

KEYSTONES

CASE STUDY

# How Keystones refined their toolbox

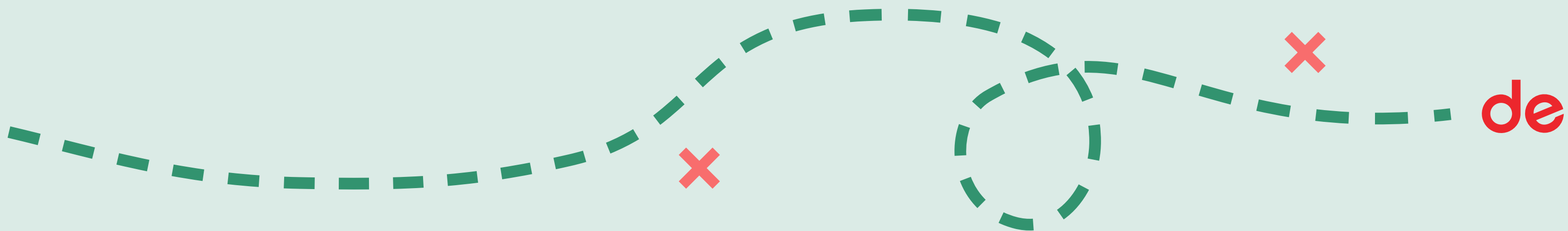




# Background

Keystones started as a consulting company, established by Kenneth Larsen with the aim of creating growth in innovative companies. In 2016, they launched an angel network that has now become one of the biggest angel networks in Denmark with 500+ members. Keystones is profit-oriented, funded by membership fees and a processing/consultancy fees from startups.

Keystones' mission is to create a large, super effective network for facilitating more investment into Danish tech startups. Their goal is to attract not only high net worth individuals, but also more regular business people who are willing to invest risk capital, time and competencies.



# Choosing the tools

When launching their angel network, Keystones investigated deal flow tools available on the market but couldn't find the right platform to fit to their needs. They decided to wait for something good to come up. A couple of years later, they were introduced to Dealum but back then it was still at early stages and needed a lot of improvement.

In 2020, Keystones were using a range of systems that were not designed for their processes, had a lot of manual processes, their systems were unoptimised for what they are doing, and they desperately needed a better tool for members as well as the secretariat.

Keystones, once again, started to investigate a variety of different platforms available and while taking another look at Dealum discovered that it had improved a lot.

# Use case

Keystones use Dealum to manage their members, company applications, knowledge base, and events. It has transformed their workflow and made it more efficient.

Ideally, Keystones would have every single organisational process within the same tool, such as accounting, billing, newsletter, external communications etc, but they have realised it's better to use tools that are designed for the specific purposes. Therefore they have decided to use a variety of tools and focus on integrations. All tools they use should be integrated with each other and allow moving data from one to another.

**They chose Dealum based on the software quality, flexibility, and price as well as the platform's ability to emphasize customer's own branding. The icing on the cake was Dealum's openness to the dialogue and including customer feedback to improve the product.**



“The key learning from the whole process for us was that it’s difficult to find one software to do everything and do it well. It’s likely that an angel network will end up with a patchwork of many systems, but it’s ok as long as these systems are able to talk to each other. The future of tools lies in seamlessly moving data between different systems and we are looking forward to more integrations on the Dealum platform.”

— JAN ROSENBOM, PARTNER

# Results

The vast majority of Keystones members are very happy with the platform and can see the benefits, namely transparency and efficiency of the processes. There are always some members who struggle with adopting the new system and a few outliers who don't engage much with the network, no matter the system, but most of the feedback they have received from their members has been really positive. As a testament to this, over 90% of Keystones members have joined the deal room on Dealum.

Keystones strongly recommend Dealum to all networks of their type and believe that Dealum deal room really is the best in class.



# About us

Dealum got started when a team of angel investors - Rein Lemberpuu and Rain Kivisik - needed a tool to help them and other angels evaluate startups. Coming from the very first Estonian unicorn technology company, Playtech, and not being able to find a suitable tool on the market, they decided to build it themselves.

In 2017, we developed an initial functional prototype and ran a pilot program with Estonian Business Angels Network (EstBAN). In January 2018, the Dealum (then Startup Includer) platform was launched. Now we have 80+ investor groups using the platform alongside 7500+ investors and 23.000+ startups.

**Our focus will always be on our customers, constantly listening to their feedback and making their jobs easier.**

**Contact us**

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