

Startup Evaluation

1. Dictionary → used in "Score" - Column J
2. Raw ← takes data from General Application - "LinkedIn Relationship Graphing"
3. Score
 - Column A-I are from "Raw"
 - Column J check if past positions in column D falls in the seniority "Dictionary"
 - Column K-N calculated from Column A-J
 - Column O Education score calculated from "ver. Final" - "Aingel Output"
 - Column P Aingel Score from "ver. Final" - "Final Combined"
 - Column Q from "Raw"
 - Column R University from "ver. Final" - "Aingel Output"
 - Column S-U → used to calculate industry score in Column L

General Application Data

1. LinkedIn Relationship Graphing

Ver. Final Accathon

1. Dictionary → great school and ivy dictionary, used for calculating Education Score

**Start-up name ----> (crunchbase/Google api/Yahoo finance/LinkedIn) ---->extract features
----> classification----> analyze ----->, predict cross border expansion needs**

https://docs.google.com/spreadsheets/d/1o-KV6PvbYZfLVKkKokR6HYBSe8FCrkdsJ5_pfU0vQTs/edit?usp=sharing

Features:

- Stage
- Geography not at (to predict cross border readiness)
- Geography already at (to predict cross border readiness)
- Number of employees (to predict cross border readiness)
- Revenue stage (to predict investment need vs clientele need vs strategic partnership need)
- Product stage (to predict manufacturer partnership etc.)

-

Corporations name ----> (crunchbase/Google api/Yahoo finance/LinkedIn) ---->extract features ----> classification----> analyze ----->, predict cross border expansion needs

Features:

- Industry in at
- Industries/categories in that cluster
- Possible problems they could face to keep up with tech singularity
- Employees worldwide
- Geographies at and not at (to predict whether they have access to VCs or entrepreneurship ecosystems like Israel NYC Silicon Valley and China(Szehnzen))
-

Competitors in China-

When they say solution intro - keyword pick up and run search on jing data to retrieve all relevant results ---> input into "Competitors field"

Matching criteria:

Matching algorithm:

Goal: matching needs of international startups and china investors manufacturers etc

Data filtering:

- Filter by participation goal: look for a company in need of capital raise? Partners? Business acceleration?
- Filter by Industry/categories
- Filter by Funding stage
- Filter by capital needed
- Filter by company valuation
- Filter by expansion timeline
- Filter by location of the startups(city or country)

Search for Keywords (Or company name):

- Match the word in the company description or product intro

Ideal providing format of data:

Filtered data ordered by relevance score or reliability score(professional background of team member)?

PlanA: Filter data(by category, participation goal, currency allowed,timeline) and score those filtered startups, and list the top ones

PlanB: Do not filter, score every startup, and list the top ones

U.S startup Data point	weightage of this point	Corresponding China relevant Data point
1) Industry/Category of startup (multiple choice) 2) Product Intro	1) Each matching score+3 (Or filter?) (If matches any of the preference: score +3?) 2) If the keyword of category can be found in the product intro, score +1	Industry/Category Preference: (multiple choice) <ul style="list-style-type: none"> · AI · Smart City · Smart Manufacturing · Robotics-Drones · Robotics-Autonomous Vehicles · Robotics-Others · Augmented Reality · Virtual Reality · e-Sports · Intelligent Transportation · · Other:___
Business/Revenue model (multiple choice) <ul style="list-style-type: none"> · Saas · Subscription · Sales-e-Commerce/Marketplace <ul style="list-style-type: none"> · Sales-Corporate · Sales-Direct to Consumer · Licensing of technology · Franchise · Pre-Revenue/Undecided revenue models 	If matches, score +1	Business/Revenue model preference: (multiple choice) <ul style="list-style-type: none"> · No particular preference · SaaS · Subscription model · Sales-e-Commerce/Marketplace · Sales-Corporate/Enterprise/B2B · Sales-Direct to Consumer · Licensing of technology · Franchise · Other:___
Funding stage: (single choice)	(Many – to – One relation)	Preferred stage of companies to work

