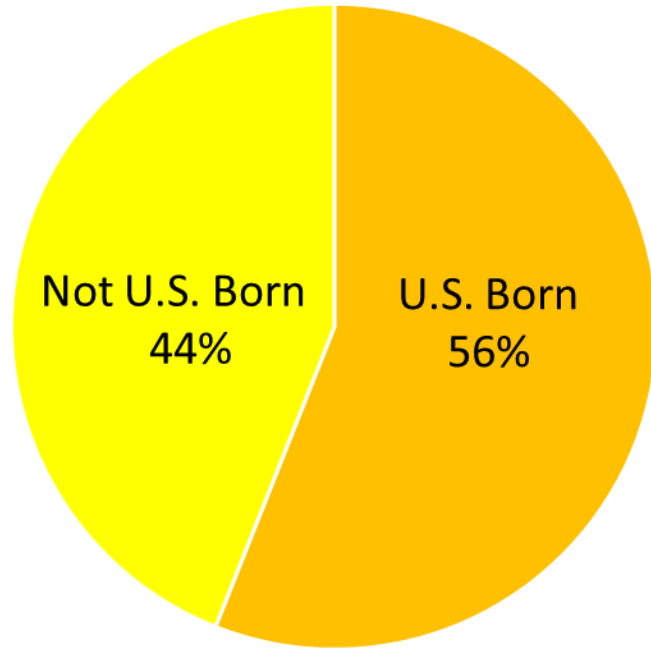


“Home to an estimated 40-plus million people, Ukraine has quietly become a hub for outsourced IT labor in Europe as costs for developers continues to rise in EU countries.”

“scrappy nature of many young Ukrainian businesses to showcase not only their talent but their ability to build successful startup cultures”

“successfully building innovative products here in Ukraine”

The Ingredients



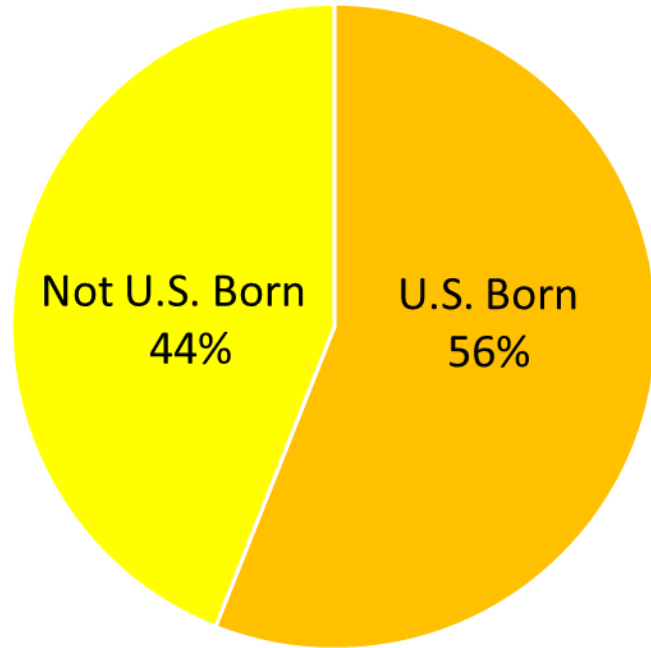
Birthplace of U.S. Unicorn Founders

Number of Founders - 1,078.

Number of Startups - 531 that became unicorns between 1997-2019.

Source – Ilya Strebulaev, Stanford Graduate Business School.

The Ingredients



Birthplace of U.S. Unicorn Founders

Ukraine is among the Top 10 Birthplaces for non-U.S. born U.S. unicorn founders

Number of Founders - 1,078.

Number of Startups - 531 that became unicorns between 1997-2019.

Source – Ilya Strebulaev, Stanford Graduate Business School.

The Ingredients

Team`s location



1%
abroad

28%
partly abroad

71%
Ukraine

Is the startup still working?



