

PROFILE

Portfolio Company Full Name: embe.co	
Contact Person: Don Phan	
Email Address: don@embe.co	Mobile Number: +84 90 673 9862

EXECUTIVE SUMMARY

Management Team (Background/ Experience):	
CEO: Don Phan COO: Adrian Latortue	
Business Opportunity being addressed:	
<p>Export E-Commerce. Fulfilling cross-border trade through e-commerce. Primarily focused on baby products vertical, will expand to other categories.</p> <p>Traction to date: 2016 revenue was \$319,000 USD. Since April 2013, we've earned over \$750,000 USD, processed over 34,000 orders, and served over 7,500 parents.</p>	
Product(s)/ Service(s):	
Online baby products company operating in the US and Vietnam. Products are all sourced in Vietnam. Technical development also done in Vietnam.	
Capital Advantage (i.e. Market Strategy):	
Key advantage is sourcing contacts made in Vietnam. Products can be bought cheaply in Vietnam and sold in higher income countries like the US. Both Don and Adrian have strong contacts in both Vietnam and United States.	
Series Stage: Seed	
Seeking Funding: USD 112,000	Raised to Date: USD 138,000 this round