Marko Bender

Spatial Proximity in Venture Capital Financing

GABLER RESEARCH

Entrepreneurial and Financial Studies

Herausgeber:

Professor Dr. Dr. Ann-Kristin Achleitner und Professor Dr. Christoph Kaserer



Die Schriftenreihe präsentiert aktuelle Forschungsergebnisse aus dem Gebiet der Entrepreneurial und Corporate Finance. Sie greift an der Schnittstelle von Wissenschaft und Praxis innovative Fragestellungen der Unternehmensfinanzierung auf.

This series presents research results from the fields of entrepreneurial and corporate finance. Its focus lies on innovative research topics at the interface of science and practice.

Marko Bender

Spatial Proximity in Venture Capital Financing

A Theoretical and Empirical Analysis of Germany



Bibliographic information published by the Deutsche Nationalbibliothek
The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie;
detailed bibliographic data are available in the Internet at http://dnb.d-nb.de.

Dissertation Technische Universität München, 2010

This series was published from 2003 to 2007 by Verlag Wissenschaft & Praxis Dr. Brauner.

1st Edition 2011

All rights reserved

© Gabler Verlag | Springer Fachmedien Wiesbaden GmbH 2011

Editorial Office: Stefanie Brich | Britta Göhrisch-Radmacher

Gabler Verlag is a brand of Springer Fachmedien.

Springer Fachmedien is part of Springer Science+Business Media.

www.gabler.de



No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the copyright holder.

Registered and/or industrial names, trade names, trade descriptions etc. cited in this publication are part of the law for trade-mark protection and may not be used free in any form or by any means even if this is not specifically marked.

Cover design: KünkelLopka Medienentwicklung, Heidelberg Printed on acid-free paper Printed in Germany

ISBN 978-3-8349-2684-5

Für meine Eltern, ihre unendliche Liebe, unermüdliche Unterstützung und grenzenloses Vertrauen.

Acknowledgments

This dissertation results from my work as a scientific assistant at the KfW Endowed Chair in Entrepreneurial Finance and the Center for Entrepreneurial and Financial Studies (CEFS) at the Technische Universität München (TUM). However, the completion of this dissertation would not have been possible without the support of many different individuals to whom I want to express my sincere appreciation and gratitude.

First of all, I am deeply indebted to Prof. Dr. Ann-Kristin Achleitner for taking over the supervision of my thesis and supporting me and my work in many different aspects. Throughout the early stages of my dissertation she inspired me with valuable ideas and gave me a lot of freedom to work on manifold topics in order to find the research questions for my thesis. In the course of my work she was always available for diverse discussions and finally she motivated me frequently. Furthermore, she is mainly responsible for the outstanding working environment at her chair and that I was able to conduct various interesting as well as challenging tasks with a high level of responsibility. The deep trust that she had into me and my work is a huge honor for me.

I am also grateful to Prof. Dr. Christoph Kaserer, the second referee of my thesis, for the initial support of my thesis, the help in acquiring the necessary data, and the fruitful discussions. Moreover, I would like to thank Prof. Dr. Isabell Welpe for taking over the chair of my doctoral examination committee.

Throughout my time at the KfW Endowed Chair in Entrepreneurial Finance and the CEFS I found a very kind working environment, had the opportunity to work together with many exceptional colleagues and found real friends. This combination facilitated very productive and critical scientific discussions without missing out a healthy portion of fun. In particular, I would like to express my sincere appreciation to Dr. Eva Lutz for her outstanding professional and personal support. She was always there for detailed discussions, gave profound feedback, and spent many hours for proofreading. Furthermore, I would like to thank Dr. Stephanie Schraml, Dr. Peter Heister, Dr. Markus Ampenberger, Dr. Oliver Klöckner, Dr. Annabell Geidner, Dr. Reiner Braun, Dr. Kay Müller, Nina Günther, Svenja Jarchow, Florian Tappeiner and Nico Engel for their unique team spirit, their adorable helpfulness, their invaluable input to my work in numerous discussions, and the many memorable moments that we enjoyed together. A special thank goes to Monika Paul, the heart of the chair having always a smile on her face, a story to tell, and who supported me in many aspects of my daily work.

