



HyDEX Workshop

Commercialisation of Ideas

May 2022

octopus ventures

A brighter way

Octopus Ventures is part of Octopus Group

Founded in
2000

2,500+
employees

£3.2bn
revenue

Private business
70% owned by
employees

£11.3bn¹
under management

Part I of Octopus Group: financial services including

octopusinvestments
A brighter way

Part II of Octopus Group: energy supply



Certified



All Octopus businesses are certified B Corporations

- Meeting the highest standards of verified social and environmental performance, public transparency and legal accountability.
- Working to redefine success in business by measuring success by more than just profit.
- The interests of employees, customers, communities, environment and shareholders are treated equally.

**OUR
PEOPLE
ENVIRONMENT
CUSTOMER
COMMUNITY
SHAREHOLDERS**

¹Octopus to 30 September 2021. Funds under management data includes undrawn commitments, funds under advisory mandates, funds monitored and the Octopus Cash service.

Certified



Corporation

An introduction to Octopus Ventures

One of Europe's leading early-stage venture investors

£2bn

Funds Under Management

50+/5

50+ investors in 5 teams

96%

Approval rating on Landscape.vc

150

Active companies

£250m

Invested a year

4

Unicorns

Areas of Investment Focus

Health



Backing pioneers who are transforming the health industry from digital therapeutics through to biotechnology.

Deep Tech



Focusing on the tools and technologies that will power the next industrial revolution. These include quantum computing, robotics and drones, sensory human augmentation and 3D printing.

Fintech



Backing pioneers who seek to vastly improve society's ability to exchange and allocate financial resources and risk.

Consumer



Backing the innovators who influence the way we live, work, travel, play, rest and recuperate.

B2B Software



Investing in companies driving digitalisation and automation across traditional and nascent industries.

Climate Tech

Backing the teams and technologies that will help mitigate the climate crisis and lead to a more sustainable relationship between people and the planet.

Climate Aligned Portfolio Companies

Circular Economy

depop

RAYLO.