<ul style="list-style-type: none"> Self-funded/Bootstrapped Friends and family Pre-Seed; Angel Investor Seed; Angel Investor Seed; VC Accelerator Series A Series B Series C Series D Private Equity ICO Government Grant Debt Convertible Note Not begun capital raise yet Other 	<p>If matches any of the preferences, score+2</p> <p>All choices ⇔ No stage preference</p> <p>Pre-seed, Seed, Accelerator ⇔ Early stage</p> <p>Series A, B, C ⇔ Mid stage</p> <p>Series D ⇔ Late stage</p>	<p>with: (multiple choice)</p> <ul style="list-style-type: none"> No stage preference Early stage- only for very high-quality technologies (how to determine whether it is high-quality tech?) Early stage-regardless of industry/category/product/service Mid stage- Series-A to Series-C Late stage- Pre IPO Publicly traded companies only Other: _____
Whether allows for invest in Yuan	If matches, score+2 (filter?)	Which currency do they prefer to invest in? <ul style="list-style-type: none"> Yuan USD either
<p>Participation Goal: looking for (multiple choice)</p> <ul style="list-style-type: none"> Capital raise (in U.S dollars) Capital raise (in foreign currency) Business acceleration (early stage) Business acceleration (mature stage) Manufacturing Partnerships Hardware Partnerships (OEM's, Accelerators, Industrial design, etc.) Go-to-market Strategic Partners Business/Joint Venture partners –Long term Business/Joint Venture partners – Short term Market Research/ Data capture opportunity Product Launch/test 	<p>Filter by the participation goal and the preferred role (or score+2)</p> <p>Capital raise ⇔ Investor</p> <p>Business acceleration ⇔ ?</p> <p>Partnerships ⇔ Partner</p> <p>Opportunities ⇔ Service Provider</p> <p>.....</p>	<p>1) Preferred role: (single choice)</p> <ul style="list-style-type: none"> Investor: Yuan only, USD, either Partner: Long term, short term, Go-to-market strategic partnership Vendor: Hardware, Software Service Provider: Market research/Data capture opportunity, Product Launch/test opportunities, Technology transfer, Offices, Lgal, HR and Recruitment, Manufacturing, Product Design, Accounting, Banking, Other <p>2)How do you identify with most closely?</p> <ul style="list-style-type: none"> Investor: Angel, VC, Private Equity Executive: Accelerator, Corporate VC Official Founder/Owner

opportunities <ul style="list-style-type: none"> · Making sales to corporate clients · Technology/Data/Skilled labor · Compiling local team and office · Other 		
Years Founded	If matches, score +1	Preferred age of companies: (various ranges) Ex: 0-3 years, 3-5 years, 5-10 years, more than 10 years
Capital Needs	If the capital needs is less than the maximum value: score +2	What's the maximum value of capital they are able to invest? (maybe this question is too sensitive)
What timeline you envision your company to seriously consider international expansion to China or Asia at large? <ul style="list-style-type: none"> · Less than 12 months · 1-3 years · 3-5 years · Undecided 	If matches, score+2	What timeline they prefer having the company to expand to China or Asia?
Headquarters Location	Difficulty: recognize whether the location is in China or not (If matches, score+2)	Geographic preference: (didn't see this one in the chinese version of survey) <ul style="list-style-type: none"> · International offices/operations only · China based offices/operations only · Both International HQ + China offices/operations · Agnostic to geography of company's offices/operations · Other:____
Capital raised already <ul style="list-style-type: none"> · Not begun capital raise yet · USD 1 to 100,000 · USD 100,000 to 500,000 	(If the company is capital raised already (more reliable?), score+1) (Higher capital raised, higher score?)	
Previous investors	(larger number=more reliable? score + number of	

	investors*0.5?)	
Valuation in USD	(larger number=more reliable? score+sqrt(valuation)*0.0001?)	
What makes your team and/or company strong and unique?		
Last verified monthly recurring revenue(USD)	(larger number=more reliable?)	
		<p>The ideal time for startups to start engage with you:</p> <ul style="list-style-type: none"> · 12 months before commencing Go-to-market plan · 1-3 years before commencing Go-to-market plan · 3-5 years before commencing Go-to-market plan · Other:___

Algorithm 1:

Categorize china side institutions into different profiles (different types of Corporations, VCs, Service Provider, Government officials)based on few important criterias
Matching up each startup with most relevant profiles based on basic criterias

Corporations:

- What are you looking for
- When are you looking to engage with (didn't see this in the questionnaire)
- Interested industry/category
- What is the unique
- Funding stage

VC:

- Funding stage
- Interested industry/category
- When
- Unique
- Interested business model

Service Provider:

- What service do you provide
- What are you looking for
- When are you looking to engage with
- Funding stage
- HQ location (didn't see this in the questionnaire)

Government officials:

- What are you looking for
- When are you looking to engage with
- HQ location
- Unique

(只匹配**corporation**？加上投资机构？)

(企业机构 **multiple choice**？)

(您的企业/机构是否对企业创新感兴趣？一否一role prefer)

Basic matching criterias:

1. What are you looking for

- Capital raise(in US dollars)
- Capital Raise (in foreign currency)
- Business acceleration (early stage)
- Business acceleration (mature stage)
- Manufacturing Partnerships 生产制造
- Hardware Partnerships (Industrial Design and/or Product R&D, SCM, OEM Suppliers, Hardware Accelerators etc.) 工业设计, 供应链管理, 硬件提供商
- Go-to-market Strategic Partners 市场拓展
- Business/Joint Venture partners - Long term 商业合作
- Business/Joint Venture partners - Short term 商业合作

- Market Research / Data capture opportunity 市场调研数据调查
- Product Launch/test opportunities 产品投放
- Making sales to corporate clients 销售
- Engineering (Technology / Datasets / Skilled labor/Software development) 技术外包, 软件开发
- HR - Compiling local team 企业服务
- Office Services 办公场地
- Legal and Regulatory Affairs advisory 法律服务(。。。)
- Corporate Services (Incorporation, Re-structuring etc.) 企业服务
- Financial Services 金融服务
- Marketing and Digital Media Strategy (digital marketing, WeChat, Weibo, Social Media, SEO etc.) 市场营销
- Other 其他

