



THE INVESTMENT PROCESS GUIDEBOOK

GUIDEBOOK

ABOUT THIS GUIDEBOOK

This guidebook is meant to serve our applicants by helping them navigate the investment process with **Aristagora VC**.

This Guidebook Will:



Provide a general overview of Aristagora VC's investment process.



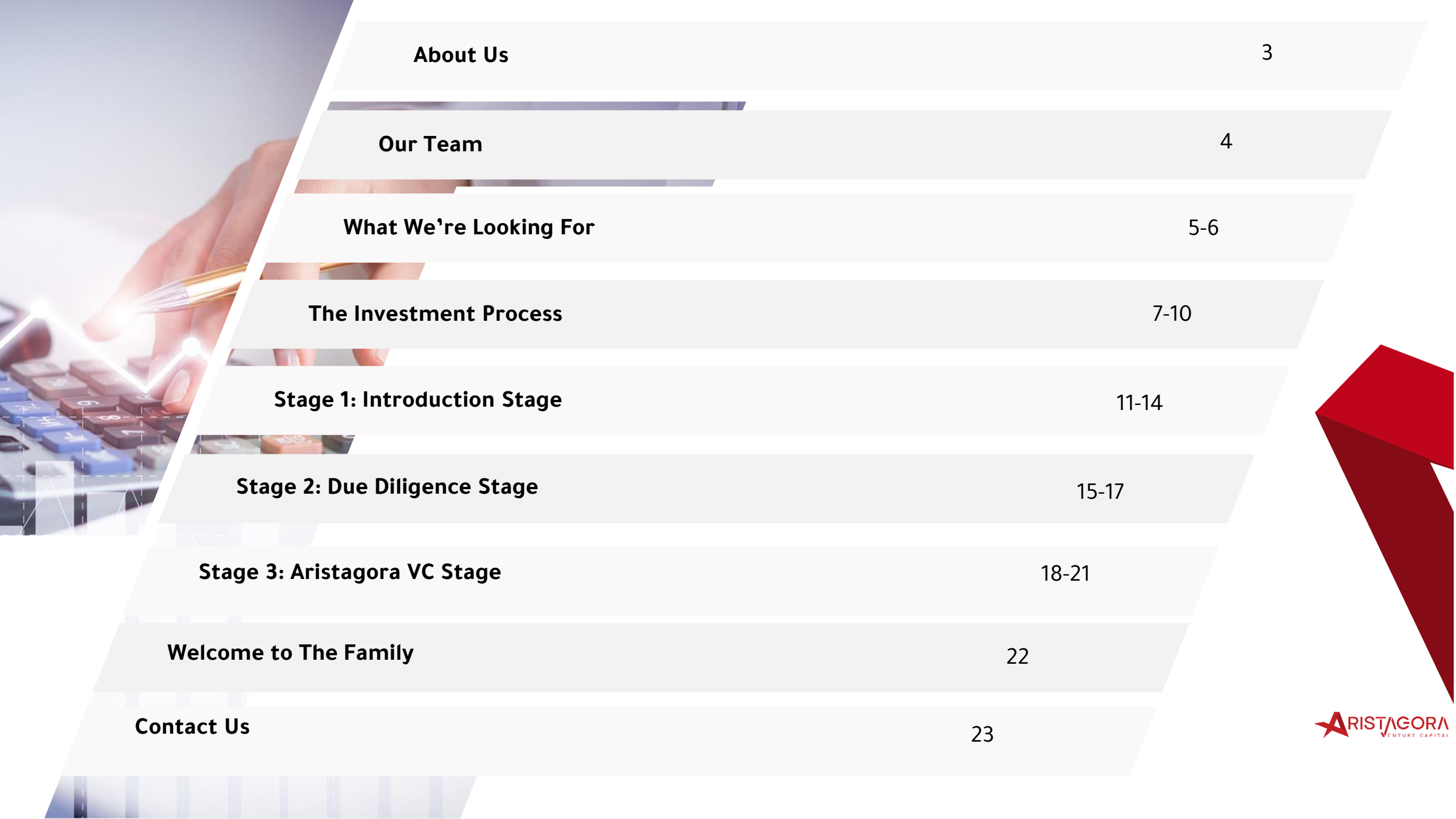
Clearly guide startups through the application process from start to finish.



