

# Einstein Industries Ventures

Fund Presentation  
April 2023

Partner of:



European Space Agency

CONFIDENTIAL



# Disclaimer



Einstein

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# Investing in space-enabled businesses to solve Europe's largest industrial challenges: Business Transformation, Supply Chain Resilience and Sustainability

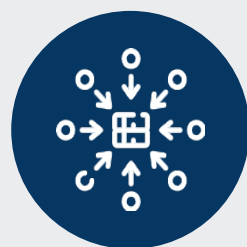
## Why New Space?

New Space technologies and solutions are going to transform various industries and markets.  
**Einstein's investment focus** is on



### Business SaaS solutions

Enabling industry-disrupting applications and business models



### Data Analytics

Global availability of high quality remote sensing data worldwide



### Digital Transformation

The success of digitization of customer relations and industrial value chain will depend on access to space solutions.

## Why now?

We have reached a level of maturity in the space ecosystem that is perfect for growth venture capital (series B, C, later) investment



### Satellite and launch cost

The Satellite and launch cost have reduced by factor **100x since 2010**



### Satellite launches

Until 2010: **10-60** p.a.  
Now: More than **2.000+** launches



### Operating system

By 2030, **most companies** will utilize an **operating system developed in space**

## Why Einstein?

Deeply rooted European Industry team with key domain expertise combined with a broad network of industry and financial experts

**100+**

**Years** of industry **experience** and deep domain knowledge

**100+**

Transformative **acquisitions** in diverse industries

**100%**

**Coverage** of the European New Space startup ecosystem

## Key terms

<b>Fund size</b>	€300 Mio
<b>Term</b>	10 years (5/5)
<b>Investment stage</b>	Growth
<b>Investments</b>	20-30
<b>Geographies</b>	European focus
<b>LP commitment</b>	<b>Min.</b> €5 Mio
<b>GP commitment</b>	2% co-invest

The catalyst

Exponential growth of satellite performance/cost ratio leads to expansion of LEO infrastructure enabling connectivity and earth observation at unprecedented levels

