

# DRAGON X

## CAPITAL

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Seed & Early Stage Capital  
With an *X Factor*

March 2023



# Who is a Dragon?

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- 🐉 Dragons are not just founders
- 🐉 Dragons are visionaries, competent strategists, fearless leaders, and daring enterprisers
- 🐉 Dragons disrupt, disintermediate, and shape industries
- 🐉 Not everyone is made to be a Dragon - not everyone has the insight and drive to build the next billion-dollar company



# Executive Summary

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## Identifying and Backing the Best and Most Promising Entrepreneurs

### THESIS

- Disciplined, value-add seed & early stage investing in software & Internet
- Look for underserved entrepreneurs and geographies

### MISSION

Identify the best entrepreneurs outside silicon valley with the potential for building great companies, solving big problems, and creating value and provide them with capital, guidance, network, and tools to succeed.

### STRATEGY

- Capital is a commodity.
- The DragonX Platform ensure success during the early stages of a company's lifecycle.
- We are hands-on investors and work closely with each and every portfolio company

### KEY CHARACTERISTICS

- Sector, stage, and geo focused
- The DragonX Platform, suite of value-add services, tools, network, and access to next round of capital
- Deep domain expertise, experience, data, research, and analytics
- Access to the next round of capital

# TEAM



**IVAN NIKKHOO**

MANAGING PARTNER

IC Member

With over 38 years of experience in various senior capacities internationally, Ivan is an experienced tech investor, advisor, and operator, brings deep domain expertise in software and SaaS, eCommerce, marketplaces, platforms, and internet. He has an extensive background in venture capital, private equity, operations & management, sales & marketing, and tech M&A, has a strong global network with long-standing VC, PEG, and CEO level relationships, and regularly hosts a series of VC/CEO Dinners in several cities around the world where he brings together CEOs, VCs, PEGs, and industry executives to discuss the latest trends and developments. He is a member of YPO and also runs the VC Network for YPO globally.

# TEAM



**Entrepreneur**



**DAN LOK**

MANAGING PARTNER

IC Member

Dan Lok is has decades of experience in sales, marketing, operations, and company building.

His portfolio of companies crossed \$100M+ in revenue spanning: e-learning, business services, SAAS, and e-commerce.

Dan is also the winner of the prestigious "Business Elites 40 under 40" award for being one of the most influential and most successful business leaders under 40. He's a best-selling author of 12 books on closing, entrepreneurship, and business. He has also trained, mentored, and coached over 10,000 sales professionals and business owners with over \$34.2 Billion dollars in documented sales in more than 151 countries.

**DRAGON X**  
CAPITAL

# Fund Terms, Administration & Oversight

<b>US Fund</b>	DragonX Fund I, LP
<b>GP</b>	DragonX GP I, LLC
<b>Manager</b>	DragonX Capital, LLC
<b>GP Contribution</b>	2 - 5%
<b>Management Fee</b>	2.5% (Annualized)
<b>Carried Interest</b>	20%
<b>Min. Investment</b>	\$100K
<b>Jurisdiction</b>	US Delaware Limited Partnership
<b>Communications</b>	Quarterly Communications, Annual LP Reporting/Calls
<b>Governance</b>	Active Hands-On Management
<b>LP Co-Invest</b>	LPs Can Co-Invest in Individual Investments with No Fees
<b>LP Participation</b>	LPs Can Review Investment Memos for Strategic Interest
<b>Diversity – ESG</b>	Team, Advisors, Service Providers, and Investments
<b>Waterfall</b>	European



**Fund Formation &  
Administration**



**Banking**



**Tax / Audit**



# Fund Overview

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TARGET FUND SIZE	\$10M (\$15M Hard Cap)
TARGET SECTORS	B2B Enterprise SaaS
STAGE	Pre-Seed, Seed & Early
EXPECTED HOLDING PERIOD	3 – 7 Years
CORE INVESTMENTS	20 - 30
INITIAL CHECK SIZE RANGE	\$50K - \$500K
INITIAL / FOLLOW / OPP.	60% - 40%
ROLE	Lead, Co-Invest & Syndicate
DEPLOYMENT PERIOD	3 - 4 Years
FUND TERM	10 Years (+1+1)
GEOGRAPHY	North America & Europe
CONCENTRATION LIMIT	Up to 15% of Total Fund Size
TARGET GROSS RETURN	5 - 7 X
FIRST CLOSE	Q2 - 2022
NEXT CLOSE	Q4 - 2022
FINAL CLOSE	Q4 - 2023



