

CORPORATE VENTURE LAUNCHPAD 3.0

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**

Our **product and commercial partners** are involved every day in the build and do the work

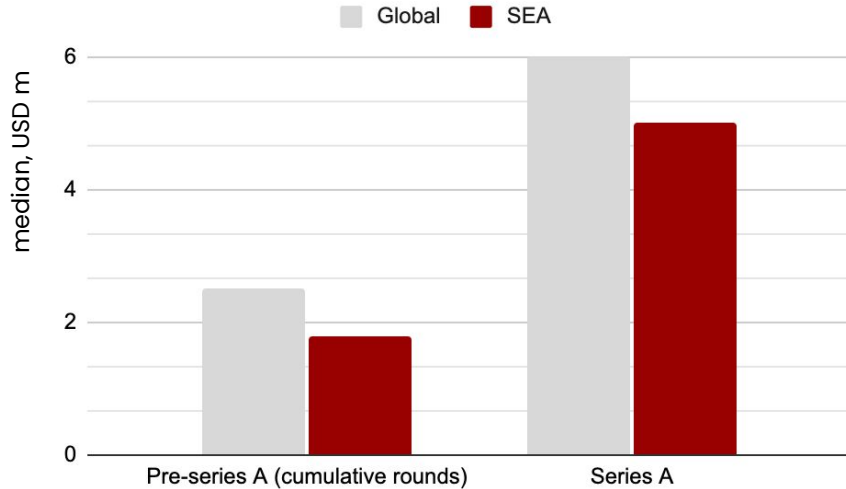
We help corporates leverage **strategic assets** to **reduce initial investment** and provide the option to spin in or spin out

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

Working with us means working with a team of experienced founders that thrive on building ventures the entrepreneurial way

The journey to Series A for ventures in the wild

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



A corporate venture should not cost more

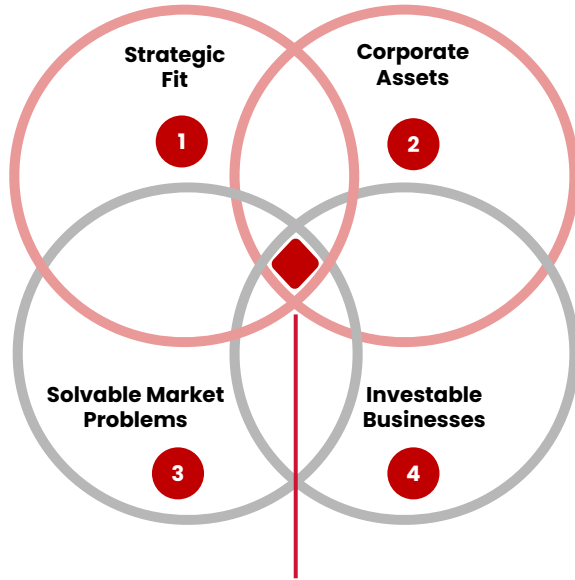
On average, there is no good reason why the total cash investment, incl. fees, made by corporate, pre-series A, should exceed USD 2.0m. Any surplus is a risk-free premium.

	Venture building advisory firms	Wright & MING Way
Total investment, pre-series A	Fees normally > USD 4-6m	Fees plus OP costs Capped at USD 2.0m
Success fee	Nihil OR various structures that benefit consult.	Equity (long term) participation

Notes:

- Average time from Seed to Series A: 18 months
- Highest conversion rate for Pre-Series A: \$2-2.5m. Raising more extends the runway, but not necessarily the conversion.

Our ventures are built in the sweet spot between corporate interest / capabilities and market needs / return potential.



Choosing the **right venture** is key
in ensuring corporate value

An early-stage corporate-backed venture that:

- 1 Fit strategically with the corporate vision**
 - Per the corporate goals
- 2 Can leverage corporate assets**
 - Has a potential advantage over ventures in the wild due to specific corporate assets
 - Has a corporate anchor that is interested in the success of the business
- 3 Solves a clear market problem**
 - Can be within the ecosystem of the corporate
 - Big enough impact / opportunity
- 4 Is an investable businesses (or simulated)**
 - Evaluated for potential investability as stand alone
 - Strong founder(s) with clear governance
 - With a cap table that allows investment
 - Fits within corporate governance desires

WPML offers a model tailored to the Corporate's interests, enabling the Corporate to identify the right ventures to build

Consulting Companies

01

High Upfront Fees

High fees erode ROI.
Fees taken even without venture success.



02

Strategic Alignment Too High

Oriented to what the Corporate wants.
Focus on innovation within Corporate's core.



03

Trend-focused Approach

Consultants use flashy market trends which does not reflect how Corporate can create and capture value.



04

Broad Market Validation

High level validation with no actionable insights to commercial and product aspects of the venture.