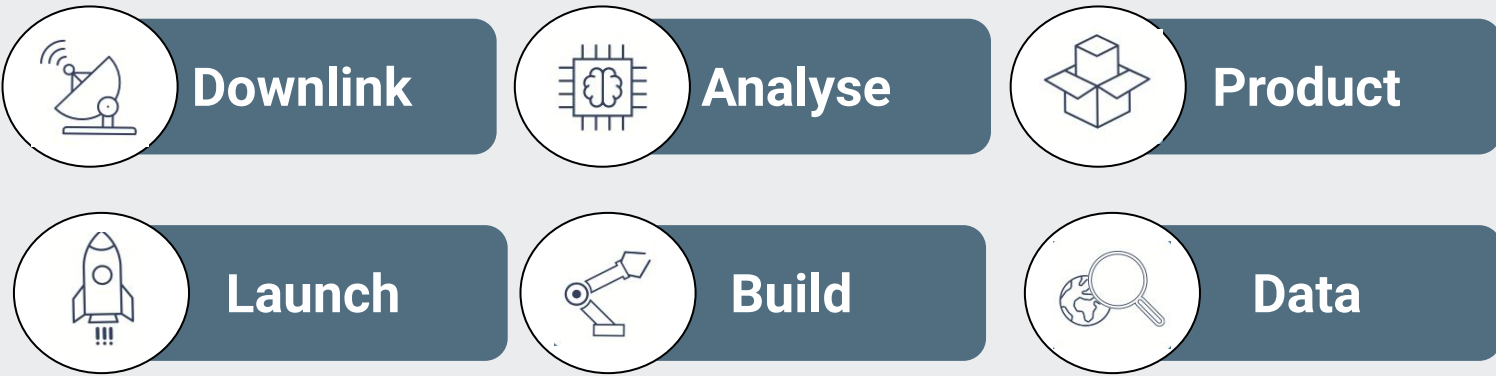
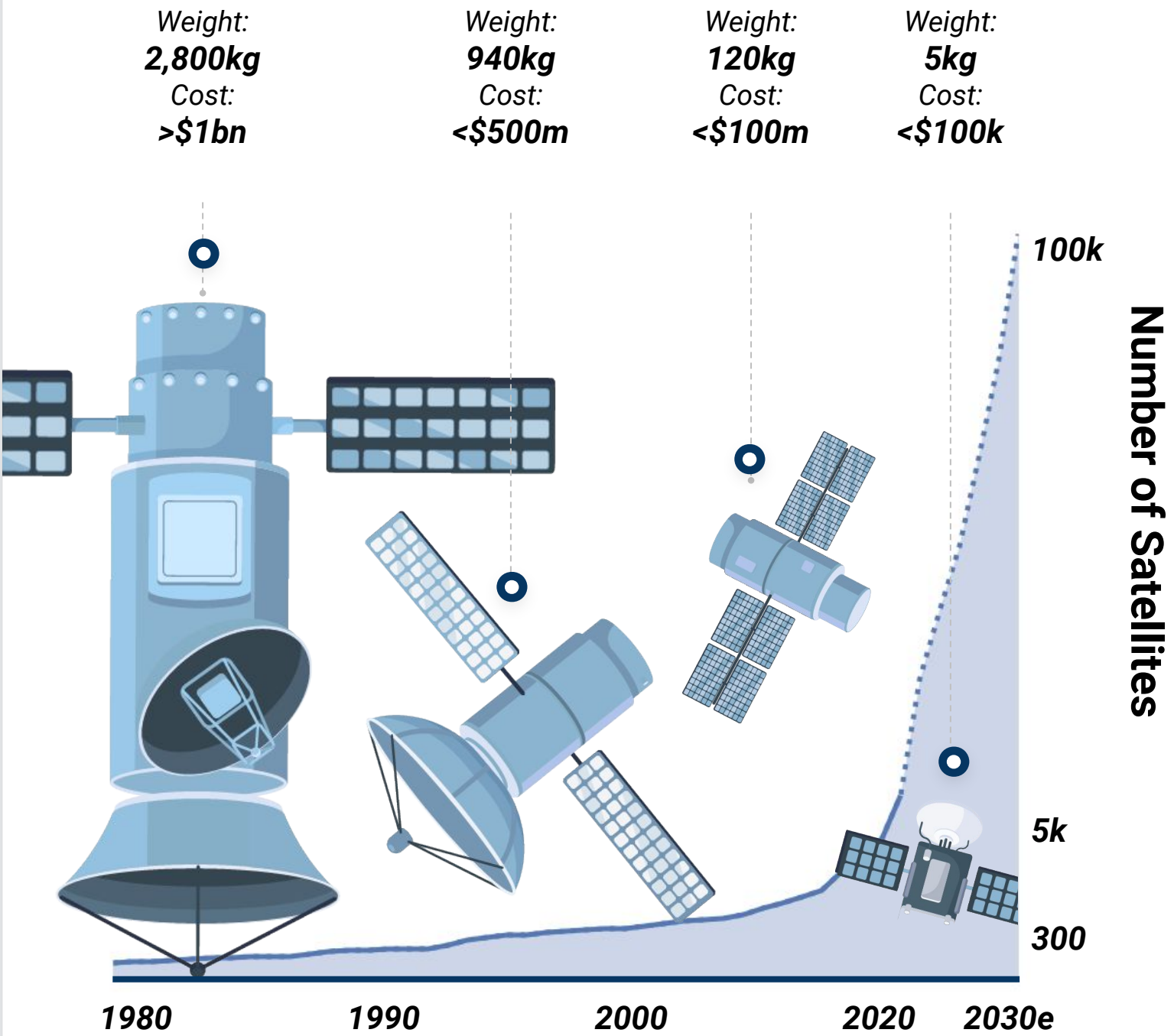