VIII Acknowledgments

Beyond the university I owe a special gratitude to my friends. They supported me emotionally and were allways there whenever I needed them, even though I did not have much time and they had to be satisfied with a telephone call many times. In particular, I would like to thank Danielle Lee for her selfless helpfulness in proofreading the whole dissertation from the viewpoint of a native speaker.

Throughout my dissertation my fiancée Daniela Meyer played a very special role and I want to express my warmest gratitude for all the love, care, and emotional support. Especially in the final phase of my dissertation she had to compromise a lot on spare time activities and supported me wherever she could, proofread the whole work and gave valuable feedback.

Last but not least I want to express my deepest gratitude to my family. Throughout all the years my beloved parents Karin and Hartmut Bender where always in place when I needed them, gave me the maximum emotional and active support possible, and trusted into me and my capabilities. My brother Stefan Bender was always there when I needed somebody to discuss or simply to chat and made sure that I got some diversion whenever I needed it.

Nuremberg, July, 2010 Dr. Marko Bender

Table of Contents

Li	st of l	igures	XIII
Li	st of T	ables	XV
Li	st of A	Abbreviations	XVII
Li	st of S	ymbols	XIX
1	Intr	oduction	1
	1.1	Problem and Aims of Analysis	1
	1.2	Research Methodology	5
	1.3	Outline of the Thesis	7
2	Fun	damentals of Venture Capital Financing and Spatial Proximity	11
	2.1	Venture Capital Financing	11
		2.1.1 Definition of Venture Capital	11
		2.1.2 Characteristics of Portfolio Companies	14
		2.1.3 Characteristics of German Venture Capitalist Types	15
		2.1.3.1 Private Venture Capitalists	
		2.1.3.2 (Quasi-)public Venture Capitalists	
		2.1.4 Venture Capital Investment Process	
		2.1.4.1 Deal Origination	
		2.1.4.2 Deal Screening.	
		2.1.4.4 Deal Structuring	
		2.1.4.5 Investment Development.	
		2.1.4.6 Investment Exit	
	2.2	Spatial Proximity	
		2.2.1 Definition of Spatial Proximity	
		2.2.2 Spatial Distribution of Venture Capitalists and Venture Capital	
		Investments	42
		2.2.3 First Implications Regarding the Role of Spatial Proximity in Venture Capital Financing	44
	23	Overview of Relevant Literature	46

X Table of Contents

3		evant Theories for the Analysis of Spatial Proximity in Venture Capital	61
	3.1	Identification of Relevant Theories	61
	3.2	Theories Relevant to the Venture Capitalist - Entrepreneur Dyad	66
		3.2.1 New Institutional Economics as Starting Point	66
		3.2.1.1 Property Rights Theory	
		3.2.1.2 Agency Theory	
		3.2.1.3 Transaction Cost Theory	
		3.2.2 Further Theories Explaining the Role of Spatial Proximity	
		3.2.2.1 Game Theory	
		3.2.2.2 Stewardship Theory	
			105
	3.3	Theories Relevant beyond the Venture Capitalist - Entrepreneur Dyad:	114
		Network Approach	
		3.3.1 Theoretical Foundations	
		3.3.1.2 Formal Network Analysis	
		3.3.2 Relevant Networks	
		3.3.3 Implications of Spatial Proximity between Actors	
	3.4	Summary	
4	-	act of Spatial Proximity throughout the Venture Capital Investment	133
	4.1	Pre-Contractual Activities	135
		4.1.1 Deal Origination	135
		4.1.2 Deal Screening	
		4.1.3 Deal Due Diligence	
		4.1.4 Deal Structuring	
	4 2	Post-Contractual Activities	
	1.2	4.2.1 Investment Development	
		4.2.1.1 Monitoring	
		4.2.1.2 Support	
		4.2.2 Investment Exit	168
	4.3	Summary and Testable Hypotheses	174
		4.3.1 General Impact of Distance	175
		4.3.2 New Venture Characteristics	178
		4.3.3 Venture Capitalist Characteristics	181
		4.3.4 Investment Round Characteristics	185