# DragonX - X Factors

We Look for Founders That Have The *X Factor*



Ability To  
Build Rapport



Can Hire the  
Best Teams



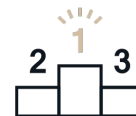
Can Raise  
Capital



Personal Connection  
To The Problem  
They Are Solving



Have Grit



Are  
Competitive



Can Sell &  
Evangelize



Understand  
Life Balance



Are Agile &  
Can Pivot



# Most VC Backed Companies Fail

The DragonX Platform Helps Mitigate These Key Risks



Each Year, Hundreds of New, Promising Startups Look for Capital



Less than 25% Make it to the Growth Round



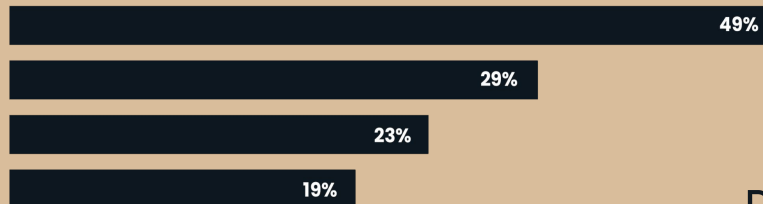
Lack of Product Market Fit and Team Issues are Common



Lack of Access to Growth Capital is the Most Common Issue

## TOP REASONS WHY STARTUPS FAIL

No Product Market Fit  
Lack of Access to Capital  
Team Issues  
Competition



# Unique Investment Approach

We Look for Specific Value Creation Opportunities



Resistant to  
Economic  
Cycles



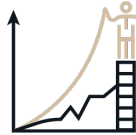
Highly  
Defendable



Increasing  
Demand



Recurring  
Revenue Model



Capital Efficient



System of  
Record, Mission  
Critical



High Gross  
Margins



Increasing  
Adoption Rate



A Big & Growing  
Problem

# Typical Investment Profile

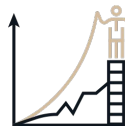
## 6T Investment Philosophy

### TEAM



Backable  
Founding Team

### TAM



Big & Growing  
Market

### TIMING



Right Moment

### TECHNOLOGY



Focus on  
Rapid Product  
Market Fit

### TRACK RECORD / UNIT ECONOMICS



Strong Unit  
Economics

### TAILWINDS



Favorable Market  
Forces

# Why Now

## Favorable Market Trends, Conditions, & Tailwinds Persist



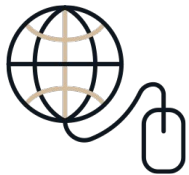
It is easier and more capital efficient than ever to start software companies



PEGs have massive amounts of dry powder, and look to deploy larger amounts of capital



Startup valuations continue to rise, especially at late growth stage



There are numerous sectors, industries, and societal problems that await solutions created using software



A large valuation expansion occurs as startups reach growth stage, creating significant value



There are more liquidity options available than ever before

# Why Investors Choose DragonX

Experience, Expertise, Specialization & Value-Add Portfolio Management

## EXPERIENCED TEAM



Institutional Investing  
Expertise

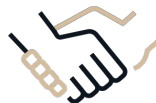


Decades of Operating &  
Transaction Experience



Strong & Broad Industry  
Relationships & Credibility

## DISCIPLINED INVESTMENT & PORTFOLIO MANAGEMENT PROCESS



Proprietary Deal Origination



Institutional Investment  
Selection Process



Hands-On, Value-Add  
Portfolio Management

# Proprietary Deal Origination Model

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## DEALFLOW

- Deep Relationships with Key Sources & Players
- Leading Monthly Tech VC / CEO Dinner Series
- The Venture Summit
- Partners' Networks
- YPO and Other Associations

## THOUGHT LEADERSHIP

- YPO Network Chairs
- White Papers & BLOGs
- CEO Interview Series
- Extensive Public Speaking
- Regular Sector Thought Pieces

## COMMUNITY

- Teaching at Universities
- Active Participants on Industry Panels
- Mentoring & Community Giveback

