



# The 10th Annual Follow the Entrepreneur Investor Summit 2020

## Little Black Book

Kea, Greece  
October 11-14, 2020













A WORD FROM THE HOST  
**JULIE MEYER**

# REDESIGN AND RESET

**Some say Follow The Money, but we have always said Follow The Entrepreneur: he/she sees the future, creates markets, and lives abnormal lives to build businesses that pull the world towards the future.**

Welcome to the 10th Annual Follow The Entrepreneur Investor Summit this year in Greece - [globalftnetwork.com](http://globalftnetwork.com).

Never before has the world gone through more or a REDESIGN AND RESET.

From the way we work and live, to how we build assets and what money is, to how we manage our health and build a healthcare system, and to the power of communication leveraging satellites, smart phones, and networks, the FUTURE IS HERE.

The Follow The Entrepreneur (FTE) has catalogued and shared the insights of thousands of business and political leaders on our stage at the Four Seasons Hampshire UK for 6 years

then the Westin Malta, then Dubrovnik, and the Belmond Taormina in 2019.

This year we come to Athens, amid a global pandemic in a country that has – fingers crossed – done a good job of managing the situation – relatively speaking. Fewer people have passed away here in Greece, a country of 10 million people, than in any other European nation. This is a perfect example of how strong, decisive leadership makes a positive difference in people's lives.



This year at the FTE, we are showcasing the leading entrepreneurs who are defining the future of the following ecosystems:

- Digital Securities and the Tokenised World
- Global Trade, Cargo, Logistics, Shipping
- Philanthropy, Impact Investing
- Advertising, the Media's Influence, Content Creation and Distribution
- Private Banking and Investment Management
- And many more....

Each year we have faced challenges for the FTE. Last year it was a volcano and a mafia round up in Taormina. The previous year in Dubrovnik it was other issues. This year it is a global pandemic. These 'challenges' are a metaphor for the difficulty that entrepreneurs - both fund entrepreneurs as well as tech start-up entrepreneurs - face every day. They feel that they go to another country where they live in the future, executing their visions of what is inevitable and how to deliver a system-level win for their part of the universe. Entrepreneurs are driven by solving problems, and we salute their commitment to enabling society to move into new systems, new approaches, new processes which enable people's personal economies and distribute new assets and new asset classes to more people, lifting more people into a zone where they can deliver their UNIQUE CONTRIBUTION TO THE WORLD.

Here at the FTE community, we hold fast to a couple of core principles which guide us:

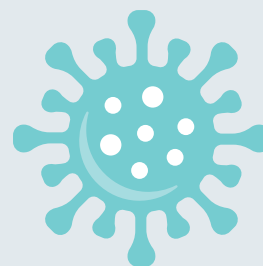
1. Society Works Best When It's Organised Around the Entrepreneur
2. Capital Follows Ideas; It Always Has; It Always Will
3. Leaders are those people who create the conditions of trust so that great things can happen
4. Trust is Efficient
5. The Figure 8 Principle: Those people who go into the Investment Cycle should be those people who reap the Return on the Investment.
6. Entrepreneurs who understand their role in the ecosystem, and organise the economics for the ecosystem will be the Ecosystem Economics® winners of the era we are moving into.

It has felt somewhat magical and heroic at times to have the partnership of the great people in Greece, Switzerland and the UK who have helped us make this FTE Greece 2020 happen:

Thank you for believing against all odds that bringing people together was important this year in Kea in October to FOLLOW THE ENTREPRENEUR.

- Deputy Minister Christos Dimas and Michael Dritsas his Head of Cabinet
- Vassilis Koutentakis Piraeus Bank
- Tassos Iossosphides and Panos Papazoglou, EY
- Christina Antonatou Zachopoulou, ClubZak
- All of our speakers who are sharing their time in order to share their visions

**SHOWCASING  
THE LEADING  
ENTREPRENEURS  
WHO ARE DEFINING  
THE FUTURE**



## COVID-19

While countries around the world may have been hit hard by the COVID crisis, Greece, in particular, has often been hailed for how it has dealt with the pandemic, with one of Europe's lowest rates of deaths and confirmed cases.

In close cooperation with the Deputy Minister's office, we have followed the government guidance and adjusted our format and summit to be compliant with best practice and government guidance. At the venue and throughout the Pre-Summit and Summit, guests are able to socially distance themselves, experience the FTE in a hygienic environment, wear protective gear and feel safe and comfortable at all times.

We will continue to update our guests – speakers and delegates – throughout the FTE.





# THE PROGRAMME



## PRE-SUMMIT

	10/10	11/10	12/10
MORNING		Meet up at the harbour (10:00)	Meet up at the harbour (10:00)
		Cruise to Sounio	Cruise around Kea
AFTERNOON		Lunch on the Cruise outside the Temple of Poseidon (13:30)	Lunch on Boat outside Karthaia (13:30)
EVENING	Walk to "Agios Nikolaos" lighthouse (18:00)	Return to Kea (18:30)	Return to Kea (18:30)
	Dinner at Aristos restaurant in Vourkari (20:00)	Dinner at Villa Carpe Diem (20:00)	Dinner at Villa Carpe Diem (20:00)

## SUMMIT

Session	TIME	Day 3 - TUESDAY 13 October - Summit
	09h00	BREAKFAST AT VILLA CARPE DIEM
1	10h00	Welcome to the FTE KEA by JULIE MEYER
2	10h15	The Future of Greek Banking - VASSILIS KOUTENTAKIS - Executive General Manager - Retail Banking & Distribution Network, Piraeus Bank
3	10h40	The Future of Persuasion, Influence and How Advertising is more Relevant Than Ever - MICHAEL MOSZYNSKI - CEO, London Advertising
4	11h10	VIVA Investment Partners' Investment Approach - Key Elements for Success - ROB-ROY ROEDEL
	11h30	COFFEE BREAK
5	11h45	An Entrepreneur's Story & the Future of Cash - MAX VON BISMARCK - CBO and Managing Director, Deposit Solutions
6	12h15	An Entrepreneur's Story & the Future of Impact Investing - XAVIER SARRAS - Managing Partner, 4P Capital
7	12h45	The Future of Cargo - STEFAN REIDY - Founder and CEO, Arviem
		LUNCH BREAK
8	14h15	The Future of Investment into Shipping - THANOS SOFIOS - Founding Partner, Novisea
9	14h40	The Future of Investment Management and Institutional Capital - ANTIGONI LYMPEROPOULOU - CEO, Hellenic Development • Investments
10	15h00	The Future of Venture Capital - SALVATOR LEVIS - Principal, 7L Capital Partners & GEORGE DIMOPOULOUS - Partner and Co-Founder, Venture Friends & TAL ELYASHIV & MAHAVIR SHARMA
	15h50	COFFEE BREAK
11	16h10	The Future of Shipping, Logistics, Cargo and Global Trade - YANNIS PIERROS - Partner, EY Greece
12	16h30	How Property & New Industrial Assets can be turned into Long-Term Cashflow - HARVEY GRIFFITHS - CEO, Horizon Infrastructure Investments
13	17h15	The Future of a Plastic Free Planet - SI'YN SUTHERLAND, Co-Founder, A Plastic Planet
	17h45	Closing of Day 3
	18h	SUNSET DRINKS
Session		Day 4 - WEDNESDAY - 14 October - Summit
	08h00	BREAKFAST AT VILLA CARPE DIEM
1	09h00	Welcome Back by JULIE MEYER
2	09h15	The Future of Greece by CHRISTOS DIMAS, the Deputy Minister of Development - Pre-recorded speech
3	0940h	The Future of India • MAHAVIR SHARMA - Global Chairman, TIE Global
4	10h15	EY Greece Attractiveness Survey - Dr. EVANGELOS-MAXIMOS SCOPELITIS, Director, Head of Brand Marketing & Communication, EY Greece and CESA South Cluster
	11h00	COFFEE BREAK
5	1130h	How AI is Taking Your Job, and Why You Shouldn't Worry About It - THOMAS GUSTINIS - CEO, 4th-IR
6	12h10	The Future of the Digital Securities Ecosystem - TAL ELYASHIV, Founder and Managing Partner of SPICE VC
7	12h50	"Glo-Cal" - Skiathos, a Plastic Free Island - THODORIS TZOUMAS - Mayor of Skiathos Island, Pre-recorded speech
8	13h00	The Future of Entrepreneurship - DANIEL DIPPOLD - Founder & President, Kairos Society
	13h30	LUNCH BREAK
9	14h30	The Future of the City's Walls - POLYNA XIRADAKIS - CEO, Urban Layers
10	15h00	The Future of Greek Architecture - MARIOS ANGELOPOULOUS - Partner & Co-Founder, Archiplus
11	15h30	The Future of Private Banking - ERIC SARASIN - Financial Advisor and Entrepreneur
12	16h00	The Future of Online Discourse - NICO VONAU - Co-Founder and CEO, Artivon
	16h30	COFFEE BREAK
13	17h00	The Future of Capitalism - CHRIS RICHARDSON - Leading Software Executive
	17h30	Closing of Conference
	17h45	SUNSET DRINKS



# ĀMAN

AMANZOE, GREECE

[aman.com](http://aman.com)







# FTE 2020 SPEAKERS

## Antigoni Lymperopoulou

Antigoni Lymperopoulou is a seasoned Alternative Investments professional. Having started her career working for the Hellenic Ministry of Finance from 1999 to 2001, she moved on to work for HDBI (previously TANEQ). To date, she has been actively involved with the development of the organization's as well as the industry's operations and has served as an Investment Manager. Parallel to her tasks with the HDBI, she has served as an advisor to the European Commission for subjects related to her field of knowledge for a number of years (Ventu-

re Capital, Private Equity, Access to Risk Finance etc). She holds an i-MBA and MSc in Decision Sciences, as well as a BSc in Statistics and Economy, all awarded by the Athens University of Economy and Business. She is an Accredited Investment Manager by the Chartered Institute of Securities & Investments and also holds the equivalent accreditation (Level C) by the Hellenic Capital Markets Commission (HCMC).

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## Chris Richardson

Chris Richardson is an Entrepreneur, Technologist, Philosopher and currently the CEO of Linus Technologies Ltd (ASX: LNU). He has held CEO and board positions in public & private companies, has taken startups from idea to product-market fit; and has grown companies from \$0 to \$10mm, and \$10mm to \$100mm in revenue. Over a decade in Silicon Valley product management plus twenty years in operations, he has built and run sales

and engineering teams on 4 continents. In addition to running technology companies, he is currently working on shaping the future of capitalism.

