

# SONEAN

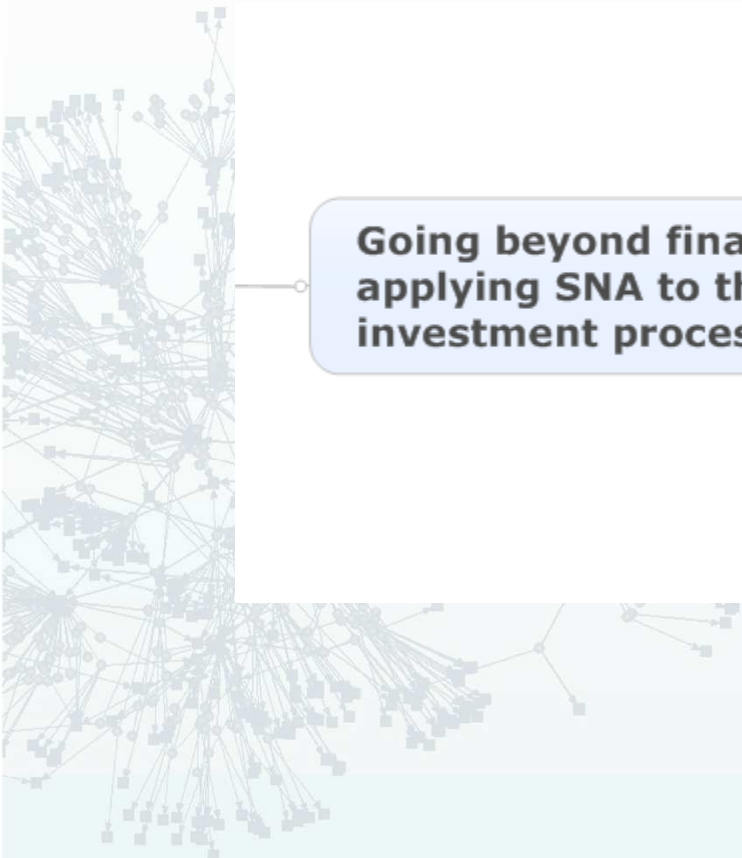
Connecting The Nodes



*Going beyond Financial Data - The  
application of SNA to investments in the listed  
and startup company universe*

