

smart  
EQUITY



# Who are we

SMART EQUITY, S.G.P.S. was founded on May 2013 by three *Business Angels*, Gonçalo Araújo Fernandes, Rui Falcão and Pedro Roseiro.

On March 2014, it underwent a corporate restructuring and a capital increase, becoming a private limited company held by 7 shareholders.

SMART EQUITY, S.G.P.S. is endorsed by FINOVA – Fundo de Apoio ao Financiamento à Inovação. It performs on Linha de Financiamento a Investidores em Capital de Risco (Business Angels) by means of financing assigned by the European Regional Development Fund (ERDF) in cooperation with COMPETE / QREN, and aims to ensure that the beneficiary enterprises have the financial means needed to accomplish implementation, expansion or consolidation missions at the national and / or international market.



# Our mission

## Project-wise

SMART EQUITY, SGPS **activity scope / investment mission** is fairly broad, seeking to analyze investments on all **sectors/verticals**, except Real Estate and Financing.

We perform in terms of market / verticals in an agnostic way. However, in terms of business area, we favor **technology/innovation-based companies** that are **starting-up (maximum of 3 years of operation)**, and have **export / internationalization potential**. We aim to achieve scalability and differentiation, identification of a specific issue, and solution development. We aim to create disruptive solutions.

Our **average investment is +/- EUR 200.000** and prefer minority stakes since promoters are the project genesis and they should be the true owners of the new company / venture.

The duration of the investment made by SMART EQUITY, S.G.P.S. normally varies between a maturity of 2 to 5 years depending on the company / project progress and on the market conditions that may impair the disinvestment operation.





# Our mission

## Promoter-wise

Regarding promoters / people pool, we seek management teams that are **motivated and entrepreneurial**. This is a key factor for the project analysis.

SMART EQUITY, S.G.P.S. strategy always entails project analysis and, equally important, promoters analysis. It is of paramount importance trusting promoters' skills as they are the project drivers. SMART EQUITY, S.G.P.S. will always endeavor to provide them with all the vital resources for success. Similarly, **promoters' market and business knowledge** is also a valuation factor.

On the other hand, we believe that by being the project drivers promoters are ultimately the only responsables for its success. Therefore, SMART EQUITY, S.G.P.S. strategy will account for continuously encourage promoters / executive team by creating management instruments by objectives and variable gains.





# Ownership structure



**7 shareholders**

**Business Angels hold the majority stake**

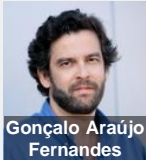
**Skills and *know how***

**Investment capacity**

**Excellent *networking***



# THE SHAREHOLDERS



**Gonçalo Araújo  
Fernandes**

40 years old. Former Chief Financial Officer at Critical Software S.A. and Executive Board member. Board Chairman at Critical Software Romania, Srl. License degree in Business Management at ISLA (Instituto Superior de Línguas e Administração) in Lisbon and several other training courses such as Post Graduation in Financial Analysis, a MBA specializing in Strategy and Marketing at ISEG (Instituto Superior de Economia e Gestão), executive course in Competitive Strategy at INSEAD, Fontainebleau, and an executive course in Advanced Corporate Finance at London Business School. Registered as Financial Analyst at the Portuguese Financial Analysts Association, and at EFFAS (European Federation of Financial Analyst Societies), as Certified European Financial Analyst



**José Galamba  
de Oliveira**

José Galamba de Oliveira, 54 years old, Accenture Portugal current Chairman of the Board of Directors. Has a license degree in Mechanical Engineering from the Manchester University (UK) and attended post-graduation courses at Universidade Católica and INSEAD. Before joining Accenture, worked as an internship engineer at a Portuguese manufacturer for the automotive industry. Chairman at Accenture Portugal since 2005 and Board of Directors member since 1996, José Galamba de Oliveira benefits from more than 25 years of working experience in management and technology consulting for several industries, including national and international customers. Since 2008, he is also head of the Risk & Client Satisfaction Office for Accenture financial projects in the SPAI (Spain, Portugal, Africa and Israel) area. He is also the head of Accenture operations in Angola and Mozambique. Shareholder and sole manager of Gambali SGPS, SA. Founding partner with a minority stake at several startups in Portugal and Mozambique operating in the catering (Duqrest, SA in 2004), events (Lisboa Quem És Tu, SA in 2011), building (Tecnobetão, Lda. in 2008 and BDBU Internacional, SA in 2013), tourism and services (T4A SGPS, SA in 2012 with investments in startups in Mozambique, namely Bushfind Safaris and Pemba Business Lodge) industries.