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## Christos Dimas

Dr. Christos Dimas is the Deputy Minister for Development and Investments in charge of Research and Technology. He is a lawyer and Member of the Hellenic Parliament representing New Democracy in the district of Korinthia. Before entering politics, he worked in the private sector as a business consultant for The Boston Consulting Group (BCG). He was born on the 29th of May 1980. He graduated from the Law School of the National and Kapodistrian University of Athens and Queen Mary University in London. He completed his Masters Degree in Comparative Politics at the London School of Economics and Political Science (LSE). He then finished his PhD in European

Political Economy from the LSE, with a scholarship from the Alexander Onassis Foundation. Parallel to his studies, he worked as a correspondent in London for Apogevmatini newspaper while also practicing journalism at the BBC. At the age of 25 he was a teaching assistant at the LSE while teaching at ICON College in the University of Leicester and was a research fellow at the Jean Monnet European Center of Excellence. He was elected as an MP in the district of Korinthia, with New Democracy in the May 2012 elections and has been re-elected ever since.  
[c.dimas@mnec.gr](mailto:c.dimas@mnec.gr)



## Daniel Dippold

Daniel Dippold is President of Kairos Europe, the continent's most influential community of youth entrepreneurs, many of which have built unicorn companies to date. Kairos aims to find and empower the world's most impact-driven entrepreneurs and has been supported by Bill Clinton and Richard Branson. Daniel is furthermore the founder of EWOR, an award-winning European EdTech cybernetic education platform and an education-driven startup accelerator program. Prior to EWOR, Daniel has founded Emoti, which measured emotional intelligence based on sound wave frequencies, and Unlimitix, an intelligent nutrition coach. He's

an advisor to IBM TV, member of the supervisory board of a German mid-sized corporation and frequently consults governments and corporations such as Commerzbank and Project Investment AG. Daniel has been named Germany's, Austria's and Switzerland's Top Talent Under 25, Global Shaper by the World Economic Forum, and TED Speaker by TED conferences. He received his education from University of Cambridge (honours), Hong Kong University of Science & Technology (honours - dean's list), and University of St. Gallen (honours - best of year).  
[daniel.dippold@kairossociety.org](mailto:daniel.dippold@kairossociety.org)



## Eric Sarasin

Eric Sarasin is Chairman of the Board at The Singularity Group. He has a 30-year track record in Banking at Morgan Stanley, Pictet; Cie, Citibank, and most recently Bank Sarasin (Today Bank J. Safra Sarasin). At Bank Sarasin he held various senior leadership positions across many business lines and developed the formerly family-owned bank into one of the leading private banks of Switzerland, culminating in his role as Group Deputy CEO. Eric is on the Board of several privately held companies and investment firms. He is on the board of 1875 Finance, Benpac AG and Chair of TIGER21 Switzerland, a selective peer membership

organization for specially qualified entrepreneurs, CEOs and investors. During his career, Eric held many public, non-private and cultural leadership roles including 12 years as the President of the Swiss-German Chamber of Commerce, and serves on the Executive Board of the Cancer League of Basel, Animal Hospital Basel, Gertrude von Meissner Foundation, SwissPeace, the Paul Jenni Foundation, Maurice E. Muller Foundation, Race for Water, as well as leadership and participation in NGOs including Human Rights Watch.

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## Evangelos-Maximos Scopelitis

Dr. Evangelos-Maximos Scopelitis leads EY's Brand, Marketing and Communications team in Greece since 2014, focusing on building and strengthening the EY brand in the Greek market. His portfolio includes strategic initiatives like the EY Entrepreneur Of The Year program in Greece, EY's Women. Fast Forward program and family enterprise. Focusing on raising awareness on re-imagining Greek entrepreneurship and the economy, in light of the dramatic financial crisis that hit the country in 2008, he has been working closely with the leadership of EY in Greece,

coordinating the creation of several surveys, studies, and other thought leadership pieces.

He holds a bachelor's degree in Politics and International Relations from the University of Kent, a master's degree on European Studies from the University of Reading, and a Ph.D. in Diplomacy from Lancaster University.

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## George Dimopoulos

George has been an angel investor for the last 10 years investing in Greek and foreign tech companies. In 2015 he co-founded and he is one of the two partners of VentureFriends (VF) an early stage seed – Series A fund focusing on Greek founders in Greece and abroad. VF1 & VF2 have made more than 35 investments between them, predominately in the EMEA region in 4 sectors (PropTech,

B2C, Fintech & Traveltech). Prior to VF he spent 4 years with Bank of America Merrill Lynch in London where he was involved in numerous transactions across multiple geographies. George holds an MBA from Columbia Business School.

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## Harvey Griffiths

Having recently completed an Iron Man, and with \$200m assets under management (AUM) in his residential property fund, Harvey is a well-known and experienced fund manager who understands the future of how real assets (from property to other types of infrastructure) will be wrapped in funds and deliver income streams longterm. He has done this well with Horizon Infrastructure and is exploring opportunities for property funds in other markets and the development of infrastructure and tech funds in new ecosystems. Harvey is responsible for the day-to-day running of Horizon and heads the investment and lending process. He has over 25 years of infrastructure and real estate investment, long-lease and operational experience having worked on more than

£3 billion of public and private deals. Harvey commenced his career with Veolia Environment where he was involved in infrastructure planning, delivery, financing and investing in regulated water assets, which included four years at Dalkia / EdF in strategy, acquisitions, finance and investment in non-regulated energy infrastructure. This was followed by two years as Group Business Development Director at Gleeson Group plc which provides housing regeneration, infrastructure engineering services and strategic land trading. He is FCA authorised and Regulated, a Chartered Engineer (CEng) with a Masters in Business Administration (MBA).

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## Mahavir Sharma

Mahavir Sharma, a serial entrepreneur is part of umpteen businesses and social organizations and exudes passion in idea and early stage angel investing, leadership and mentoring. He is the current Chairman of TiE Global board of Trustees ([www.tie.org](http://www.tie.org)), a first Asian to achieve that position. He is also the Chairman of TiE's new initiative for investing in idea and early stage startups across India, the TiE India Angels (TIA) and also the Chairman and co-founder of Rajasthan Angels (RAIN- [www.rainjaipur.co.in](http://www.rainjaipur.co.in)) and has been a very active angel for early and idea stage companies for the last many years. A prolific speaker, who has had the honour of being the Chairman of the

Carpet Export Promotion Council (CEPC- Under the aegis of the Ministry of Textiles, Government of India) and the privilege in the past to have been on TiE Global board for 7 years during which has chaired various committees and initiatives including being the Vice-Chair for the year 2019. In addition to be an active Angel investor he is also in the Business of Carpets, Jewellery, Marketing and Branding in a career spanning 30+ years. And in his philanthropic activities has been supporting the performing and visual arts of Rajasthan by leading in many non-profit initiatives for the last over 2 decades.

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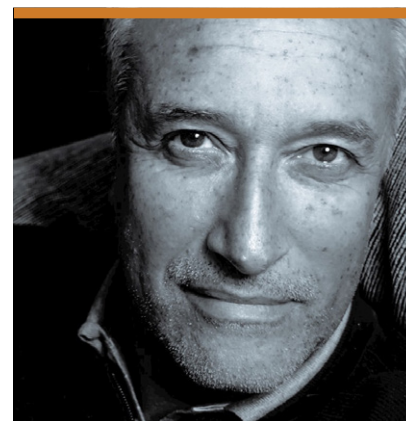


## Marios Angelopoulos

Marios Angelopoulos (1961) graduated as an architect from the Technical University of Karlsruhe (TU), Germany, in 1988. He has worked in Germany, Saudi Arabia, Japan, Spain, and the United Arab Emirates. In Greece he has worked at "Doxiadis associates S.A." (1990-2000). During this period he has been involved in a wide range of building projects, in every stage of architectural design, as well as in Project Management. He has worked on every conceivable scale and type of building and he oversaw design, construction and development for awardwinning projects. He is a founding partner of the architectural practice archiplus architects & associates, in which he is professionally active up to today. The last 14 years Marios and his team have gained deep and specific experience

in designing "experiential and themed spaces". These spaces combine scientific information, presented through technological, digital systems with the strong presence of stage design, interactive, educational, amusement activities and theatrical, exhibition lighting. Within the framework of the office specialization, Marios and his team have designed - among other projects - the official Participation of Greece at three World EXPOs (Hanover 2000, Germany (as a member of "Doxiadis associates"), Nagoya 2005, Japan and Zaragoza 2008, Spain). At the last two exhibitions the Greek pavilion won the 3rd prize of BIE (Bureau International Exposition) and at the first one the participation of Greece was among the 5 most visited.

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## Max von Bismarck

Max von Bismarck is Chief Business Officer and Managing Director of Deposit Solutions. Previously Max was Partner and CEO Europe for SkyBridge Capital, the global alternative investment firm. From 2005 until 2011 he was Director and Head of Investors at the World Economic Forum in Geneva and New York. Prior to joining the World Economic Forum, Max was involved in building two companies. He was a Co-Founder & Managing Director at Public One Strategy Consulting. Previously, he was part of the initial team of the technology company Mondus Limited that originated out of Oxford University. Max holds a German law degree and an Executive Master in Global Leadership from

the World Economic Forum, a program in collaboration with Wharton School of Business, Columbia University, INSEAD and London Business School. Max was named a German-American Young Leader of the Atlantik Brücke in 2004, a Global Leadership Fellow by the World Economic Forum in 2005, a 40 under 40 European Young Leader in 2013 and in 2014 was named a Member of the Young Presidents Organization (YPO). He serves as Senior Advisor Europe to the Berggruen Institute and is a former Senior Advisor on Global Business at the Shorenstein Asia-Pacific Research Center of Stanford University.

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## Michael Moszynski

Michael graduated from LSE and worked for the Saatchi Brothers for over 20 years. Having run large global clients from London he then set up M&C Saatchi's offices in Hong Kong, New York, London, Africa and The Middle East. In 2008 Michael launched LONDON Advertising as a new type of global agency, working from one office in London and using technology to disrupt the existing large, slow and bureaucratic networks. Michael has worked with entrepreneurs on every continent to create successful global brands that were able to exit for billions of dollars, including lastminute.com, Ketel One Vodka and Glo Mobile. Michael has 'used the

difficulty' of crises to build his own brand. In 2012 he offered a £100,000 prize to find the best digital marketing talent. He incubated the winning idea and secured £4m investment, making it the most invested tech start-up in Europe. In the midst of Covid he launched a major TV, Outdoor and Digital campaign to promote the benefits of advertising in a recession which has according to a recent poll made LONDON Advertising the best-known agency in the UK.

