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# WBAF ACADEMY - Masterclasses 2019

*World Congress of Angel Investors 2019*

*Unlocking the Potential for Innovation as Developing Global Partnerships for Economic Development*

**18 February 2019, Monday**

**Swissotel The Bosphorus Istanbul  
Zurich Hall**



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## **14:30 EIF Masterclass**

**How to structure a co-investment fund to attract finance from the EIF European Investment Fund**



**empowered by case study**

The Global Impact Investing Network (GIIN) estimates a market of US\$114 billion in impact investing assets, US\$22.1 billion of which was committed in 2016. The expected growth in commitment in 2017 is 25.9%. The supply of impact capital is expected to rise, but so far, impact investment's share in global financial markets is estimated to be only around 0.2% of global wealth. If this share rises to 2%, it could mean over US\$2 trillion invested in impact-driven assets. Some 1,500 asset managers, with combined assets of over US\$62 trillion, have signed on for the six United Nations Principles for Responsible Investment, while the larger definition of sustainable investment encompasses an estimated total of US\$21.4 trillion.

The European Investment Fund (EIF) is going to deliver a special masterclass on how investors can develop co-investment funds to attract European Investment Fund (EIF) finance. The masterclass will be given by Cyril Gouiffès, Impact Investment Manager at the European Investment Fund in Luxembourg. It will include a real case study from Croatia. At the end of the masterclass, Renata Brkic and her team will share their experience raising EIF finance for their social impact fund. Brkic raised €15 million for the social impact fund she and her team are launching in 2019. Brkic leads the Global Impact Investors Committee of the World Business Angels Investment Forum and chairs the Impact Investment Summit at the World Congress of Angel Investors.

EIF-managed financial products for social impact investing will be presented, specifically, (i) the Social Impact Accelerator (SIA) and (ii) EFSI social impact instruments:

(i) SIA is a vintage 2013 social impact fund-of-funds of EUR 243m with 11 investments in its portfolio to date.

(ii) EFSI social impact instruments are part of the European Union growth plan to foster social innovation in the EU by financially supporting social SMEs through accelerators and

incubators, social impact bond schemes and co-investments with business angels.

### **Cyril Gouiffès, Impact Investment Manager @ European Investment Fund, Luxembourg**

Cyril has been an investment manager within the venture capital team of EIF for the last five years. He is responsible for the management of EIF social impact instruments portfolio at EIF: Social impact funds investments Social Impact Bonds, co-investment with Impact Business Angels and Investments in impact incubators. His entire career within EIF has been dedicated to impact related activities, starting with microfinance in 2008. In this context, he was responsible for the implementation of the JASMINE programme, an EU initiative aimed at boosting the institutional capacity of microfinance institutions in Europe. Prior to joining EIF, Cyril gained unique field experience working with microfinance institutions in the Middle East. Cyril is an occasional lecturer on impact investing at EM Lyon and studied at Toulouse Institut d'Études Politiques where he received a Masters in Development Economics with a focus on poverty alleviation and local development.

**16:00**

### **BIC Masterclass:**

#### **New Methodologies to Pick Winners When Angel Investing in Blockchain Powered Projects**

##### **empowered by case study**

This masterclass is designed to share best practices in early-stage investing in startups in the blockchain and cryptocurrencies. Masterclass will cover best practices on conducting due diligence on the business model, legal issues, founders, technology and growth strategies of blockchain projects to reduce investment risks. The masterclass will allow participants to become more confident with doing an initial assessment of blockchain projects and better understand the red flags to watch for.

### **Brad Bulent Yasar, Founder of the Blockchain Consortium, USA**

Brad is an entrepreneur, investor, mentor, and advisor who has started and bootstrapped several companies from inception to maturity over the past 20 years. Brad is currently the co-founder and Managing Partner of Krowd Mentor, a strategic crowdfunding advisory firm focusing on ICOs, cryptocurrencies, blockchain, and token powered organizations. As the co-founder for Blockchain Investors Consortium (BIC) with over \$5 Billion dollars allocated to blockchain and cryptocurrency projects and has access to extensive dealflow and experience analyzing disruptive technologies, Brad has participated in dozens successful crowd sales, which have raised over \$500 million from 10,000s of investors since 2016. Brad also served as managing director of Yasar Corporation where he mentored, advised and invested in more than 50 companies. Passionate about where the worlds of technology and marketing collide, Brad is frequently invited to speak at events related to entrepreneurship, angel investing and business strategy. Most recently, he presented at GCC, Digital Hollywood, and ITU Gate Accelerator Program. A big believer in coaching younger generations of entrepreneurs, Brad serves as a mentor for the Pepperdine Alumni Association. Brad holds a Bachelor of Arts degree in Economics and a Bachelor of Science degree in International Business Management (1999) from Pepperdine University (Malibu, California) and a Bachelor of Science degree in Applied Sciences Math (1996) from Académie de Grenoble (France). His charitable

efforts focus on Goodwill Industries, the LA County Museum of Art, the LA Philharmonic and St. Jude Children's Research Hospital, to name a few. Born in Turkey in 1976, Brad lived and traveled throughout Europe; England, France, and Greece to name a few and migrated to the United States in 1996. Brad is fluent in English, French, Turkish and has basic knowledge of German, and Spanish. Brad currently lives in Los Angeles with his wife, Nadine, and son, Max. "I'm all about empowering people. Team members. Our clients. You name it. It's my job to clear a path for success."

**17:00 Coffee Break & Networking**

**17:30 Plenary Session & Closing Remarks**

Please go to Fuji 1 Hall