



INSEAD Entrepreneurs' Group Business Angels Event Wednesday 21 February 2024

IMPORTANT NOTICE

The presentations made during this event are of a general nature about the businesses, target markets, products or services, business models, development stage, and strategy for the future.

Should any presentation constitute subject matter comprised by the Financial Services and Markets Act 2000 (the "Act") or rules issued pursuant or in relation thereto, the following apply:

- The content of any such "promotion" made has NOT been approved by an authorised person within the meaning of the Act, and such approval is, unless this exemption or any other exemption applies, required by section 21 of the Act;
- Any such presentation are ADDRESSED ONLY TO persons that, at the beginning of this meeting, benefit from exemptions from the prohibition of financial promotion by persons not authorised by the FSA, including "Investment Professionals" (including persons authorised by the FSA), "Certified High Net Worth Individuals", "High Net Worth Companies, Unincorporated Associations Etc.", "Certified Sophisticated Investors", "Self-Certified Sophisticated Investors" and "Associations of High Net Worth or Sophisticated Investors" as comprised by respectively Articles 19, 48, 49, 50, 50A or 51 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (No. 1529), as amended. As a consequence hereof, any such "promotion" is exempt from the general restriction (in section 21 of the Act) on the communication of "invitations" or "inducements" to engage in investment activity.

RELIANCE ON ANY PROMOTION THAT MAY FOLLOW FOR THE PURPOSE OF ENGAGING IN ANY INVESTMENT ACTIVITY MAY EXPOSE AN INDIVIDUAL TO A SIGNIFICANT RISK OF LOSING ALL OF THE PROPERTY OR OTHER ASSETS INVESTED.

ANY INDIVIDUAL WHO IS IN ANY DOUBT ABOUT ANY INVESTMENT TO WHICH ANY PRESENTATION MAY RELATE SHOULD CONSULT AN AUTHORISED PERSON SPECIALISING IN ADVISING ON INVESTMENTS OF THE KIND IN QUESTION. The conditions for qualifying as any such type of recipient as mentioned above are set forth in papers available from the chairman of the meeting.

Any person, including any entrepreneur, wishing to contact any other person as a consequence of any activity of the Entrepreneurs and Business Angel Network is reminded to abide by all applicable laws and regulations. In relation to any "financial promotion", this means compliance with the Act, as amended, and the other relevant regulations issued under the Act. This includes that:

(i) Entrepreneurs should only send materials to persons or in a manner permitted by law, including but not limited to, any of the exemptions included in The Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (No. 1529); and

(ii) To assure legal compliance with the above, the Alumni Association strongly recommends that all persons (A) act through a person authorised by the FSA, or (B) only communicates with an interested person after having verified that the person is of the type comprised by the second bullet point above as comprised by respectively Articles 19, 48, 49, 50, 50A or 51 of The Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (No. 1529), as amended.

The Aloma logo consists of the word "ALOMA" in a bold, white, sans-serif font, centered within a solid blue rectangular background.

<https://www.aloma.io>

Alamo is building SaaS generative process automation so that customers can automate any process across any app. The founding team has 20 years' experience in General AI and automation and Aloma is built based on their insight into customer challenges with automation. With Aloma, customers can cut their total cost of automation by 80% as the AI is used to automate the definition, building and maintenance of process automations - enabling customers to scale operations and sales without the need to add new hires. Initially focusing on RevOps in SMB, we aim to grow into enterprise and expand the existing \$70 BN process automation market into the \$1 Trillion market for Enterprise IT integrations.

Patrick Williamson (MBA 02D) is **CEO** of **Alamo**. Originally from Canada, Patrick most recently worked at arago, a General AI company in Germany as COO prior to founding Aloma. With a background in product, his career spans North America, Asia and now Europe working with multiple companies including Symantec, Yahoo! and Unity as well as several early stage companies in CxO roles.

Aksel Van der Wal is currently a **Board Member, Coach** and **Advisor**. Previously he was COO International DTOI at Turner/WarnerMedia, held senior executive roles at Turner International, including EVP Digital Ventures & Innovation and CFO International and was CEO at TimeOut.

The AltoVita logo features the word "ALTO" stacked above "VITA" in a large, blue, stylized sans-serif font. The letters are thick and have a modern, geometric feel.

www.altovita.com

AltoVita is a multi-award winning Corporate Accommodation B2B Software with a global presence in 35k locations and 165 countries. A Series A scaleup backed by Fifth Wall and Novum Capital Partners, AltoVita has raised \$16m in funding with product market fit in Fortune 500 companies with clients including PwC, Google, Hewlett Packard Enterprise, Johnson & Johnson. The team comprises 100 AltoVitians who represent 18 nationalities and speak 21 languages.

Vivi Cahyadi Himmel is **Co-founder** and **CEO** of **Alto Vita**. Born in Indonesia, she has lived in 11 cities from NYC, HK to Tokyo. Vivi's international experience in investment banking (five years) and real estate (eight years) have taken her to raise \$16m of funding and lead AltoVita, a thriving global organisation of 100 people with notable Enterprise clients including PwC, Google, Hewlett Packard Enterprise.

Bruno Berthon (MBA 91D), is a current **AltoVita Advisory Board Member**. Bruno has more than 30 years of global experience in strategy, operational management, and technology execution and was recently a Senior MD at Accenture for 15 years.



