Postcard from South Summit Madrid:

Spain's leading innovation conference.

Oakley Partner **Sascha Günther** and Seedtag founders **Jorge Poyatos** and **Albert Nieto Riera** recently took to the stage at **South Summit Madrid**, Spain's leading business and innovation conference, to share fundraising tips and to discuss opportunities in the region.

Seedtag is Oakley's fourth investment in Iberia following idealista, Southern Europe's leading property portal, Ekon, and Portugal's Primavera, which was combined with Ekon to create the region's largest independent provider of business software.

Read on to see Oakley's Sascha Günther share some key insights from their discussion at South Summit.

SPAIN – A LAND OF OPPORTUNITIES

" Spain is a great market for investors such as Oakley.
An economy with almost 50 million consumers and increasing digitalisation make it a very interesting prospect if you're an investor looking to back digital businesses. The Government launched its Digital Spain 2025 agenda last year. The country has become a hub for tech entrepreneurs and a great place to launch and grow your company, either organically or through M&A.

WHAT WE LIKED ABOUT SEEDTAG

A growth company at an inflection point

A highly differentiated offering in a complex industry

A very high value-added service component

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FUNDRAISING TIPS FOR ENTREPRENEURS

- Get ready for what can be an arduous, mentally-tough process
- Make sure you can evidence your business’ track record, and articulate a clear picture of what your financial needs and strategic goals are
- Be ready to defend your business plan in the face of tough questions from would-be investors
- Valuation is important, but so is picking the right partner with the right expertise and cultural fit

“ This is a 5+ year journey and things can go wrong - you want someone who is aligned with your vision and who you can trust.

Sascha Günther
Partner, Oakley Capital

WHAT’S NEXT FOR SEEDTAG?

“ Jorge and Albert have ambitious plans for Seedtag. Together with Oakley’s help, the plan is to scale up the business to reach unicorn status or $500 million revenues, and become a global leader in contextual advertising. To do that we want to expand Seedtag into the US, always a big challenge for European companies, but a huge opportunity given the size of their advertising market. But we also want to consolidate Seedtag’s position in its core European markets where we see huge potential to strengthen our existing position in these very large ad markets.

Seedtag co-founders Albert Nieto and Jorge Poyatos: Why we partnered with Oakley Capital

“ We first met Oakley a few years back but it was a bit early for them so we re-engaged when we looked to raise growth capital to fund our expansion. We didn’t want to partner with a strategic but rather a growth-oriented private equity investor that would let us lead our business but still bring the operational expertise and M&A track record to the partnership. Oakley has deep media and AdTech expertise, as well as a strong track record with digital businesses such as idealista. But most of all we liked their entrepreneurial culture and reputation for partnering with founder-led businesses.