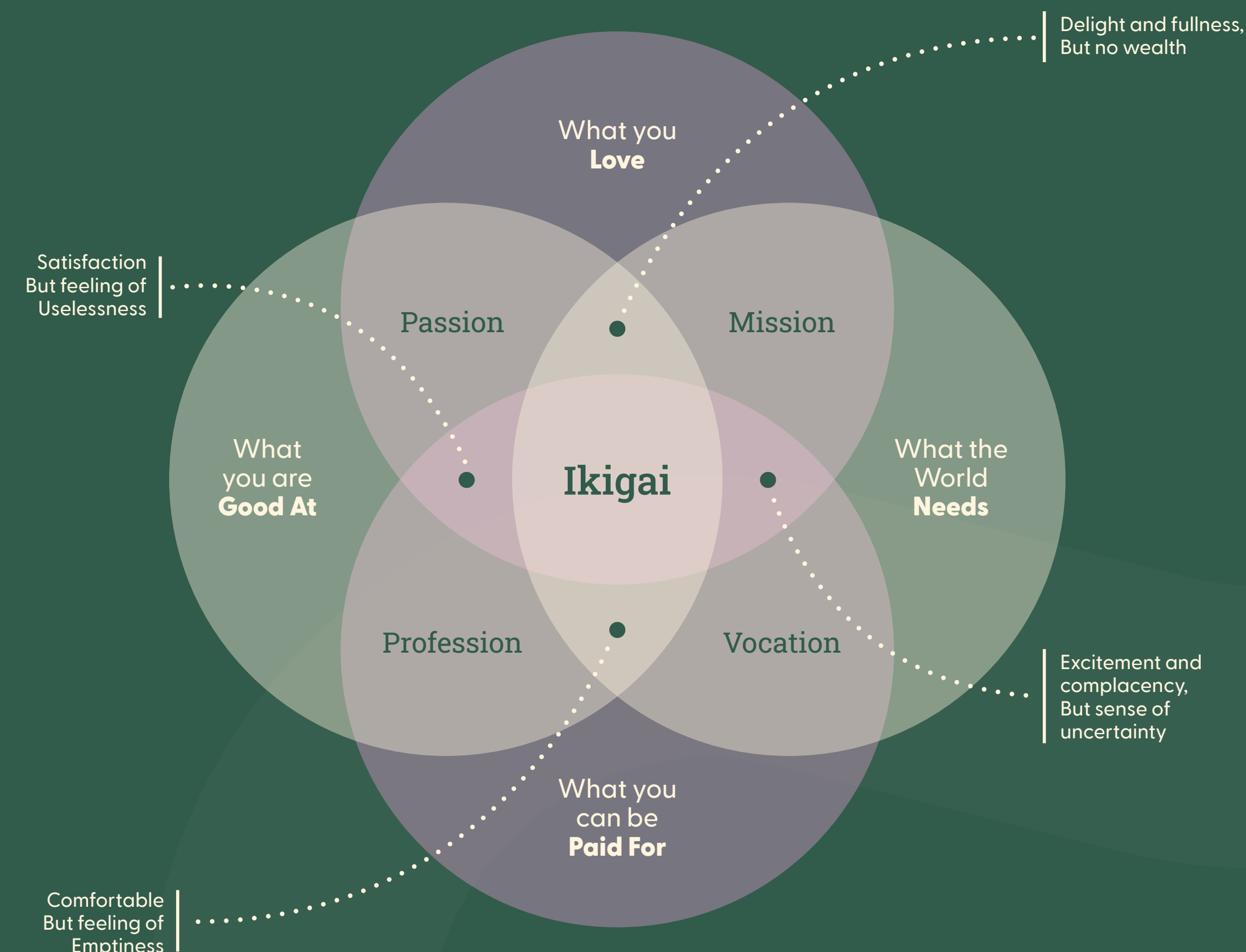




Iki: Life Gai: Purpose

**At the centre of your talents and passions,
your vocations and your value, is Ikigai.
The purpose of life. The place where the
world and the individual are in perfect balance.**

We built Ikigai Ventures to focus our skills
and passions, as well as those of our
founders and partners, towards
generating wealth and a better world,
through the balance of ikigai.