2. When are you looking to engage with (What timeline you envision your company to seriously consider expansion to China or Asia at large?)
 - a. Less than 12 months
 - b. 1-3 years
 - c. 3-5 years
 - d. 5+ years
 - e. Undecided on global strategy and timeline of expansion(as of yet)
3. Industry/Categories ⇔ Interested industry/category
 - a. AI 人工智能
 - b. Smart Cities 智慧城市
 - c. Smart Manufacturing 智能制造
 - d. Robotics-Drones 机器人—无人机
 - e. Robotics-Autonomous Vehicles 机器人—自动驾驶汽车
 - f. Robotics-Others 机器人—其他
 - g. Augmented Reality 增强现实技术(AR)
 - h. Virtual Reality 虚拟现实技术(VR)
 - i. e-Sports 电子竞技
 - j. Intelligent Transportation 智慧交通
 - k. Blockchain 区块链
 - l. Medical Device 医疗设备 6
 - m. Healthcare 医疗保健 6
 - n. Marketing 市场营销 6
 - o. Urban Tech 房地产科技 6
 - p. Advertising 广告科技 6
 - q. New Materials/Material Sciences 新材料／材料科学 6
 - r. Construction tech 建筑科学
 - s. Education 教育科技
 - t. Financial Services 金融服务

- u. Fin-tech 金融科技
 - v. Cybersecurity 网络安全
 - w. Physical Security 实验安全
 - x. Food/Restaurant 食品科技
 - y. Travel 旅游科技
 - z. Entertainment 文化及娱乐产业
 - aa. Agriculture 农业科技
 - bb. Electronics 电子工业
 - cc. Internet of Things(IoT) 物联网
 - dd. 3D Printing/3D Technology 3D打印/3D技术
 - ee. Sports tech 体育科技
 - ff. 生物科技 Biology tech
 - gg. Other 其他
4. Funding stage (加上funding type)
- a. 没有偏好 ALL
 - b. 早期阶段 Self-funded/Bootstrapped, Friends and family, Pre-Seed, Seed, Seed, Accelerator
 - c. 早期阶段 same as the above
 - d. 中期阶段—A—C
 - e. 后期阶段—D,Private Equity
 - f. 仅上市公司 —IPO
 - g. 其他 Other, Not begun capital raise yet

Algorithm 2:

Give scores to each matchup based on the more advanced criteria and then recommend the startups with high scores to china side

Ex:

- Interested in innovation?
- What's the most pain point to innovation from the china side and the most strong things of the team.
- What makes you interested in innovation.
- Current methods of innovation: self-innovation(high or low), using external innovation resources(high or low)

- Which factors do you think are most important to innovation:

Matching algorithm:

Goal: matching needs of international startups and global (APAC) investors manufacturers etc

Data filtering:

- Filter by participation goal:
- Looking to become **client to innovative startup** look for a company in need of capital raise? Partners? Business acceleration?
- Filter by Industry/categories
- Filter by Funding stage
- Filter by capital needed
- Filter by company valuation
- Filter by expansion timeline
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	2) If the keyword of category can be found in the product intro, score +1	<ul style="list-style-type: none"> Robotics-Drones Robotics-Autonomous Vehicles Robotics-Others Augmented Reality Virtual Reality e-Sports Intelligent Transportation Other:___
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- What are you looking for
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Service Provider:

- What service do you provide
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- HQ location (didn't see this in the questionnaire)

Government officials:

- What are you looking for
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(只匹配corporation? 加上投资机构?)

(企业机构 multiple choice?)

(您的企业/机构是否对企业创新感兴趣? 一否一role prefer)

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2. When are you looking to engage with (What timeline you envision your company to seriously consider expansion to China or Asia at large?)

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 - k. Blockchain 区块链
 - l. Medical Device 医疗设备 6
 - m. Healthcare 医疗保健 6
 - n. Marketing 市场营销 6
 - o. Urban Tech 房地产科技 6
 - p. Advertising 广告科技 6
 - q. New Materials/Material Sciences 新材料／材料科学 6
 - r. Construction tech 建筑科学
 - s. Education 教育科技
 - t. Financial Services 金融服务
 - u. Fintech 金融科技
 - v. Cybersecurity 网络安全
 - w. Physical Security 实验安全
 - x. Food/Restaurant 食品科技
 - y. Travel 旅游科技
 - z. Entertainment 文化及娱乐产业
 - aa. Agriculture 农业科技
 - bb. Electronics 电子工业
 - cc. Internet of Things(IoT) 物联网
 - dd. 3D Printing/3D Technology 3D打印／3D技术
 - ee. Sports tech 体育科技
 - ff. 生物科技 Biology tech
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Algorithm 2:

Give scores to each matchup based on the more advanced criteria and then recommend the startups with high scores to china side

Ex:

- Interested in innovation?
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- What makes you interested in innovation.
- Current methods of innovation: self-innovation(high or low), using external innovation resources(high or low)
- Which factors do you think are most important to innovation:

Taxonomy

SEARCH BY INDUSTRY

- Advertising
- Agriculture
- Analytics
- Automotive

- **Banking**
- **Biotechnology**
- **Bitcoin**
- **Career / Job Search**
- **Classifieds**
- **CleanTech**
- **Cloud Computing**
- **Consumer Services**
- **Crowdfunding**
- **Customer Support**
- **Dating**
- **Drones**
- **E-Commerce**
- **Education**
- **Email**
- **Energy**
- **Enterprise Software**
- **Entertainment**
- **Fashion**
- **Finance**
- **Fitness & Wellness**
- **Food & Beverages**
- **Funerals**
- **Gaming**
- **Government**
- **Hardware**
- **Health IT**
- **Healthcare**
- **Hospitality**
- **Human Resources (HR)**
- **Insurance**
- **Internet of Things**
- **Legal**
- **Lending**
- **Market Research**
- **Marketing**

- **Media**
- **Medical Devices**
- **Medical Diagnostics**
- **Mobile**
- **Music**
- **Network Infrastructure**
- **Oil & Gas**
- **Payments**
- **Pharmaceuticals**
- **Publishing**
- **Real Estate**
- **Retail**
- **Robotics**
- **Search**
- **Security**
- **Semiconductors**
- **Social Networking**
- **Software Development**
- **Space Travel**
- **Storage**
- **Technical Support**
- **Telecommunications**
- **Transportation**
- **Travel**

SEARCH BY BUSINESS MODEL

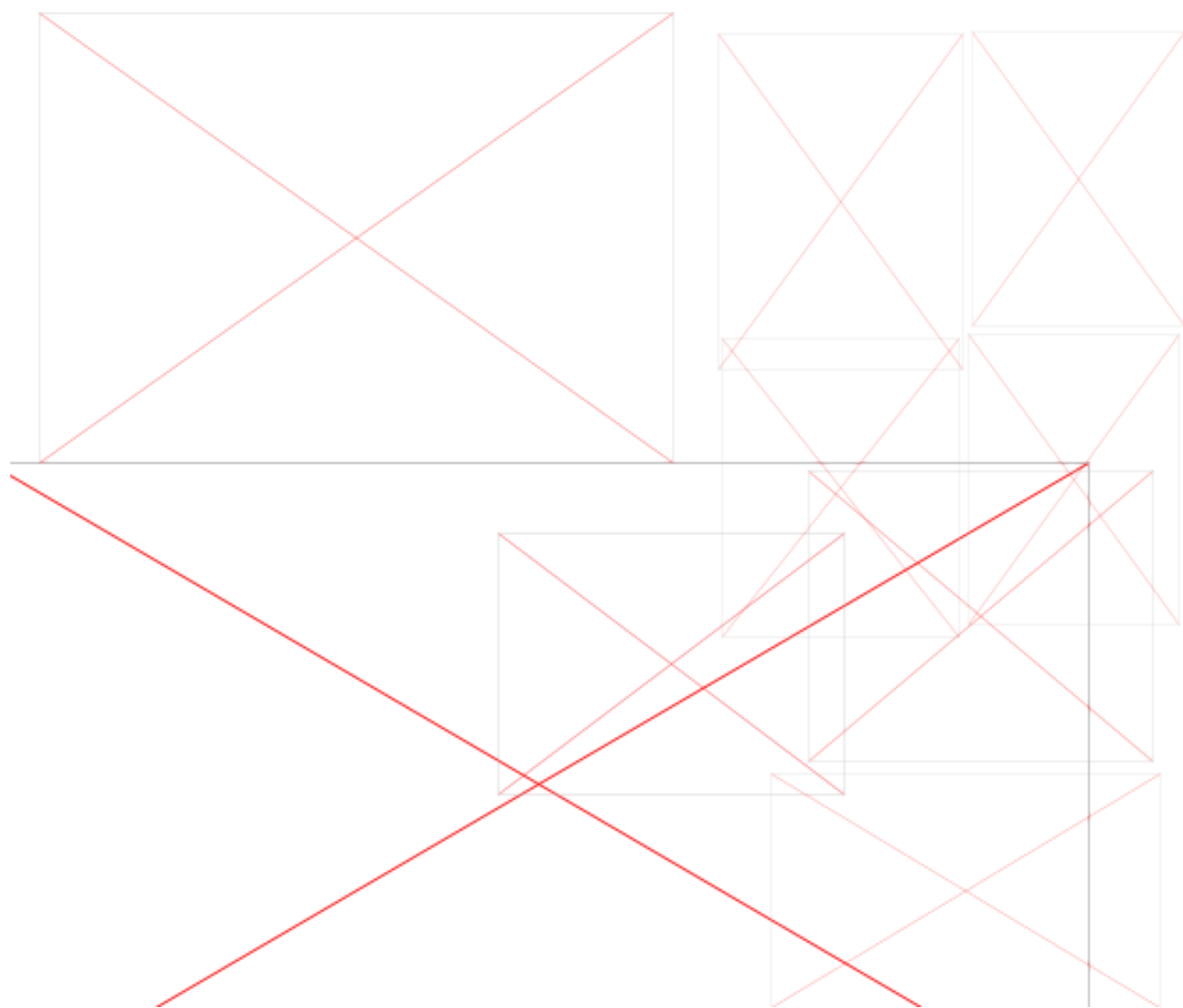
- B2B
- B2C
- Advertising
- Affiliate
- Classifieds
- Consulting
- Direct Sales
- Events

