

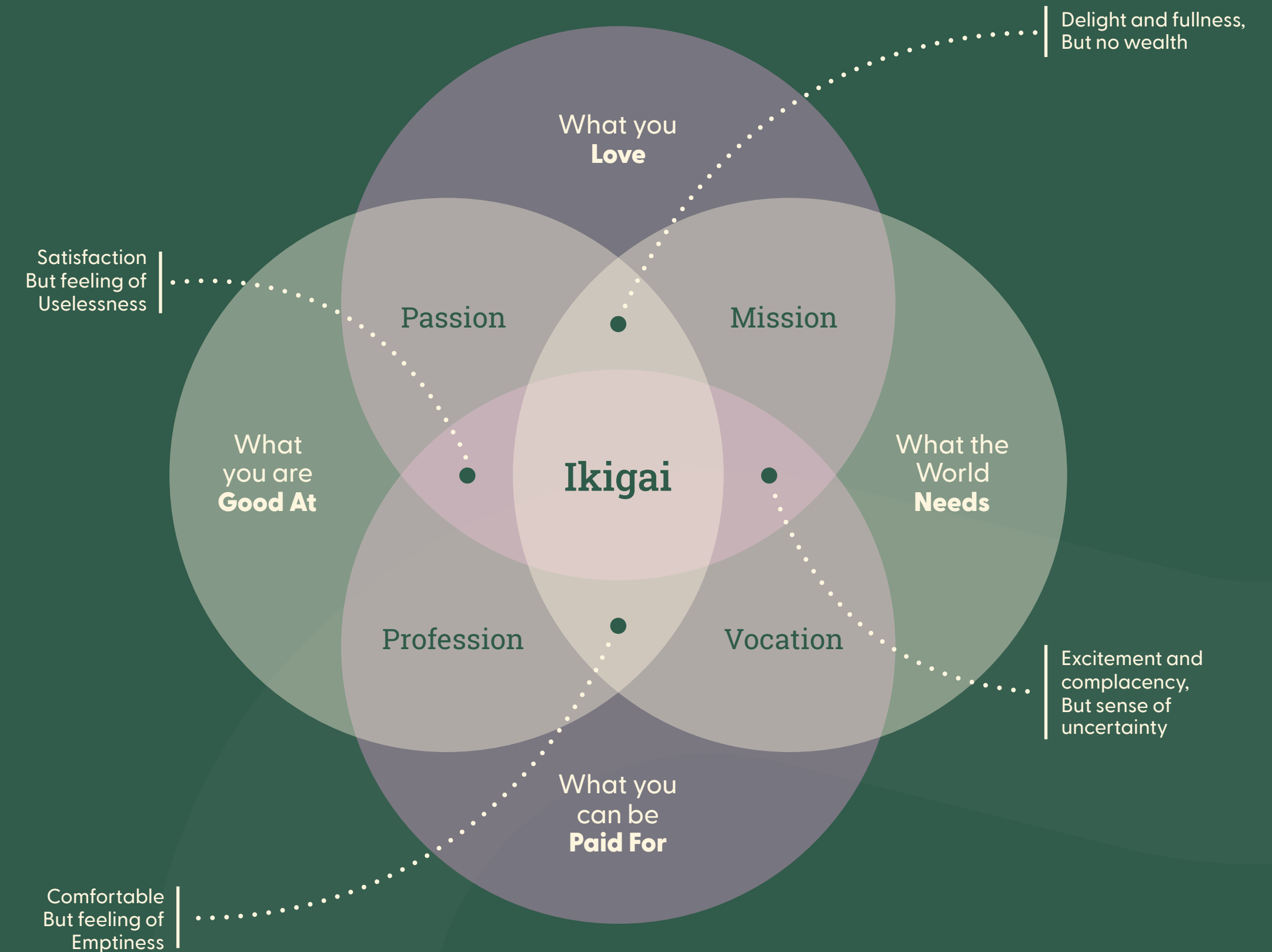


ikigai
ventures

Iki: Life Gai: Purpose

A seed-stage venture fund of industry insiders investing in the most promising founders in gaming and frontier tech.

What makes Ikigai Ventures different?
We don't just write cheques and hope for the best. We're smart money. Backed by the SiGMA Group, our investments benefit from significant introductions and worldwide exposure. We support them tremendously in both obvious and subtle ways.



**Where outsiders
struggle, passionate
insiders thrive**

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



Companies
6,000

Attendees
20,000



Companies
3,000

Attendees
10,000



Companies
1,500

Attendees
7,000



Companies
400

Attendees
3,000

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 6 countries with **40,000** 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.

Frontier Tech

Market predict to grow to \$3.2 trillion by 2025

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 and frontier tech 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.

Although individual venture capital investments are higher risk than public equity markets, venture capital portfolios are not. Over the past decades, which includes several crisis, venture capital has been less volatile and suffered less drawdown than public markets.

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.

An industry secret is that the best return profile in venture capital has historically been produced by the newcomers and at the early stages of investing. Data from Cambridge Associates shows that new and developing firms are consistently among the top 10 performers in the asset class.

