

A SAFE
COMMUNITY
FOR
BENIGN
BUSINESS

VIMI.



PRO**SEED**

29 EVENTS
2,033 GUESTS
80 PITCHES

VIMI.

Agenda

- ★ Intro
- ★ Feature Presentation
- ★ 3+1 Innovation Pitches
- ★ Reciprocity Ring
- ★ Beer & Pizza



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Welcome

Today was the last day the world changed this slowly. Challenges and uncertainty are everywhere.

WHAT ARE WE DOING ABOUT IT?



PROSEED

Benign Business In a Safe Space

Proseed are a community of entrepreneurs eager to partner in a safe space.

We help each other
any way we can.

It's the natural thing to do :)

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Who are Proseed?

Alex Lorent, Pillar Events

Anthony Pash, Southeast Partners

Amy Diener, Amy Diener Art

Claire Souchet, LR Paris

James Wood, The VR Guys

Jos Bosmans, BMS Recruitment

Kris Withouck, Alcamì

Lawrence Chaney, GPS Legal

Noah Shepherd, Stanley Black & Decker

Takeshi Heta, Fabbìt

Mike Darnell, VIMI



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Why Join Us?

You believe doing good for others is key to your wellbeing and success, and you're keen to practice this belief with like-minded people.



Fabbit

Spaces that help you feel focused and comfortable.

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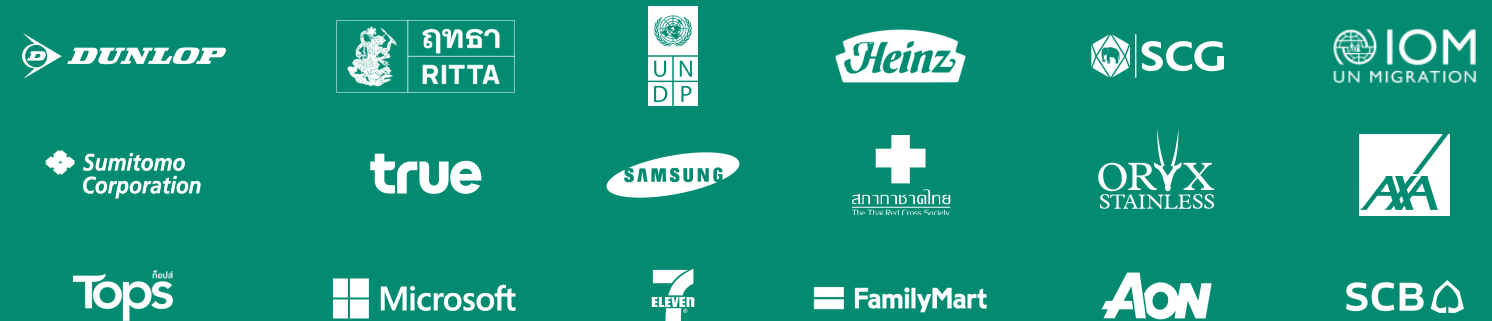
Creating digital success for invisible giants since 2010.

12+

Years of experience

250+

Client organizations





Innovation in Management at Decathlon

Frederic Bichet
CEO, Decathlon Thailand

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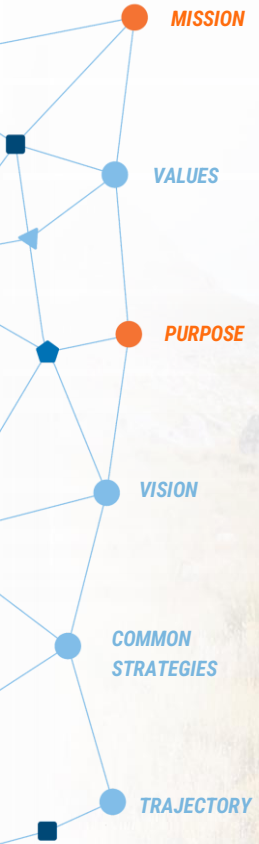


DECATHLON

PRESENTATION



bethechange.decathlon.com



OUR COMPANY MISSION

SPORT FOR THE MANY

TO SUSTAINABLY MAKE THE PLEASURE AND BENEFITS OF SPORT ACCESSIBLE TO THE MANY

OUR PURPOSE

TO BE USEFUL TO PEOPLE AND TO THEIR PLANET



OUR VALUES

MISSION

VALUES

PURPOSE

VISION

COMMON STRATEGIES

TRAJECTORY

VITALITY

It's about being alive. It's about being positive and full of energy.

I dare, I take initiatives, I adapt and I change when necessary. I love action. I play to win and not simply to not lose.

RESPONSIBILITY

It's about being accountable, it's about being the main player in your own life.

I say clearly what I am going to do, and I do what I say. I measure regularly the value I create and I make sure that it grows. When I make errors, I correct them quickly. I ensure that all stakeholders benefit sustainably from my decisions.

GENEROSITY

It's about doing things from the heart and being focused on others.

I'm a team player, I help out when needed. I share with others anything that could be useful to them. I consider all stakeholders as 'friends'. I take care of myself and of others. We stand in solidarity.