Murat Ünal

Bringing The Social Network Perspective Into Decision Making

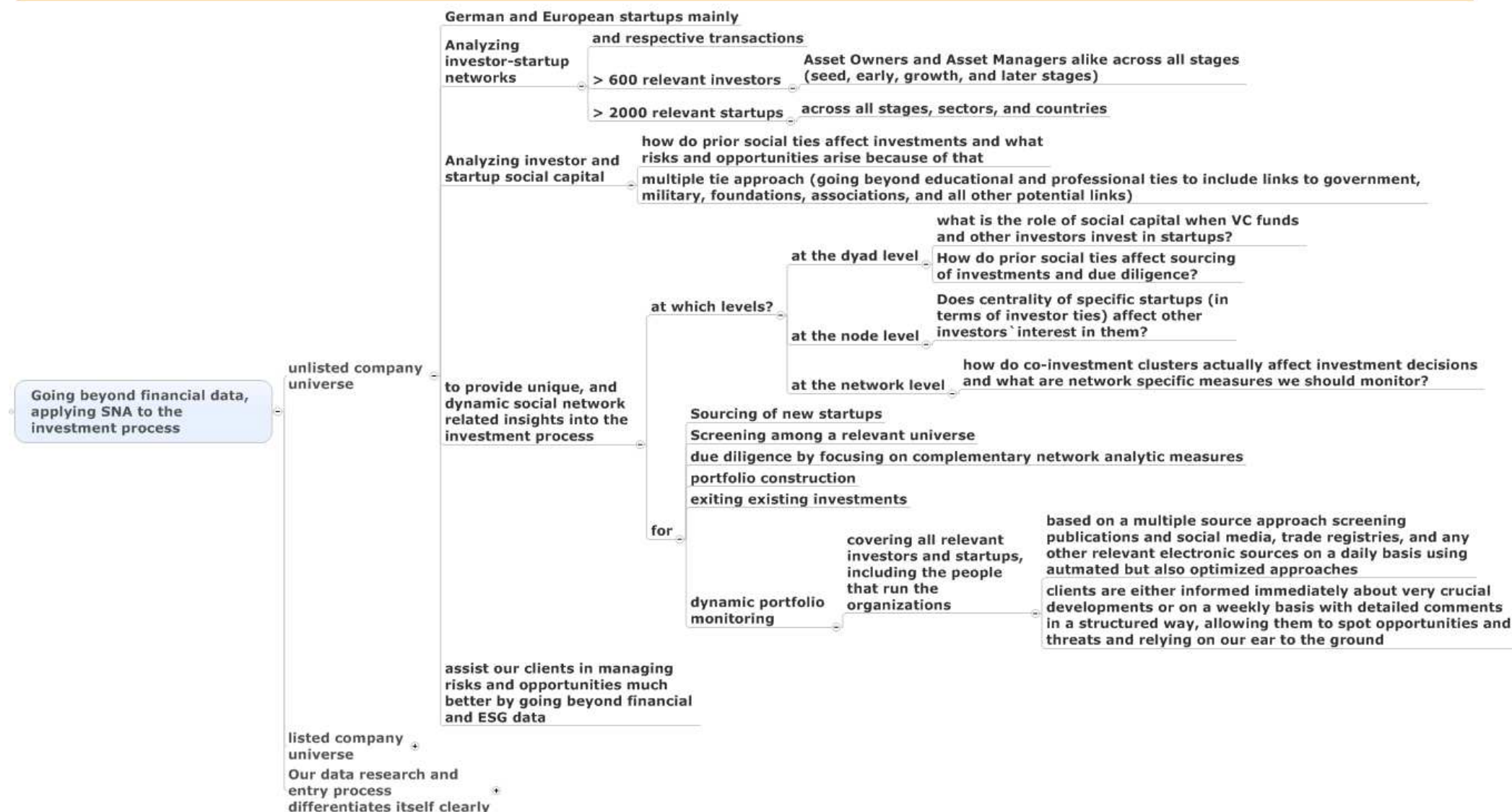


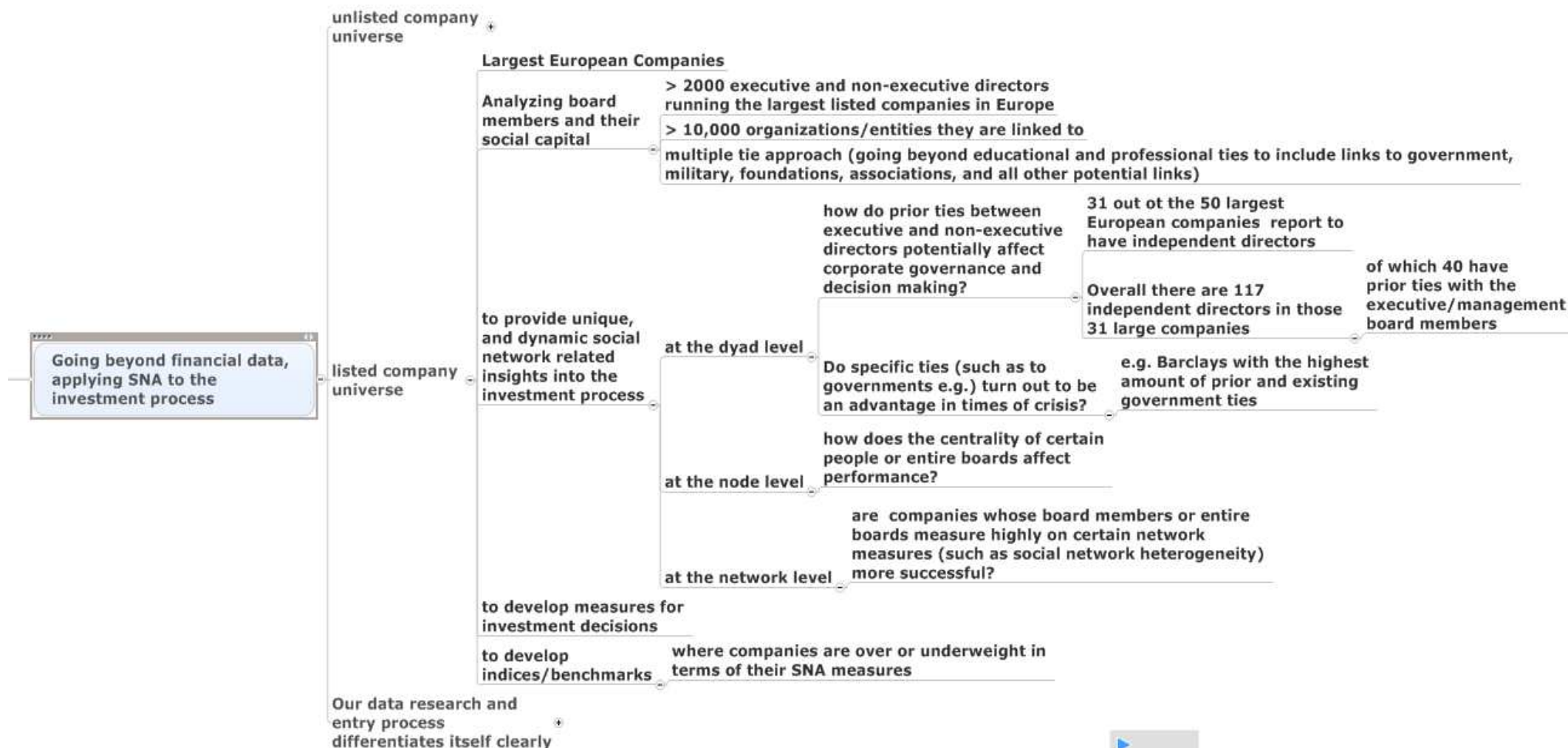
**Going beyond financial data,  
applying SNA to the  
investment process**