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## Nico Vonau

Nico just completed his Mechanical Engineering Master's at the ETH in Zürich and is currently launching a tech startup. Artivon is dedicated to empowering online comment sections with AI to foster healthy and constructive discourse. Since the age of 24 he has been collecting international experience promoting and selling various cutting-edge technologies in the field of IoT.

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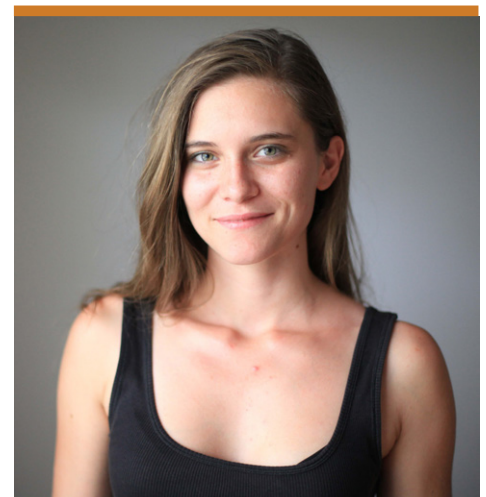


## Polyna Xiradakis

Polyna Xiradakis is Cultural Manager based in Athens, Greece. She studied Conservation of Antiquities and Works of Art and holds an MSc in Cultural Informatics and Communication. The last years she collaborates, as a researcher, with Museolab (Museology Laboratory, University of the Aegean), with interest in exhibition design and the use of new technologies in cultural environments. Polyna uses opportunities like Fellowship/Funding programs to build up her skills for the management of projects

and public engagement in the sociocultural sector. She is the founder and project manager of Urban Layers, an initiative that aims to preserve street art through time! Her understanding of the impact and the potentials of street art motivates her to promote it through public projects and educational programs based on participatory procedures and new technologies. Polyna presents her work through conferences and academic publications

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## Salvator I. Levis

Salvator I. Levis is a Principal of 7L Capital Partners. From 2006 to date, Salvator and the other Principals of 7L Capital Partners have been advising 7L Capital Partners Emerging Europe LP (7LCPEE), a private equity/venture capital fund that they raised and invested in South-eastern Europe. Investors in 7LCPEE include the EBRD, the IFC (part of the World Bank), as well as institutional investors from Switzerland and the Baltics. 7LCPEE's geographic focus has been in the Western Balkans and Bulgaria and its sectoral focus has been in enterprise software development, logistics and media and telecommunications.

From 2003 to 2006, Salvator and the other principals of 7L advised a number of regional corporates on fundraising and M&A activities and were involved in one of the major private equity deals in Greece. From 1995 to 2003, Salvator was Executive Director - Investments and a member of the Management Team at the Commercial Capital Group CCG, the private equity/venture capital of Commercial Bank of Greece SA (now part of

Alpha Bank SA), significantly contributing to its becoming one of the largest private equity/venture capital firms based in Emerging Europe. Salvator was head of CCG's activities in the Balkans and was involved in a number of deals in industries ranging from food and beverage to telecommunications. From 1981 to 1995, Salvator was the Director of the Financial Systems Division of AT&T Global Information Solutions (NCR) in Athens, responsible for marketing, selling, installing and supporting complex hardware and software systems in the banking and government markets. Salvator was born in Athens, Greece, in 1957. He is fluent in English, Greek and French. He holds a BA from the University of Piraeus (in Business Administration) and has completed the Stanford Executive Program at the Stanford University's Graduate School of Business. He has been a member of the Central and Eastern European Council of the Emerging Markets Private Equity Association and is a member of the board of the Hellenic Venture Capital Association. [slevis@7lcp.com](mailto:slevis@7lcp.com)



## Stefan Reidy

Stefan Reidy is a leader, a supply chain enthusiast and a visionary aiming to build a 'seamless digital trade network' by developing innovative, technology enabled services for supply chains. He is the founder and the CEO of the Swiss Arviem AG, helping manufacturers, exporters and importers to reveal inefficiencies in their supply chains by enabling transparent global trade via supply chain visibility solutions and real-time cargo monitoring services. Stefan

has over 20 years of experience with innovative technologies and business models in the supply chain which he gathered both by working for corporations and in the startup environment. Before founding Arviem, Stefan was responsible for IBM's Secure Trade Lane Solution, developing innovative solutions with the goal to improve security in international trade.

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## Siân Sutherland

Igniting social change, creating brands, campaigns and businesses with soul is Sian's passion. Multi-award winner, including Female Marketer of the Year, CEW Achiever Award, Entrepreneur of the Year, UK Point of Light Award and British Inventor of the Year; Siân is a serial entrepreneur with a varied background in advertising, Michelin Star restaurants, film production and brand creation design agencies. In 2017, Siân and Frederikke Magnussen founded A Plastic Planet; a global social Impact movement with a single goal - to ignite and inspire the world to turn off the plastic tap. As entrepreneurs, they bring a different fresh pro-business approach to environmental issues. A Plastic Planet are highly vocal in representing the public's right for plastic free choice, working collaboratively with industry, retailers, Governments, legislators and the UN. Recognised in

The 2019 Fast Company Awards and winners of International Campaign of the Year, A Plastic Planet created the infamous Plastic Free Aisle campaign, opening this catalyst for supermarket change in Amsterdam early 2018. They also launched the Plastic Free Trust Mark for brands, with over 1000 already certified, and the Industry Commitment Mark 'Working Towards Plastic Free'. During 2020, they commenced a pivotal project with Skiathos, instigated by the island's inspirational new mayor. From plastic hackathons for Unilever and WPP to creating new laws banning export of plastic waste, from lobbying for plastic taxes, and the planned launch of the first PlasticFree.com materials library with blockchain partner IBM, A Plastic Planet have created global impact in just 3 years.

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## Tal Elyashiv

Funder and Managing Partner, SPiCE VC Founder, Securitize Senior executive, serial entrepreneur and an investor. On the corporate side, Tal was a CIO at Bank of America, CIO at Capital One, CTO & Head of New Businesses at 888, and COO at BondDesk. As an entrepreneur Tal was a founder at Navion, Exactor, Yallo, SPiCE VC and Securitize with multiple exits under his belt. For over a decade, prior to founding SPiCE VC Tal was an early stage investor and board member in numerous companies with multiple exits.

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## Thanos Sofios

Thanos is the Founding Partner of Novisea, an independent, shipping oriented, boutique consulting firm, responsible for Breakwave Advisors (NYSE: BDRY) investor base growth in Europe, Middle East, and Asia. Thanos has an extensive experience of more than 20 years in Wealth and Asset Management holding senior management positions in both sectors.

Thanos worked for 11 years in Citibank as the Head of the Wealth Management Business in Greece and a member in the Investment Committee of the Asset Management Division. From 2006 to 2013, Tha-

nos served as the Retail Bank Director of Marfin Bank and a BoD member of Marfin Asset Management. He also held senior management positions in Piraeus Bank Group and Alpha Bank.

Thanos graduated from the Athens University of Economics and Business and received his MBA from the Rotterdam School of Management, Erasmus University, on a scholarship from the Onassis Public Benefit Foundation.

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## Thodoris Tzoumas

Thodoris Tzoumas is the mayor of Skiathos Island in Greece since 2019. He has been volunteering involved since 2009 in local associations of Skiathos, for the protection of the cultural heritage and the protection of the environment, in cooperation with European and Greek organizations.

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## Thomas Gustinis

Thomas is a serial entrepreneur in finance and healthcare who focuses his attention on new technologies and the ecosystems they support. He is active in both for-profit and philanthropic ventures as co-owner / CEO of 4th IR (an AI based product company), Trestle Group (a boutique consultancy) and Chairman of the Trestle Foundation.

“The combination of product and service competencies has helped Thomas bring several disruptive business ideas into the finance and healthcare market, ideas that are driven by innovative technologies and address real world challenges.

His latest endeavor – in partnership with VirtuLeap Inc. - focuses on leveraging virtual reality and AI to accelerate the diagnosis of cognitive diseases.”

Thomas has 20+ years of experience as a banking sector CFO and COO and is an expert in financial regulatory compliance and risk management.

Born in Princeton, NJ, Thomas lives in Zug, CH, received his EMBA from London Business School and Columbia, holds a Bachelor of Science in Accounting and is a CPA in the state of New York.

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## Vassilis Koutentakis

Vassilis Koutentakis is Executive General Manager at Piraeus Bank Group, head of the Retail Banking & Distribution Network, member of the Executive Committee and Executive Member of the Board of Directors. He has held several positions in the Bank since 2004 and before that, he served in several positions at Citibank N.A., S&E&A Metaxa S.A. and Procter & Gamble Hellas S.A. He studied Electrical Engineering at National Technical University of Athens

and received his MBA Degree at INSEAD (Fontainebleau, France).

He is a member of the Executive Committee of the Hellenic Banking Association and President of INSEAD National Alumni Association Greece.

He lives in Athens and is married with 3 children.