Table of Contents XI

5		pirical Analysis of Relationships between Spatial Proximity and the Type Likelihood of Venture Capital Financing	187
	5.1	Description of Dataset	188
		5.1.1 Available Datasets for Analysis	188
		5.1.2 Used Dataset	189
		5.1.3 Measurement and Definition of Variables	195
		5.1.3.1 Spatial Proximity	
		5.1.3.2 New Venture Characteristics	
		5.1.3.3 Venture Capitalist Characteristics	
		5.1.3.4 Investment Round Characteristics	
		5.1.4 Summary Statistics	
		5.1.5 Possible Selection Biases	
	5.2	Patterns in Spatial Proximity between Venture Capitalists and Investees	214
		5.2.1 Empirical Strategy to Investigate Patterns in Spatial Proximity	214
		5.2.2 First Bivariate Analyses	217
		5.2.3 Ordered Logistic Regressions	222
		5.2.4 Robustness Tests of Conducted Analyses	235
		5.2.5 Limitations of Analyses	236
	5.3	Impact of Spatial Proximity on the Likelihood of a Venture Capital Investment	238
		5.3.1 Empirical Strategy to Investigate the Likelihood of a Venture Capital Investment	238
		5.3.2 Rare Event Logistic Regressions	245
		5.3.3 Robustness Tests of Conducted Analyses	
		5.3.4 Limitations of Analyses	
	5.4	Summary of Results and Discussion	274
6	Con	iclusion	285
	6.1	Summary of Results	286
	6.2	Implications of the Impact of Spatial Proximity on Venture Capital Financing	291
		6.2.1 Implications for Entrepreneurs	
		6.2.2 Policy Implications	
		6.2.3 Implications for Venture Capitalists	
	6.3	Further Research and Outlook	297

XII Table of Contents

Ap	Appendix	
A	Definitions from VentureSource	299
	A.1 Venture Financing Round Types	299
	A.2 Stages of Development	300
В	Appendix – Description of Dataset	301
C	Appendix – Patterns in Spatial Proximity	302
D	Appendix – Likelihood of a Venture Capital Investment	315
Re	eferences	331

List of Figures

Figure 1.1:	Structure of the thesis	9
Figure 2.1:	Differentiation of venture capital and private equity	11
Figure 2.2:	Phases of the VC investment process	21
Figure 2.3:	Initiation of contact between venture capitalist and entrepreneurial team	23
Figure 2.4:	Exit channels of venture capitalists in Germany	39
Figure 2.5:	Spatial distribution of venture capitalists and VC financing rounds across German districts	45
Figure 2.6:	Embeddedness of this thesis in the relevant literature	47
Figure 3.1:	Relevant theories to explain the role of spatial proximity between actors in the VC investment process	65
Figure 3.2:	Classification of theories within new institutional economics	67
Figure 3.3:	Classification of different measures to mitigate agency problems	74
Figure 3.4:	Classification of different types of informational asymmetries	75
Figure 3.5:	Prisoner's dilemma in choosing cooperation or defection	96
Figure 3.6:	Factors influencing the VC financing relationship from a prisoner's dilemma perspective	. 100
Figure 3.7:	Prisoner's dilemma in choosing among agency and stewardship behavior	. 104
Figure 3.8:	Relationships relevant to a VC investment process, contents of relationships, and corresponding network types	. 130
Figure 4.1:	Structure and role of chapter 4 throughout the thesis	. 134
Figure 5.1:	Factors related with observed patterns in spatial proximity between venture capitalists and investees	. 214
Figure 5.2:	Distribution of venture capitalist-investee dyads in regard to spatial proximity	. 216
Figure 5.3:	Categorization of minimum travel time	. 217
Figure 5.4:	Factors influencing the likelihood of a VC investment	. 238
Figure 5.5:	Matrix of possible dyads	. 239
Figure 5.6:	Comparison of original and matched sample regarding their spatial distribution	. 243
Figure 5.7:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship	. 252
Figure 5.8:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship for different venture and product development stages	. 257