## UNPARALLELED NETWORK

**500**  
startups

**alpha**edison

 **Fuel Capital**

**8VC**

**BONFIRE**  
VENTURES

**BULLPEN**  
CAPITAL

**TIGERGLOBAL**

**CROSS**  
**CUT**  
VENTURES

 **Mucker Capital**

  
**techstars**

  
**First Round**

**Stage**  
**Venture**  
**Partners**  
LOS ANGELES

**STRUCK**  
CAPITAL

  
TenOneTen

  
**ceo**

  
**YPO**



# The 100:10:1 Rule

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## STAGE 1 - Qualification

- Lead – Lead
- Prospect – Initial Discussions, Examination of Fit, Mutual Interest
- Qualified – Detailed Discussions, Initial Qualification

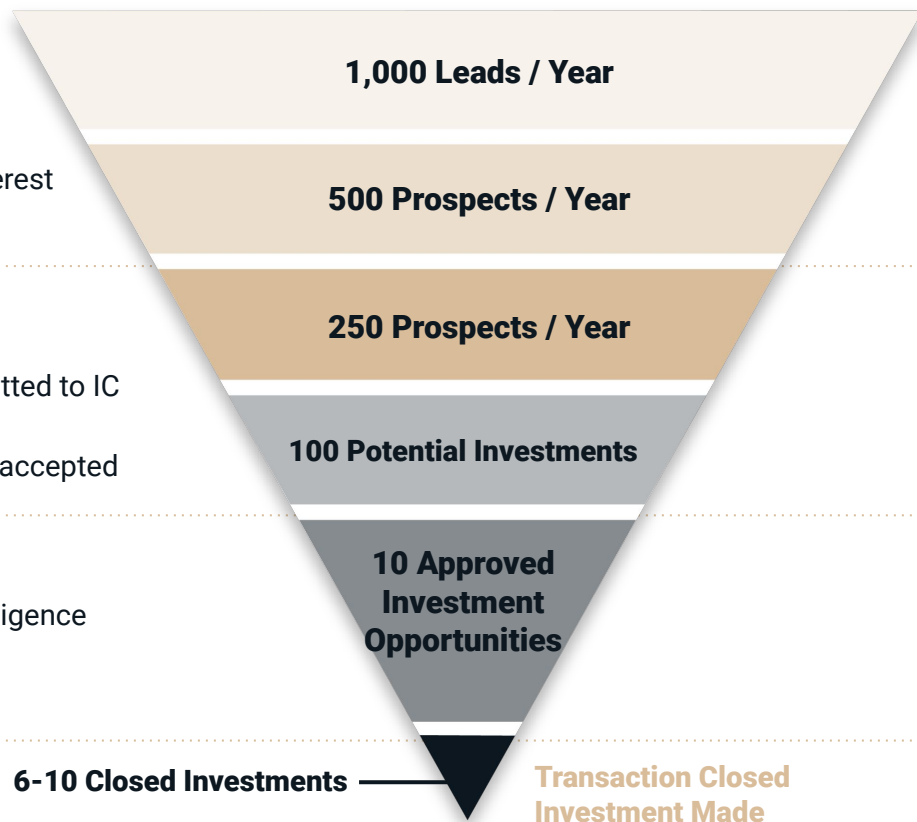
## STAGE 2 - Pursuit

- Investment Memo Written – Investment Memo Stage 1 submitted to IC
- Active Pursuit – Full Investment Memo – Active Discussions
- Term Sheet Issued – Move to Stage 3 once the Term Sheet is accepted

## STAGE 3 - Diligence & Closing

- Due Diligence – Term Sheet accepted, conducting Detailed Diligence
- Final IC Approval – Vote by Investment Committee
- Closed – Investment Made

## Institutional Class Investment Selection Process



# Thorough Investment Diligence

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Each Potential Investment Undergoes A Thorough Diligence Process



