Ukraine Deal Review 2021

April 2022

Tech Venture Capital and Private Equity deals of Ukraine ____









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About us

2021 was a short break for Ukraine between the global COVID-19 pandemic and the war against the Russian Federation. It would seem that these are not the best conditions for any achievements, but 2021 was a year of records for Ukrainian venture capital and private equity sectors. For example, a 200 million USD investment pushed the capitalization of the first Ukrainian unicorn Grammarly up to 13 billion USD, making a 'decacorn' of the company and billionaires of its founders. Another unicorn, GitLab, went public, reaching 13.5 billion USD capitalization after an IPO.

The government does not stand aside either, providing the industry with all kinds of support and assistance. Specifically, grants from the USF still make up about half of the total number of deals in the venture capital segment. Furthermore, the Ministry of Digital Transformation announced the launch of Diia City, a unique 'virtual residency' for the IT industry, aimed at creating a favorable legal and tax environment for the development of Ukraine's tech-ecosystem, increasing earnings and jobs of the industry.

The venture capital and private equity markets are essential elements of the Ukrainian economy. Thus, we at Kreston Ukraine believe that recognizing their successes is important because investments in Ukrainian startups and companies are investments in the post-war recovery of our nation.



Sergey Atamas

Managing partner of Kreston Ukraine

Market snapshot 2021

768.5 mln USD

Total VC deals amount

47%

Share of USF in total VC deals number

908.7 mln USD

Total amount of exit deals

22.8 mln USD

Total other PE deals amount

20.7 bln USD

Valuation of Ukraine startups

6

New venture capital funds

213

Total deals number

61.8%

Share of top-5 companies in total VC funding

19

New foreign companies with R&D centers and offices

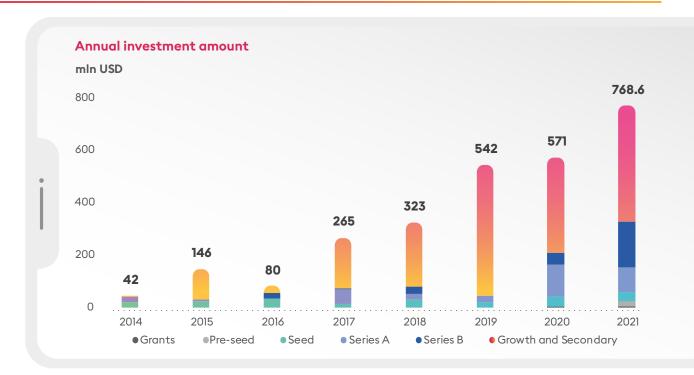
Annual investment volume

Venture Capital

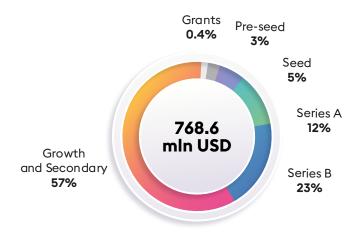
2021 was a record year for the Ukrainian venture capital ecosystem, both in terms of the number of deals and the amount of investment attracted.

As usual, later-stage projects attracted the most considerable portion of the financing.

In 30% of transactions, investors were foreigners (with more than 50% when it comes to the early stages of financing). Such a proportion indicates that Ukraine maintains its reputation as a country of high quality, genuinely attractive relevant solutions and demonstrates stability and adaptability in the COVID-19 environment.

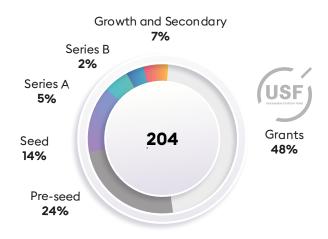


Structure of the venture deals' value



Deals with undisclosed amount are not included

Structure of the deals' number



Including deals with undisclosed amount

Annual investment volume

Top venture capital deals



of the total amount of deals

Company description

Al-powered service checking English grammar and style in real-time, explaining how to avoid repeating mistakes in the future

Al-powered platform tracking the performance of personnel and offering a solution to improve it

Cash flow startup combining payments, funding, and accounting in one tool so brands can scale faster

Solves Ethereum scalability with zero security compromises

Provides no-code business process automation, e-signature, and document management solutions.