Describe the DNA of companies that could be a good fit for our portfolio.



Help startups prepare accordingly for every stage of the application process.



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ABOUT **US**



Founding

Aristagora VC was founded in 2020 to disrupt the traditional venture capital industry. A collaboration between Israeli and Japanese general partners, the fund is vertically agnostic and does not focus on specific sectors, believing that newly established start-ups must be afforded creative flexibility and the ability to adapt themselves to a dynamic world.



Aim

Aristagora VC's aim is to bring added value to the negotiating table through strategic global partnerships and the unique opportunity to survive "Start-Up Death Valley."



Investment

Aristagora VC focuses on early-stage companies, providing the funding and professional help to continue development until additional, later-stage funding can be secured. Aristagora VC serves as a feeder for later-stage investments within the Israeli market and abroad.



Advantages

Aristagora VC's revolutionary approach provides much-needed capital, opens doors to markets that are traditionally hard to penetrate, and offers the peace of mind that your company will survive to the next funding round.

OUR TEAM

A Team Fully Committed to Getting a Deal Done

Our team of partners and analysts brings a wealth of knowledge to the table to create a dynamic and versatile work process. Each member of the team has experience in a variety of fields—including business, finance, and venture capital—allowing us to take a complete approach toward the many startups that come through our offices.



Takeshi Shinoda

President and General Partner

Takeshi Shinoda operates out of Japan and Singapore. Shinoda-san is the owner and CEO of an asset management, private equity, and wealth management firm for Asian clients. He has a rich background in the fields of banking and investment banking. His presence in Japan and Singapore will help portfolio companies penetrate and grow within Asian markets, which tend to be particularly challenging for foreign companies to enter.



Gideon Ben-Zvi

President and General Partner

Gideon Ben-Zvi, with decades of experience as an investor and as a serial entrepreneur, has founded and managed four start-ups – three of which made it through successful exits. Ben-Zvi is highly experienced in taking technologies from academia and transforming them into successful initiatives within the external business world. Ben-Zvi currently serves as the CEO of Valens.



Moshe Sarfaty

President and General Partner

Moshe Sarfaty is a graduate of Yale University with years of experience in early-stage technology investments as a former managing partner at Krypton VC, which focused on seed-stage technology investments. Hailing from the world of investment banking at Bank of America in New York, Sarfaty is a lecturer at higher education institutions in Israel and abroad. He is experienced in the worlds of banking and finance and works closely with start-ups from around the world, supporting them from inception to initial revenue stage.



Anat Tila Cherni

President and General Partner

Anat Tila Cherni brings 10 years of experience in the fields of technology investments, capital markets, and investment banking. She previously led the Asia Desk at Discount Capital Underwriting. Tila Cherni has vast experience in consulting for Asian-based investors and in leading investment deals for Israeli technology companies.

WHAT WE ARE LOOKING FOR ?



Early Stage

We invest in early-stage start-ups, supporting great teams from inception to growth stage and helping them throughout their journey to later-stage funding.



Strong Teams

The DNA of a start-up is its team. We think it is of utmost importance that the team we are investing in is strong, fully committed, and equally invested in their start-up.



Cutting-Edge Technologies

We look for cutting-edge technologies developed by Israeli tech companies. We will look for technological barriers to entry and additional tech intellectual property (IP) in addition to a great idea.



Better Life

The fund will focus on early-stage investments in products and services that increase sustainability and improve quality of life. Some areas of interest include safe cities, smart cities, water and air purification, building tech, campus tech, silver tech, Internet of Things (IoT), sensors, cloud-based tech, office and housing management, artificial intelligence (AI), and Big Data.

WHAT WE ARE LOOKING FOR ?

Aristagora VC is a vertically agnostic early-stage VC. We believe that at this stage, you should still have the freedom to make mistakes and adjust your product and go-to-market strategy.

Aristagora VC focuses on early-stage companies with great teams, supporting them from inception to growth by investing in innovative urban technologies that impact people's daily lives.

Aristagora VC aims to change the world through a never-ending search for products and services that increase sustainability and improve quality of life.

