Problem 2

Client:	Katapult
Date:	10/11-23. 09:00
Decision Maker (organisational level):	Humberto Trevino, AI & Data Analytics Director
Language:	English
Deadline:	18/12-23. 12:00
Format:	Powerpoint, and/or other relevant formats
Size:	Maximum 25 slides or similar

Situation	Katapult are a whole group of companies. They are a professional venture capitalist with a deeper meaning. They mainly invest in ESG/green type projects, but that are expected to generate a gain as other venture capitalist. You find a web presentation of the company here: Katapult.vc You will also find them on other platforms. Our contact person and the client are: Humberto Trevino AI & Data Analytics Director at Katapult 
Complication:	As for venture capital investing, they typically invest at the stage where a concept, project, company starts to scale. In other words, companies that receive funding have already proven that the technology works and that there is some traction (people buying the products/services). As a venture capitalist usually invests and does not expect any return until they exit the case, they all usually need outside funding as the time to exit can very often be in the region 5-10 years. A successful exit will usually be in the form of a stock market listing or an industrial sale.

	Although this varies you can usually expect that 10% of the projects get close to a commercial success with a decent exit, 40% survive, but with lower-than-expected returns, and the remainder usually fail.
To be the focus of the study	The concrete assignment is to explore/evaluate metrics, proxies for measuring what is called the performance of the antiportfolio. For more on antiportfolio please read Humberto's blogg; https://humbertotrevino.com/antiportfolio-in-venture-learning-from-failure-or-failing-to-learn-b4dd3888a066 An "anti-portfolio" is a concept primarily used in the venture capital (VC) and investment industries. It refers to a collection of investments that a firm or individual investor passed on but which later proved to be highly successful. The term reflects a sense of missed opportunity or hindsight recognition of what could have been a profitable investment. Here are some key points about an anti-portfolio: **Purpose of Acknowledging Missed Opportunities:** The anti-portfolio is often used as a tool for reflection and learning. By acknowledging and analyzing their missed opportunities, investors and firms can learn from their past decisions, understand their decision-making flaws, and potentially improve their investment strategies in the future. **Examples of Famous Anti-Portfolios:** Many renowned venture capital firms have their own anti-portfolios. For instance, Bessemer Venture Partners, a well-known VC firm, openly discusses its anti-portfolio, which includes companies like Apple, Google, and Facebook – companies they had the opportunity to invest in but chose not to. **Transparency and Humility:** Sharing an anti-portfolio is often seen as a sign of transparency and humility in the investment community. It demonstrates that a firm or investor is aware of their fallibility and is willing to learn from their mistakes. **Risk Assessment and Decision Making:** The concept of an anti-portfolio helps in understanding risk assessment and decision-making processes within investment firms. It highlights the challenges of predicting which companies will be successful and the uncertainties inherent in venture capital investments. **Educational and Inspirational Use:**

	Anti-portfolios can also serve as educational tools for new investors and entrepreneurs, offering insights into the dynamics of the investment world. Additionally, they can be inspirational for startups that were initially rejected but later achieved significant success. In summary, an anti-portfolio is a candid admission of "what could have been," providing valuable lessons in the unpredictable nature of investment and the importance of maintaining an open mind to potential opportunities. In other words, a venture capitalist obviously knows the performance of their own projects, but they seldom measure what they potentially lost out on. In other words, did they turn away any stars and why. To learn from mistakes, they would like you to evaluate if you can find any useful metrics that can serve as proxies to performance in cases that were turned down. Sometimes the cases exist in databases such as Pitchbook, Dealroom, and Traxn. For example, one metric could be whether a company's /projects website is active, are they getting any traction on number of users, do accounts exist, are they mentioned in the press etc... Are there any social media profiles that existed… All this could give proxies as to evaluate the antiportfolio concept for the VC firm to learn from their investment mistakes.