



Organiser: E.P.I.C. – MoneyPlay Pte Ltd

Future Proofing SMEs Through Angel Investing Weathering The Economic Storm Ahead

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**Business
Concept**

creating value thru' people and ideas

Founded in 1990

Angel Investing, Advising Business Families

& Investments Holding

[www.bc.com.sg /Portfolio](http://www.bc.com.sg/Portfolio)

www.bc.com.sg/Activities



Wen Ken 永健

- Founded in 1937 by my grandfather & 3 friends
- Manufacturing & marketing of Traditional Chinese Medicine & Western OTC products
- Famous for its 3 Legs Brand Cooling Water in Singapore, Malaysia, Brunei & Indonesia
- Joined as 3rd Generation leader in 1995 & stepped down after 2011
- Transformed Wen Ken through angel investing & changing its business model

10 Challenges SMEs Face:

Lack of Ideas
Lack of Capital
Lack of Markets
Lack of Products
Lack of Management

High Distribution Costs
High Production Costs
High People Costs
High Competition
High Rental

Angel Investors vs Venture Capitalists

Angels invest their own money, and VCs invest money they have raised from other financial institutions and wealth individuals.

An angel investor (also known as a business angel, informal investor, angel funder, private investor, or seed investor) is an affluent individual who provides capital for a business start up, usually in exchange for convertible debt or ownership equity. A small but increasing number of angel investors invest online through equity crowdfunding or organize themselves into angel groups or angel networks to share research and pool their investment capital, as well as to provide advice to their portfolio companies. (wikipedia)

Types of Angels:

- ✓ **Corporate**
- ✓ **Strategic**
- ✓ **Barter**
- ✓ **Partner**
- ✓ **Manager**

Innovative Angel Investing

- ✓ *Marketing*
- ✓ *Investment*
- ✓ *Collaboration*

OPM STARTEGY

Other People's:

Money

Markets

Manpower

Management

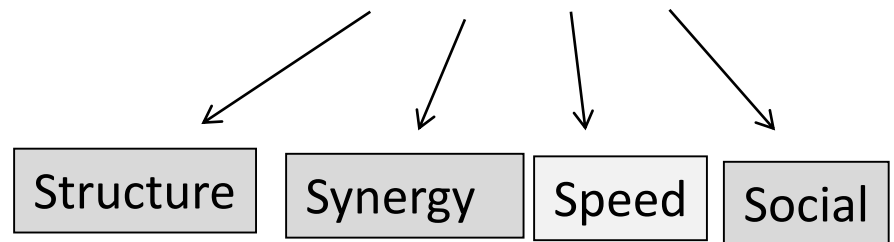
Manufacturing

Angelic **R.A.T.E.** of Return

- ✓ **R**eturn on Investment
- ✓ **A**lignment of Objectives
- ✓ **T**ime (Personal)
- ✓ **E**motion

Essence in Angel Investing

People Ideas Knowledge 4S



*Creating Value thru
People & Ideas*

Case Study:

- **Corporate/Strategic Angel** co-invested with Singapore Bio-Innovations (a Singapore EDB Company) in MarinEx in 1997
- Raised the group's corporate profile & image
- Leveraged on MarinEx's researchers in R&D
- Added health supplements & functional foods to the group
- Added new encapsulation line in the group's factory
- Added new markets to the group
- Added new channels in upper trade to the group
- Contributed to the group's sales
- Shared marketing, logistics, office & admin expenses

Case Study:

- **Corporate/Strategic Angel** invested in GlucosCare in 1999
- An experienced marketer, the entrepreneur of GlucosCare became the group's Regional Marketing Director
- Added new product in traditional medicine to the group
- Added new tea packing line in the group's factory
- Opened 20 over new markets
- Contributed to the group's sales
- Shared marketing, logistics, office & admin expenses
- GlucosCare won Singapore Prestige Brand Award (Regional Brand) in 2011
- Licensed Singapore market to a **Partner Angel** in 2017

Case Study:

- **Corporate/Strategic Angel** funded Aromaz in 2006
- Added OEM food manufacturing line to the group
- Supported the group in tea and functional food packing
- A major OEM customer built its own factory & pulled out from Aromaz
- The group wanted to exit from Aromaz
- **Barter Angel** took over Aromaz & injected the operations into Faesol in 2016, in exchange for an option to invest
- Faesol contributed sales & turned around Aromaz
- **Barter Angel** exercised its option to invest and became **Manager Angel** in Faesol in 2018