Team



Poised for High Growth



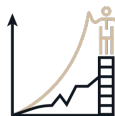
Material Ownership



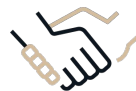
Visible Path to Sector Leadership



Certainty of Next Round



Sector/Market



Favorable Deal Terms



Achieving Product Market Fit



Solving a Big Problem



Scalable Platform



Capital Efficient



Differentiated, Sustainable



Path to Hyper Growth



Defendable Business Model



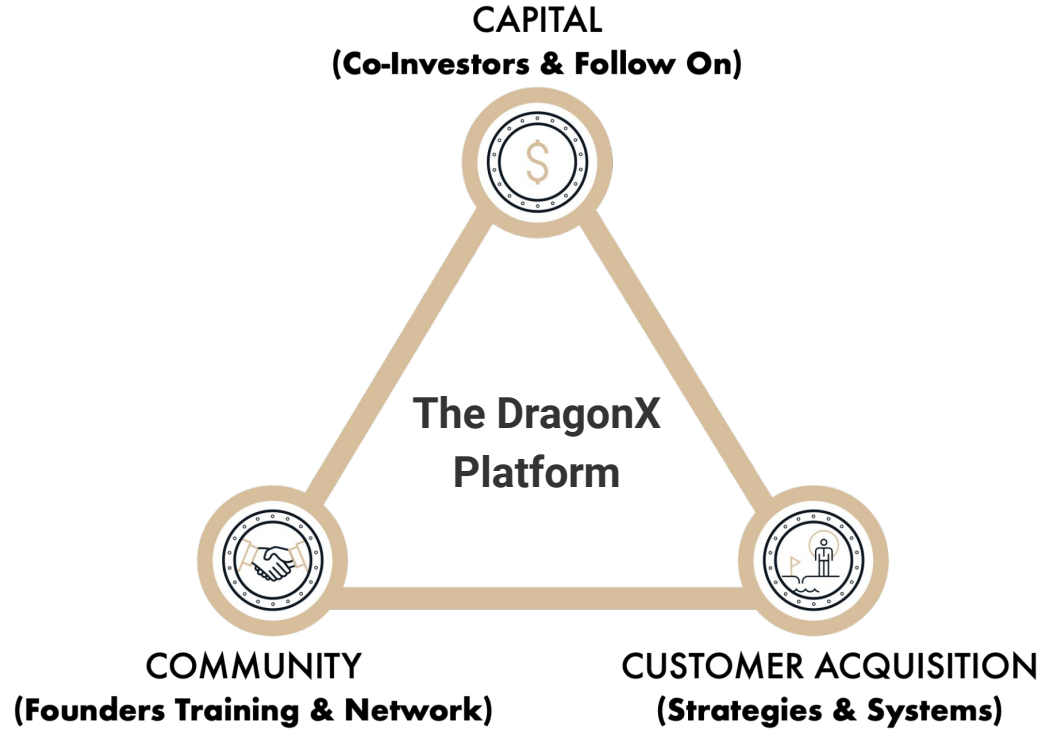
Appropriate Valuation



Clean Balance Sheet & Cap Table

# Why Founders Choose DragonX

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# Portfolio Management

We Focus On Investments Where We Can Create Value During Our Holding Period



Business Development



Service Providers & Advisors



KPIs & Unit Economics Guidance



Venture Debt



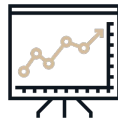
Sales & Marketing



Strategic & Industry Relationships



Access to Next Round of Capital



Focus on Multiple Expansion



Customer Success & Retention

# We Partner With The Top Funds In The World

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8VC

ALIUM CAPITAL  
MANAGEMENT

alpaca

BONFIRE  
VENTURES

BRICK & MORTAR  
VENTURES

BULLPEN  
CAPITAL



CROSS  
CUT™  
VENTURES



FFC CAPITAL  
VENTURES

FLOODGATE

Fuel Capital

GREYCROFT

INFINITY VENTURES

LEADEDGE  
CAPITAL

Mana Ventures

MIRAMAR  
VENTURE PARTNERS

QUIET|CAPITAL

RAINE

S3 VENTURES

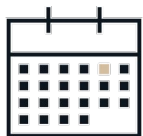
SILVERTON  
PARTNERS

TIGERGLOBAL

DRAGON X  
CAPITAL

# LP Management

## Institutional Class LP Management



Commitments Are  
Called Over a Three  
Year Period



Monthly Investor  
Updates



Invitation to Annual  
Summit



Access to Investor  
Platform



Quarterly  
Educational  
Seminars



Access To Portfolio  
