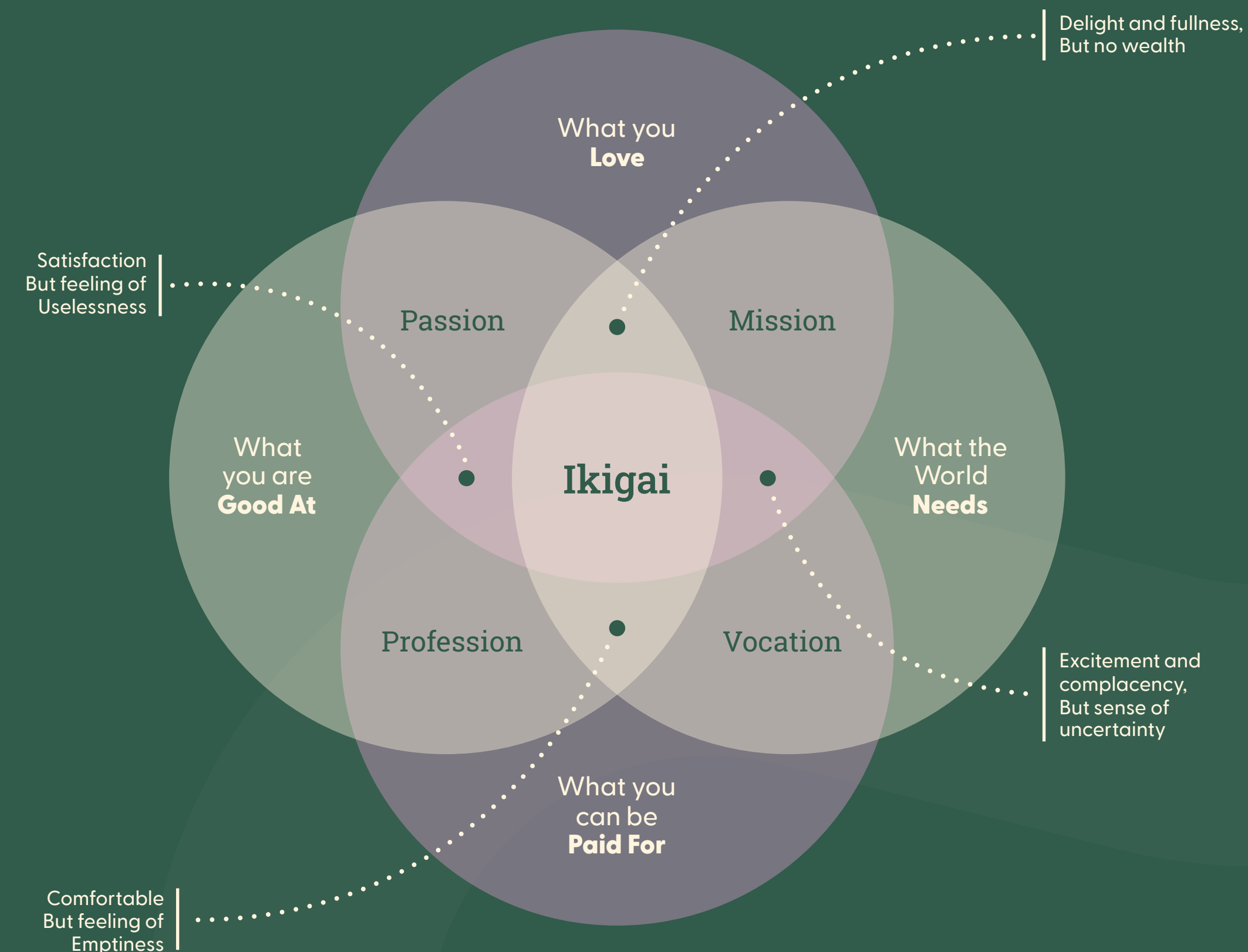




# Iki: Life Gai: Purpose

**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**

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Ikigai Ventures is a fund of industry insiders investing in early stage start-ups in gaming, e-sports, 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

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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 blockchain, 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.

## E-sports

Market predicted to double by 2025

## Fintech

Investments doubled to \$91B in 2021

## Blockchain

Market predicted to double by 2024

## Psychedelics

Projected to double by 2026

# Our Model

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



## Fund

We source and fund early stage start-ups in gaming, e-sports, fintech, blockchain and psychedelics through our network.