CHRONEXT

CAZOO

Food & Agtech

allplants



Transport

Trafi I >>

Climate Data



Energy & Efficiency



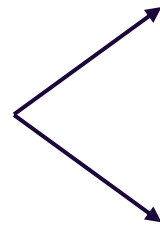
iSIZE



phcelex™

Commercialising Ideas

Commercialising Technology

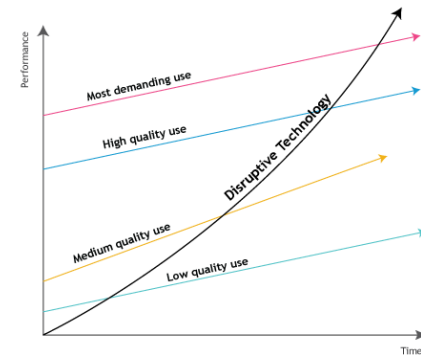


Spin-Out

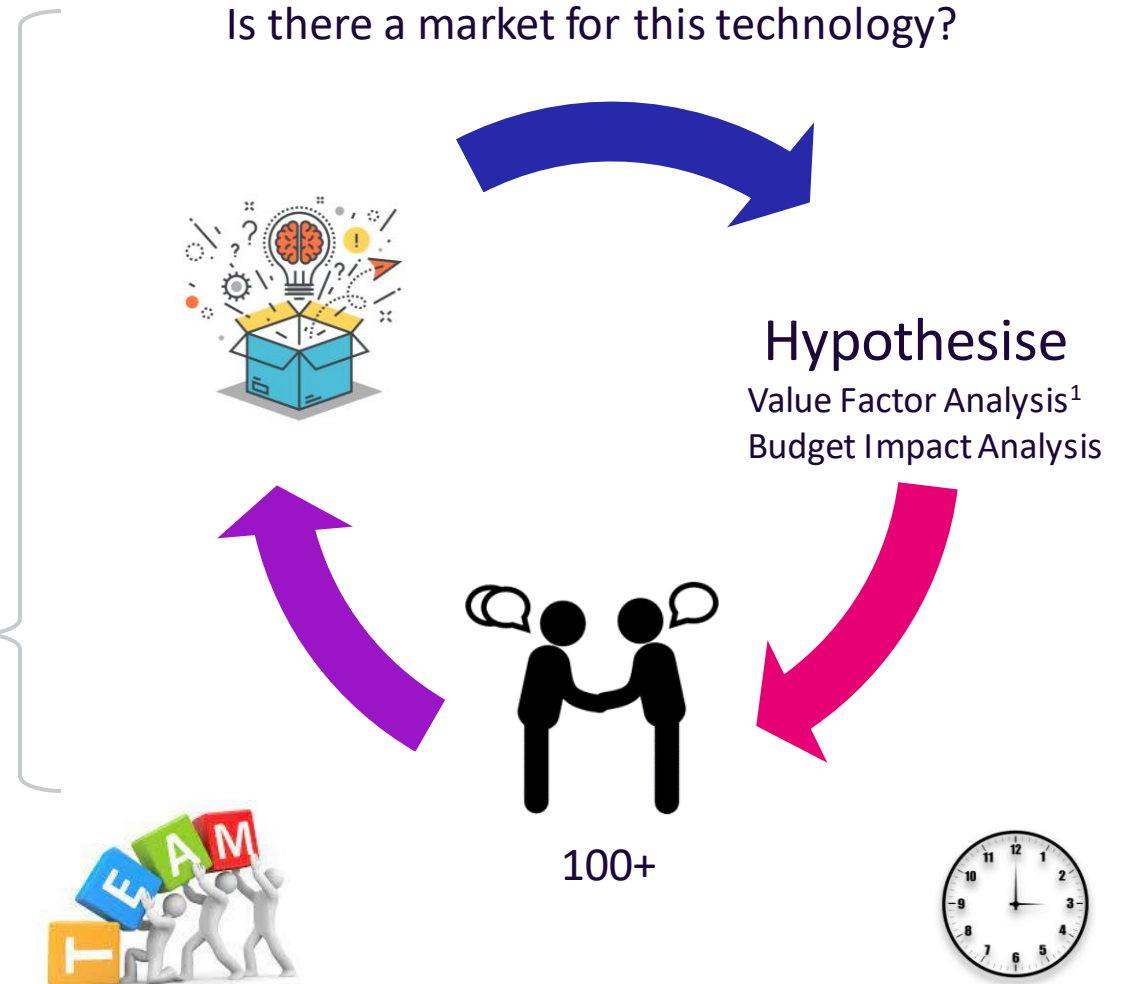
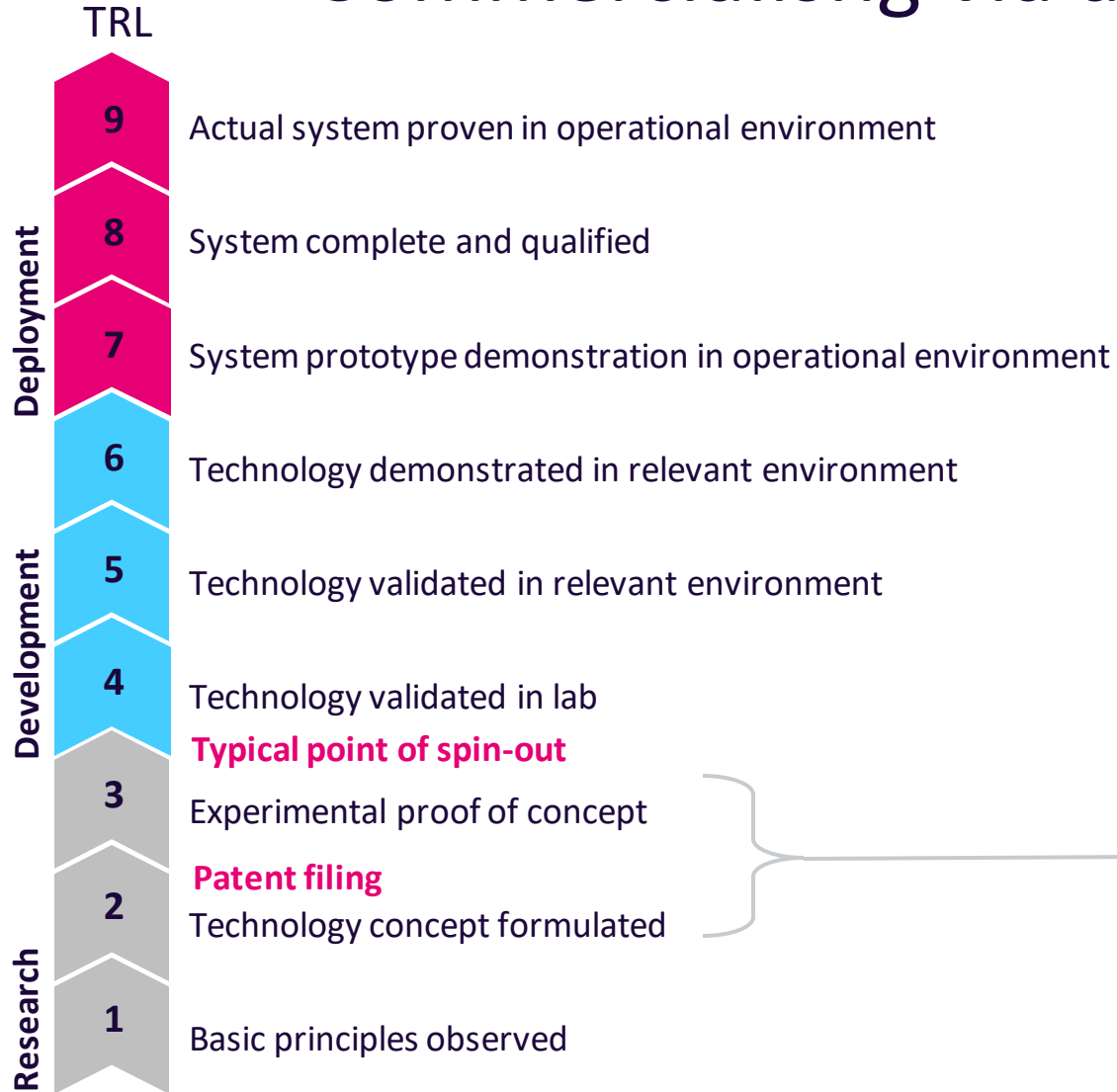
License

