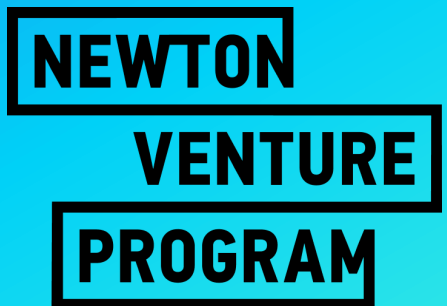


The VC Value Creation Toolbox

Created for the Newton Fellowship Program





NEWTON

VENTURE

PROGRAM

INTRODUCING TIFFANY & CHRIS



INTRODUCING TIFFANY & CHRIS



- Value Creation, DFDF
- Principal Portfolio Development
- New Ventures
- Executive
- Consulting
- INSEAD, MBA



- Worked with 250+ VC/PE funds globally
- Accelerators for emerging managers
- Building VC ecosystems globally
- GP/Chair, Link Capital (3 funds, 70+ companies)
- LP, Funds- and Funds-of-Funds

INTRODUCING YOU

Short intro around the room (15. seconds)

Name

Your current role

How you work on VC value creation in one word or sentence

OUR GOAL TOGETHER

Exploring

Discussing

Reflecting

Improving 'VC Value Creation'

TODAY'S SESSION

Introduction

'What is Value Creation'?

Group breakout:

- **Assessment**
- **Forward looking, personal ambition**
- **Peer-to-peer *coaching***

Presentation (plenary)

Bonus: GP Exit readiness



	UNDERPERFORMING	OK PERFORMING	GREAT PERFORMANCE
INDUSTRY EXPERTISE			
UNDERSTANDING THE LANDSCAPE			
POST-INVESTMENT ONBOARDING			
GROWTH STRATEGY			
BUSINESS MODEL			
GO-TO-MARKET			
BD, SALES, CUSTOMER ACQUISITION			
TALENT & RECRUITING			
BOARDS & GOVERNANCE			
ESG, IMPACT & SUSTAINABILITY			
TECH DEVELOPMENT			
SLIDES & DECKS			
FOUNDER PROGRAMS (MANY)			
FOUNDER COACHING (1:1)			
FOUNDER RELATIONSHIP			
FINANCIAL MANAGEMENT, RISKS			
FOLLOW-ON FUNDING			
NEXT FUNDING ROUND			
CAPITAL STRATEGY			
EXIT STRATEGY			

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POST-INVESTMENT ONBOARDING	/ 10		
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NEXT FUNDING ROUND	/ 10		
CAPITAL STRATEGY	/ 10		
EXIT STRATEGY	/ 10		
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 Completed by: _____
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UNDERSTANDING THE LANDSCAPE	PLACE CARD HERE		
POST-INVESTMENT ONBOARDING	PLACE CARD HERE		
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GP VALUE CREATION CARDS



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4

PERFORMING

SG, IMPAC

We
metric
and

GRAMS

Our founder programs
are a pillar in our value
creation strategy. We
run sprints, bootcamps
and meetups on
growth, leadership,
BD, sales, fundraising,
exit strategy, and
other key topics

3

OVERPERFORMING

UNDERSTANDING THE LANDSCAPE



We publish industry
leading research and
are considered
thought leaders in
this space

4

OUTPERFORMING

FOUNDER PROGRAMS



We don't offer any
'programs'

NEXT FUNDING ROUND



We sometimes
proactively go out to
fundraise the entire
round, without
disturbing the founders

4

OUTPERFORMING

FOUNDER COACHING



Our team offers
coaching to founders
on a case-by-case
basis

3

OVERPERFORMING

We invest in the Future of Finance and Future Economies

DF² is Dubai's evergreen venture capital fund of funds and direct investments platform.

Build the Future with us

**We invest in the startups and funds
that power Dubai's future growth**



Anchor Strategy

- Focused on incumbent regional VCs, new and emerging fund managers, and international funds
- Ticket sizes range up to \$5 million

[Apply for Funding](#)



Build Strategy

- Focused on Pre-seed and Seed stage investments
- Ticket sizes range between \$250 thousand and \$1 million

[Apply for Funding](#)

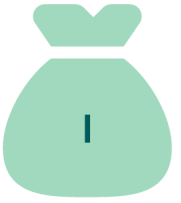
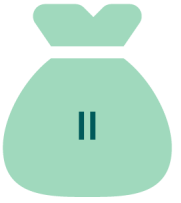
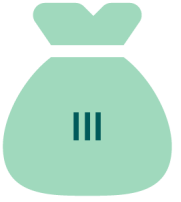
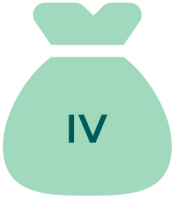


Catalyze Strategy

- Focused on Series A to Series C investments
- Ticket sizes range between \$1-7 million

[Apply for Funding](#)

Focus on your firm, not your fund



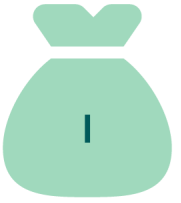
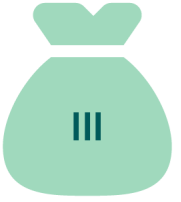
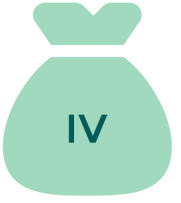
..... YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR



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LPs, level 1-3. Mostly based on network and trust.

