

We look for a strong & motivated team of students for a Venture Capital Project Study:

Development of a data-driven venture capital deal flow

Project Background & Goal

As a growth venture capital firm, Burda Principal Investment (BPI)'s target stage for investing in a startup is the Series B funding round of a company. At Series B stage, a startup is typically ready for scaling – it has developed a world class product that customers love (product market fit), the company has figured out how and at what cost it sells its product and has built an organization that allows it to scale operations. With the additional money the company will accelerate its growth and expand, e.g. to additional cities, to more countries or it will simply increase penetration. The huge advantage of BPI's investment stage is the visibility of previous funding rounds of a company, ie. a pre-seed, seed or Series A round. Once identified, BPI can actively impact and make sure it sees the entire relevant deal flow of startups that will raise a Series B.

This is where your project comes in. Your project study has the goal to bring BPI's deal flow and pipeline to the next level. Your goal is to develop a data-driven deal flow that covers all earlier startup funding rounds in the market and that enables us to anticipate the attractiveness of the businesses and to prioritize respectively using publicly available, free and paid data. The expectation to the outcome of the project is that we can use this prioritized deal flow for all our teams and as a basis to decide whether or not we want to get in touch with a company.

BPI will pay €1,500 to every team participant for the successful completion of the project.

Project Deliverables

- Define data source(s) and filters as basis for startups to be considered, e.g. Pitchbook, websites of strong early-stage VCs
- Identify criteria and KPIs to be applied for the deal flow prioritization thereby taking the feasibility of automated and scalable extraction into consideration, e.g. employee growth over time, media mentions, traffic growth, product ratings
- Propose an index for prioritization of the deal flow, e.g. KPI thresholds, weighting of data points
- Develop and implement a working algorithm for BPI to use for its daily operations

Team Requirements

- High interest in venture capital
- Interest in working with a lot of data
- Relevant coding knowledge and experience in the team (e.g. developing a website crawler)
- Excellent academic results (among the at least top 10% of your class)
- Ideally a diverse team with both business and informatics background



About Burda Principal Investments (BPI)

BPI is a leading global growth venture capital investor backing world class, consumer-facing digital technology companies that have the potential for global category leadership. We invest across Europe, the US and Asia in areas including marketplaces & platforms, fintech and innovative digital commerce. BPI is an active and supportive investor that brings operational experience, hands on value-add and integrity to all investment activities. Our team are dedicated and diverse investment professionals based in Munich, Berlin, London and Singapore. BPI's portfolio includes successful start-ups such as Vinted, Bloom & Wild, Nord Security, Skillshare, Carsome, and many more.

www.burdaprincipalinvestments.com

Please send your applications to Julian von Eckartsberg: jve@burda.com