Involvement
Fun
Speed
Pain
Cost
Risk
Returns
Effort
Satisfaction

10x



Commercialising via a Company or Spin-Out



1. Innovation – Curtis R. Carlson, William W. Wilmot

2. <https://www.htgf.de/en/product-market-fit-in-industrial-tech-the-way-to-customer-understanding/>

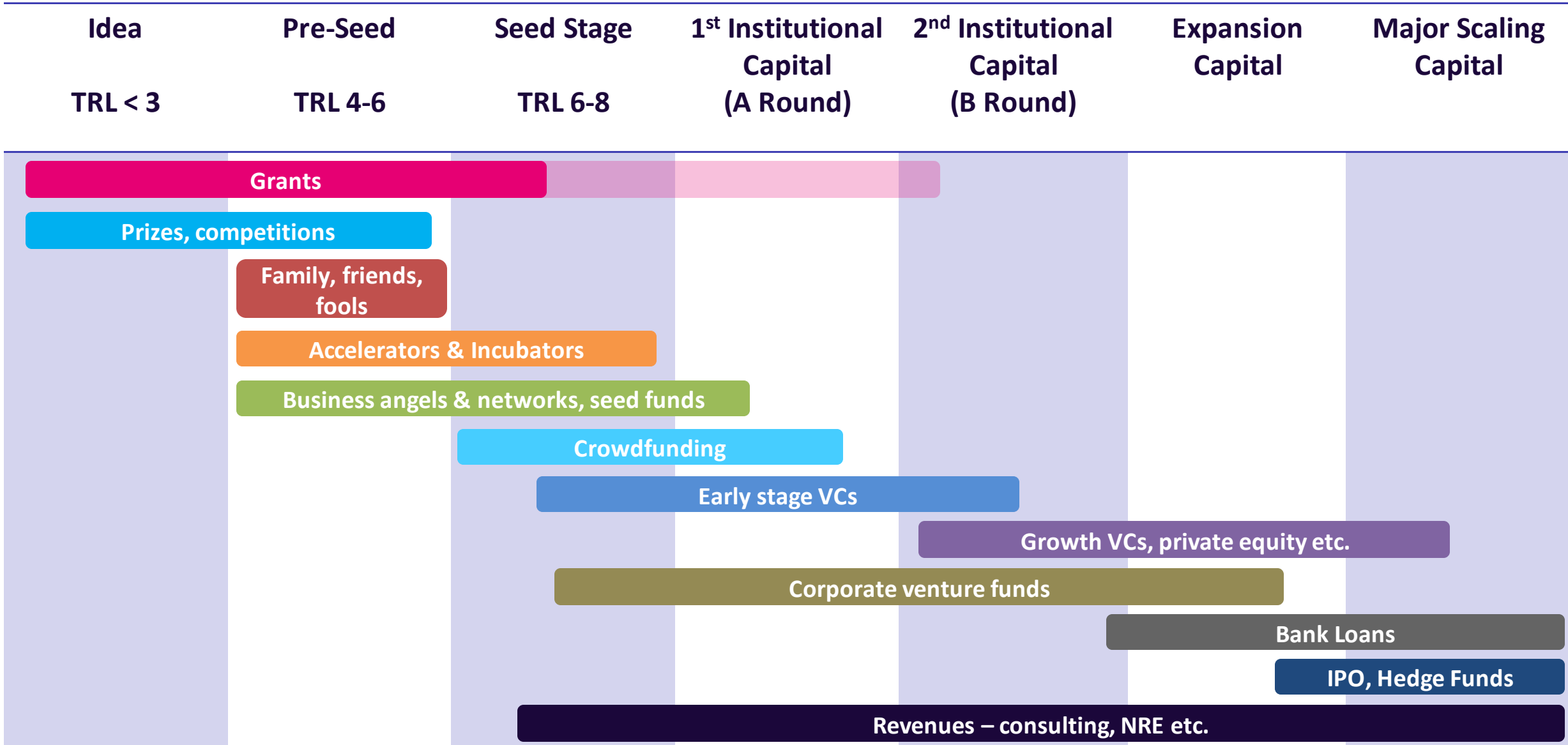
What do you need?