Company CEOs



Exclusive Dragonx  
Capital Merchandise



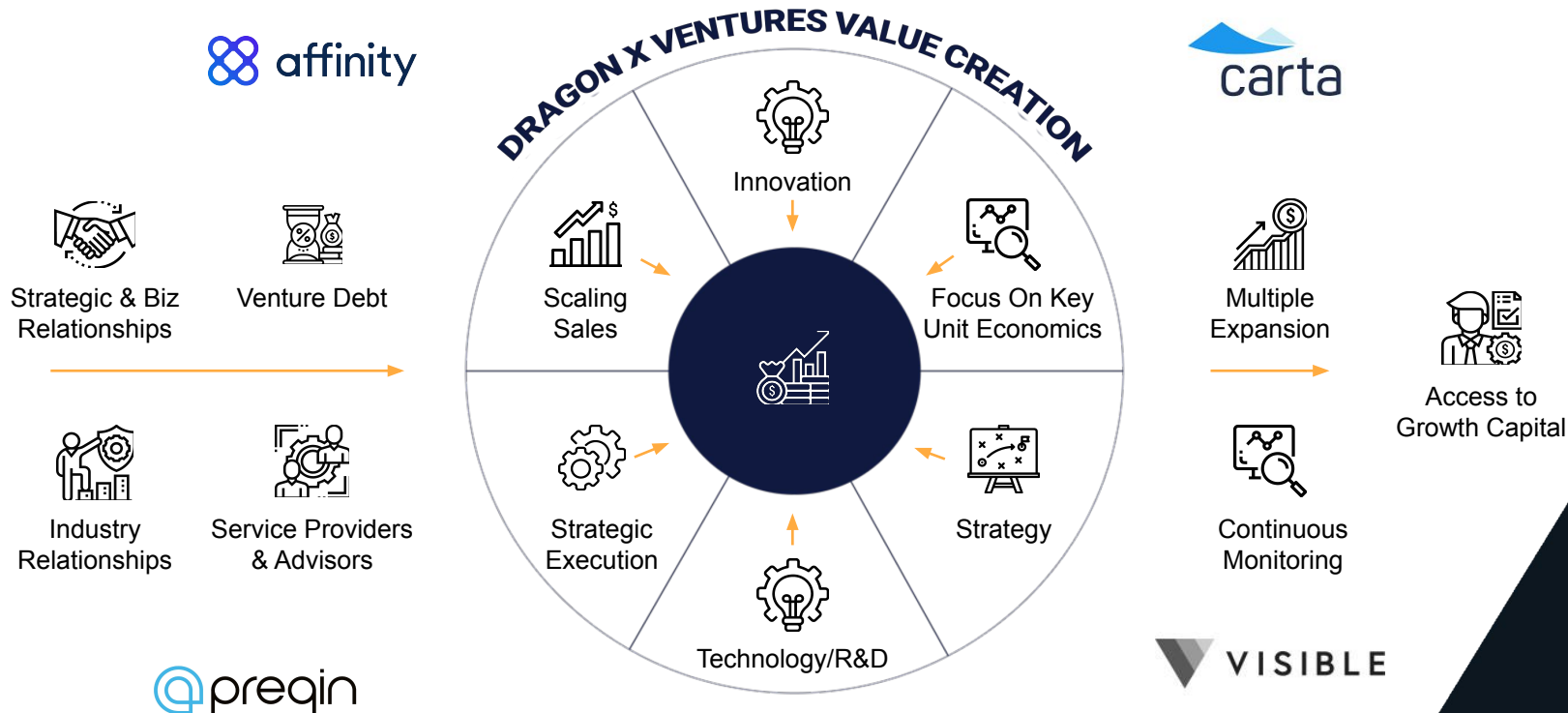
Invitations to  
Exclusive Events



No-Fee Co-Investment  
Model



# Portfolio Management Focused On Value Creation



# Exclusive Merchandise For DragonX Capital LPs

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# Environmental, Social, & Governance (“ESG”)

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We understand that our activities have an impact on the environment and on the people and communities where our portfolio companies operate. We believe the planet and society are better served by supporting a more diverse, equitable, and inclusive venture ecosystem, and that engaging with a broad set of investment criteria that includes environmental, social and governance (“ESG”) considerations mitigates risk and helps to capture long-term value. DragonX Capital has made a commitment to incorporate ESG principles in the way we behave by developing our guidelines. We endeavor to be a forward-looking, responsible owner and a partner to all the stakeholders with whom we work, including employees, customers, suppliers, management teams, board members, industrial advisers, and society at large. We are cognizant of issues around labor compensation and gender diversity. We respect and understand the United Nations Principles for Responsible Investment (PRI). However, we are not yet a signatory but aim to incorporate all relevant environmental, social, and governance principles into our investment analysis, decision-making processes, ownership policies, and practices. We are a member of NVCA, Pledge LA, Alliance for SoCal Innovation, NVCA, and Venture Forward #VCHumanCapital Pledge and our Associate is a member of All Raise VC Associate co-hort.

