PISA

PAHANG INNOVATIVE STARTUP ACCELERATOR

COHORT 5

Masterclass

Business Model Canvas & Its Applications

Presented by: Darren Chua

Director, The Ideal Venture Studio

Ideal VENTURE STUDIO

BEYOND4

Congratulations

Ideal
VENTURE STUDIO

WE TURN
VISIONS & IDEAS INTO REALITY

Venture Building | SEA Market Expansion

Workspace Solutions | Investment & Fundraising

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Ideal | VENTURE STUDIO INNOVATION SPACE

Director

Darren Chua 蔡佳峻

Darren brings leadership & years of tech experience from supply chain financing/FinTech/RE enterprises across Asia. In the last decade, he has founded and lead multiple companies and franchise business from Singapore, Hong Kong and Taiwan. His religious emphasis on people's experience and Technology both online, offline, within or outside of team, brings gravity and momentum around his leadership. Recently, exited a RE investment platform based in Taiwan. Darren is on a vision to enable everyone to achieve carbon neutrality through finance, blockchain and RE adoption.

Education

B.Eng(Computer Engineering), National University of Singapore (新加坡國立大學)

Marketing & Technoprenuer Minor (復旦大學, 上海)

Experience

CEO & Co-Founder
RE Investing Platform

CEO (Taiwan)/CCO (HK)
Supply Chain Financing FinTech

CEO & Co-Founder
AI Driven Engagement Platform

Director (Taiwan/Singapore/Indonesia)
Women-only Fitness Franchise

MD (Singapore/Hong Kong)
Management Consulting Firm

Curves

Established over 25 years ago, Curves is a proven business model, designed especially for women, offering a supportive, welcoming and safe service environment to help our members achieve their goals with over 3,500 locations in over 50 countries.

AMAZE YOURSELF

30-MINUTE TOTAL BODY STRENGTH WORKOUT

AMAZE YOURSELF

30-MINUTE TOTAL BODY STRENGTH WORKOUT

CURVES INDONESIA

Curves Indonesia memiliki harapan untuk menjadi salah satu pasar terbesar di Asia Pasifik

Owners by # of Clubs				
	2020	2021	2022	2023 (1st quarter)
Owns 3 Clubs and more			1	2
Owns 2 Club			4	
Own 1 Club	2	5	4	2

Curves

We are growing!!

markedshot
Crowdsourcing Brand Stories

AI Driven Brand Engagement Platform

Harnessing the power of User Generated Contents

SOCIAL PROOF MATTERS

User-generated contents drives **AMAZING** business results

An online trade finance platform to connect unbanked and underbanked SMEs with institutional investors in Asia

NUMBERS SPEAK MORE THAN WORDS

FundPark

Financing Trade Across Asia

亞洲網上貿易融資平台

Receivable Finance

We provide receivable finance for corporate that allows you to finance your account receivables from slow-paying customers.

Supply Chain Finance

Help buyers or core enterprise improve their cashflow and liquidity by leveraging payment terms while providing an option for suppliers to receive the payment early.

Purchase Order Finance

Exclusive pre-shipment solution based on Purchase Order. Get your working capital before goods are made.

lyght

GREEN INVESTING MADE SIMPLE

www.lyght.com.tw

Supported by:

FinTechSpace

lyght

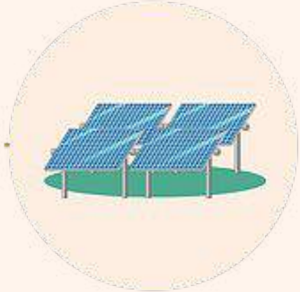
What is Lyght?

Established 2020

Solar Project Buyers/Participants

lyght

Lyght Platform



New Renewable Energy Producer

PPA

Feed-in Tariff* Program

台灣電力公司 Taiwan Power Company

CLP 中電

港燈 HK Electric

Utilities Companies Or Corporates

Lyght connects **individual retail buyers** directly with **green energy producers** to participate in tangible environmental impactful projects whilst enjoying recurring income at competitive rates with full transparency.

*A *FIT* is a policy mechanism designed to accelerate investment in renewable energy technologies by offering long-term contracts to renewable energy producers.

Types of Solar Assets

Lyght's Institutional Grade Projects

Residential Projects	Roof-Based Projects	Ground-Based Projects	Surface-Based Projects
			

