

WRIGHT
PARTNERS


MING LABS

Corporate Venture Launchpad Wright Partners & MING Labs

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We keep our **fees low** and invest in the ventures by putting our **entire margin at risk**. This ensures we are aligned with the success of the venture, and the corporate partner.

We have an 18 month path to raise funding from **external investors** as a true sense of **market validation**, including establishing a **dedicated founding team**, creating the **product, commercial** planning, and **governance** model

We Build **Risk-Aligned, Investable, Corporate Ventures**

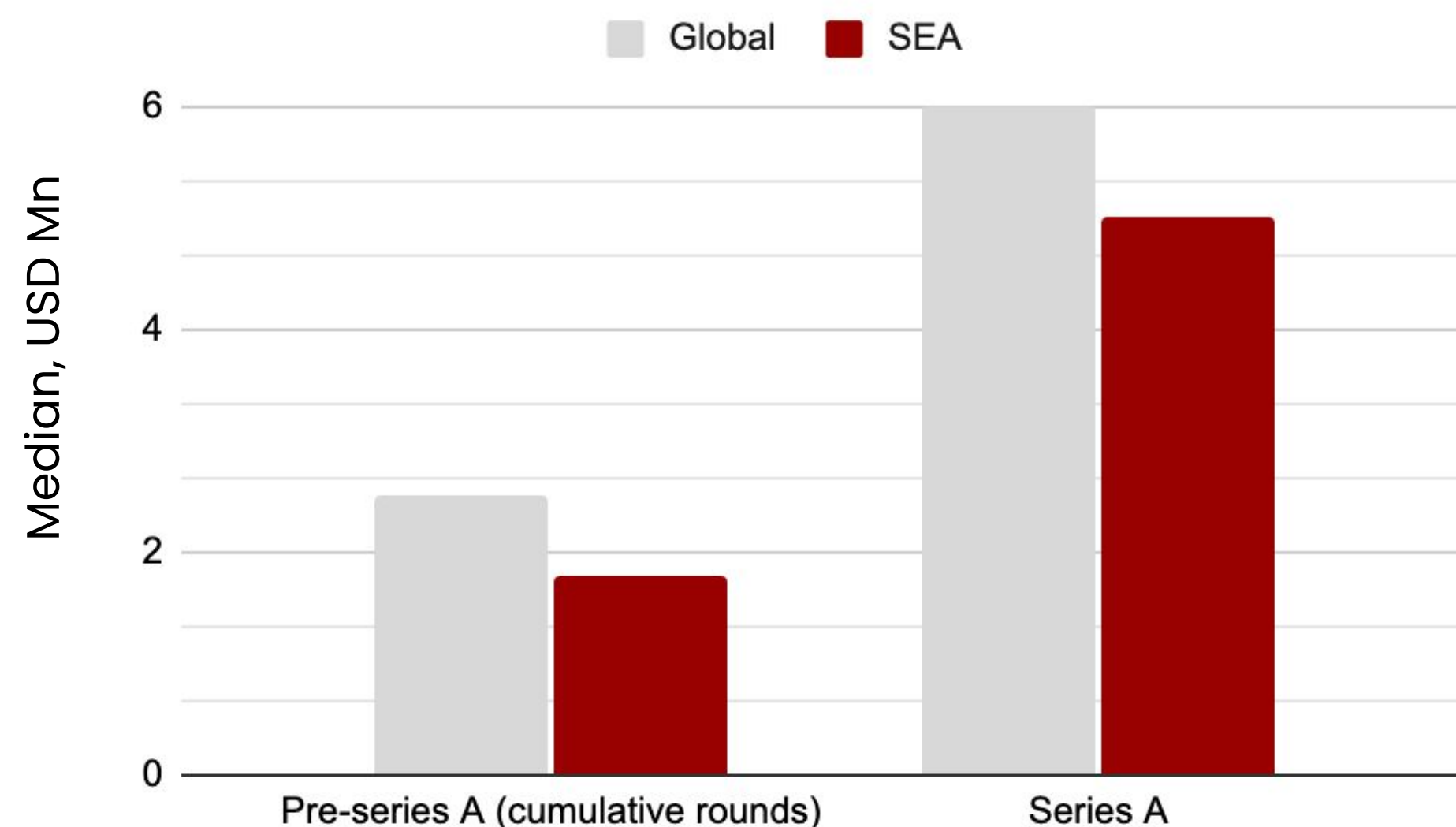
We help corporates leverage **strategic assets** to **reduce initial investment** and provide the option to spin in or spin out

We ensure that corporates have both a **clear understanding** of fast changing market conditions as well as **new revenue engines** to develop their business

We mirror the approach of a 'venture in the wild'

The journey to Series A for ventures in the wild

On average, a venture 'in the wild' needs USD 2.0 Mn to achieve initial **product-market fit** - a key requirement for Series A.

