

Spotlight on Mobility Innovations

RFA advises a Brazilian Family Office on the strategy and implementation of investments in European start-ups

It is not only since the outbreak of the Corona virus that international investors have become increasingly more interested in Europe again. This is also the case for a Brazilian Family Office. Its strategy combines two objectives: Attractive ROI through early-stage investments in start-ups and advancing innovation in the company's core business. In addition to the hotel industry, this is mostly evident in the provision of mobility services throughout Portugal. It intends achieving both goals by getting involved in start-ups with innovative ideas for mobility in Germany and Europe.

RFA is constantly developing its strategy for the continuous and gradual innovation and expansion of the business model through participations for the Family Office. To this end, it finds suitable start-ups that focus on innovative solutions in mobility. RFA provides comprehensive support for the screening, initiation and participation process. Where investments have already been made, RFA takes care of the investor's interests in the current business.

Invest and innovate:

A strategy with double the impact.

Finding the strategy for one's own core business is neither a new nor complex procedure, but putting it into practice is all the more important as it requires double the expertise—which RFA delivers:

- Knowledge of the market, often tied to the university start-up scene AND an understanding of the business model for the investor's core business
- Private Equity Expertise in the initiation, implementation and long-term support of investments
- RFA is also synonymous with personal advice for families on legal, ethical and strategic matters involved in the investment strategy



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