Power Purchase Agreement

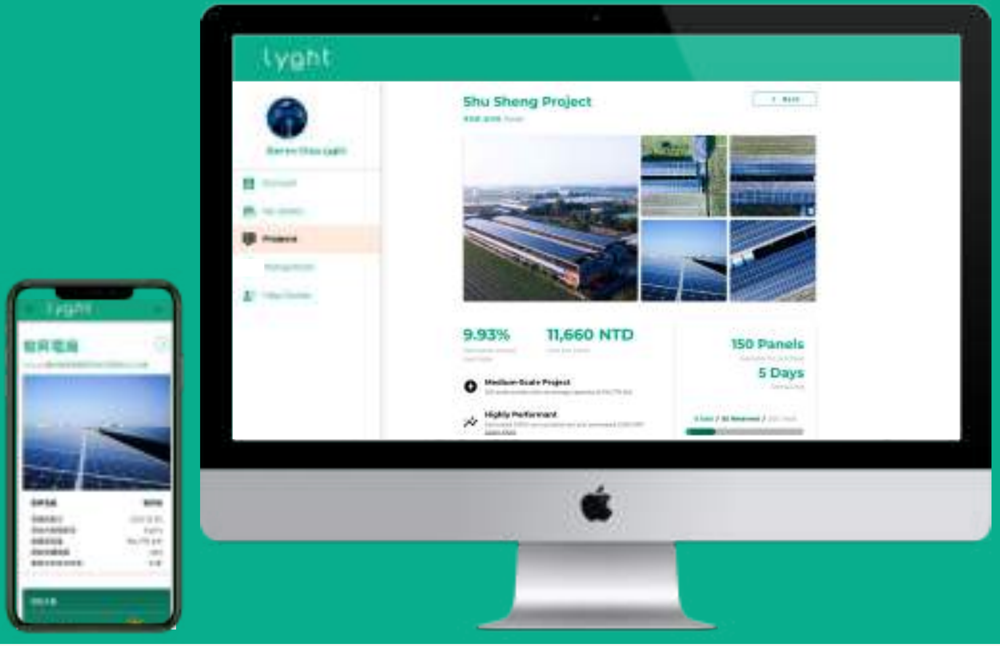
台灣電力公司
Taiwan Power Company

Big Corporates

Locally or International

Lyght
Portal

Lyght streamlines the entire process by offering **A Single, Unified, Digital** onboarding, purchase and participation experience backed by a suite of technologies across operations, processes & delivery.



01	**Onboarding**	Sign up as an Approved Buyer on Lyght to view Solar Projects.
02	**Participation**	Select your preferred Solar Projects and Indicate your Participation volume.
03	**Completion**	Complete purchase & leaseback assets to enjoy recurring rental income.

Ideal

Ideal | 理想創業工場 VENTURE STUDIO

The Ideal Venture Studio, established in 2021, is at the forefront of "Venture as a Service," specializing in nurturing and investing in burgeoning businesses across Asia.

〔 Ideal 理想 〕

Founded in 2021, Ideal Venture Studio & Space was created with the vision of delivering "Venture as a Service" to founders, SMEs, and large corporations.

Ideal functions as the investment arm of an established Taiwanese Family Office, a legacy of over 70 years.

Originating from the fabric and apparel industry, our group diversified into a variety of fields such as real estate, F&B, biotech, automotive distributorships, hospitality, and more.

In addition, our group boasts an impressive track record, having over 30 years of hands-on business expertise in sectors like Real Estate and Manufacturing in Vietnam and Thailand.

Through Ideal and its venture services, our goal is to identify promising companies, outstanding teams, and groundbreaking technologies for potential investments to meet the challenges of the future.

Ideal

HOSING

HOSING Group Holdings

Ideal

Capital, Venture Studio & Space

Regional Investments Portfolio

LAND-ROVER JAGUAR

Automobile Dealerships

文華一品

Real Estate Development

PAUL

豐穗四季

Tourism & Hospitality

KT MEDICAL

nugreen BIO AGRITECH

Medical & Health

Over 70 years of established businesses

30 years of SEA Experience

文華一品 理想雙春園

Real Estate Development




LAND ROVER JAGUAR

Automobile Dealerships




PAUL depuis 1889

Tourism & Hospitality




nugreen KT MEDICAL 元生易技

Medical & Health





WE TURN VISIONS & IDEAS INTO REALITY

Ideal

With Ideal to formulate a disruptive & successful model to fuel your venture/idea that combines profit and purpose in return for a vested interest.

Immense value by developing proprietary technology, IPs & defensibilities surrounding your venture to Unicorn status.

Authentic connections by tapping into our multidisciplinary roster of business and technology networks across industries & markets.

Opportunities through Ideal's proprietary Fund or through the vast network of industry, venture capital or family funds.

A Nature-inspired Working Environment

For All Your Business Needs.

