



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

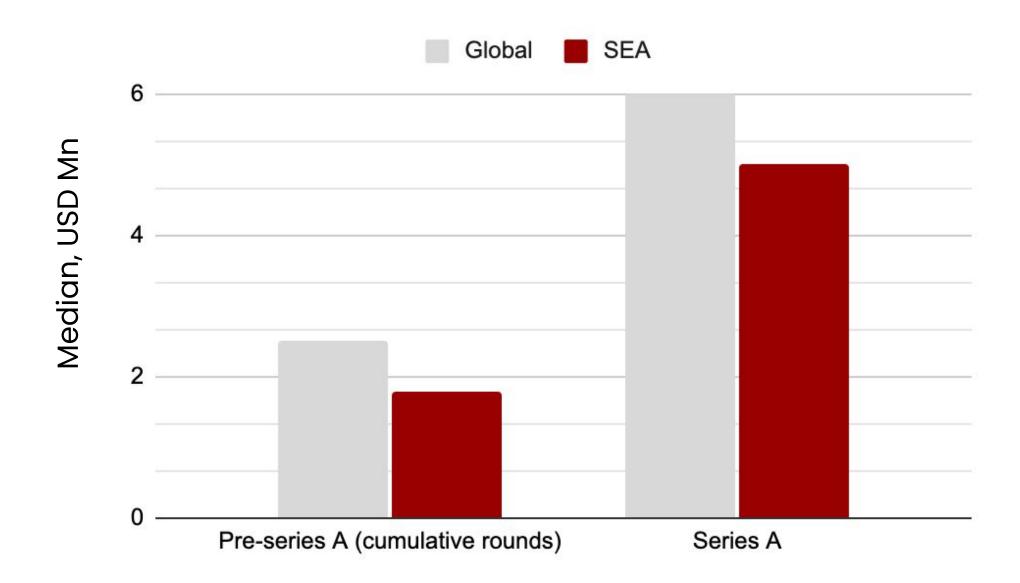
We ensure that corporates have both a **clear understanding** of fast changing market conditions as well as **new revenue engines** to develop their business



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

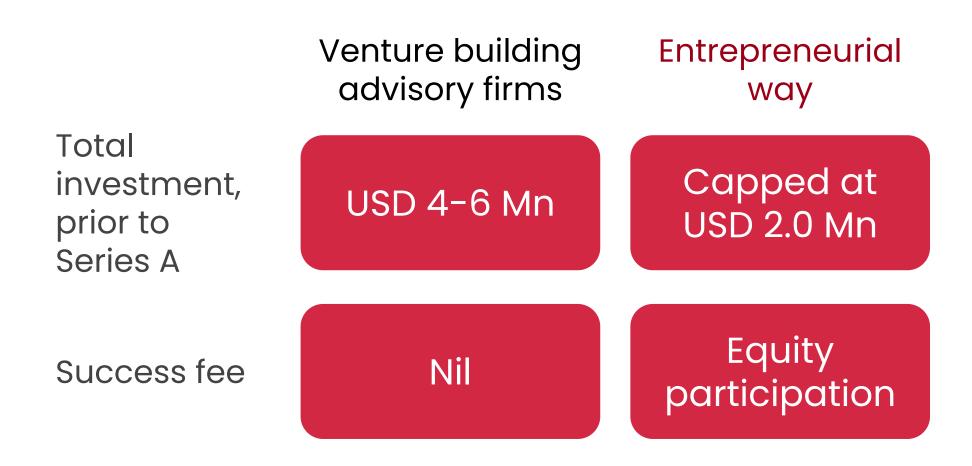
### The journey to Series A for ventures in the wild

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



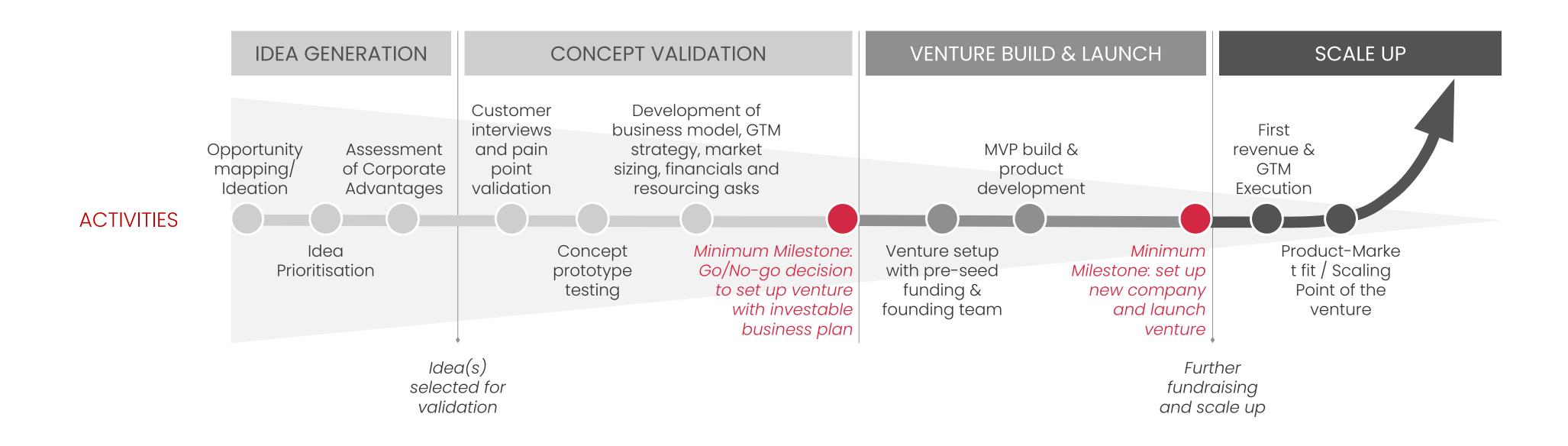
### A corporate venture should not cost more

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.