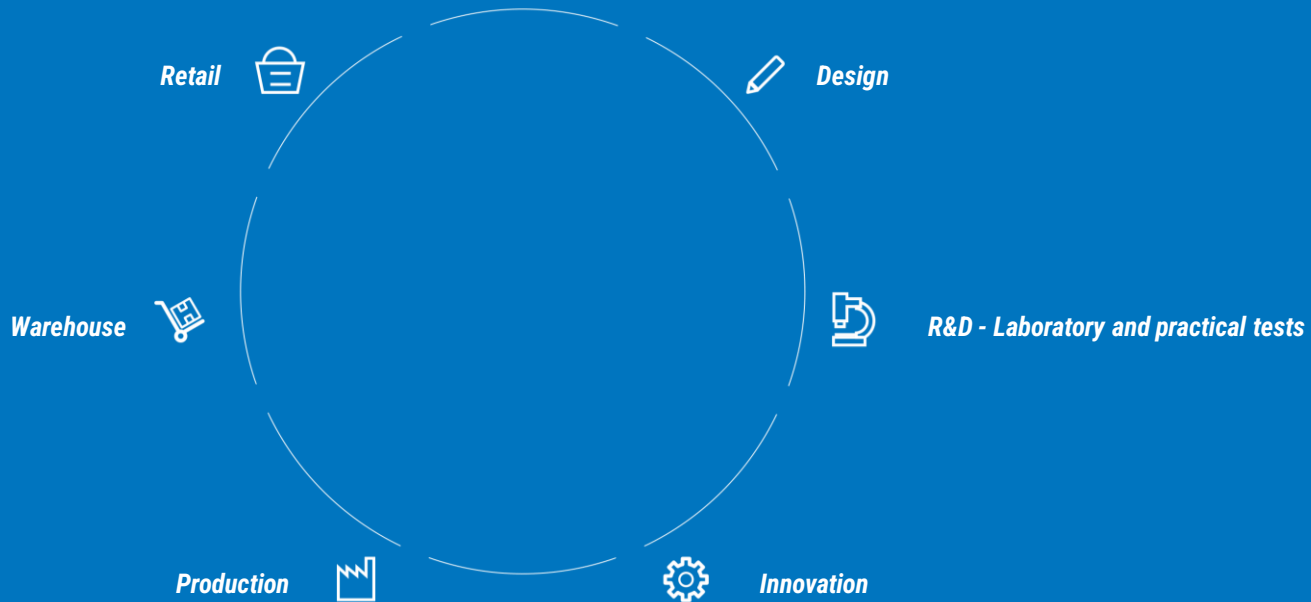
AUTHENTICITY

It's about being true to yourself, and towards others.

I have the courage to be myself. I say things simply and I act with sincerity and with care towards others. When I act, I consider the consequences on the planet's natural resources.

OUR STORY

Observation of sportspeople



DECATHLON IN FIGURES



€11.4 billion

Turnover (without taxes)
-6% compared to 2019



142 M

Customers
Online and in store



400 M

Users



75

Signed sports



64%

Products with
environmental labeling
61% in 2019



69%

Delighted Sports People



60
Countries



1
New country
In 2021



1,709
Stores



82
New stores
In 2020



87
Warehouses and
logistics platforms



45
Industrial Partners

A blue-tinted photograph of two hikers in a mountainous landscape. The hiker on the left is wearing a dark jacket, a large backpack, and is leaning forward, holding a trekking pole. The hiker on the right is wearing a dark jacket and a backpack, and is smiling while looking at the first hiker. The background shows misty mountains and a valley.

**DECATHLON Thailand
Management mindset**

Management and leadership sharing

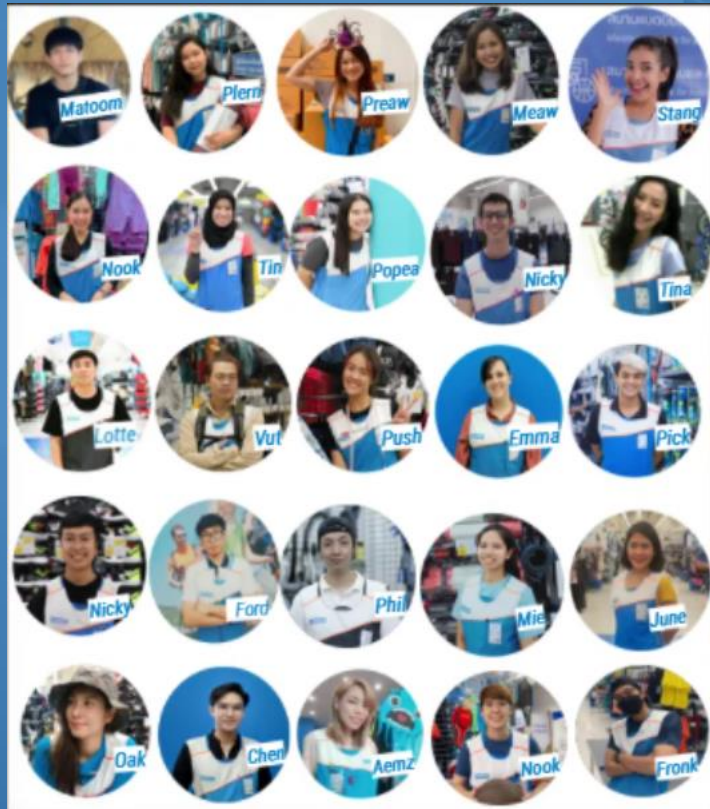
Few principles

- Not more than 3 hierarchical level in the country
- Only Profit center can recruit team mates (Trading - Logistic/ Supply - Stores)
- Everyone as an operational role and a functional role, no one is fully functional
- Freedom to decide your working hours and your holidays
- We do not have titles we have roles (Player -Coach -Leader -Expert)
- As less rules as possible (no exchange policy, no salary grids, no job descriptions..)
- We are organized by sports from production to retail