1%
yes, but changed
their field of activity

24,3%
yes

46,7%
partly

28%
no

> 100 respondents
Source: Ukrainian Startup Fund



MacPaw's Julia Petryk works in her bathtub, the safest place in her Kyiv apartment during the Russian bombardment of Ukraine.
Photo: Julia Petryk/MacPaw





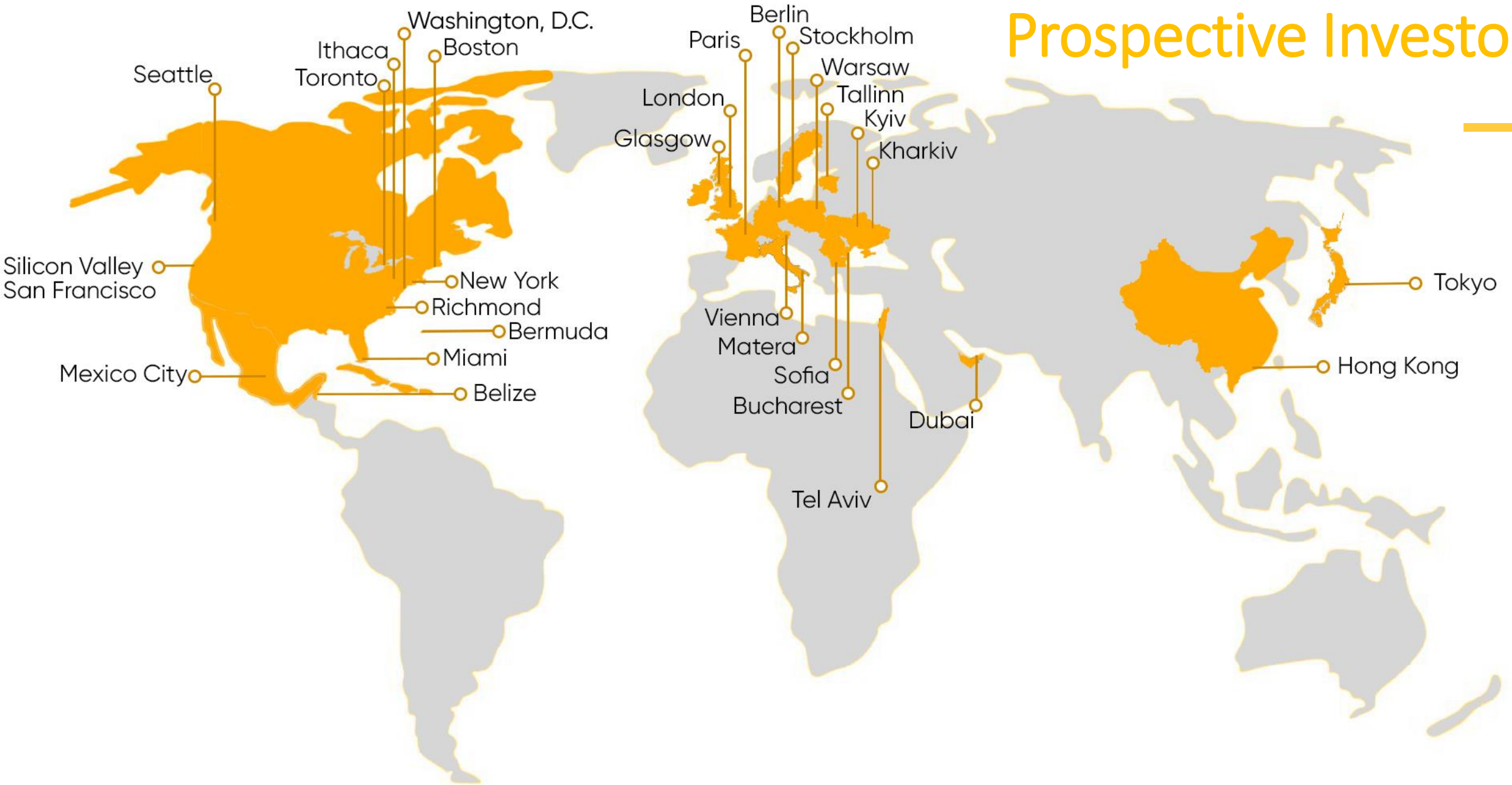
www.eo.in.ua

World-Class Incubation and Acceleration

- Focused on technology startups (including from universities and research institutes); all technologies, all stages of development
- American-style program: Intensive bootcamp + 4-month acceleration program + mentoring
- 70+ mentors from Ukraine and around the world
- All mentors are available to support all teams
- Each team has at least 2 assigned mentors