Environmental, social, and governance (ESG) issues impact the communities where DragonX Capital and our portfolio companies operate. DragonX Capital recognizes this and commits to incorporate ESG principles in the way we behave. DragonX Capital’s ESG guideline was developed in alignment with the requirements of the UN Global Compact’s principles in the areas of human rights, labor, the environment and anti-corruption, the Universal Declaration of Human Rights of the United Nations as well as the OECD guidelines for Multinational Enterprises.



# Disclosures

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This Confidential Presentation (this “Presentation”) is qualified in its entirety by reference to the Confidential Private Placement Memorandum of DragonX Capital, LLC (the “Fund”) (as modified or supplemented from time to time, the “Memorandum”), the agreement of limited partnership of the Fund, as may be amended and/or modified from time to time, and a subscription agreement related thereto, copies of which will be made available upon request and should be reviewed before purchasing a limited partnership interest in the Fund. Statements in this Presentation are made as of the date on the cover of this Presentation unless stated otherwise, and neither the delivery of this Presentation at any time nor any sale of the limited partnership interests described herein shall under any circumstances create an implication that the information contained herein is correct as of any time after such date. Certain information contained herein has been obtained from third parties. All material presented is compiled from sources believed to be reliable and current, but accuracy cannot be guaranteed. This Presentation is not intended to be relied upon as the basis for an investment decision, and is not, and should not be assumed to be, complete. The contents of this Presentation are not to be considered as legal, business or tax advice, and each prospective investor should consult its own attorney, business advisor and tax advisor as to legal, business, and tax advice. An investment in the Fund is subject to various risks, none of which are described herein. A description of certain risks involved in an investment in the Fund can be found in the Memorandum; such risks should be carefully considered by prospective investors before making an investment decision. Information contained herein may include information in respect of prior investment performance, including gross and net return multiples and internal rates of return (“IRRs”), and actual results for unrealized investments will likely vary from the valuations of such unrealized investments indicated herein. In considering any performance information contained herein, prospective investors should bear in mind that past or projected performance is not indicative of future results, and there can be no assurance that the Fund will achieve comparable results or that target returns, if any, will be met. Gross return multiples and IRRs are calculated prior to management fees, carried interest and expenses; net return multiples and IRRs give effect to management fees, carried interest and expenses. This Presentation does not constitute an offer or solicitation in any state or other jurisdiction to subscribe for or purchase limited partnership interests in the Fund. The Fund reserves the right to modify any of the terms of the offering and the limited partnership interests described herein. Recipients of this Presentation agree that the Fund, its affiliates and their respective partners, members, employees, officers, directors, agents, and representatives shall have no liability for any misstatement or omission of fact or for any opinion expressed herein. Each recipient further agrees that it will (i) not copy, reproduce, or distribute this Presentation, in whole or in part, to any party, (ii) keep confidential all non-public information contained herein, and (iii) use this Presentation solely for the purposes described herein.



# Tiger Council

LAUNCHING IN Q3 2022









T – TECH

I – INVEST

G – GROW

E – EXIT

R – RAISE CAPITAL

# Who Is Tiger Council For?

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1. **Tech Founders** looking to use funding to structure, grow, and scale their business in order to implement a solid exit strategy.
2. **Investors** looking to invest in tech and/or the next big thing. Learn how to make wise investment decisions and become a good investor, as well as getting access to our exclusive deal flow.
3. **Established entrepreneurs**, and tech founders, looking to use Financial Engineering (through the strategic use of capital and financing) to scale their company.
4. **CEOs** looking to learn and understand their different liquidity options so they can maximize wealth, and maintain control or ownership over their enterprise.

# TIGER Membership Fee

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The investment for one year of TIGER membership is as follows:

## OPTION 1

\$30,000 USD / per year

## OPTION 2

\$25,000 USD (pre-paid)

# Exclusively Only During The Launch of DragonX Capital Fund 1

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**When you invest \$100K**, you'll get a complimentary membership to  
TIGER COUNCIL for 1 year.