理想創業工場

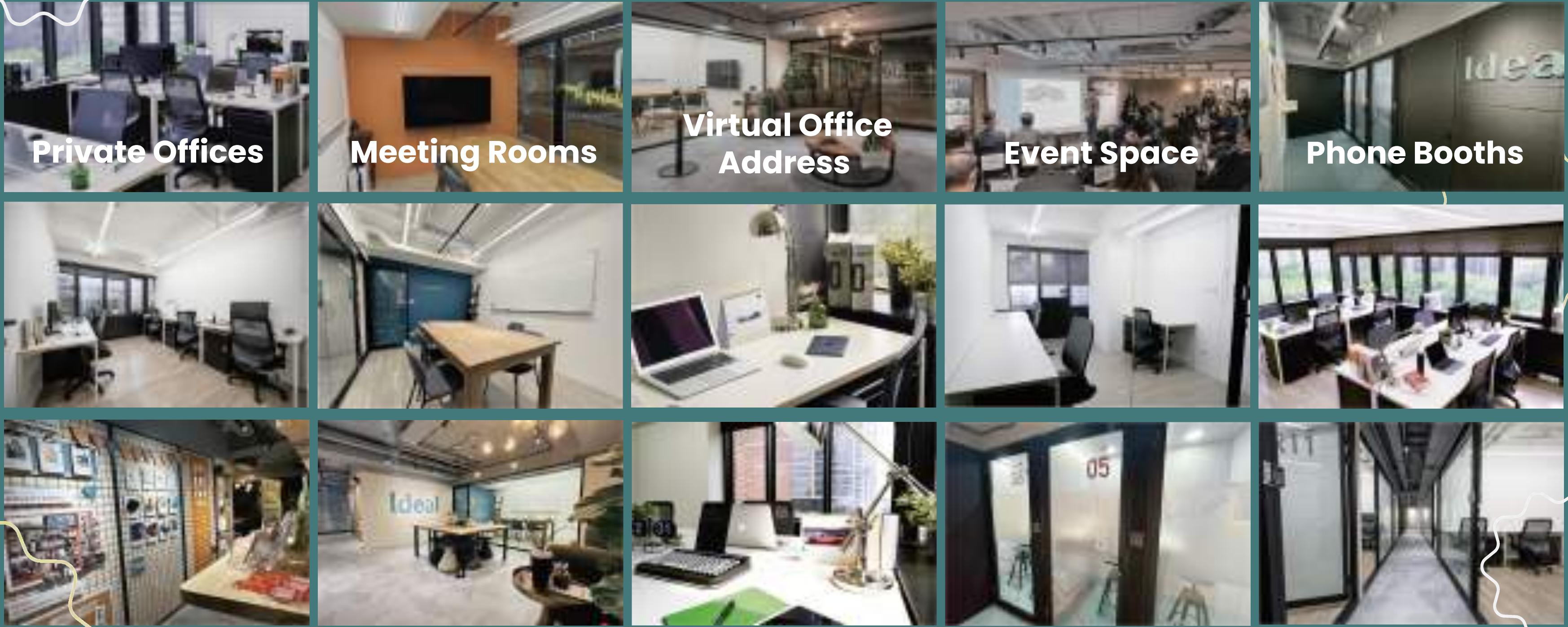
The Ideal Venture Studio & Space

台北市大安區敦化南路二段77號7樓之4　@theideal.space.tw　theideal.space

A HUB FOR INNOVATION 為新創而生的聚落

位於台北市的商業核心地段,Ideal 提供所有 Ideal 會員、投資公司以及生態系夥伴為新創而生的重點聚落

We designed Ideal in the heart of Taipei City serving as a central hub for all Ideal members, our portfolio companies, and the broader ecosystem.



We Turn Vision & Ideas into Reality

One Process, Unique to Each.

Ideal

Ideation & Product

01

Early stage pressure testing to ensure idea solves a need.

Market Launch

02

Introduce to market for validation & refinement.

Scale & Resources

03

Defending market position with key partnerships and contracts.

Funding & Expansion

04

Access to investments for immediate dominance & new markets.

CAPITAL.

We primarily focus on the growth potentials in Asia starting from Taiwan. We are open to opportunities regardless of industry. Our mandate is building a portfolio focused on creating values to meet the challenges of the future.

Taiwanese Heritage

Real Estate Development | Manufacturing | Automotive | Tourism | F&B | Healthcare

We have over 70 years of history and experience in building companies from ground up. Our network and core strengths stretches across Asia and western markets with exposure to multiple industries.

Focus on Emerging Markets in Asia

South East Asia | Taiwan | North Asia

Our regional expertise and history provides us flexibility and range of motion in emerging SEA markets . Our companies and regional investments has provided us local insights and formed strategic alliances in unconventional ways.

Startup Scale + Enterprise Resources

Range of Ticket Size | Seed Round | Flexibility & Speed

Our range of check sizes allow us to make informed decisions at breakneck speeds to fund a variety of opportunities. Portfolio companies will be able to leverage upon our Enterprise's resources and network.

The Ideal Ecosystem

Concepts from:

Our Community Partners

Banking Partners & Relations

VC & Investment Partners

Universities

Advisory & Professional Service

Innovation & Investment Agencies

Startup Community

The Ideal Community

ESG & Sustainability

AI/ Tech Innovation

Fintechlife

Lock

創智高性能運算

行由方舟科技

Sports Tech/ Healthcare

Rabes

Space Capsule

Education & Mobility

VIS @ Betterworld

Bio-Tech, Trading & Farming

Owl Farm

快步跨境電商

優草食生物科技

Professional Services

紫火資本

Pollinator

派絡美廣告

管管數位

格富國際

If You're Looking For:

- Investment & Fundraising Opportunities/Advisory
- SEA Market Preparations & Expansion
- Taiwan Market Softlanding
- Taxation, Structure & Compliance
- ESG Readiness & Practical Approaches/Solutions
- Workspace/Meetings/Events Solutions

Speak to Us!

The Masterclasses

Today’s Objectives

Versatility: BMC helps in structuring thoughts and strategies across different types of businesses.

Clarity and Focus: BMC can clarify business propositions and sharpen focus on what's critical.

Alignment: The role of BMC in aligning team members' understanding of business goals and processes.

Strategic Planning: BMC aids in strategic planning by visually breaking down complex aspects of business into manageable components.

1. Introduce each component of the Business Model Canvas
2. Case Example that is easy to understand
3. Enable each of you to apply the BMC to their own startups
4. Foster a collaborative environment for sharing ideas and strategies

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What is the Business Model Canvas?

Created by Alexander Osterwalder, the Business Model Canvas is a visual representation of the 9 key building blocks that form the foundations of every successful business.

It's a blueprint to help entrepreneurs invent, design, and build models with a more systematic approach.

Ideal

Why is the BMC the first thing startup founders should know?

It's a **visual overview** of your entire business on a single canvas.

Seems Simple and Basic But...

1. Simplicity and Accessibility
The BMC provides a straightforward, one-page blueprint that summarizes the key elements of a business model. This simplicity makes it easy to understand and use, allowing teams and stakeholders to quickly get a snapshot of a company’s operational and strategic blueprint.

2. Enhanced Focus
By breaking down a business model into nine distinct components, the BMC helps entrepreneurs and business managers focus on each segment individually yet understand how they interconnect. This detailed yet consolidated view helps in sharpening focus on what’s truly important.

3. Facilitates Experimentation
The BMC supports rapid prototyping of ideas. Businesses can use it to quickly sketch out and tweak business models, test assumptions, and iterate based on feedback. This agility is crucial in today’s fast-paced market environments.