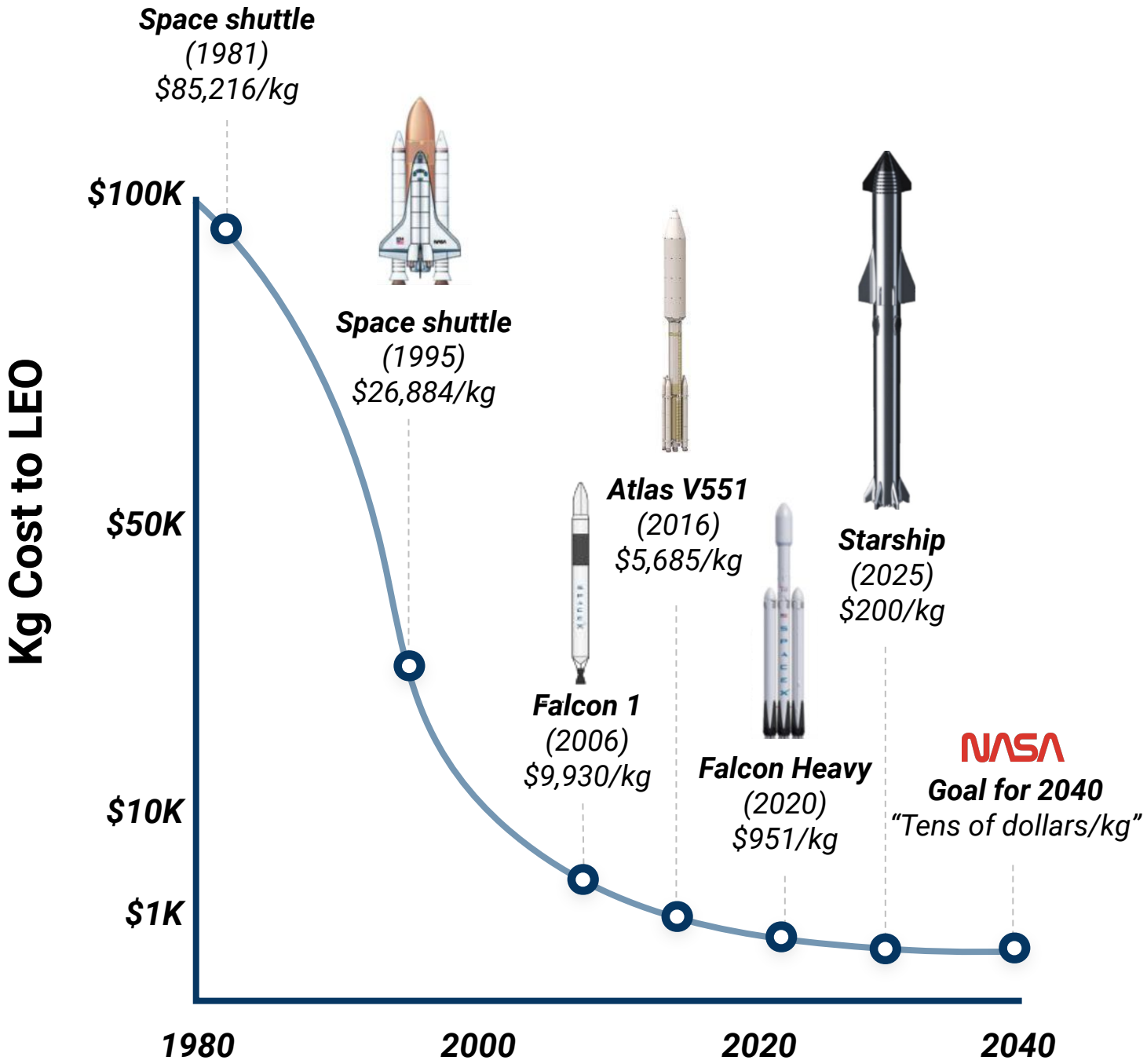
LOWER LAUNCH COST



