

1-STEP^e

Uncovering the veil of a successful startup one step at a time

Team Hachiniku

Meet Our Team



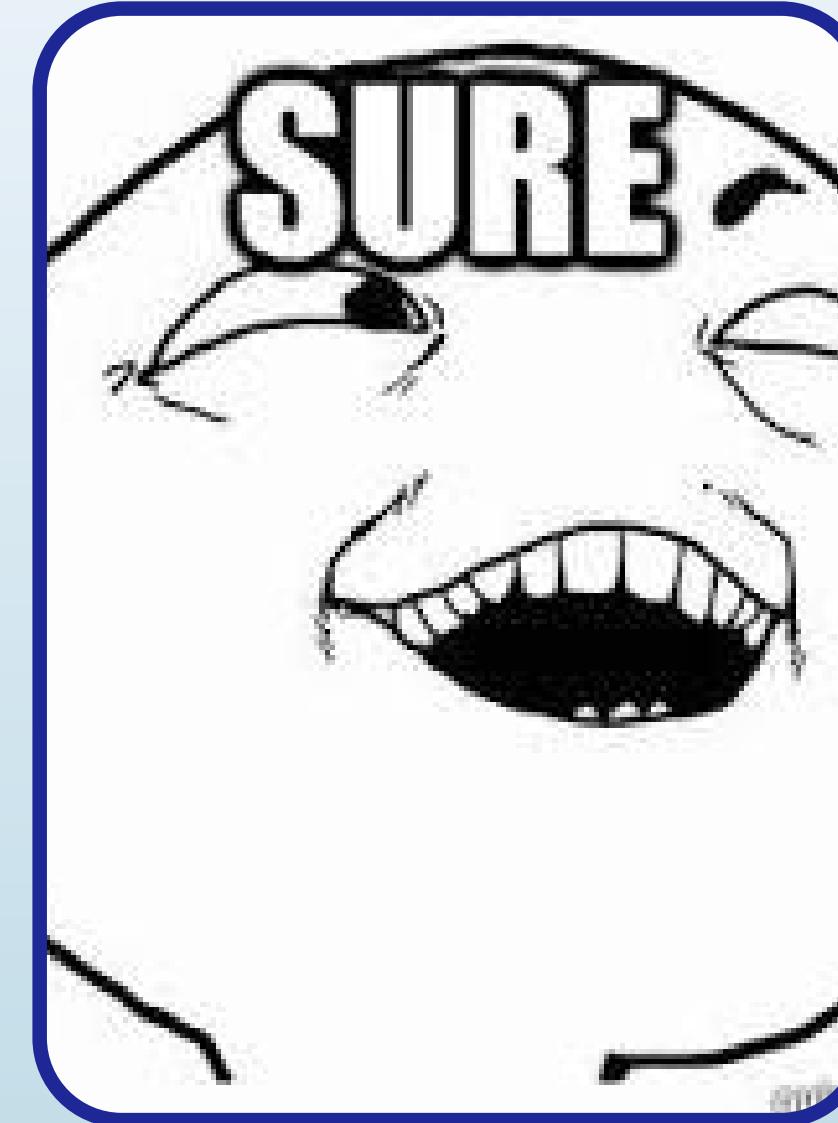
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FE & BE Developer

Xin Le



ML Developer

Jia Quan



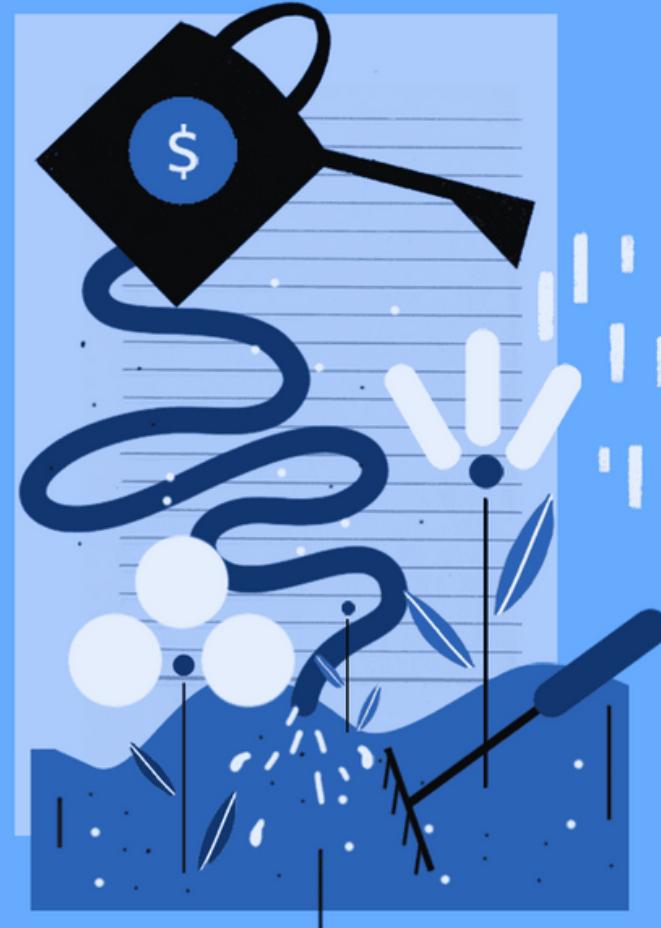


Topic: (Due Diligence) Uncovering the veil of a successful startup

Which cover 2 main objective:

1. What makes a Startup Successful ?
2. Can we show our findings in an understandable manner ?

Definition:



Venture Capital

[ven(t)-shər 'ka-pə-təl]

A form of private equity and a type of financing that investors provide to startup companies and small businesses that are believed to have long-term growth potential.