Investors

Baillie Gifford, BlackRock

Akkadian Ventures, Mubadala Capital Ventures, ICONIQ Capital, Lightspeed Venture Partners

Kleiner Perkins, Ribbit Capital, Caffeinated Capital, Stripes, Activant Capital

Andreessen Horowitz

Silicon Valley Bank

Annual investment volume

Private equity

As usual, this segment showed a low level of publicity and transparency of deals, as only one-third of transactions had amounts disclosed. Nonetheless, the published amounts look impressive for the Ukrainian private equity segment.

Such funds as Horizon, Dragon Capital, and Concord Capital have traditionally acted as principal investors in the private equity segment.

Number and amount of private equity deals



Private equity deals

Buy side	Target name	Sell side	Deal amount, mln USD	Sector
n/a	Kernel Holding SA	Lind Value II ApS	60.0	Agriculture
Diligent Capital Partners Bank FMO	Edinstvo Group	n/a	20.0	Agriculture
Concorde Capital Magnus Capital 7 O'Clock Capital	Weld Money	Weld Money	1.95	Financial services
Bondarev Evgen Maxim Kurochko	Yudgin Burger	Evgeny Chernyshenko	0.8	Consumer markets
MHP	Foodz	n/a	n/a	Logistics
Dragon Capital	Treeum	n/a	n/a	Financial services
Fedoriv Nova Poshta	The Good Plastic Company	The Good Plastic Company International Limited	n/a	Industrial products
n/a	VIKING Business Center	Dragon Capital	n/a	Construction and real estate

Exits

The total number of exit transactions increased by 50% compared to 2020.

M&As have proven to be one of the most efficient and popular tools for exiting private equity investments. Near 80% of exits in 2021 fell into this type of transaction. It is important to note that exit deals make up almost half of all Ukraine's M&A transactions in 2021.



Top deals

Buy side	Target name	Sell side	Deal amount, mln USD
n/a	Gitlab	n/a	800.8
VistaPrint	Depositphotos (incl. Crello)	Dmitry Sergeev, EBRD, TMT Investment	85.0
Hopin	Attendify	Digital Future, TMT Investments	10.0
Galnaftogaz, OKKO Group	Kherson Oil Transshipment Complex	West Finance; Aktiv Asset Management Company	7.1
Med-Service	TAS-Farma	TAS Group	5.5
Foodex24	Fresh Food	Katerina Gonchar, Vadim Chernyak	0.3

IPO

4%

Buyouts 18%

Six new investors joined the venture capital and private equity sector in 2021, eager to finance Ukrainian startups with an average check of USD 0.5 mln. They are also keen to share their experience and expertise with startups, thus helping them to launch and scale their business ideas faster.

Up to 20 world-renowned companies have opened their R&D centers, offices, and engineering hubs in Ukraine, attracted by its convenient geography, low tax burden, and highly qualified workforce.

The launch of new funds means additional investments in the market, resulting in more startups receiving funding and launching their businesses. The activity of foreign companies shows their willingness to cooperate with Ukraine, to expand their presence in our country, despite the present dire circumstances.



Dmytro Kuzmenko

Executive Director of UVCA

Emerging investors







Founders	Vadim Rogovskiy (co-founder of 3DLOOK) Ihar Mahaniok (Angel, Belarus)	Three teams of corporate executives from high-end tech companies	Andriy Zinchuk (launching seed-stage VC fund, Entrepreneur, Startup Advisor)
((a)) About	US-based venture fund that invests in Eastern European startups with a focus on the US market and helps them further develop and grow in this market	Ukrainian high-technology venture capital firm established by IT experts, focusing on early-stage technology startups	Founder-friendly, "hands-on", and mentor-driven Ukraine-based venture fund, boosting entrepreneurs from Central and Eastern Europe
Capital under management, mln USD	n/a	15	15
Average investment, mln USD	up to 0.5	up to 0.3	0.2-0.5
Projects in portfolio	9	3	n/a
			Founding and management team track

