

Our Investment Thesis

Our philosophy is “Institutional conviction at the earliest stage”. KEF Investment Group is a family-backed Corporate Venture Capital and strategic investment platform deploying patient capital across technology, industry, and innovation. Founded on a four-decade entrepreneurial legacy established by Fethi Şimşek, zspanning construction, education, healthcare, and international trade across Turkey and the United Kingdom KEF combines the permanence of institutional capital with the conviction and agility of a founder-led organisation. Today, KEF operates as an integrated Family Office and Holding Company, making disciplined investments at the pre-seed stage and strategic positions in sectors undergoing structural transformation.

Pre-Seed & Strategic Investment

KEF's core investment strategy deploys capital at the earliest formation stage — the critical gap between founder conviction and institutional seed financing. With a standard initial commitment of \$100,000, KEF targets ventures where visionary teams require not only capital, but strategic guidance, operational mentorship, and a long-term partner with genuine operating experience. Beyond pre-seed technology ventures, KEF selectively pursues strategic investments and co-investment opportunities in later-stage companies and established enterprises across its core sectors, leveraging the group's four decades of operational expertise.

Multi-Sector Investment Platform

KEF invests across eight core sectors where the group maintains deep domain expertise, established networks, and a clear

conviction in long-term structural growth:

- Technology: Software, AI/ML, cloud infrastructure, and deep tech.
- Industrial Technologies: Advanced manufacturing, robotics, and **Industry 4.0**.
- Agricultural Technologies: Precision agriculture, supply chain optimization, and food systems.
- Mining: Resource extraction technologies, sustainability, and critical materials.
- Energy: Renewable energy, grid modernization, and energy storage.
- Advertising & AdTech: Digital media, programmatic platforms, and marketing intelligence, influencer marketing.
- Education Technologies: Learning platforms, workforce development, and human capital.
- FinTech: Payments, lending infrastructure, embedded finance, and digital banking.

Long-Term Partnership Model

KEF deploys capital with a governance-driven, founder-supportive philosophy built on permanence rather than exit pressure:

- Patient capital with a multi-decade outlook, unconstrained by fund lifecycle pressures
- Active strategic involvement grounded in four decades of operational experience, without operational control
- International scaling perspective bridging Turkey, the United Kingdom, and global markets
- Structured governance support from the earliest stage: board formation, reporting frameworks, and institutional discipline
- Direct access to KEF's cross-sector network of enterprises, industry leaders, and co-investment partners

Vision Forward

KEF's mission is to serve as a trusted institutional partner for exceptional founders and transformative enterprises and bridging Turkey's dynamic entrepreneurial ecosystem with global technology and capital markets. We are building a permanent investment platform that compounds knowledge, relationships, and capital across generations, supporting the next wave of innovation in technology, industry, and society.

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