To illustrate



Communication Network



SD Network

			
Amp	Ohm	Kluaykai	Khim
Renewable Energy			Supplier Action on Climate Change (CO2)
			
Ple	Phu	James	Toon
Digital Cleanup	Products Transport	Hangers Reuse/Recycle	
			
Felix	Jib	P'A	Kluaykai
2nd Life Products	Ecodesign Products Communication	Planet Plus	Eco Mobility
			
Andrew L2L	Zoom HRP	P'A ENV	
			Zero Waste to Disposal Responsible Production



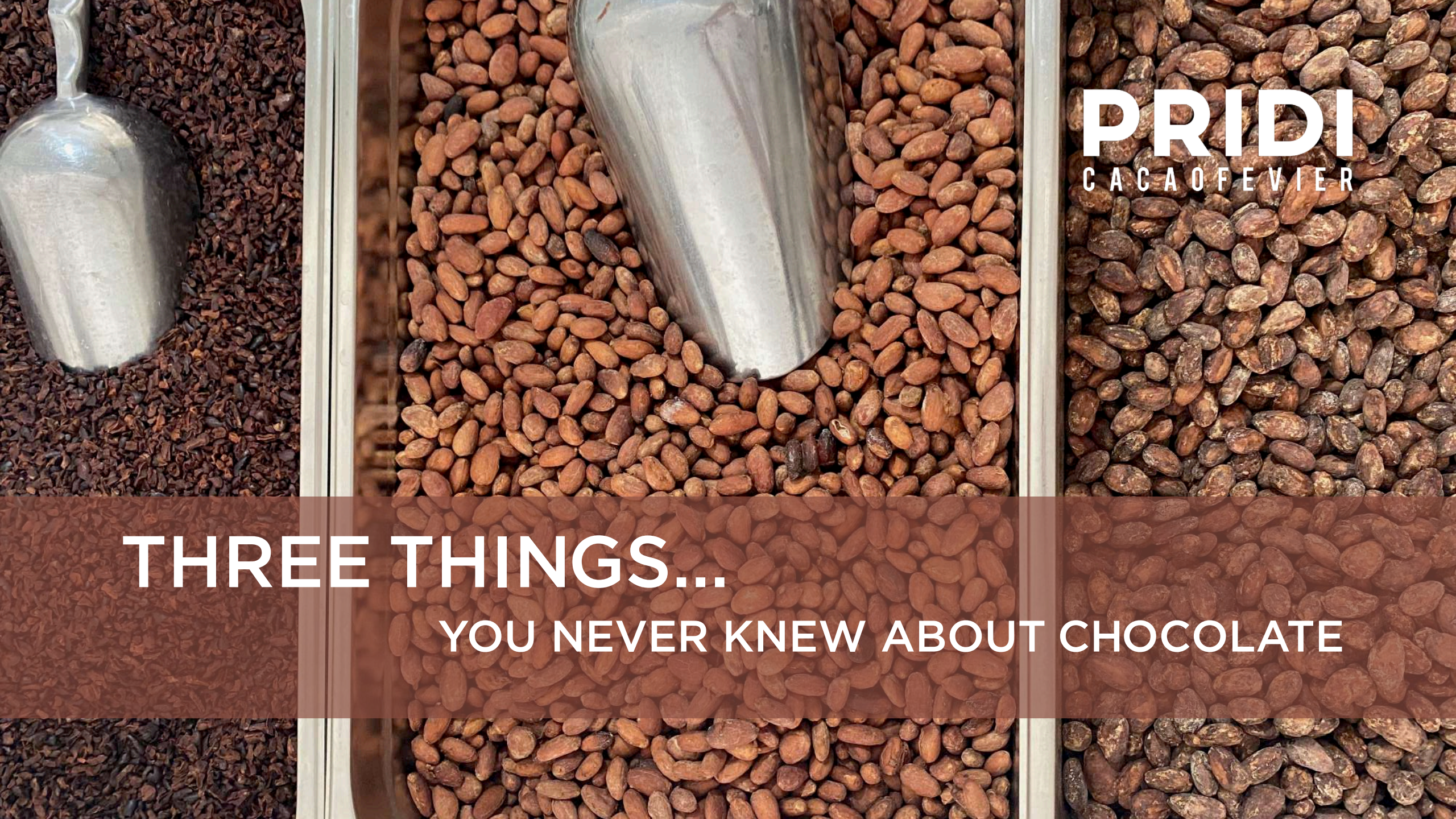
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Open Mic Elevator Pitches

