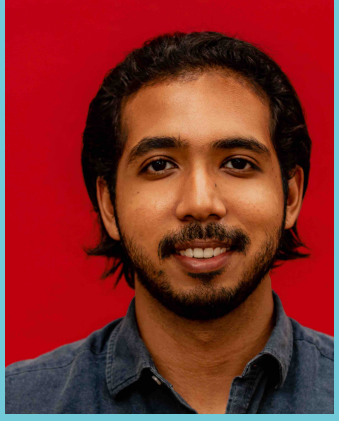


How to Attract International Investment

Tuesday, 13th October, 2020

A Panel Discussion with:



Mahesha Subramaniam
Investor Relations,
Golden Gate Ventures



Abdullah Al Shaksy
Co-Founder & CEO,
Phaze Ventures

Who is Golden Gate Ventures?



Golden Gate Ventures

- Founded in 2011, one of the first few in Southeast Asia
- Supports early stage startups in the tech ecosystem in SE Asia
- Invests mainly in Singapore, Indonesia, Vietnam

Who is Phaze Ventures?



- Founded in Oman, in early 2018
- First private venture capital in Oman
- Created to help the economy and aid companies in certain industries
- Focuses on early stage investments in technology companies inside and outside of Oman

Deal Sourcing

➤ Finding startups locally

- ✓ Most deals are inbound – startups seeking out local investors.
- ✓ VCs get more involved and 'hands-on' in their local investments.
- ✓ Working closely with incubators and other programs that promote startups.

➤ Finding startups Internationally

- ✓ More active seeking out of companies that would provide solutions tackling local problems, and would be appropriate for the local market.
- ✓ Through accelerator programs/partnerships. In Phaze's case – Sparklabs Energy (a partnership between Phaze Ventures, PDO, and other companies).

International investors is important for startups because..

- ✓ They bring in experience in certain markets to the local ecosystems outside of company's experience.
- ✓ They provide the necessary capital for a startup to grow.

Choosing the right international investors

- ✓ Study what value added can be shared between the startup and the investor; both has something to offer.
- ✓ Know that synergies must exist between the services the startup offers and the resources the investors seek, this is not purely transactional.
- ✓ Be successful in your own market and provide models to show your company's results (e.g. Carzaty and eMushrif).

Restructuring when attracting international investors

- ✓ When bringing on an international investor, they may be a need to restructure – But, if you are just getting started don't worry about restructuring and focus on being lean and fast, you can always restructure later.
- ✓ When you are big enough, best practices are going to be expected from investors that are going to have lawyers involved and would advise you on how they want to restructure.
- ✓ Keep it simple, use internationally recognized documents like the [SAFE](#) document

Parting Advice

- Your main focus should be on the business and delivering best results investors will come by themselves when you do that.
- Approach investors knowing their investment profile and tailor your story similar to what they have already invested in before.
- Pitch your company and Oman!



Have more questions for Phaze Ventures or Golden Gate Ventures? Drop them a line:

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