Investopedia



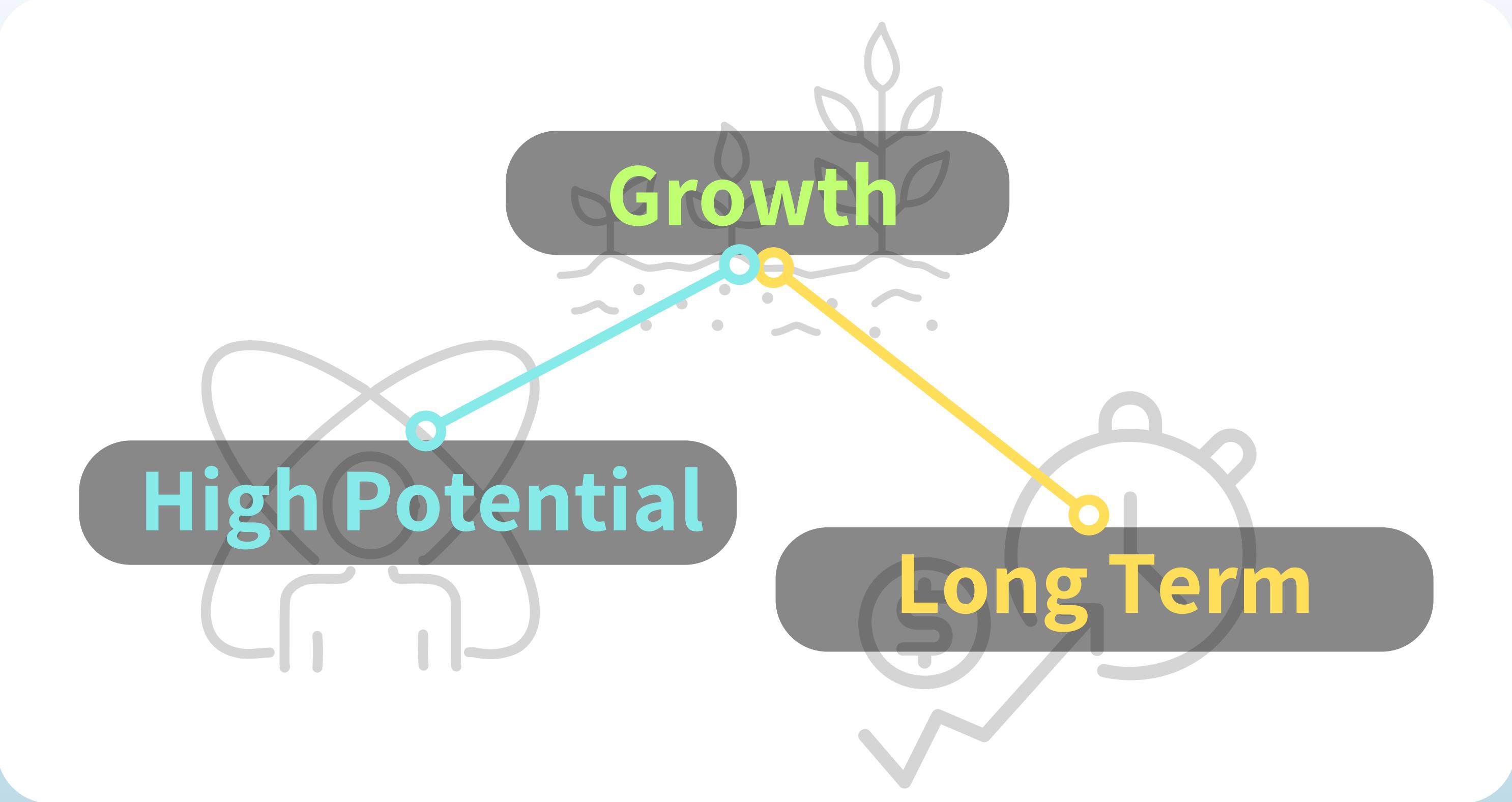
Venture Capitalist

[ven(t)-shər 'ka-pə-tə-list]

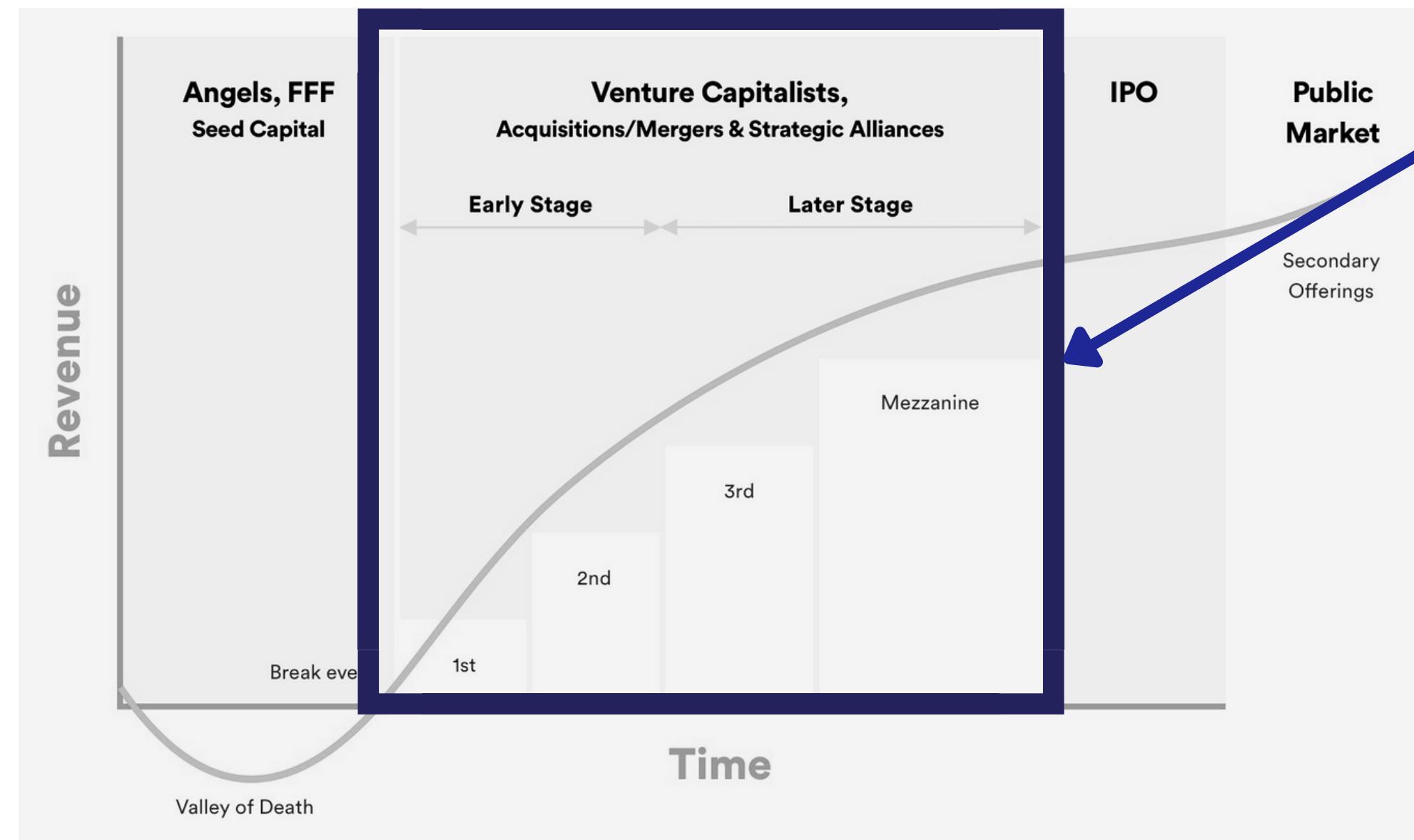
A private equity investor that provides capital to companies with high growth potential in exchange for an equity stake.

Investopedia

Keyword: Long Term & High Growth Potential



How do we determine High Growth Potential



We look at this area:

- **Outside Data**

Give access to key metrics like user behavior data and conversions.