MORE PERFORMANT SATELLITES



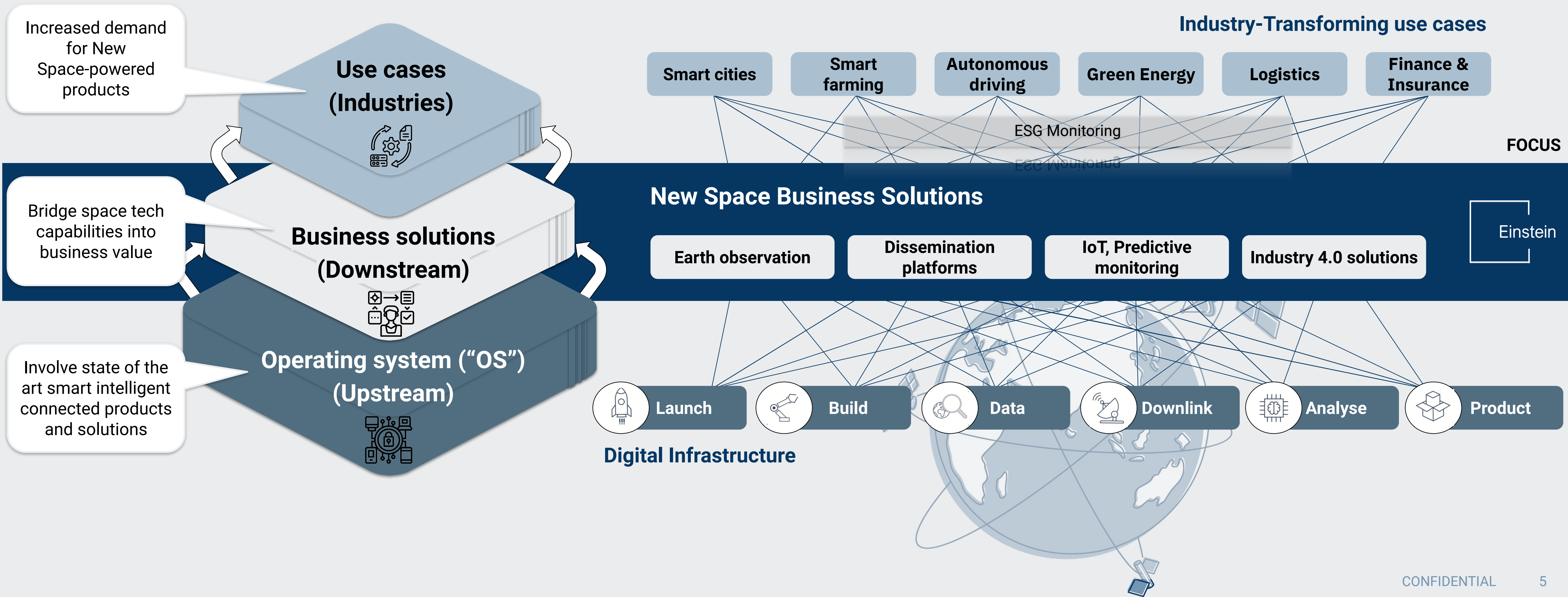
DIGITAL INFRASTRUCTURE





# Space-enabled business solutions will disrupt industrial value chains in Europe

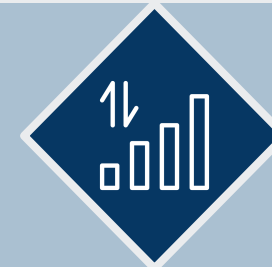
## New Space ecosystem



# Connectivity: Satellite service market is undergoing a paradigm shift away from traditional applications such as television towards New Space business solutions



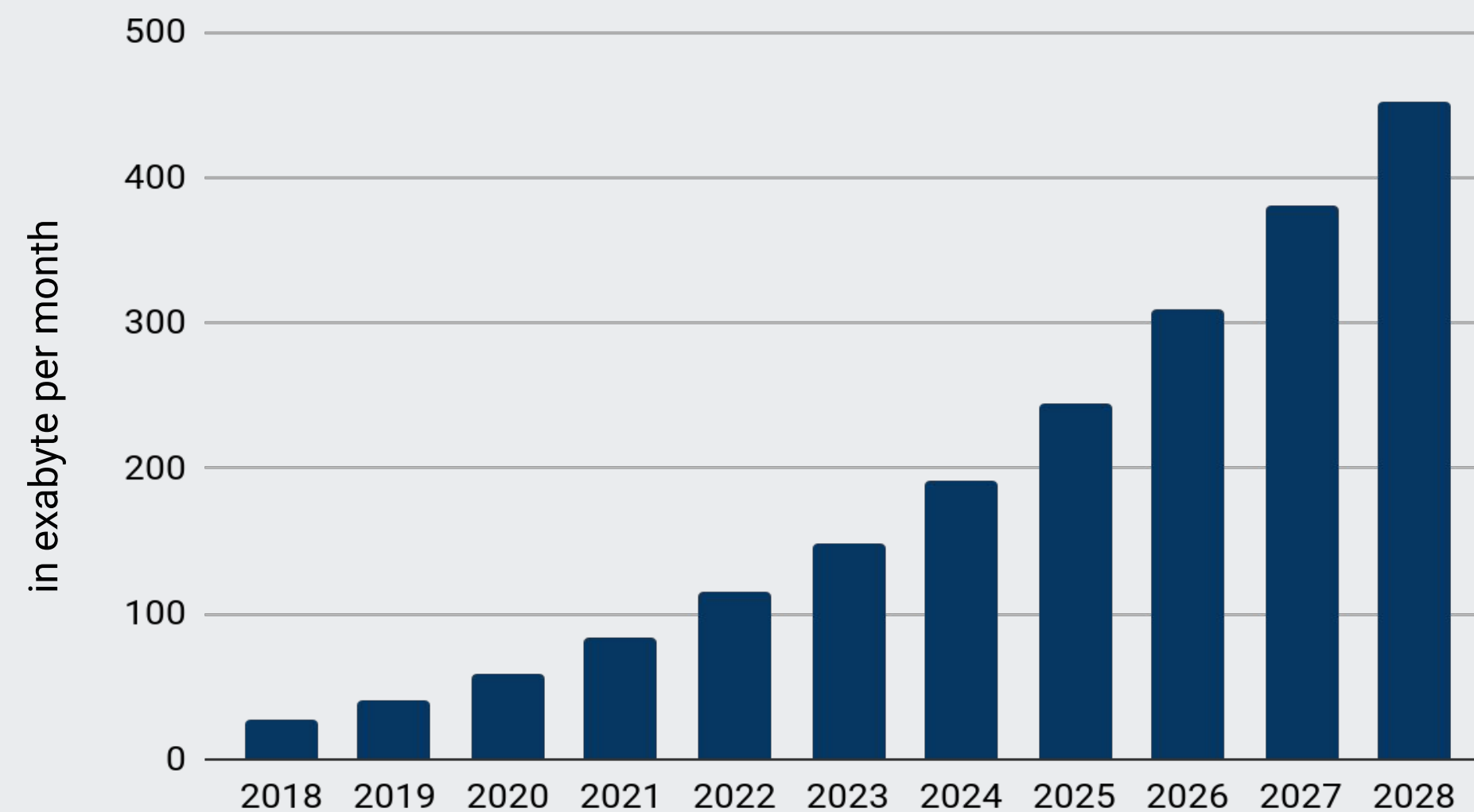
Massive **increase in global mobile data** usage due to improved device capabilities, an increase in data-intensive content and growth in data consumption