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## Xavier Sarras

Xavier, one of Europe's leading Experience Economy, is on a mission to increase the quality of experiences in life. Entrepreneurially trained by founding companies since the age of 17, he has a unique background of close to 30 years in scaling and exiting digitally driven marketing agencies and 10 years of angel investing, thereby shaping the experiences of global brands as well as disruptive

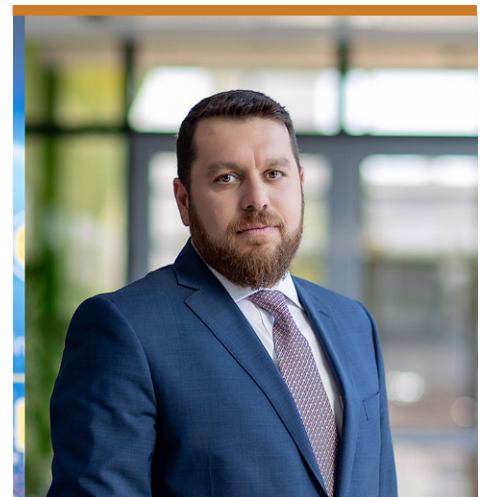
tech-startups across a multitude of industries. As founder and Managing Partner of the Impact VC investment firm, 4P Capital, he is dedicating his professional life to maximizing the positive social and environmental effect of highly scalable, purposeful startup companies. [xavier.sarras@4p.capital](mailto:xavier.sarras@4p.capital)



## Yannis Pierros

Yannis Pierros is a Partner in EY's Assurance practice and Leads EY's Advanced Manufacturing & Mobility (AM&M) Assurance Sector and the Mobility Sector in Central, Eastern and Southeastern Europe & Central Asia (CESA). He is a member of the EY's Global Shipping Network and also coordinates the activities of the Greek shipping and ports hub. He is a Certified Public Accountant, member of the Institute of Certified Auditors

Accountants in Greece and associate member of the Institute of Chartered Accountants in England and Wales (ICAEW). He has over 22 years of assurance and advisory experience, mainly in the sectors of shipping and energy and utilities and specializes in serving clients operating in cross border transactions in the international equity and debt markets. [yannis.pierros@gr.ey.com](mailto:yannis.pierros@gr.ey.com)







Founded in 2004, the award-winning platform is one of the first Luxury Villa rentals & sales to combine a digital experience with individually personalised support. ClubZak Villas are among the most exclusive properties in Mykonos, handpicked for the great location, unique architectural design and lavish accommodation standards. Motivated by the ClubZak philosophy, a team of professionals with extensive knowledge, ensure tailor-made experiences and high-quality service. Every year, a portion of proceeds is donated to charities that support the local community.

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+30 22980 74553

POSEIDONION  
*Grand Hotel*

EST. 1914



With more than 100 years of history, the Poseidonion Grand Hotel, the landmark boutique hotel on Spetses inspired by its local benefactor, Sotirios Anargyros, is an architectural masterpiece with French Riviera flair. Since its founding in 1914, the hotel became a favourite with the high society of its day and in 2009, after a 5-year restoration period, it once again opened its doors to usher in a new era in hospitality.

Poseidonion Grand Hotel hosts visitors from all around the world in an elegant and safe environment, offering 44 rooms and 8 suites. The hotel is also central to the social life of Spetses, playing a leading role in the island's most prominent cultural and athletic events. The Poseidonion has curated a unique gastronomy philosophy with esteemed catering services, as well as beauty and wellness services and a range of venues available for corporate events, social happenings and wedding receptions.







# Investment as a driver of sustainable development. How ready is Greece?

EY Attractiveness Survey  
Greece 2020



## Introduction

As the coronavirus pandemic threatens to drag both the global and Greek economy to a new, deeper recession, the need for boosting Foreign Direct Investment (FDI) is as imperative as ever. On the other hand, the COVID-19 pandemic seems to have halted some planned investments in the short-term, while, at the same time, bringing about changes in the global investment map and supply chains, which give rise to new challenges, but also new opportunities for Greece – now, next and beyond.

One year after the launch of the first EY Attractiveness Survey Greece, its second edition captures the status of FDI in Greece for the past year – and beyond the COVID-19 crisis – presenting the views of global investors on the attractiveness of the country, its strongest assets, as well as areas of improvement, and puts on the table a series of recommendations for strengthening the country's investment climate.

Based on the survey's findings, but also on our daily interaction with foreign investors, our

recommendations put forward the creation of a new outward-looking growth model, that will be based on reinvigorating industrial production, incorporating digital technology and innovation, pursuing a more active role in the developing supply chains of tomorrow, transitioning to a circular economy and focusing on sustainability, as well as enhancing and effectively utilizing the country's most valuable asset: its human capital. This new growth model will give Greece the opportunity to capitalize on the opportunities arising today, in order to find its rightful place on the global investment map.

To make that happen, however, we should keep on moving further down the path of bold reforms in critical sectors of the economy. Simply put, we need imagination in our strategic planning and determination in implementing it.



**Panos Papazoglou**  
Country Managing Partner  
EY in Greece

Foreign Direct Investment (FDI) will be crucial for economic recovery in the post-COVID-19 era. However, in terms of attracting investment, Greece's performance in the past decades has been lagging, when compared to similarly sized countries. Based on figures provided by the EY European Investment Monitor (EIM), an extensive database compiled by EY teams, which monitors greenfield investment projects (i.e. those that create new infrastructure and jobs), Greece accounted for 0.34% of FDI in Europe in 2019.

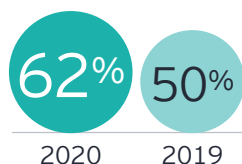
However, Greece has improved its performance and was ranked 29<sup>th</sup> in 2019, up from 35<sup>th</sup> in 2018, also improving on the 32<sup>nd</sup> place it held on average, during the past decade. Greece has also improved in some qualitative indices, like the participation of the critical sector of digital technology in total FDI, which reached 15% for the last three years, not far from the European average of 19% for the same period.

Looking forward, investors' attitude towards Greece remains positive, as reported in last year's survey, in spite of the country's poor performance over the years. Moreover, even though the pandemic outbreak forced investors to adopt a "wait and see" approach, several significant indices are improving, especially among those who have already invested in Greece. On the other hand, investors who have not, as of yet, invested in Greece remain cautious, with an increased percentage of them not providing an answer on the issue.

**29<sup>th</sup>**  
**in terms of FDI projects**  
**attracted (2019)**  
*up from 35<sup>th</sup> in 2018*

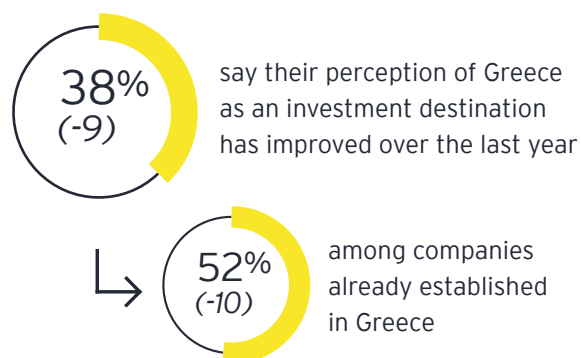
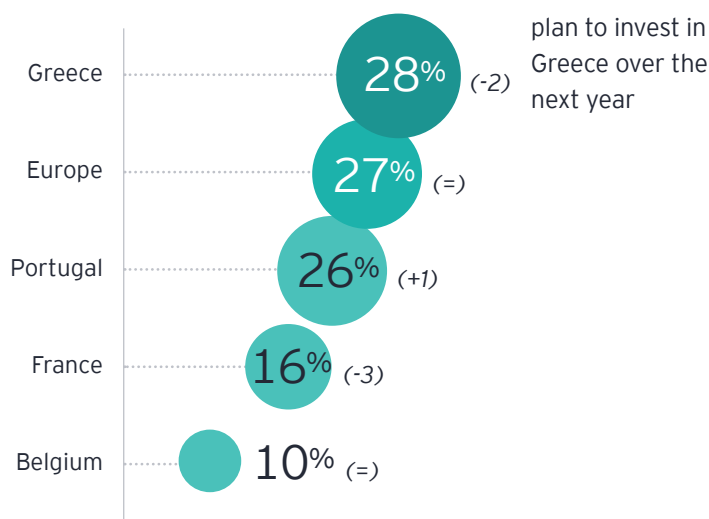


38% of investors report that their perception of Greece as a country where their company might establish or develop activities has improved over the last year. Additionally, 62% of investors, compared to 50% last year, believe Greece is currently implementing an attractive investment policy. Moreover, 69% of investors believe that Greece's attractiveness will continue to improve over the next three years, while 28% are planning to invest in the country in the coming year. These percentages are, by far, the highest recorded among European countries where similar surveys have been conducted in 2020.

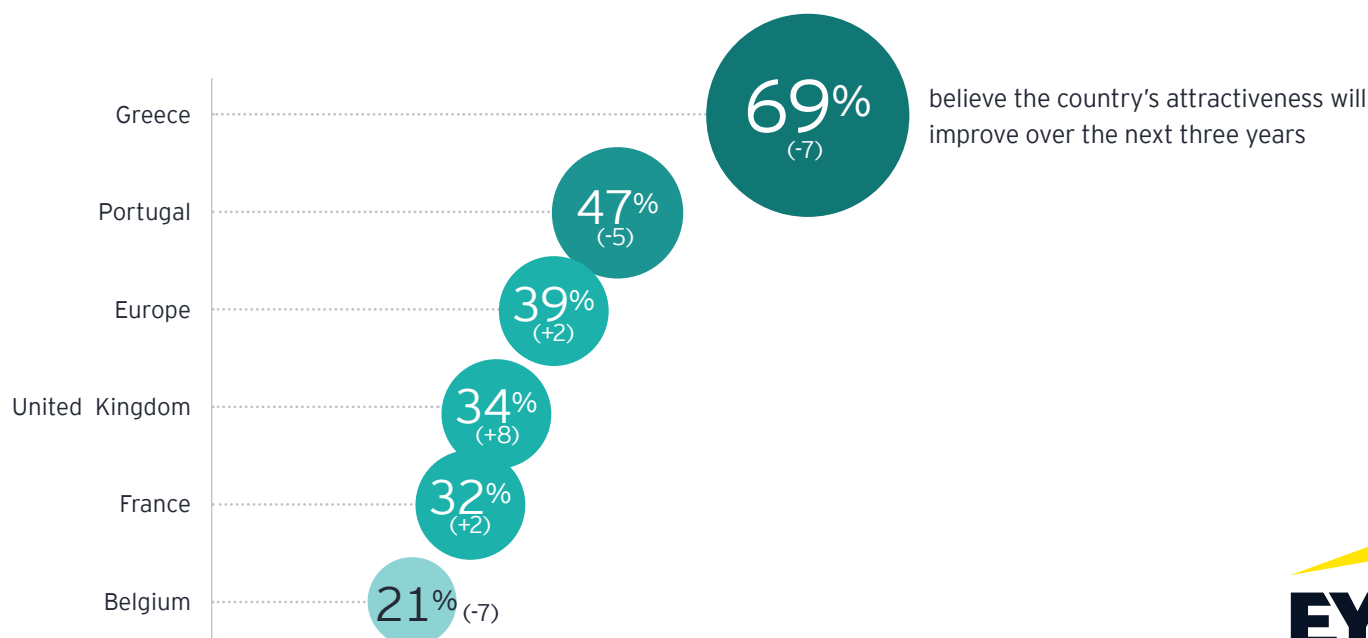


believe the country is currently implementing an investment policy that attracts international investors

Despite a slight decline in Greece's investment dynamic, level of willingness to invest in the near future remains the highest in Europe...