Seems Simple and Basic But...

4. Improves Communication
The visual nature of the BMC makes it an excellent communication tool. It helps ensure that everyone in the organization understands the business model and their role within it, fostering better alignment and coherence across departments.

5. Strategic Alignment
The BMC aids in aligning business activities by illustrating potential trade-offs and aligning efforts towards achieving the overarching strategic goals. This strategic alignment is essential for effective execution and maintaining competitive advantage.

6. Customer-Centricity
By emphasizing segments like Customer Segments and Value Propositions, the BMC encourages businesses to continuously align their offerings with customer needs and preferences, promoting a customer-centric approach to business planning.

Seems Simple and Basic But...

7. Cost Structure and Revenue Streams Clarity
The BMC clearly delineates how the business intends to make money and what the major expenditures are. This clarity is vital for financial planning, ensuring sustainability and profitability.

8. Identifies Key Partnerships and Resources
It helps identify and prioritize relationships and resources that are crucial for business success, ensuring that the company focuses its attention and resources on maintaining these essential assets.

9. Risk Management
By laying out the entire business model on one page, the BMC allows businesses to identify and manage potential risks more effectively. It provides a comprehensive overview, which is useful for spotting vulnerabilities and planning mitigations.

It is broken down into 9 key building blocks

Ideal

1. Customer Segments

Description: Defines the different groups of people or organizations an enterprise aims to reach and serve.

Importance: Helps in understanding who the customers are, what are their needs, and how they require to be approached.

2. Value Propositions

Description: Refers to the bundle of products and services that create value for a specific customer segment.

Importance: It's the reason why customers turn to one company over another. It solves a customer problem or satisfies a customer need.

Ideal

3. Channels

Description: Describes how a company communicates with and reaches its customer segments to deliver a value proposition.

Importance: Channels are crucial in making the product/service available to customers at the right time, place, and format.

4. Customer Relationships

Description: Defines the types of relationships a company establishes with specific customer segments.

Importance: Customer relationships are driven by customer acquisition, customer retention, and boosting sales – in other words, how we get, keep, and grow customers.

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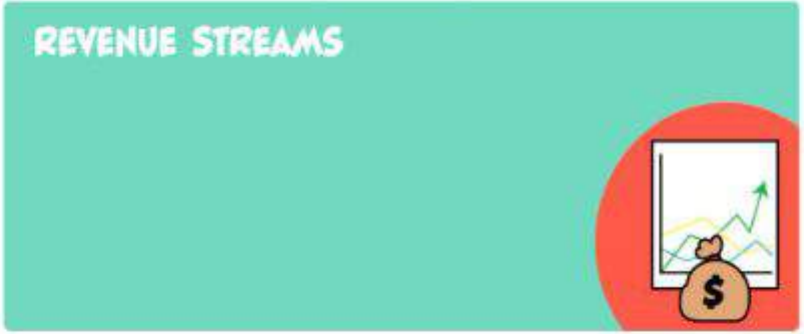


5. Revenue Streams

Description: Represents the cash a company generates from each customer segment.
Importance: Essential for understanding how the business earns money, which could include direct sales, membership fees, leasing, etc.

6. Key Resources

Description: Describes the most important assets required to make a business model work.
Importance: These resources allow an enterprise to create and offer a value proposition, reach markets, maintain relationships with customer segments, and earn revenues.

7. Key Activities

Description: The most important activities in executing a company's value proposition.

Importance: Key activities could be production, problem-solving, or platform/network management, pivotal in making the business model effective.

8. Key Partnerships

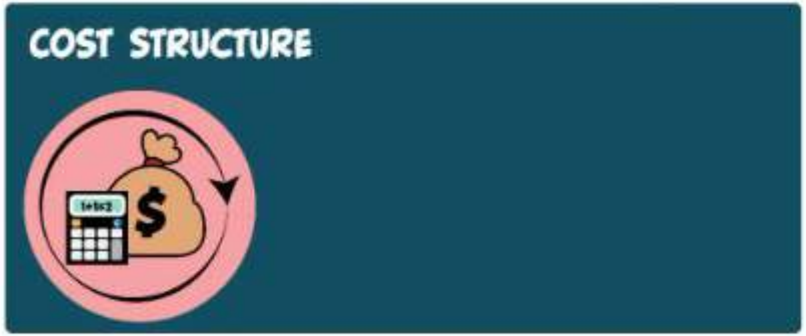
Description: The network of suppliers and partners that make the business model work.

Importance: Partnerships can optimize business models, reduce risk, or acquire resources.

9. Cost Structure

Description: All costs incurred to operate a business model.

Importance: Understanding the cost structure is vital for a business to make a model sustainable. Costs can be calculated after defining key resources, key activities, and key partnerships.

