



# Non-financial motivations to convert CEOs into Angel Impact Investors

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**Francisco Banha**

Board Member, EBAN

Board Member, WBAA

President, FNABA

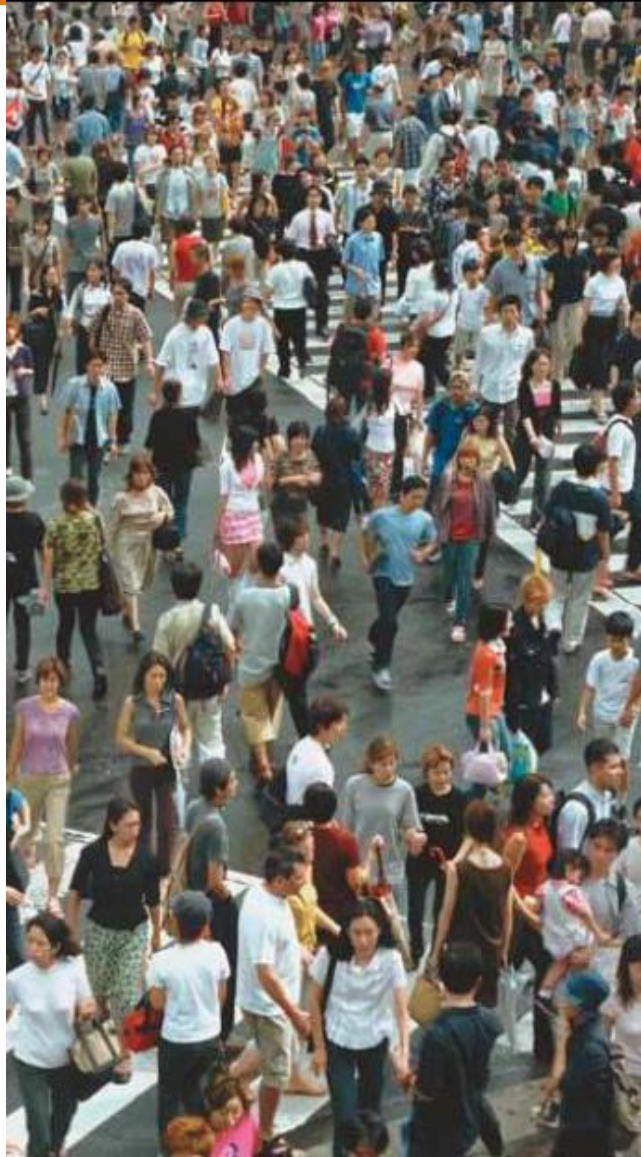
[fbanha@gesbanha.com](mailto:fbanha@gesbanha.com)

**FNABA**

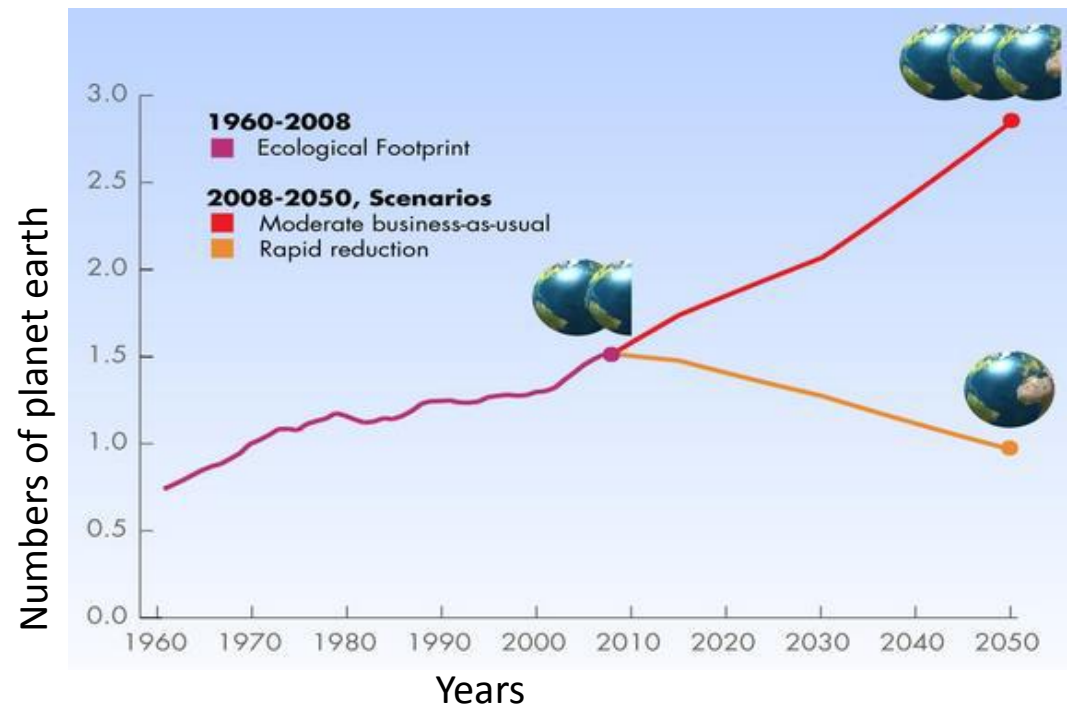
FEDERAÇÃO NACIONAL  
DE ASSOCIAÇÕES DE  
BUSINESS ANGELS