**unlisted company  
universe** +

**listed company  
universe** +

**Our data research and  
entry process** +  
**differentiates itself clearly**

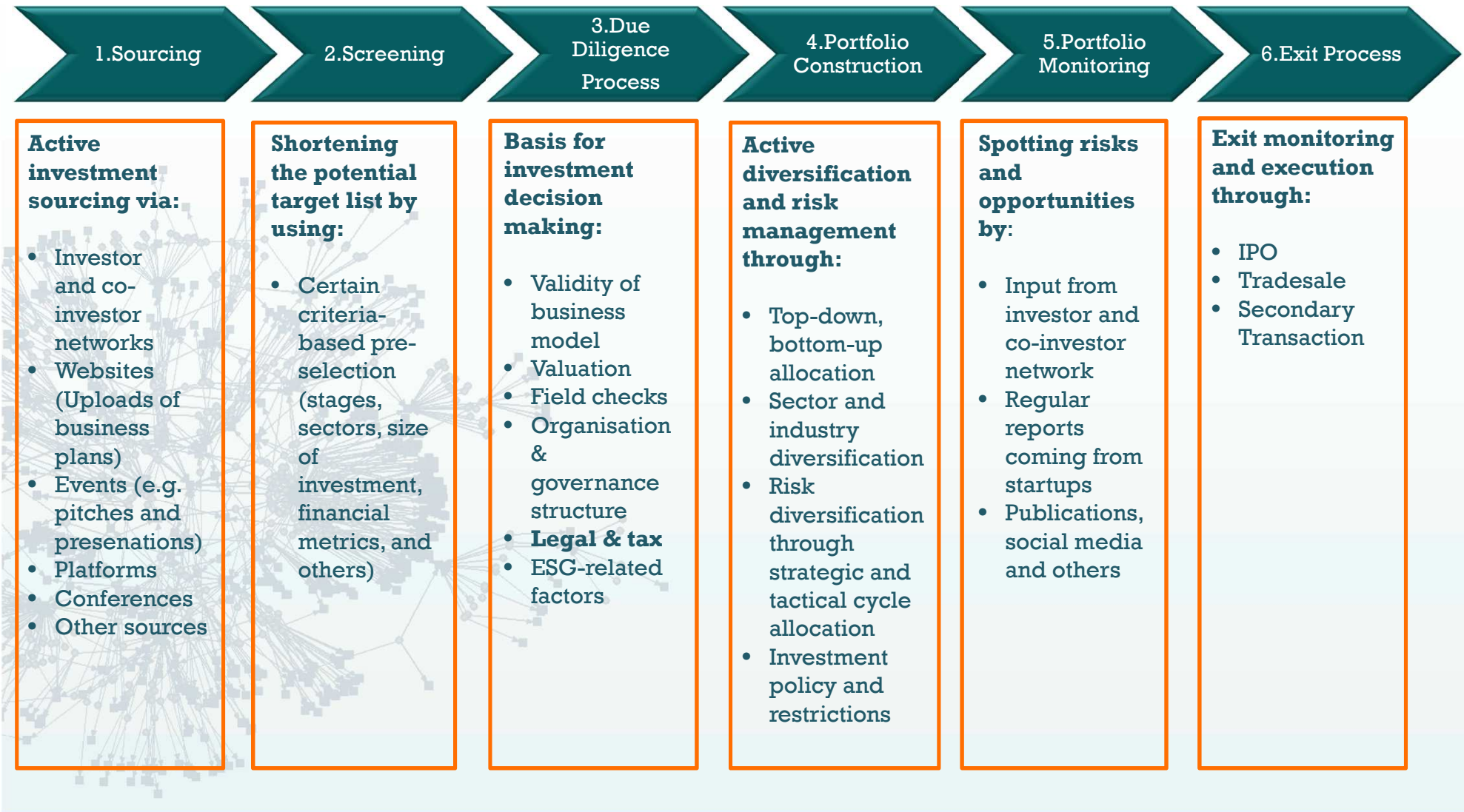








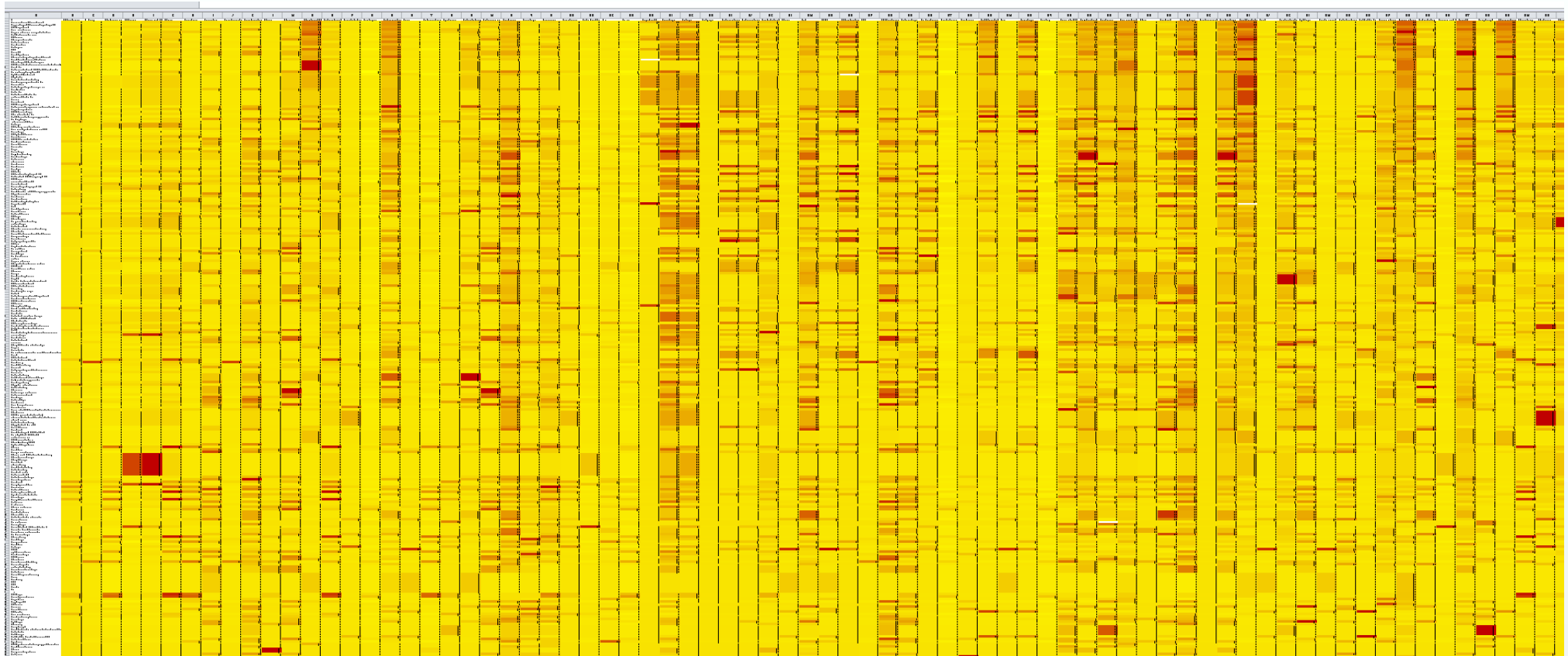