Fund II (Prove it)

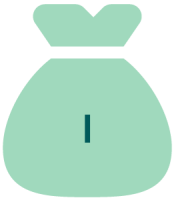
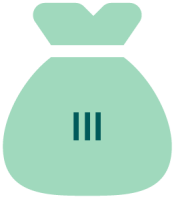
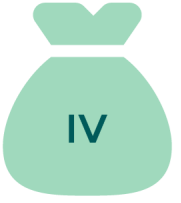
Fund I (POC – Proof of concept)

YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR



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LPs, level 2-4, more institutional ready

FUND IV (impact)

Fund III (scale it)

LPs, level 1-3. Mostly based on network and trust.

Fund II (Prove it)

Fund I (POC – Proof of concept)

YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR YEAR

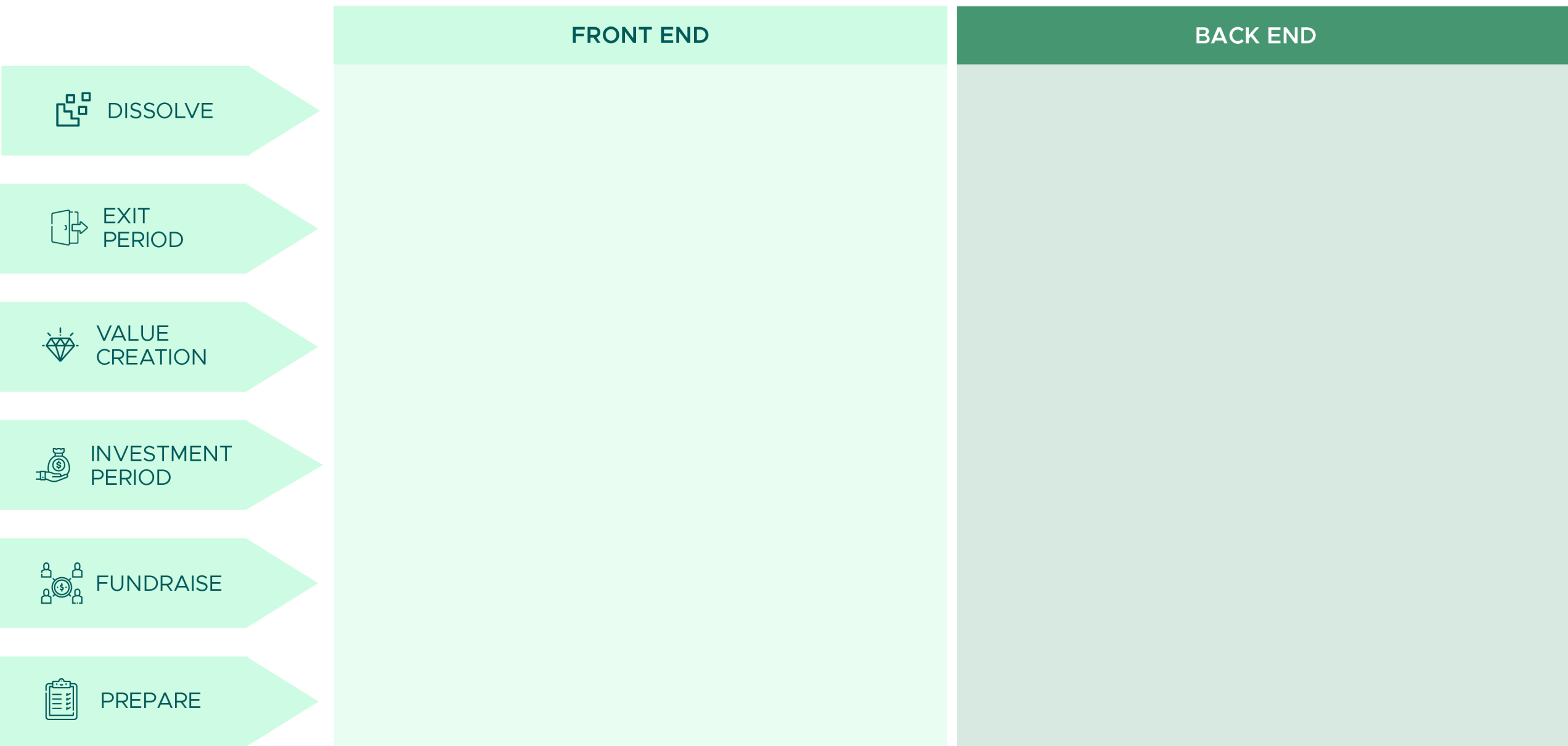


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Six Basic Steps to build and scale your firm



6X Fund Canvas



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IN YOUR VIEW...