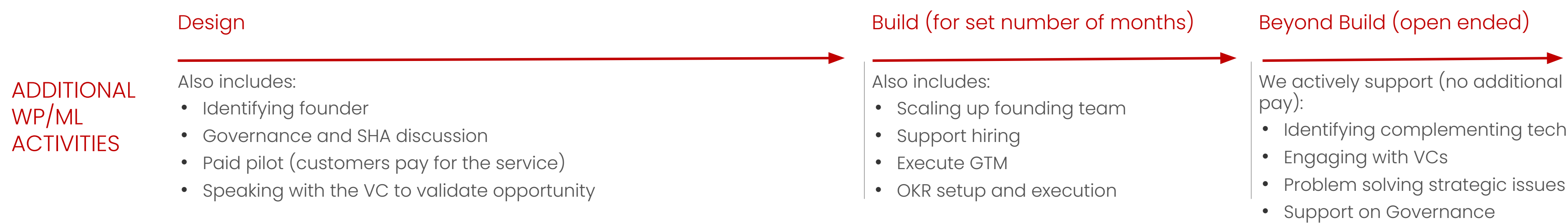
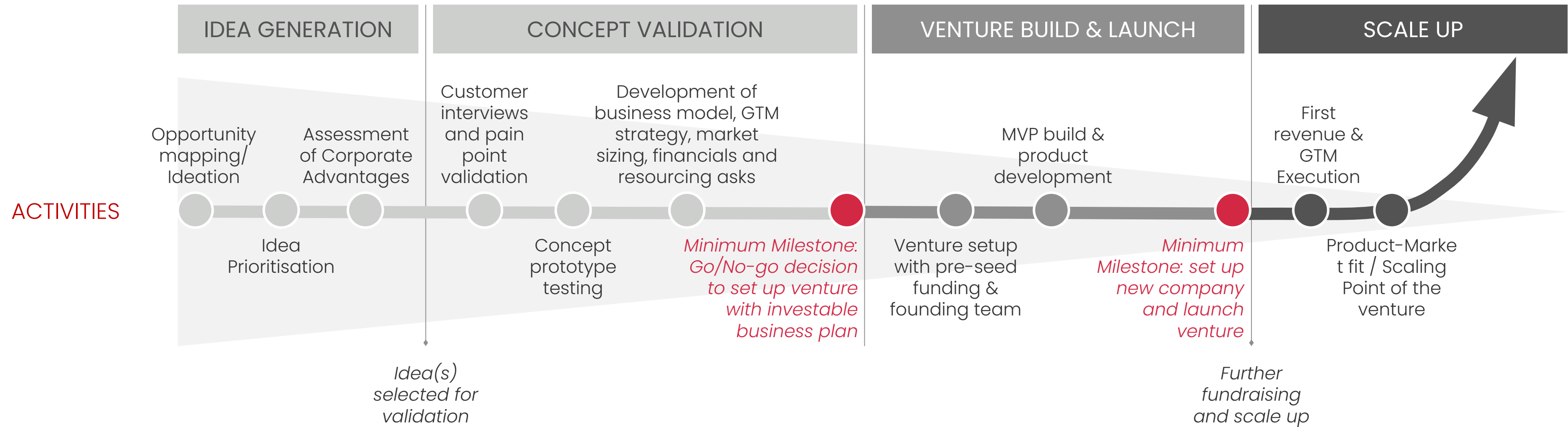


