

WELCOME
TO BANGKOK'S
FRIENDLIEST
BUSINESS
COMMUNITY

Proseed Membership Benefits & Plans

Benefits	Friends of Proseed	3 MONTHS membership	12 MONTHS membership
Whatsapp group	Friends of Proseed	Proseed Members	Proseed Members
Networking party Monthly	฿300	Receive 6 tickets For yourself and your guests	Receive 30 tickets For yourself and your guests
Friday lunch Weekly	฿600	฿490	฿490
Sunday night mixer Weekly		Happy hour all night	Happy hour all night
Membership Approval	Acceptance to the whatsapp group	By membership committee	By membership committee
Investment / ticket	฿300	฿167	฿111
You save per ticket	NA	฿134	฿189
total investment	฿300	฿999	฿3,330



40 EVENTS
3,724 GUESTS
113 PITCHES

VIMI.

#41th Gathering Agenda

- ★ Intro - 10 minutes
- ★ Feature Presentation - 15 minutes
- ★ 3+1 Innovation Pitches - 20 minutes
- ★ Reciprocity Ring - 5 minutes
- ★ Beer & Pizza - 65 minutes

Agenda here ends at 20:59.

The Royal Queen Seeds Afterparty
begins at 21:00.



PROSEED

We're all messy We're all struggling

"...We are all flying high in some ways
& falling flat on our faces in others.
Nobody has it all figured out.
It's our job to cheer each other on,
lift each other up, & push each other
to keep giving it our best.

Who we surround ourselves with matters.

We need to be better to each other.

We're all we have..."

Amy Weatherly

VIMI.



PROSEED

Friendly Business In a Safe Space

Today was the last day the world changed this slowly,
& while progress promises opportunity, it can also
make us feel overwhelmed & lonely.

Our community is dedicated to supporting positive
progress by fostering kind innovation & innovative
kindness.

We help* each other as best we can.
It's the natural thing to do...❤️

(* You can start by taking pictures
of our amazing speakers, so we can share
with everyone later :)

VIMI.



PROSEED



VIMI.

What we do

- ♥ Support each other by devoting time and attention to our fellow members.
- ♥ Support each other's businesses when opportunities arise.
- ♥ Organize events & share knowledge & for the benefit our members & the community..
- ♥ Support local charities for the benefit of the community.



PRO**SEED**

Principles

Anyone is welcome to apply to join PROSEED's community. Our guiding principles are:

- ♥ **Show up** – Familiarity breeds trust.
- ♥ **Be chill** – We appreciate honesty. Just be yourself.
- ♥ **Be curious** – Proseed is a great place to learn.
- ♥ **Be kind** – Kindness provides meaning to life.
- ♥ **Get involved** – Proseed is a voluntary community maintained by members' efforts.

If these principles appeal to you, please join us!

VIMI.



PROSEED

Who are Proseed?

Alex Lorent, Asia Pillars

Anthony Pash, Southeast Partners

Amy Diener, Amy Diener Art

Claire Souchet, LR Paris

Erik Van Den Brande, Ocean Nutrition Europe

Gregory Enjalbert, A Cup Of CoFi

James Wood, The VR Guys

Johan Vermreiren, Vemax Group

Jos Bosmans, BMS Recruitment

Kris Withouck, Alcami

Lawrence Chaney, GPS Legal

Lex De Groot, Royal Queen Seeds

Napaporn Palsingh (Seema), Krungthai-AXA Life Insurance

Noah Shepherd, TBC

Polo Ruesz, Bangkok Island

Takeshi Heta, Fabbit

Vic Rollins, Auburn Asia

Mike Darnell, VIMI



VIMI.

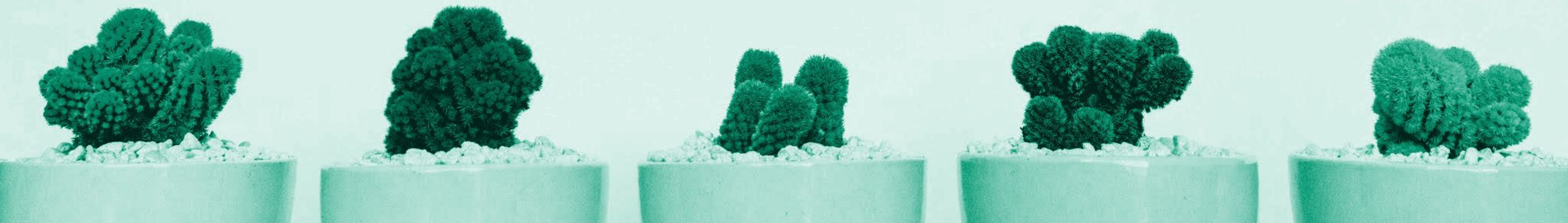
Why Join Us?