3 Minutes Pitch
2 Minutes Q&A



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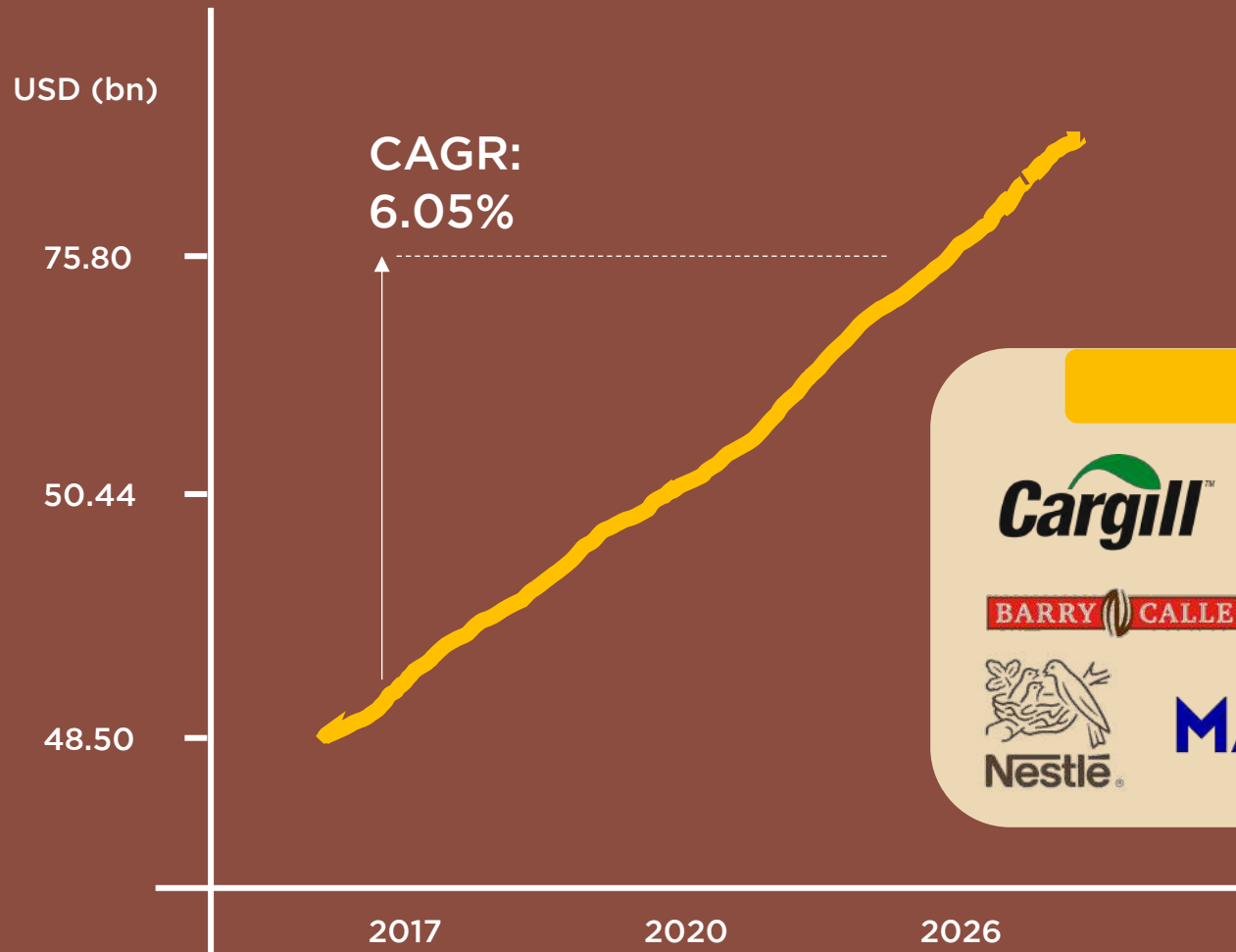
PRIDI
C A C A O F E V I E R

THREE THINGS...

YOU NEVER KNEW ABOUT CHOCOLATE

GLOBAL MARKET

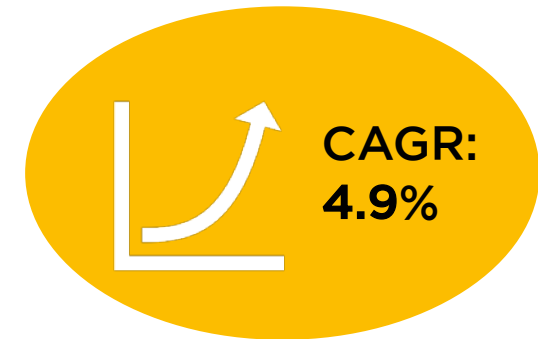
Global chocolate and cacao market in billion USD
as published by Fior Markets



Incremental
Growth
2020 to 2025
USD (bn)

41.72

PRIDI
C A C A O F E V I E R



TOP PLAYERS



Continued
Increase
2019 to 2021.
No COVID-19
Impact!

APAC GROWTH

PRIDI

C A C A O F E V I E R

“ **Pridi translates to happiness.**

Cacaofevier means turning beans to bars.

Three chefs making delicious chocolate right where the cacao trees grow.

