

George Avenue

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Year founded	2000
Sector focus	Health and care, education, culture and community and technology
Geographical focus	Activities are concentrated in Western Europe, the US, the Middle East (mainly Israel), Romania and (South) Africa.
Size of fund	Allocation from funds according to annual investment plans
Investment support	In addition to its financial investments (equity, loans and mezzanine financing), George Avenue also provides management support, business planning, strategic consulting and coaching
Investment size	Typically €100,000 - €500,000 as seed or early-stage capital Participation in multiple rounds of financing is possible

George Avenue is the social venture fund of Noaber Ventures, which is the 'twin sister' of the Noaber Foundation. The Noaber Foundation, supports organisations and projects that aim for societal renewal.

'Noaber' is the Eastern and Northern Dutch dialect word for neighbour. The Noaber Group wishes to assist its 'noabers' and work together with them in a society in which the citizen holds a key position. This must happen in a lasting and entrepreneurial way, where the keywords are impact, innovation and financial sustainability. The Noaber Group expects its partners to have the same attitude.

George Avenue supports businesses with 'added value' delivering multiple returns. First and foremost, George Avenue seeks 'social' returns – those that can be assessed in terms of social development. Whilst the investments should also generate financial returns, George Avenue believes that, to be successful, the businesses it participates in should be built around societal issues, and the social returns should be measurable. Contributing to returns for society involves projects that have a longer horizon than is generally appropriate for purely commercial investments.

George Avenue invests in the following areas:

- Health and care: innovative technologies that contribute to improve processes in health and care;
- Technology: information and communication technology as a tool to bridge the digital divide;
- Education, culture and community: businesses that support the development and transfer of knowledge and culture. This domain includes activities such as the development of new and innovative learning methods and community-building. Financial infrastructure in developing countries (such as microcredit) is a separate theme within this field.