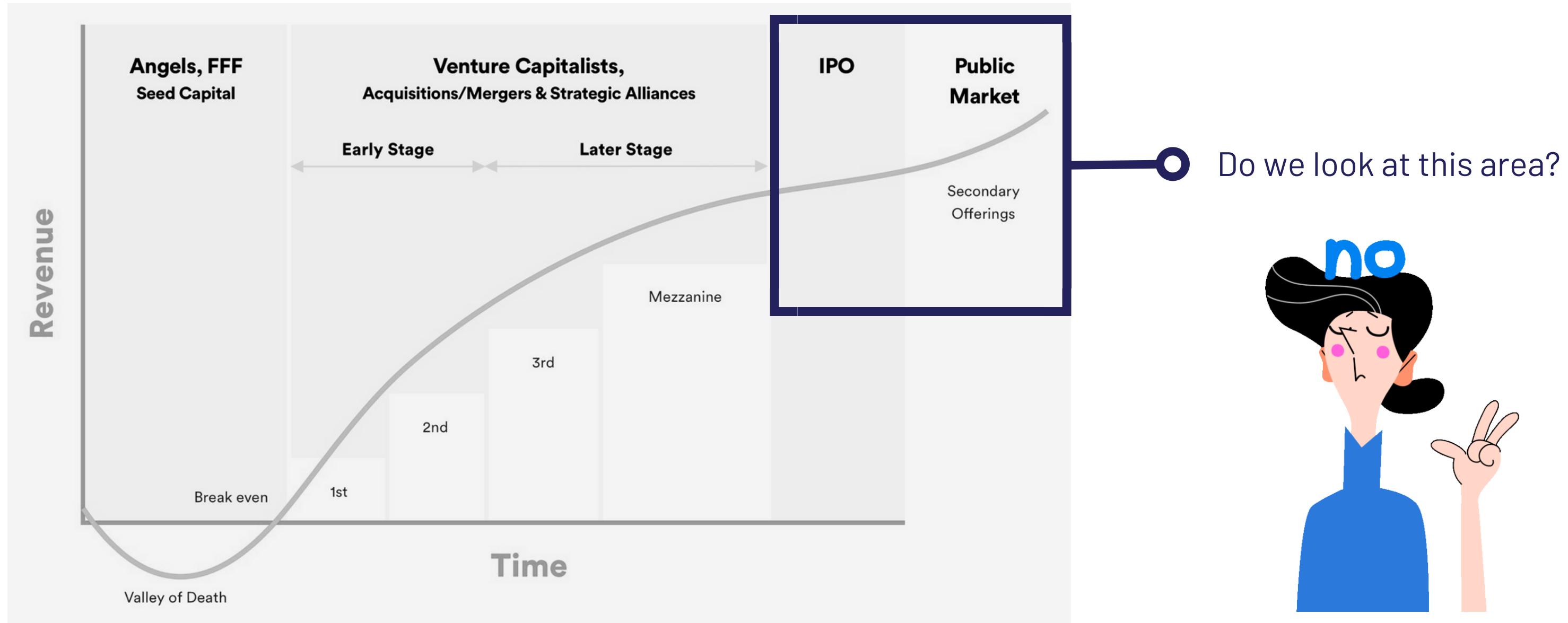
- **Dataset provided by the Company**

Launch the app in different languages depending on location.

- **Forecast and Prediction**

Generate reports and create daily, weekly or monthly snippets of the most significant metrics.

What about Long Term Growth Potential ?



Long Term Growth Potential

We look at these instead

Market Size:

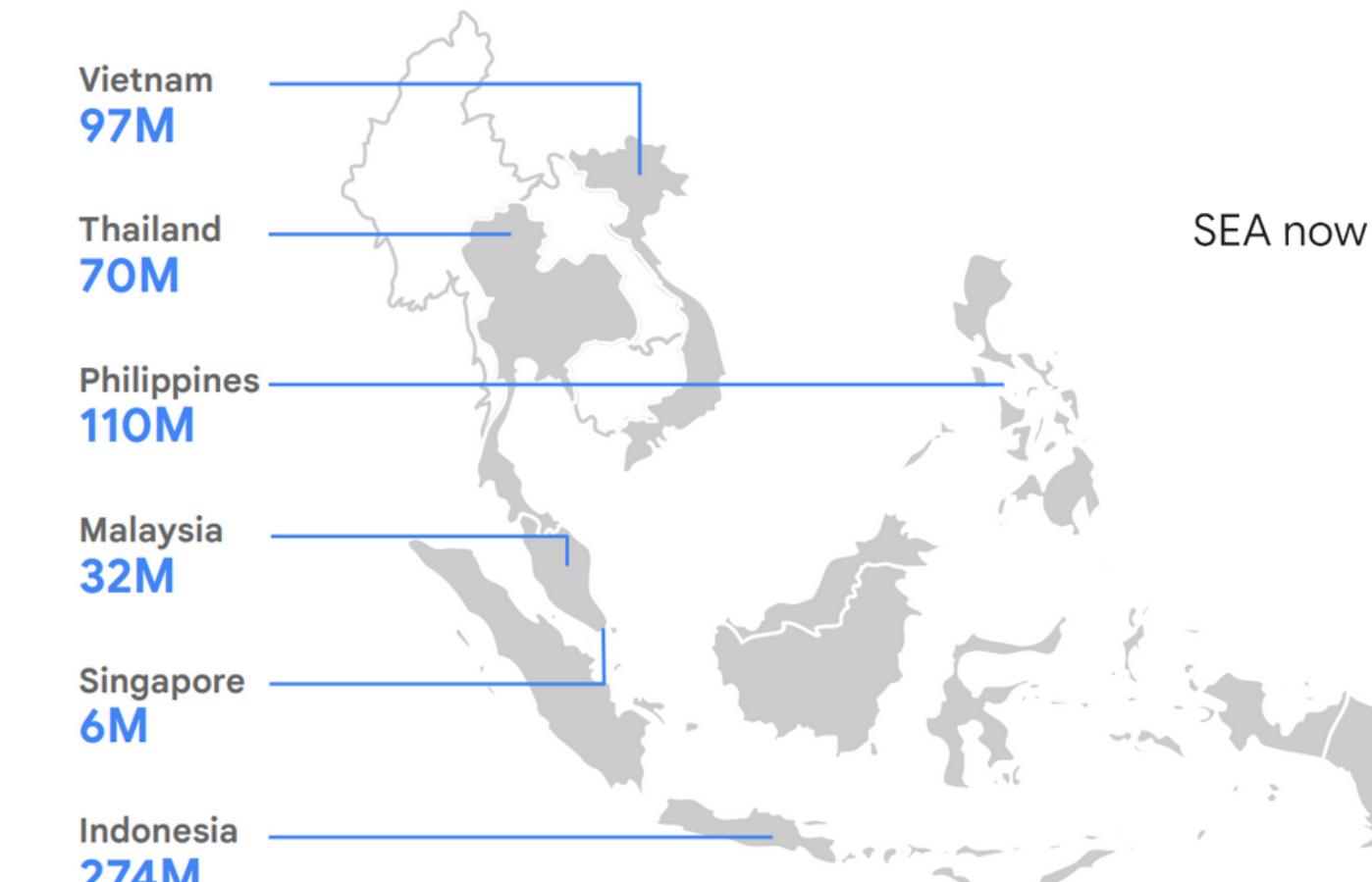
e-Economy SEA
covers **6 countries**
in Southeast Asia