∭ Ta

Selection criteria

for investment targets

(the list may not be exhaustive)

there

• Rapidly scalable startup

• At least one of the founders is in the USA

or spends a significant amount of time

• Startups with Ukrainian founders

• Registered as the U.S. C-Corp

· Proprietary secret sauce

• High velocity metrics

• Traction in the North American market

record

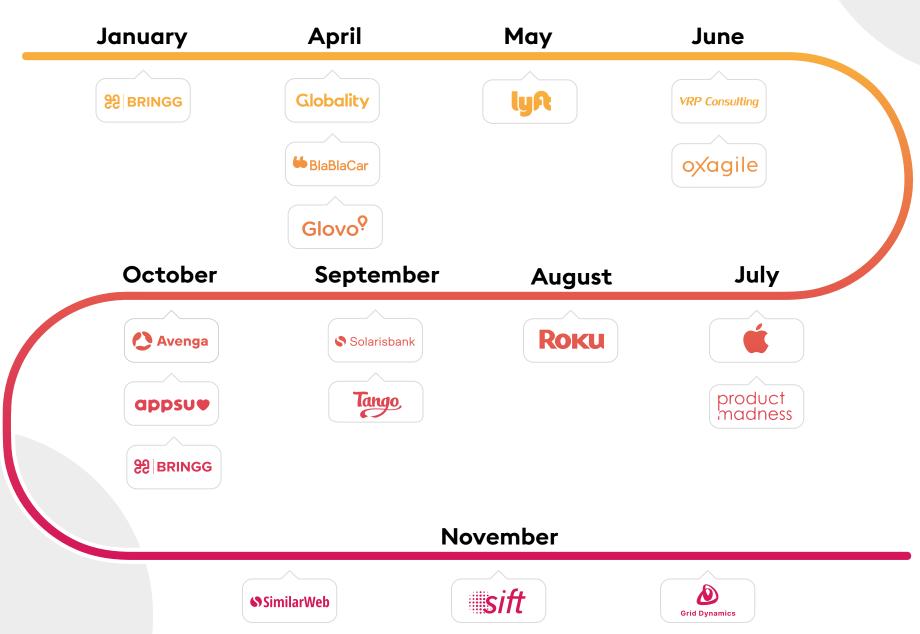
	ANCHOR	ROOSH	PAWA
Founders	Investors and founders with experience and expertise in various industries – Boris Glants, Dmitry Ovcharenko, Mandeep Arora, Sterling Lanier, Stephen Papermaster	Denis Dmitrenko and Kirill Sigida (co-founde	rs of Reface), Sergey Tokarev (angel investor)
((p)) About	Venture alliance of top investors with a deep connection to Ukraine	Entrepreneurs-led multi-stage venture firm, that boosts, helps, mentors, shares experience, gives access to resources, and more.	ML venture studio, working on a projects from the idea stage scaling it to a fully-fledged company.
Capital under management, mln USI	n/a	n/a	3–5
Average investment, mln USD	n/a	1–3	up to 0.5
Projects in portfolio	3	4	n/a
Selection criteria for investment targets (the list may not be exhaustive)	or entering the obtainable	n/a	 Market size Fit with founding entrepreneur AL/ML applicability
Target sectors	Healthcare, IT, IoT, Real Estate	Artificial Intelligence, Machine learning	 Market size Fit with founding entrepreneur AL/ML applicability Consumer products, Fintech, Gaming,

HealthTech, Media

R&D in Ukraine

In addition to the number of deals and raised investments, 2021 was also rich with new R&D, representative offices, and engineering hubs. World-renowned companies including Apple, Glovo, and BlaBlaCar have opened their offices in Ukraine. For such companies, Ukraine is attractive Kyiv as a geographically convenient R&D centers destination with a low tax burden and a highly qualified workforce. Rep. offices Kyiv was usually chosen as Engineering hubs Lviv a location, but several offices were Kharkiv **R&D** centers deployed in large cities such Rep. office as Lviv, Dnipro, and Kharkiv. **Dnipro** Rep. office 19 Offices 100 **Announced** average headcount

Timeline of the establishment of foreign representative offices and R&D centers in Ukraine



Since 2014, Ukraine has been in a simmering military conflict with the Russian Federation. At the end of 2021, the military tension reached its peak and, according to analysts, is comparable to the Cuban Missile Crisis of 1962. However, unlike the last, it was not resolved peacefully and turned into a full-scale war.

