



# Market Intelligence Review

## 2 Years of Unicorn Anchor

January 2026

**Two years in the European venture market led to one clear insight:** innovation, entrepreneurial drive and capital are all present – what is missing is orchestration.

**Unicorn Anchor AG** has spent the past two years working with founders, venture capital funds, banks, family offices and institutional intermediaries across Europe. Each stakeholder brings valuable expertise. Yet the venture market continues to operate in silos.

Founders master product and execution, but rarely capital-market logic. VCs excel at selection and portfolio construction yet often remain detached from the broader financial system. Banks see rising demand for venture exposure but think in liquid-market and private-equity frameworks. Family offices know how to build and exit businesses, but not how early-stage companies are selected, financed and governed.

Every perspective is valid. None is sufficient on its own.

At the same time, some of Europe's largest capital providers – pension funds, state-backed and supranational investors – remain largely absent from venture capital. They have the capital, but not yet the confidence, experience or structures required to participate at scale.

Europe therefore does not lack talent or money. It lacks a professional venture ecosystem that connects participants across stages, aligns expectations and builds trust.

This is where Unicorn Anchor's mission begins.

We do not see ourselves as another advisor or platform, but as a **creator and integrator** of the **European VC ecosystem**. Our role is to connect fragmented perspectives, translate between capital-market logics and enable all stakeholders to act more professionally on the journey from zero to hero.

Experience alone does not achieve this. Nor does technology. Impact emerges when **market intelligence, relationships and modern tools work together**.

By combining decades of capital-market experience with structured, technology-enabled matchmaking, Unicorn Anchor helps founders, investors and intermediaries navigate venture capital with greater clarity, realism and confidence.

**Looking ahead, Europe's opportunity is clear:** we have the knowledge to build global companies, the entrepreneurial ambition to scale them, and the capital to finance them.

What is required now is to make venture capital more transparent, coordinated and investable – through better structures, professional services and an ecosystem that functions as a system. **Unicorn Anchor exists to help build exactly that.**