- Freemium
- Lead Generation
- Marketplace
- On-Demand **New**
- SaaS
- Subscription

SEARCH BY STAGE

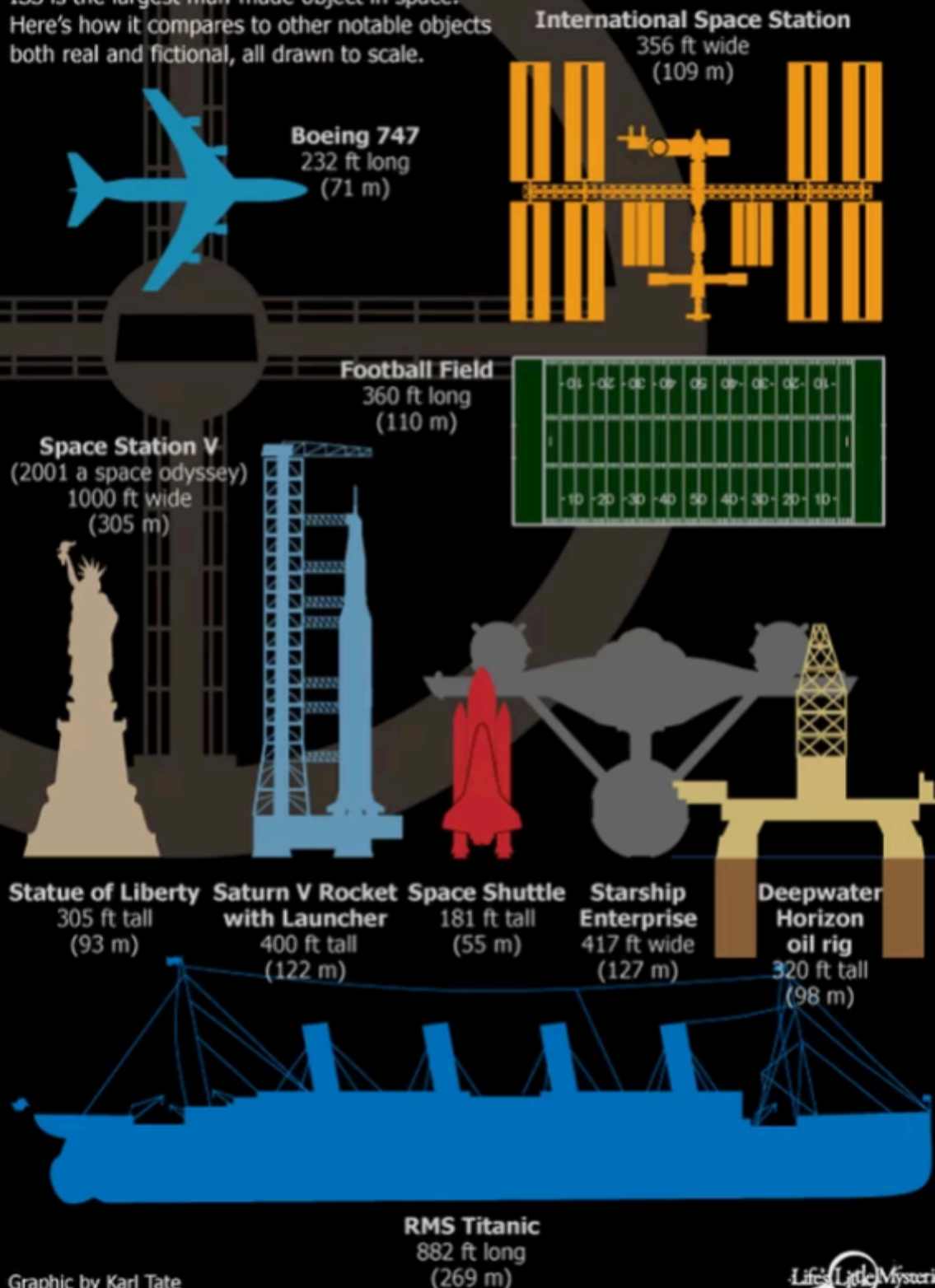
- No Known Funding
- Pre Series A
- Series A
- Series B
- Series C
- Late
- Excited (Acquired)
- Excited (IPO)
- Excited (Other)
- Unknown

Introducing the world first platform
dedicated to expediting corporate
innovation



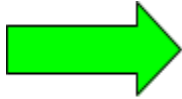
How Big is the International Space Station?

ISS is the largest man-made object in space. Here's how it compares to other notable objects both real and fictional, all drawn to scale.