- ❑ Considering the current difficult economic and financial conditions, specially on Non-profit organizations, it should be explored all the torpid potential which is embed in each of the BAN members of EBAN, namely their experiences, initiative power and networking contacts, in order to provide unexpected opportunities for the enrichment of the role of the community of BA on the development of a European Entrepreneurial Ecosystem.
- ❑ In times of economic and environmental crisis, CEOs must think ahead to solve the problems that their own companies face (random customer behaviour, reduced profit margins, increased taxes, etc...) but also the huge sustainability issue of the planet.

### Do we Fit on this Planet?



- ◆ Humanity is demanding more than the earth can provide;
- ◆ We currently need **1.6 planet**;
- ◆ Companies are expected to be positive actors in their communities, and this has **implications for investments**.



Source: Global Footprint Network (2012)

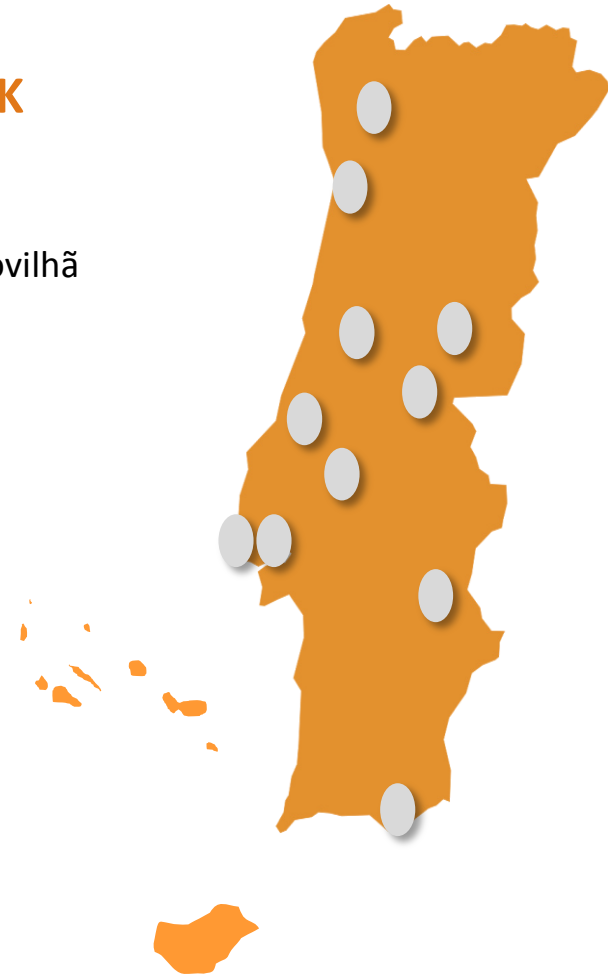
## “BA in Portugal: it all started in January 2000”



The first club (Business Angels Club) was founded in January of 2000.