... as is optimism about the country's potential



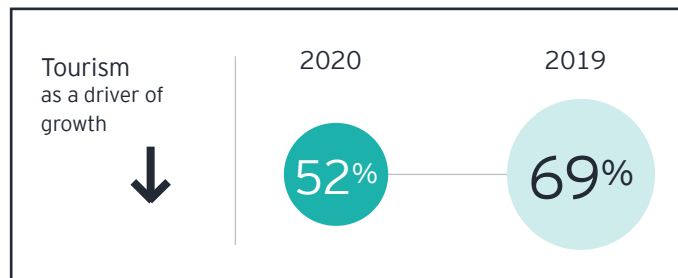


# The rise of manufacturing diversifies the investment mix

With regard to the type of planned investments, the increased participation of manufacturing projects (26% from 9% last year) is a positive development. At the same time,

the percentage of investors that name tourism as the main driver of growth in the coming years, has shrunk from 69% to 52%.

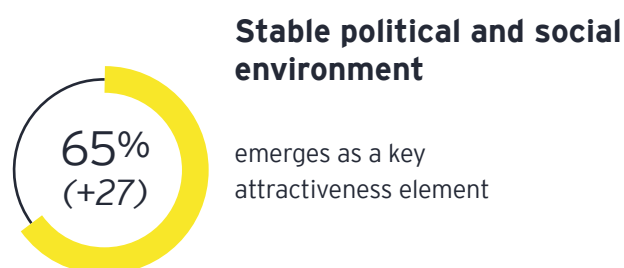
## What type of investment project are you planning?



# Several assets differentiate Greece from global competition

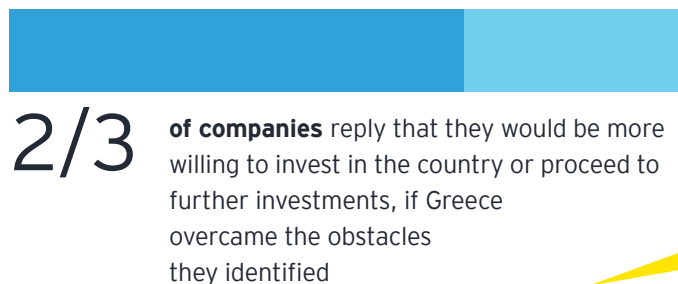
Quality of life, telecommunications / digital infrastructure and the level of local labor skills, are seen as the main elements of the country's attractiveness, while for a growing number of companies, Greece's performance in sustainable development and the country's policy approach to climate change, as well as the steady socio-political environment, are also positive considerations.

At the same time, investors argue that Greece must focus on supporting high-tech industries and innovation (first most popular choice this year, accounting for 38% of respondents, up from 25% last year), reducing taxation (second most popular choice, accounting for 36% - down from 49% last year), improving the legal system (33%) and developing education and skills (31%).



Support high-tech industries and innovation	38%
Reduce taxation	36%
Improve the legal system	33%
Develop education and skills	31%

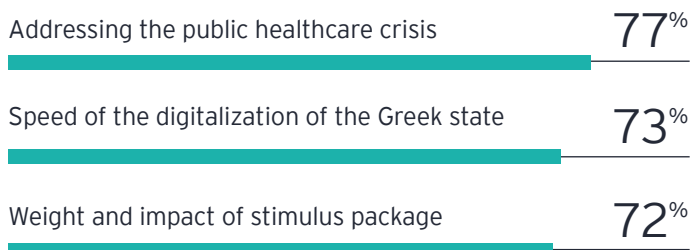
Two out of three investors (67%) say they would be more willing to invest in the country if Greece overcomes the issues that currently act as disincentives for investment. The positive answers reach 83% among investors that have already invested in Greece.



# Investors consider the country's response to the COVID-19 crisis as very effective...

The investment community credits Greece for the perceived successful management of the public healthcare crisis (77%), the speed of digitalization of the Greek State in response to the crisis (73%), and the weight and impact of the Greek stimulus package (72%). 41% state that this has positively impacted their view of Greece as an investment destination.

Views on Greece's performance in managing the COVID-19 crisis

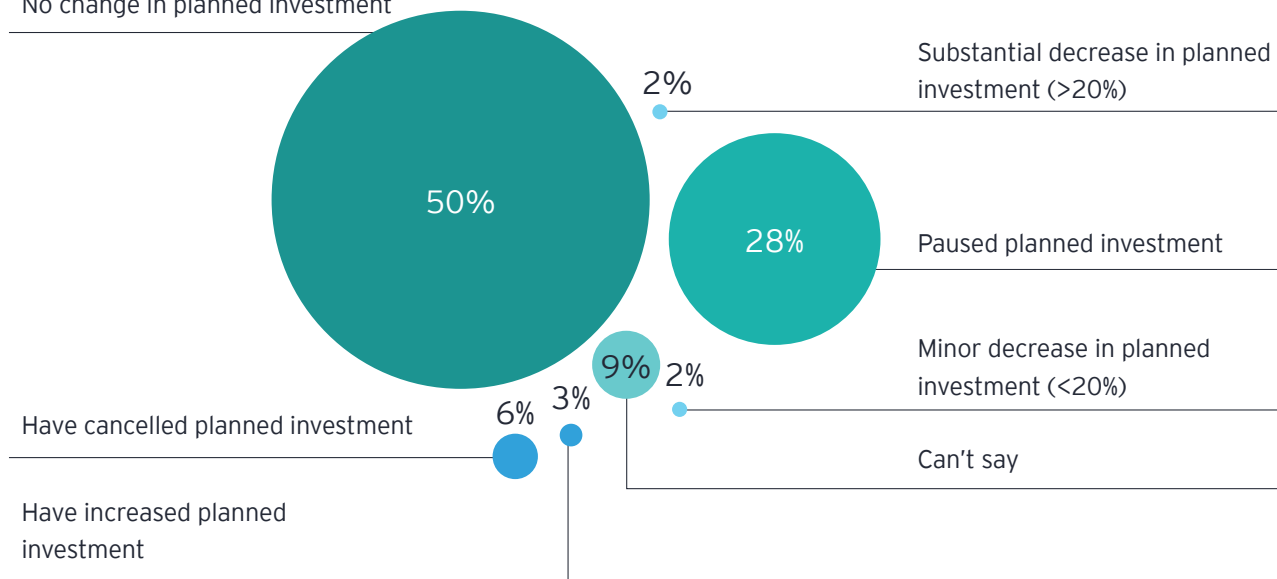


## ... and investment plans have not been drastically altered

In conclusion, the pandemic seems to have had an impact on global investors' plans about Greece, yet not to a dramatic extent, as 50% will not be altering their investment plans, 28% state that they have paused their plans temporarily, 4% report a decrease in planned investment, 3% an increase, and 6% say they have cancelled their plans altogether.



No change in planned investment





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#YesHotelsGroup

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it's a love thing



**PERISCOPE**

# FTE 2020 DELEGATES

Some of the incredible delegates joining us for this year's FTE...

## Anatol Vangheli

Mr. Anatol Vangheli is current Ambassador of the Republic of Moldova to the Hellenic Republic and the Republic of Cyprus. Previously Mr. Vangheli worked as Secretary General of the Ministry of Foreign Affairs and European integration of Moldova and Moldovan Ambassador to the State of Israel. He has worked in the Foreign Service since 1996 in various positions covering NATO, OSCE and economic affairs. Ambassador Vangheli graduated philology and law from Universities in Moldova and master degree in Grenoble, France.

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## Antonios Kondis

Antonios Kondis earned an MBA from INSEAD, an M.Sc. from MIT and a Bachelor/M. Eng from the NTU of Athens. In between he worked as an Associate in McKinsey for 2 years. In 2019, he co-founded Beenova AI, which transforms lives through Emotional and Artificial Intelligence, enhancing leadership, personal and conscious development skills. With a diverse team of ten, the year-old startup was featured on Peter Diamandis' Abundance360 and garners global interest given their use of conscious AI for sustainable and scalable 21st century

learning models. In 2009, Antonios founded Icarus Sports, an outdoor sports marketing company with hundreds of clients reaching more than 170 countries. In 2014, he built a high-frequency AI system that monitors thousands of events and trades faster and better than humans. After launching Uber with private cars in Greece in 2015 and 10x-ing the business, he decided his true passion lies in AI.

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## Carlo Montenovesi

Carlo Montenovesi is the Founding Partner of Cross Border (1990) and Founder of Cross Border Biosalus (2018). He was the Manager of the M&A and IPO department of Sopaf, a listed Italian investment bank (1988) and the General Manager of Ciba Vision, a new division created through a series of acquisitions in the optical industry (1983). He also managed the acquisition of Titmus Eurocon Aschaffenburg (eye-tech industry) and became CEO in 1983. Before that he was Head of New

Business Development of Ciba Geigy Health in Italy (1979). Carlo holds an MBA from INSEAD ('79) Fontainebleau; Degree in Economics ('76) and has studied in Bocconi University, Milan.

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## Christina Antonatou Zachopoulou

Christina Antonatou Zachopoulou is a musicologist and fusion entrepreneur, active in Classical music industry, real estate consulting and tech innovation. She studied at Mozarteum in Salzburg and has acquired since then, over 20 years of experience in the Classical music productions. She has also demonstrated 15 years history of management in the luxury hospitality industry and is currently an independent consultant on exclusive Real Estate. In 2007 she founded Elmira

Projects, an array of cultural events with social impact. She is also the cofounder of ClubZak, a digital platform for villa rentals in Mykonos. In 2019 she was elected advisor in her municipality. Active member of selected nonprofit organisations, in particular Aurora-together and library4all.

Christina is an enthusiastic volunteer, a skilled pianist and a proud mother of two daughters.