A corporate venture should not cost more

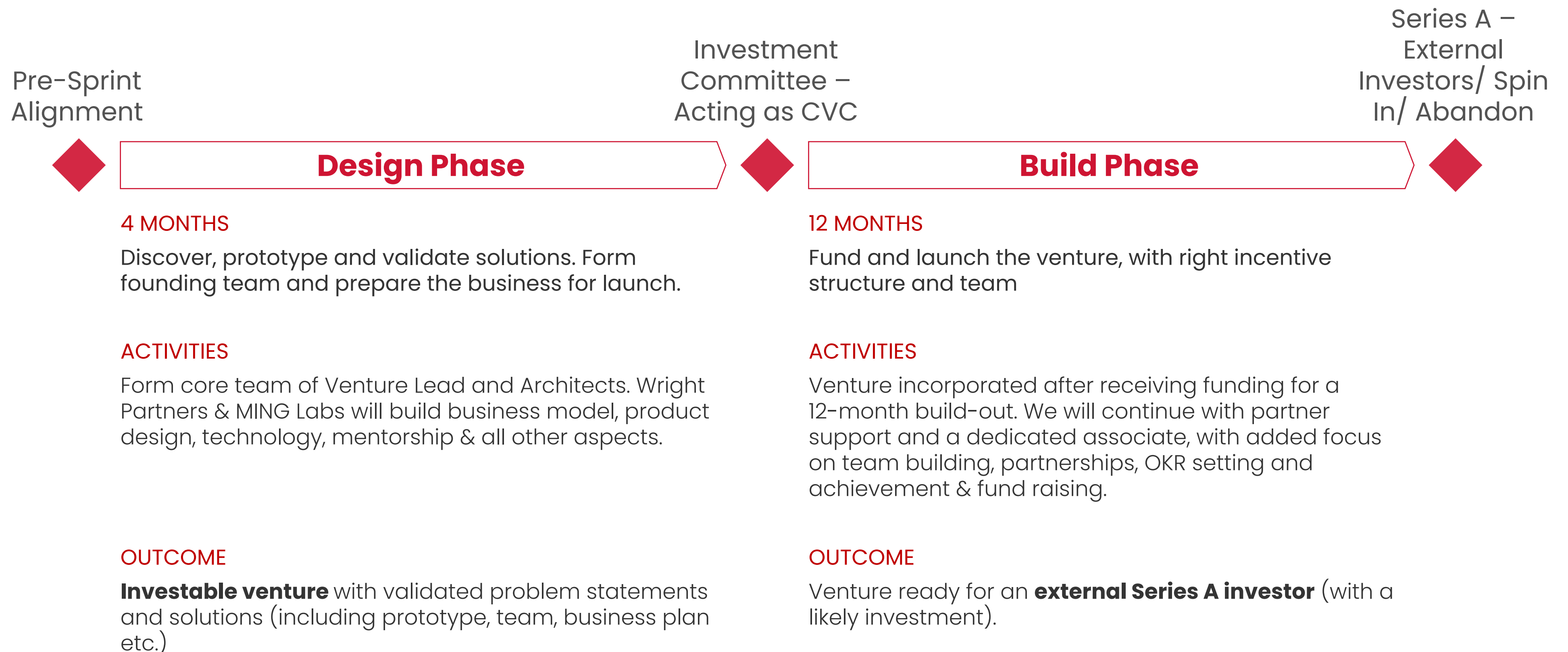
On average, there is no good reason why the total cash investment, incl. fees, made by corporate, prior to a Series A, should exceed USD 2.0 Mn. Any surplus is a risk-free premium.

	Venture building advisory firms	Entrepreneurial way
Total investment, prior to Series A	USD 4-6 Mn	Capped at USD 2.0 Mn
Success fee	Nil	Equity participation