**(João Pedro  
Tavares)**

João Pedro Tavares, Accenture Partner, head of Accenture financial services department in Portugal, Angola and Mozambique. Benefits from more than 20 years of working experience in providing Accenture consulting services to several industries, specifically banking, insurance and capital markets, having worked closely with those responsible for the main organizations operating in the financial services industry, mainly in Portugal, Spain and Angola. Has a wide management experience in complex transformation projects that help the industry and institutions to meet the challenges of defining growing and expansions strategies, operating excellence, innovation, change management, and technological solutions implementation. Throughout his professional career, João has been leading a wide variety of projects in management consulting, information technologies and outsourcing for organizations operating in several industries, namely financial, automotive, energy and natural resources, and distribution. Has a license degree in Civil Engineering from Instituto Superior Técnico and a post-graduation in Financial Management from Universidade Católica Portuguesa. João Pedro Tavares, 49 years old, married, father of 4.



**José  
Fernandes**

José Fernandes, Accenture partner and head of BPO services business unit for Resources (energy, utilities, natural resources and chemical ) in the EALA (Europe, Africa and Latin America) region. Is responsible for BPO financial, human resources, training, acquisitions, logistic and commercial operations, and sectorial solutions. Member of Accenture Management Committee for Portugal, Spain and Africa. Being an Accenture staff member since 1985, he has over 26 years of experience in transformation projects and outsourcing for a wide variety of industries, including large industrial and distribution companies, financial sector, utilities and natural resources in several European, African and Latin American countries. Former vice-president of Associação Portugal Outsourcing. Has a license degree in Electrotechnical Engineering from Instituto Superior Técnico de Lisboa.



**(José Gomes)**

José António Soares Augusto Gomes, 53 years old, entrepreneur and business consultant. Has a license degree in Business Organization and Management from ISCTE, and attended several post-graduation courses at Universidade Católica Portuguesa, AESE and Kellogs. Started his working life at an Insurance Company and in 1988 entered Accenture where he worked for 25 years. Accenture partner, head of the management and strategy consulting department and member of the Management Board for Portugal, Angola and Mozambique. Gained a valuable experience in numerous transformation projects for several industries, namely banking, Insurance and Energy. Current JAG LINKS SGPS SA shareholder and manager, and founding partner with minority stakes at a number of *startups* in Portugal and Mozambique operating in several industries, namely building, tourism and services, and events.



# Our value proposition

**Fast decision-making** – quick and lean decision model. Astounding communication capacity between partners, and forums for weekly analysis of a wide range of topics such as funding decisions. In spite of analyzing criteria such as business area, market / vertical, technological model, business model, team / promoters, needed investment, etc., decision-making and cash transfer, as a general rule, does not exceed 45 days.

**Networking/reaching out** – our most differentiating characteristic. We chose the companies in which we have shareholdings / investments based on a very demanding model; however, the companies where we invest in benefit from a true ability to grow exponentially. This entails not only an internationalization capacity, but also finding the necessary investors (national or international, financial or not) for the next round (round A)

**Partnership network** – SMART is strongly committed in having an institutional presence in this area. Similarly, it is committed to provide the companies in which it has shareholdings with access to training, conferences, workshops, and other events organized with its partners

**Senior management team available** – profiting from shareholders broad skills and complementarity among them, and comprising know-how in financial, consulting and business prospecting, innovation and technical knowledge and wide professional experience in several industries. We are committed in allowing access and making SMART EQUITY Board available to companies in which it has shareholdings whenever needed.

An aerial photograph of a field with a distinct grid pattern, likely a plantation or agricultural field. The image is overlaid with a semi-transparent dark brown layer. On the right side, there is a cluster of white gear icons of various sizes, arranged in a roughly triangular shape. The text "DRIVING PROGRESS" is centered in the middle of the image.

DRIVING PROGRESS

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