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## Edward Sutcliffe

Edward Sutcliffe is an experienced portfolio CFO who has been Finance Director for the UK based Private Equity backed TVI Group since 2014. In addition, Ed is Interim CFO for the VIVA Investment Partners portfolio company – DRIVE Software Solutions Limited, an automotive fleet management and mobility service provider. Since 2017 Ed has also worked as Interim CFO at an AIM Listed green technology company

– Sabien Technology Group Plc, helping them through multiple funding rounds. Ed is a Fellow of the Institute of Chartered Accountants in England and Wales and has a background in corporate finance and restructuring. Ed spent 8 years in New Zealand with PwC and BDO before returning to the UK in 2014.  
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## Eleni Papaconstantinou

Eleni Papaconstantinou is a Partner at Law Offices Papaconstantinou a reputable law firm in Athens. She has extensive advisory and judicial experience in corporate, commercial and real estate law, mergers and acquisitions and competition law. She is also teaching Mergers and Acquisitions at Alba Graduate Business School, a highly respected professional school in Athens. Eleni is an independent, non-executive member of the Board of Directors and member of the Audit Committee and the Compliance and Sustainability Committee of ELLAKTOR SA, the parent company of an infrastructure group, listed on the Athens Stock Exchange. During 2004-2015 Eleni has been independent, non-executive

member of the Board of Directors and member of the Audit and HR Committees of S&B, an industrial minerals company then listed on the Athens Stock Exchange. In 2012 she was member of the expert committee of the Hellenic Republic Asset Development Fund (TAIPED). Eleni is also member of the Board of Directors of the Hellenic Foundation for European and Foreign Policy (ELIAMEP), a leading think tank on matters of European, international and public policy. She holds a first class honours from the London School of Economics, ranking top in her class, a Master's Degree from Harvard Law School and a Doctorate (Grande Distinction) from Université Libre de Bruxelles.  
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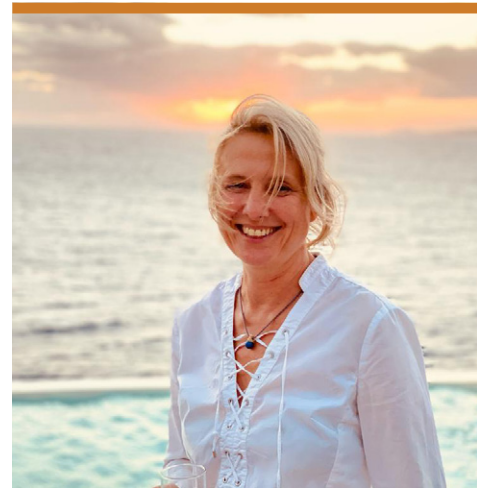


## Emma Oxley

Emma Oxley is a copywriting expert in the luxury travel sector and a specialist in new brand development for skincare and beauty. With more than 25 years of experience in communications, via Saatchi and Saatchi London, she applies both strategic and creative skills to copywriting briefs. Clients include Il Pellicano,

Hotel du Cap-Eden-Roc, Fregate Island Private and many 'Small Luxury Hotels Of The World'. Emma is also a freelance contributor to the Luxury Channel travel pages.

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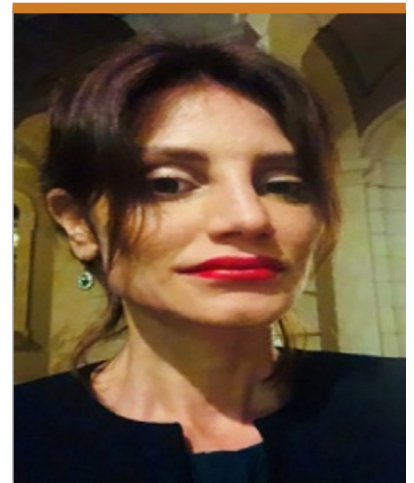


## Fabrizia Badesso

Fabrizia Badesso joined Cross Border Capital Finance UK working in Business Development in 2017 and has 20 years of international experience in the retail sector in sales, management, marketing and public relations. She worked as New Business Development in Dubai for an investment bank Emintad focused in capital markets and corporate finance advisory and is an INSEAD Business School Executive Program Strategy in the age

of digital disruption. Fabrizia also holds a CIM (Chartered Institute of Marketing) Marketing Diploma Degree at London Business School and Finance CIM Digital Marketing Certificate at LSBF – London.

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## Frederikke Magnussen

Frederikke Magnussen is the Co-Founder of A Plastic Planet. Frede left Denmark at an early age to pursue a career in fashion, living in Paris, Australia and New York. She studied Psychology at NYU and Birkbeck. On return to Denmark, Frede explored her passion for the outdoors and established Being Human wilderness retreats to reconnect over-worked people with nature. In the mid 2000s Frede became aware of the fast escalating problem of plastic pollution in our oceans. She was one of the key catalysts behind the self-

funded and 8-year production of the first documentary feature on ocean pollution – A Plastic Ocean. Knowing that a braver and radically different approach was vital to accelerate the pace of change in the world's attitude to plastic, Frede joined forces with Siân Sutherland in January 2017 to launch A Plastic Planet.

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## George Moraitakis

George Moraitakis is a young active entrepreneur and economist, having studied Economics and Finance at Bocconi University. He started his career in Athens, working at HSBC's treasury department and Nuntius Brokerage Services. George currently works as an investment advisor with a specialization in Structured Products,

working with family offices and wealth managers. From a young age, he participated and excelled in the Start-Up competition of Junior Achievement (JA) Greece.

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## George Risvas

George is active in the areas of commercial, corporate and civil law. He regularly advises clients on antitrust/unfair competition, distribution, commercial/corporate, industrial property, data protection and real estate. George is familiar with major and complex cross border and domestic transactions as well as with all aspects related to the organisation, operation and restructuring of distribution networks. He has extensive litigation experience, handling

regularly antitrust, unfair competition, distribution, trademark protection, civil and commercial law cases. George holds a first class honours degree from Athens University Law School and a Master's Degree (DEA – Droit Communautaire) from the University of Strasbourg III, France (1990) ranking top in his class. He is a scholar of the Onassis Foundation.

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*With a strong track record in M&As, anti-trust, corporate, commercial and real estate, Law Offices Papaconstantinou has been servicing a loyal clientele, from prominent global corporations to closely held businesses and entrepreneurs. The firm is recognized for its expertise, effectiveness, results oriented and cost/time efficient solutions.*

**LAW OFFICES**  
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## George Zachopoulos

George Zachopoulos is a technical innovator, an entrepreneur and the founder of Unibrain S.A., an international company, active in the design and development of innovative hardware, software and firmware products for the industrial and consumer electronics market. Since the company's founding in 1985, he has been designing the strategic direction of Unibrain and managing its R&D activities. In 2001, the President of the Hellenic

Republic, Mr. Konstantinos Stephanopoulos honoured him with the "Development and Innovation" award for his continuous contribution to the business ecosystem. In 2004, he founded ClubZak, a digital platform for luxury rentals, sales and experiences exclusively for Mykonos, the top vacation destination.

George is married and a proud father of two daughters.

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## Jonathan Duce

Jonathan Duce is a corporate communications and media specialist dealing with complex challenges within a climate of high regulation and media scrutiny. With a passion for working in controversial areas that require explanation and dispelling myths, he has a keen interest

in understanding more about how the fintech, blockchain, and tokenization space will emerge over the coming years to garner understanding, acceptance and public trust.

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## Julia Zhou

Julia is an entrepreneur and community builder who is passionate about innovation, meaningful relationships and impact. She is currently building Tidal Impact, a global investment holding company supporting for-profit companies that are fundamentally purpose-driven. Backed by a coalition of impact investors and stakeholders, Tidal Impact takes an impact-first approach to source, invest and develop market-ready businesses that prioritize social, environmental, and financial returns on investments.

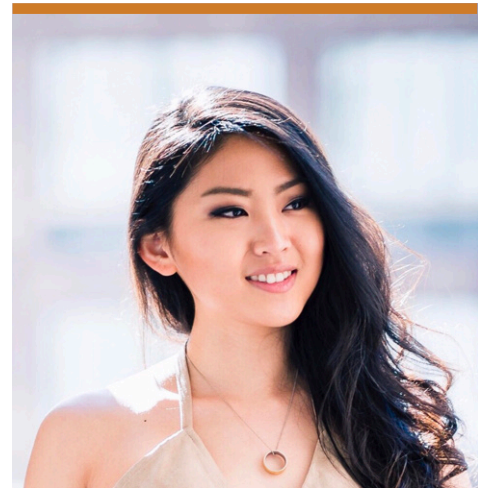
Julia also founded an HR-Tech startup that merged with the company Vyou which came out of Telefónica's moonshot factory Alpha. Through combining psychology and data science, the company produces insights to build and drive

team productivity and performance.

Furthermore, Julia is involved in leading the Kairos Society Europe as a member of its Steering Committee. The mission of Kairos is to bring together the most ambitious founders under 25 to develop solutions to some of the world's biggest problems. She co-initiated and lead the Kairos Europe Summit, an annual conference of the Kairos Society, where 250 of the best entrepreneurs and global leaders unite to focus on solving the world's most pressing problems.

In her personal life, Julia is a passionate musician who loves playing the piano and composing music.

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## Kevin Eichenberger

Kevin Eichenberger is currently working with 25onehundred in Athens as Team Leader for the build of a green campus featuring future-friendly building materials and renewable energies. He holds a Master's degree in Environmental Sciences from the Federal Institute of Technology in Switzerland and spent a year building Earthships

- some of the most sustainable homes on the planet - in the desert of New Mexico and in Puerto Rico after hurricane Katrina.

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## Michael Dritsas

Michael Dritsas is Head of Cabinet, Deputy Minister for Development and Investments, Research, and Innovation.

Michael is a Chartered Engineer and Economist, MSc (Op. Research), MBA (Lancaster), MCIM. He has worked as an Advisor to 4 Ministers of Development and Investments in the areas of Research, Technology, and Innovation. Worked for 12 years as a Senior Executive in designing

and monitoring EU co-funded programmes for Research, Innovation and StartUp Entrepreneurship. Prior to that, and for 17 years he worked in senior positions in Advertising and Consulting roles. He is also an evaluator of Business Plans for state aid grants and a management instructor to senior executives in Business Planning and Development.