589M

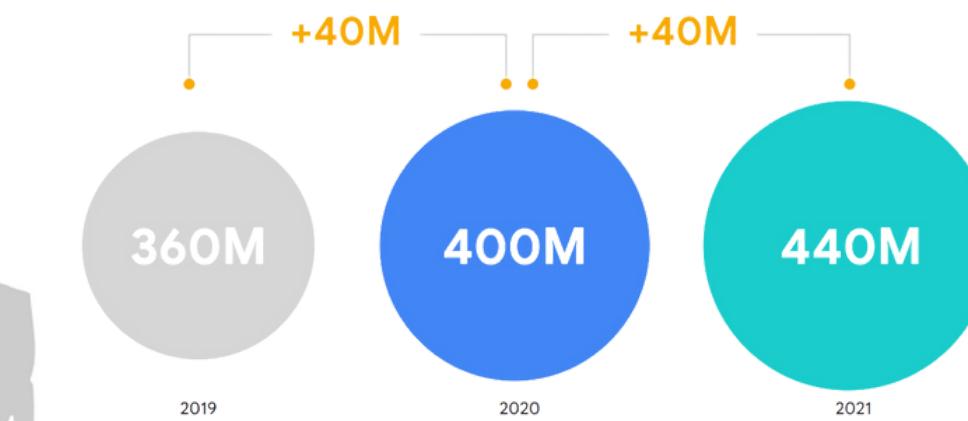
total population
across the countries

Source: World Bank



SEA now has a total of **440M internet users**

Total internet users in SEA



Google TEMASEK BAIN & COMPANY

Long Term Growth Potential

Growth Quadrants:

Market coverage:

5 leading and 2 nascent sectors in the internet economy

Two nascent sectors that have accelerated rapidly due to COVID-19



Healthtech



Edtech



e-Commerce

Marketplaces
Malls/resellers
Direct-to-consumer



Transport & food

Transport
Food delivery



Online travel

Flights
Hotels
Vacation rentals



Online media

Advertising
Gaming
Video-on-demand
Music-on-demand



Financial services

Payment
Remittance
Lending
Insurance
Investing

Note: e-Commerce does not include informal commerce due to lack of reliable data;
healthtech and edtech not included in analysis because the sectors are still nascent.

Market Updates:

BUSINESS

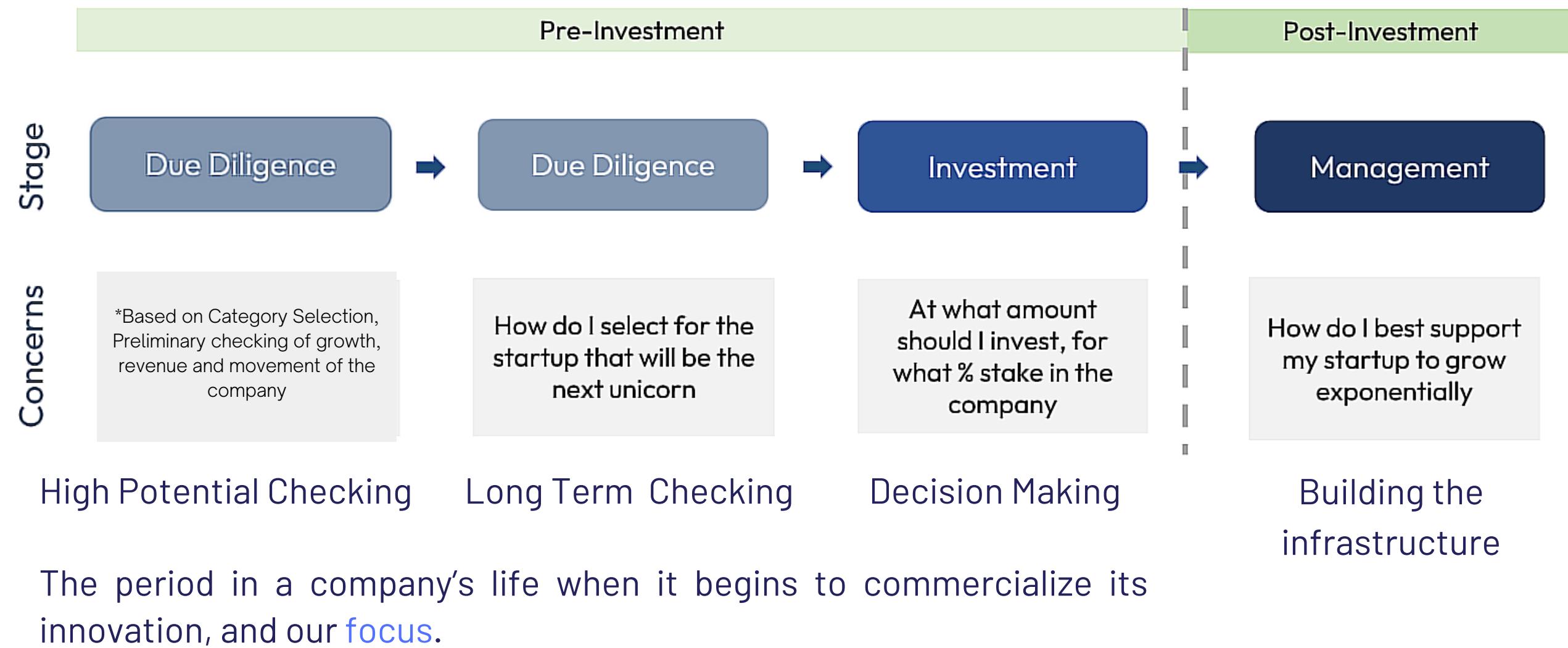
Shopee Reveals Malaysians' Impact on E-Commerce