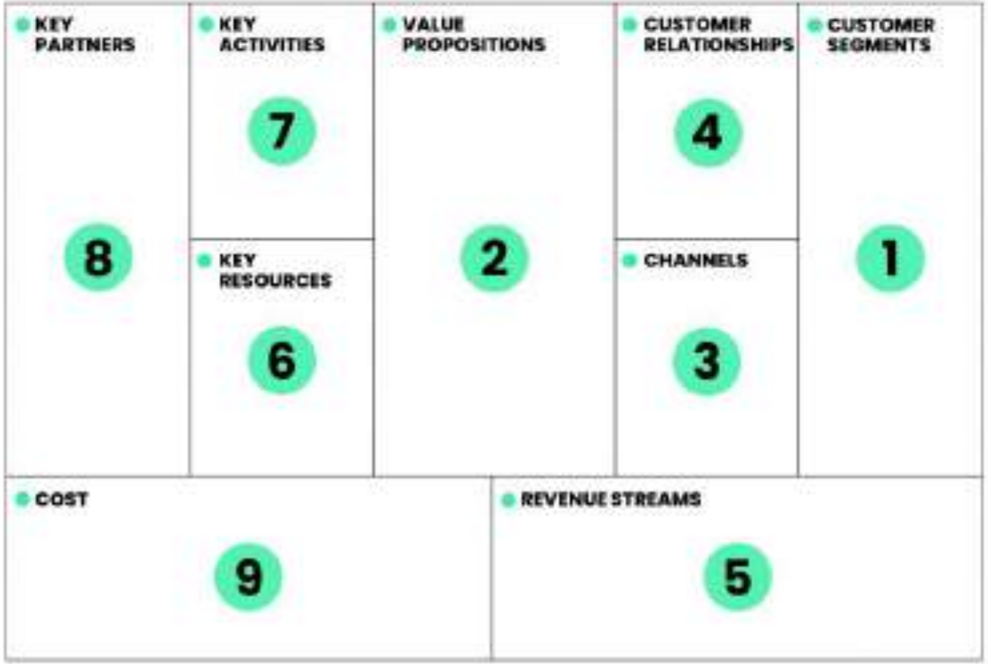


How do we start?

Ideal

In this Order

1. Customer Segments
2. Value Propositions
3. Channels
4. Customer Relationships
5. Revenue Streams
6. Key Resources
7. Key Activities
8. Key Partners
9. Cost



Example

ZARA

1

ZARA

Customer Segment

Who are you serving?

Who are we creating value for?

A great exercise to define your customer segments is to brainstorm and create your company's buyer persona(s).

CUSTOMER SEGMENTS

- MEN
- WOMEN
- KIDS
- GENERATION

Lyght
Buyer's Persona Study

BIO

Roger Hu, 53 is a sales director and has stayed his entire life in Taiwan. He is married with 2 children. He knows the importance of managing his wealth but does not have the time to properly handle it as his job is extremely time consuming and his lack of technology knowledge means he prefers to meet face to face for discussions.

He has investments in multiple assets, and delegates the majority of his investment decisions to an advisor.

He trusts the advice of professionals, but wishes there was an easier way to view and understand his net wealth position.

lyght

Roger Hu, 53

Designation: Sales Director
Marital Status: Married
Children: 2

TRAITS

- Traditional, family-oriented
- Cautious & careful

TECH KNOWLEDGE

- Usually communicates via email
- Prefers to meet face-to-face for discussions
- Very active on LINE. LINE being the main information source. All information up there are highly contagious
- Basic banking app functions

PREFERRED SOCIAL MEDIA CHANNELS

LinkedIn
facebook
LINE

GOALS

- Retirement
- Children education & tuition fees
- Housing mortgage
- Travel with family
- Wealth succession & getting out of the rat race

NEEDS

- Easy way to view net position / quickly understands
- Wealth accumulation products
- More investments options
- Investment products that are safe
- Investments that they can pass on to next generation

FRUSTRATIONS

- Lack of time to properly invest
- Confusing terms and conditions
- Hidden fees
- No alternatives

MOTIVATIONS

- Returns
- Ease of use
- Short onboarding process
- Safe credible advices
- Regular updates

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Ashley Wang, 28

Designation: Marketing Manager
Marital Status: Single (Dating)
Children: 0

TRAITS

- Ambitious, career-minded
- Open-minded

BIO

Ashley has a few years of working experience and currently in a mid-management role. Currently dating and thinking of settling down in the future. Her focus is her career and planning for potential commitments like property and car purchases.

She wants to get into investments but does not know where to start. Only knows what she finds online and information from friends or families. She has not accumulated much wealth for serious investments. She likes to understand her options and type of investment products a person her age is suitable for. Wants to invest in products that mean something.

TECH KNOWLEDGE

- Highly adaptable to tech products
- Mobile user
- Shares information via social media platforms
- Active on social media

PREFERRED SOCIAL MEDIA CHANNELS

facebook
LINE
Linked in

GOALS

- To own a car and house
- Wealth accumulation
- Gaining social approval from peers
- Investing in something of self-interest / beliefs

NEEDS

- Long term returns for some cash at mid-life stage
- High-returns, low risk and long term
- ESG investments
- Make a difference

FRUSTRATIONS

- Insufficient information for confident investments
- Does not want to be locked in monthly contributions
- Has troubles deciding where to put her investments
- Not much disposable cash

MOTIVATIONS

- Starting an investment portfolio at young age
- Higher risk appetite
- Social impact
- Medium aggressive to yield enhancement
- To feel that her investment is making a difference

BIO

Hu Shan Xiong is a retired business man and looking to preserve his wealth for his children and grandson. He is familiar with traditional investment products but none of them are suited for his needs.

He would like to put his money in products that could preserve and grow over time-specifically for them to be passed over to his children.

He is of a traditional background and choose to invest in tangible products such as real estate. he does not want to spend too much time on monitoring his investments.

