

PROFILE

Portfolio Company Full Name: VietCo Internet Pte Ltd / OkieLa Vietnam	
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EXECUTIVE SUMMARY

Management Team (Background/ Experience):

Founders have 10+ years Vietnam startup experience:

1. Founding CEO previously co-founded NhomMua.com, one of the fastest growing e-commerce companies in Vietnam of the past decade that was doing 2+ MM USD / month in revenues at peak
2. Founding CTO was part of 1st Vietnam startup to be accepted to the 500 Startups accelerator program and was also part of the 1st Vietnam-focused startup to be acquired by a Silicon Valley company

Business Opportunity being addressed:

- 4 Billion USD e-commerce market
- Especially Tier 2 / Rural areas that account for 60+ million people under-served at the moment
- Connecting buyers and sellers who otherwise have difficulties selling products online
- Logistics problem: Tier 2 / Rural areas don't have addresses to deliver to and cost/time is expensive (prohibitive) for average e-commerce purchase
- Aim is to solve e-commerce logistics problems, particularly in rural and Tier 2+ areas of Vietnam

Product(s)/ Service(s):

- An end-to-end (full stack) mobile-first c2c e-commerce platform (1st in Vietnam)
- 1st and only C2C platform in Vietnam to do "pick up point" logistics partnering with major 24/7 convenience stores and mini-marts as well as local mom and pop shops (170+ in Ho Chi Minh city already)
- 3 Apps / Systems:
 - 1) OkieLa (c2c marketplace app) ; 1.7 MM USD / year GMV run-rate, 100,000+ MAUs, growing 11% MoM (+249% annual compounded)
 - 2) OkieLa Bán (seller center / app)
 - 3) OkieLa Logistics (internal logistics app and backend)
- All 3 systems fully integrated for end-to-end platform that connects buyers and sellers and fulfils the transaction in between

Capital Advantage (i.e. Market Strategy):

- **Fully integrated platforms** that take care of everything for the seller (Inventory Management to Online Selling to Logistics)
- **Low infrastructure and scaling costs** due to use of Partner Technology Platform (developed in-house) rather than doing the last mile delivery ourselves
- **Use of work processes and technologies to integrate with partners who are otherwise "not tech savvy"** to solve a huge issue in Vietnam (delivery costs and times, e-commerce logistics, an integrated and simplified experience for buyers and sellers)
- Notable investors provide strategic advantages, know-how, and networks, some of which include:

UOB | 3rd largest bank in South East Asia

Founders of Credence Partners | Founders of Omni Electronics (revenue US1 billion in 2001), early investors into Vietnam

500 Startups Vietnam | World renowned early stage venture fund

Nextrans | Korean early stage fund, investor into leading Korean c2c marketplace Hellomarket (10MM+ USD raised)

Spiral Ventures | Formerly IMJ Investment Partners, Japan/Singapore-based fund that has Vietnam as a focus

Nitin Gajria | Head of Google in Vietnam

Tuoc Luong | Former CTO of Ask.com (Ask Jeeves)

Marco Breu | Head of McKinsey Vietnam

Khoa Pham | Former Board Director of Australian Chamber of Commerce in Vietnam and Singapore-based lawyer

Series Stage: Series A

Seeking Funding: USD 3,000,000

Raised to Date: USD 2,182,500 (prior rounds)