

*The* **IDEA**  
*of* **DEFENCE.**

# Target-Group Resilience House | Quality

**Startups & Scale-Ups**

Pre-Seed to Series C

**Investors**

All Stages

**Academia**

Relevant Chairs, NATO, Switzerland, Japan, ME, UKR

**Observers**

Interested Founders, Employees, Directors, Politicians, Researcher, Students, Reservists, Public Employee

NATO, Switzerland, Japan, ME, UKR, USA

**SMEs**

With Production Capabilities and accredited Armed Forces Supplier

**Primes & other Corporates**

System-Integrators

**Military**

All Ranks, Decision-Makers, Multipliers, User, NATO, Israel, Switzerland, Japan, ME, UKR

**Government**

Relevant Politicians and Public Leaders from NATO, Switzerland, Japan, ME, UKR

————— **Objective I** —————

————— **Objective II** —————

# Target-Group Resilience House | Quantity

**Startups & Scale-Ups**

Pre-Seed to Series C

**Investors**

All Stages

**Academics**

Relevant  
Japan, ME, UKR

**NEED: Zahlen nach Ländern, nach Branchen (Länder-querschnittlich):  
Historie, Status Quo, Ausblick mit Quellen**

**Observers**

Interested Founders, Employees, Directors, Politicians, Researcher, Students, Reservists, Public Employee

NATO, Switzerland, Japan, ME, UKR, USA

**SMEs**

With Production Capabilities and accredited Armed Forces Supplier

**Primes & other Corporates**

System-Integrators

**Military**

All Ranks, Decision-Makers, Multipliers, User, NATO, Israel, Switzerland, Japan, ME, UKR

**Government**

Relevant Politicians and Public Leaders from NATO, Switzerland, Japan, ME, UKR

**Objective I**

**Objective II**

# Sales Strategy **Resilience House** I Quantity

	Cooperations	Selective	All MSB	All Network	All Multipliers	Cooperations	Open Call	Seats	Rev€
<b>Academia</b>	TUM VL, Oxford, THD, UniBw HH, TH Dortmund, Uni HH, Kiel etc., Snake Island	10/100	50/100	10/100	20/100	?	10/100	100	0%
<b>Military</b>	InnoZBw, Swiss Inno Forces, Planungsamt, UKR	30/100	20/100	10/100	10/100	NL, USA, FR, POL,...	30/100	100	0%
<b>SMEs</b>	BDSV, Mittelstand	10/1000	20/1000	10/1000	60/1000	?	50/1000	150	100%
<b>Startups &amp; Scale-Ups</b>	De:Hub, Startup-Verband	5/1000	20/1000	25/1000	20/1000	?	50/1000	120	50%
<b>Government</b>	BMW, BMDS, BMVg, Embassy UK, DK, NL	5/1000	20/1000	25/1000	50/1000	?	100/1000	150	?
<b>Primes &amp; other Corporates</b>	?	5/1000	20/1000	50/1000	30/1000	?	50/1000	180	100%
<b>Investors</b>	NIF	10/1000	20/1000	30/1000	40/1000	?	100/1000	200	100%

Launch I
Launch II
Launch III
Launch IV
Launch V
Launch VI & Launch Observer

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# Sales Strategy Resilience House I Quality



# Action Strategy **Resilience House** | Quality

**Startups & Scale-Ups**  
Pre-Seed to Series C

**Investors**  
All Stages

**Academia**  
Relevant Chairs, NATO, Switzerland, Japan, ME, UKR

**Observers**  
Interested Founders, Employees, Directors, Politicians, Researcher, Students, Reservists, Public Employee  
  
