BILL & MELINDA GATES foundation

ESCAP
Economic and Social Commission for Asia and the Pacific

IMPACT HARVEST FORUM

INVESTING IN INCLUSIVE BUSINESSES

23-24 MAY | **UNITED NATIONS CONFERENCE CENTRE**
BANGKOK, THAILAND

ANGIN endeva GIIN IMPACT HUB IIC IMPACT INVESTORS COUNCIL raiSE SINGAPORE Centre for Social Enterprise VALUE FOR WOMEN

IMPACT HARVEST FORUM

INVESTING IN INCLUSIVE BUSINESSES

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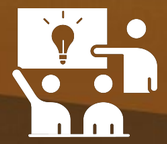
ESCAP
Economic and Social Commission for Asia and the Pacific

Cultivating Change Track



Masterclass

Investment Readiness Accelerator for Businesses

SESSION 2
13.30 – 15.00, 23 MAY

UNITED NATIONS CONFERENCE CENTRE
BANGKOK, THAILAND

Facilitated by ANGIN

Intro Speakers



David Soukhasing

Managing Director

ANGIN



Benedikta Atika

Investment Director

ANGIN

Intro ANGIN

ANGIN Investment

An early stage investment partner for Indonesia and SEA

SERVICES

Investment platform

Bundled services packed in a membership solution for investors

Investment as a service

Tailored, dedicated services for investor in need of in-depth engagement

290+ Total investors clients

USD 31.7 Million+

Capital channeled from ANGIN Investor

110+ Deal closed

Stage

20% Pre-Seed Stage

50% Seed Stage

30% Series A+ Stage

Instrument

80% Equity, CLA

20% Loans

Notable Clients

GLOBAL INNOVATION FUND · Rabobank · UBS Optimus Foundation · UBS · KAMPANI Investing in family farming · 500 startups · ACCELERATING ASIA · WRIGHT PARTNERS · P&G · giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH · USAID FROM THE AMERICAN PEOPLE · JICA

