IMPACT HARVEST FORUM
INVESTING IN INCLUSIVE BUSINESSES

Cultivating Change Track

Masterclass

Investment Readiness Accelerator for Businesses

SESSION 2
13.30 - 15.00, 23 MAY
UNITED NATIONS CONFERENCE CENTRE
BANGKOK, THAILAND
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

Notable Clients

GLOBAL INNOVATION FUND
Rabobank

UBS Optimus Foundation
KAMPAANI

500 startups
ACCELERATING ASIA

WRIGHT PARTNERS
P&G

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
USAID
JICA

Access our annual report:
bit.ly/ANGIN_AR2022

...and more
SLIDO TIME!

Go to slido.com
Insert this code: #3935187
Investment Readiness: multi dimensions!

Objectives

- Understanding and assessing your readiness to start fundraising
- Identifying the WHAT/WHY/HOW - (investment needs)
- Developing a plan for your fundraising

Key questions

- Why are you fundraising?
- Who is your best target audience?
- What do investors need to make decisions?
- How to secure the best investment deal?

Strategy development

- Investor mapping
- Investor outreach
- Screening and due diligence (DD)
- Execution and closing

Things get serious. It usually leads to the decision: money or no money.
#1 Dimension: Identifying the WHY, WHAT and HOW

<table>
<thead>
<tr>
<th>Internal work</th>
<th>Investor mapping</th>
<th>Investor outreach</th>
<th>Screening and due diligence (DD)</th>
<th>Execution and closing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readiness assessment and strategy for fundraising</td>
<td>Identifying the WHAT/WHY/HOW - (investment needs) Developing a plan for your fundraising</td>
<td>Identifying the WHO to reach out by landscaping your capital potential: type of investors you should target</td>
<td>Identifying the HOW to reach out, and connect to your potential investors</td>
<td>Engaging with the potential investors along the process, including screening and due diligence</td>
</tr>
<tr>
<td>Understanding and assessing your readiness to start fundraising</td>
<td></td>
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<td>Things get serious. It usually leads to the decision: money or no money.</td>
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## Objectives
- Understanding and assessing your readiness to start fundraising
- Identifying the WHAT/WHY/HOW - (investment needs)
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## Key questions
- Why are you fundraising?
- Who is your best target audience?
- What do they need to make decisions?
- How to secure the best deal?
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?
<table>
<thead>
<tr>
<th>Factor</th>
<th>Main questions to answer</th>
<th>Example</th>
<th>Common mistakes</th>
</tr>
</thead>
</table>
| 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

<table>
<thead>
<tr>
<th>Key questions</th>
<th>Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why are you fundraising?</td>
<td>Investor mapping</td>
</tr>
<tr>
<td>Who is your best target audience?</td>
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</tr>
<tr>
<td>What do they need to make decisions?</td>
<td>Screening and due diligence (DD)</td>
</tr>
<tr>
<td>How to secure the best deal?</td>
<td>Execution and closing</td>
</tr>
</tbody>
</table>

**Objectives**

- Understanding and assessing your readiness to start fundraising
- Identifying the **WHAT/WHY/HOW** - (investment needs)
- Developing a plan for your fundraising
- Identifying the **WHO** to reach out by landscaping your capital potential: type of investors you should target
- Identifying the **HOW** to reach out, and connect to your potential investors
- Engaging with the potential investors along the process, including screening and due diligence
- Things get serious. It usually leads to the decision: money or no money.

**Strategies**

- Understanding and assessing your readiness to start fundraising
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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

Category of Investors | Specific Investor Names

Number of investors decreases
Actual potential investors increases
### Investor Category

<table>
<thead>
<tr>
<th>Investor Category</th>
<th>Description</th>
</tr>
</thead>
</table>
| **Family/Friends**       | - First funding source  
                           - Light documents  
                           - Request USD 25K - 50K                                                |
| **Corporates**           | - Usually strategic investment  
                           - Can invest via CVC  
                           - Ticket size above 500k                                               |
| **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                                          |
| **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                                             |
| **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

<table>
<thead>
<tr>
<th>Company</th>
<th>Investor ID Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>Ticket size</td>
</tr>
<tr>
<td>Instrument</td>
<td>Scope of investment</td>
</tr>
<tr>
<td>Timing</td>
<td>Speed of execution</td>
</tr>
<tr>
<td>What you are</td>
<td>Stage of investment</td>
</tr>
</tbody>
</table>

#### Investor ID Card
- Ticket size
- Scope of investment
- Speed of execution
- Stage of investment
- Geography focus
- Impact focus

#### The ask
- Company
- Investor ID Card

#### Scan for an ID example

Scan for an ID example

https://airtable.com/appaGMGXnIts8bUks/shr1otqWj0oRGaZ0S

Scan for an ID example

The ask
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

**Objectives**

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**Internal work**

- Readiness assessment and strategy for fundraising

**Investor mapping**

- Identifying the WHO to reach out by landscaping your capital potential: type of investors you should target