It seemed that these circumstances would stop any industry development until better times, but this is not the case. In the first quarter of 2022, venture capital and private equity investments and exits went on, and foreign companies established their offices in our country.

During the war, a new venture capital fund – hypra fund – was launched in addition to the other two funds announced before the end of 2022 (hi5 Ventures with 15 mln USD under management, and Machina with 50-100 mln EUR).

Despite the war, the industry keeps rolling and makes ambitious plans for the future.



Andrey Kolodyuk

Founder & Managing Partner of Aventures

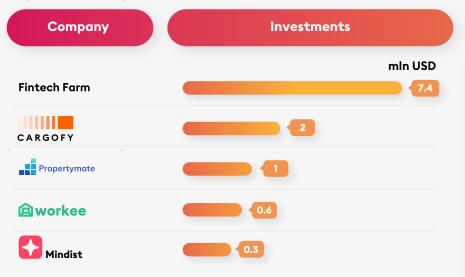
Key facts of January–March 2022







Top venture capital deals



Fintech startup creating digital banks in emerging markets Mobile assistant for truck drivers Helps to find, compare and buy new residential construction Client management software for freelance business Mobile app which helps mindfulness teachers record the meditation content

Flyer One Ventures, Solid, TA Ventures, Jiji, u.ventures, AVentures Capital JKR Investments Group, Flyer One Ventures, Murat Abdurakhmanov, Hannu Turunen Pragmatech Lighthouse Ventures, BRISE Capital, Startup Wise Guys, Geek Ventures SID, angels

New Venture capital fund



Founder	Igor Pertsiya (ex-venture parnter of TAVentures)	
About	Ukrainian fund investing in web3 in Ukraine and the world	
Capital under management, mln USD	25	
Average investment, mln USD	0.5 - 2	
Target acquisition share	5%-25%	
Projects in portfolio	2	

Key facts of January–March 2022

PE deals number



PE deals amount

2 Exit number



	PE Buy side	Target	Deals amount, mln USD
I	nSoft Partners	Inoxoft	2
I	nSoft Partners	Linkup Studio	2

Exits Buy side	Target	Sell side	Deals amount, mln USD
HARMAN International	Apostera	SMRK, ICU Ventures, founders	51
Glovo	Zakaz.ua	Chernovetskyi Investment Grou Business group, Bas Godska	p, BEST 50
Qualcomm	Augmented Pixels	Vitaliy Goncharuk, ICU Ventures Presence Capital, The Hive, Stel Capital, 408 Ventures	
Sigma Software Group	IdeaSoft	Andrii Lazorenko, Valery Krasov	sky 2
IdeaSoft	PULS Software	Danila Slupsky	2
n/a	CallPage	Startup Wise Guys	n/a
Geo Alliance Group Limited	Geo Alliance Oil Gas Public Limited	Arawak Energy Ukraine B.V.	n/a
LUN.UA Flat _{fy}	Rieltor.ua	n/a	n/a

New R&D-centers and representative offices



A US-based IT company is opening an R&D center in Rivne. The planned headcount is 100. Currently, the company's offices are already operating in 12 cities in Ukraine.



A Romanian game development company is establishing a game studio in Kyiv. There were six jobs open before the war, and the planned staffing by the end of the year was 60 people.



A French neobank enters the Ukrainian market in partnership with WeSoftYou. Recruitment has started, and the company plans to launch an office.

The Ukrainian innovation ecosystem is among the top-10 dynamic ecosystems in the world with double-digits growth rate per annum. Ukraine has a proven track record of producing founders, who created some of the world's most successful tech companies like Grammarly, GitLab, Preply, Ajax and People.ai, and many others. Despite the war the most startup founders of all stages keep working and developing their products. The war will not prevent this.