Proseed is a kind, friendly and supportive community.

Being kind to others makes us feel good.

Belonging to kind communities is proven to:

- ♥ Support achieving life-goals and self-actualization
- ♥ Boosts self esteem and confidence.
- ♥ Builds resilience to stress and setbacks.
- ♥ Improve immune system responses, stamina and memory.



Joining

♥ Per event

→ ₪300

♥ Per quarter / 3 events

→ Get 6 guest tickets

→ Reduced Friday lunch fees

→ Happy hour & endless chips all night
at the Weekly Sunday mixer

→ ₪999

♥ Per year / 11 events

→ Get 36 guest tickets

→ Friday lunch & sunday mixer - See above^^

→ ₪3,330

VIMI.



PROSEED

Fabbit

Spaces that help you feel focused and comfortable.

VIMI.

Creating digital success for invisible giants since 2010.

12+

Years of experience

250+

Client organizations





Your company?

Being a Proseed community sponsor is a benefit reserved to members...





VIMI.

Business before Tech

Gareth Davies

Chair of the British Chamber of Commerce



PRO**SEED**



enabling business success

why tech shouldn't come first



covering

Quick introduction

Who am I?

Common misconceptions

and how damaging it can be

Importance of defining business goals

What to think about when composing a plan

Choosing the right tech

Finding tech that solve the original problem

Building a strong business foundation

Developing clear strategies



hello

CTO at DDX

- Consulting
 - Smart cities
 - Automotive
 - Gaming
- Technical pre-sales

Chair of the BCCT

Rapidly Aging

- Studied maths / university dropout
- Highly Proficient in mediocre coding
- Living in Thailand for 8 years
- First visited in 1992
- Working in tech since 2005
 - Set up and ran Fluxus for 10 years before exiting to build DDX
 - Been involved in multiple startups (most failed!)



do you have a solid plan?

We're in a world where technology is advancing faster than ever, It's easy to get caught up in the excitement of new gadgets and software

What they are not

Many entrepreneurs (and seasoned professionals) make the **mistake of putting technology before business** planning. They assume that the latest technology will solve all their problems and lead to success.

What they are

The truth is, technology is **only a tool**. It can't replace good old-fashioned business strategy and planning. Before you start investing in the latest tech, ask yourself this: **do you have a solid business plan in place?**



misconceptions

“Tech = solution”



One of the biggest misconceptions about technology and business is that technology alone can solve all problems. While technology can certainly help streamline processes and improve efficiency, it's important to remember that it's just a tool.

“It’ll make things better”



Without a solid business strategy and clear goals, technology can actually do more harm than good.

The key is to choose the right technology based on your specific needs and budget.

“Only for large businesses”



Another common misconception is that technology is only for big businesses with deep pockets.

In reality, there are plenty of affordable technology solutions available for small and medium-sized businesses.



without clear goals, you will fail (probably)

Defining your business goals is an essential step before investing in technology.

Imagine investing in a new CRM system without first defining your sales process and customer journey.

You'll end up with a tool that doesn't meet your needs or improve your bottom line.

On the other hand, when you take the time to define your business goals, you can make informed decisions about which technologies will help you achieve them.

By having a clear vision of what you want to accomplish, you can focus on solutions that will deliver real value to your business.



choosing the right technology for your business

When it comes to choosing the right technology for your business, there are a few key factors to consider.

Defining your business goals

First and foremost, you need to think about your **business goals**.

- What do you hope to achieve with the technology you invest in?
- Are you looking to streamline your operations, improve customer satisfaction, or increase sales?
- What's your budget. How much can you afford to spend on tech?

Investing in the right technology can help you save money in the long run, but you don't want to overspend upfront and put your business at risk. Finally, you should think about other factors such as compatibility with your existing systems, ease of use, and scalability.



building a strong foundation

Planning & Strategising

Investing in business planning and strategy is crucial for building a strong foundation for your business.

By taking the time to carefully consider your goals, target market, competition, and other factors, you can develop a clear roadmap for success.