**Investor outreach**

- Identifying the HOW to reach out, and connect to your potential investors

**Screening and due diligence (DD)**

- Engaging with the potential investors along the process, including screening and due diligence

**Execution and closing**

- Things get serious. It usually leads to the decision: money or no money.
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
### General Screening Framework

<table>
<thead>
<tr>
<th>Founders</th>
<th>Traction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>Progress</td>
</tr>
<tr>
<td>Founder market fit</td>
<td>Achievement</td>
</tr>
<tr>
<td>Talent management</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product</th>
<th>Finance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem solution fit</td>
<td>Revenue</td>
</tr>
<tr>
<td>Unique value proposition</td>
<td>Profitability</td>
</tr>
<tr>
<td>Customer journey</td>
<td>Liquidity</td>
</tr>
<tr>
<td>Product readiness</td>
<td>Solvency</td>
</tr>
<tr>
<td>Scalability</td>
<td>Bookkeeping</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Vision and strategy</th>
<th>Financial projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision and purpose</td>
<td>Growth drivers</td>
</tr>
<tr>
<td>Strategy/growth roadmap</td>
<td>Financial projection</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Market</th>
<th>Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market dynamic</td>
<td>Team structure</td>
</tr>
<tr>
<td>Market size analysis</td>
<td>Team track record</td>
</tr>
<tr>
<td>Competitive landscape and benchmark</td>
<td>Team dynamic</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Business model</th>
<th>Legal and governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue stream</td>
<td>Business registration and business permit</td>
</tr>
<tr>
<td>Go-to-market strategy</td>
<td>Industry compliance</td>
</tr>
<tr>
<td>Key partnership</td>
<td></td>
</tr>
<tr>
<td>Operation model</td>
<td></td>
</tr>
<tr>
<td>Pricing strategy</td>
<td></td>
</tr>
<tr>
<td>Customer acquisition</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Team</th>
<th>Fundraising</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fund allocation</td>
</tr>
<tr>
<td></td>
<td>Valuation</td>
</tr>
<tr>
<td></td>
<td>Exit strategy</td>
</tr>
</tbody>
</table>
TOOL TIME!

Investment Due Diligence checklist

Scan for the complete list!
#4 Dimension: Execution and closing

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## Key questions

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## Execution and closing

- Readiness assessment and strategy for fundraising
- Investor mapping
- Investor outreach
- Screening and due diligence (DD)

**Execution**

Things get serious. It usually leads to the decision: money or no money.
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?

<table>
<thead>
<tr>
<th>Principles to fix</th>
<th>Key questions to be ready to answer</th>
<th>Translation in legal/admin terms</th>
</tr>
</thead>
</table>
| **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.
SLIDO TIME!

Go to slido.com
Insert this code: #3935187
<table>
<thead>
<tr>
<th><strong>Conclusion: How They Assess Your Investment Readiness</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The essentials around your company</strong></td>
</tr>
<tr>
<td>You have the answers to the essentials part of your company past, now and future</td>
</tr>
<tr>
<td>+</td>
</tr>
<tr>
<td><strong>The articulation</strong></td>
</tr>
<tr>
<td>You can answer with conviction, impressive confidence and data/industry knowledge</td>
</tr>
<tr>
<td>+</td>
</tr>
<tr>
<td><strong>The investment proposition</strong></td>
</tr>
<tr>
<td>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</td>
</tr>
<tr>
<td>+</td>
</tr>
<tr>
<td><strong>The data room</strong></td>
</tr>
<tr>
<td>You have the documents to back all your answers</td>
</tr>
</tbody>
</table>
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

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Data room: Different expectations vs. investor mindset

No one perception around data room

In the “best practice”

Stringent due diligence

No data room a deck is enough
## Data Room: Content

<table>
<thead>
<tr>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation/decks</td>
</tr>
<tr>
<td>Human resources/team</td>
</tr>
<tr>
<td>Financials</td>
</tr>
<tr>
<td>Legal</td>
</tr>
<tr>
<td>Partnerships</td>
</tr>
<tr>
<td>Marketing</td>
</tr>
<tr>
<td>Market research</td>
</tr>
<tr>
<td>Impact</td>
</tr>
<tr>
<td>Technology</td>
</tr>
<tr>
<td>Intellectual property</td>
</tr>
<tr>
<td>Strategy</td>
</tr>
<tr>
<td>Sales</td>
</tr>
<tr>
<td>Investment terms</td>
</tr>
</tbody>
</table>

Scan for the complete list!
Investor Landscape General: Ticket Size

- **Institutional**
  - Banks
  - Venture Capital
  - Accelerator & Incubator
  - Crowdfunding
  - Grants

- **Individual**
  - Family/Friends
  - Angel Investor

**Ticket Size**
- Small
- Large
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