ISE Corporate Accelerator has totally dedicated its work to search for any opportunities to support startups and to promote Ukraine worldwide. Together with our mentors from the global tech companies and startups we prepared the list of different support measures, startup support funds and initiatives.

It is easy to destroy buildings, but Ukrainian digital products, intellectual capital and abilities, entrepreneurial spirit won't be destroyed. And this is the spirit of the winners. This is the spirit of freedom and future.



Elena Malitskaya

CEO and founder of ISE Corporate
Accelerator

Support for the startups amid war-time

Global Tech Support



American multinational technology company

30 mln USD

- 15 mln USD of donations and in-kind support to humanitarian efforts in Ukraine, including 5 mln USD from the Google employee matching campaign and 5 mln USD in direct grants.
- 5 mln USD of advertising grants to help trusted humanitarian and intergovernmental organizations connect people to the important sources of aid and resettlement information.
- 5 mIn USD for Ukraine Support Fund allocating equity-free cash awards and Google support for Ukraine-based startups.

amazon

American multinational technology company

30 mln USD

- 15 mln USD for cloud computing credits, and technical expertise, to continue supporting local and global organizations addressing Ukraine's humanitarian crisis.
- 10 mln USD for organizations providing on-the-ground support in Ukraine.
- Up to **5 mln USD** from employee matching campaign.

*****BINANCE

The world's largest cryptocurrency exchange

10 mln USD

- 10 mln USD of donations to Ukraine humanitarian effort and launching the first crypto crowdfunding site to further help provide aid to Ukraine through Binance CharityFoundation.Ukraine
- Launching the Emergency Relief Fund that allows people to donate crypto to emergency relief to refugees and children and support logistics of food, fuel, and supplies for refugees. A donation of 16,042 BNB (the equivalent of 6 mln USD) has already been made by Binance.

bitpanda

Provider of a cryptocurrency exchange, commodities and securities trading, ETFs

0.65 mln USD

- Raises crypto-assets to contribute to humanitarian support to people affected by the war. The platform converts all funds to euros without any fees and donates them weekly to selected organizations.
- Kickstarted the campaign with a 100k EUR contribution, matching every donation up to 500k EUR in total.
- **50k EUR** of the personal contribution made by each of the three founders.



A voluntary movement of tech companies to help social impact organizations around the world implement digital solutions to scale up their influence.

400 Entities pledged Tech support

Called for non-profit organizations and tech companies to develop digital solutions to maximize efforts in providing help to millions of people in need. Interested organizations and companies will provide pro bono support to Ukrainian non-profits in cybersecurity, resource distribution, safe messaging, embedded payments, data-driven decision making, and making donations easier.

Wolves Summit

An international conference for startups, investors, corporate representatives and developers from over 50 countries

Free tickets for startups

Wolves Summit 2022 will feature a 4-day week full of tech, innovation forums, investment, and recruiting talent. For startups, free tickets are offered to discover the worlds of talent, digital, and innovation that converge on a mega tech festival.

Click on company logo to see the source

Support for the startups amid war-time

Tech Support by countries



Estonia

Estonian startup ecosystem contributing educational, office and hiring resources.

STARTUP ESTONIA



Netherlands

An initiative of the Dutch tech ecosystem organizations and NGOs focused on providing humanitarian aid to the Ukrainian people.

techleap.nl



Germany

Offers free desk space, internet, and access to an extensive network of startup and corporate entrepreneurs for displaced entrepreneurs, startup founders, and freelancers.

TechQuartler



Poland

300k PLN donations to support start-ups from outside Poland



Long-term support using the talents and tools of the organizations







Portugal

Helps mobilize human resources, set up business in Portugal, and solve local legal and administrative issues. Inquiries about available infrastructure.



A platform to help Ukrainian refugees worldwide find support and apply for accommodation, financial, medical, and psychological support, refugee status, logistics, jobs, and local language classes.



Support for the startups amid war-time

Local Ukrainian IT support

Network VC Series Ukraine

10 mln USD

A fund for investing and helping Ukrainian startups during Russian aggression. The fund will finance several dozen startups, which will be selected through open competition on the Unicorn.



