Business Proposal

Sapan.io by Raintree Technologies

Thailand's data-driven Startup ecosystem enablement platform

We digitize the infrastructure of startup growth by aggregating the three critical pillars of the ecosystem: Knowledge (Mentors), Capital (Investors), and Talent (Founders).

Created by Sohyun Choi **- Smart Visa S Applicant**

[*] Raintree
[Technologies

Raintree Technologies

Mobile: +66 94-407-5365

Email: sohyun@raintree.tech

Document Index

A Executive Summary

The Opportunity

Thailand stands at a critical economic juncture. While SMEs and startups contribute over 40% to the national GDP, the ecosystem itself remains heavily fragmented. Aspiring entrepreneurs outside of Bangkok lack access to mentorship, while foreign and local investors struggle with inefficient, manual deal sourcing. This "information asymmetry" slows down capital deployment and stifles innovation, preventing high-potential ventures from scaling.

The Solution

Sapan.io is Thailand's first data-driven ecosystem enablement platform. Unlike traditional directories or social networks, Sapan.io functions as a specialized "Operating System" for the innovation economy. We provide a trilingual, B2B SaaS platform that digitizes the infrastructure of startup growth by aggregating the three critical pillars of the ecosystem: Knowledge (Mentors), Capital (Investors), and Talent (Founders).

Technology & Innovation

At the core of Sapan.io is a proprietary matching engine. Utilizing logic-based algorithms and standardized data tags, the platform automates the connection process based on compatibility rather than proximity.

- **For Founders:** It provides an "Investability Score" and matches them with mentors who have specific expertise in their industry vertical (e.g., AgriTech, FinTech).
- **For Investors:** It filters noise by delivering curated, high-quality deal flow that matches their investment thesis, replacing inefficient manual networking.

Strategic Impact & Vision

Our business model combines scalable SaaS subscriptions with high-value corporate innovation management services, ensuring financial sustainability while keeping access democratic for early-stage founders. By establishing this digital infrastructure, Sapan.io directly supports the Thai government's Thailand 4.0 initiative. We aim to accelerate the country's transition to a value-based economy, facilitate Foreign Direct Investment (FDI) into Thai tech sectors, and position Thailand as the undisputed digital innovation hub of Southeast Asia.

B Company background

Raintree technologies' main business is currently a UX and software development service provider. Over time, we felt the need to build an in-house product, as we were quickly met with limitations in growth and sustainability just by being a service provider. Sapan.io was born from this need and our direct experience with the inefficiencies of the Thai market. While attempting to help family businesses adopt digitalization, we identified a root cause of failure: the isolation of Thai entrepreneurs. There is a surplus of "generic" advice but a deficit of contextual, localized support.

C Mission & Vision

Mission Democratize access to the startup ecosystem by building a data-driven platform that connects Thai entrepreneurs with the mentorship, capital, and talent required to scale.

Vision Become the operating system for Thailand's innovation ecosystem, facilitating 10,000 successful mentor-founder matches and catalyzing 1 billion THB in funding connections by Year 5.

D Management Team

Sohyun Choi Founder & CEO

Role & Background: Product Strategy, User Experience (UX) Architecture, and Partnership Acquisition. Extensive experience in UX design and business operations.

Chotiwat Kaewyanurak CTO (Chief Technology Officer)

Role & Background: Platform Architecture, Data Security, and Matching Algorithm Development. Specialist in cloud infrastructure and data management. Oversees the transition from MVP to a scalable, secure, enterprise-grade system.

Future Hires

Position	Salary	Hiring Timeline	Role description
Head of Strategic Partnerships	50,000 + Comm.	Month 4-6	Leads B2B corporate sales, university alliances, and revenue strategy.
Community Manager	25,000 - 35,000	Month 6	Manages user engagement, forum moderation, and event coordination.
Full Stack Developer	45,000 - 70,000	Month 8	Accelerates platform features and maintains AI matching infrastructure.

E Product

The Sapan.io Platform A web-based SaaS application serving three distinct user groups:

- **For Founders** - The Pitch Hub: An interface to host pitch decks and showcase their business profiles.

- **For Mentors** - The Knowledge Bank: Where they can offer consultation to aspiring founders and entrepreneurs, as well as build industry-specific communities.

- **For Investors** - Deal Flow: A dashboard that aggregates data on different startups, allowing them to filter investment opportunities by sector, stage, and traction.