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## Siddhaant Mohta

Siddhaant studied International Relations at the London School of Economics and Political Science (LSE). He has worked as a Consultant with Dentons, the largest full service law firm in the world for seven years, looking after their Indian relationships. He has lived in India, Nepal, Thailand, the UK, Poland, Sweden and Switzerland. He has experience of dealing with clients across diverse conditions, sectors and geographies, on cross border projects involving India. He has worked with Indian origin corporates and business families on their international legal needs, as well as multinational groups investing in India. He is a Consulting Partner at Euromax Capital- a boutique investment banking firm. He is a Director of RLM Healthcare, a subsidiary of Shivalik Medical Centre Private Limited (which operates a hospital in Noida, in the national capital region of India). He has worked for a wide range of organisations including the House of Lords in the UK (attached to the office of a parliamentary life peer), HSBC (with the then Group General Manager for Europe), Credit Suisse (in Private Banking),

Citigroup (in Non Resident Indian Private Banking), Ariadne capital (an advisory and venture capital firm), ArcelorMittal (in the International Affairs team), Foresight Limited (with the Chairman- the company has vast interests in shipping and oil exploration), and Cobra Beer (with the Chairman). Siddhaant has been on the Committee of the Indian Young Professionals network in the UK, on the 'Next Generation' committee of the Consortium for Street Children based in the UK, with the educational NGO Pratham (as part of the UK chapter), with the Delhi based NGO Routes 2 Roots which promotes cultural cooperation amongst SAARC countries, and was the founding Youth Ambassador of Squared Watermelon, a UK based strategy and marketing firm that organises the 21st Century Icon Awards in collaboration with CNBC and the London Stock Exchange Group. He was also on the Executive committee for the London School of Economics' Entrepreneurs Society, and the London School of Economics' Alternative Investments Conference.

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- An official digital gate to accredit all Greek startups
- With the kind support of evaluators with recognized prestige and experience
- Simple & fast procedure of data submission for startup applicants
- Access to benefits and supportive policies aiming at the growth of the ecosystem
- Network opportunities & synergies with members of the innovation community



### Objectives & Goals

- Mapping and compiling a reliable dynamic registry of startups
- Capture the Innovation Ecosystem and enhance networking among stakeholders
- Monitoring procedures for the progress of startups based on critical KPIs
- Monitoring the Greek startup ecosystem
- Implement state-aid schemes and provide awards by the private sector

### Elevate Greeve - Benefits for startups

- Supportive policies by the authorities and ad hoc measures
- Funding opportunities from Venture Capital Funds and Angel Investors
- Visibility through the National Startup Awards
- Monetary Prizes - Coaching & Mentoring from the Official Partners of Elevate Greece
- Networking opportunities within the startup ecosystem
- International Visibility so as to promote collaborations for startups
- Scouting for highly qualified human resources



### Eligible Applicants




- Eligible Legal Form: PC or LLC or SA with headquarters in Greece (excluding single person PC or LLC)
- Startup applicants should not exceed 8 years of full operation
- Applicants should employ less than 250 employees Full-Time Equivalent
- The annual turnover of the startup-applicant should not exceed the amount of 50 million euros

### Criteria - Evaluation process

- Startup applications should combine Innovation & Scalability at their core business
- 2 independent evaluators certify that the company is eligible - in case of disagreement an additional evaluator comes in for a third evaluation resulting in the final admission or rejection -



When focusing  
on the future,  
where do you  
look?

 EY  @EY\_Greece  EY Greece

 eygreece  EY Greece

■ ■ ■  
The better the question. The better the answer.  
The better the world works.

  
**EY**  
Building a better  
working world



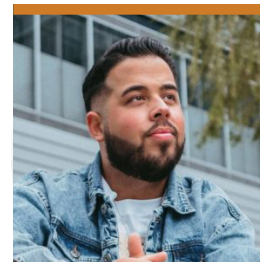


EntrepreneurCountry Global (ECG) is a community of 325,000 digital ‘citizens’ who want to participate in the digital transformation of society, the economy and their lives. It is a global accelerator for start-ups who seek Access to Markets and Access to Capital. The current business model is for Corporates ( ‘Goliaths’ ) to become Corporate Partners to ECG for an annual subscription fee which entitles them to 1) a series of engagement activities with ‘Digital Enablers’ ( ‘Davids’ or start-ups) who have the ability when taken to scale to bring new digital revenues (the ‘Digital P&L’ ), 2) an alternative operating model to help the Goliath transform them-selves into a Platform (Ecosystem Economics® , and 3) a structured flow of the best Digital Enablers (start-ups) from around the world who seek access into corporate revenues. ECG builds and operates in the same ecosystems as the VIVA Investment Partners platform is investing in. We do this by bringing the Davids and Goliaths together in each ecosystem, driving the engagement that they with the other, and facilitating their partnerships. We have Senior Advisors in each of our Ecosystems who are leading the aggregation of Davids and Goliaths in their Ecosystem.

## CLIENT & TESTIMONIALS

### ENTREPRENEURCOUNTRY GLOBAL CITIZEN

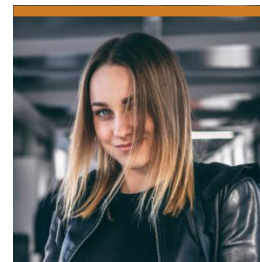
“Go where other entrepreneurs go daily, shape the world, solve relevant problems, build businesses and get answers to your questions.”



**John V**

### ENTREPRENEURCOUNTRY GLOBAL CITIZEN

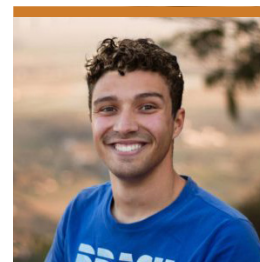
“As CEO of Startup ECTV brings me insights into modern trends and what other CEO’ s are doing to scale their business.”



**Anna B.**

### ENTREPRENEURCOUNTRY GLOBAL CITIZEN

“EC platform brings amazing networking opportunities. I have met entrepreneurs all over the world and got valuable connections for business.”



**Richard W.**





## VIVA INVESTMENT PARTNERS

**VIVA Investment Partners** is an investment firm based in Zurich and London, led by Dr. René Eichenberger, Executive Chairman, and Dr. Julie Meyer, MBE, created to take advantage of the unique opportunities in the market. The firm is specialized in backing entrepreneurs and working with institutional investors as well as family offices who wish to co-invest. VIVA invests directly in breakthrough technology companies as well as funds which it places on its investment platform taking them to scale, sourcing investments and co-managing the portfolio. The founding shareholders of VIVA include:

- **Mike Alfant**, American, founder and CEO of Fusion Systems, a technology development firm based in Tokyo and Binfinity, a bitcoin currency exchange based in Zug
- **David Rowe**, British, founder of Easynet (sold to BSKYB), Partner of BlackGreen Capital
- **Stuart Roden**, founder and former Chairman, Lansdowne Capital Partners
- **Michael Moszynski** – Founder and CEO of London Advertising
- **Jan Reinhart** – tech investor
- **Stefan Buck** – tech investor





VIVA INVESTMENT PARTNERS

## **DRIVE Software Solutions**

VIP acquired DRIVE Software Solutions in November 2019. Global mega-trends are creating the demand and possibility of a new paradigm – Mobility as a Service – where users are at the core of transport services, able to access tailor made mobility solutions based on their individual needs. Climate change and a desire for usership rather than ownership are reducing new vehicle purchases and creating demand for new and more flexible mobility solutions. In light of these trends, automotive manufacturers, dealers, leasing companies and brokers are under pressure to evolve, extend or restructure their current businesses. Industry players must respond to the demands of new mobility with solutions such as car subscription services, flexible leasing, electric, autonomous and connected vehicles, multi-modal mobility.

One key competence required to address these changes is seamless automated end-to-end mobility management. New mobility management is a multi-faceted challenge that entails the interaction of numerous parties, the effective management of data from multiple sources and building services around individuals rather than vehicles. DRIVE Software Solutions lease and fleet management platforms will play a key role in enabling the industry to migrate to the MaaS ecosystem. Their ODO platform is an intuitive, automated and flexible fleet management ecosystem. It provides businesses with visibility of all fleet data and enables them to optimise their fleets without the frustrations and gaps of multiple manual solutions. ODO is cloud based and applicable for fleets of all sizes.

ODO – Time to Optimise Your Fleet

## **SPiCE VC**

VIP acquired a significant minority stake in SPiCE VC in February 2020.

SPiCE is a Venture Capital fund providing its investors exposure to the massive growth of the Blockchain and tokenization ecosystem. SPiCE invests in companies building the ecosystem, with winning products and services, and strong teams capable of executing on their vision and leading their domain. SPiCE's own vision is to utilize blockchain technologies to disrupt the venture capital industry with the first truly liquid and inclusive VC fund, issuing regulatory-compliant securities tokens. Today, SPiCE is widely regarded as a pioneer and a leader in the space.



# THE VIP TEAM

On the next few pages, we introduce the faces behind VIP



## Dr. René Eichenberger

René Eichenberger is the Executive Chairman of VIVA Investment Partners (VIP). Starting his career as an attorney in Switzerland, René later served as General Counsel of Jet Aviation, which relocated its worldwide headquarters from Switzerland to Florida. Under his tenure, the company became the global leader in general aviation and was positioned for a successful sale to a private equity fund. René then founded Crossbow Ventures, the world's largest first-time venture capital fund at that time and one of the leading private equity firms in the Southeast US. He later co-founded and served as CEO of Horizon21 Private Equity. He also co-founded ClearSky, a leading clean-tech fund, sponsored by NextEra, the largest utility company in the United States. He also served on the boards or advisory boards of several other funds, including Sterling Partners, a leading private

equity firm headquartered in Chicago, and Acron AG, a Zurich-based international real estate investment firm, where he served as Vice Chairman. Dr. Eichenberger is the former Chairman of the Swiss-American Chamber of Commerce in Florida and served on the board of a number of emerging growth companies in North America and in Europe, including Pulse Evolution, a technology and IP company headquartered in Florida which he co-founded and which later acquired Fubo TV, a NYSE listed company with a \$1.4 billion market cap. René currently serves on several VIP boards, including SPiCE VC, the world's first fully tokenized venture capital fund, and Drive Software Solutions, a UK based fleet management company which was acquired by VIP. He holds a Ph.D. in law from the University of Zurich and is a graduate of the Venture Capital Institute in Atlanta and of the Executive Program at Stanford University.