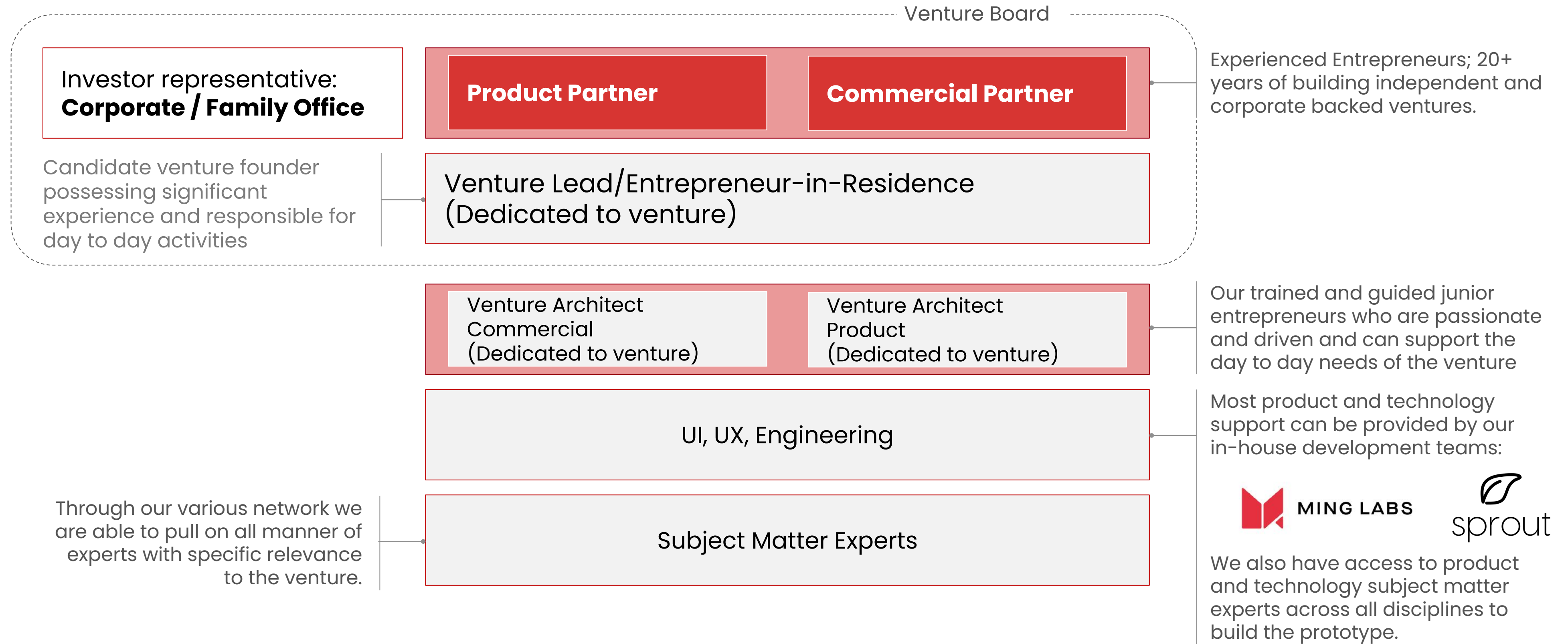
and ensure the venture has the best chance of success overtime



