

# UVC Partners

UVC Partners is an early stage venture capital firm investing in technology-based start-ups in Europe. The management team of UVC Partners focuses on young and fast-growing B2B businesses. The main industries of interest are industrial technologies, enterprise software and mobility. UVC Partners is strongly connected to the largest entrepreneurship and innovation centre in Europe: UnternehmerTUM GmbH of the Technical University of Munich with over 200 employees.

UVC Partners chose cloudworx to integrate the core investment and company processes in the overall Salesforce system of UVC Partners and UnternehmerTUM. The focus points of our assignment were:

CHALLENGE

- Optimisation of the company's processes for managing investment and screening processes
- Implementation of an efficient CRM and stakeholder management system
- Part automation of communication with start-ups and investors
- Creation of dashboards and reports for process transparency



**Benjamin Erhart**  
UVC PARTNERS, PARTNER

*„How it should be: cloudworx delivered outstanding speed and quality paired with value-add beyond pure implementation. Process automation with a focus not only on content but also usability generated great acceptance throughout the team, led to improved performance and productivity.“*

SOLUTIONS



**Technical optimisation of lead generation**  
Creation of forms for start-up requests with direct transfer into the system



**Seamless business processes**  
Full responsibility for more efficient usability – UVC has its processes under control



**Automated communication**  
Part and fully automated email delivery throughout the entire process



**Monitoring/reporting in real-time**  
Setup of numerous reports and dashboards to monitor KPIs



**Interactive customer portals**  
Dedicated portal for investors



**Integration of third-party systems**  
*Campaign Monitor* (newsletter campaigns), *cloudworx.components*

RESULTS



**Investment process: digital coverage**  
(FROM 10% TO 99%)



**Time spent in the investment team for documentation per investment request**  
(FROM 45 TO 3 MINUTES)



**Investors' process coverage**  
(FROM 0% TO 75%)



**Time spent in the investment team for documentation per investor request**  
(FROM 3 TO 0,5 DAYS)