Where outsiders struggle, passionate insiders **thrive**

Ikigai Ventures is a fund of industry insiders investing in early stage start-ups in gaming, esports, blockchain, fintech, and psychedelics.

For the last ten years we've been busy building
industry networks and leading industry event **franchises**



Companies
6,000

Attendees
15,000



Companies
3,000

Attendees
8,000



Companies
1,500

Attendees
5,000



Companies
400

Attendees
2,000

Now we're turning our networks into an investment powerhouse

After creating and operating multiple international event franchises featuring over 10,000 companies from 5 core industries, we decided to create Ikigai Ventures to help the best start-ups in our fields to gain traction through our network.

We leverage:

- 👤 Over **100** key advisors
- 👤 A network of **10,000+** businesses
- 👤 Live events in 3 countries with **30,000** attendees

Why these verticals?

Insider access

Through our extensive event networks and contacts we have access to top start-ups and incumbents in each of our investment verticals. We don't just fish in these waters, we live in them.

De-risking frontier tech

Our chosen verticals are at the frontiers of new markets and technologies, meaning high potential for growth at scale, de-risked by our ability to drive our portfolio companies forward through network effects.

Cross pollination

Overlap in our investment verticals, such as that between fintech and block-chain, means that we are able to bring value through cross-pollination, introducing our portfolio companies to clients, advisors, and strategic partners in relevant industries.

Giving our founders a backstage pass

We possess the contacts and the influence in these verticals to help our portfolio companies get more than just a boost - they get a backstage pass to thousands of key players in their industry and related industries.

Gaming

57% growth predicted between 2020-2023

Esports

Market predicted to double by 2025

Fintech

Investments doubled to \$91B in 2021

Blockchain

Market predicted to double by 2024

Psychadelics

Projected to double by 2026

Our Model

We Fund, Scale, and Connect early stage start-ups in verticals where we are industry insiders.



Fund

We source and fund early stage start-ups in gaming, esports, fintech, block-chain and psychedelics through our network.



Scale

We provide an incentivised team of top level advisors, investors and industry insiders to help our portfolio companies scale.



Connect

We leverage our network to help our portfolio companies and founders secure further funding, connect with new clients and markets, and ultimately exit.

Why now?

Venture capital has finally overtaken all other asset classes to become the best performing investments available.

Global venture capital is soaring in response to market opportunities created by the pandemic, and which endure beyond it. The moment to invest in frontier tech is ripe.

Why seed?

Seed stage ventures represent the most undervalued, scalable, and opportunity-sensitive investments available - most valuable during times of radical change, such as those we are living through now.

Global venture capital funding in the first half of 2021 shattered records as more than \$288 billion was invested worldwide. That's up by just under \$110 billion compared to the previous half-year record that was just set in the second half of 2020.

[Crunchbase.com](https://www.crunchbase.com)

How we source the **best deals**



SIGMA Ecosystem

SIGMA's annual roster of events including hundreds of participating businesses, speakers, and industry leaders, gives us special access to to the best deals and co-investors.



Thought leadership

Our team are well known industry figures who frequently speak at conferences around the world, and enjoy regular coverage and interactions with the press. We leverage exposure at this level to attract deal-flow.



Founders & Executives

We have both access and strong relationships with founders and executives who are often the best source of referrals to other founders. We have also set up the Ikigai Collective - a select group of deal scouts and partners.



Strategic LPs

We are selective in forming strategic LP partnerships within each of our chosen verticals. Our LPs are both industry insiders and trusted contacts who are able to help us source and also build on the industry's best deals.

How we select the best opportunities

We invest in companies
where there is the greatest
opportunity for value add
through our network.