NATO, Switzerland, Japan, ME, UKR, USA

**SMEs**  
With Production Capabilities and accredited Armed Forces Supplier

**Primes & other Corporates**  
System-Integrators

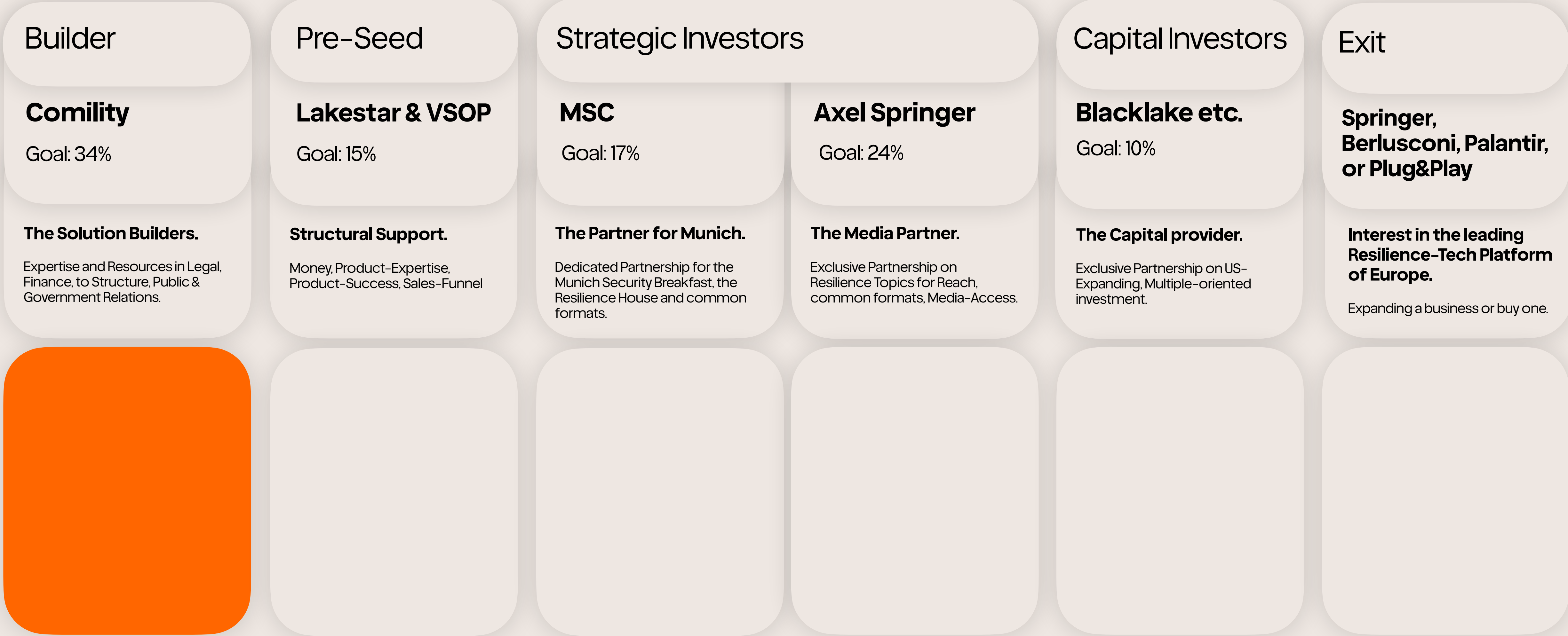
**Military**  
All Ranks, Decision-Makers, Multipliers, User, NATO, Israel, Switzerland, Japan, ME, UKR