### BUSINESS ANGELS NETWORK

- ❑ Invicta Angels
- ❑ Assoc. Investidores Capital Risco Covilhã
- ❑ Clube de Cascais
- ❑ **Business Angels Club**
- ❑ Assoc. de Business Angels Algarve
- ❑ Vima Angels (Guimarães)
- ❑ Clube de Business Angels Alentejo
- ❑ Coimbra – Centro Business Angels
- ❑ Open BA Marinha Grande
- ❑ Associação BA Santarém
- ❑ Associação BA Viseu
- ❑ Associação Lisboa



Today, We are more than 500 Business Angels in the 12 BANs



*International platform for the professionalization of BA, sharing of good practices and promoting the entrepreneurship around the world.*

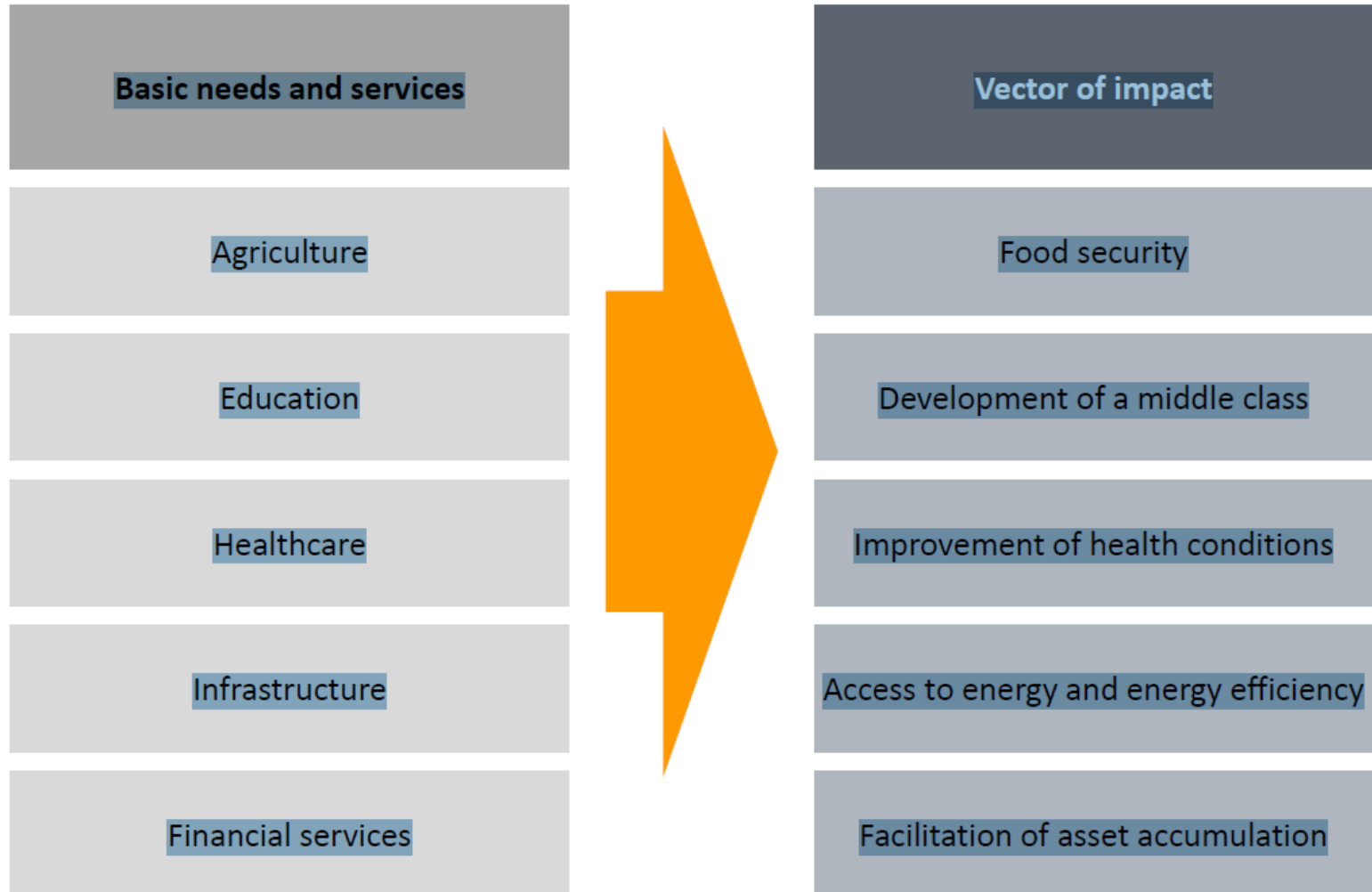
*Founding countries: Portugal, Spain, United Kingdom, France, Italy, India, China, USA, Chile, Australia and UAE.*