...and more

Access our annual report:
bit.ly/ANGIN_AR2022

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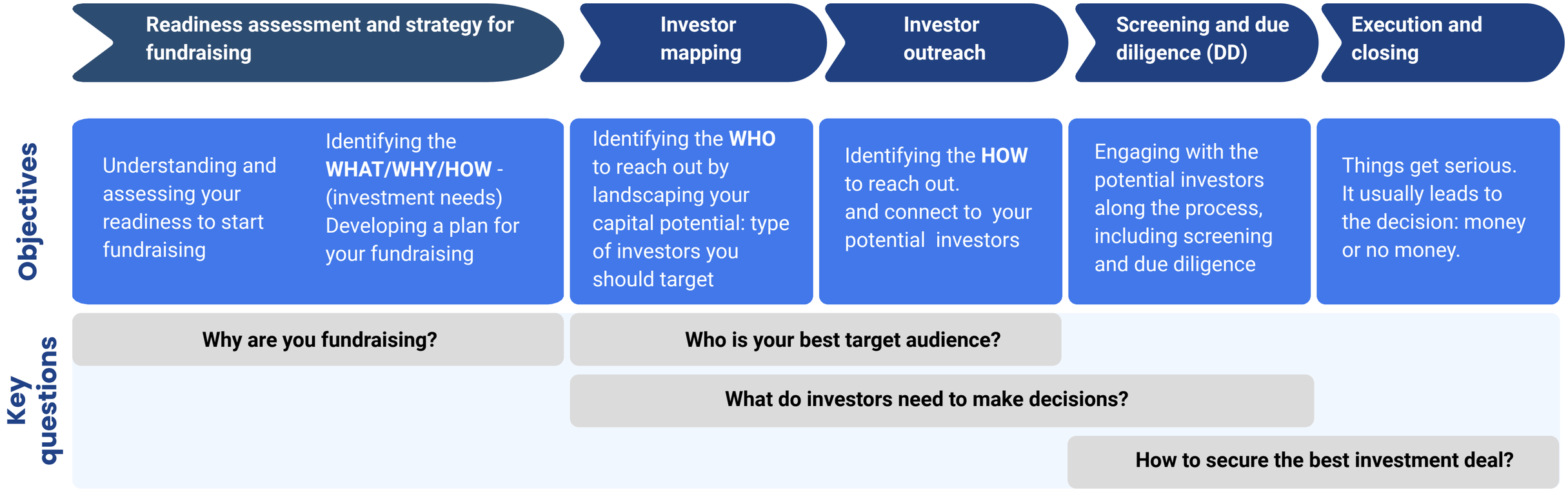
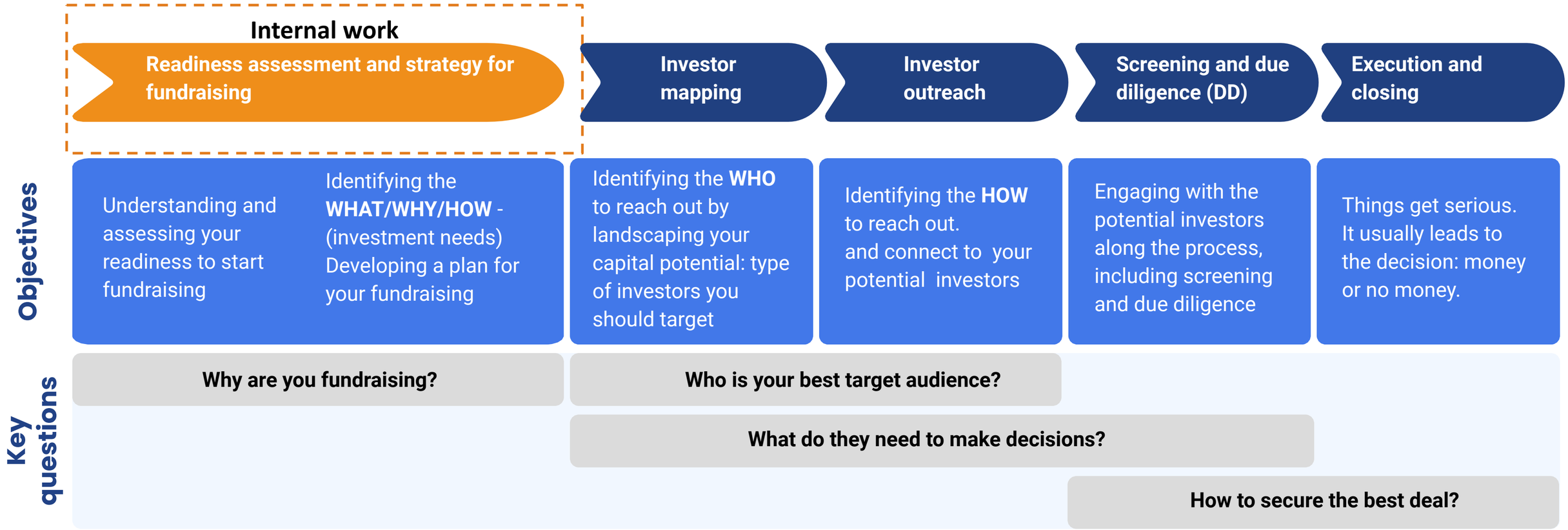
Investment Readiness: multi dimensions!



#1 Dimension: Identifying the WHY, WHAT and HOW



Identifying the WHY/WHAT/HOW

Being ready is knowing:

Why are you fundraising?

What are your investment needs?

How are you going to fundraise?

What you will learn:

- Main factors to define your investment need
- Common mistakes to avoid

1 Why

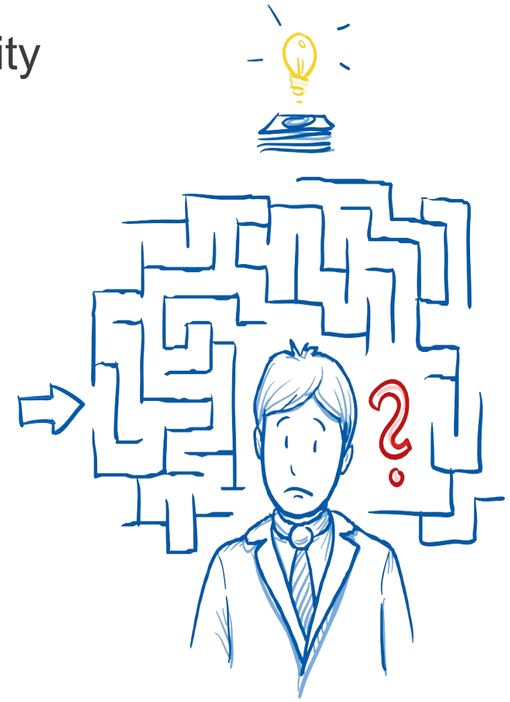
- Expand market share
- Acquire clients
- Reach profitability