AUGUST 22, 2022 PUBLISHED AT 11:00 AM



Google TEMASEK BAIN & COMPANY

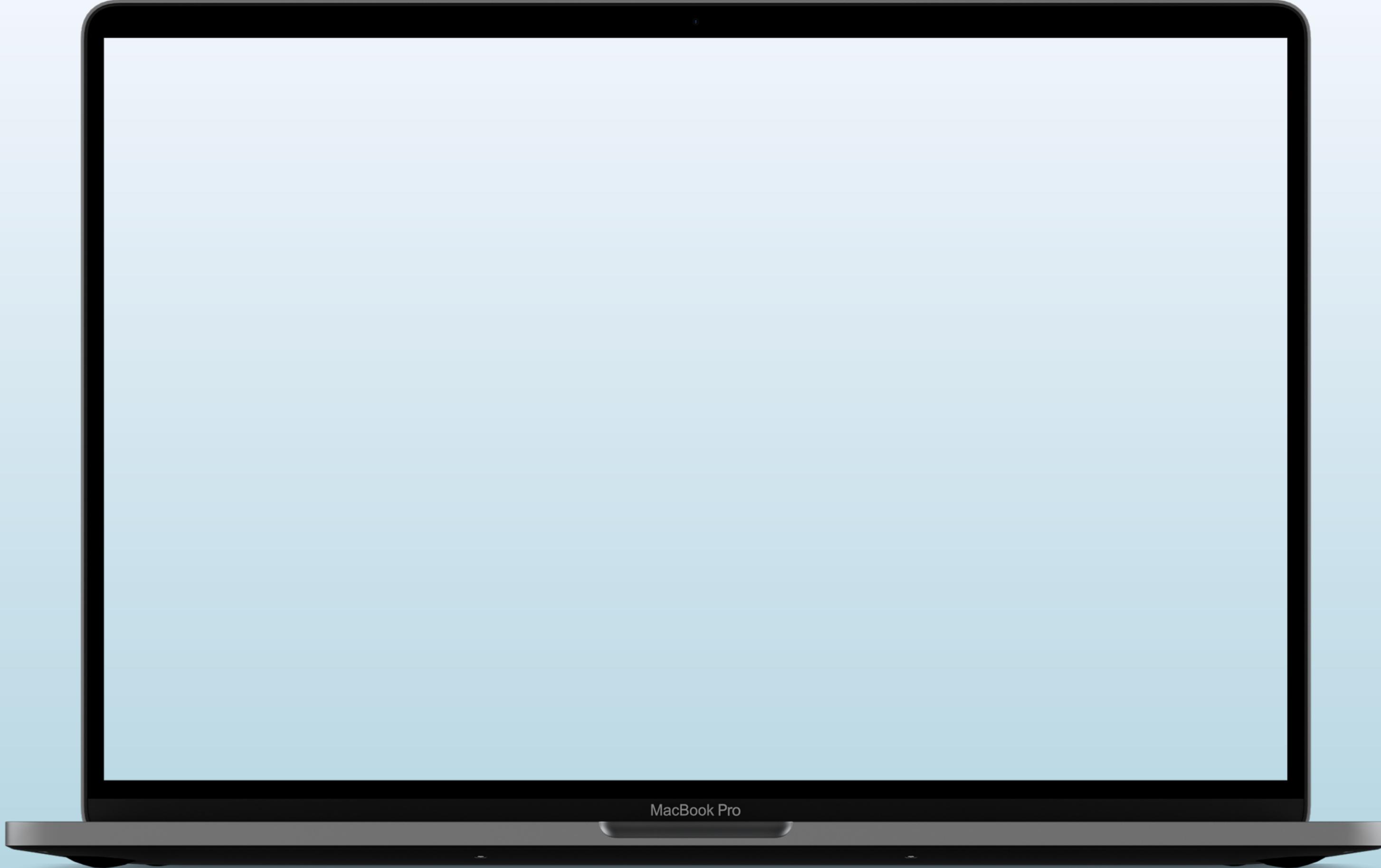
In Practice



Our Solution *1-Step*

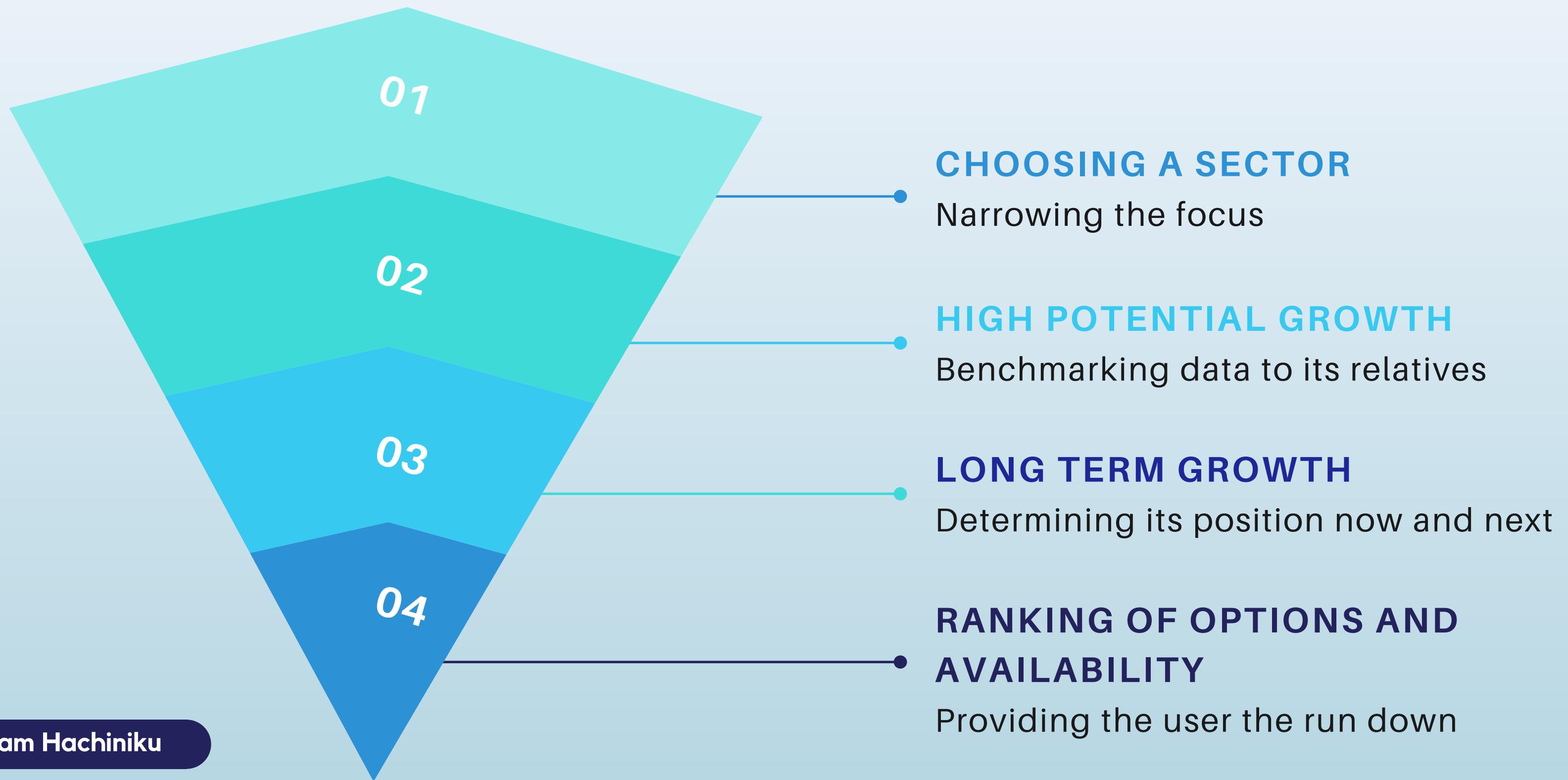


Demo



Team Hachiniku

1-Step breaks down data into digestible bits to allow users to make informed decision from various facets of perspective