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## Dr. Julie Meyer

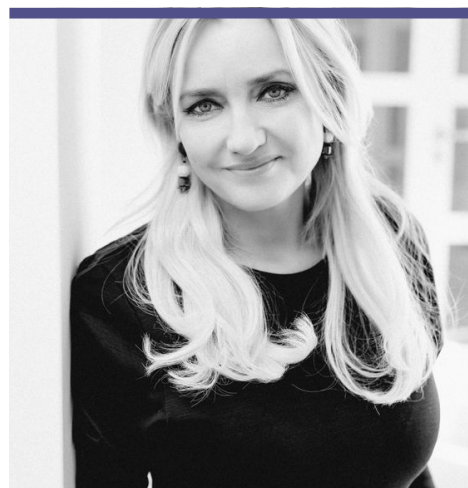
Julie Meyer is the CEO of VIVA Investment Partners (VIP). She is a female business and entrepreneurial force known for consistently and systematically building system-level solutions that solve the challenges of society and industry by putting the entrepreneur at the heart of both.

Meyer has led successful investment activity in the European ecosystem, building several businesses and working with some of the leading entrepreneurs in Europe over the past 20 years – helping them create gamechanging, category-defining businesses.

She pioneered the “Entrepreneurs Backing Entrepreneurs” model for the financing of entrepreneurship. Based on that model, Meyer founded Ariadne Capital Limited (ACL), which backed

explosive growth companies early including Monitise, SpinBox, Skype, Zopa, and others.

Meyer also founded EntrepreneurCountry (EC), a global community of 325,000 digital citizens which enables individuals to build their personal economies. Her book, *Welcome to EntrepreneurCountry*, is an award-winning business book published by Little Brown. Meyer is the creator of the Ecosystem Economics® (r) Digital Playbook, for which she was honoured with a prestigious honorary PhD from Warwick University. She received her MBA at INSEAD, where she now sits on the Board of Directors and was named one of their top 50 alumni  
[jmm@vivacapital.co](mailto:jmm@vivacapital.co)



## Rob-Roy Roedel

As a newer addition to the team, Rob-Roy Roedel is the COO of VIVA Investment Partners – and uniquely qualified for the position. As the Head of Investments / President of Plenum Investments with hedge fund assets of over \$1 bn, Rob-Roy was responsible for investment and risk management, oversight of business development, development of new products with a focus on quantitative strategies and global asset allocation strategies. He also led the economic strategy and forecasting, financial stewardship and financial company reporting at EQUIS Technologies Switzerland AG, a startup that has brought to

market a cohesive, purpose-built End-to-End Secure enterprise communications platform with proven encryption technologies.

He holds an MBA from INSEAD and earned a Bachelor of Science in Management and German from Carnegie Mellon University. Rob-Roy's considerable experience focusing on understanding the needs and objectives of private business owners and helping them prepare their businesses for outside investment or sale makes him a phenomenal asset - we're so happy to have him on board.

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## Dr. Péter Szabó

Péter graduated as lawyer on the Faculty of Law at the University of Pécs (Hungary) in 1999 and holds additional postgraduate DESS (Université Jean Moulin in Lyon) and MBA (Technical University in Budapest) degrees with focus on Business Administration and Management. He is an experienced Private Banking specialist with a demonstrated working history at different financial institutions in Hungary and Switzerland of over 20 years. His professional experiences cover Business

Development, Wealth Preservation Planning, Portfolio Management, Customer Relationship Management (CRM) and Financial Planning for companies as well as for high net worth individuals (HNWI). Péter lived in 4 different countries, holds Hungarian and Swiss nationalities, has 2 teenage sons and has been residing in Switzerland since 2006. He will join VIP as a Venture Partner, supporting our international acquisitions and fundraising activities.  
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## Richard Parris

Richard is passionate about building great companies, developing people and creating value. He is a successful Chairman and CEO, with a track record of leading innovation, business development and fund raising. A proven entrepreneur, Richard founded the Intercede Group, an UK/US cybersecurity software company, in 1992 and led the company to an IPO on the London Stock Exchange in 2001. With a trusted reputation with shareholders, he has 20 years continuous experience as a public company chairman. Currently, Richard is the Executive Chairman of Sabien Technology Group plc, public-listed company focused on green technology, and is the Chairman & CEO of Drive Software Systems, an automotive fleet management and mobility service provider.

He is also the CEO of Salt Cybersecurity Ltd, the European subsidiary of an Australian cybersecurity business. Richard is a special adviser and founder shareholder at Viva Investment Partners. Richard is committed to promoting entrepreneurship, stimulating the creation of technology-based employment and promoting Anglo-American Australian commerce. Richard is a graduate of the University of Manchester, holds an MBA from the University of Warwick, is a Registered Engineer and a Member of the Institution of Civil Engineers. In his early career he designed nuclear reactors and worked on advanced engineering projects for the Boeing Company.  
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## Jan Reinhart

Jan is founder of Reinhart Capital and has multidisciplinary experience. As entrepreneur he was scaling up digital companies, adjusting business models for international markets, recruited through international human resources network, and did international business development. As an investor he adapts business models to succeed with the right financial intensity. Negotiates trade sales or public listings. His strategy: challenging, and eye opening

on how to best position companies for success. Reshaping board of directors for growth. His career included working for companies as SAP, Swisscom Ventures, ICT and Nestlé. He also co-founded and managed multiple companies, as InnoPath – that exited to Qualcomm, Paycash which exited to Daimler and Zappware.

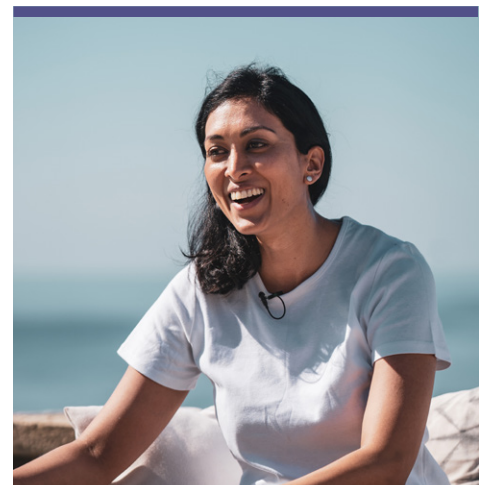
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## Trisha Naidoo

Trisha Naidoo is the Business Development Manager at VIVA Investment Partners. She holds a Honours degree in Chemical engineering and an Executive MBA from INSEAD. Her career spans 17 years covering the entire spectrum of global metal and mine development, capital projects and operations. Driven by a keen interest in entrepreneurship, green technology and sustainable development, she has recently joined the venture capital industry

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## Elizabeth Zachopoulou

Elizabeth Zachopoulou is a Project Manager at VIVA Investment Partners. She has graduated the Moraitis School in Athens, Greece obtaining a Bilingual IB Diploma with Distinction and is currently pursuing a Business Administration Bachelor's Degree at the University of Bath in the UK. While working as a student ambassador, she enjoyed meeting prospective students from all around the world, while representing her university, as she has a passion for communication. Elizabeth aspires to become a successful entrepreneur in the future and pursue a career in the luxury goods industry.

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## Ilie Ilansei

Ilie Ilansei is a Project Manager at VIVA Investment Partners. Having received a Bachelor's Degree in Finance and Accounting at Brunel University in London, Ilie has many years of experience working in financial consultant positions. In his personal life, Ilie is a keen sportsman and a passionate musician.

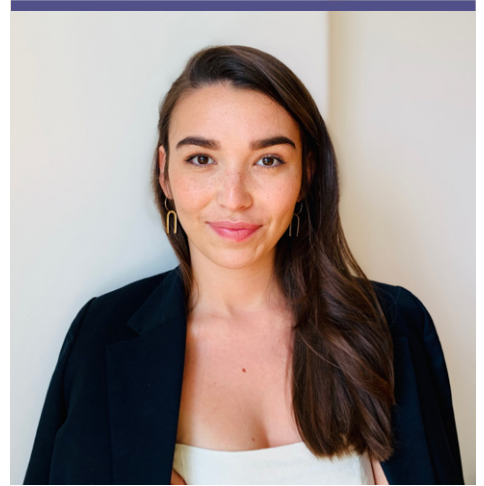
[ilie@vivacapital.co](mailto:ilie@vivacapital.co)



## Kimberly Eichenberger

Kimberly Eichenberger is the Marketing Manager of VIVA Investment Partners. She holds a Bachelor's Degree in Business Communications from the University of Applied Sciences in Business Administration (HWZ) and has several years of experience in the field of communications and marketing. Kim has previously worked for numerous large companies of various industries and areas such as retail, events, journalism and management consulting.

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## Kawaljot Kaur

A young talent from India, Scholastic ability in Mechatronics and Mechanical Engineering and PGDM in International Business with 4-year experience in Operations and International Marketing.

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## Greta Pappa

Greta Pappa is a Project Manager at VIVA Investment Partners. She holds a Bachelor's Degree in International Business from the University of Leeds and is currently finishing her Master's Degree in Business Analytics & Strategic Management from the University of Manchester. Having been awarded the best dissertation prize in the U.K. for 2019 for her dissertation on Country of Origin & Brand positioning, Greta loves research and aims to continue conducting research and being data-driven during her professional career. Greta is an ambitious young professional who aims to combine physics and business and drive more investment into science  
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# Welcome to Greece



“ It's been a brilliant experience. I think the world really needs a place like this where we can all come together and discuss ideas and look at future projects. The world needs that in COVID times. It's been such a challenging year; a state of flux; it's brilliant to get people together.

- Jonathan Duce,  
Corporate Communications and Media Specialist

I am so glad I came. Not only because I got great F2F work time with VIP. And not only because it was an amazing mind expanding event at an amazing place with amazing people. But mainly because I got to witness a magician at her element. My hat's off to you, Julie! You are definitely the real thing!

- Tal Elyashiv, Co-Founder and Managing Partner  
SPICE VENTURE CAPITAL

I think one of the most lovely things about the FTE as a concept is the combination of having the more relaxed Pre Summit time where you can really get to know and meet the people and talk to them in a relaxed way before the actual hard talk of the Summit. I think that's an incredibly valuable part especially when you are in such beautiful environment like Kea, here in Greece.

- Michael Moszynski, CEO London Advertising

It was a fantastic experience for me both on a professional and personal level. I got to know some really inspiring people that I will definitely be in touch with, while having so much fun (especially on the boat trip!). The content of the summit was of such high quality and the way Julie moderated the event, especially the questions she asked, was impressive.

- Julia Zhou, Co-founder & Chief Development Officer  
Tidal Impact

Everything was textbook perfect. All in all, one of our best weeks for a while and so valuable in all ways.

- Sian Sutherland, Co-Founder A Plastic Planet

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