What is 'VC Value Creation'?

IN OUR VIEW...

Extensive research

**Interviews with managers
across markets**

Deep dive into the literature

WHAT WE FOUND...

**Value Creation is more personal,
less firm-wide**

Value Creation can vary – a LOT

You build a combination of factors

20 Value Creation Building Blocks





INDUSTRY
EXPERTISE



UNDERSTANDING
THE LANDSCAPE



POST-INVESTMENT
ONBOARDING



GROWTH
STRATEGY



BUSINESS
MODEL



GO-TO-MARKET



BD, SALES,
CUSTOMER
ACQUISITION



TALENT &
RECRUITING



BOARDS &
GOVERNANCE



ESG, IMPACT &
SUSTAINABILITY



TECH
DEVELOPMENT



SLIDES & DECKS



FOUNDER
PROGRAMS
(MANY)



FOUNDER
COACHING
(1:1)



FOUNDER
RELATIONSHIP



FINANCIAL
MANAGEMENT,
RISKS



FOLLOW-ON
FUNDING



NEXT FUNDING
ROUND



CAPITAL
STRATEGY



EXIT
STRATEGY



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INDUSTRY
EXPERTISE

Industry Expertise

How deeply do I know
the industry I am
investing into?



UNDERSTANDING
THE LANDSCAPE

Understanding the Landscape

How well do I understand the market mechanics, the players, the regulatory, the coming changes?



POST-INVESTMENT
ONBOARDING

Post-Investment Onboarding

How impactful is my post-investment onboarding of the founders, co-investors, board?



GROWTH
STRATEGY

Growth Strategy

How do I help shape and develop the long-term and short-term growth strategy?



BUSINESS
MODEL

Business Model

How well do I help
refine, iterate, validate
and lock in the
business model?



Go-To-Market

How much do I contribute to a successful go-to-market strategy?



BD, SALES,
CUSTOMER
ACQUISITION

BD, Sales, Customer Acquisition

How do I make a
significant contribution
to business
development, sales and
customer acquisition?



TALENT &
RECRUITING

Talent & Recruiting

What role do I have in recruiting top talent, for BoD, C-level, tech, sales and finance?



BOARDS &
GOVERNANCE

Boards & Governance

How do I make the board become a high-impact part of the business?



ESG, IMPACT &
SUSTAINABILITY

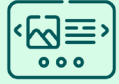
ESG, Impact & Sustainability

What is my unique
contribution to all things
ESG and Impact?



Tech Development

What is my contribution to tech and tech development? (if any)



SLIDES & DECKS

Slides & Decks

What is my contribution to slide decks, notably for funding rounds and customer meetings?



FOUNDER
PROGRAMS
(MANY)

Founder Programs (Many)

What programs do we offer our founders?

Can range from CEO sessions, fireside chats, CFO circles, Fundraising sprints or full accelerator.



FOUNDER
COACHING
(1:1)

Founder Coaching (1:1)

How do I add value
through world-class
founder coaching?
(hint: Paid coaching
experts)



FOUNDER
RELATIONSHIP

Founder Relationship

How do I develop deep, trusted, powerful founder relationships?



FINANCIAL
MANAGEMENT,
RISKS

Financial Management, Risks

How do I help establish world-class financial management, liquidity, forecasting and risk management processes?



FOLLOW-ON
FUNDING

Follow-On Funding

How do we support
founders with follow-on
funding?



NEXT FUNDING
ROUND

Next Funding Round

What is my active role in the upcoming funding round?



CAPITAL
STRATEGY

Capital Strategy

How do I help design a world-class, long-term capital strategy, covering 3-4 funding rounds, equity, grants, debt?



EXIT
STRATEGY

Exit Strategy

How do I develop an end-to-end exit strategy, from term sheet to final transaction delivered?