## A conventional investment process in the startup universe



Bringing The Social Network Perspective Into Decision Making




## Converting two mode networks into one mode and creating heatmaps based on correlations





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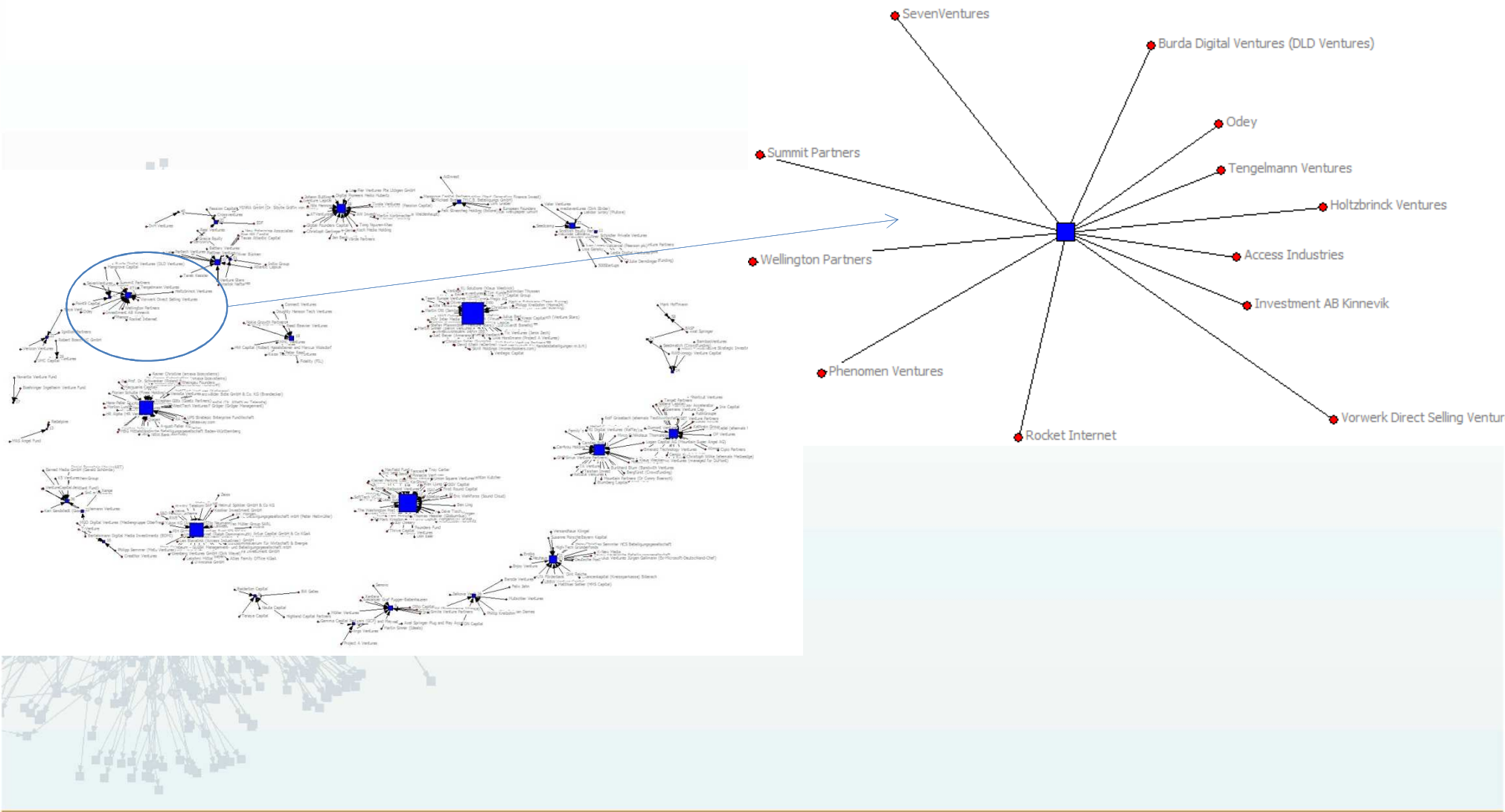


