

There is No Better Time to Be an Engaged Angel Investor

by Jerome Nollet, Board Member

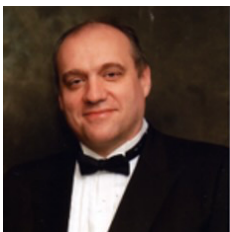
Airbnb 2008, Uber 2009, Doctolib 2013, are just three of the famous unicorns that were created in the middle or just after a most dramatic financial crisis. Today, Warren Buffett seeing better valuations is returning to making investments. The current crisis is once again a fertile ground for startup success.

Whereas in times of plenty of cheap money and low interest rates we have seen insane valuations, with the crypto area perfect examples of over exuberance followed by collapses. And the list is long, have a look at Virgin Galactic how its share price followed two rounds of market sentiment to now fall back to below its IPO price.

It is obvious, we know it, but it is good repeating it over and over: economic concerns only drive valuations in the long-term. At all other times investment flows and anticipations move the markets. For the past few years with trillions of cheap monies and talks of a new paradigm, we have seen projects with no economic value reaching absurd valuations. Most likely the crisis is just beginning, starting with obviously over valued assets like crypto and some money-losing tech shares, then extending to other areas, with real estate catching the downhill train. The crisis this time may be worsened by social unrest as inflation further increased inequalities.

This is exactly where startups could thrive, those startups that bring practical solutions to existing issues, those startups that have a clear path to income and profitability. Unlike others at times just throwing money at pies-in-the-sky and just shouting “grow! Grow! grow!” with less regards for sustainability Sophia Business Angle focuses on helping entrepreneurs on the road to profitability and long-term success. With valuations more reasonable and a renewed focus on sensible expectations and building real solutions this is the time for engaged business angels to invest with success.

About the Author



Jerome was a Managing Director in financial institutions having worked in the USA, the UK and Brazil. Today he is a corporate finance Advisor with a focus on Europe and Latin America, an investor and board member in a few. Active in artificial intelligence, particularly related to corporate security, self-sovereign identity, and maritime economy. Founder of Wharton Alumni strategic mentors (pro-bono help for startups). MS in Economics, Paris 10, MBA from Wharton, CPA 20 Sao Paulo, and Boat skipper RYA, UK. Contact:

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