**Government**  
Relevant Politicians and Public Leaders from NATO, Switzerland, Japan, ME, UKR

————— **Objective I** —————

————— **Objective II** —————

# Investment Strategy **BASED** Option A



# Ziel **BASED**

Holding

**BASED GmbH -> SE**

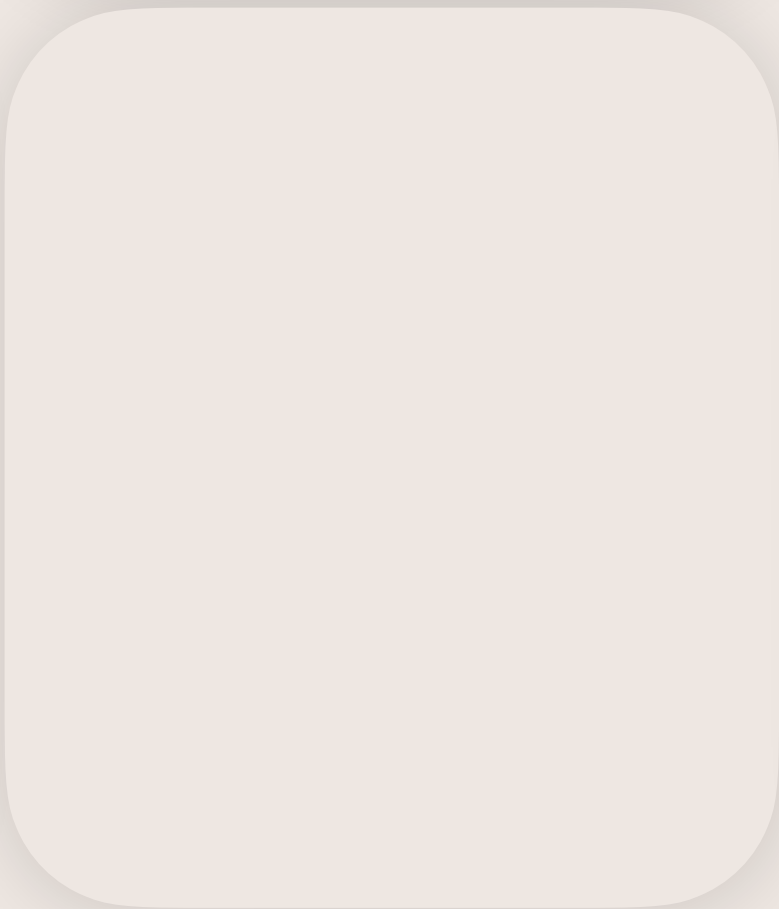
**The Solution Builders.**  
Expertise and Resources in Legal, Finance, to Structure, Public & Government Relations.



Media

**Anthem**  
> 25,1%

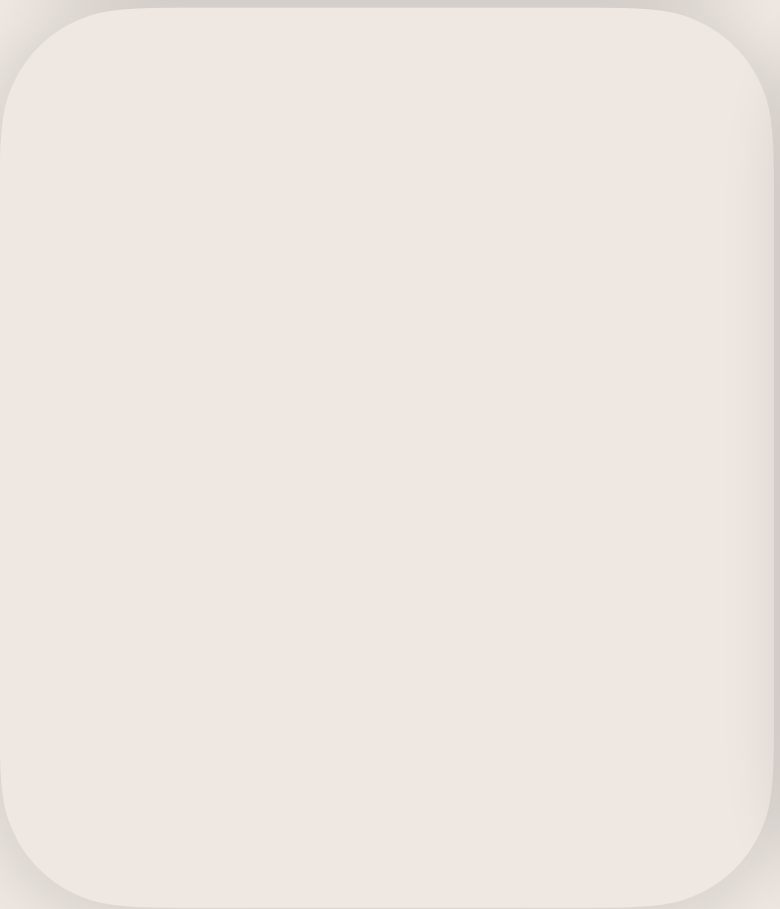
**Structural Support.**  
Money, Product-Expertise, Product-Success, Sales-Funnel