40k USD in grants

A program of targeted assistance to people whose professional employment requires help.



60k EUR

An initiative to establish potential bridges between Ukraine and the rest of the world, creating an environment for businesses, knowledge institutions, and capital providers to find each other via a portal guiding through the Ukraine Tech ecosystem that frames, unites, and strengthens the whole ecosystem.



Save Ukrainian Startups

An initiative to help Ukrainian startups suffering from the war to find funding and other assistance. The aim is to match investors willing to help with the Ukrainian startups that need such investments and are ready to discuss and find common ground with investors.

Methodology

This report is based on open-source statistics, secondary information (e. g., business and industry periodicals, market reviews), and websites of the market players. This report covers the period from January 2021 to March 2022 and is derived from the following primary information sources:

#	Name	Website	Description
1	M&A Radar: Ukraine by KPMG	home.kpmg/ua/en/home/ insights/2020/02/ma-radar-ukraine.html	KPMG report on the Ukrainian M&A market
2	4i Capital Partners	4i-cap.com	Private equity investment firm
3	AVentures	aventurescapital.com	Venture capital fund
4	Capital Times	capital-times.com	Investment advisory
5	Concord Capital	concorde.ua	Investment company
6	Diligent Capital Partners	diligent.capital	Private equity firm
7	Dragon Capital	dragon-capital.com	Investment company
8	Horizon Capital	horizoncapital.com.ua	Investment company
9	ICU	icu.ua	Asset management, private equity and investment advisory firm
10	Rada Capital	radacap.com/uk	Private Equity firm and M&A Advisor
11	Soul Partners	soulpartners.com.ua	Investment banking group
12	AIN.ua	ain.ua	Ukrainian online media about IT, startups, technology and entrepreneurship
13	Forbes	forbes.ua	Online media
14	InVenture	inventure.com.ua	Online media about private equity and venture capital market
15	McToday	mc.today	Online media
16	Crunchbase	www.crunchbase.com	A platform for finding investments and funding information, mergers and acquisitions, news, and industry trends
17	Dealroom.co	dealroom.co	Global data platform for intelligence on startups, innovation, high-growth companies, ecosystems and investment strategies
18	TechUkraine	techukraine.org	Online information platform about Ukraine's tech sector
19	Ukraine.Dealroom	ukraine.dealroom.co	A platform for intelligence on Ukrainian startups, innovation, high-growth companies, ecosystems and investment strategies
20	USF	usf.com.ua	The state-funded grant programme established in 2018 to provide financial support for Ukrainian startups
21	ISE Corporate Accelerator	ise-group.org	The startup accelerator and VC firm

Methodology

Venture capital

This report summarizes the investing and fundraising activities of Ukrainian startups in 2021. We considered the startup Ukrainian if it met the following criteria:

- The company has a significant presence in Ukraine (at least 30% of the staff located in Ukraine); and
- At least one of the company's founders is Ukrainian.

Due to the special considerations, we also added to the report the investments into the following startups:

- Settle the founder is not Ukrainian, but almost all staff is located in Ukraine; and
- People.ai the founder is Ukrainian, but only 15% of the company's team is located in Ukraine).

This report reviews capital raised by Ukrainian startups from Ukrainian and foreign venture capital funds as well as other investors, such as investment companies, corporate investors, incubators, and angels.

Interpretation of venture investment stages

Deal stage	Description Description
Grant	A financial award given to startups without receiving equity or payment back
Pre-seed	The state of a just-incorporated company, when its founders develop their product or service
Seed	The stage of a company after the product development and often commercial launch, but before raising more significant amounts of capital for growth investments. Formerly, the state of a just-incorporated company, when its founders develop their product or service.
Series A	The second institutional round of financing for a young company where venture capitalists are sufficiently interested in investing considerable capital after the "seed" round to fund the company to the next development stage. Formerly the first "institutional" capital raised by a company.
Series B	The next round of funding after Series A for venture capital investors who are sufficiently interested in a company.
Growth and secondary	The stage is when a company receives one or more financing rounds while generating revenue from its product or service. Also known as the "middle stage," when investors purchase securities or assets from other investors rather than from an issuing company.