	UNDERPERFORMING	OK PERFORMING	GREAT PERFORMANCE
INDUSTRY EXPERTISE			
UNDERSTANDING THE LANDSCAPE			
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NEXT FUNDING ROUND			
CAPITAL STRATEGY			
EXIT STRATEGY			

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GP VALUE CREATION CARDS



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4

PERFORMING

SG, IMPAC

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are a pillar in our value
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run sprints, bootcamps
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growth, leadership,
BD, sales, fundraising,
exit strategy, and
other key topics

3

OVERPERFORMING

UNDERSTANDING THE LANDSCAPE



We publish industry
leading research and
are considered
thought leaders in
this space

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OUTPERFORMING

FOUNDER PROGRAMS



We don't offer any
'programs'

NEXT FUNDING ROUND



We sometimes
proactively go out to
fundraise the entire
round, without
disturbing the founders

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FOUNDER COACHING



Our team offers
coaching to founders
on a case-by-case
basis

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OVERPERFORMING



YOUR TURN

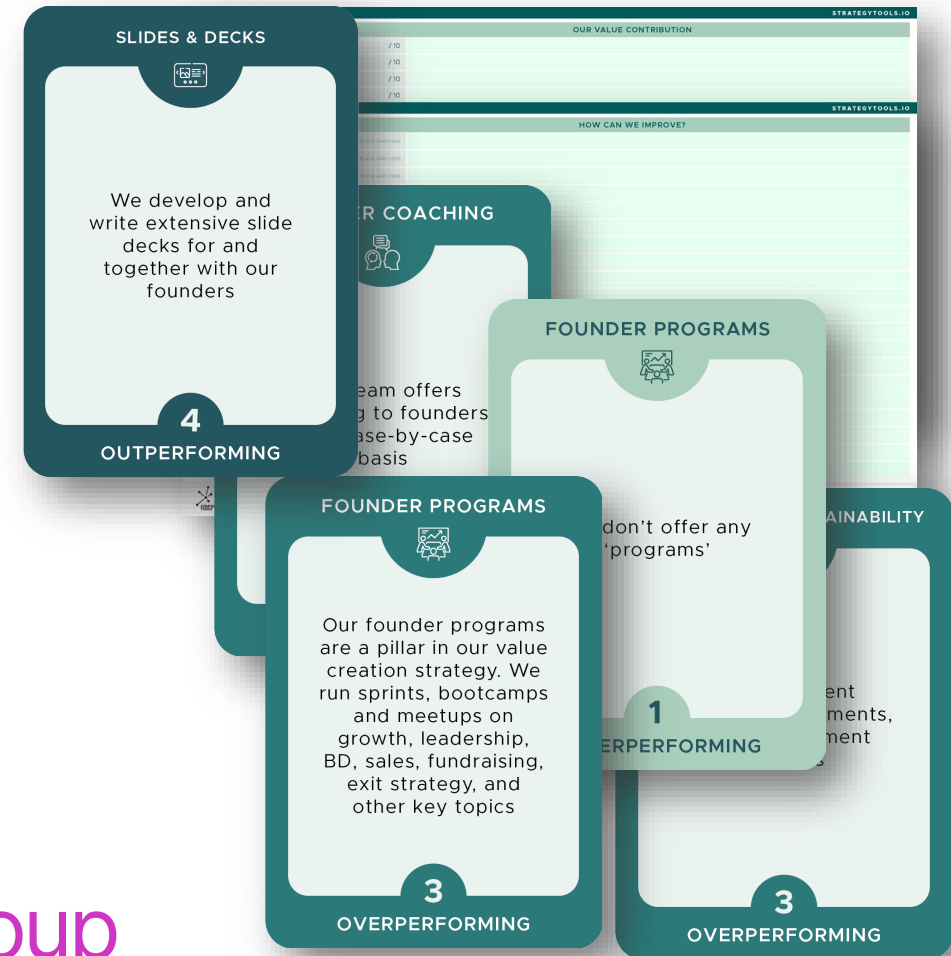
In groups of 3-4

Assess current performance
(How is **my** performance today? `)

Discuss insights today
(How **we do it** in our group)

Focus on your personal development
(Top **5 areas for me to develop**)

Bring back a 2-min summary for the group



BONUS SESSION: GP EXIT READINESS

Pre-Deal Assessment

How do we work on exits in our pre-deal assessment?



Key Documents

Term Sheet, Shareholder Agreement, Outcome Canvas, Exit Paths and Exit Memo; what are the key exit items we use for the company's legal and strategic documents? Do we use a tiered exit model at various company stages?



Exit Strategy BOD Day

How do we design and deliver on an annual BoD exit strategy day?



Exit Dealmaking

Are you successful in completing the transaction?



Mapped Out Exit Paths

How well do we map out exit paths? How can we get better at it?



Exit Network

How large is our relevant exit network? How can we grow it further?



Exit Advisors

Who are the right exit advisors for our portfolio companies? What is the relationship we have with them?



GP Exit Team

Do we have a full-time team member, or even a full-time team, 100% dedicated to exits?



Exit Committee

How do we setup and run a successful exit committee, years ahead of an exit transaction?



GP Exit Canvas



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Upcoming Report: Scaling VC Ecosystems



Pre-register for
your copy

Connect anytime:

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