COMPETITIVE ADVANTAGE

Single out a Sector

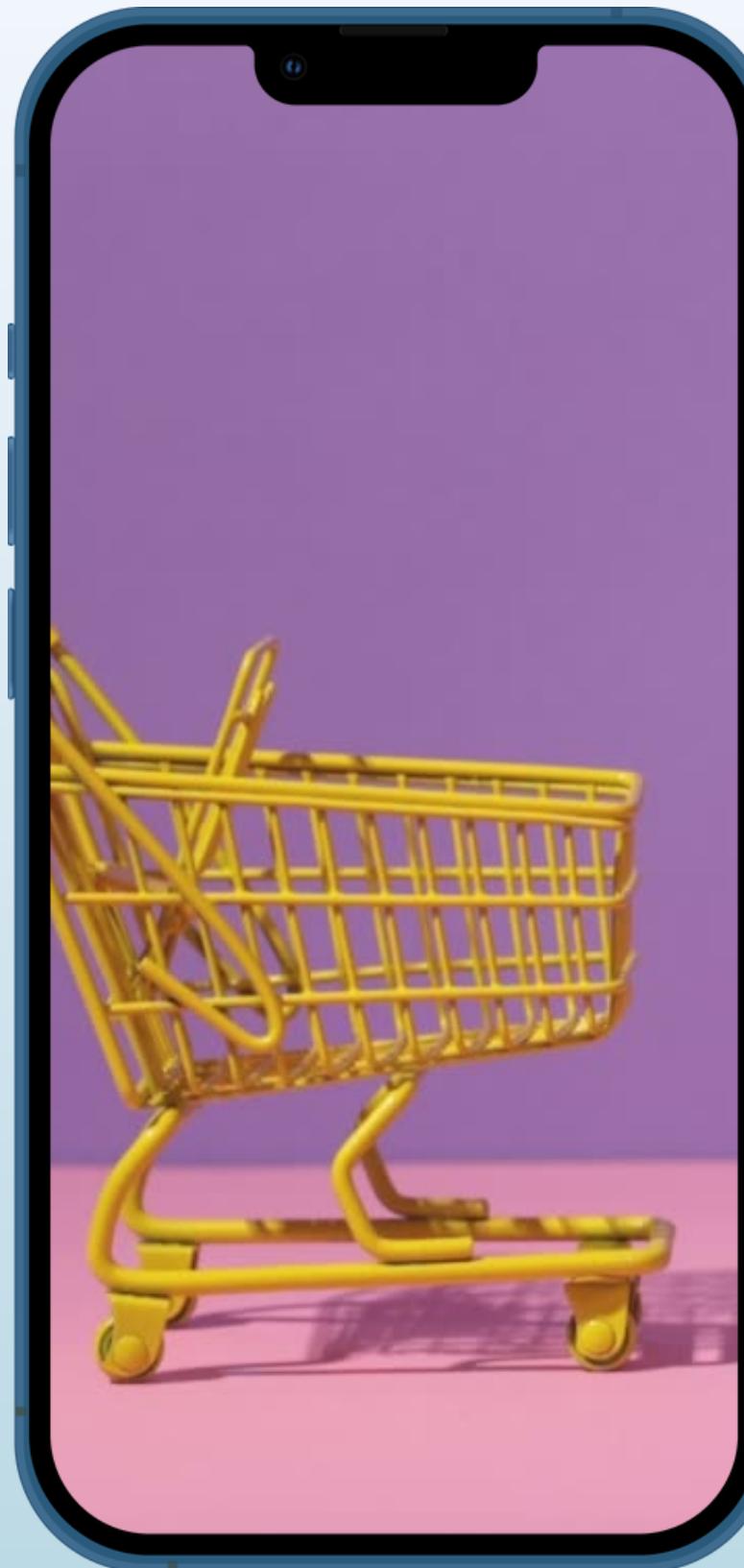
Looking at the dataset provided, not everything is graded equally. Thus, by segregating it, we not only get a better understanding of the data, but too the parameters and signs of success.

Revenue

revenue_c
700000000
80000000
30000

Revenue Growth

revenue_growh
100%
22%
2042%



Main Category
E-Commerce

category	categories
E-Commerce, Autom	E-Commerce
E-Commerce, Real E	E-Commerce
E-Commerce, Retail	E-Commerce
Logistics,	Logistics
Artificial Intelligence	Artificial Intelligence
Car Sharing, Ride Sh	Car Sharing
Food Delivery	Food Delivery

Sub Category
Shopping

LEVEL 1

High Potential Growth Analysis

is the **strategic evaluation** process used to identify and analyze industries, markets, or companies that have a **high likelihood** of experiencing **significant growth** in the future

COMPETITIVE ADVANTAGE 1

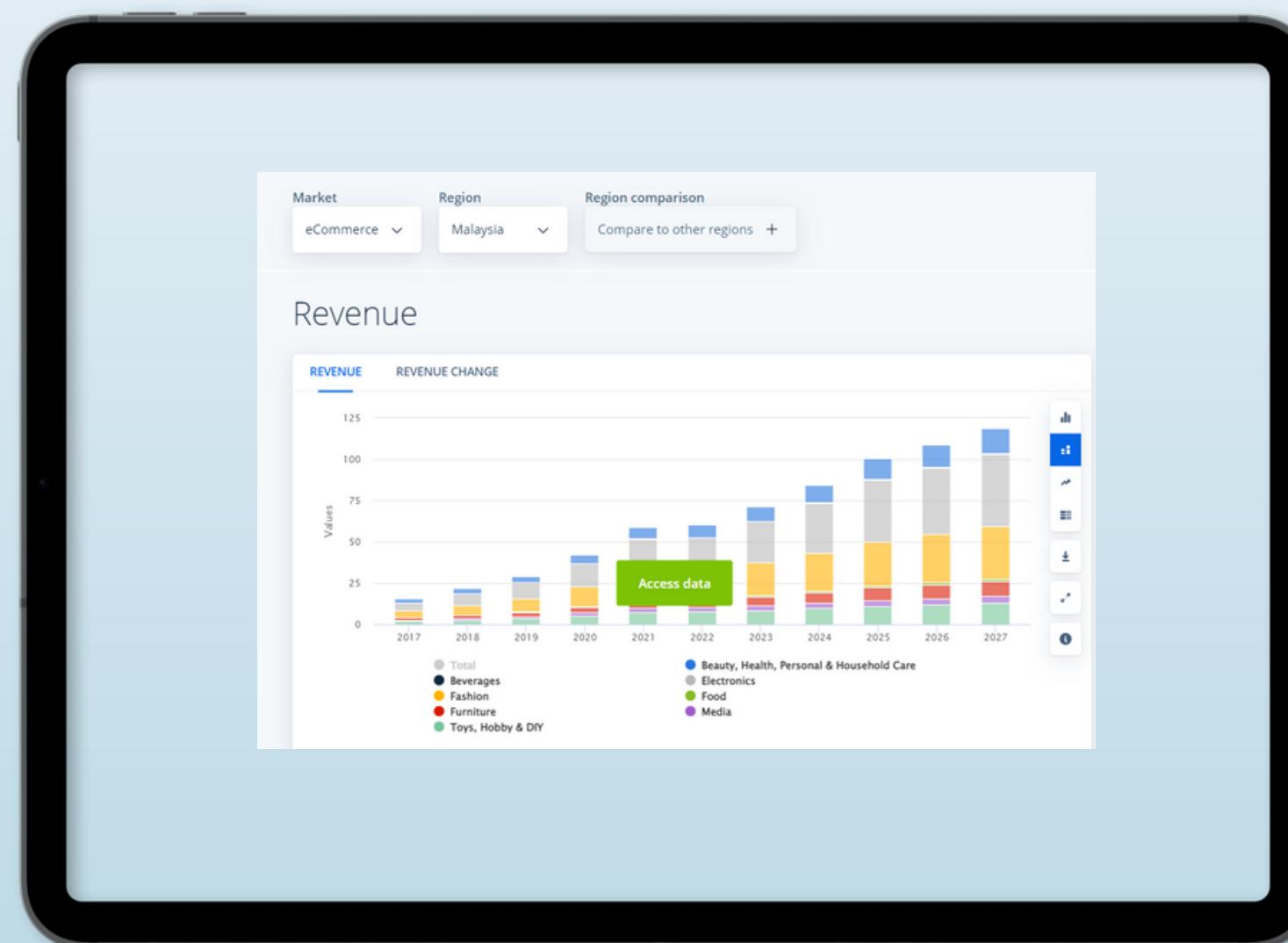
01 The Market Trend

A high level overview of the specific economic state of the chosen category

COMPETITIVE ADVANTAGE 2

02 Metrics Grading

The potential of multiple startup companies within the category will be weighted on various metrics and benchmark for the user