Hu Shan Xiong, 66

Designation: Retired, Ex-SME Owner
Marital Status: Married
Children: 2　　*Grandchildren: 1*

TRAITS

- Conservative, not open-minded
- Family man, believes in tangibles

TECH KNOWLEDGE

- Does not use the computer
- Facebook account set up by Children
- Minimal usage of smartphone app
- Basic mobile phone functions

PREFERRED SOCIAL MEDIA CHANNELS

facebook　LINE

GOALS

- Retirement
- Leave enough wealth for wife and children
- Descendants are well-taken care of financially
- Preserve wealth and legacy

NEEDS

- Investments that does not require monitoring
- Investments for his children and grandchildren
- Prefers investments that are not risky at his age
- Prefers higher than market returns for long term investments

FRUSTRATIONS

- Not knowing where to safely make quick investments
- Worry about preserving insufficient wealth for kids
- High risk, high returns; low risk, not attractive
- Not familiar with technology required to monitor investments

MOTIVATIONS

- Wealth preservation
- Recurring income investment
- Leaving investments for next generation to enjoy

Vincent Kuo, 39

Designation: Business Owner, C-suite level
Marital Status: Married
Children: 2

TRAITS

- Outgoing, adventurous
- Daring, quick-witted

BIO

Vincent comes from a privileged background and has done well in life. He is of a C suite level in a listed company and has good knowledge on wealth and money management.

Vincent is looking for an alternative investment product that could be an addition to his variety of investments. He has disposable income that are usually managed by his private banker. He would like to seek out interesting investments that offer higher than average returns. He has a close network of like-minded individuals that often invest together.

TECH KNOWLEDGE

- Exposed to multiple platforms
- Understand technology
- Highly adaptable to new tech and platforms

PREFERRED SOCIAL MEDIA CHANNELS

facebook

LINE

Linked in

GOALS

- Increase wealth as fast as possible
- Increase affluence and network
- Retire within 10 years to be full-time investor
- Diversify investments
- First to try new investment methods

NEEDS

- A product that is easy to start and understand
- Higher returns with less risk
- Streamline process that requires him to be less on-hand with his investments

FRUSTRATIONS

- Time consuming to do market research
- Paperwork and long list of terms and conditions
- Uninterested in traditional investment assets offered by his private banker/banks

MOTIVATIONS

- A product to start small and increase later
- New forms / innovative ways of investments
- Investing in something special and different from the norm

2

ZARA

Value Proposition

How does your product or service solve a problem?

USP- Unique Selling Point

The “what” that makes customers turn to you, over your competitors? Which of their problems are you best at solving?

VALUE PROPOSITION

- Trendy Clothes
- Fast-Fashion
- Affordable Luxury
- Great Store

3

ZARA

Channels

How are you reaching your customers?

Is it going to be a physical channel? (store, field sales representatives, etc.)

Or is it a digital channel? (mobile, web, cloud, etc.).

CHANNELS

- Direct Store
- Online
- Word of Mouth
- Social Media

4

ZARA

Customer Relationship

What kind of relationship & with who do your customers have with the brand?

Once you have acquired customers, you will need to think about how you can build, nurture, and grow those relationships.

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CUSTOMER RELATIONSHIPS

- In-Store Sales People
- Branding on Social Media
- Brand Ambassadors
- Fashion Trends

5

ZARA

Revenue Streams

How do you capture value from your customers

Extremely Important

REVENUE STREAMS

- Sales from Stores
- Sales from Online

6

ZARA

Key Resources

What do you need to deliver your value proposition?

KEY RESOURCES

- Stock & Inventory
- Large Network of Stores
- Strong Brands
- Logistics & Supply Chain

Ideal

7

ZARA

Key Activities

What are the things you need to be good at to deliver your value proposition?

KEY ACTIVITIES

- Design
- Manufacturing
- Retail Process Distribution Channels & Logistics

8

ZARA

Key Partners

Who do you need help from to fully leverage your business model?

KEY ACTIVITIES

Holding Company

Suppliers & Manufacturers

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9

ZARA

Cost

What are the most important costs associated with your business model?

COST

Fixed (Rent, Payroll etc)

Variable Expenses (Marketing, COGS etc)

ZARA

KEY PARTNERS

Providers

Holding company (Inditex)

KEY ACTIVITIES

Design
Manufacturing
Retail process (point of sale & 3rd party management)
Distribution channels and logistics

KEY RESOURCES

Stock

Large network of stores

Strong brand
Logistics and supply chain infrastructure

VALUE PROPOSITIONS

Fashionable clothes

Accessories

Great eCommerce experience

Flagship store experience

Fast-fashion

CUSTOMER RELATIONSHIPS

Salesperson at store
Brand through social media
Sentimental attachment to clothing/ accessories

CHANNELS

Direct store

Online

Social media

CUSTOMER SEGMENTS

Men

Women

Children

COST

Fixed (rent, payroll, etc.)
Variables associated with sale of goods

REVENUE STREAMS

Sales of clothing and accessories

Ideal

NETFLIX

KEY PARTNERS

Internet service providers (ISP)

3rd party studios

KEY ACTIVITIES

Content procurement

Application development

3rd party licensing

KEY RESOURCES

Streaming rights

Internet bandwidth

Recommendation algorithm

Content library

VALUE PROPOSITIONS

On-demand video

Huge selection of content

Original content

Competitive price point

CUSTOMER RELATIONSHIPS

Self-service platform

CHANNELS

Website

App store

Affiliate partners

CUSTOMER SEGMENTS

Mass market

COST

In-house content production
3rd party licensing
Streaming application (staff, maintenance, etc,.)