2. What

- CAPEX
- OPEX
- Cash Flow

3. How

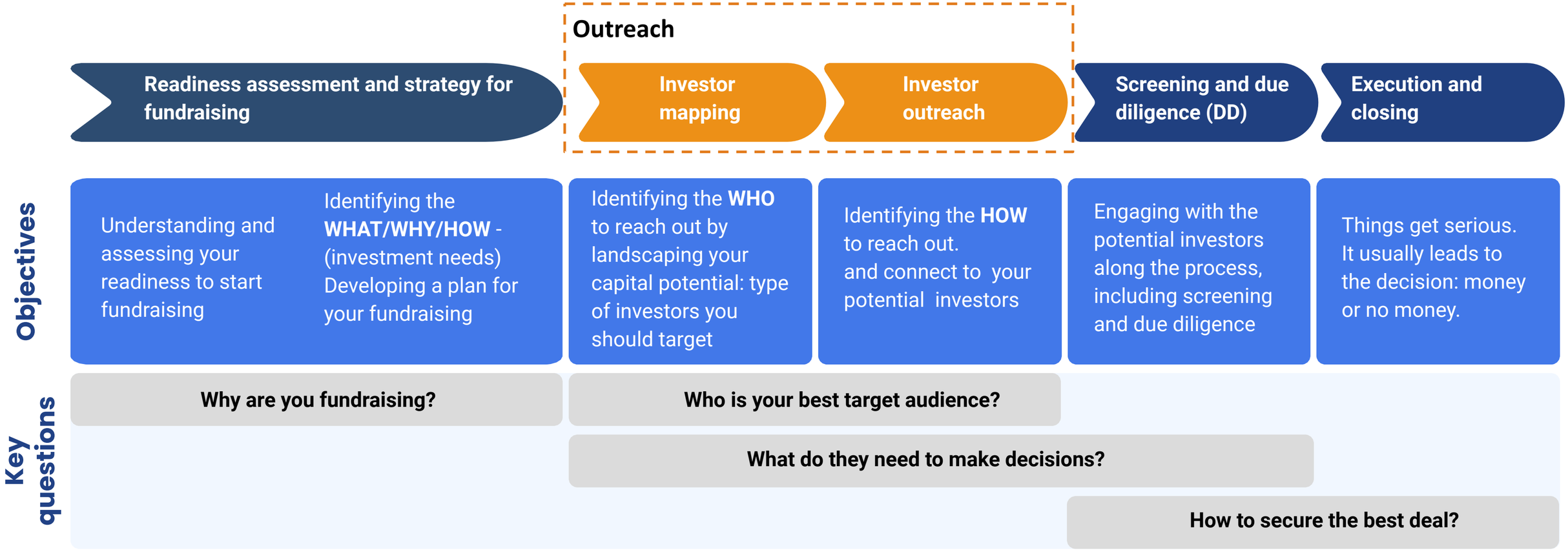
- Amount
- Equity or debt?
- Beyond capital?



Main Factors to Define Your Investment Needs

Factor	Main questions to answer	Example	Common mistakes
Amount	How much capital do i need to achieve my plans?	USD 500k (could raise min USD 300K)	• Not raising enough capital • Not counting unforeseen events
Use of proceeds	What do I need to finance? How do I plan allocate the capital?	40% for R&D 30% for marketing 20% for HR and operational	• Lacking clarity and relevance around fundraising goals and use of proceeds
The instruments	What is the most suitable or preferred investment instrument?	Equity Debt Convertible note/SAFE Grants	• Financing liabilities with equity • Thinking equity is the cheapest options • Opting with debt with no cash cycle to repay
Timing	When do I need the capital? When should I start fundraising? How long will it take?	Raising within two months as we are running out of cash in 5 months	• Not having enough runway before finishing fundraising
Long term plan	How does this fundraising fit into my growth plan? What is next?	Keep to raise externally until exit Reach profitability and stop fundraising	• Not having a long term fundraising vision • Thinking only on the present time without anticipation of future consequences

#2 Dimension: Identifying the WHO and HOW



The WHO and HOW

Being ready is knowing:

Who are your potential investors?