Graphic by Karl Tate

Life's Little Mysteries



Payment portal link sent along with application to fill out --->
CLIENT submit needs ---> Needs processed in algorithm --->
recommendations ----> Payment accepted finally ---> Service begin
---_ Client tag PAID CLIENT ---> you still have early access..full
access starts in Jan 2019 → company name and information
placed automatically in dashboard ---> Notification to relevant VC
after processing algorithm on who is good VC for this client ---> VC
accepts the job ---> VC gets access to the report panel (UNIQUE
ACCESS)->

VC fills---> Notification to Mamoon ---> Mamoon Approves VC work
---> VC gets automatically paid 100\$ to his PREFILLED OUT
PAYMENT DETAILS ---> Analysis submission NOTIFICATION goes
to CLIENT

COMPANY NAME: Webint Pro (www.webintpro.com) YEAR FOUNDED: 2014		Headquarter: Tel Aviv, Israel	
COMPANY SPECIFIC INFORMATION:			
FRANCHISE CROSS BORDER NEEDS			
Team:			
<ul style="list-style-type: none">Founding teams technical abilities in deep tech? Sound background Not apparent Explore furtherEducation supplemented by graduate education or relevant past experience in high quality startup or research at top university etc.? Yes No Unsure			
Financial performance since inception:			
Industry:			
Competition dynamics (please also include remarks from global/ APAC region point of view, if any):			
Product (Technology, patents etc.) and Brand value			
Traction (Users, Investments, Patents, PR etc.):			
TEAM INFORMATION:			
CEO		<ul style="list-style-type: none">Years of professional experienceIndustries worked atRelevance of experience to current industry/CategoryProfessional Seniority level<input type="checkbox"/> Has the entrepreneur been a CEO/CTO/CFO/COO beforeProfessional Summary analysis	
CTO		<ul style="list-style-type: none">Years of professional experienceIndustries worked atRelevance of experience to current industry/CategoryProfessional Seniority level<input type="checkbox"/> Has the entrepreneur been a CEO/CTO/CFO/COO beforeProfessional Summary analysis	
COO		<ul style="list-style-type: none">Years of professional experienceIndustries worked atRelevance of experience to current industry/CategoryProfessional Seniority level<input type="checkbox"/> Has the entrepreneur been a CEO/CTO/CFO/COO beforeProfessional Summary analysis	
Team		<ul style="list-style-type: none">Combined years of experience	
CORPORATE/CLIENT/INNOVATION NEEDS DATA:			
<ul style="list-style-type: none">IndustryRevenue to dateDedicated budget for corporate innovation? Amount: _____Growth plan for next 10 years (if any)Current appetite for innovation (immediate priority, medium goal, passive)What makes your business/department interested in innovation (Multiple choice)Headquarters locationPreferred methods/traditionally adopted approaches to engagement startupsPreferred stage of startups they wish to engage withIndustries/categories/innovation areas important to the corporations long term goalsOpportunities to track/track innovation			

Recommendation

- ☐ The ideal world suggestion is to acquire company because the assets (☒ people) (☒ network/customer) (☒ technology/IP) can significantly strengthen the position of your organization
- ☐ Proceed interaction to learn more about solution

- ☐ Solution is pertinent to some of the wider organizational challenges you are facing
- ☐ Sound Acqui-hire target
- ☐ Viable acquisition target (rejection makes red)
- ☐ Technology underlying can be used for internal R&D and tool development that enhances functionality in other specific business domains (potentially viable makes yellow)
- ☐ Company has data assets that executives will find value in.

Key questions to ask founders to validate/invalidate recommendation

- How would you develop the data sets to further expand further inquiries and therefore opportunity etc.
- Is your team experienced in handling enterprise wide client deployments without support from internal IT teams?

How would you score this company (compared to what you have seen in the market in the past 2 years)

