

Sasha Bao

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Experience

Investment Analyst and Project Manager

June 2015 - Present

Blackrun Ventures, Singapore & Worldwide

Venture Capital Experience

Deal origination, research and analysis of new investment opportunities based on market, segment and investment mandate. Market and industry monitoring and updates. Financial statement analysis, investment memorandum and presentation preparation. Leading several due diligence projects. Overseeing portfolio companies and supporting entrepreneurs with resources. Nurturing internal business group synergies and participating in cross-functional deals and projects. Spearheaded the creation of an investment scorecard and internal research/due diligence memos on potential investee companies, both utilized by senior management on their decision-making for potential startups.

- Focus on Consumer Internet, Health & Wellness, Media & Entertainment and Social Impact/Gender Equality (UN SDG) sectors
- Mandarin localization: Translation of Eng language materials (in-part or full), liaising with notarized translators and Chinese legal counsel

Private Equity/M&A Experience

Working on structuring deals around micro- to mid-cap companies and their listing on secondary exchanges.

Selected transactions:

- USD150m Business combination of Media and Entertainment properties into Group structure (pre-NASDAQ)
 - Articulating value of client companies, timeline, milestones in investor presentations along with other financial advisors, participating in deal process (kick-off, DD etc.) research of selected precedent transactions for comparables, assisted CFO in preparing financial estimates.
- USD100m RTO of Nutraceutical companies into OTC-listed shell into Group structure
 - Worked with senior management in structuring of debt instrument for ownership of OTC company, led financial DD on shell company, created and circulated research memos, created forward looking projections for use in investor presentations
- Undisclosed Consumer internet/social networking platform (listed on ASX) sale to US company (OTC:BB)
 - Led due diligence process, management of data room and making of reference calls to company management

Project Management

Management of global projects such as the Half the World Global Literati Award, for which she is the Project Director. Spearheading strategic, operational day-to-day of the award, including investor and sponsorship relations, content and advertising strategy, managing IT vendors.

Strategy and User-Growth

Jan 2014 – May 2015

Campaign.com, Singapore & Jakarta

The world's first multi-content type social media action platform, in the advertising and movement marketing space. Recruited into the founding team to build up our Singapore presence from scratch, in collaboration with our APAC team. Establishing and executing strategies for both Consumer and Client-facing portions of the business (B2B2C). UX/UI product development for the online platform. Spearheaded marketing and user-growth initiatives to shape platform community and increase user engagement. Achievements include increasing Singapore user count by **35,000** during summer 2014.

Education

National University of Singapore

Aug 2010 – Jan 2014

Bachelors of Business Administration (Accountancy) & specialization in Marketing

- Vice-President of 1st Student Council, NUS UTown College of Alice and Peter Tan
- Student Welfare Director, 24th Management Committee, NUS Business School
- Relevant Courses: Business Policy & Strategy (A), Asia Business Environment (A-), Leadership and Ethics (A-), Management and Org. (B+)

Anglo-Chinese School (Independent)

Jan 2008 – Dec 2009

International Baccalaureate (Bilingual)

Skills, Certifications and Interests

Languages: Fluent in English and Mandarin Chinese

Additional Certification & Training:

- Associate Member, **Institute of Singapore Chartered Accountants (ISCA)**;
- Business and Financial Modelling, **Wharton Business School, University of Pennsylvania** (via Coursera)

Interests: Films, Pop Culture, Music, Yoga