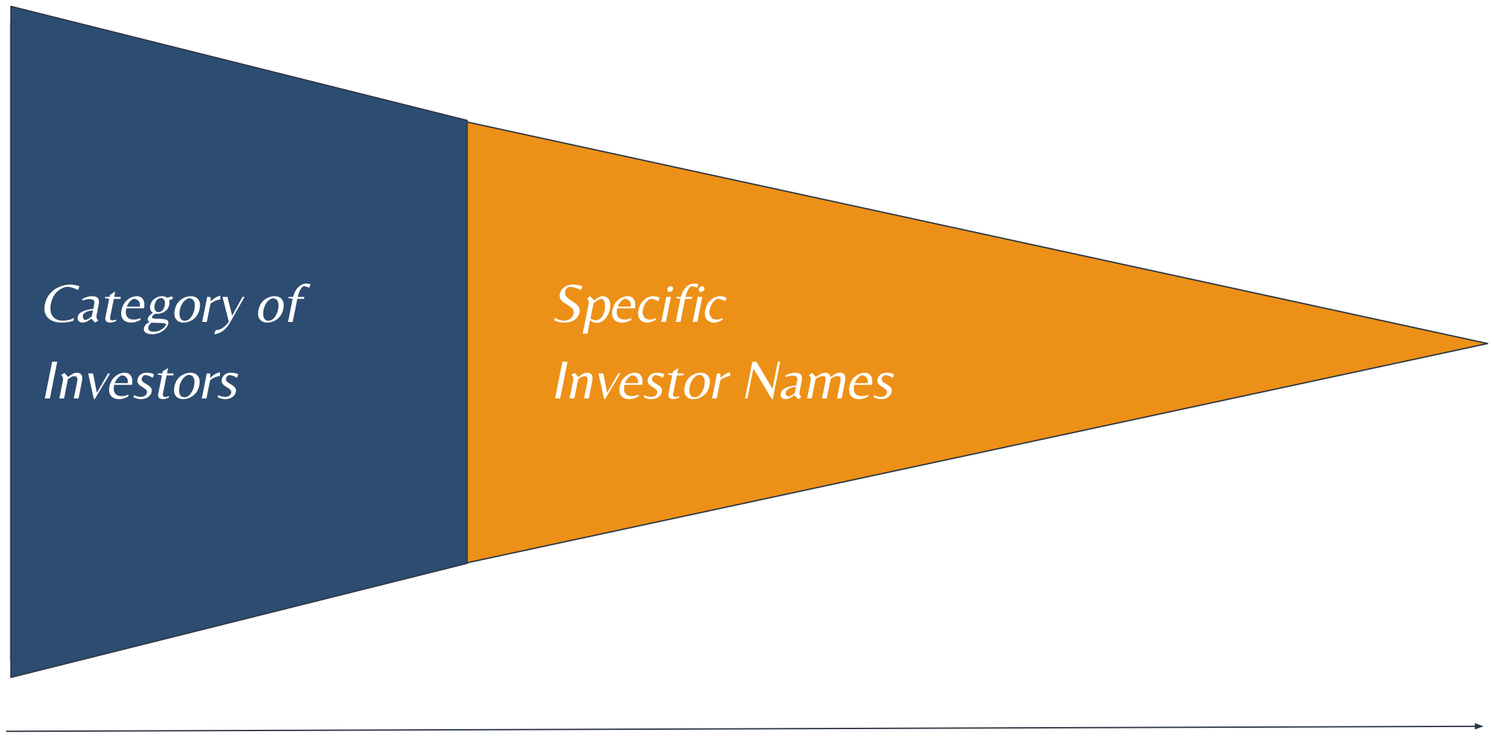
What are their investment appetites?

How are you going to engage with them?

What you will learn:

- Types of investors profile and their preferences
- Tools and framework to manage investors database
- Pitch deck highlights and intro meeting

Investor Mapping: A two-step process



Number of investors decreases

Actual potential investors increases

Investor category

Family/ Friends

- First funding source
- Light documents
- Request USD 25K - 50K

Corporates

- Usually strategic investment
- Can invest via CVC
- Ticket size above 500k

Bank

- Risk averse
- Ask collateral/track record
- Interest of 10%-15% annually
- Need guarantee and solid cash flow

Accelerator and Incubator

- Provide mentoring Sometimes also gives funding Can be grant or equity
- USD 50K – USD 200k or more

Impact Investor

- Focus on impact business
- Expect financial benefits in return and impact
- Lots are international
- USD 150K - USD 1Mn or more

Angel Investor

- High net-worth individual
- Fast and flexible Assistance and mentoring USD 50K - 100K

Venture Capitalist

- Investment professionals
- Risk takers
- Tech focus
- USD 50K – >USD 1Mn

Grant, Competition, Awards

- Run by international agency, government, corporate
- no expected return
- USD 20k -50k

Names: Investor information: Key parameters

Company

Investor ID Card

The ask

- Amount → Ticket size
- Instrument → Scope of investment
- Timing → Speed of execution
- \+
- What you are → Stage of investment, Geography focus, Impact focus, Value add I, Risk appetite

Scan for an ID example

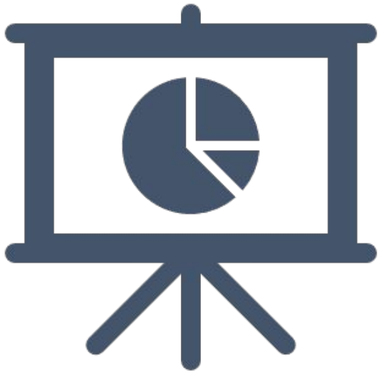
TOOL TIME!