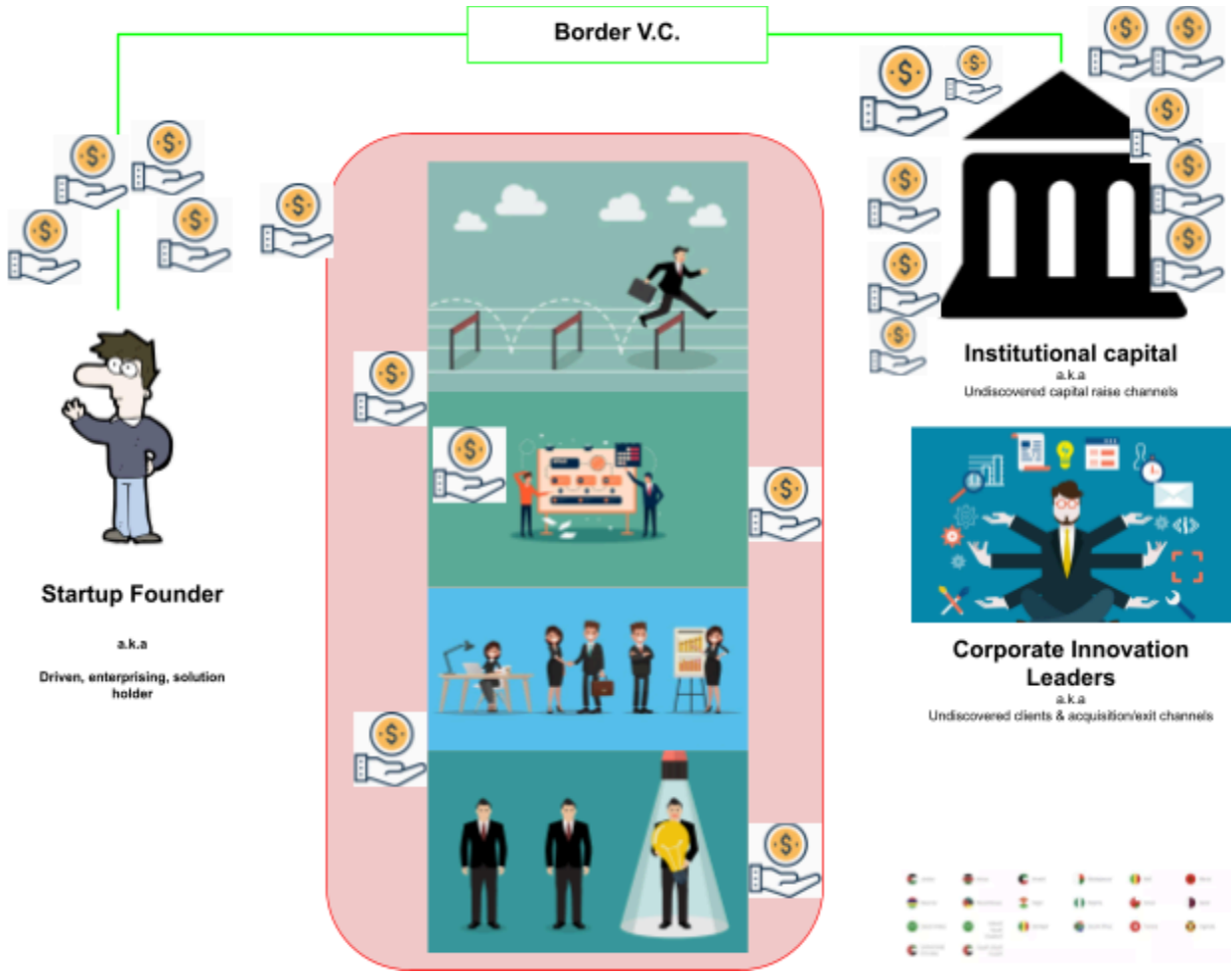
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Slide for 1 - 10 Score



Unique advantage to the company?

- ☐ Professional background of team in industry of venture
- ☐ Past exits in entrepreneurship
- ☐ Technical skills/knowledge in team
- ☐ Patents protecting product/technology
- ☐ First to market advantage
- ☐ Network leveraged affiliations (in Sales, Business Development etc.)
- ☐ Product with next generation of features
- ☐ Optimized business models
- ☐ Ability to draw interest and traction (PR, Users, Investors) to your company


















WHAT IS THE TRANS-PACIFIC PARTNERSHIP?



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  if (parseInt(header1.css('padding-top'), 10) == header1_initialPadding) {  
    header1.css('padding-top', '' + $(window).scrollTop() - header1_initialDistance);  
  }  
} else {  
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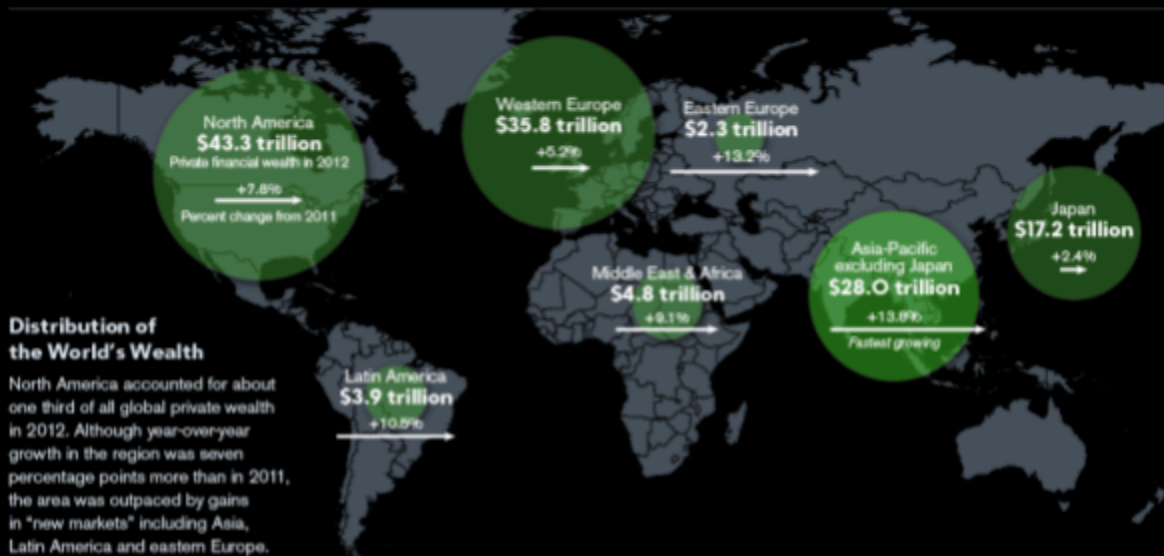