Member-Platform

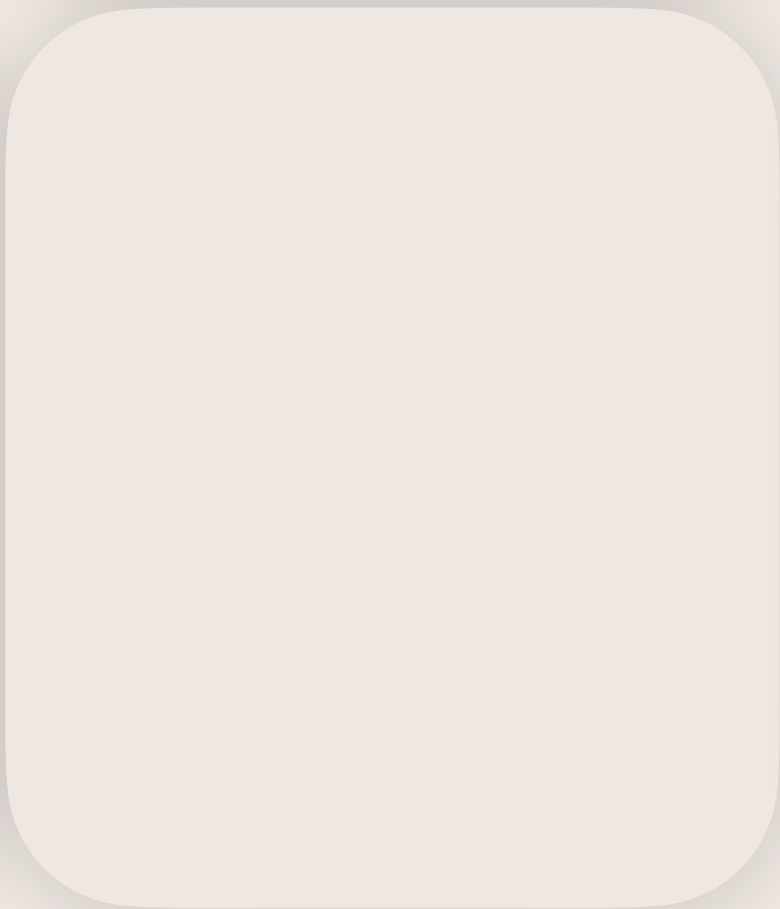
**Resilience House**  
100%

**The Partner for Munich.**  
Dedicated Partnership for the Munich Security Breakfast, the Resilience House and common formats.