REVENUE STREAMS

Subscriptions

Ideal

Effective Use of the Business Model Canvas

Step	Strategy	Details
1. Clear Goal	Define Objectives	Determine what you want to achieve with the BMC: exploring ideas, assessing a pivot, or planing scaling.
2. Diverse Team	Gather Insights	Include members from different departments like marketing, finance, and operations to gain diverse insights.
3. Customer Focus	Define Segments	Start by identifying and understanding your customer segments to guide other canvas areas.
4. Value Proposition	Refinement	Continuously refine your value propositions to ensure they align with customer needs and pain points.
5. Dynamic Use	Update Regularly	Treat the BMC as a living document—regularly update it as your business and external conditions evolve.
6. Communication Tool	Enhance Alignment	Use the BMC to clarify and communicate the business model across the organization.
7. Link to Strategy	Connect Planning	Integrate the BMC with your strategic planning process to guide overall business decisions.
8. Validate Assumptions	Test and Adjust	Use feedback and data to regularly test and validate the assumptions in your BMC.
9. Key Partners/Resources	Prioritize Key Assets	Focus on and prioritize key partnerships and resources critical to business success.
10. Financial Analysis	Plan and Analyze	Utilize the revenue streams and cost structure components to manage and plan financials.
11. Interactive Workshops	Stimulate Engagement	Conduct workshops for collaborative filling out of the BMC, using strategic questions to provoke thinking.

Questions?

Reach Out Anytime

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Pitch Workshop

Pitch Deck Basic Structure

Presented by: Darren Chua (蔡佳峻)

Director, The Ideal Venture Studio

Overview

- Questions to ask yourself before raising a fund
- Pitching to the right investors
- How to pick the right investors
- How to pitch your ideal/company?
- Summary of Do’s & Don'ts

Things you should ask yourself before raising a fund

- Why are you raising money?
- Why now? Why this amount?
- Have a clear goal of ownership and investor relationship/control you want
- MVP + Traction Data
- Product Market Fit + Projection/Growth Rate
- Runway and Future Plans

Knowing Your Investor

1. Stages: Angel, Seed, Series A, B, C, later stage...

2. Check size: US$200K-500K, US$1M-5M, US$10M~...

3. Industries: EC, Crypto, Deep Tech, Biotech, IoT, Fintech...

4. Geography: US, EU, TW, CN, JP, South East Asia etc

5. Fund life: 1-10 years?

6. **Financial** or **Strategic** investment?

7. Who is the one you are pitching to?

Points to Take Note

- Ticket Size
- Fund Life
- Expertise
- Market
- Focus/Verticals
- Connections
- Interest/ Vision Alignment
- Values
- Communication Style
- Chemistry
- Trust

Ideal

Pitch your Strengths

- Your Awesome Product & Idea
- Your traction and growth potential
- Your crazy team
- Your years of experience into this industry
- Your connections to the industry, secret sauce and partners
- Your charisma

What to Include in your Pitch Deck?

Understand how your investors **think** and what they **care** about

1. Problem / Pain Point
2. Solution
3. Traction
4. Business model
5. Market size / Growth potential
6. Team
7. Financial
8. Roadmap

PITCH DECK Example

Tagline of your Company (Short Intro)

Mission Statement & Vision

Angela MICHAELS

CEO & Founder

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The Problem

Problem 01

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Problem 02

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Problem 03

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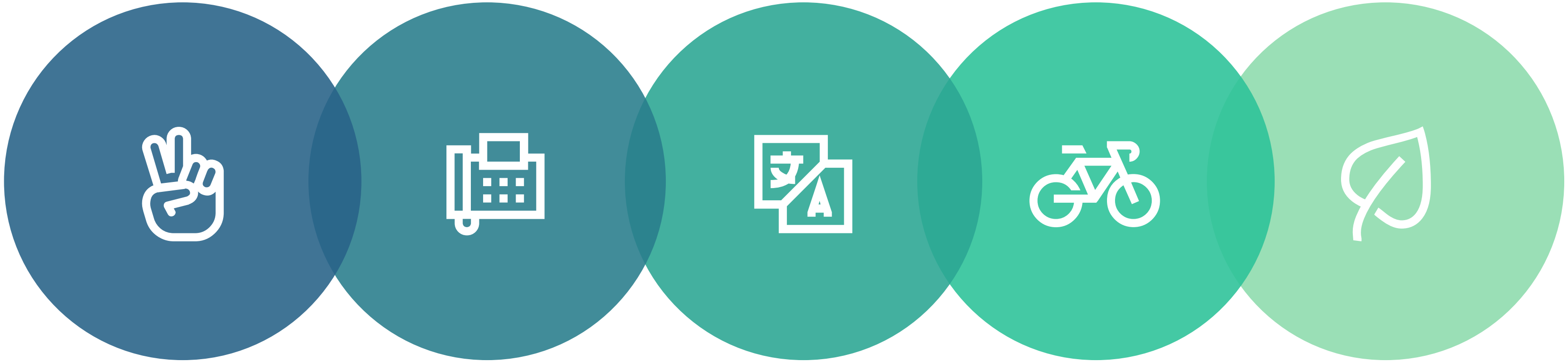
OUR SOLUTION

Fast & Simple Explanation



Solution 1

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Solution 2

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Solution 5

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HOW IT WORKS

Steps

01 / SETUP

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02 / EDIT

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03 / USE

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Revenue Model

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Traction

STEPS

STEP 01

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STEP 02

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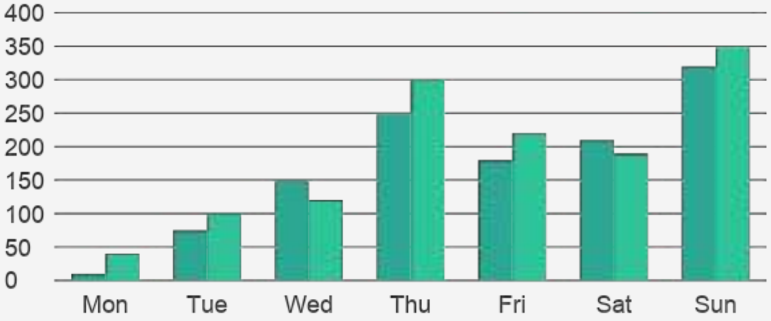
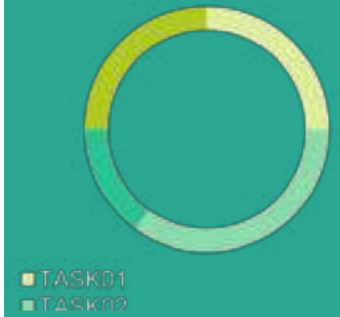
STATISTICS