It works

Case studies have shown that businesses that prioritise planning and strategy are more likely to achieve long-term success.

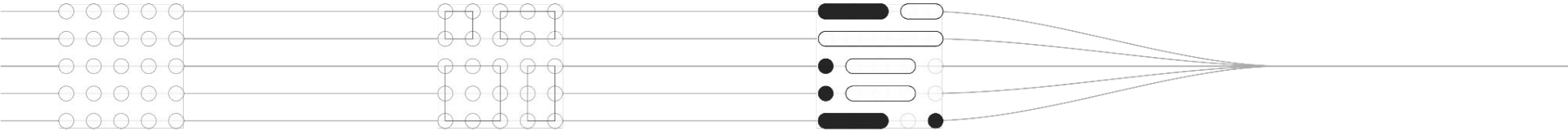
For example, Company X was struggling to grow their customer base until they invested in a comprehensive marketing plan.

By identifying their ideal customer and tailoring their messaging accordingly, they were able to increase sales by 50% within a year.



in conclusion,

it's clear that prioritising business planning before investing in technology is crucial for long-term success.



By defining your business goals and choosing the right technology to support them, you can build a strong foundation for your business and avoid wasted resources and missed opportunities.

While it may be tempting to jump straight into implementing the latest tech trends, taking the time to plan and strategise will ultimately pay off in the form of increased efficiency, profitability, and customer satisfaction.

So, I encourage you to put business before tech and take action towards building a stronger, more successful business today.





Thank you



VIMI.

Open Mic Elevator Pitches

3 Minutes Pitch
2 Minutes Q&A



PROSEED

xCelery Venture Studio

We help organisations build new engines of growth ...(and we're hiring!)



What we do at Window Seater



WINDOW SEATER

1



Story available:
The Defford Telescope

2



Defford Telescope

This relatively small telescope has big ambitions, and stands on the shoulders of great innovators.

Closest station: [Ashchurch for Tewkesbury](#)

Play Story

Share



3

Experiences



RAF Defford Museum
Home for the development of airborne radar during WW2, this Nation...



Flower Fields on The Wyke Manor Estate
Fantastic fields of colour, from the The Real Flower...



Morgan M
Morgan's sports car of charis...



The Malvern
Malvern
Enjoy you
Worcester
The Malv...



RAF Defford Museum

Home for the development of airborne radar during WW2, this National Trust-run museum tell the secret story of RAF Defford, with wartime artefacts, videos and costume displays.

Work here at RAF Defford enabled Allied forces to overcome the German U-boat menace. And it was critical to the success of the Battle of the Atlantic.

Closest station: [Ashchurch for Tewkesbury](#)

Website:

<https://www.nationaltrust.org.uk/croome/features/raf-defford>



1

What we do at Window Seater

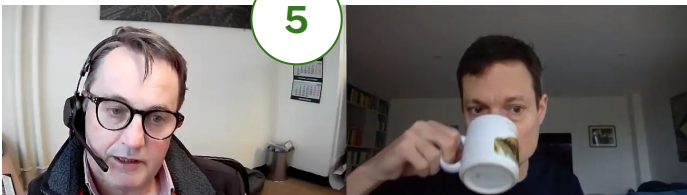


John Chaplin
 Director of External Affairs and Special Projects at Bristol Port
 Bristol, England, United Kingdom

4



2



5



3

6

John Chaplin (Severn Beach)

00:00
 John Chap... So clearly bristle has a long maritime heritage and there's evidence that, uh, even before the Romans arrived at the people in Bristol were exporting and importing from places as far a field as a south Wales era and even Northern Europe. And for many years, the port was based in the city center in Bristol, but taking ships to the center of Bristol from the seven estuary down the river, Raven presents two particular challenges.



Avonmouth and the Bristol Port

7 The industrial scene critical to the Bristol economy, and striking a delicate balance with Severnside's ecology.

Closest station: [Avonmouth](#)

Play Story

Share

Experiences



Secret Garden at Avonmouth Station

The Severnside Community Rail Partnership together with volunteers...



Horseshoe Bend



scubago THB ▾

Home > ... > Beginner > Discover Scuba Dive Day Trip

Diving Day Trip Asava Resort

Shark Bay, Koh Tao, Gulf of Thailand, Surat Thani, Thailand

[VIEW MAP](#)


1/12

☰ ALL PHOTOS

Course Details


฿2,500 /guest [CHOOSE THIS COURSE](#)

Sponsored

 Scubago
<https://www.scubago.com> › scuba-diving › compared

Scubago™ Official Site - All Dive Courses & Fun Dives

Only **Diving** on your Mind at the **Dive Center** - Book your Course Ahead online on **Scubago™**. Book Dive Courses and Dive Trips anywhere in the world easily...