XIV List of Figures

Figure 5.9:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship for different levels of the entrepreneurial team's prior experience	. 260
Figure 5.10:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship for different characteristics of the new venture's industry	. 261
Figure 5.11:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship for new venture's located in urban and non-urban areas	. 262
Figure 5.12:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship for venture capitalists of different sizes	. 263
Figure 5.13:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship for different venture capitalists types	. 266
Figure 5.14:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship for different investment volumes	. 271
Figure 5.15:	Impact of distance (min. travel time) on the likelihood of a VC financing relationship for different levels of syndication benefit	. 272
Figure B.1:	Distribution of VC financing rounds in regard to the population density of the new venture's district	. 301
Figure D.1:	Distribution of realized venture capitalist-investee dyads in regard to the syndication benefit.	. 330

List of Tables

1 able 2.1:	Categorization of German venture capitalist types	10
Table 2.2:	Origin of total deal flow and actual investments	25
Table 2.3:	Importance of venture capitalist's investment criteria	31
Table 2.4:	Overview of relevant literature	54
Table 3.1:	Summary of informational asymmetries	89
Table 3.2:	Characteristics of different organizational forms	. 120
Table 4.1:	Summary of propositions and testable hypotheses	. 176
Table 5.1:	Composition of the dataset over time and investment stages	. 191
Table 5.2:	Composition of the dataset over industries	. 193
Table 5.3:	Composition of the dataset over origin and type of venture capitalists	. 194
Table 5.4:	Summary of variables	. 205
Table 5.5:	Summary statistics for variables used in empirical analyses	. 206
Table 5.6:	Summary statistics for original measures of spatial proximity	. 208
Table 5.7:	Structural comparison of the sample and BVK data regarding time and investment stages	. 210
Table 5.8:	Structural comparison of the sample and BVK data regarding venture capitalist type	. 212
Table 5.9:	Correlation between the number of observations and distance	. 219
Table 5.10:	Correlation coefficients	. 220
Table 5.11:	Wilcoxon rank-sum tests on ln(1+min. travel time)	. 222
Table 5.12:	Ordered logistic regressions – Base models	. 224
Table 5.13:	Ordered logistic regressions – Details on venture and product development stage	. 226
Table 5.14:	Ordered logistic regressions – Comparison of lead- and co-investors	. 232
Table 5.15:	Definition of investment volume categories	. 241
Table 5.16:	Rare event logistic regressions – Base models	. 246
Table 5.17:	Rare event logistic regressions – Submodels leading to base models REL 2 and 3	. 248
Table 5.18:	Characteristics of analyzed venture capitalist-investee dyads	. 251
Table 5.19:	Rare event logistic regressions – Details on venture and product development stage	. 254
Table 5.20:	Rare event logistic regressions – Details on the entrepreneurial team's prior experience	. 258