COMPETITIVE ADVANTAGE 3

03 Prediction Step

The future year of success of the company is then predicted using machine learning

LEVEL 1.5

The Model Training and Concept behind it



LEVEL 2

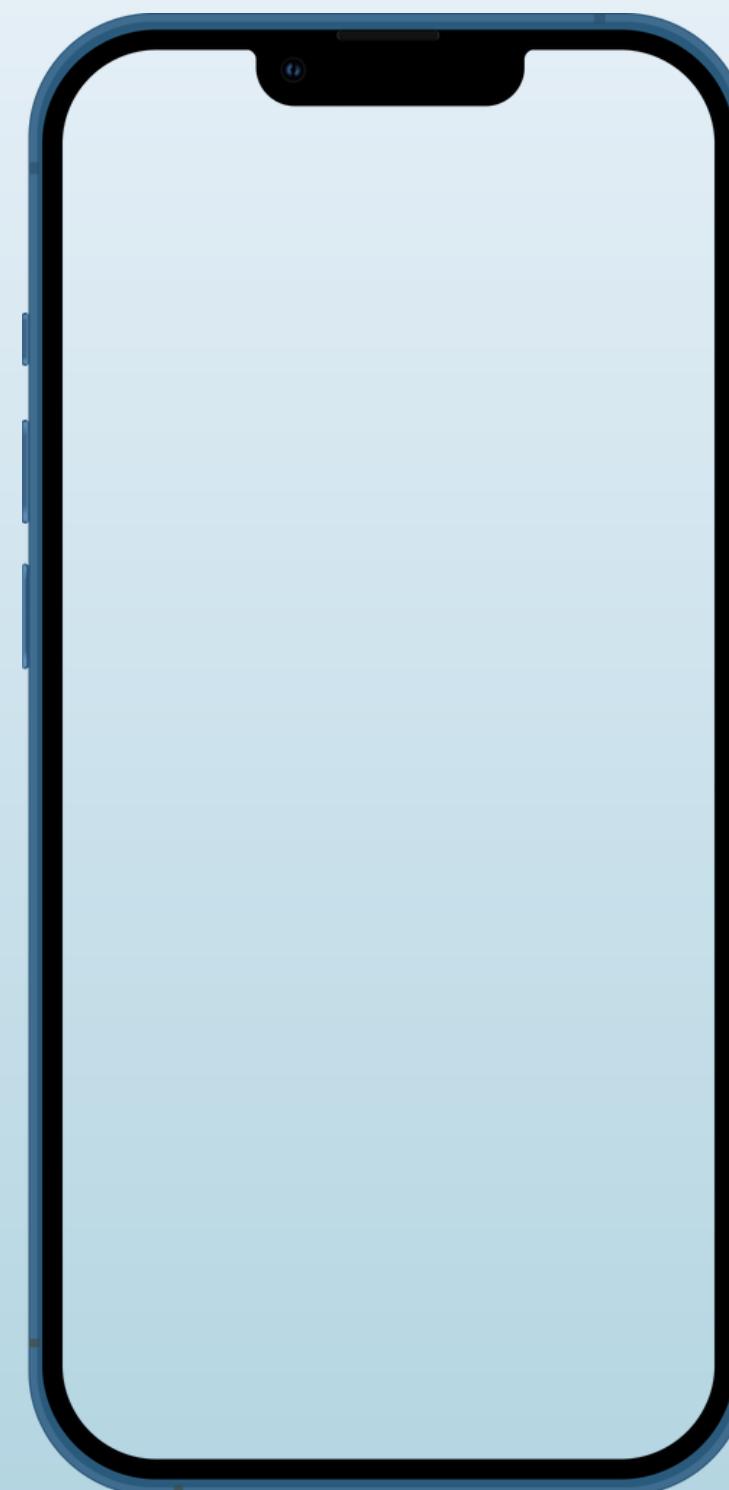
Long Term Growth Analysis

is a **strategic evaluation** process that involves assessing the potential for sustainable growth over an **extended period**, to understand and predict the factors that can contribute to **long-term success**

COMPETITIVE ADVANTAGE 2

02 Pentagon Grading

Shows the strengths and weakness of the specific company to build a better portfolio understanding its source of success



COMPETITIVE ADVANTAGE 1

01 Growth Quadrant

Determine the direction of the company to ascertain its relevance to the market

COMPETITIVE ADVANTAGE 3

03 Market & News

Display relevant articles to provide prompts to further understand the direction and shifts in the sector market



LEVEL 3

Ranks and Availability

assigning a numerical score or rating to assess the financial aspect, creditworthiness, performance, or overall quality of a company, and with that the available shares.

Company	Service Level	Courtesy	Response Time	Simplicity	Amount Paid	Payment Time	2017 Revenue	Overall Score
Amica	●	●	●	●	●	●	\$2.4 bn	9.4
USAA	●	●	●	●	●	●	\$24.4 bn	9.2
Erie	●	●	●	●	●	●	\$7.0 bn	9.0
Metlife	●	●	●	●	●	●	\$70 bn	8.9
Auto-Owners	●	●	●	●	●	●	\$6 bn	8.9
Nationwide	●	●	●	●	●	●	\$43 bn	8.6
Hartford	●	●	●	●	●	●	\$18.3 bn	8.5
Liberty Mutual	●	●	●	●	●	●	\$38.3 bn	8.3
Travelers	●	●	●	●	●	●	\$27.6 bn	8.2
Farmers	●	●	●	●	●	●	\$12.5 bn	8.2
State Farm	●	●	●	●	●	●	\$75.7 bn	8.2
Allstate	●	●	●	●	●	●	\$36.5 bn	8.0
American Family	●	●	●	●	●	●	\$8.8 bn	8.0
State Auto	●	●	●	●	●	●	\$1.4 bn	7.9
Auto Club Group	●	●	●	●	●	●	\$0.3 bn	7.7

● Excellent ● Very Good ● Good ● Fair ● Poor

Sources: consumerreports.org, fortune.com, finance.yahoo.com, realtyleadership.com