User Module	Key Features	User Benefit
For Founders **The Pitch Hub**	Readiness Scorecard: AI-driven assessment of pitch deck completeness.	Reduces the "Fear of Rejection" and ensures founders only pitch when they are truly investable, saving 6+ months of wasted fundraising time.
	Blind Matching: Anonymous profile circulation to investors to prevent bias.	
	Resource Locker: Localized legal templates (MOUs, NDAs) for Thai law.	
For Investors **Deal Flow**	Thesis Filtering: Auto-alerts for startups matching specific criteria (e.g., "FinTech, Pre-Seed, >50k THB MRR").	Replaces manual deal sourcing (Excel/LINE) with automated, high-quality inbound leads, increasing deal velocity by 40%.
	Due Diligence Data Room: Standardized folder structures for rapid document review.	
	Portfolio Tracker: Unified dashboard to monitor portfolio company metrics.	
For Mentors **Knowledge Bank**	Smart Scheduling: Syncs with Calendar to offer specific "Office Hours" slots.	Allows mentors to "give back" efficiently without being overwhelmed by low-quality requests or spam.
	Session Ratings: Feedback loop to build Mentor reputation.	
	Bounty Board: Paid micro-consulting tasks posted by corporates.	

F Technology and Innovation Applied

Technology Stack

Infrastructure: Serverless Cloud Architecture (AWS via Supabase) ensures enterprise-grade security, data residency compliance, and auto-scalability without heavy DevOps overhead.

Frontend: Next.js framework for high-performance, SEO-optimized directory indexing.

Innovation

Algorithmic Matching: Sapan.io utilizes a tagging logic and compatibility score to match users. For example, a "FinTech" founder at the "Seed Stage" is automatically recommended to Mentors with "Banking Regulatory" experience.

Data-Driven Ecosystem: We collect unique data points on the Thai startup ecosystem (e.g., common bottlenecks in specific industries), which will eventually power an AI-driven "Startup Health Check" tool.

We utilize a Serverless, API-First Architecture to ensure our platform is scalable, secure, and capable of handling complex data relationships without heavy DevOps overhead. This qualifies as "Deep Tech" integration under the *Digital Ecosystem* criteria.

1. The "Smart Match" Innovation (Algorithmic Logic)

Unlike LinkedIn, which connects people based on *who they know*, Sapan.io connects people based on *what they need*.

> The Logic Flow: [Founder Input: "AgriTech" + "Seed Stage" + "Seeking 5M THB"] ⬇ [NLP Engine Analysis: Scans Pitch Deck for keywords "IoT", "Smart Farming"] ⬇ [Investor Database Query: Finds Investors with tags "Agriculture" AND "Ticket Size > 2M THB"] ⬇ [RESULT: High-Compatibility Match Score (92%)]

2. Technical Infrastructure Diagram

Our stack prioritizes data residency (PDPA compliance) and high-speed retrieval.

- Frontend Layer: Next.js (React)

  - *Purpose:* Server-side rendering for ultra-fast SEO indexing, ensuring Thai startups appear in global Google searches.

- Intelligence Layer: Edge Functions (Supabase)

- ○ *Purpose:* Runs matching logic on the "Edge" (servers closest to the user in Bangkok/Singapore) rather than a central server, reducing latency to <100ms.
- Data Layer: PostgreSQL + Vector Embeddings
  - ○ *Purpose:* Stores not just text, but "Vector Data" (mathematical representations of startup descriptions) to enable AI-powered semantic search.

G Industry description, competition, and trends

We operate in the "Technology Innovation and Startup Ecosystem Management" sector, providing the digital layer that supports incubators, accelerators, and government initiatives.

Competition

Sapan.io is vertical-**specific** (Startups only), trilingual (bridging local/expat gaps), and structured (data standardization).

Competitor Type	Examples	Weakness (Our Opportunity)	Sapan.io Advantage
Global Networks	LinkedIn, Crunchbase	Too Broad. Hard to find verified local mentors. "Cold messaging" has <5% reply rate.	Hyper-Local. Every user is vetted. Mentorship is structured, not random.
Physical Hubs	True Digital Park, Glowfish	Location-Dependent. Requires physical presence in Bangkok.	Digital-First. accessible to founders in all 77 provinces.
Government Portals	NIA / DEPA Directories	Static Data. Lists are rarely updated; UX is often clunky and non-responsive. Lack of "Community"	Live Data. Profiles auto-update based on user activity and "Readiness Scores."
(Honorary mention) Facebook groups	Unstructured, high noise-to-signal ratio, impossible to search for historical data.	No mentor or founder verification, users have to weed through noise and scammers to get to real data.	Verified users, structured, and less wasting time as users there all have the same objectives.

Competitive Advantage

Sapan.io is vertical-specific (Startups only), trilingual (bridging local/expat gaps), and structured (forcing data standardization).