Managing your investor pipeline

Scan to access Management tool



First Outreach: Pitch Deck Highlights



- Problems
- Solutions
- Target Customer
- Market Sizing
- Competition Landscape and Positioning
- Monetization / Business Model
- Traction and Milestones
- Team
- Objective and Strategy
- Ask

Tips for Intro Meeting: Cover the Essentials!

Can you demonstrate that...

You address **a concrete problem/issue** for your customers

You have solid and articulated **value proposition** to it?

You know your **target market**?

You have **a revenue model**?

You can demonstrate **early validation or tractions**?

You have you factored your company in the broader **market context**?

You have an strong optimistic **vision** for the future of the company?

You know **what to do to get there** and your **roadmap** is clear?

You project your numbers with **financial projections**?

You and your team have the right skill set?

You have proven **track record**?

The investment proposition

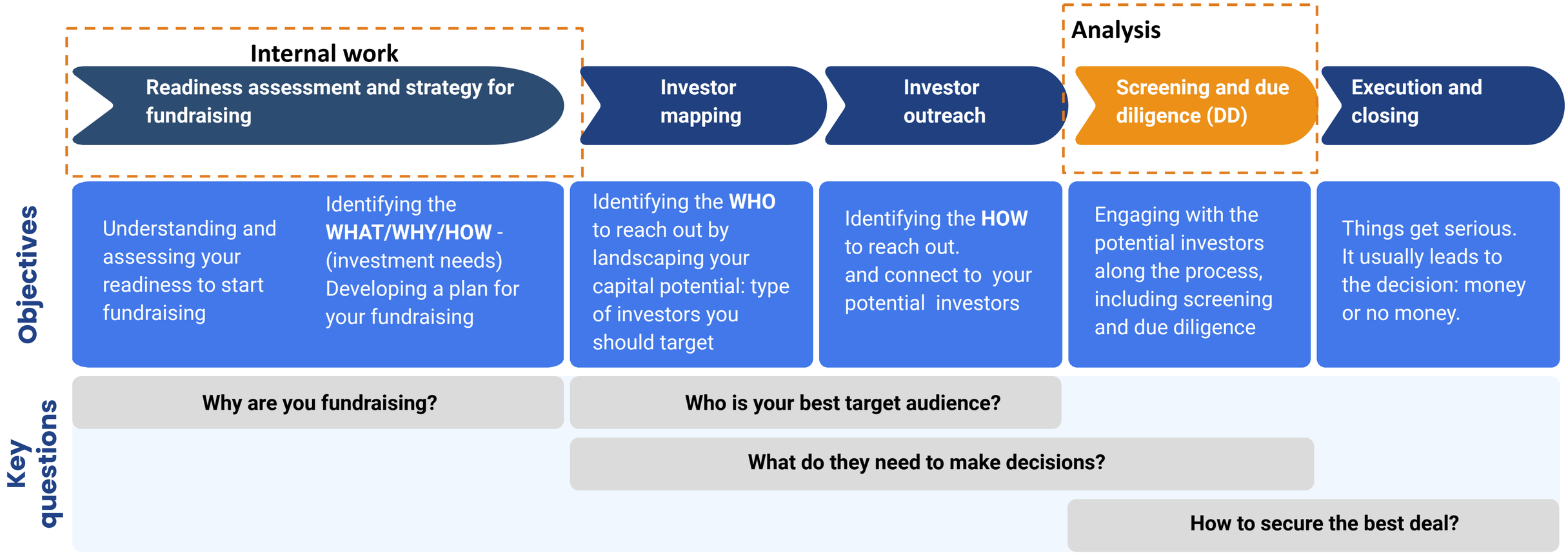
You know what **resources** you need for achieving you vision?

You know or have an idea on how much you are worth (**valuation**)?

You know **what to offer** to investors?

You have considered **an exit strategy** that could be aligned with an investor exit plan

#3 Dimension: Preparing for Screening and Execution



Preparing for Screening and Due Diligence

Being ready is knowing:

What you will be asked?

How to answer?

What documents to prepare?