What we do at Scubago



Ask

Please help me find fun, adventurous, honest, creative...

- Writers
- Growth marketers
- Venture builders

ps@xcelery.co

Offer

Free 1.5h venture coaching session to refine...

- Value props (products / solution ideas)
- Venture models
- Growth models

calendly.com/xcelery/freebee

Pitch
Evaluation






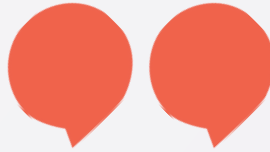
Revolutionizing recruitment with AI.



AIRA Beta Registration



Organisations are now focusing on the **administration of process vs. actual decision making.**



FOR JOB SEEKERS

Navigating the Complex Job Market:

Job seekers struggle with the impersonal and fragmented nature of job platforms, leading to

- irrelevant **job matches**
- **low engagement** with recruiters
- difficulty **understanding their standing** in the job market
- **Lengthy application process**



FOR COMPANIES (EMPLOYERS)

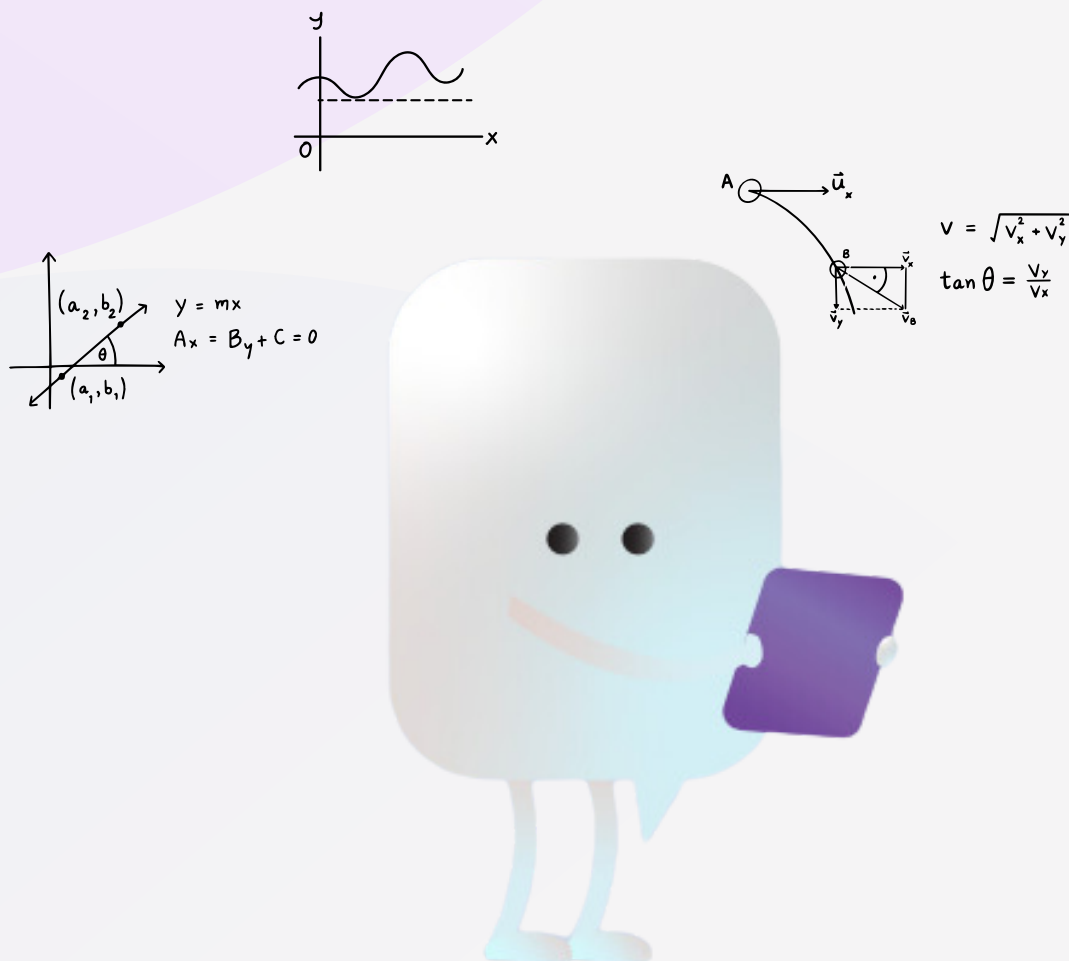
Inefficient Recruitment Process:

Companies grapple with the inefficiencies of the recruitment process, which include

- **time-consuming** application reviews
- difficulty finding **quality candidates**
- extended time-to-hire periods that **disrupt operations & increase costs**



aira is an **autonomous AI assistant** that proactively reaches out to both parties, focusing on privacy, confidentiality, and the power of choice for both candidates and employers.

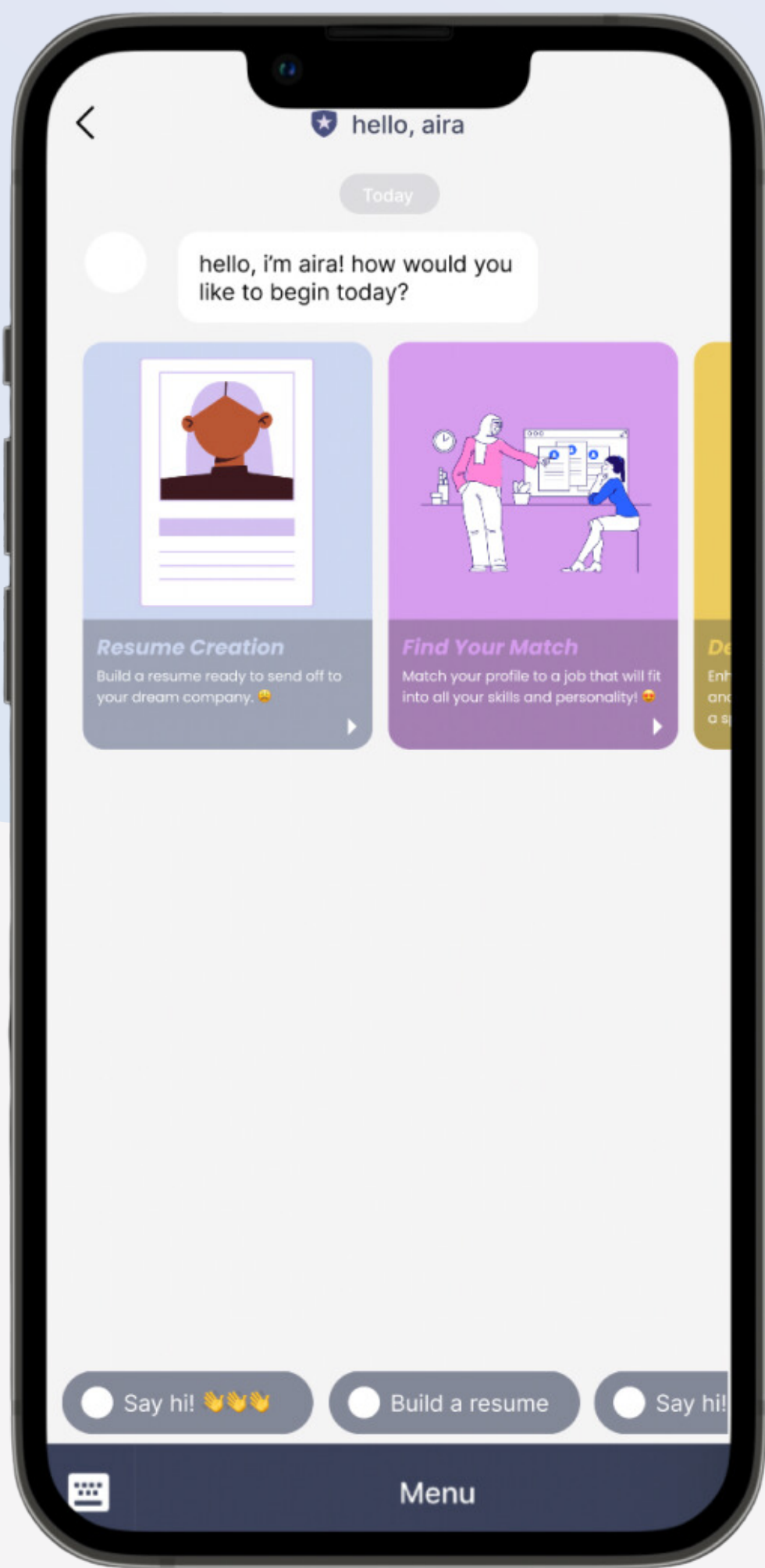


✖️ **FOR JOB SEEKERS**

- + AIRA respects privacy and confidentiality.
- + AIRA ensures that our outreach efforts are not during office hours.
- + AIRA is command-responsive, providing options to delete data, set reminders, and more.
- + The result is a seamless, efficient, and respectful recruitment process