## and ensure the venture has the best chance of success overtime



### Design

### ADDITIONAL WP/ML ACTIVITIES

Also includes:

- Identifying founder
- Governance and SHA discussion
- Paid pilot (customers pay for the service)
- Speaking with the VC to validate opportunity

### Build (for set number of months)

Also includes:

- Scaling up founding team
- Support hiring
- Execute GTM
- OKR setup and execution

### Beyond Build (open ended)

We actively support (no additional pay):

- Identifying complementing tech
- Engaging with VCs
- Problem solving strategic issues
- Support on Governance



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

Pre-Sprint Alignment Investment Committee – Acting as CVC Series A –
External
Investors/ Spin
In/ Abandon



### **Design Phase**







#### 4 MONTHS

Discover, prototype and validate solutions. Form founding team and prepare the business for launch.

#### **ACTIVITIES**

Form core team of Venture Lead and Architects. Wright Partners & MING Labs will build business model, product design, technology, mentorship & all other aspects.

### **OUTCOME**

**Investable venture** with validated problem statements and solutions (including prototype, team, business plan etc.)

#### 12 MONTHS

Fund and launch the venture, with right incentive structure and team

#### **ACTIVITIES**

Venture incorporated after receiving funding for a 12-month build-out. We will continue with partner support and a dedicated associate, with added focus on team building, partnerships, OKR setting and achievement & fund raising.

### OUTCOME

Venture ready for an **external Series A investor** (with a likely investment).



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

Investor representative:
Corporate / Family Office

Candidate venture founder possessing significant experience and responsible for day to day activities

Product Partner

**Commercial Partner** 

Venture Lead/Entrepreneur-in-Residence (Dedicated to venture)

Venture Architect Commercial (Dedicated to venture)

Venture Architect Product (Dedicated to venture)

UI, UX, Engineering

Through our various network we are able to pull on all manner of experts with specific relevance to the venture.

Subject Matter Experts

Experienced Entrepreneurs; 20+ years of building independent and corporate backed ventures.

Our trained and guided junior entrepreneurs who are passionate and driven and can support the day to day needs of the venture

Most product and technology support can be provided by our in-house development teams:



MING LABS



We also have access to product and technology subject matter experts across all disciplines to build the prototype.



# With a very execution focused model (Design Phase)

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

Week 0	Week 2	Week 4	Week 6	Week 8	Week 10	Week 12	Week 14	Week 16
	Proble	Problem Definition		Solutio	n Refinement	Pilot	Practice Pitch	Prep for delivery
	Base Line	Validate problem	Idea pitch + pilot	Define solution	Refine solution	Run Pilot	Prepare pitch	Hire / prep
Commercial	<ul> <li>Ops review</li> <li>Mapping value chain (revenue</li> <li>&amp; profit pools)</li> <li>Analysing pain points</li> </ul>	<ul> <li>Refinement and/or rejection</li> </ul>	<ul> <li>Develop "angel"         pitch to highlight         product-solution         and potential</li> <li>Develop the pilot         process</li> </ul>	<ul><li>Refine based on feedback</li><li>Test out solution</li></ul>	business plan	<ul><li>Run the pilot</li><li>Develop the business model</li></ul>	<ul><li>Put together the pitch</li><li>Onboard founder</li></ul>	Hire and scale up the organization
Product	<ul><li>Benchmark glosolutions</li><li>Market intervie</li></ul>	created for what	<ul><li>Develop the pilot process</li><li>Set success metrics</li></ul>	<ul> <li>Develop wireframes</li> </ul>	<ul><li>Product refinement</li><li>Plan for development</li></ul>	<ul><li>Run the pilot</li><li>Develop production</li><li>angle</li></ul>	<ul><li>Iterate the prototype</li><li>Iterate wireframes</li></ul>	Continue on     developing the     product
Governance	<ul><li>Create term sheet</li><li>Detail control mechanisms</li></ul>	<ul> <li>Share term sheet and control mechanism</li> <li>Agree on term sheet</li> </ul>	<ul><li>Review SHA</li><li>Interview</li><li>founders</li></ul>	• Sign SHA	<ul><li>Incorporate business</li></ul>	<ul> <li>Agree on found and onboard them</li> </ul>	er • Get SHA for signing	• Launch
Deliverables	<ul> <li>Value chain</li> <li>Priority list of points</li> <li>Testing criteria</li> </ul>	<ul> <li>Key customer</li> </ul>	<ul><li>Initial "Angel" pitch</li><li>Pilot design</li></ul>	<ul><li>Adjusted pitch based on feedback</li><li>Wireframes</li></ul>	<ul><li>Refined solutio</li><li>Total budget</li></ul>	on • Pilot results	<ul><li>Pitch</li><li>Product papers</li></ul>	Clear for next     stage
Meetings	Kick-off a	na nain	tomer Iback	itch	usiness plan eview	Pilot lignment r		stment Delivery kick-off



## 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



### **DEALSTREETASIA**

Indonesian farmer platform AgriAku raises \$35m

from Alpha JWC, Wavemaker

Online marketplace offers fertilizer, seeds, other key agricultural goods

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









## 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



### 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



### 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



### 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





### 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)