**1ª Conferência Internacional de  
Business Angels  
Pequim, China  
5-6, Dez, 09**



## **THE POTENTIAL OF IMPACT INVESTING** *Drive Social Transformations in Key Areas*



# The need to overcome new problems



- ❑ 26 million people are unemployed from which 5,7 million are young people
- ❑ 98% of the companies are SMEs
- ❑ SMEs have created 80% of total jobs
- ❑ 5th consecutive trimester of the product decrease
- ❑ 6th consecutive trimester of the internal demand decrease
- ❑ 7th consecutive trimester of investment decrease

# Ceo's invest in their own future

- ❑ Create in SME's the silicon valley style:
  - Continuous learning
  - Love for risk
  - Absence of the fear of failure
  
- ❑ Create a kit of tools to submit ideas:
  - Why we should invest
  - Which potential markets
  - Who may be new competitors
  - What kind of alliances are necessary
  
- ❑ **Create a strong connection to the Entrepreneurial Ecosystem**



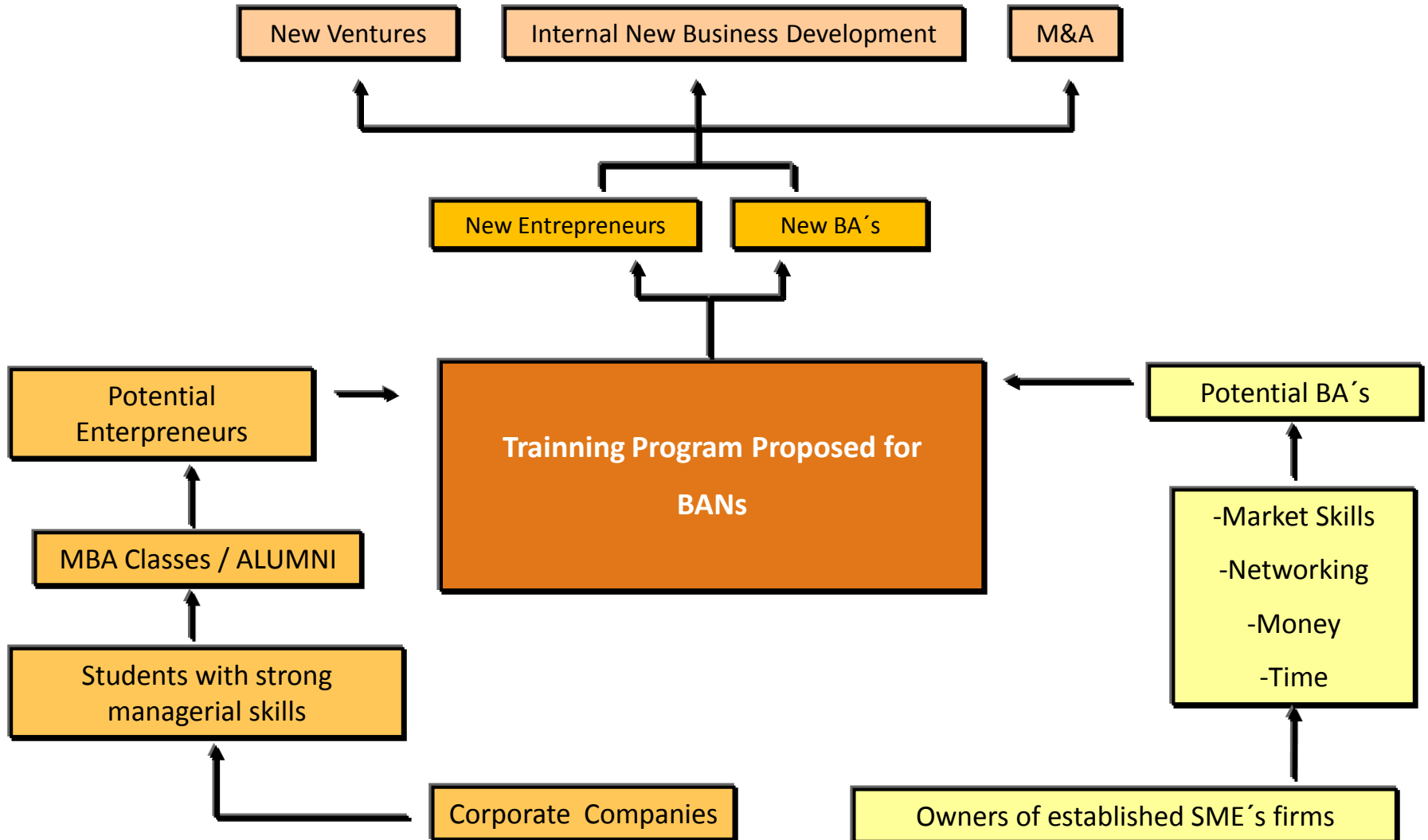