## Accelerate

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 2021 shattered records with \$643 billion invested worldwide. That's up by just under \$310 billion compared to the previous year record that was just set in 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 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 Capp-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

## M&A Activity:

We actively engage with potential investors to provide an exit to both founders and investors

# 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

## Next-Gen Community

- 40% of our LPs are part of the UHNWI Next-Gen community
- Curated workshops
- Community gatherings
- Annual Next-Gen summit
- Mentorship
- Access to the start-up community

## Pipeline of Curated Deal Flow

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

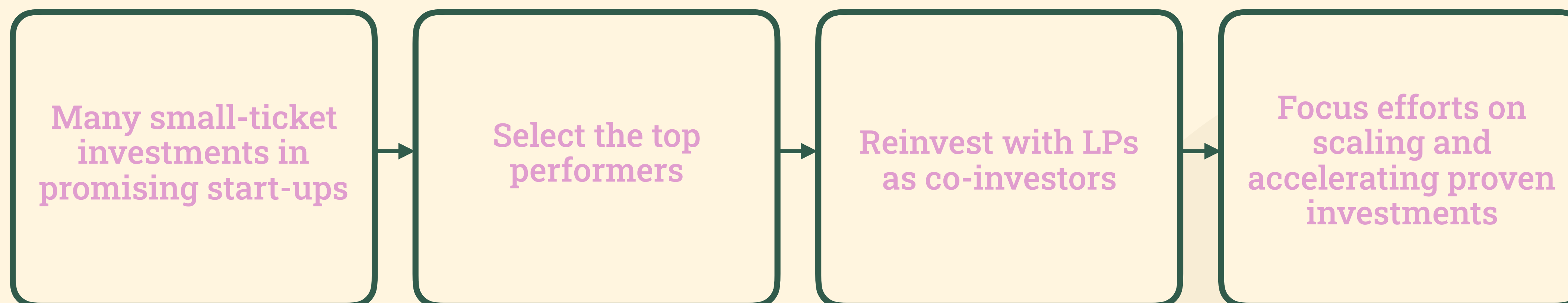
## Monthly Events

- Monthly Breakfast gathering at Hudson Yards for PE, VC, founders and Press
- Quarterly dinners for our Preferred Partners
- An Annual meeting for our Portfolio and LPs
- Regular Fireside Chat Series called the “The Future of Everything” both Founders in and outside of our Portfolio



# Doubling down on success

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



# Alpha Portfolio Generating Strategy

**25%**

Other  
Funds

- **~\$150 ~ 250K**
- For deal access & signal search
- We created a dedicated vehicle based in Estonia to channel crypto investments in promising tokens, backed by solid blockchain projects

**20%**

Pre-Seed

- **~\$150 ~ 750K**
- 10% ownership
- Team: 1-3 Founders
- From idea to MVP
- Get initial customers
- Understand unit economics

**35%**

Seed

- **~\$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 put skin in the game

Ikigai Ventures General Partners invest 10% of total fund size

**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

### Partner In Residence

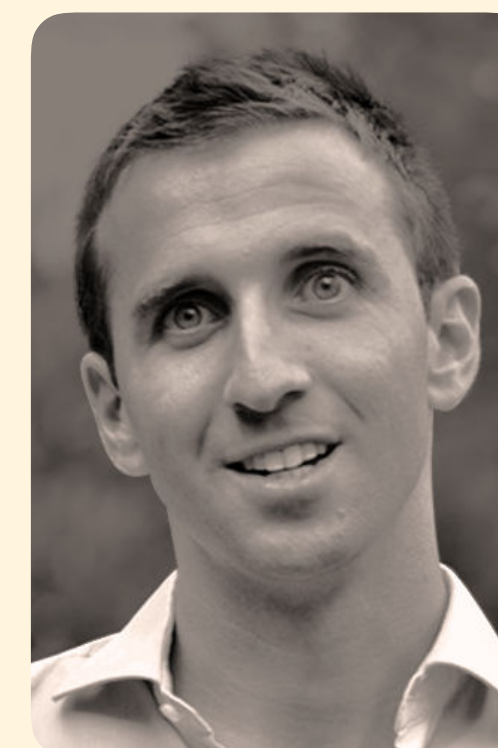
A Silicon Valley veteran with 10 years of VC experience, Tugce is supporting Ikigai as a venture partner for direct and fund investments.



## Vinicius Carvalho

### Investment Partner

Vinicius has over ten years of experience working as an investor and operator at the intersection of finance and tech. He has been an active venture capital investor at leading funds in Europe and Latin America and holds an MBA from ESADE (Spain).