TASKS



NEW USERS TODAY
1,235

ORDERS TODAY
548 +10%

PAGES VIEWS
10,235 +25%

FIVE STAR REVIEWS
35 +12%

STATISTICS

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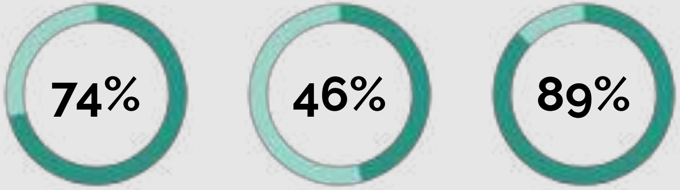

STATISTICS

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Milestones

Where you are now and where you want to be

2021
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Phase 01

2022
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Phase 02

2023
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Phase 03

2024
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Phase 04

Exit
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MEET THE TEAM

Management

JOE DOE
CEO

JIMMY DOE
CCO

JOEL DOE
CFO

JASON DOE
Co-Founder

JADE DOE
Co-Founder

JIM DOE
Co-Founder

FUNDING ASK

Estimated total funding needed for Phase 1 - 2

Deployed vs. Milestones

FREQUENTLY ASKED QUESTIONS

Ask anything

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Ideal

Pitch Do’s

1. Do your homework on every investor **BEFORE** the meeting
2. Do keep your pitch deck materials up to date.
3. Keeping your slides consistent e.g. including company logo, colors and fonts/data.
4. Do send the pitch deck to investors in advance of a meeting.
5. Prepare a **Data Room** to share after NDA signed.
6. Always Follow Up. Schedule a **follow-up meeting** after the the pitch:
    a. Thank them
    b. Include the deck for reference
    c. Following action items
    d. Your ask
    e. Schedule a follow up meeting or phone call

Pitch Don'ts

1. Don't let your deck pitch for you.
2. Don't get defensive, think "Yes, AND" not "Yes, BUT".
3. Never brag or make up fake numbers to impress.
4. Don't sell vanity metrics.
5. Don't try to cover everything in the pitch deck. Highlight key information during your **in-person** presentation.
6. Don't have too many "wordy" slides. **Number tells.** If you need to add more information, include it as an **appendix/supporting documents**
7. No need to show off your Accelerator / Incubator / Competition or previous unrelated experience.

FAQ

Do I need to hire a professional fundraising consultant?

You don't need to – it's entirely possible to crowdfund or launch a successful investment round flying solo. But the private equity fund raising process can be a complex one. By taking a DIY approach you will mistakes and you'll gradually refine your approach with each iteration. Work with experienced capital raising consultants and you remove a huge part of that learning curve, because we've already done it. We know the pitfalls, processes, formalities and opportunities, which means you're far more likely to enjoy fundraising success faster.

How do early stage businesses fundraise?

Venture capitalist (VC) investment is the classic route for scaling startups to raise investment. Over recent years, crowdfunding, angel investment and peer to peer lending (see below) have all become popular alternative routes. Each has its advantages and for many of the startups we work with any route could be a viable option. One of the crucial elements of developing your capital fundraising campaign strategy is deciding which is right for you. We'll help you with that.

What is a fundraising strategy?

There’s a simple truth about successful fundraising – it’s not just about the money. It’s about the other ways an investor (depending on their type and the way you define their role) could support, engage with and influence your business. Crowdfunders won’t sit on your board. They won’t change your company culture. Generally speaking, they won’t alter the way you operate. Venture capitalists and angels might. And as a growing startup looking for new opportunities to scale and explore new markets, having an engaged investor may be absolutely what you need.

A fundraising strategy helps you establish what you need from your investor. It ensures you’ve factored in timescales, rules and regulations and ultimately ensures your investment takes you where you want to go.

What are the 3 main types of investors?

For startups seeking investment, potential investors fall into three groups: venture capitalists (VCs), angel investors and crowdfunders. Crowdfunding involves lots of investors investing small amounts so it requires a simple, powerful business proposition everyone can ‘get’ easily. It’s also likely to involve a more passive investor happy to let you continue as you are. VCs will invest more in smaller numbers and will likely expect to be more engaged in the direction of the company. Angel investors are wealthy individuals who invest in startups they believe in. Securing an angel investor requires a powerful and well-articulated vision and plan. They may, but are not always, highly engaged with the business’ growth.

FAQ

How do you formulate a strategic fundraising plan?

A strategic fundraising plan is not the pitch you make to potential investors. This is the preparatory work that helps you create that pitch and it will provide clarity – for you and potential investors – about why they should invest in you and what you plan to do with their money.

With the fundraising strategy set (that is, the type of investor you plan to approach) the plan will consider the following additional points:

- Who are you and what do you do?
- What makes you different?
- What problem do your products/services address?
- The story so far – what are your successes to date?
- In what ways will fundraising help you grow?
- How much do you want to raise?
- Why should the investor invest?

Next, you'll want to develop your plan. We can help you do that.


Key Partnerships
Key Activities
Value Propositions
Customer Relationships
Customer Segments
Key Resources
Channels
Cost Structure
Revenue Streams