



New Zealand Insights

Bridget Unsworth

SUMMIT 2021

2021 in Numbers...



Total angels in 2021 = 885
Total angels in 2020 = 865



Total dollars invested by angel groups in 2021 = \$57.4m
Forecasted startup \$ invested in 2021 = \$155m

How and Why are we investing?



49% of respondents have more than 20 portfolio companies

53% of respondents said the reason they invest is to support the next generation of young companies



49% of respondents said they would like an advisory/contributory role

Deal Breakers



No defensible IP = **23%**



Not internationally scalable – **56%**



No team – a single founder – **33%**

So why do investors still do this?

- Supporting entrepreneurs to **make a difference in the world**. Rewarding to directly support founders
- **Supporting passionate changemakers**. Great to see new founders dreams and success/failure.
- **Sharing their dreams**, putting something back and superior returns
- **Paying back** from my experience
- Return potential, be part of changing economy, the **intrigue and thrill** in picking winners (and learning from losers)
- **I'm a recovering (5X) entrepreneur, this is my community. i love the hopes and dreams and chance to change the world. if i make some money along the way, even better.**

What did our founders look like?



How did 2021 look for our founders?



47% were planning on focusing on the US market



50% did not intend on relocating key staff or setting up an office offshore



29% were planning on raising from offshore VC's

What are the biggest challenges facing you this year?

- Scaling **Talent**
- Revenue and finding the right **talent**.
- **Hiring good people**
- **Operating in an evolving covid world** with an overly conservative government
- Having **enough cash to scale the headcount** to keep pace with market pull, but not yet having sufficient immediate revenue from that increased activity
- Raising enough capital to **expand the team** with a healthy runway.
- Inability to **travel** internationally

How long does it take to raise an investment round?

Investors - Time from hearing the pitch to money in the bank

Less than 1 month = 7%

1 – 3 months = **77%**

More than 5 months = **1%**

Founders - Time from first pitch to money in the bank

Less than 1 month = 13%

Between 1 – 3 months = **21%**

More than 5 months = **25%**