Our underwriting criteria

We look for companies with \$1B+ potential based on our 5 M's of company evaluation:

- 1 Management:** Strong backgrounds, operational expertise, growth mindset and integrity
- 2 Market:** \$1B+ addressable revenue opportunity
- 3 Moat:** Market insights, product and operations localisation, and network effects
- 4 Momentum:** High growth rate of KPIs
- 5 Margins:** Path to positive, long-term EBITDA margins

How we help founders to get further, faster

■ Management team coaching:

Guidance on management bandwidth & focus

■ Raising capital and partnership introductions:

To top follow-on financings, e.g.: Sequoia, NEA, First Round, Forerunner, Microsoft

■ Strategic planning:

Board deck creation, guidance on investor letter cadence, and milestone goals to reach next financing round

■ HR advisory:

We recruit key hires for our companies, resolve compensation and cap-table issues, and implement 360 reviews

■ Vendor relationship:

To law, patent, marketing, accounting, PR and graphic design firms. We have created a handbook of top vendors for portfolio companies

■ Marketing counsel:

Our relationship to a leading growth marketing firm provides free marketing audit for every company in our portfolio

■ Design assistance:

Our relationship with a leading designer with extensive experience in elevating brands and their aesthetic proves useful to founders making their mark

How we give back to our LPs

Individual LP Attention

- Monthly calls with our preferred partners
- Curated event invitations
- Detailed LP reports with more colour than the norm
- Monthly newsletter
- Accessed to specialised SPVs and co-investment opportunities

Pipeline of Curated Deal Flow

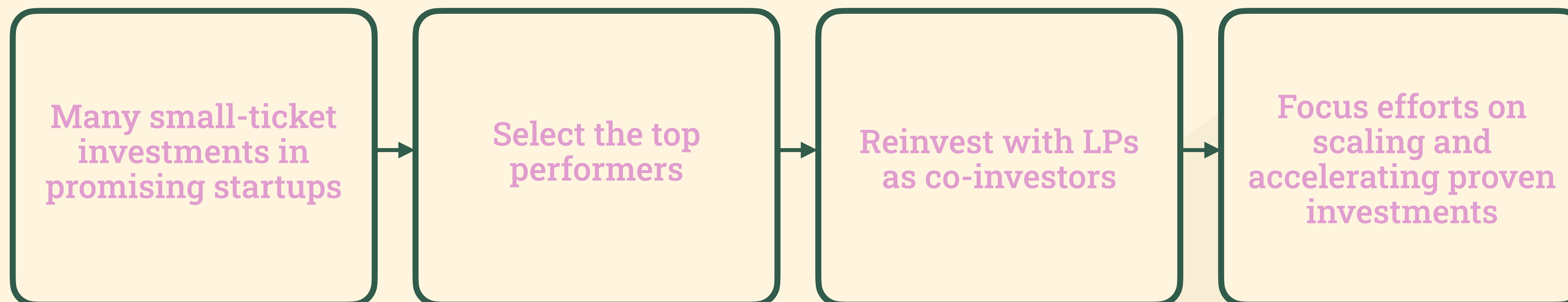
- Curated direct investment opportunities
- Access to growth rounds beyond Series A
- Industry-specific access
- Founder introductions

Monthly Events

- Monthly breakfast and dinner gathering
- Quarterly diners for our Preferred Partners
- An Annual meeting for our Portfolio and LPs

Doubling down on success

We invite our LPs to join us as co-investors in follow on investments.



Alpha Portfolio Generating Strategy

20%Other
Funds

- ~\$150 ~ 250K
- For deal access & signal search

20%

Pre-Seed

- ~\$150 ~ 500K
- 10% ownership
- Team: 1-3 Founders
- From idea to MVP
- Get initial customers
- Understand unit economics

40%

Seed

- ~ 750K - 1m
- 8% ownership
- Team: 4-10
- MVP to Product
- Market Fit Initial
- Revenue Scaling
- Usage Predictable Unit
- Economics Clear differentiation

20%Subsequent
Rounds

- **Follow-on into winners**
- Team: 5-25+
- PMF & product expansion
- Clear Acquisition Channels
- Scaling Revenue Clear
- Lifetime Value Clear
- Competitive Advantage

Our Team



We are the subject matter experts

We've built and exited startups in the field ourselves and worked with/at incumbents



We are experienced deal makers

The team has invested in many successful tech startups and has run a global M&A practice



We are diversified across segments in the space

We have a group of investors, advisors and collectives that represent the best names in our verticals

We have a history of success while working together

Team Bios



Eman Pulis

General Partner

Eman Pulis is the founder of Ikigai Ventures and a passionate advocate of frontier markets and technologies. With an impressive track record as a network creator, Eman is tireless in sourcing and leading great deals and new opportunities.