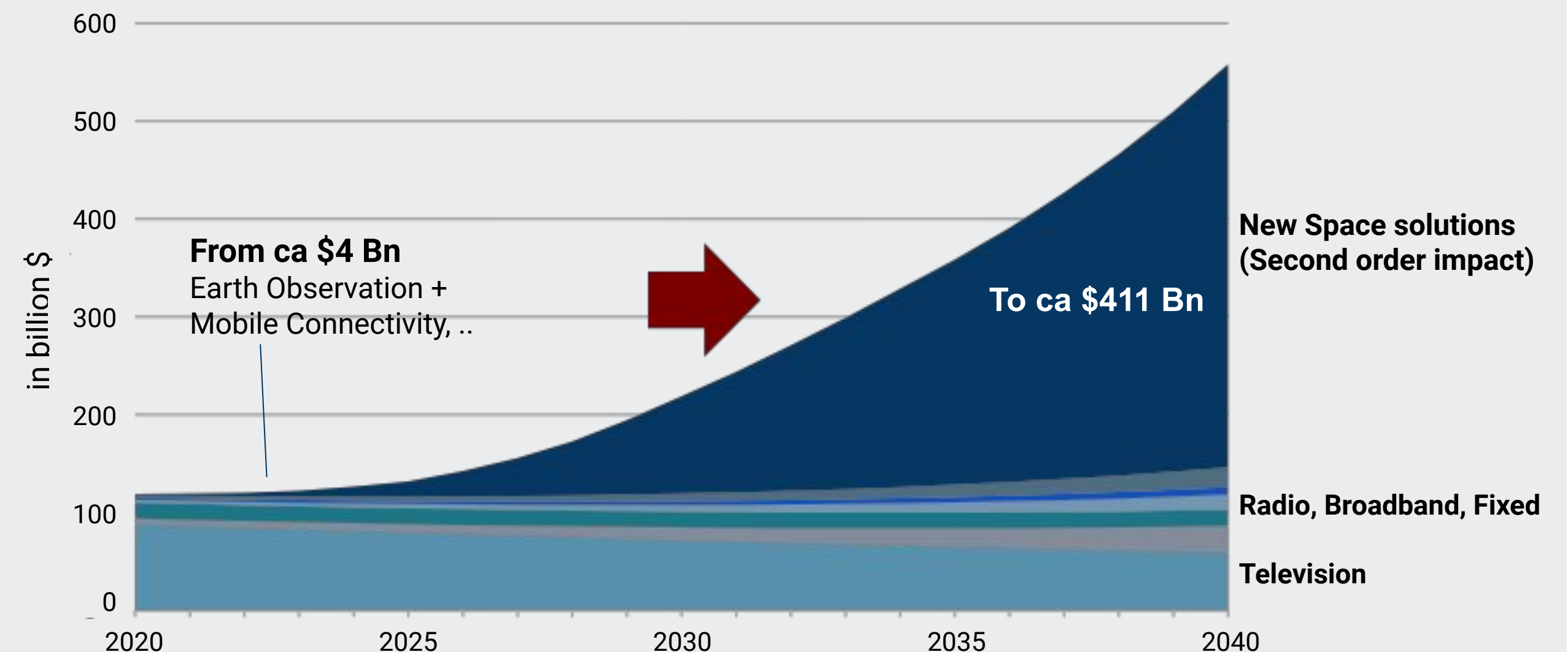
While traditional space data services are stable, the **market size of new space** dependent solutions is **exploding**