We look for early-stage startups across various verticals, including:



Smart Cities &
Urbanization Technologies



Internet - Cloud



Big - Data



Better Life



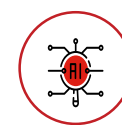
Office/Building Management -
Vehicle Security - Smart City



Next-Generation Data
Center Storage



IoT



AI



Next-Generation Industrial
Innovative Tools



Internet - Cloud -



Urbanization
Cybersecurity



Assistive Devices

THE INVESTMENT PROCESS

1

Introduction Stage

2

Due Diligence Stage

3

Aristagora VC Stage



STEP 1

Company Application



STEP 2

Initial Review



STEP 3

Introductory Meeting



STEP 4

Partner Meeting #1



STEP 5

Partner Meeting #2



STEP 6

Market Due Diligence



STEP 7

Technical Due Diligence



STEP 8

Legal Due Diligence



STEP 9

Legal Due Diligence



STEP 10

Final Investment Committee Approval



STEP 11

Aristagora VC Step

THE INVESTMENT PROCESS

Introduction Stage



STEP 1

Company Application

Aristagora VC receives your one-pager and/or investment deck



STEP 2

Initial Review

One of our team members conducts a preliminary review of your start-up materials to assess fit with our investment scope



STEP 3

Introductory Meeting

We meet in person to get to know you and match faces to ideas



STEP 4

Partner Meeting #1

One of our managing partners will meet you in person



STEP 5

Partner Meeting #2

A second managing partner will meet you in person

THE INVESTMENT PROCESS

Due Diligence Stage



STEP 6

Market Due Diligence

We evaluate the market, your customers, and your competition



STEP 7

Technical Due Diligence

Internal processing with your CTO and our tech advisors to ensure your venture is architecturally sound



STEP 8-

Legal Due Diligence

Legal processing to make sure your paperwork is in order and your legal structure is ready for investment

THE INVESTMENT PROCESS

Aristagora VC Stage

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STEP 9

Deal Terms Negotiations

Now it's time to negotiate a deal that makes sense for both sides



STEP 10

Final Investment Committee Approval

The terms of the deal are presented to our local and global investment board



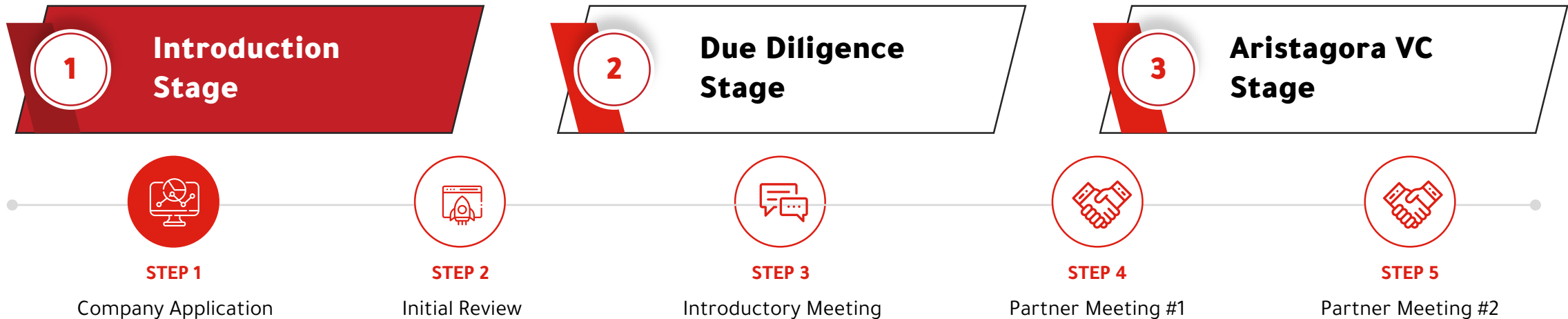
STEP 11

Aristagora VC Step

Once we're officially on the same team, the real magic begins—but a good magician never reveals his secrets!