Irina Heaver

General Partner

Irina is an active investor into Web3 economy supporting crypto and DeFi projects. She is a leading cryptocurrency and blockchain lawyer based in Dubai and Switzerland, she also serves as a Board and Council Member.



Tugce Ergul

Venture Partner

Tugce Ergul brings with her extensive experience in VC funds out of Silicon Valley. She also educates potential investors around the world about angel investing.



Clive Terribile

CFO

With over 20 years experience in finance, Clive has extensive experience in group reconciliation and financial due diligence.

In the press

“One of the most hotly anticipated events in the crypto and blockchain world”

Forbes

“The AIBC Summit was so popular and widely attended in 2018 that a second event was held six months later in May, followed by another summit in November.”

CoinGeek

“Events like the AIBC summit bring together key individuals and brands from AI to blockchain and the Internet of Things to discuss and shape the future of emerging tech.”

Euronews



Executive Summary



Funding

\$20m



Industry

Gaming / eSports / Psychedelics /
Frontier Tech / Blockchain



Stage

Accelerate / pre-seed / seed



Geography

Based in Europe, investing where
we see opportunity



Founding Partners

Experienced operators and investors
who have worked together for years



Value Add

Cross-border market knowledge
transfer and M&A experience

Fund terms

Target Raise

\$20M

Basic terms¹

Management Fee Average Over Fund Term²

2%

Carried Interest Based on Performance

20%

Fund Term With two one-year extensions³

8 years

1. All fund terms described herein are simplified and provided for convenience only.
2. The annual Management Fee will be as follows: 2.5% per year for Years 1-3, 2% per year for Years 4-7, and 1.5% per year for Year 8 onwards. This assumes a fund term of 10 years.
3. With the consent of Two-Thirds in Interest of Limited Partners the General Partner may extend the Partnership Term beyond ten years after the Initial Contribution Date by up to two additional one year periods.

We have the **inside track** on five industries that are each experiencing exponential growth and all expected to at least **double within five years.**

—
Opportunities like these shouldn't be wasted.

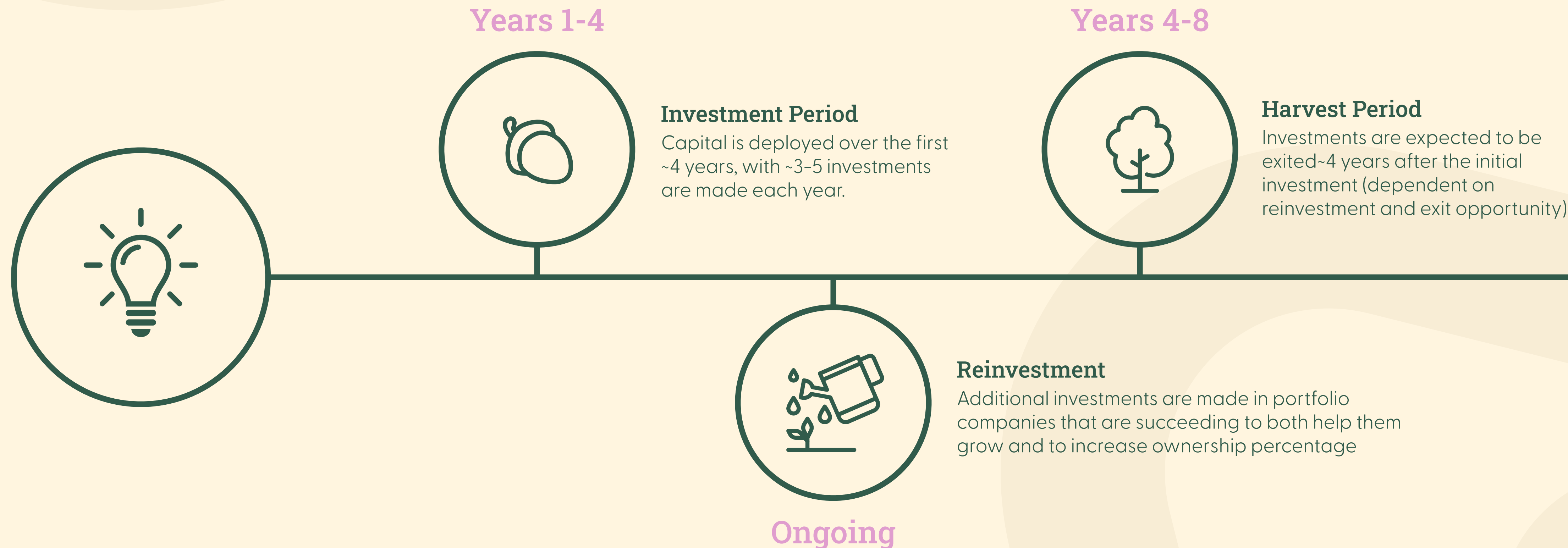
**Joining us
is easy.
Let's start
with a call.**