ID	Investment AB Kinnevik	Point9 Capital	Rocket Internet	Team Europe Ventures	Rheingau Founders
Rocket Internet	0,84	0,34	1,00	0,17	-0,01
Investment AB Kinnevik	1,00	0,26	0,84	0,12	-0,02
Summit Partners	0,78	0,32	0,78	0,16	-0,01
Tengelmann Ventures	0,78	0,39	0,77	0,27	0,10
Access Industries	0,76	0,37	0,73	0,21	0,03
Holtzbrinck Ventures	0,67	0,44	0,68	0,28	0,06
Vorwerk Direct Selling Ventures	0,50	0,32	0,66	0,24	0,01
SevenVentures	0,36	0,17	0,55	0,10	0,03
Mangrove Capital	0,27	0,17	0,46	0,11	-0,04
Vostok Nafta	0,29	0,61	0,44	0,57	0,18
Insight Venture Partners	0,36	0,49	0,44	0,45	0,13
Kreos Capital	0,32	0,78	0,44	0,71	0,22
Balderton Capital	0,31	0,29	0,43	0,26	0,04
RI Digital Ventures (Raffay)	0,36	0,28	0,43	0,16	0,12

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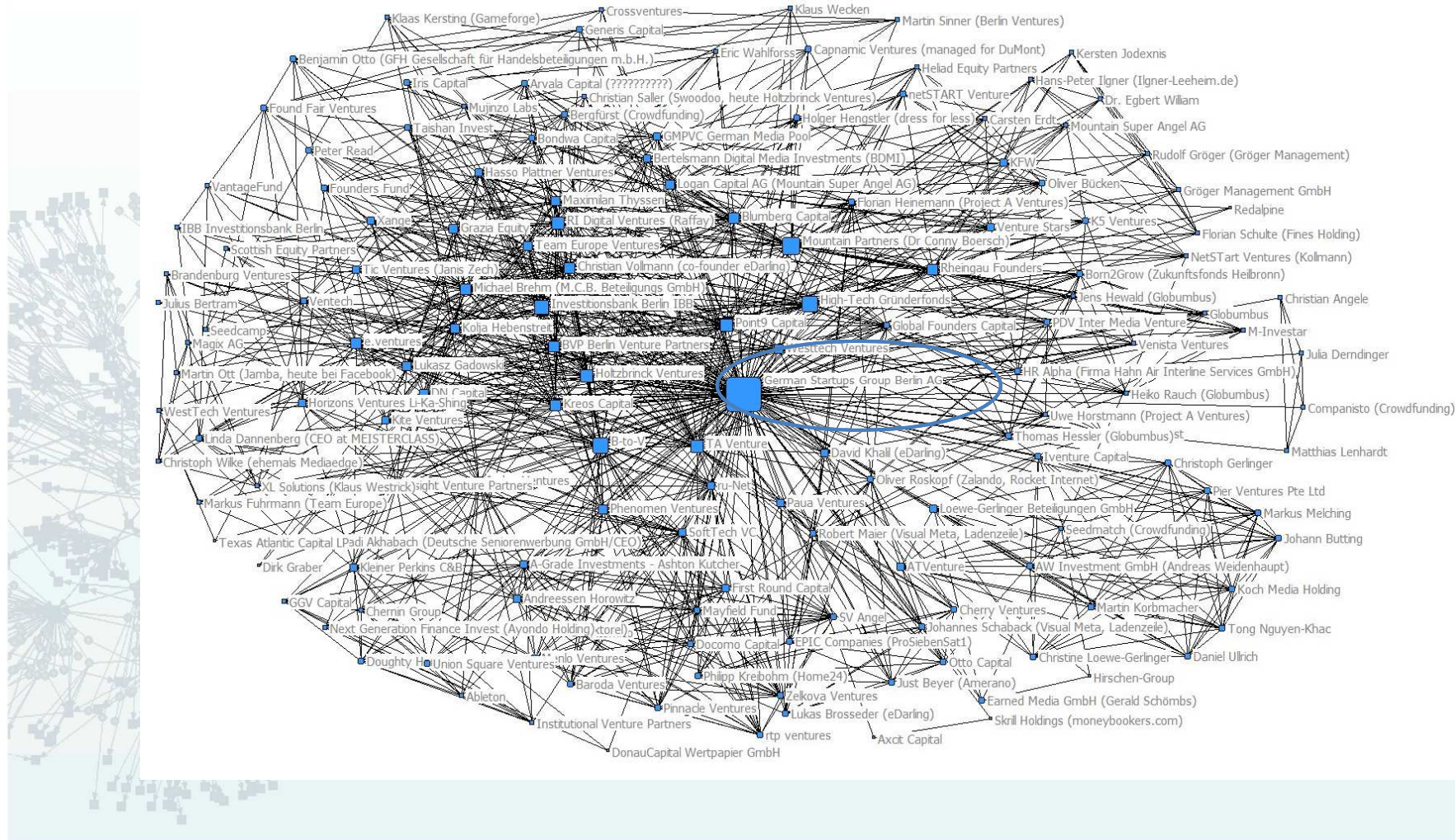
Co-Investment clusters revisited



