

# How Venture Capital & Private Equity Operate in Asian Cleantech

CleanTuesday

Hong Kong

September 13<sup>th</sup> 2011

How Funding

Just About Any Idea

Works Pretty Much Anywhere

# Introductions

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# The Basic Funding Stages

- Seed / Startup
- Stage 1
- Stage 2
- Stage 3
- “Exit”

# The Basic Funding Sources

- Yourself + Friends + Family
- The Bank
- Angel Investors
- Venture Capitalists
- Private Equity Firms
- The Financial Markets
- The Government

# A Funding Reality Check

- Do's
- Don'ts
- Owner Warning Signs
- Funding Warning Signs

# Funding Eco: Success Stories

- Case #1: Carbon Tracking & Trading Platform
  - Conceptualized in 2005
  - Privately financed, incubated for 3 years
  - Lost money on plan
  - Built team, credibility, products, experience
  - Established beachheads on three continents
  - Locked in government contracts (regulatory play)
  - Formed JV with major brand to roll out “for real”
  - Now in final planning of IPO

# Funding Eco: Success Stories

- Case #2: Coal Waste Recovery
- Fly Ash is processed to create products:
  - Minerals and compounds for industrial re-use
  - High Quality Floor Tiles for home and office
  - Company is now actively fund raising

## Final Words of Advice

- Prepare your organization as best you can so that when you are “in play” you look your best
- Select the most appropriate funding source for your current round. Watch out for warning signs
- Remember that your funding source may have hundreds more hours of negotiations experience
- Don't panic – expert advisory is available

# Questions?

At this time you can also submit your plan

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