XVI List of Tables

Table 5.21:	Rare event logistic regressions – Details on the entrepreneurial team's prior experience	. 259
Table 5.22:	Rare event logistic regressions – Structural differences between lead- and co-investors	. 268
Table 5.23:	Summary of hypotheses and empirical results	. 275
Table 5.24:	Partial effects on the relative likelihood of a VC financing relationship	. 279
Table B.1:	Summary statistics of original metric variables	. 301
Table C.1:	Correlation matrix of independent variables	. 302
Table C.2:	Variance inflation factors – Base models	. 304
Table C.3:	Ordered logistic regressions – Details on venture capitalists' experience and reputation	. 305
Table C.4:	Ordered logistic regressions – Details on venture capitalists' type	. 306
Table C.5:	Ordered logistic regressions – Details on the investment volume per venture capitalist	. 307
Table C.6:	Ordered logistic regressions – Details on syndication	. 308
Table C.7:	Brant test – Base models	. 309
Table C.8:	Brant test – Details for Model OL 3	. 310
Table C.9:	Ordinary least squares regressions – Base models	. 311
Table C.10:	Tobit regressions- Base models	. 312
Table C.11:	Ordered logistic regressions – Different measures of spatial proximity	. 313
Table C.12:	Ordinary least squares regressions – Different measures of spatial proximity	. 314
Table D.1:	Variance inflation factors – Base models of rare event logistic regressions	. 315
Table D.2:	Rare event logistic regressions – Details on the venture capitalist's experience and reputation	. 316
Table D.3:	Rare event logistic regressions – Details on the venture capitalist's specialization	. 318
Table D.4:	Rare event logistic regressions – Details on the venture capitalist's type	. 320
Table D.5:	Rare event logistic regressions – Details on lead- vs. co-investors	. 322
Table D.6:	Rare event logistic regressions – Details on the investment volume	. 324
Table D.7:	Rare event logistic regressions – Details on syndication	. 325
Table D.8:	Logistic regressions – Base models	. 326
Table D.9:	Rare event logistic regressions – Different measures of spatial proximity	. 328

List of Abbreviations

AIC Akaike Information Criterion

Betw. Between Bus. Business

BVK Bundesverband deutscher Kapitalbeteiligungsgesellschaften

CEO Chief executive officer
CFO Chief financial officer

Coef. Coefficient

COO Chief operating officer

Coop. Cooperative

CVC Corporate venture capital

Dep. Dependent
Dev. Development

Df Degrees of freedom

Diff. Difference
Dist. Distance

EVCA European private equity and venture capital association

Exec. Executive

Exp. Expenses or experience depending on context

F.e. Fixed effects

FRG Federal Republic of Germany

Fundr. Fundraising

GDR German Democratic Republic

Ger. Germany

GICS Global Industry Classification Standard

HHI Herfindahl-Hirschman Index

HTGF High Tech Gründerfond

Indep. Independent
Inst. Institution

Inv. Investment(s) or investor(s) depending on context

IPO Initial public offering

KfW Kreditanstalt für Wiederaufbau

XVIII List of Abbreviations

Km Kilometer

Ln Natural logarithm
LR Likelihood ratio

M&A Mergers and acquisitions

Max. Maximum

Min. Minimum or minutes depending on context MBG Mittelständische Beteiligungsgesellschaft

Mgt. Management

MSCI Morgan Stanley Capital International

No. Number
Obs. Observations

OL Ordered logistic

PE Private equity

Prod. Product
Prof Profitable

RAM Reinforcement-Affect-Model

R&D Research and development

REL Rare event logistic

SC Small cap

S.d. Standard deviation Shipp.prod. Shipping product

Subs. Subsidiary
Synd. Syndication
UK United Kingdom
US United States
Var. Variable

VC Venture capital or venture capitalist depending on context

Vol. Investment volume

ZEW Zentrum für Europäische Wirtschaftsforschung

List of Symbols

 $\begin{array}{ll} C_{ET} & & Entrepreneurial team cooperates \\ C_{VC} & & Venture \ capitalist \ cooperates \\ D_{ET} & & Entrepreneurial \ team \ defects \\ D_{VC} & & Venture \ capitalist \ defects \\ \end{array}$

Venture capitalist

I Number of venture capitalists

j Index of observation

k industry segments / investment stages

K Number industry segments / investment stages

N Sample size

r VC investment round

R Number of VC investment rounds

 r_i VC investment round of venture capitalist i

 R_i Number of VC investment rounds of venture capitalist i

W Weighting matrix

 w_1 / w_0 Fraction of ones (event) /zeros (no event) in the sample relative to the frac-

tion of ones / zeros in the population

X Matrix of explanatory variablesx_i Vector of explanatory variables

 Y_i Observation j

 $\hat{\beta}$ Estimator of regression coefficients

 $\tilde{\beta}$ Estimator of regression coefficients that is corrected for rare events

 $\hat{\pi}_i$ Estimator of the probability of a certain event $Y_i=1$