Current and Prospective Investors



Results Driven

119
startups

10 cycles

>\$10,200,000
funding

since November 2019

\$119M
total implied
valuation

51% of startups from eō

400+
new jobs
created

>\$8,600,000
annualized
revenue

Strong Platform for Post-War Recovery



Ukrainian Awards

**1st prize, U Tomorrow Summit
Startup Competition 2021**

\$78,000 in funding



**Winner, Best Early-Stage
Startup in Ukraine 2020**

Ukrainian Innovation
Awards 2020



**5/10 Finalists
and 1st, 2nd, 3rd Place Winners**
Lviv IT Arena 2021 Startup
Competition



The Best Fintech Startup 2020

Ukrainian Fintech Organization



**National Winner, Energy Globe
Award 2021**

Winner among 2000 projects
submitted from 170 nations



**Winner, National Startup
Competition**

Ukrainian Fintech Conference
2019



Global Recognition

**Winner at Tech
Pitching Contest**

2021 SelectUSA
Investment Summit

— SELECTUSA® —
INVESTMENT SUMMIT

Top 4 Finalist

Web Summit 2020
World's Largest Tech Conference



**Winner, Dubai 2020 Expo
Competition**

\$100,000 grant, among 450,000+
participants from 150+ countries



**Awarded IMPACT EdTech
Incubation Program 2020**

\$100,000 grant



**Awarded Global GIST
Incubation Program 2019**

Sponsored by
U.S. State Department



Global Recognition

CES 2022 EDITORS' CHOICE AWARDS: OUR TOP PICKS FROM THE SHOW

Here's what you'll actually want to buy in 2022.



Mosqitter

Kyiv-based, women-led company **Mosqitter** unveils a first-of-a-kind mosquito zapper that's meant to eradicate the pesky insects from the surrounding environment without using chemicals to kill them. Instead, the Mosqitter lures the female mosquitoes (the ones that bite) using software that imitates human beings and then traps them. But, what's really cool about this machine is that ultimately it will have the capability to examine the trapped mosquitoes and use its data to detect and track mosquito-borne illness across the world. Consumers can look for Mosqitter in the U.S. market during the second half of 2022 with prices starting at \$950.



UKRAINE PHOENIX
VENTURE CAPITAL FUND



Strong Investment Potential

3000+

Startups & scaleups

540+

Service IT companies

1700+

Product IT companies

22

IT Clusters

100+

R&D Centers in Ukraine

Unicorn

Valuation (\$ BN)