Asia Pacific

 Australia	 中国	 Hong Kong (English)	 香港	 Indonesia	 日本
 대한민국	 澳門	 Malaysia	 New Zealand	 Philippines	 Singapore
 台灣	 ไทย	 Vietnam			

Global Wealth Tops \$135 Trillion as Asia-Pacific Growth Surges

The world's privately-held financial wealth grew 7.8 percent to \$135.5 trillion in 2012, according to the Boston Consulting Group's Global Wealth 2013 report. Year-over-year growth in 2011 was 3.6 percent.

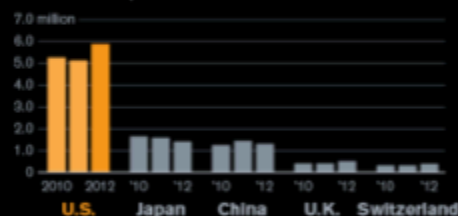
GRAPHIC: DAVID INGOLD / BLOOMBERG VISUAL DATA



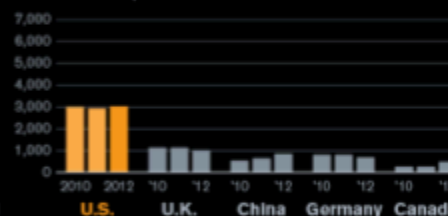
The Most Millionaires

The U.S. had 5.9 million households with at least \$1 million in private financial wealth at the end of 2012, more than four times the number in Japan, the next closest nation. Of the U.S. households, 3,016 had more than \$100 million in wealth.

Top 5 nations by number of households with: Net worth over \$1 million¹



Net worth over \$100 million



¹ - Rankings are determined on the basis of year-end 2012 exchange rates to exclude the effect of currency fluctuations.

Source: Boston Consulting Group's 2013 Global Wealth report

Obama Offers Debt Compromises in \$3.78 Trillion Budget

President Barack Obama's 2014 budget would make reductions to Social Security and Medicare and limit deductions and close loopholes for top earners in an effort to revive a deficit-reduction deal with Congressional Republicans.

GRAPHIC: DAVID INGOLD AND ALEX TRIBOU / BLOOMBERG VISUAL DATA

Deficit shrinks in proposed budget

The administration projects the deficit for fiscal 2014 would be \$744 billion, or 4.4 percent of the economy, down from an estimated \$973 billion in fiscal 2013.

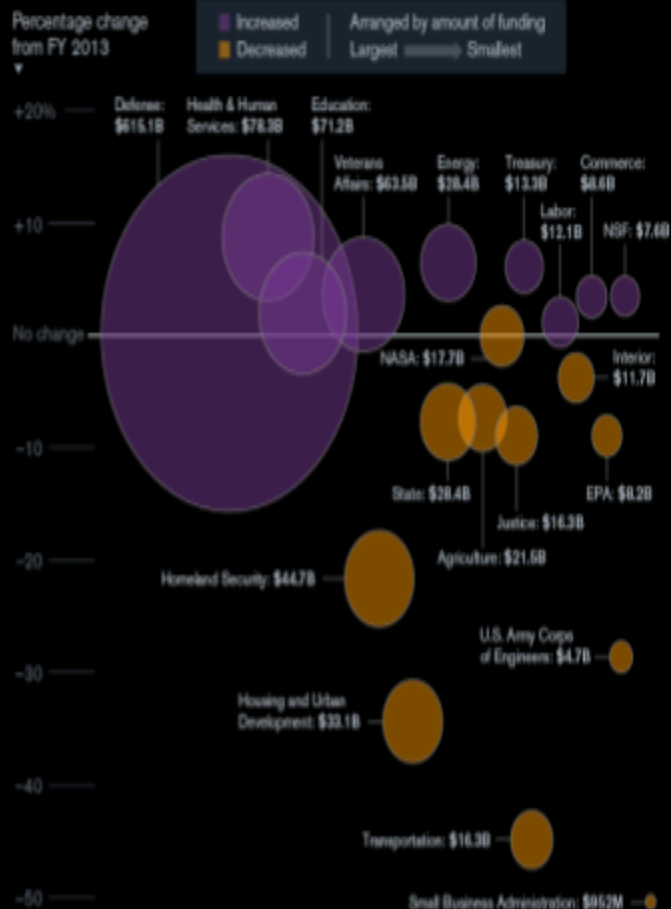
Budget receipts, outlays and deficit



Winners and losers: changes to largest agency budgets

Many of the largest federal agencies saw small increases to discretionary spending budgets for 2014 as overall discretionary budget authority decreased 3 percent from last year.

Proposed FY 2014 discretionary budget authority for major U.S. agencies



Obama budget includes entitlement cuts in push for budget deal