hello@ikigaiventures.io

Appendix

Expected lifespan of fund is ~8 years

~3-5 investments are made each year for the first 4 years



Legal Disclaimer

This presentation has been prepared solely for use by potential investors in Ikigai Ventures (the “Fund”) and shall be maintained in strict confidence. The recipient further agrees that the contents of this presentation are a trade secret, the unauthorized disclosure of which is likely to cause substantial and irreparable competitive harm to the Fund’s General Partner (the “General Partner”) and/or the Fund and their respective affiliates. Any reproduction or distribution of this presentation, in whole or in part, or the disclosure of its contents, without the prior written consent of the General Partner is prohibited. The information set forth herein does not purport to be complete and no obligation to update or otherwise revise such information is being assumed. Other events that were not taken into account may occur and may significantly affect the analysis. Any assumptions should not be construed to be indicative of the actual events that will occur.

Forward-Looking Statements.

Some of the statements presented herein may constitute forward-looking statements. These forward-looking statements are based on current expectations, estimates and projections. These statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions that are difficult to predict. Although we believe the expectations reflected in any forward-looking statements are based on reasonable assumptions, we can give no assurance that such expectations will be attained and therefore, actual outcomes and results may differ materially from what is expressed or forecasted in such forward-looking statements. the General Partner undertakes no duty to update any forward-looking statements appearing in this presentation. Investment in securities involves significant risk and has the potential for partial or complete loss of funds invested. Diversification does not assure a profit or guarantee against loss in declining markets. Investors should consider their investment objectives, risks, charges and expenses of the underlying funds before investing.

Past Performance.

Past performance is not indicative of future results. Portfolio performance will depend on numerous factors, which are subject to uncertainty. There can be no assurance that a portfolio will achieve results comparable to those described herein or that a portfolio’s return objectives will be achieved. Unrealized and forecasted returns are hypothetical and investors may realize lower returns than anticipated if assumptions made by the General Partner about the company performance, market dynamics and/or general economic conditions are incorrect. Performance information throughout the presentation is presented gross of management fees, carried interest and other expenses borne by investors, all of which will reduce the returns realized by investors.

Non-Solicitation.

This presentation does not constitute an offer to sell or the solicitation of an offer to buy securities. The information contained in this presentation does not purport to be complete and neither we, nor any of our advisors, agents, affiliates, partners, members or employees, make any representation or warranty as to the accuracy or completeness of the information herein or assumes responsibility for any loss or damage suffered as a result of any omission, inadequacy or inaccuracy contained herein.

Other Risks.

There can be no assurance that a portfolio’s estimated returns or results will be met or that the Fund will be able to implement its investment strategy and investment approach or achieve its investment objective. Actual returns on investments will depend on, among other factors, future operating results, the value of the assets and market conditions at the time of disposition, legal and contractual restrictions on transfer that may limit liquidity, fees and any related transaction costs and the timing and manner of sale.

Offering Documents.

Offering documents including the Fund’s Limited Partnership Agreement should be read thoroughly before investing. The Limited Partnership Agreement includes complete detail regarding the fees and expenses that will be incurred on each investment. the General Partner and its affiliates, partners and employees have no liability for inaccuracies in this presentation. Clients should assess their objectives periodically and contact their financial advisor should any of their stated objectives and/or risk tolerance change. This presentation does not provide legal, tax, or accounting advice. Before making decisions with legal, tax, or accounting ramifications, you should consult appropriate professionals for advice that is specific to your situation. For more information, please contact us.