[Forbes.com](https://www.forbes.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 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

■ 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

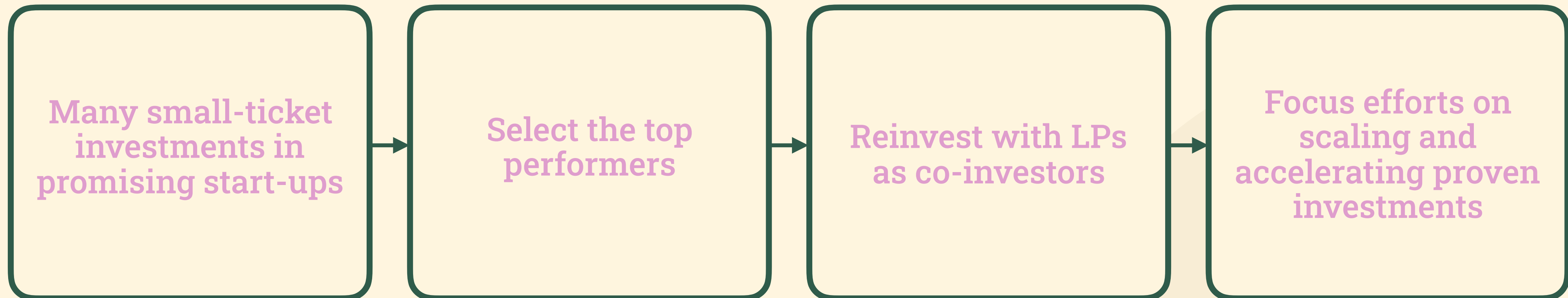
- Curated direct investment opportunities
- Access to growth rounds beyond Series A
- Industry-specific access
- Founder introductions

Yearly Events

- Exclusive Ikigai Retreat, where our curated list of LPs have the chance to meet and interact with each other and a curated list of founders
- Access to Ikigai Lounge in SiGMA hosted events for more unique networking opportunities with different investors and start-ups

Doubling down on success

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



Alpha Portfolio Generating Strategy

10%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

25%

Pre-Seed

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

40%

Seed

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

25%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 80% 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.



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).



Marianna Tavella

Legal Counsel

A first-class Cambridge graduate, Marianna passed the bar in both UK and Cyprus, and has extensive experience in corporate and commercial transactions.



Max Jones

Investment Associate

Max is our Web3 enthusiast. A self-taught programmer turned business developer, Max has built an extensive network with industry leaders in the Web3 space. He often dedicates his time connecting to top players through different initiatives and helping clients form partnerships.



Dylan Attard, M.D.

Venture Partner

A dynamic physician with a surgical background. Currently leading SIGMA's healthcare conference verticals. Interested in digital health and entrepreneurship. Firmly believe that innovation and entrepreneurship will help solve any of the world's next crises.



Konstantinos Konstantinou

Head of Finance

Konstantinos is a professional accountant with six years of demonstrated experience in the Financial industry supporting Ikigai as the Head of Finance.

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 & Frontier Tech



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 terms¹

Management Fee Average Over Fund Term

2%

Carried Interest Based on Performance

20%

Fund Life Plus two one-year extensions²

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 different industries that are
each experiencing exponential
growth and all expected to at
least **double within five years.**

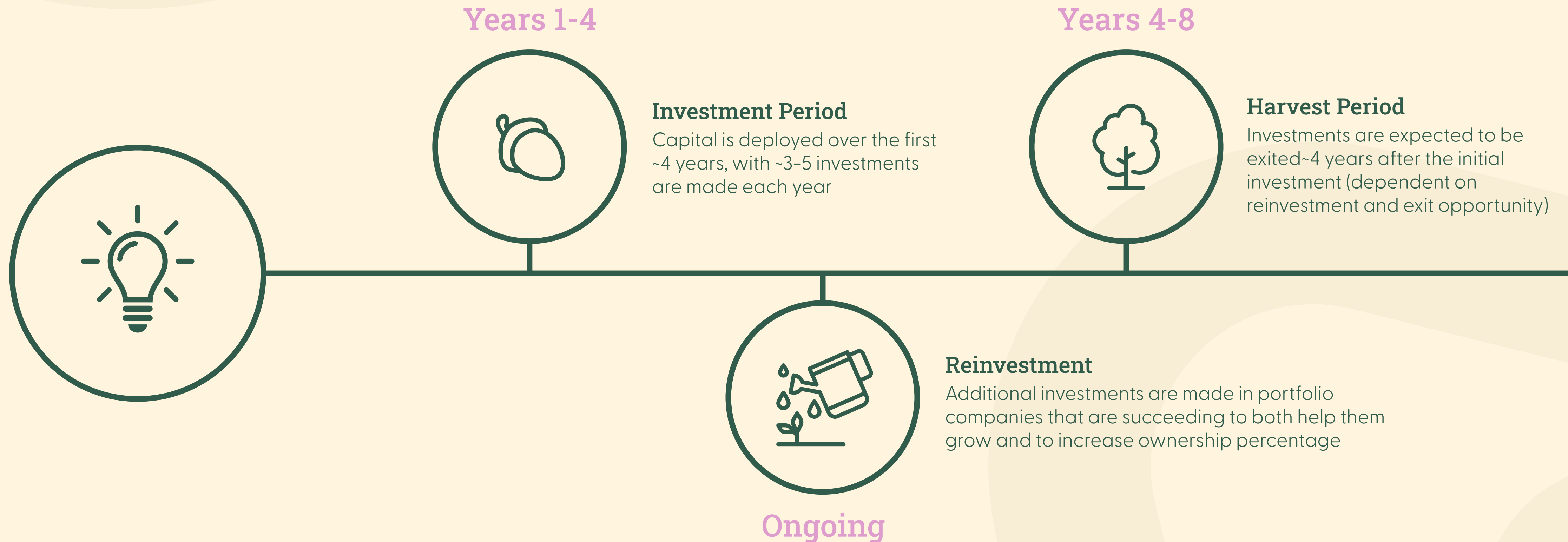
**Opportunities like these
shouldn't be wasted.**

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

hello@ikigaiventures.io

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

*** VAUBAN**

Back-Office

Fund Administration

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

BDO

Audit & Tax

BDO

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

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