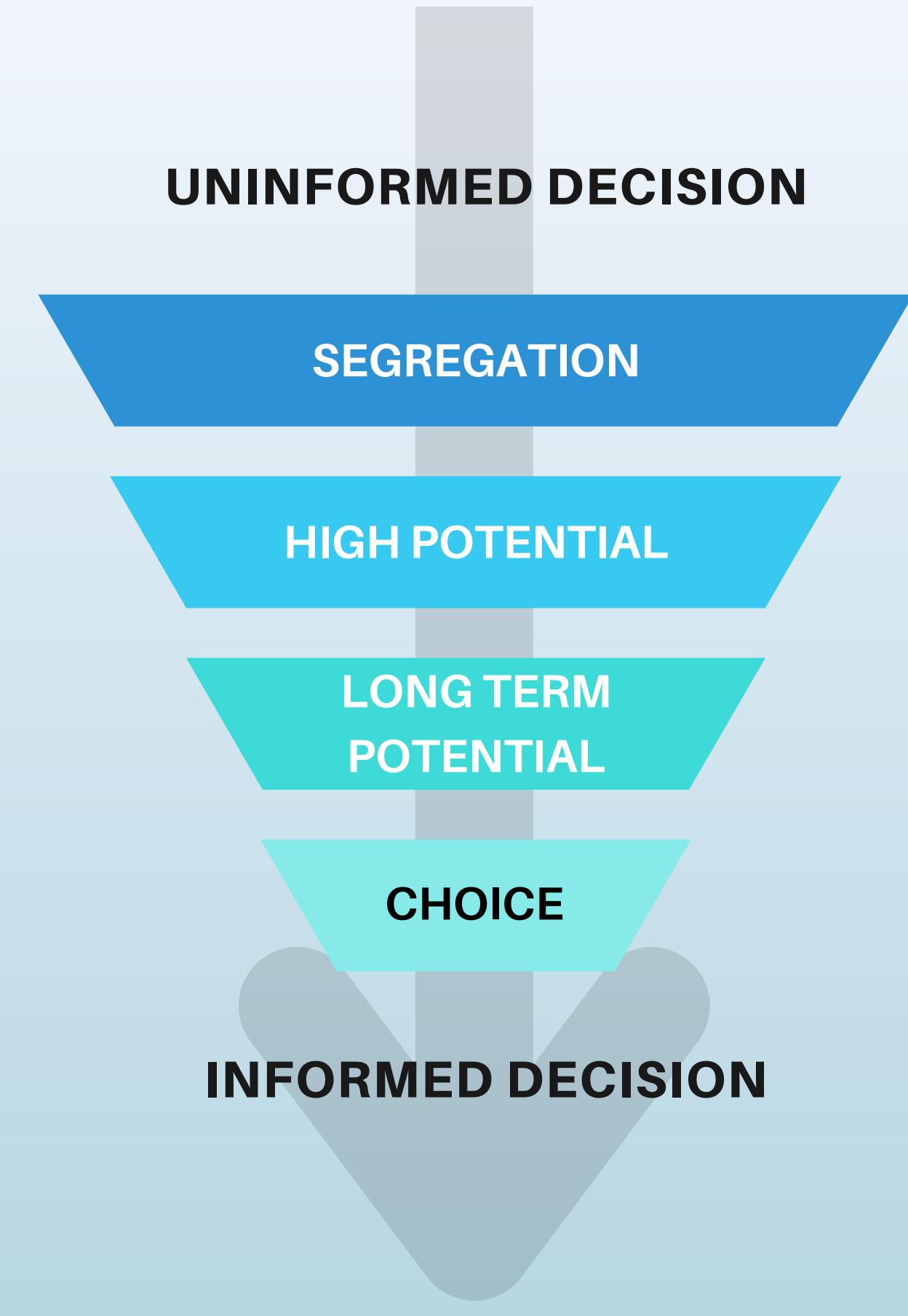
01 Scoreboard

provides a visual representation of information, making it easier for people to understand and interpret data quickly. It presents information in a clear and concise manner, allowing individuals to grasp the current situation or progress at a glance.

02 Available Shares

Allow users to view the current statuses of companies, and to decide on amount they intend to partake as well as the timing to invest

1-Steps aims to transform the experience for a venture capitalist to a seamless, informative and intuitive decision





THE BUSINESS MODEL &

The Roadmap



What is out there and How do we step in

VentureCap
Insights

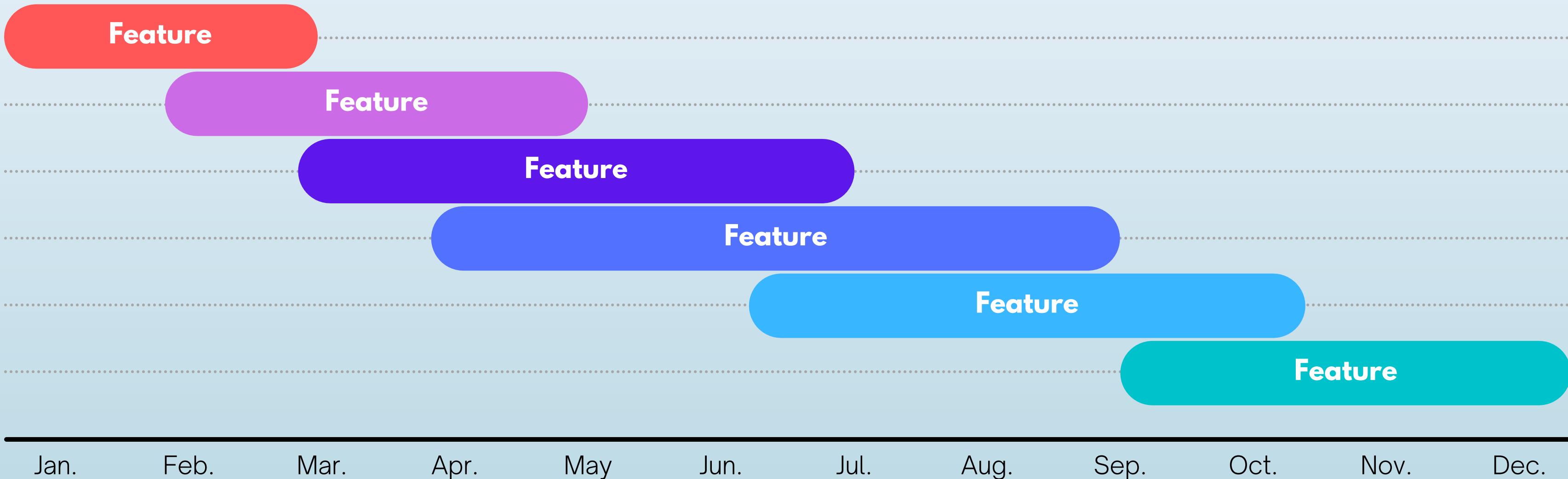
1-STEP

PRICE
DATA
FEATURE



Roadmap

Expected delivery of each feature.



NOTE: Subject to revision.



Model Deployment and APIs

What's the Current Solution

Successful products have a unique technology or positioning that sets them apart from other products on the market.

What Makes You Better?

You want to introduce this aspect of your product upfront to let your audience know how your product is different and why they should listen to the rest of your presentation.

Put It In Context

Use this as an attention getter. This should be done in terms of the problem that they have and that you are solving with your product.



Thank you for your time!

and thank you UMHackathon, and Industry leaders for giving us insights, to birth our ideas. Our greatest takeaways and givebacks are:

"Stay Curious: Information at Your Fingertips"

"Work Agile: One Step at a time"

Team Hachiniku