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## A single VC funds investor network based on mutual startups

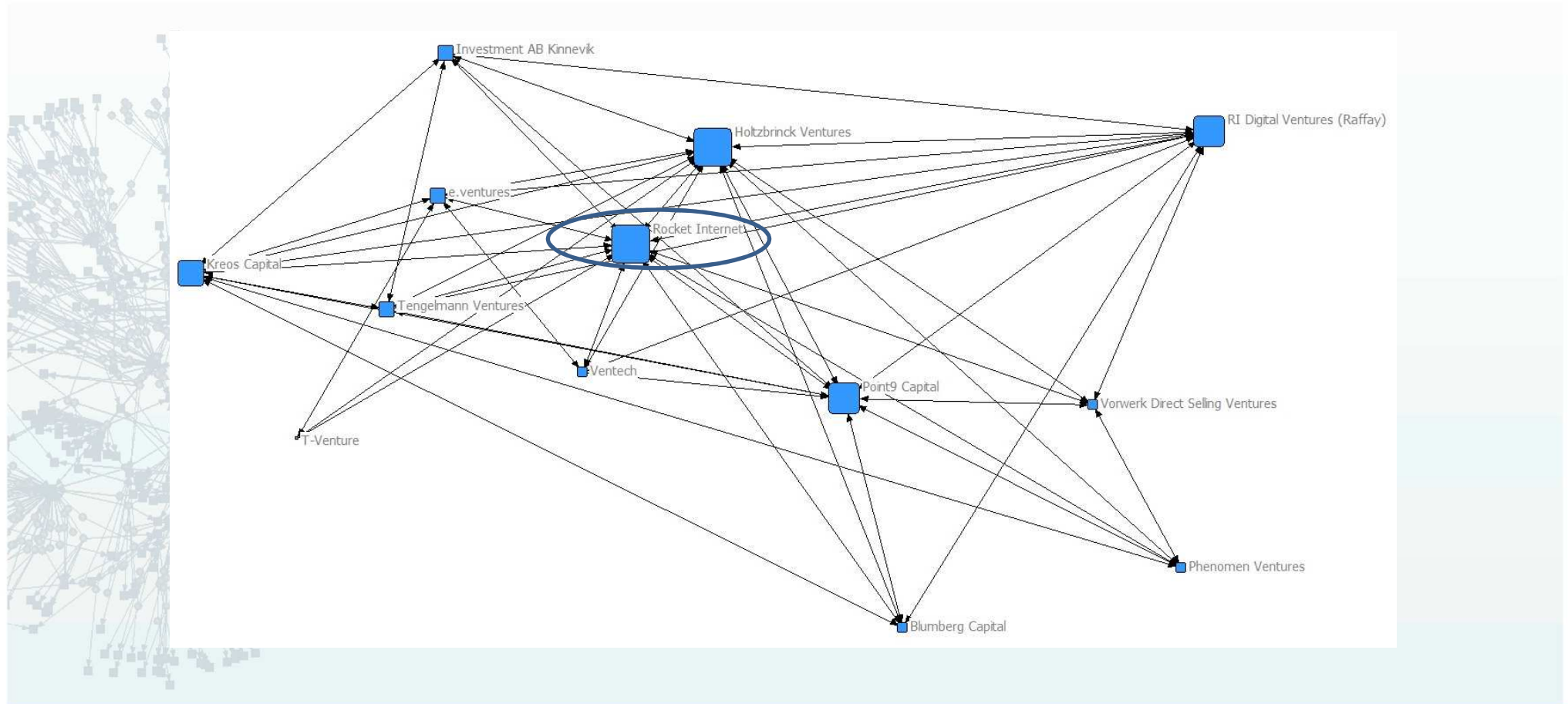