Trends

- The Rise of "Corporate Venture Builders": Thai conglomerates (CP, PTT, SCB) are moving from *buying* startups to *building* them. They need a platform to scout talent for these internal programs.
- Regional Integration (The "Connector" Role): Foreign VCs (Singapore, Japan) want to invest in Thailand but lack "on-the-ground" scouts. Sapan.io acts as their digital scout.
- ESG & Impact Reporting: Investors increasingly demand ESG metrics. Our platform standardizes this data collection for early-stage companies.

H Marketing & Sales Strategy

Marketing Strategy (User Acquisition)

1. Content Marketing: Publishing "State of Thai Startup" reports and "Mentor Spotlights" to drive organic SEO traffic.
2. Strategic Partnerships: Collaborating with University Entrepreneurship Centers (Chula, Thammasat) to onboard student founders.
3. "Verified" Badging: Creating a status symbol for Mentors to display on their professional profiles, driving viral loops.
4. Industry workshops: host on/offline industry workshops with mentors to speak in them, slowly building a community and onboarding mentors and entrepreneurs.
5. Pitch parties: Host online pitch parties where entrepreneurs can pitch their business ideas to investors.

Sales Strategy (Monetization)

1. Product-Led Growth (PLG): The platform is free to join. Revenue is triggered when users hit usage limits (e.g., sending >3 mentor requests) or require premium features (e.g., advanced investor search).
2. Direct Sales (B2B): Selling "Virtual Hackathon" packages to corporations, where they pay to access our community for innovation challenges.

I Financial Plan, Exit Strategy, & Funds required

Funds Required

- Seed Stage: 3,000,000 THB.
- Source: Self-funding (Initial), Angel Investors, and National Innovation Agency (NIA) grants.

Financial Plan

- Year 1: Focus on user acquisition. Low revenue, high R&D spend. Burn rate minimized by using low-code/serverless infrastructure.
- Year 2: Introduction of B2B corporate revenue and tiered subscriptions.
- Capital Expenditure: Minimal hardware required. Funds primarily allocated to Cloud Hosting credits, development costs, and marketing costs.

Financial Projection

- Year 1: Revenue 500k THB (Manual matching services / Pilot sponsorships). Net Loss.
- Year 2: Revenue 4M THB (Subscriptions + Corporate Contracts). Break-even.
- Year 3: Revenue 12M THB. Profitable.

Exit Strategy

Acquisition by a regional super-app (e.g., Grab, Line) seeking to integrate SME services, or by a global professional network (e.g., TechInAsia) expanding into the Thai market.

J Revenue Model

Sapan.io utilizes a hybrid model to ensure sustainability:

- Founder Pro Subscription (B2C): 350-500 THB/month. Unlocks unlimited mentorship requests, priority listing in Pitch Hub, and analytics.
- Corporate Innovation Fees (B2B): 100,000+ THB per campaign. Corporations pay to host "Innovation Challenges" on the platform to scout talent.
- Transaction/Success Fees (Future): Taking a small percentage or warrant on successful funding rounds facilitated through the platform.

K Growth Strategy

- Phase 1 (Validation): Concierge MVP. Manually matching high-profile mentors with vetted founders to build trust and testimonials.

- Phase 2 (Automation): Launching the self-serve platform. Focusing on the "Chicken and Egg" problem by subsidizing the supply side (Mentors) to attract demand (Founders).

- Phase 3 (Expansion): Introducing "Sapan.io Corporate," allowing large companies to use a white-label version of our software for internal innovation management.

L Future

Milestones (Next 2 Years)

- Month 6: Launch Beta Platform with 50 Verified Mentors.

- Month 12: Achieve 1,000 Monthly Active Users (Founders). Secure first Corporate Innovation Partner.

- Month 24: Expand to support founders in secondary cities (Chiang Mai, Phuket, Khon Kaen). Facilitate 50M THB in total deal flow connections.

M Thailand's Benefit

Thailand is the ideal headquarters due to its strategic position as the gateway to CLMV (Cambodia, Laos, Myanmar, Vietnam) markets and the government's aggressive support for the digital economy (Thailand 4.0). Our deep educational and personal ties to the country provide a unique "Insider/Outsider" perspective necessary to bridge gaps.

Benefit to Thailand

- Ecosystem Acceleration: By reducing friction in finding knowledge, networks, and capital, we increase the survival rate of Thai startups.

- FDI Attraction: A transparent, "Deal Flow" engine makes it easier for foreign investors to see and understand the Thai market, increasing foreign capital inflow. Vetting the startup founders with mentors reviewing startup founders also help with building trust for the foreign investors.

- Knowledge Transfer: Connecting older generation business owners with young tech founders preserves local business wisdom while digitizing traditional industries.