



---

## Case Study : Level 5 Autonomous EV — \$220M Raise (2023)

**Location:** Indonesia

**Sector:** Autonomous Electric Vehicles + Satellite Cloud Infrastructure

**Client Profile:** Startup led by a genius scientist and mathematician with revolutionary tech ideas beyond current market understanding.

---

### *The Challenge*

This was no ordinary raise. The startup was pioneering a **Level 5 Fully Autonomous Electric Vehicle** that doubled as a **mobile cloud infrastructure**, enabled by a fiber-optic network and a completely novel satellite internet transmission protocol. This tech promised **terabits-per-second (TBPS)** data speeds over satellite links, validated by proprietary devices and patents.

But there were critical hurdles:

- **No physical product existed.** The company was at a purely conceptual and R&D stage.
  - **Zero revenue visibility** for at least 3 to 4 years.
  - The **market was unfamiliar** and skeptical of such radical technology.
  - Raising over \$200 million in such a context demanded not just capital, but *conviction* from investors comfortable with extreme uncertainty.
- 

### *The Strategy: Tactical Precision Meets High-Stakes Signaling*

In this scenario, traditional fundraising tactics wouldn't cut it. The team needed to orchestrate a **capital-raising ecosystem** built on social proof, narrative mastery, and strategic alliances.

- **Anchor Investor Identification:** We sourced and engaged a politically connected anchor investor — the son-in-law of a prominent Indonesian politician. This relationship wasn't just about funds; it was about unlocking **social and political capital** crucial to overcoming market skepticism.
- **Signal Amplification:** The anchor's involvement served as a **high-signal beacon** to other investors, triggering a network effect that rapidly expanded the round.
- **Narrative Control:** We meticulously crafted the story, balancing the *wild ambition* with credible technical validation and the strategic engagement of a global



manufacturing giant—**Foxconn**—as the manufacturing partner, which lent industrial legitimacy.

- **Capital Velocity:** This approach accelerated closing a massive \$220M round despite the absence of commercial proof points, underscoring that **signal trumps traditional metrics** in frontier tech raises.
- 

### *The Outcome*

- **Successfully closed \$220M** in a highly unconventional, vision-driven round.
  - Enabled the client to continue developing product prototypes in stealth, free from the pressures of early revenue demands.
  - Positioned the founder as a **visionary not to be ignored** by global capital markets.
  - Set a precedent for raising capital at scale based on **strategic social signaling and political influence**, not just product or traction.
- 

### *Additional Notes*

- The founder's vision extends beyond EVs; they are reportedly developing a **nuclear-propelled rocket system** capable of Mars missions—underscoring the extraordinary scope and ambition we navigate in fundraising.
  - This case remains one of the most complex and high-stakes raises Instaura has led, proving our capability to operate at the highest strategic level.
- 

### *Key Learnings*

- In frontier tech, capital is not won by product or revenue alone but by **strategic alliances and narrative control**.
  - **Political and social capital** can be decisive in overcoming skepticism and unlocking large syndicates.
  - Long runway visionary projects require a fundraising partner who can orchestrate **high-signal ecosystem plays** beyond just decks and pitches.
-