+ incentives!



Sources of Funding



How to Raise

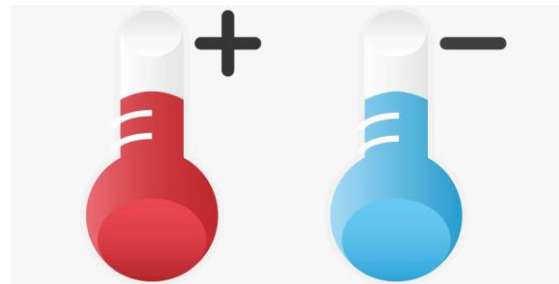


Collateral:

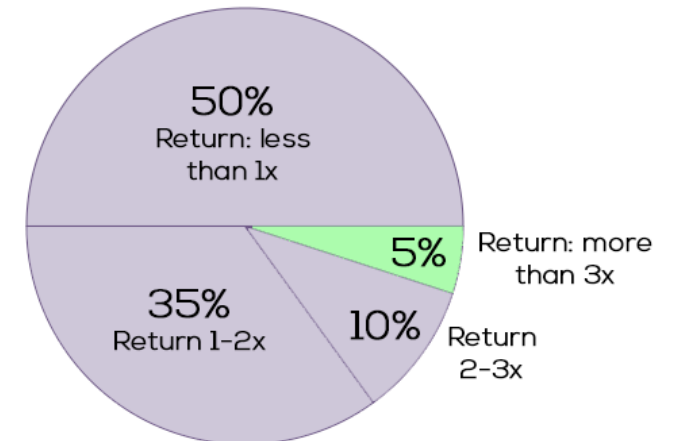
1. Pitch deck (c. 20 slides)
2. Financial plan



Warm intros beat cold approaches



VC Fund Return on Investment



Understand your buyer

How we make a new investment at Octopus



Assess

We review c. **3,000** business proposals in detail each year.



Meet

We then meet with about **3-400** companies looking for investment.



Invest

Of these, we tend to make just c. **30** new investments each year.



Further Funding

We typically continue to invest in those companies that meet targets



What we look for:

1. Talented and ambitious teams
2. Big market opportunities
3. Innovative technology
4. Rapid pace of growth
5. Capital efficiency

Where are investors focusing?

1

Sustainable Consumption:
reducing the pressure on the
earth's resources

- Circular Economy
- Waste Management
- Food & Agtech

2

Built Environment:
reimagining infrastructure
in cities to be more resilient
and green

- Transport and Mobility
- Sustainable Buildings

3

Energy: accelerating
the transition to low
carbon economy

- Renewables and
Alternative Fuels
- Energy efficiency

4

**Carbon Removal
Technologies:** investing
in the innovation that erases
historical footprint

- Direct Air Capture Solutions
- Nature Based
Carbon Sequestration



Thank you



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