We keep **supply chains short** and respect for ingredients high. We know every ingredient and the people behind it.

Feel-good chocolate with **great ingredients** you can enjoy every day with a smile.





BAR TALK!

Where we need help to achieve our goals

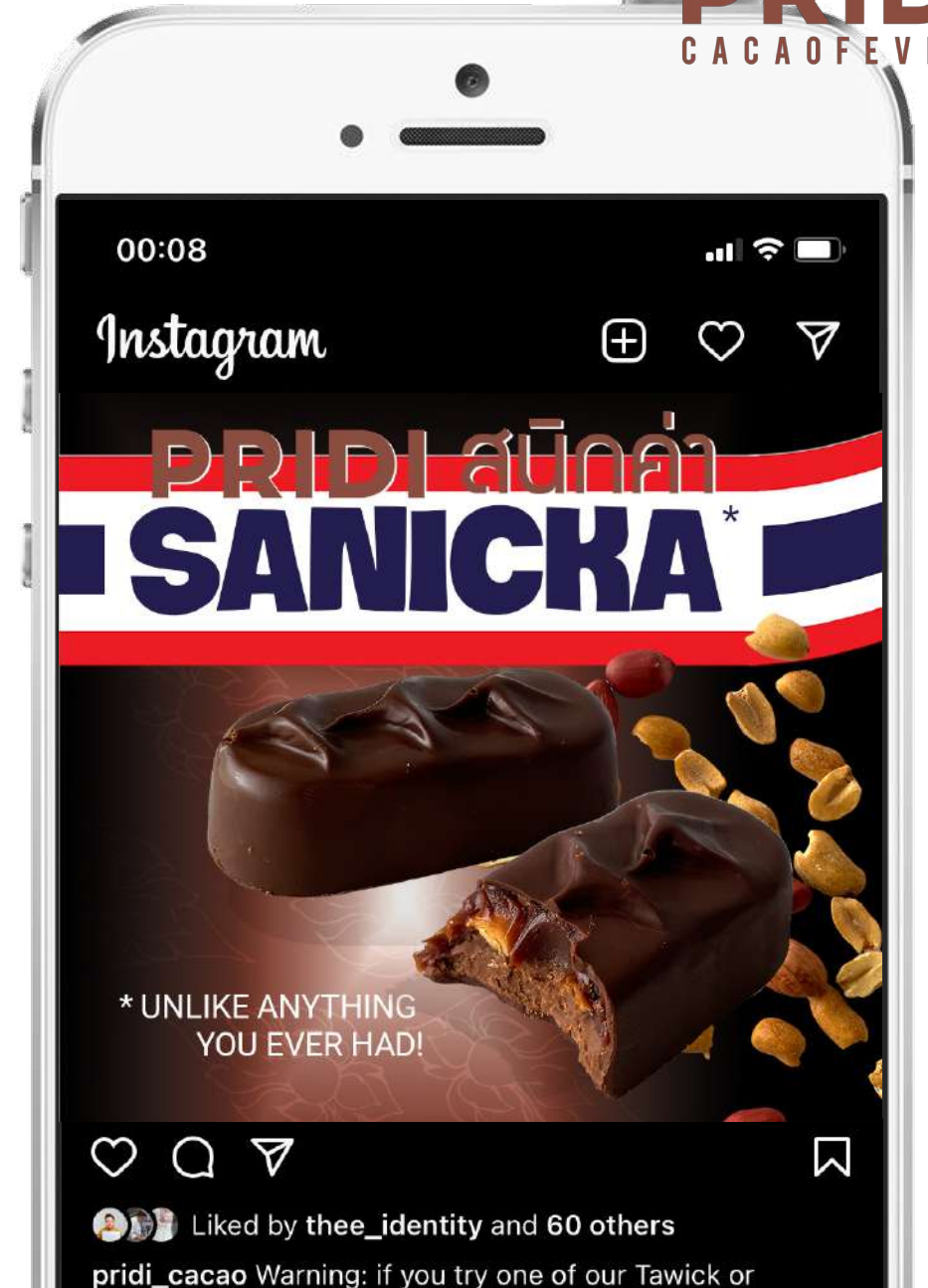
- Increase factory size and storage space
- Certify HACCP and FDA
- Increase brand awareness
- Build sales and distribution channels
- Supply chain partners and supply chain control

Ambition:

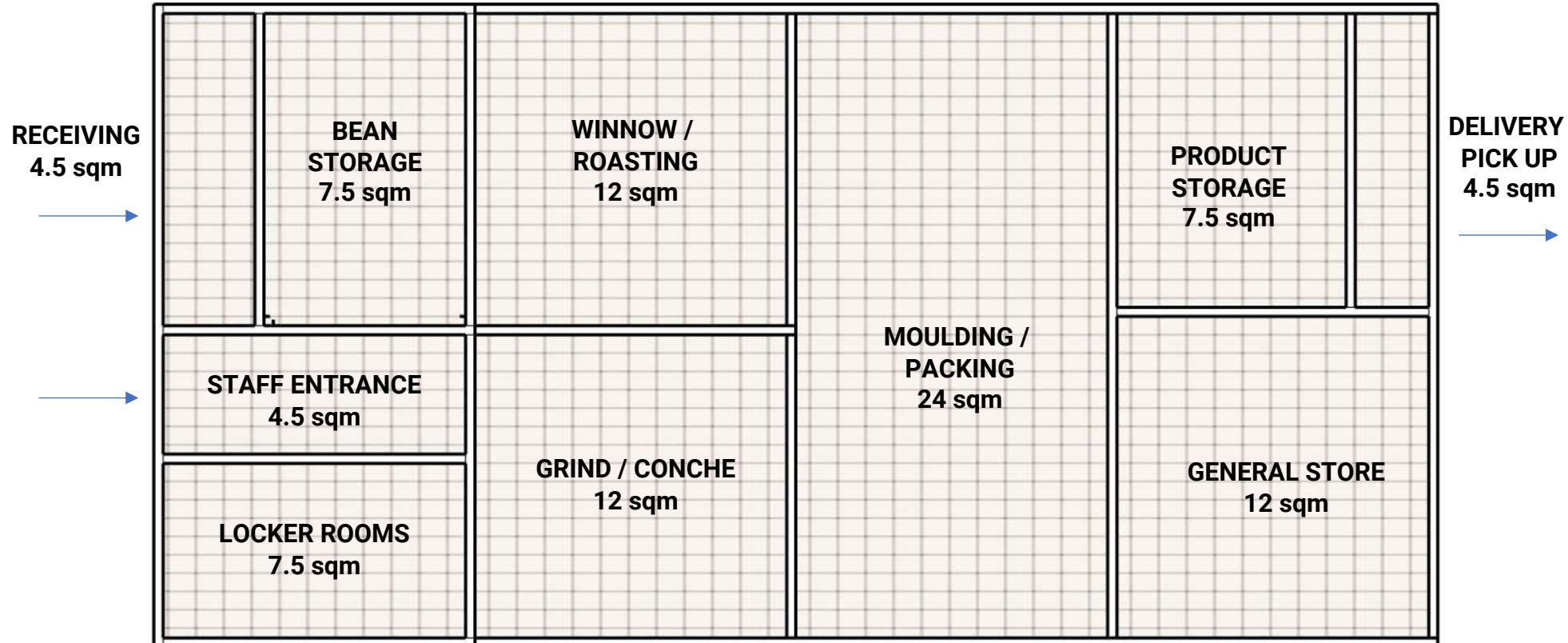
PRIDI is Thailand's most recognized chocolate brand!



PRIDI
C A C A O F E V I E R



ROOM TO GROW



100 sqm production
+ Office space
+ Shop front
Ready for HACCP
3 phase power
Solid water pressure

Pitch
Evaluation



AlphaPlus

Next generation of alpha seeking

PRESENTED BY

Tony Chen



α

**We are one stop service
for alpha generating.**

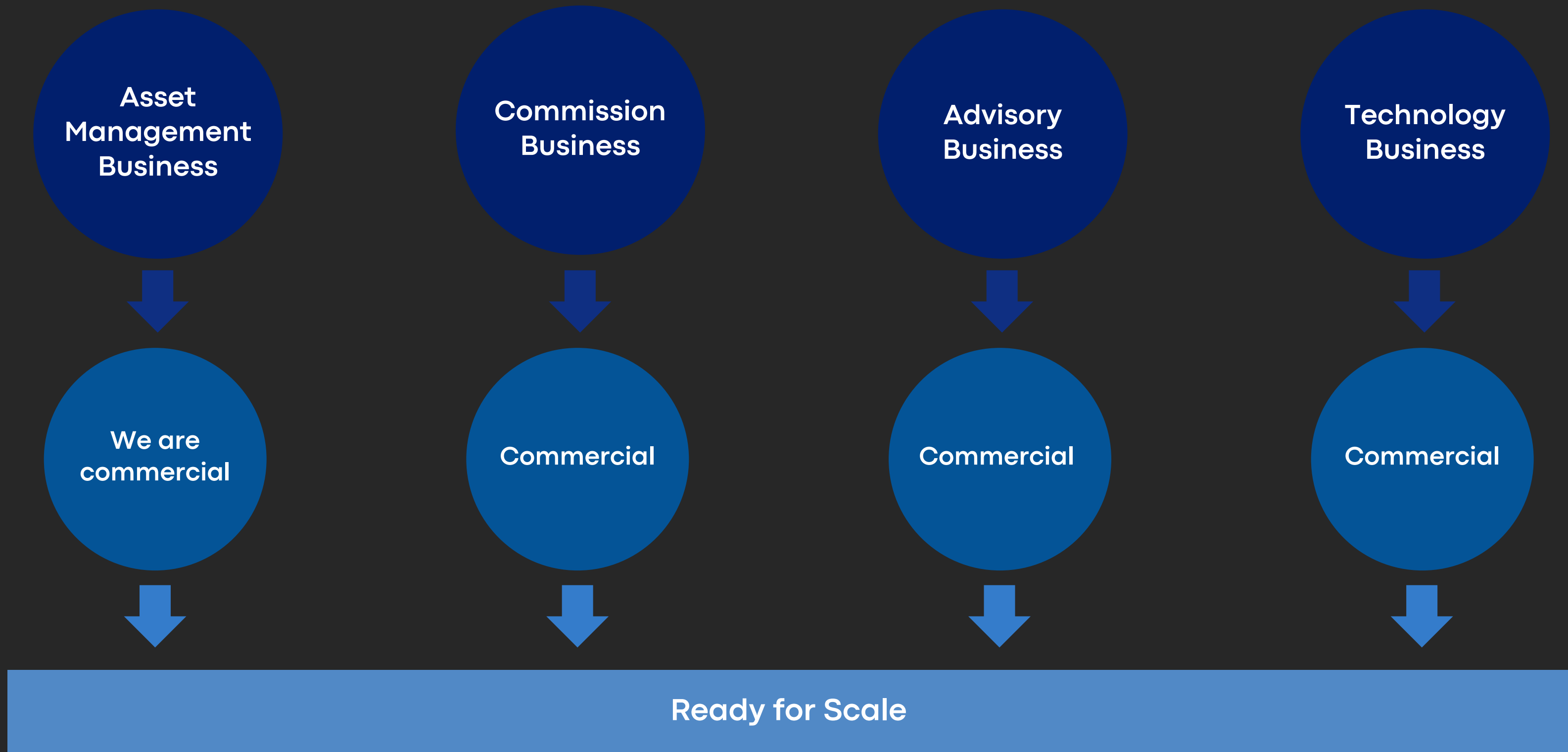
WHO WE ARE:

We are a group of fund managers, traders and programmers specialising in quantitative and algorithmic trading.

We have a proven record of generating alpha across multiple assets.

We aim to be the dominant player in Thailand within 2 years; then global scale. with proper investor and structure, it will be a lot faster.

When industry is disrupting itself, all will somehow obsolete



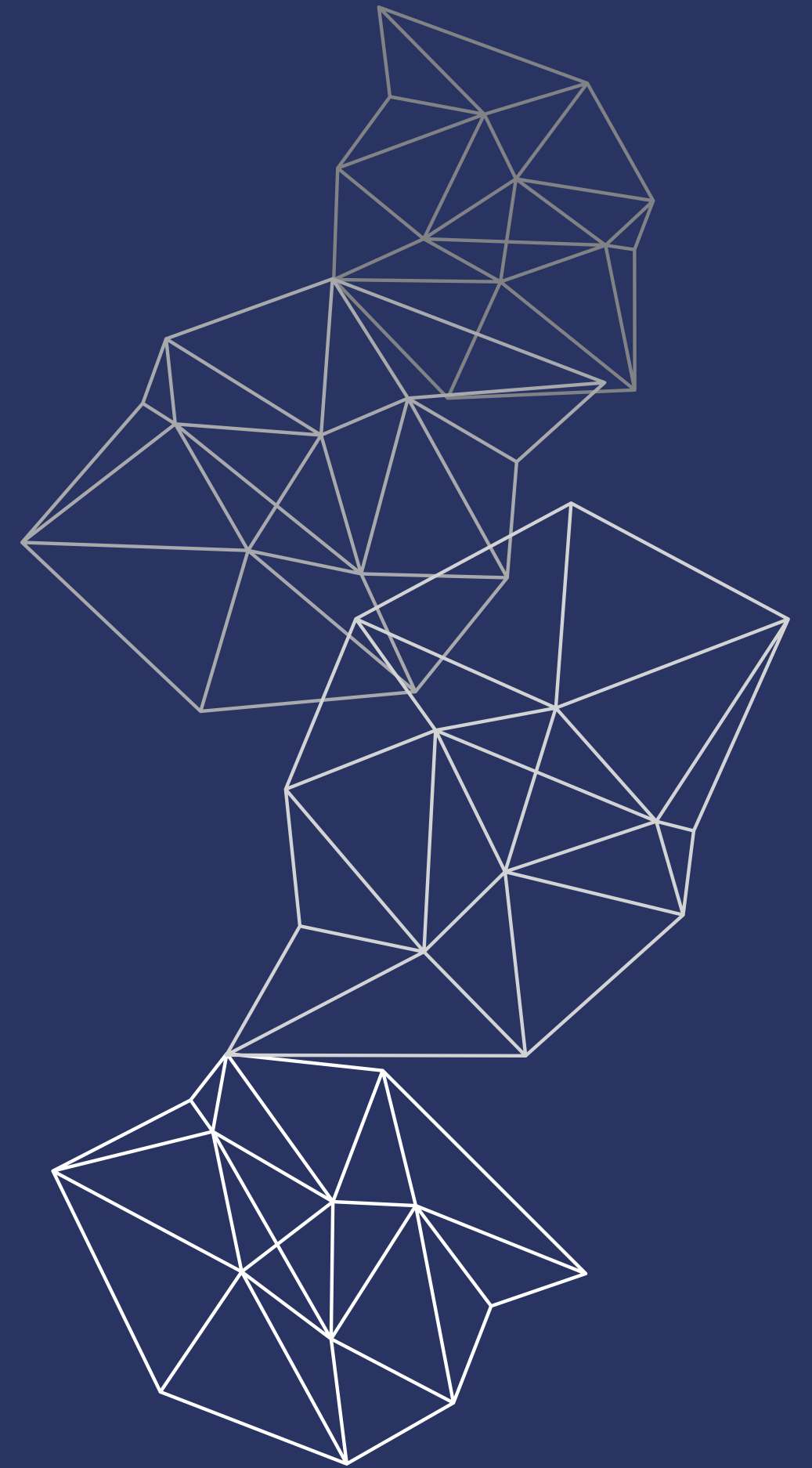
What are we raising? No Money Burning Game!