Global mobile network data traffic



Global space economy revenue\*



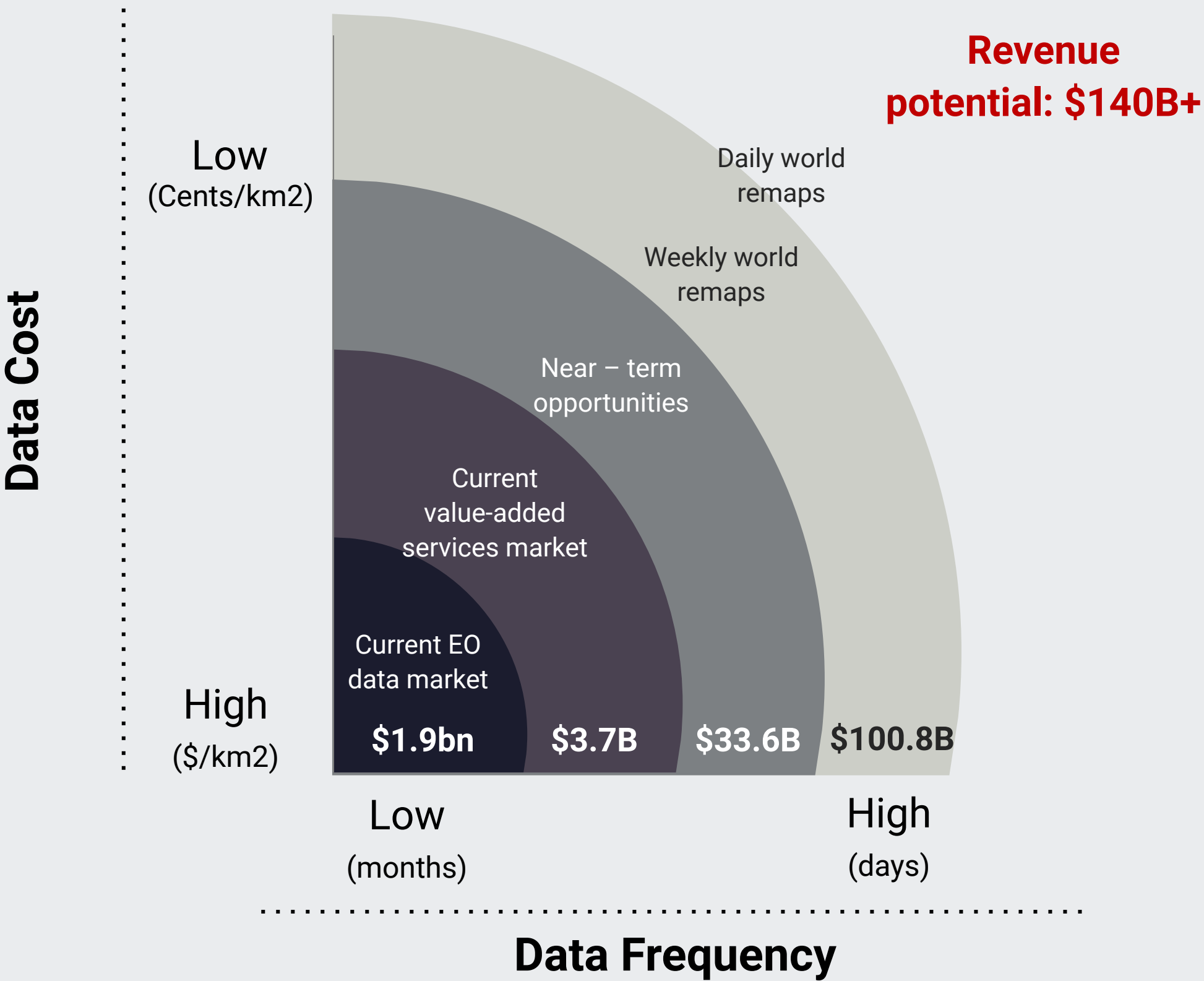
It is projected that by 2040, **over \$411bn** in revenue will be generated in areas other than traditional Satellite Services applications (second order impacts) due to the **increasing availability of internet broadband from space**.

\*Only software/downstream applications. Together with hardware/upstream the market comprises over \$1 trillion

