

# investing in creative industries

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margus uudam

ambient sound investments

EstVCA

# background

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- **Compensation Fund** - stocks, bonds

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- **Ministry of Finance** - state budget, economic&tax policy, EU, NATO

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- **Estonian Energy** - guilty for every single electricity interruption

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- **Ambient Sound Investments** - Skype co-founders, 30 startups around the world

# ambient sound investments

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- Skype co-founders family office
- 100m€ under management
- team of 9
- venture capital, private equity, real estate, listed equity



# our focus

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# our focus

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- we **invest in ICT** globally

# our focus

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- we **invest in ICT** globally
- we **do not invest** in
  - life sciences
  - games
  - clean/green tech
  - ... creative industries

yesterday evening

in the bus

“you are tagged in Facebook!”

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yesterday evening  
in the bus  
“you are tagged in Facebook!”



yesterday evening  
in the bus  
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it's not about money

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# it's not about money

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- can we find professionals?



# it's not about money

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- can we find professionals?
- funding model?

# it's not about money

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- can we find professionals?
- funding model?
- quality of teams/projects?

# 1b€ under management

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# 1b€ under management

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- building the next generation of fund managers

# 1b€ under management

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- building the next generation of fund managers
- educating investors

# 1b€ under management

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- building the next generation of fund managers
- educating investors
- educating entrepreneurs

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thank you  
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