**Resilience House Munich**  
75%

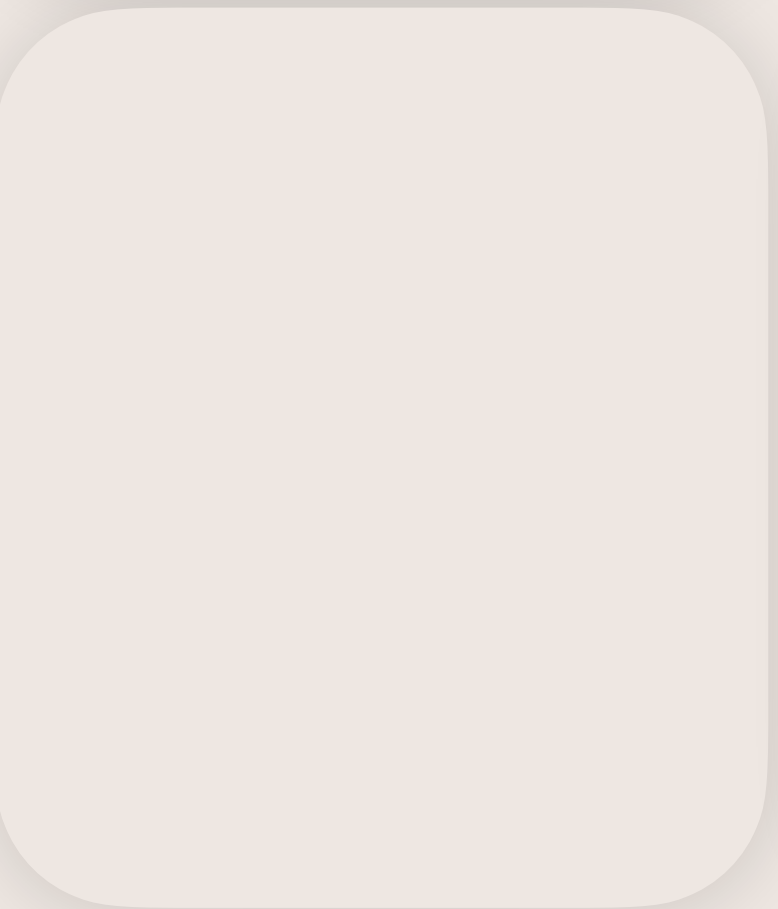
**The Media Partner.**  
Exclusive Partnership on Resilience Topics for Reach, common formats, Media-Access.



Venture Lab

**Cavalry Builders**  
100%

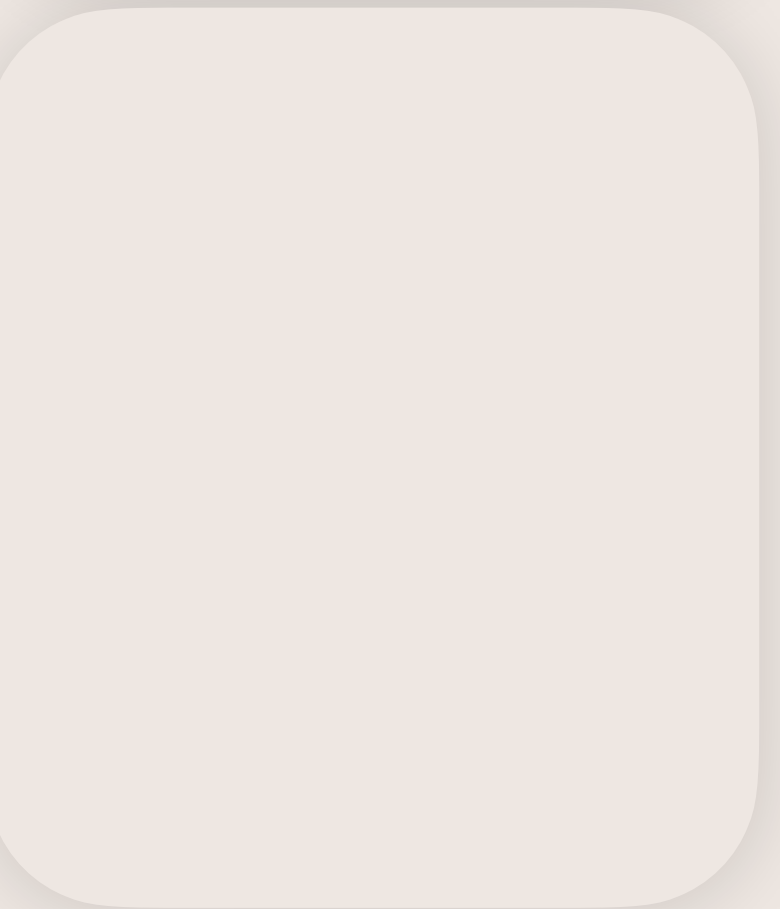
**The Capital provider.**  
Exclusive Partnership on US-Expanding, Multiple-orientied investment.



Events

**BASED Events**  
100%

**Interest in the leading Resilience-Tech Platform of Europe.**  
Expanding a business or buy one.



# Investment Strategy Resilience House Option A