What you will learn:

- General screening framework
- Principles of data room

Principles of Data Room



What the deck shows



What is the reality





Due Diligence is a multi step process in general

Progressive sharing and request

Initial Discussion

Pre term sheet

Post term sheet

Level A

LEVEL TO SHARE: Initial discussion — Count 11

1	Pitch Deck	Pitch Deck
2	Impact Model	Impact
	Sinetron video	Marketing
4	Brochure	Marketing
5	Gerobak Video	Marketing
6	Sales Pitch	Marketing
7	Story of the Company	Marketing
8	Brand Guidelines	Marketing
9	Report knowledge (external): CLP Bringing Reusable Packagin...	Market research
10	Report knowledge (external): Ellen MacArthur Reuse report	Market research
11	Report knowledge (external): Government report on phase out...	Market research

Level B

LEVEL TO SHARE: Pre DD (pre termsheet) — Count 15

12	Safe Agreement	Investment Terms
13	Pilot learnings	Market research
14	Customer persona	Market research
15	Market size	Market research
16	competition tracker	Market research
17	Growth Strategy	Strategy
18	Income Statement 2020	Financials
19	Financial Model	Financials
20	Sales and milestones	Financials
21	Team list	Team
22	Organization chart	Team
23	Employee ESOP	Team
24	Mobile Application	Technology
25	Dispenser Technology	Technology
26	Product Ecosystem	Technology

Level C

LEVEL TO SHARE: DD (post termsheet) — Count 8

27	Warung Contract	Partnership
28	Warung Proposal	Partnership
29	Partnership FMCG	Partnership
30	Partnership Details	Partnership
31	Singapore Holding ACRA	Legal
32	Singapore Holding Constitution	Legal
33	Capitalization Table	Legal
34	Agreements current investors	Legal

General Screening Framework

Founders	Technical Founder market fit Talent management
Product	Problem solution fit Unique value proposition
	Customer journey Product readiness Scalability
Vision and strategy	Vision and purpose Strategy/growth roadmap
Market	Market dynamic Market size analysis Competitive landscape and benchmark
Business model	Revenue stream Go-to-market strategy
	Key partnership Operation model Pricing strategy Customer acquisition

Traction	Progress Achievement
Finance	Revenue Profitability Liquidity Solvency Bookkeeping
Financial projection	Growth drivers Financial projection
Team	Team structure Team track record Team dynamic
Legal and governance	Business registration and business permit Industry compliance
Fundraising	Fund allocation Valuation Exit strategy

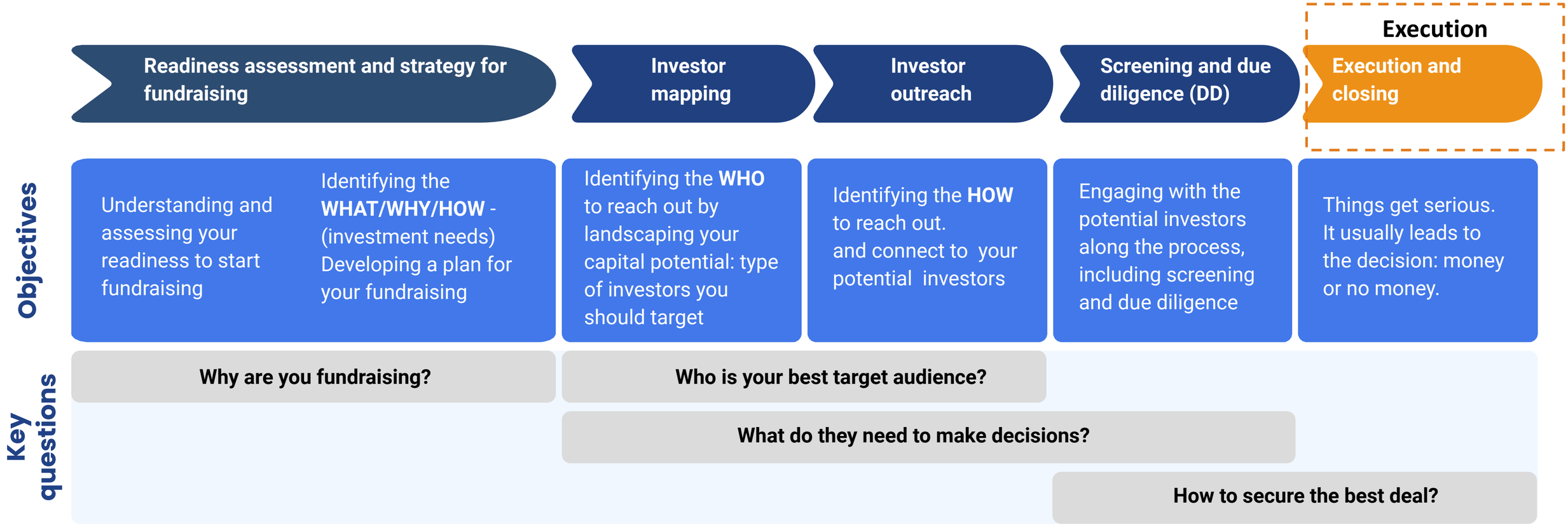
TOOL TIME!