05

Low Interest in Venture Success

Key interest is in fulfilling contract.
No interest in investing in the idea they propose and no stake in ensuring venture success.



Providing Good Value

01

We focus on value creation and putting forth the best starting point for venture design phase.

Right Strategic Alignment

02

We tailor to the Corporate's commercial interests and strategic ambition to create investable venture beyond the core.

Value Chain & Pain Point Approach

03

We perform value mapping across verticals to define where value is created. This guides our pain points analysis supported by primary and secondary research.

In-depth Validation with VCs

04

We leverage our network with VCs, in addition to potential customers and industry experts, to validate pain points and potential solution. These engagements continue to value-add in venture design phase.

Strong Ownership in Venture Success

05

We have conviction in the venture idea we propose, backed by our willingness to invest at the end of design phase. Our upside is tied to venture success.

We offer all key steps to investable venture, from idea to scale-up

DISCOVERY / OPPORTUNITY MAPPING (OPTIONAL)

2 MONTHS

Identify which value chains and potential ventures to pursue

ACTIVITIES

Take stock of assets, strengths and ambitions.

Evaluate the desired value chain and identify revenue and profit pools

OUTCOME

Shortlist of 4-6 potential areas for venture building

2-3 months

Identify right founders / internal team / customers

Sponsor decision

DESIGN

4 MONTHS to 6 MONTHS

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

ACTIVITIES

Form core team of founders, supplemented by Venture Architects. Wright & MING will build business model, product design, technology, mentorship & all other aspects. With ability to manage time while prototype is made.

OUTCOME

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

Investment Committee - Acting as CVC

BUILD

8 to 12 MONTHS

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

ACTIVITIES

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** (with a likely investment).

Series A - External investors joining

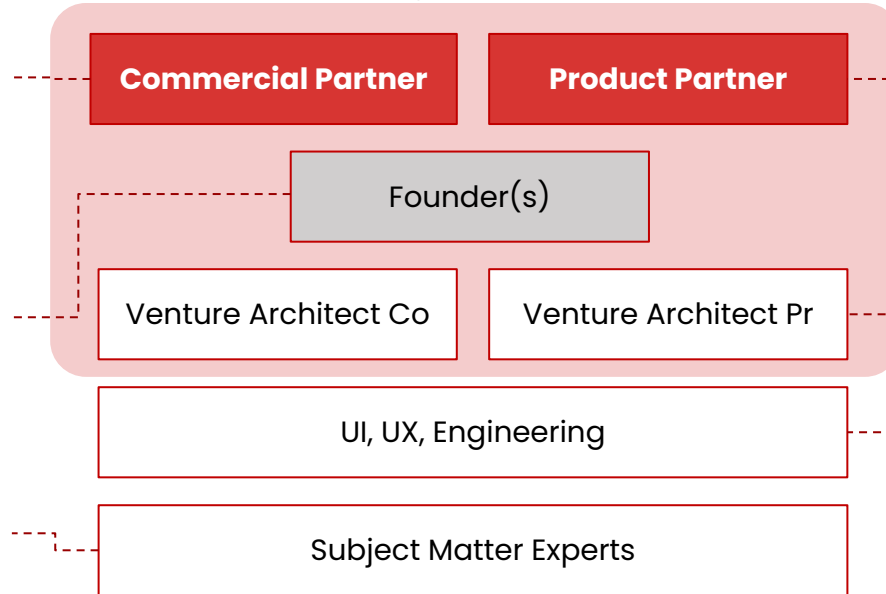
Our Design Phase team is focused on execution, with experts from product and commercial to make fast, tangible progress

The venture team is compensated by equity, making delivery their priority

Consultant / Senior Executive / Entrepreneur / Investor possessing 15+ years of experience who is responsible for the business model, investment and commercial execution

A potential venture founder (assuming post the design period there is a match between you and him/her) possessing significant experience and responsible for day to day

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



Entrepreneur / corporate innovation / investor with 15+ years of experience with deep product expertise who leads product design and product execution

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

As part of our team we have access to product and technology subject matter experts across all disciplines to build the mockup and MVP

The *best founding team* for the venture; not the team sitting on the bench. Founders are brought on for a specific venture, and mandated & incentivized to lead till exit.

We have a track-record of building VC-investable ventures that raise significant funding and scale up fast.