THE INVESTMENT PROCESS

 Please fill out our online application at <https://aristagoravc.com/investment-process/application-form/>

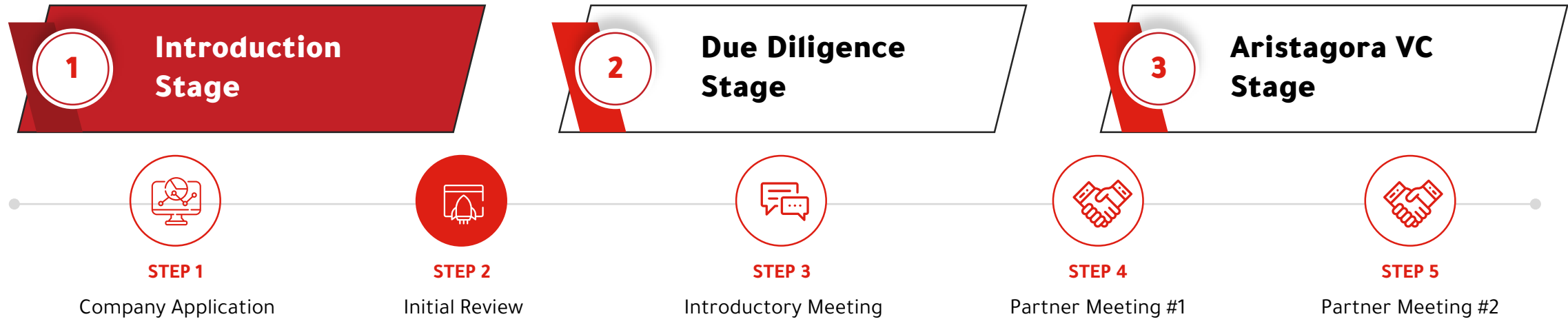


Aristagora VC receives your one-pager and/or investment deck

Your one-pager/deck should include sections on:

- **Your Team:**
Who you are? What is your background?
- **Your Market:**
What market are you trying to enter?
- **Your Business:**
What exactly do you do?
- **Your Competitors:**
Who else does the same thing?
- **Your Marketing Strategy:**
How do you plan on gaining exposure?
- **Your Revenue Model:**
How will you make money?
- **Company Status:**
Where does your product stand today?
- **Your Marketing Strategy:**
How do you plan on gaining exposure?
- **Fundraising:**
What is your equity structure?
What previous investment rounds have you gone through?
- **Financing:**
What is your burn rate? What funds do you have remaining?

THE INVESTMENT PROCESS



One of our team members conducts a preliminary review of your start-up materials to assess fit with our investment scope

After receiving your one-pager, one of our fund analysts will review your company and determine if your start-up fits into our investment prospectus.

What you should do after submitting your application:

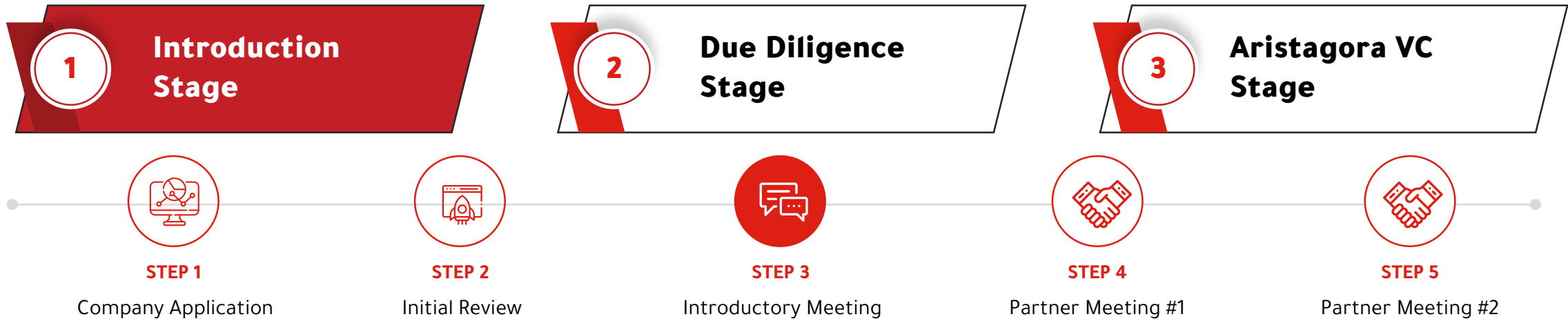


Expect to hear back from us within a couple of days.