Investment Due Diligence checklist

Scan for the complete list!



#4 Dimension: Execution and closing



Preparing for Execution

Being ready is knowing:

- What you want, what matters for you (Control, freedom, today, tomorrow)
- Approaching negotiation

What you will learn:

- Basic documents needed
- Different implications from each instruments

Being ready: Know what you really want and do not want?

Principles to fix	*Key questions to be ready to answer*	*Translation in legal/admin terms*
Control/Freedom Governance	• How much influence do you accept? • Freedom vs. control: what is acceptable to you?	• Voting rights (E) • Board seats (E&L) • Veto rights • Anti-dilution Provisions • Information rights • Drag and tag alongs
Founders Right	• How tied you wanna be to the company? • Shares vs cash: What matters?	• Vesting period • Non competitive agreement • Founder's packages • ESOP
Sharing upside/downside	• How is reward for the team important? • How much reward are you willing to share to investors?	• Valuation • Incentives • Liquidation preferences (multiple and Participating vs. Non-Participating) • Exit rights • Dividends

Approaching negotiation

- **Build Trust:** Cultivate strong relationships with investors during term sheet negotiations; they can be crucial decision-makers for your company.

- **Be Ready for Compromise:** Understand investors' goals, balance them with your own, and find common ground to reach agreements.

- **Understand Investors:** Recognize that some investors may be hesitant or critical; focus on clearly presenting your points.

- **Communicate Clearly:** Prevent conflicts and additional costs by ensuring straightforward and effective communication.

- **Don't Settle Below Your Worth:** Ensure that negotiations reflect the true value of your company and efforts

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Conclusion: How They Assess Your Investment Readiness

The essentials around your company	You have the answers to the essentials part of your company past, now and future
+	
The articulation	You can answer with conviction, impressive confidence and data/industry knowledge
+	
The investment proposition	You know what you need to grow, from what type of investor, how you will spend it, and how much your are willing to trade in exchange of the capital
+	
The data room	You have the documents to back all your answers

THANK YOU

for your attention

Feel free to reach out to us if you have any inquiry!

GoWork Senayan City
Panin Tower, 15th Floor
Jl. Asia Afrika No.Lot. 19, Jakarta

contact@angin.id

www.angin.id

@angin.indonesia

Data room: Different expectations vs. investor mindset

No one perception around data room

No data room a deck is enough

In the “best practice”

	LEVEL TO SHARE: Initial discussion (Count 11)	
1	Pitch Deck	Pitch Deck
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20	Sales and milestones	Financials
21	Team list	Team
22	Organization chart	Team
23	Employee ESOP	Team
24	Mobile Application	Technology
25	Dispenser Technology	Technology
26	Product Ecosystem	Technology