Our success happens when you want to spin it in OR get external investment

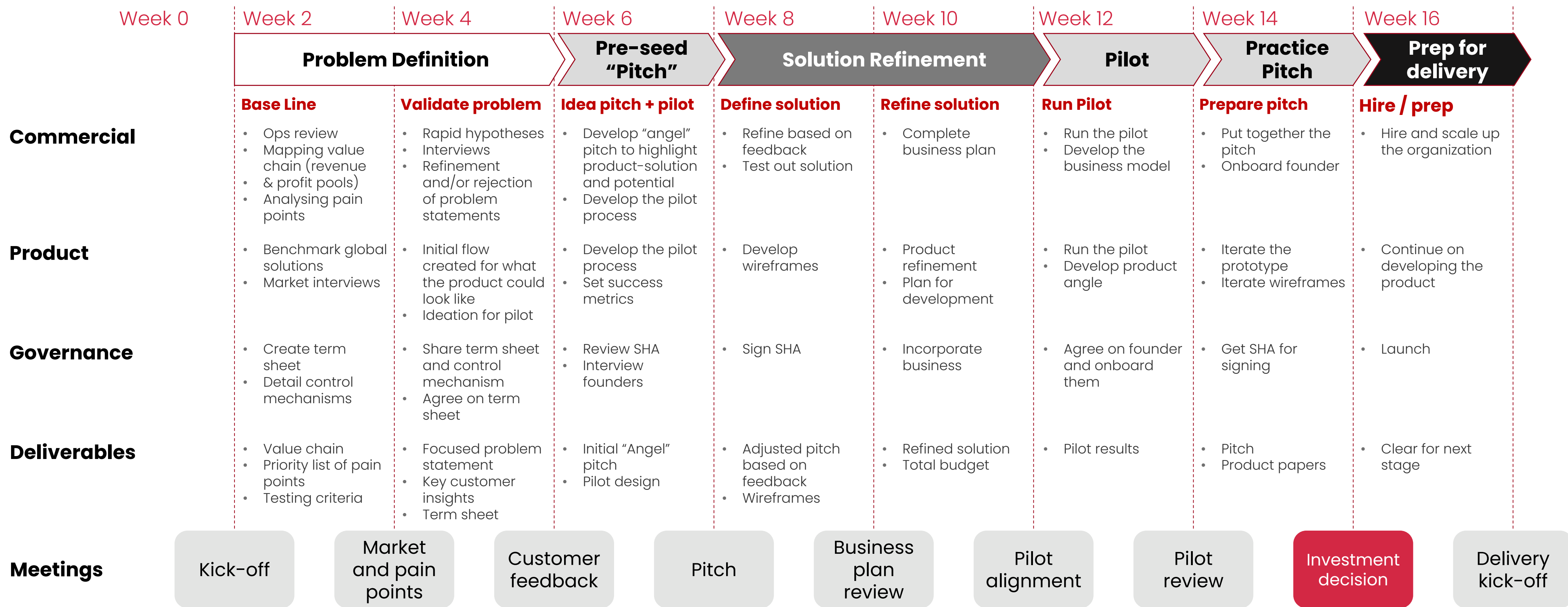


We work on product and commercial hand in hand from day one



With a very execution focused model (Design Phase)

Design Phase – Business-hypothesis-driven experimentation and validated learning



Wright Partners and MING labs have built multiple investible ventures

Our newly minted ventures have raised >55 USD Mn within the first 18 months of operations

We have built more than 20 ventures in the past 4 years across different capacities

AGRITECH | INDONESIA | INVESTMENTS

AgriAku raises US\$6M in Pre-Series A round led by Go-Ventures to strengthen market penetration

AgriAku said that it has seen an average month-on-month growth of 200 per cent in gross merchandise value over the past four months

Anisa Menur A. Maulani
3 Mar, 2022



INVESTMENTS / NEWS / STARTUPS

Miguel Cordon · 19 Jan 2022 · 1 min read

Malaysian edtech startup banks \$1m in seed money

INVESTMENTS / NEWS / STARTUPS

Aditya Hadi Pratama · 19 May 2022 · 1 min read

Indonesian poultry startup bags \$14m from Alpha JWC, Wavemaker

DEALSTREETASIA

Indonesian farmer platform AgriAku raises \$35m

Online marketplace offers fertilizer, seeds, other key agricultural goods

Examples of our corporate ventures



Selected other funded ventures (Pre WP)



Some of our clients



The partners you will be working with on a daily basis

Our Partners



Joachim Vandaele | Partner - Commercial

- Built 5 corporate ventures, mostly in FinTech
- New Venturers lecturer and Bootcamp director, INSEAD
- Managing Partner, Zephyr Ventures [VC]
- Built, turned around and grew 4 independent ventures and a venture builder
- Trained financial risk manager
- MBA, INSEAD



Sebastian Mueller | Partner - Product

- Founding Partner, MING Labs
- Founding Partner, Asia Digital Alliance
- Co-Founder Homebase Solutions (Cybersecurity x AI)
- Expert mentor, German Accelerator, R3 Venture Development, Tribe Accelerator
- B.Sc. Business Information Systems, Technische Universität München



Toi Ngee Tan | Partner - Product

- Built >5 funded ventures, with >5 years experience in corporate venture building
- Previously founder of Juvo Labs (IoT)
- Previously corp. strategy at Robert Bosch, innovation lead at Sinar Mas, program lead at TNB Accelerator
- M.Eng. & BSc Computer Engineering, Cornell University



Ziv Ragowsky | Partner - Commercial

- Built >5 funded ventures which raised over \$50 Mn in their first year
- Over 8 years experience in corporate venture building
- Previously CEO of Maha Micro Finance and 8villages
- McKinsey & Company Alum
- MBA, INSEAD. BBA, UofM Ann Arbor

Our Advisory Board



Claudia Zeisberger | Senior Advisor

- Author, Professor at INSEAD and Founder of the school's PE & VC centre (GPEI). Before joining INSEAD in 2005, she spent 16 years in global investment banking.
- Actively involved in entrepreneurial ecosystems globally and devotes a significant amount of her time to mentor early-stage companies



Mark Barnard | Senior Advisor

- Mark Barnard is the former global Chief Commercial Officer of Diago.
- Currently, Mark is an investor and board member of various growth companies, including Trax Technologies (SG), Harvest Health & Recreation, and CSB Engage.



Rudy Ramawy | Senior Advisor

- Rudy Ramawy is a tech pioneer in Indonesia, and was formerly the Indonesia President Director of Sony Music Entertainment, CMO of PT AXIS Telekom (one of Indonesia's telcos), and Founding Country Director of Google
- Was a board member of OVO (among others) a corporate-built unicorn.
- Currently Rudy is the managing Partner, of Venturra Capital and Deputy CEO of Multipolar (ID listed company)

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