## Entrepreneurial Ecosystem



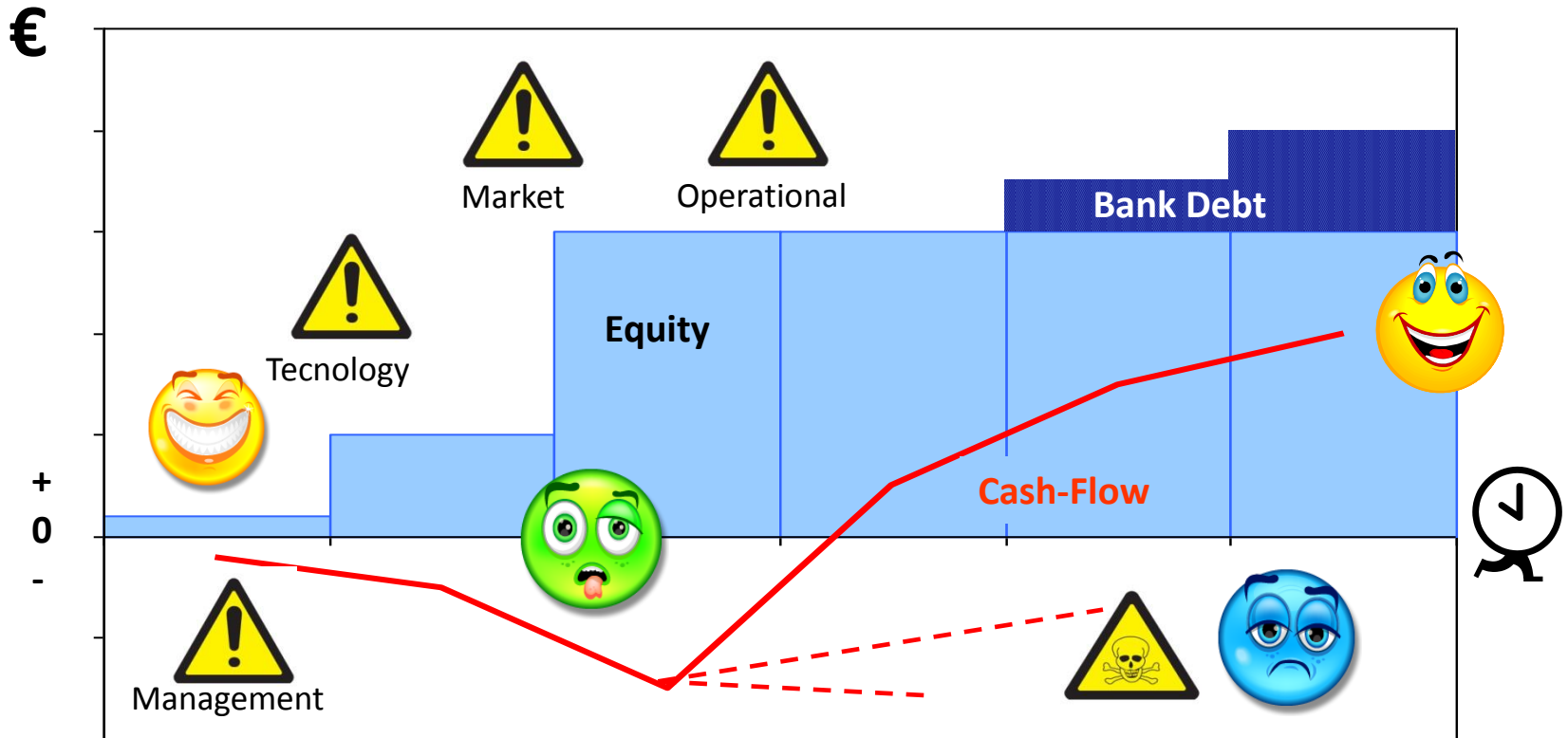
## PORTUGUESE ECOSYSTEM



## Training for new BA's and new entrepreneurs



# “Entrepreneurs’ access to CEOs Smart Money”



# The CEO and Innovation Spectrum

## Sustaining Innovation

**Problem is well understood and Customer is believable**

**Existing Market and the Market is predictable**

**Traditional business methods are sufficient and Innovation improves performance, lower cost, incremental changes.**



## Disruptive Innovation

**Problem not well understood and Customer doesn't Know**

**New Market and the Market is unpredictable**

**Innovation is dramatic and game changing**

**Traditional Business methods fail**

## Is this the invention of the Century?



**But the secret is not only inventing but  
IMPLEMENTING IT!**



## Virtual Herding 2.0

### Why ?

The production of Rabaçal DOP cheese is directly dependent of pastoralism activities.