Our newly minted ventures have raised >70 USD Mn within the first 18 months of operations

We have built more than 30 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

f t in w p d

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

Examples of our corporate ventures



Selected other funded ventures (Pre-WPML)



DEALSTREETASIA

Indonesian farmer platform AgriAku raises \$35m

Online marketplace offers fertilizer, seeds, other key agricultural goods

We work with fortune 500 companies, family businesses, VCs and built multiple ventures with them

Our corporate clients recognise our unique value to build risk-aligned, investable ventures



Matthieu Lavoine

Chief Executive Officer,
Sinarmas LDA Maritime



"The Wright Partners approach makes venture building **a very attractive option for corporates** like Sinarmas LDA Maritime. They bring together **optionality for the corporate, costing that focuses on results, and equity alignment** that makes them a real, **long-term partner**. Working with Wright Partners has enabled Sinarmas LDA Maritime to **build new ventures as a way to create additional business, while not taking too much focus and capacity away from the existing business**. Wright Partners ability to execute has really delivered and we look forward to working more with them in the future."



Alice Goh

(Ex-) Lead Venture Building,
Standard Chartered Ventures



"Wright Partners' venture building model has allowed us to **build much faster than before**. Their founder's mindset, combined with real business and product building capacity, has shown us that **there is an alternative to the corporate venturing advisors**. Wright Partners have demonstrated to be **a true partner, ready to take great entrepreneurial risks**, and has **led SCV to open up to an equity-based, investable venture approach**. We are exploring to expand the portfolio of new ventures together."



Irvan Kolonas

Chief Executive Officer,
Vasham (subsidiary of JAPFA)



"VCs commented that **they have never seen companies these young have such clarity** of books each month."

"This venture building and governance model means that as the **corporate does not have to spend time on fire fighting**, and the **venture do not have to worry about back office**, etc."

"Me and Wright Partners have many more ideas, and **our hot streak might suggest that we have found a way**."

The Wright Partners – MING Labs Partnership

Rooted in Trust, Experience, Humility, Diversity

Our Partners serving you



Sebastian Mueller | Founding Partner – Product MING Labs

- Built multiple successful digital ventures in Asia and EU, with >8 years experience in corp. venture building
- Previously worked with innovation units at BASF, MunichRe, Evonik, Voith, and more to build new biz
- BSc Business Information Systems, TU München
- BSc Computer Science, Shanghai Jiao Tong University



Arnold Egg | Founding Partner – Product Wright Partners

- Built multiple successful digital ventures of which two have achieved unicorn status. (OVO, Tokobagus/OLX, Bizzy, MatahariMall, Mbiz, etc.)
- Founder and CEO Sprout Labs
- James Madison University Alum



Toi Ngee Tan | Founding Partner – Product Wright Partners

- Built >7 funded ventures, with >5 years experience in corp. 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 | Founding Partner – Commercial Wright Partners

- Built >7 funded ventures which raised over \$50 Mn in their first year
- Over 8 years experience in corp 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



Antoine de Carbonnel | Senior Advisor

- Executive coach, startup mentor
- Chief Commercial Officer of Gojek
- Managing Director at Kartuku
- Principal at Ancora Capital, a leading Indonesian Private Equity firm
- McKinsey & Company Alum
- MBA, University of Chicago's Booth School of Business

We are global venture builders incubating the next generation corporates and building a brighter future



FOUNDED
2020

LOCATIONS
5



MONEY RAISED (USD Mn)
70+

VENTURES
30+

NAME

WRIGHT

/raɪt/ noun - A maker, A builder.

An expression of the unpretentious craft of building new businesses. An allusion to the pioneering band of brothers who through relentless experimentation built a world-changing technology.

ORIGINS

A PARTNERSHIP OF EXPERIENCED ENTREPRENEURS

We are seasoned entrepreneurs, investors, corporate innovators and professionals. Individually and collectively, we have designed, piloted, operated and exited our independent and corporate-backed ventures.

VISION

INCUBATE THE NEXT GENERATION CORPORATES

Professional entrepreneurs, with access to corporate resources, have a disproportionate chance of launching a startup and growing it as big as the corporate core.

MISSION

MAKE CORPORATE VENTURES EARN THEIR SURVIVAL

Starting a venture by making small strategic investments in big opportunities - not the other way around. We find value in execution, not in seeking large consultancy or investment budgets.

We are global venture builders incubating the next generation corporates and building a brighter future



FOUNDED
2011

LOCATIONS
4



PEOPLE
80+

PROJECTS DELIVERED
350+

NAME

MING

The Chinese character is a conjunction of the words sun (日) and moon (月), representing light, and therefore bright or enlightenment. It also means the future.

PURPOSE

DESIGN FOR A BRIGHTER FUTURE

We believe it's possible to design a future where people, planet and business are in harmony. We want to bring about transformation.

VISION

TRANSFORMING THE OLD ECONOMY INTO THE NEW ECONOMY

We believe in the creative renewal of systems through concerted efforts from inside and outside, to preserve what works and change what does not.

MISSION

BECOMING THE MAGNET FOR CHANGEMAKERS GLOBALLY AND CREATE A NET POSITIVE FUTURE

We want to work with the brightest minds and organisations to embark on this journey.

Contact information



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