Bringing The Social Network Perspective Into Decision Making





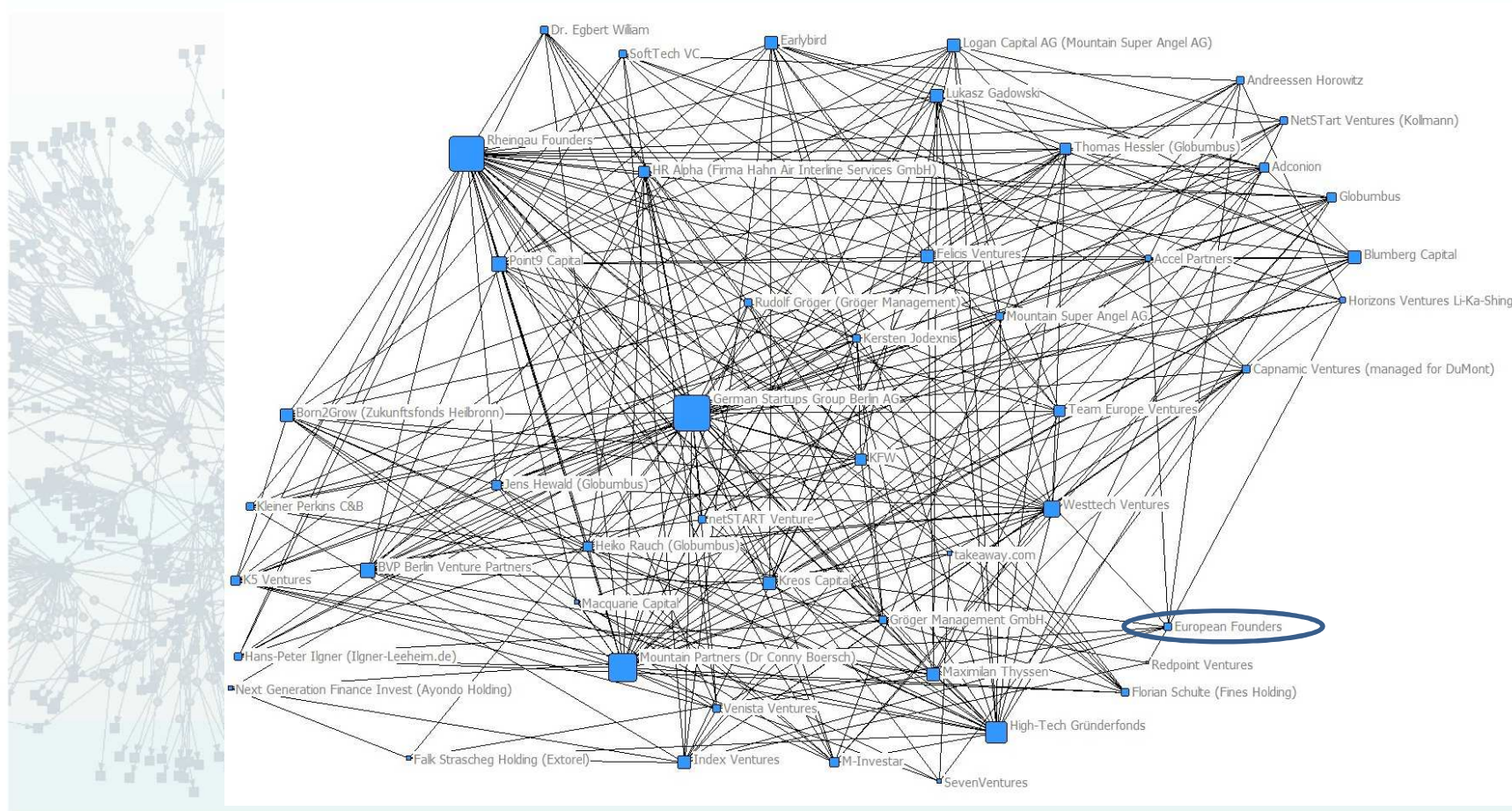
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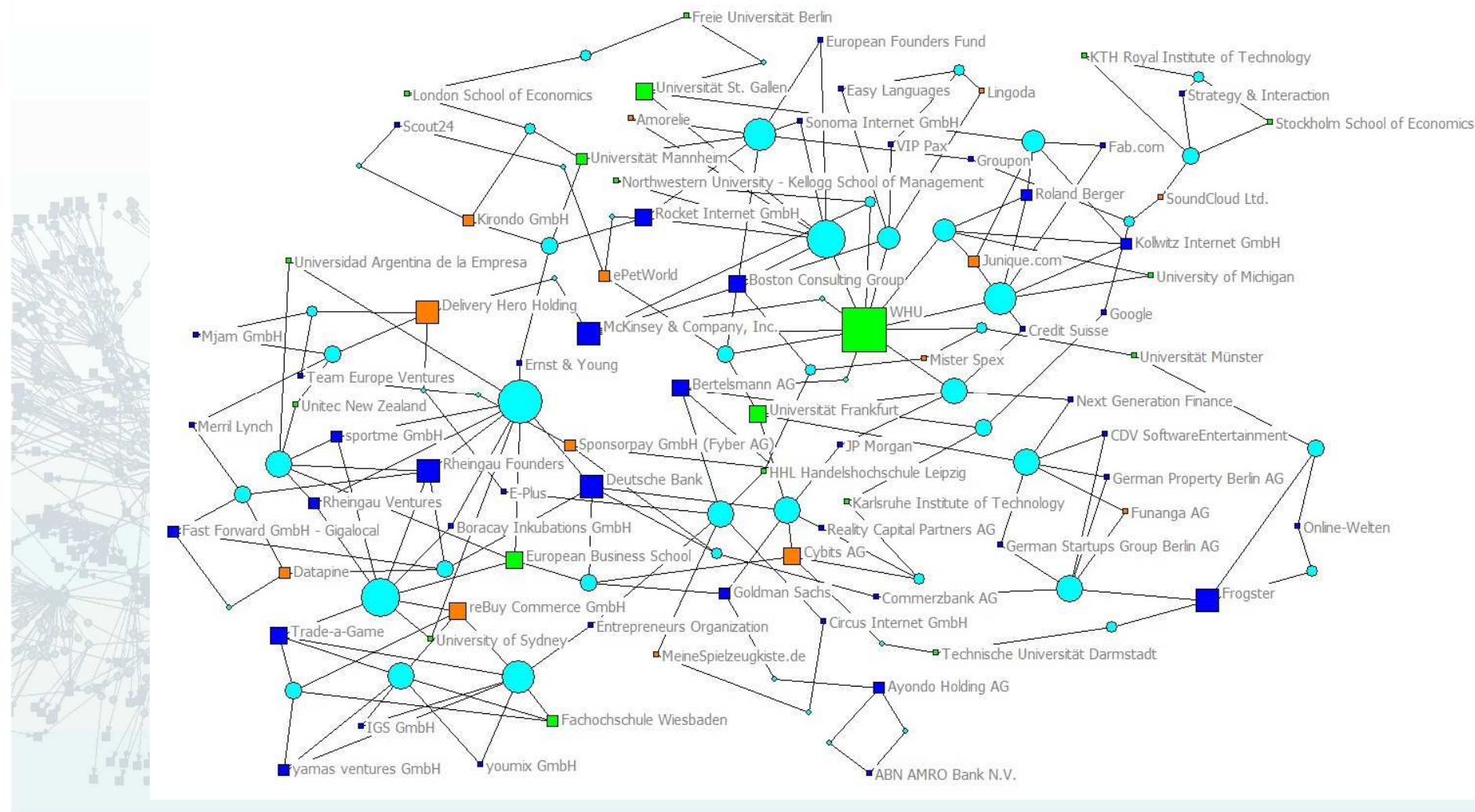