Private equity

This report determines «private equity» as investment class consisting of capital that is not listed on a public exchange. Private equity includes funds and investors that directly invest in private companies or engage in buyouts of public companies, resulting in the delisting of public equity. PE investment was considered Ukrainian if it were directed to a Ukrainian company. The company was considered Ukrainian if it is registered and located in Ukraine.

The following cases are not considered private equity investments:

- Buying and selling of shares between current shareholders of the company; and
- The strategic acquisition of the company (i. a., through privatization) without clear intent of exiting from the investment and profiting from its sale.

Methodology

Exits

The "exits" are transactions undertaken by a venture capitalist or business owner to get out of private equity or venture investment. We do not consider these transactions "investments" and show them separately from investment statistics.

Typology of the exit deals

Deal stage	Description
Trade sale	The exit transaction in which the private equity investor sells its stake to another corporation or entrepreneur which was not previously a shareholder of the company. The most popular exit model both worldwide and in Ukraine. Usually takes the form of an M&A deal.
Buyback	The exit transaction in which the private equity investor sells its stake to the company, its other current shareholder, or a buyer chosen by the existing shareholder.
IPO	The initial sale of a private company's shares to the public through the stock exchange.
Write Off	The exiting in which the private equity investor cancels the investment value in its portfolio, usually due to the company's failure or bankruptcy.

Startup's valuation

We employed the following approach to assessing the startups' valuation:

- 1. We compiled a list of Ukrainian startups that have attracted investments at least once since 2010.
- 2. We identified and excluded startups that are no longer operating or have been exited from by their founders and investors (e. g., through an IPO).
- 3. We identified the most recent valuation of each startup in open sources, announced by their owners/investors or market experts.

About us



15	20 years	Experience in the market of accounting and consulting services
2 ₂ 2 2	150+	Professional staff
	200+	Loyal clients
	2000+	Portfolio of successfully completed projects

Kreston Ukraine is a leading accounting and advisory company, a member of Kreston Global. Kreston Global is a network comprising 180 member firms in 115 countries, uniting more than 23,000 professionals. Our mission is to help businesses and people succeed internationally.



kreston.ua



kreston.ukraine



Sergey Atamas

Managing partner atamas@kreston.ua

Taras Dumenko

Director of innovation dumenko@kreston.ua



15	8 years	in the Venture Capital and Private Equity markets
2,2 2	50+	Members
	1.5 bln USD	Invested over the past 8 years
	150+	International partners

A nonprofit organization with the head office in Kyiv, Ukraine, and members from across Europe, the USA, and Ukraine. We were founded to support investors in every aspect, from providing reliable information to establishing international connections at the industry and government levels.



uvca.eu



uvca.eu



Dmytro Kuzmenko

Executive Director ceo@uvca.eu

About us



요 _~ 요 요	30 mln USD	Capital under management
	22	Projects in portfolio
	0.2–2.5 mln USD	Average investment

Leading Ukrainian tech investment firm with an investment fund and M&A advisory arm focused on global companies that leverage R&D in Ukraine and CEE. The fund's investment focus spans software tech, including machine learning, big data, AR, VR, SaaS, cloud, storage, enterprise, web, mobile, IoT, and others.



aventurescapital.com



aventurescapital



Andrey Kolodyuk

Founder & Managing Partner linkedin.com/in/andkol/



15	5+	Experience in the venture capital market
	4	Programs for startups and corporate innovations
	34	Startups in portfolio
2 2 2	50+	Partnerships between startups and corporations

A leading Ukrainian startup accelerator and VC firm bringing startups to the next level. Our focus is a startup-corporation partnership and preparing startups for the subsequent funding round. We focus on Seed, Early stage, Growth investment stages. ISE runs several programs for startups and corporations: "Start-up Accelerator," "Corporate Innovation," "Venture Capital Deals," and "Digital Innovation Hub."



ise-group.org



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