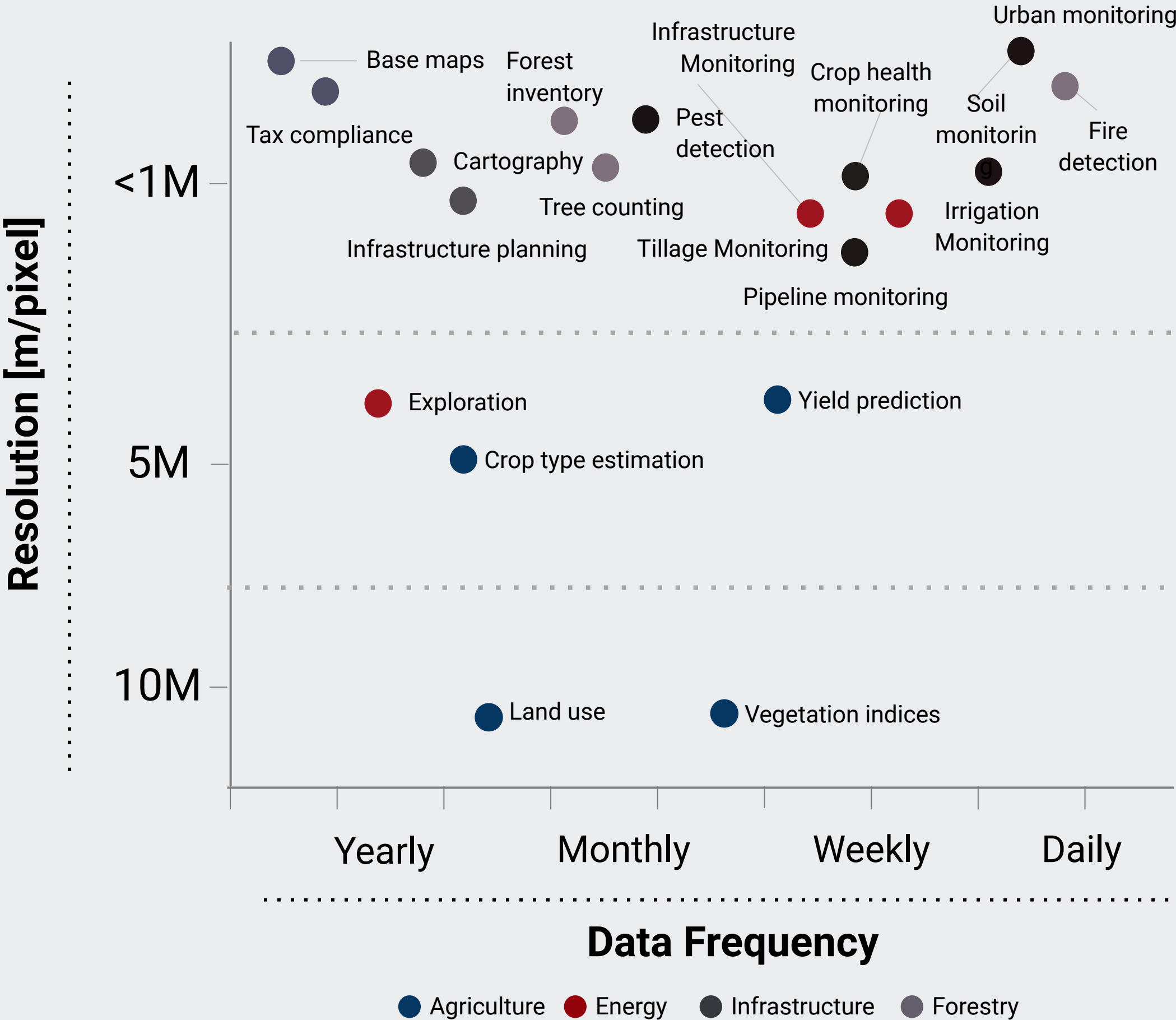
Source: Citi Group Report; Haver Analytics, Morgan Stanley Research forecasts; Ericsson mobility report

# Massively falling data costs and increasing data frequency are the underlying engines for new applications and services