Stringent due diligence

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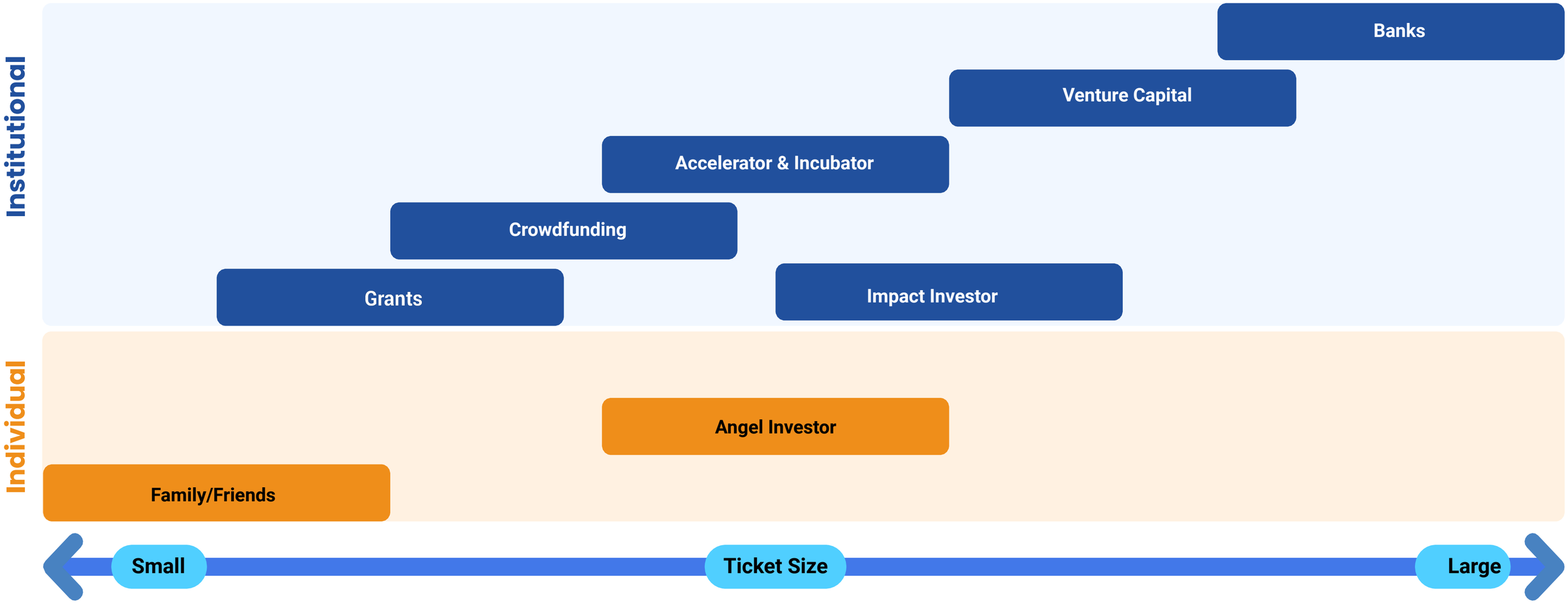
29	Partnership FMCG	Partnership
30	Partnership Details	Partnership
31	Singapore Holding ACRA	Legal
32	Singapore Holding Constitution	Legal
33	Capitalization Table	Legal
34	Agreements current investors	Legal

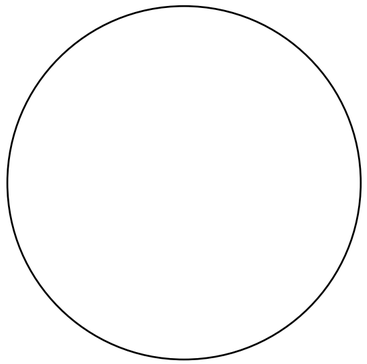
Data Room: Content

Category
Presentation/decks
Human resources/team
Financials
Legal
Partnerships
Marketing
Market research
Impact
Technology
Intellectual property
Strategy
Sales
Investment terms

Scan for the complete list!

Investor Landscape General: Ticket Size

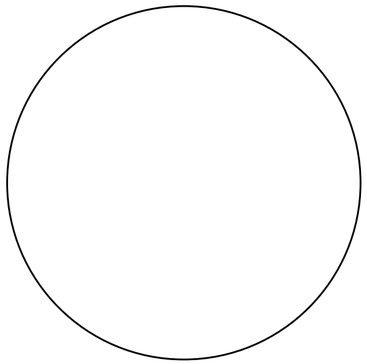




Name Surname

Position

Organization



Name Surname

Position

Organization

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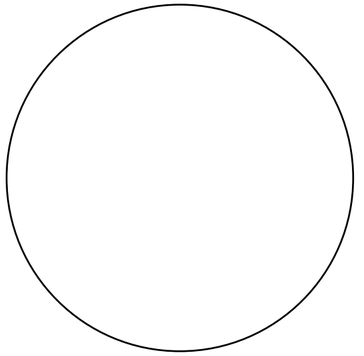

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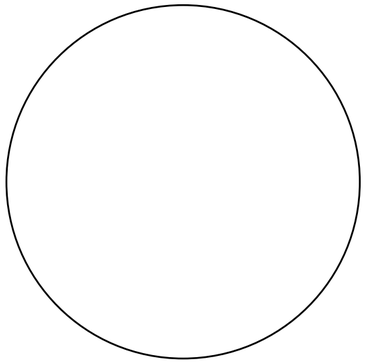

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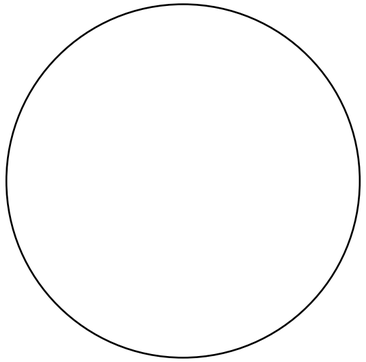

Name Surname

Position

Organization

Header

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