**When you invest \$200K**, you'll get a complimentary membership to  
TIGER COUNCIL for 2 years.

**When you invest \$250K**, you'll get a complimentary membership to  
TIGER COUNCIL for 5 years!



# DRAGONX

## CAPITAL

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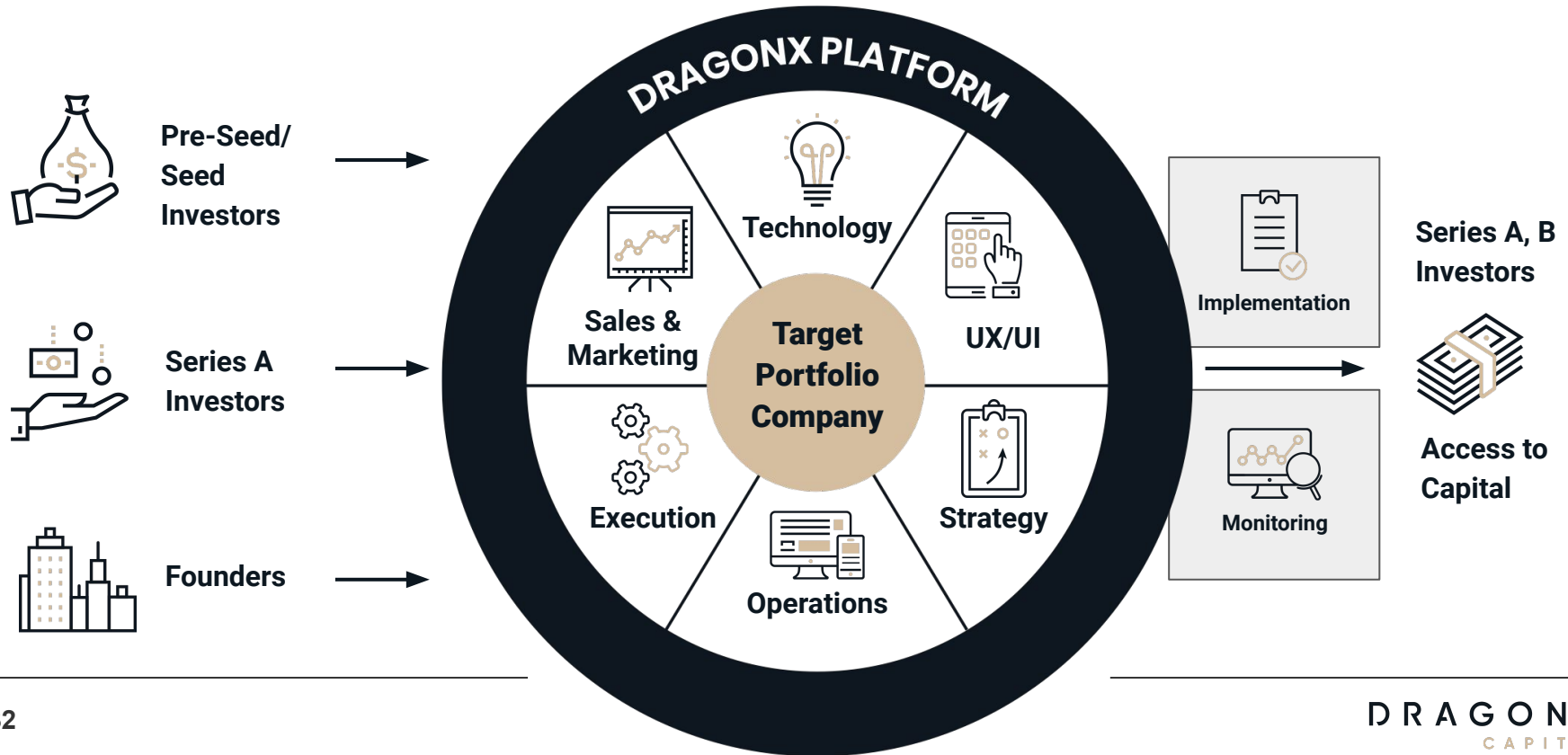
**Dan Lok**

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**Ivan Nikkhoo**

[Ivan@DragonX.com](mailto:Ivan@DragonX.com)

# The DragonX Platform





# Venture Partners & Advisors

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**Venture Partners Help Identify Investment Prospects, Assist in Diligence & Bring Connections, Expertise, and Advice**