**THB 30 million for 30%
of our company general
partner, with THB 100
million valuation.**

OR

**THB 200 million as our
seed client with a 2/20
fee structure, you will
get 15% of our company
general partner.**

% is negotiable, depending on what you are contributing



Log In

If you are our existing client or invited investor. Please login

Email

Password

Log In

Q&A

Pitch
Evaluation





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Community Pitch

Hands Across the Water
Victor Rollins



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บ้านฟอแม FOMA House



But why do we
matter?

Hope

Security

Opportunity

Purpose

Compassion

Understanding

Community

And a Freedom of
choice









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Reciprocity Ring

Ask for the help you need
Offer the help you can give



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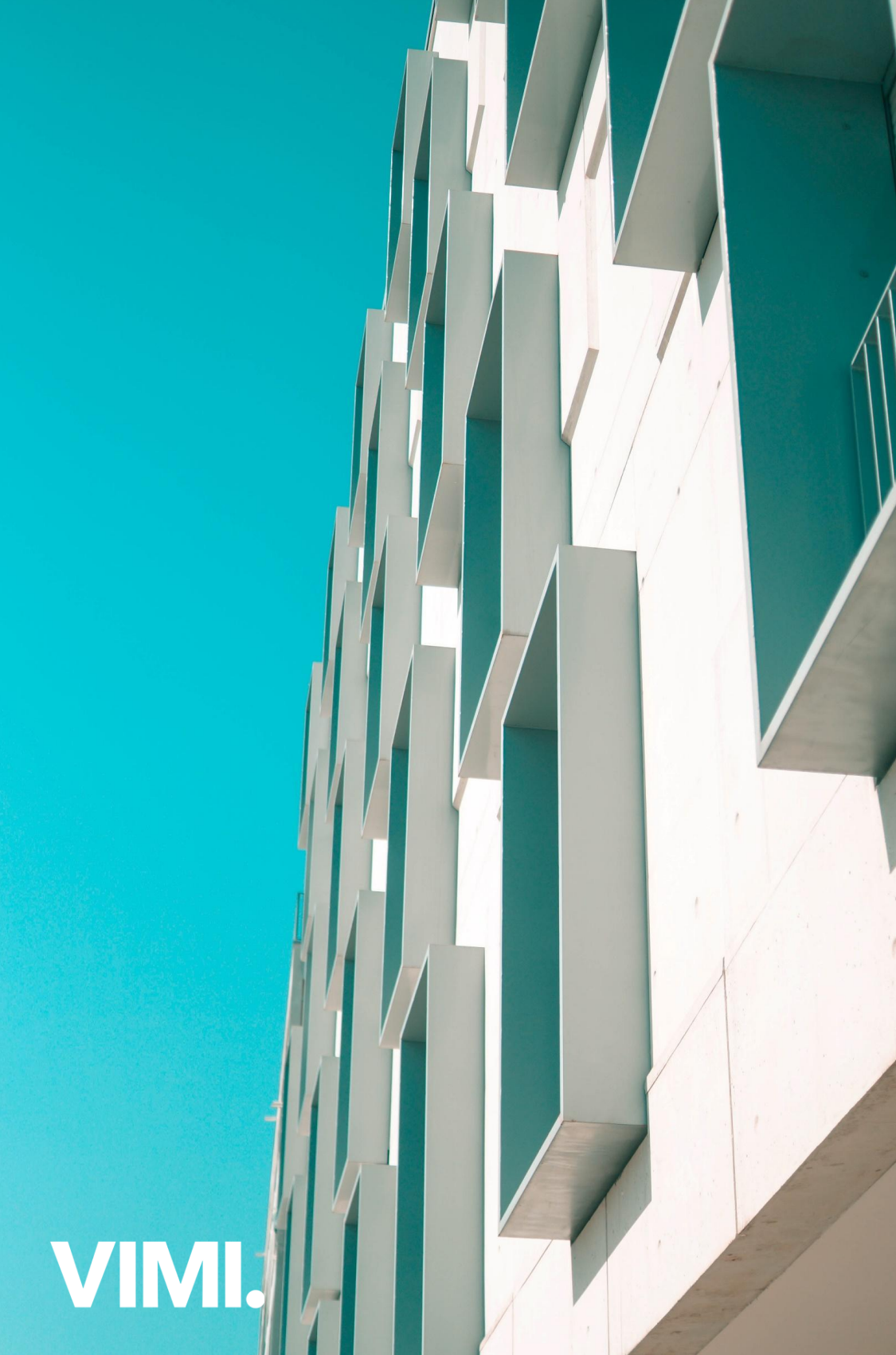


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Beer is free but we recommend ₱100 donation to our featured charity



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Stay in Touch



Proseed Friends
on Whatsapp



LINKEDIN



FACEBOOK



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