## Earth observation (EO) market potential



## Exemplary applications and services

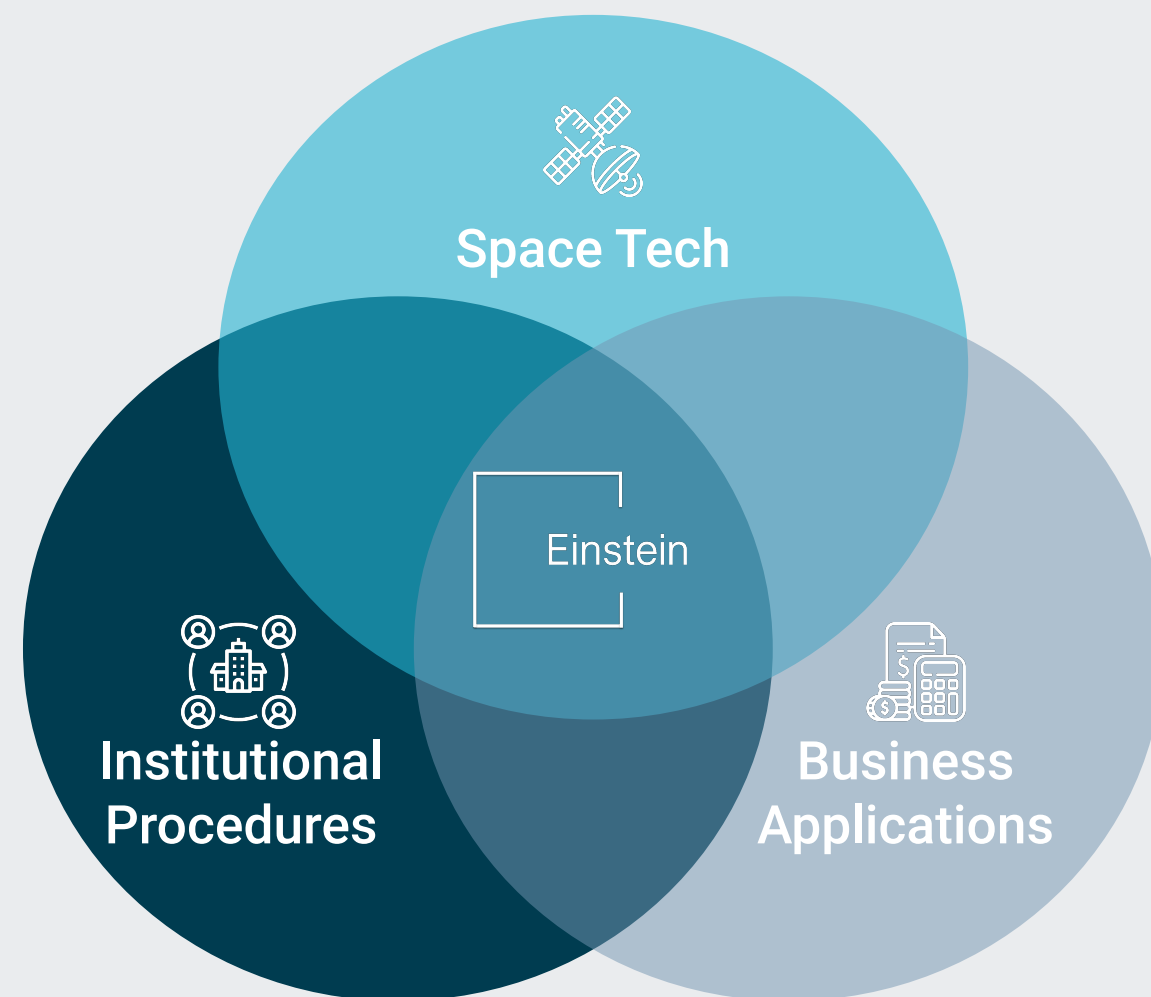




*Einstein team*

# We seek to establish Einstein as the leading European New Space enabled business solutions' investor

## A unique mix of skills for New Space Solutions



**Einstein's founding team and advisory board are the key USP and differentiator**

**100+**

Years of industry experience and deep domain knowledge

**100+**

Transformative acquisition in diverse Industries

**100%**

Coverage of the European New Space startup ecosystem

## Our investment approach

**Einstein's investment approach is based on the vision and skills of the team:**



Hands-on industry participation



Post investment engagement



Industry awareness for future sourcing



Sourcing alpha and differentiation across all top-tier deals



# An industrial syndicate of complementary LPs achieving attractive returns and unprecedented insights

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## Unprecedented market opportunity

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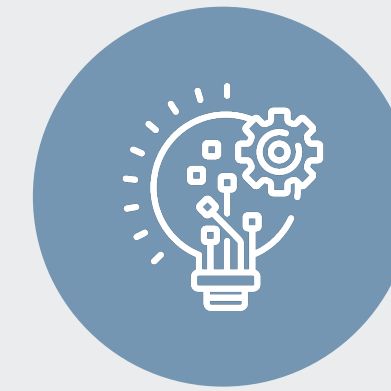
Various horizontal and vertical trends combine to make New Space a relevant opportunity for financial and strategic investors



## Highly proficient team and network

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Einstein is managed by a complementary team with the necessary skills, experiences and networks to leverage the opportunity in space investments



## Insider access to revolutionary technology

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Investors selectively accept supervisory board mandates in portfolio companies that will become industry game-changers



## Industry syndicate of complementary LPs

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Investors deepen their understanding of the sector and share industrial strategies as part of a carefully selected group of strategic LPs



# Contacts to join our mission

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Einstein Industries Ventures is an official partner of the European Space Agency (ESA).  
We fund European satellite data-enabled information businesses focused on industrial workflow applications.



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