Years

To Unicorn or Acquisition

Affirm

Ukraine, Payments

2.9

5

GitLab

Ukraine, Software

6.0

6

Grammarly

Ukraine, Work Tool

2.5

10

Ring

Ukraine, Home Security

1.2

5

Bought
by Amazon

Sila Nanotechnologies

Ukraine, Batteries

>1

8

Busfor

Ukraine, Transportation

\$33 M

7

Bought
by Blablacar

Lookserly

Ukraine, videochat

\$150 M

2

Bought
by Snapchat

People.ai

Ukraine, Data Entry

\$500 M

Investors: Iconiq Capital,
Lightspeed, Index Ventures

Restream

Ukraine, Cloud Streaming

\$250 M

Investors: Sapphire Ventures,
Insight Partners

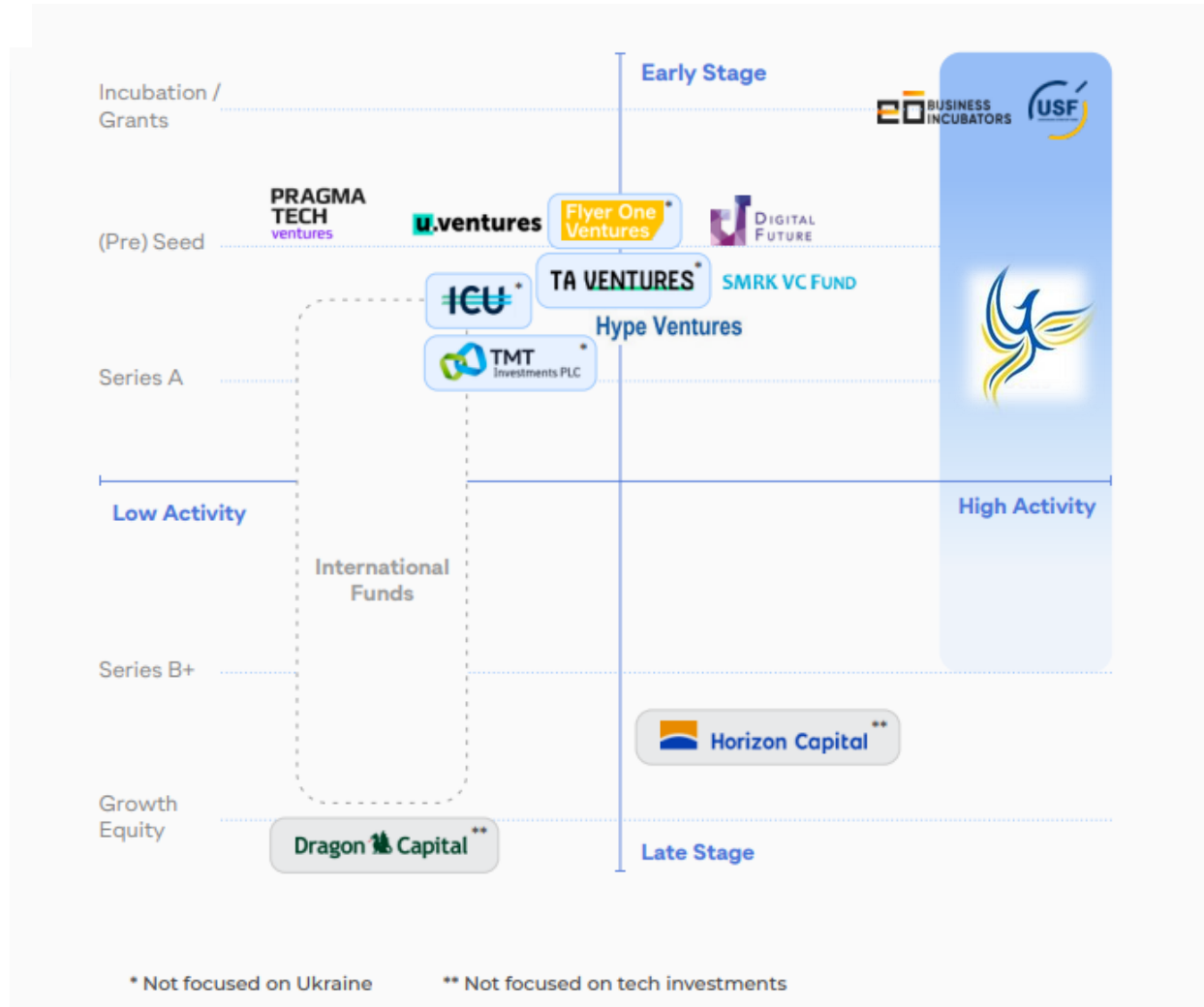
Capital Desert

Country	EU	Population (m)	Total Venture Funding Since 2014 (\$m)
Estonia	✓	1.3	1,995
Lithuania	✓	2.8	874
Latvia	✓	1.9	161
Croatia	✓	4.0	281
Czech Republic	✓	10.7	654
Slovenia	✓	2.1	102
Hungary	✓	9.7	418
Slovakia	✓	5.5	213
Poland	✓	38.0	1,298
Bulgaria	✓	6.9	115
Serbia	✗	6.9	47
Armenia	x	3.0	15
Romania	✓	19.3	100
Macedonia	✗	2.1	11
Albania	✗	2.8	12
Belarus	x	9.4	39
Ukraine	x	44.1	120
Montenegro	✗	0.6	1
Georgia	x	3.7	4
Bosnia	✗	3.3	2
Moldova	x	2.6	1
Azerbaijan	x	10.1	1





Ukrainian Phoenix Tech Fund



€50 million VC fund staged for opportunity and regional impact

Develop, grow, and invest in a diversified portfolio of the most-promising tech startups in Ukraine

Western discipline + extensive global network of experts, mentors, and investors who accelerate startup growth.

Ukraine's New Economy – Technology-Based Businesses and Startups