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## The ties that bin – the role of social capital in portfolio companies

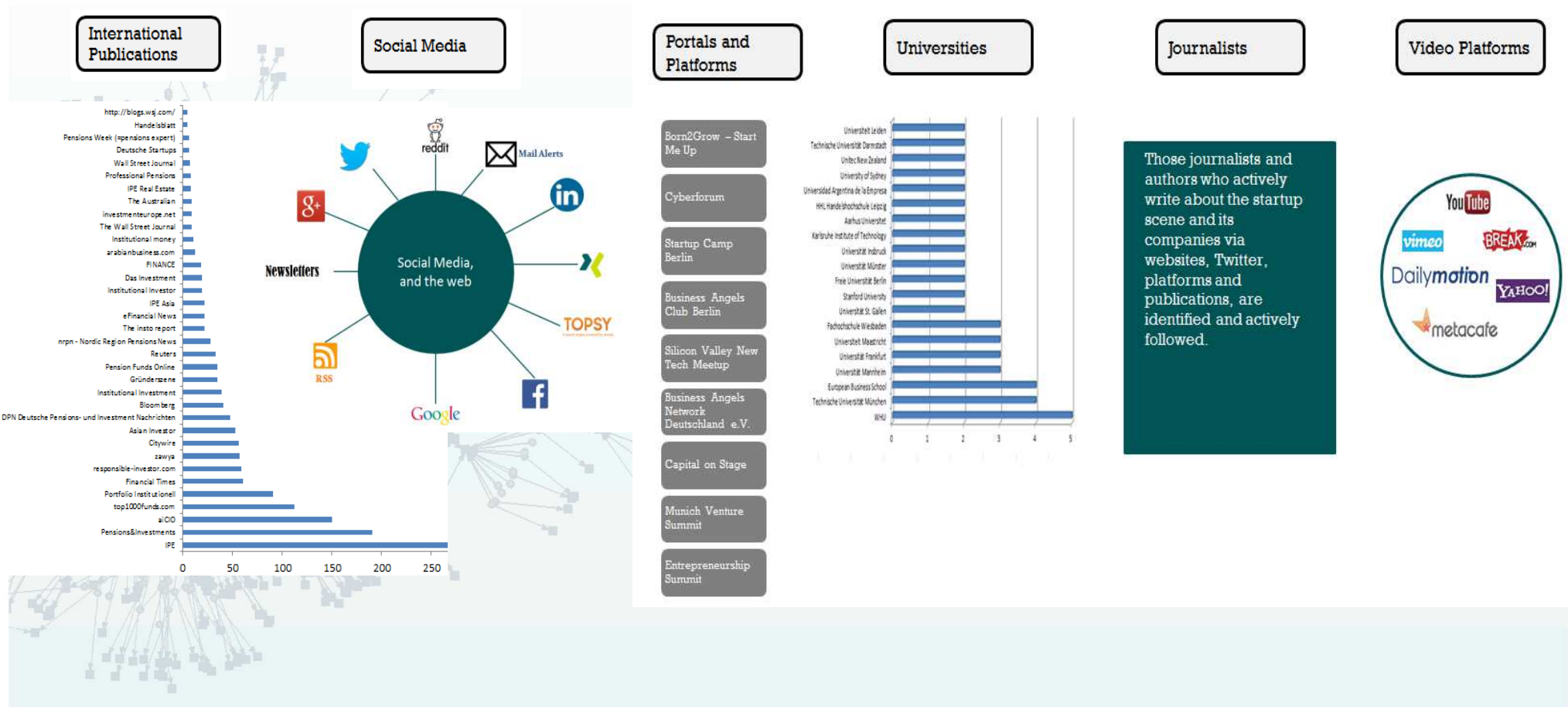


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## Spotting risks and opportunities on a daily basis



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