Unfortunately, this region follows a general trend towards phasing out this activity, which at medium term could jeopardize one of the most important cheeses from Portugal.

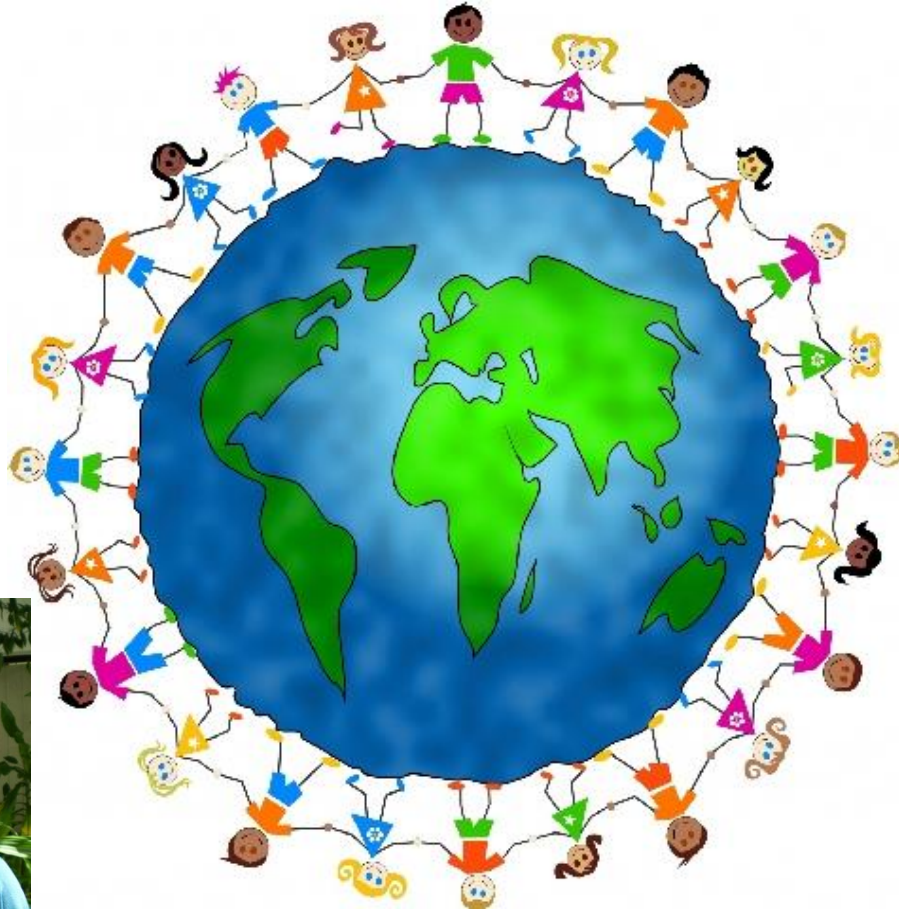
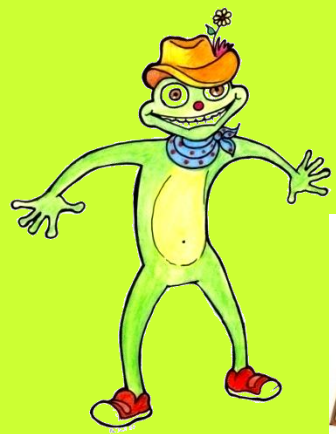
### How?

Developing a disruptive concept of herding community (Virtual Herding 2.0), which is governed by an existing business model which not only takes advantage of the latest technologies, including wireless networks, but also explores the emerging potential of the Web community.



# A new trend on education and my BA Impact Investment...

1.000.000 children under 10 years old



*Isabel Flores*  
Social Entrepreneur

**...learn English, today, as their 2<sup>nd</sup> Language!**

Fonte: British Council

key4english.com



# The World on our Hands



- **Francisco Banha**
- Board Member, EBAN
- Board Member, WBAA
- President, FNABA
- [fbanha@gesbanha.com](mailto:fbanha@gesbanha.com)