

# Anamcara

Anamcara is a pre-/seed stage fund investing angel-size checks in B2B companies across Europe. We are reimagining the future of commerce by investing in companies that are leading the new wave of business technologies.



### Who we are

**Team**

- Annelie Ajami**  
 Founder & General Partner  
 • Former Director Partner at BNY  
 • 10+ years experience in asset management  
 • Angel investor
- Ashrith Singh**  
 Operator's Partner  
 • Former Operator Advisory at Europe's No.1 Franchise Group  
 • Serial Operator of 10+ businesses and investor of 20+ start-ups

**Operator Advisory Network**

- Philp Reynolds**  
 Strategic Partner  
 10+ years of experience working with 20+ start-ups across Europe
- Naraina Elavandi**  
 Strategic Partner  
 10+ years of experience working with 20+ start-ups across Europe
- Maria Mphahlele**  
 Strategic Partner  
 10+ years of experience working with 20+ start-ups across Europe
- Gary Turner**  
 Strategic Partner  
 10+ years of experience working with 20+ start-ups across Europe
- Raj Bhargava**  
 Strategic Partner  
 10+ years of experience working with 20+ start-ups across Europe

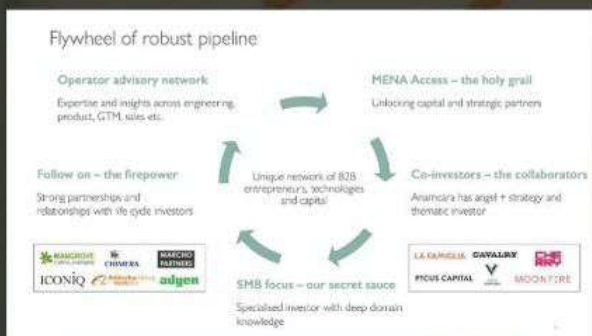
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### Anamcara invests in B2B companies focused on SMB technologies

We are leading the next revolution of commerce by investing in technologies enabling a **~\$11tn** underserved SMB market

Examples of companies built on this opportunity in the past decade

<b>shopify</b> \$48bn	<b>stripe</b> \$95bn	<b>SpotOn</b> \$3.15bn
<b>WIX</b> \$3.5bn	<b>SQUARESPACE</b> \$3bn	<b>zendesk</b> \$9bn



### Anamcara is the first early-stage fund with pure SMB thematic focus

**PURPOSE**

We are leading the next revolution of commerce by investing in technologies that are enabling small businesses.

We back exceptional founders who think big about small business.

**ANAMCARA FUND I**

- \$10m pre-lead fund
- \$300k average ticket size
- Geographic focus – Europe, opportunistically MENA
- \$1m reserved for follow-on
- LP co-invest opportunities

### Anamcara

Contact us

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[www.anamcaracapital.com](http://www.anamcaracapital.com)

What we did:  
Pitch Deck Design

LILI  
BLACK  
STUDIO