## Daniele Calzolari

### Investment Partner

Daniele is a seasoned and passionate VC investor. He covers and leads end-to-end investment cycles and focuses on strategic support to portfolio entrepreneurs. Daniele is also an experienced startups mentor and business school professor. He holds a MBA from IE Business School.



# 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 / e-Sports / Psychedelics /  
Frontier Tech / Blockchain



## Stage

Accelerate / pre-seed / seed



## Geography

Based in Europe, investing globally  
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 terms<sup>1</sup>

**Management Fee** Average Over Fund Term

# 2%

**Carried Interest** Based on Performance

# 20%

**Fund Life** Plus two one-year extensions<sup>2</sup>

# 8 years

**Hurdle Rate** Calculated on Fund Life

# 1.25x

**Expected Return** Standard Scenario

# 4x

1. All fund terms described herein are simplified and provided for convenience only.

2. 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.**

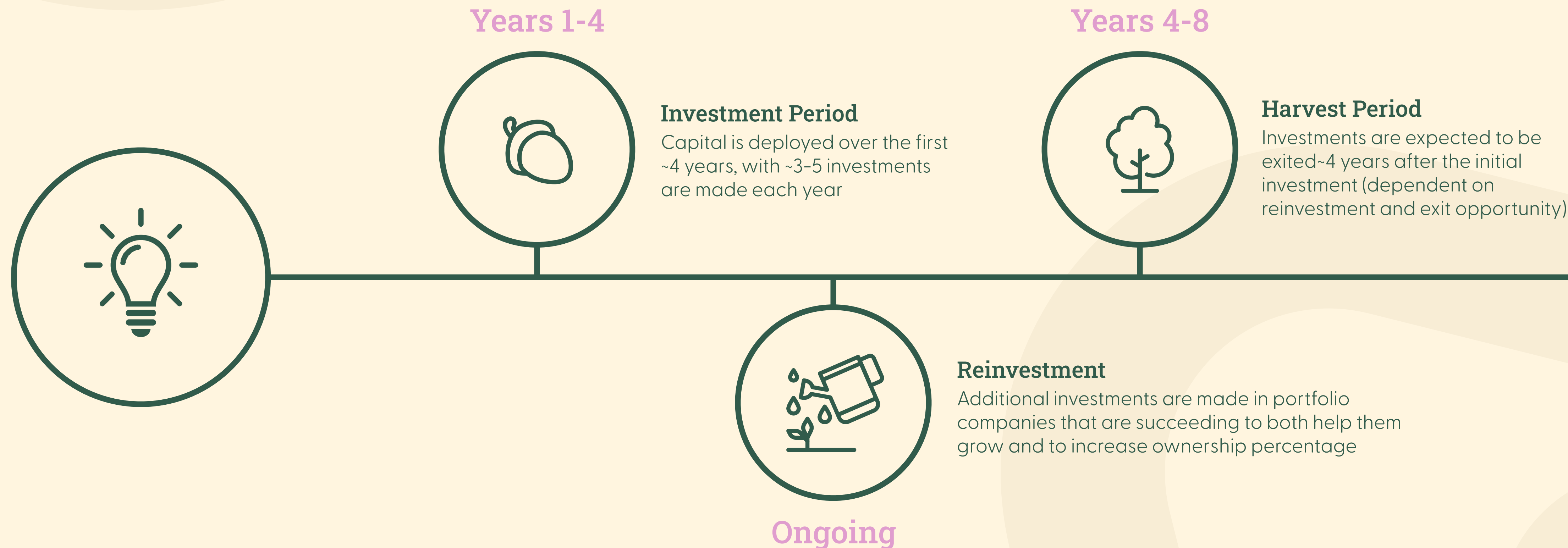
**Joining us  
is easy.  
Let's start  
with a call.**

[hello@ikigaiventures.io](mailto:hello@ikigaiventures.io)



# Expected lifespan of fund is ~8 years

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



# IkiGai is a UK fund

We work with the most recognised firms



## Fund Location

**UK**

Ikigai Ventures is established  
In UK



## AIFM

**Fund Administration**

Will cover portfolio and risk  
management, depositary, valuation,  
administration, reporting to  
Regulators



## Audit & Tax

**BDO**

Fund structured BDO  
(including optimised tax strategy),  
BDO conducts fund's annual audit

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## **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.

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