Be ready to answer any questions our fund analysts might have.

THE INVESTMENT PROCESS



We meet in person to get to know you and match faces to ideas



This meeting:

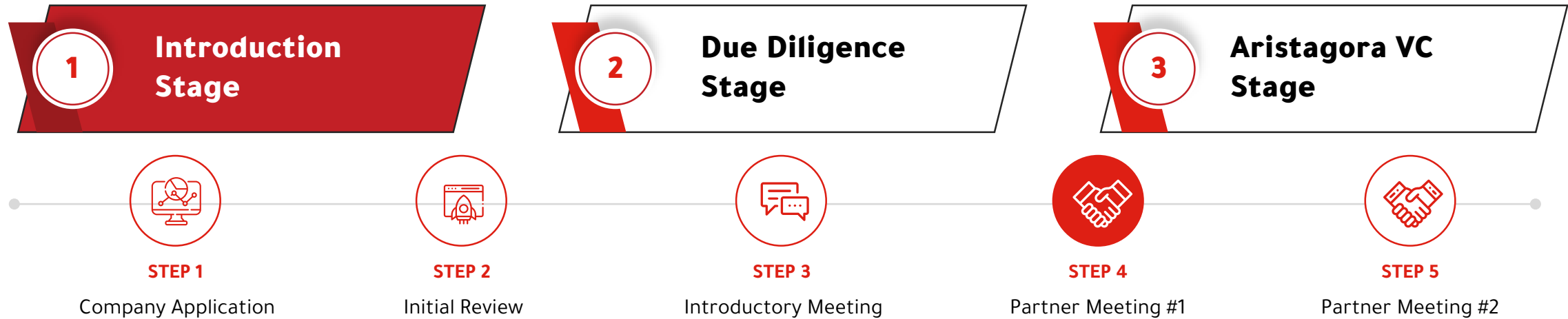
- Gives us a chance to get to know you.
- Gives you a chance to demonstrate your product and get to know us.
- Gives us a chance to ask you questions about your start-up.



You should prepare a presentation that includes information on:

- Your Team
- Your Market
- Your Competitors
- Your Marketing Strategy
- Your Revenues (and any other relevant stats)
- How much capital you are seeking

THE INVESTMENT PROCESS



Our managing partners will meet you in person. We schedule two separate meetings in order to make sure our partners are in agreement before proceeding to the next steps in the process.



We respect your time and want to make sure we reach consensus when it comes to your venture before asking you to do any more work.

THE INVESTMENT PROCESS

1

Introduction Stage

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Due Diligence Stage

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Aristagora VC Stage



STEP 6

Market Due Diligence



STEP 7

Technical Due Diligence



STEP 8

Legal Due Diligence

We evaluate the market, your customers, and your competition.

At Aristagora VC, we believe that your competitors are your best friends. In the age of information, when data is readily available on the Internet, it is relatively easy for us to learn from the successes and failures of your competition. We are most interested in learning about the competitors that entered the market in the last one to three years and are making money now.

The purpose of these meetings is to:



See who is making money in the market and, most importantly, how they are making it.



Determine what the barriers to entry might be and how to best confront those obstacles.



Help determine the best go-to-market strategy for your start-up.

THE INVESTMENT PROCESS

1

Introduction Stage



STEP 6

Market Due Diligence

2

Due Diligence Stage



STEP 7

Technical Due Diligence

3

Aristagora VC Stage



STEP 8

Legal Due Diligence

Internal processing with your CTO and our tech advisors to ensure your venture is architecturally sound.

This meeting provides us with:



A deeper understanding of the development team's capabilities.



A sense of where there may be holes or weaknesses in the product that need to be addressed.



A sense of potential scalability.

For this phase, all you need to do is bring your CTO and/or Development Team to explain your internal infrastructure and your technical vision going forward.

THE INVESTMENT PROCESS

1

Introduction Stage



STEP 6

Market Due Diligence

2

Due Diligence Stage



STEP 7

Technical Due Diligence

3

Aristagora VC Stage



STEP 8

Legal Due Diligence



Legal processing to make sure your paperwork is in order and your legal structure is ready for investment.