<https://ambr.company/>

Ambr is a B2B software product that targets the root causes of workplace stress in organisations. It works by analysing anonymised data through its integrations with over 50 workplace tools, using AI to scan the data for signals of harmful working practices. It then provides tailored resources and interventions to help management & HR teams improve these working practices, reducing workplace stress and its associated costs.

The company was co-founded in 2022 by ex-Uber leaders with backgrounds in analytics and organisational psychology, after they struggled to find solutions that targeted the root causes of workplace stress in their teams.

Zoe Stones (MBA 18D), **Co-founder & CEO** of **Ambr**, started her career as a consultant in the Organisational consulting practice at Accenture. She then went on to work in tech across a number of organisations, most notably as Regional Lead at Uber, and then as CEO of Traveldeal, which was sold in 2019. She holds an MSc in Organisational Behaviour from LSE.

Steph Newton (MBA 18D), **Co-founder** of **Ambr**, worked for several years as a Management Consultant at Accenture, and then in commercial leadership roles at UberEats and Spotify, where she led Strategy & Operations for the UK business. Steph holds an MA in PPE from Oxford.



<https://www.kettelhomes.com/>

Kettel Homes empowers aspirational first-time buyers who are struggling to get a mortgage into a new energy-efficient home. Rooted in a mission for social and environmental impact, our rent-to-own program enables customers to reside in their desired home, creates a clear deposit savings track and minimises their operational and environmental costs. Through our integrated partnerships with institutional real estate capital and some of the UK's largest housebuilders, we can deliver a scalable model with the goal of helping 10,000+ households onto the homeownership ladder annually.

Trevor Stunden, **CEO** of **Kettel Homes** has more than six years leading the creation of new residential technology platforms. Before Kettel, he played a key role as part of the leadership team at Residently, a venture capital-backed tenant management platform supported by LocalGlobe and Felix Capital. Trevor has an MBA from IESE Business School and experience at brands like AB-Inbev, eBay and Adidas.

Jean de Fougerolles (MBA 96D) is a **Kettel Homes Investor**. Following INSEAD, Jean went to MTV Europe, later joining Two Way TV as CEO, a tech media pioneer, securing partnerships with top content owners. In 2008, Jean oversaw its sale to Virgin Media Group. In 2015, Jean founded Ascension Ventures, one of the UK's most active early-stage venture firms.

The logo for merx, featuring the word "merx" in a bold, white, lowercase sans-serif font, centered within a black speech bubble shape that has a tail pointing towards the bottom left.

<https://hellomerx.com/>

Merx helps consumer businesses sell on conversational channels (e.g. WhatsApp) with a Gen AI-enabled platform that doubles conversion rates and increases Customer Lifetime Value (CLV).

Scott Phillips holds an MBA from the London Business School and has had strategy and commercial roles with Microsoft, Dialog Semiconductor, and the online video network Rightster. Scott runs the commercial side of **Rise Art**.

Charlotte Mason (EMBA 07D), is an **Investor and Advisor**, a Venture Partner at Antler and Startup Bootcamp Director at INSEAD and Corporate Innovation Lead.

Pietro Cammerini (MBA 19J), is the **Co-founder & CEO** of **merx**. Pietro has over nine years of experience in the Consumer Goods Industry. He has worked with some of the largest multi-billion dollar brands in the world, specialising in e-commerce and leading the digital commerce practice for Accenture here in London.

The logo for Nature MRV, featuring the word "NATURE" in a large, bold, black, uppercase sans-serif font. Below it, the letters "MRV" are each inside a yellow circle, with the circles overlapping. Below the circles, the text "Compliance with Science™" is written in a smaller, grey, italicized sans-serif font.

<https://www.NatureMRV.com>

Nature MRV is a state-of-the-art Machine Learning platform for calculating and reporting on nature impact and nature risk, using multimodal foundation model principles. For regulatory and risk assessment purposes. Clients are FIs, advisors, corporates and land owners.

Founder & CEO of Nature MRV is **Rupert Merson**, Ex Prof of Entrepreneurship (taught at LBS, UCL, ISB, etc). From a 30+ year career in growth strategy, leadership and investment (120+ investments exceeding \$1/4bn). Serial entrepreneur, been through an IPO, trade sale, buy-out, and a proper failure. Sloan Fellow (LBS) and technically still a lawyer.



<https://wypeuk.com>

At **Wype**, we're raising the bar for bottom health, where an addressable market of 75% of the population is being treated as niche and targeted with unattractive (and largely ineffective) products by sleepy multinationals. We want to give anorectal care and therapeutics mainstream appeal, and this year, after £1M in TTM from our initial sustainable product range, we are truly at an inflexion point for the business.

Giorgia Granata (LBS MBA 18), is **CEO** of **Wype**. Giorgia grew up in Milan and has creative roots in fashion, having studied at New York's FIT and the Royal Antwerp Academy. Following this, she joined Versace, where she was Head of Product Development at Versace Jeans. She pursued an MBA from LBS and graduated in 2018. She worked in Commercial Strategy at Farfetch, before founding Wype in 2019.

INSEAD connections include: Charlotte Mason, Investor/Advisor; Robert Carse, Investor; Bruno Monfils, Investor; Charlie Von Schneider, Investor; Gino Coquis, Investor; Kenny Wong, Investor; Aatrey Saxena, Investor.