We have to ensure your legal structure is sound.

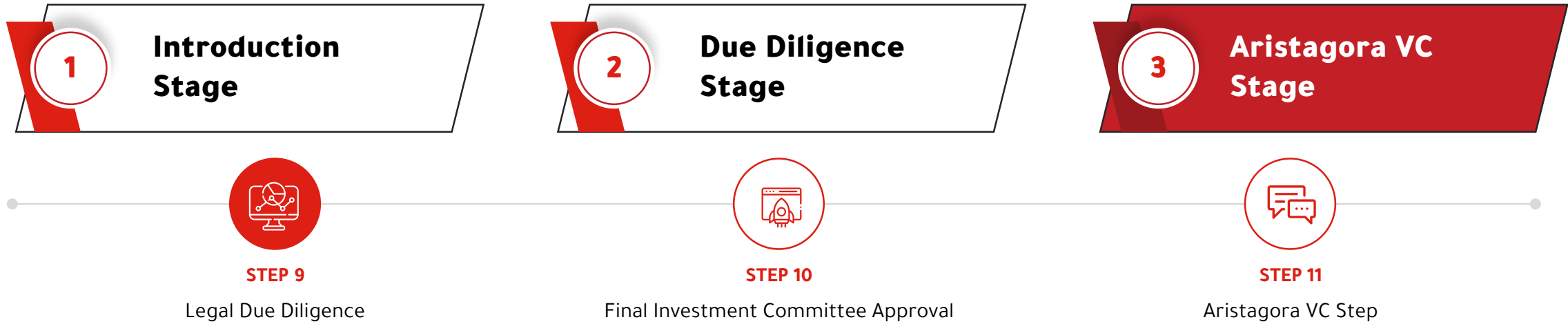


Our analysts and legal team members will ask for some paperwork in order to better understand your company's legal status.

Don't worry!
We know you are early-stage company

This stage helps us to know what we will need to improve down the road.

THE INVESTMENT PROCESS



Now it's time to negotiate a deal that makes sense for both sides.



The usual procedure is:

- Presentation of a “white paper” to outline the guiding business principles that will go into the contract.
- Presentation of a terms sheet once our legal department has translated the white paper into a more concretely structured deal.
- Execution of the contract and celebration.
- Forwarding of the signed contracts to our lawyers for the creation of a definitive agreement.



A few key points:

- Aristagora VC does not negotiate deal terms via email.
- We believe all business decisions need to be made in person with everyone around the table together.
- Aristagora VC does not negotiate directly with lawyers.
- We ask that all changes be communicated directly by each party to avoid additional confusion.
- We ask that deal terms be kept private until the deal is closed and made official.

THE INVESTMENT PROCESS

1

Introduction Stage



STEP 9

Legal Due Diligence

2

Due Diligence Stage



STEP 10

Final Investment Committee Approval

3

Aristagora VC Stage



STEP 11

Aristagora VC Step



The terms of the deal are presented to our local and global investment board.



This step is an internal process. You don't need to do anything.



We will approve proposed deals with our international investment committee.

THE INVESTMENT PROCESS

1

**Introduction
Stage**



STEP 9

Legal Due Diligence

2

**Due Diligence
Stage**



STEP 10

Final Investment Committee Approval

3

**Aristagora VC
Stage**



STEP 11

Aristagora VC Step

Once we're officially on the same team, the real magic begins—but a good magician never reveals his secrets!



WELCOME TO THE FAMILY

Life On Planet Aristagora VC



Hard work



Excellence



Teamwork



Respect



No wasted
time



Open
discussion



International
thinking



Strategic
partnerships



Guidance





ISRAEL

Aristagora VC

One Azrieli Center Round
Building, 39th floor
Tel Aviv 6701101
Israel

Tel: +972-3-3761005



JAPAN

Aristagora VC

Atago Green Hills MORI Tower, 35th
floor 2-5-1 Atago, Minato-ku
Tokyo 105-6235
Japan

Tel: +813-6452-8840

Fax: +813-6452-8841

info@aristagoravc.com