✖️ **FOR COMPANIES (EMPLOYERS)**

- + AIRA finds the best candidates
- + AIRA engages with each one to gauge interest and presents a list of potential candidates for employer approval.
- + Candidates' data is never shared without their express consent.



Currently, AIRA is capable of:

- + **Career Advice**
Provides guidance to candidates to help them shape their career path.
- + **Resume Analysis**
Analyzes and understands the candidate's profile for optimal job matching.
- + **Job Matching**
Matches candidates with jobs using vector indexes for high dimensional semantic similarity.
- + **Job Application Support**
Assists in the job application process ensuring no opportunity is missed.
- + **Respect of Privacy**
Has an option of 'Do not Disturb' and 'Delete my Data'.

Soon, AIRA will be able to:

- 'Refer a Friend'
To help widen the pool of potential candidates.
- Company Analysis**
Offering insights into potential employers.
- Group Assistant**
Providing collaborative support for group-based tasks.
- Interview Prep**
Generating customized interview practice runs for candidates with feedback

...

Integrating directly into messaging platforms like Line

AIRA EVOLUTION

Autonomous Intelligent Recruiting Assistant

AIRA starts as an AI Assistant, **enhancing B2C and B2B experiences with intelligent automation**, targeting initial market penetration and user acquisition.

Autonomous Intelligent Recruiting Agent

AIRA evolves into an AI Agent, **taking a proactive role and performing autonomous recruiting tasks (human in the loop)**. In this phase, the startup focuses on market expansion, user retention, and monetization.

Autonomous Intelligent Recruiting Agency

AIRA transforms into an Autonomous Agency or a Decentralized Autonomous Organization (DAO), **orchestrating an ecosystem of technologies and people**. The long-term goals include community, sustainability, scaling globally, and achieving industry leadership.

Pitch
Evaluation



MOTO EV

Gas

motorcycle disruption

- ✓ Air Pollution?
- ✓ Noise Pollution?
- ✓ Natural gas?
- ✓ Trash?

It's time to stop Pollution

24,625 EV
registered

Gas 22,361,257

2021 Thai government declare

Net zero emissions by 2065



18,000 THB grant for New EV
Bike

EV Investment **Incentive**
schemes

COP26

World Leaders
Summit 2021

Business model

Forecast this year sales

5 Million THB



✓ *The Gasoline to EV Conversion*

✓ *Service maintenance for E-Motorcycle*

✓ *Spare part Store for E-Motorcycle*

✓ Your Electric Motorcycle garage

our Expertise in Electric Motorcycle

Sell & Services

More than 100 EV Bike



Conversion Winner

National Conversion Competition

Electric Vehicle
Association of Thailand

Board Committee



THAILAND MAP



Our Ask



Motoev.net

Funding for
1M USD

Buy Spare part

increase stock

Customer want to get fast services, we need spare part

Expand Garage

Expand Space

We are run out of space for customers motorcycles

Technology

Build online system

To support new branch we need to make system.

Conversion, **S**ervice, **S**to**r**e

Pitch
Evaluation





KoolKit SOLUTION

JUNE 2023

DO YOU FACE THESE ISSUES?

- Lack of accurate employee data
- Excessive administrative workload
- Outdated employee reports
- Ineffective performance management system
- Absence of succession planning
- Determining the best way to recognize high-performing employees
- Understanding the employee cost per EBITA* ratio

*Earnings Before Interest, Taxes, and Amortization

WHY'S US?

- User-friendly and easy-to-use HR application
- Overview of customized management reports for insights and decision-making
- Implementation of a performance management system to drive employee
- Affordable solutions
- Access to an expertise HR team for guidance and support

OUR APPLICATION SERVICES

- HR Information System (HRIS)
- Key Performance Indicator design (KPI)
- Performance Management System (PMS)
- Learning Management System (LMS)
- E-reward
- Leave management
- Employee Self-Services
- Payroll outsources

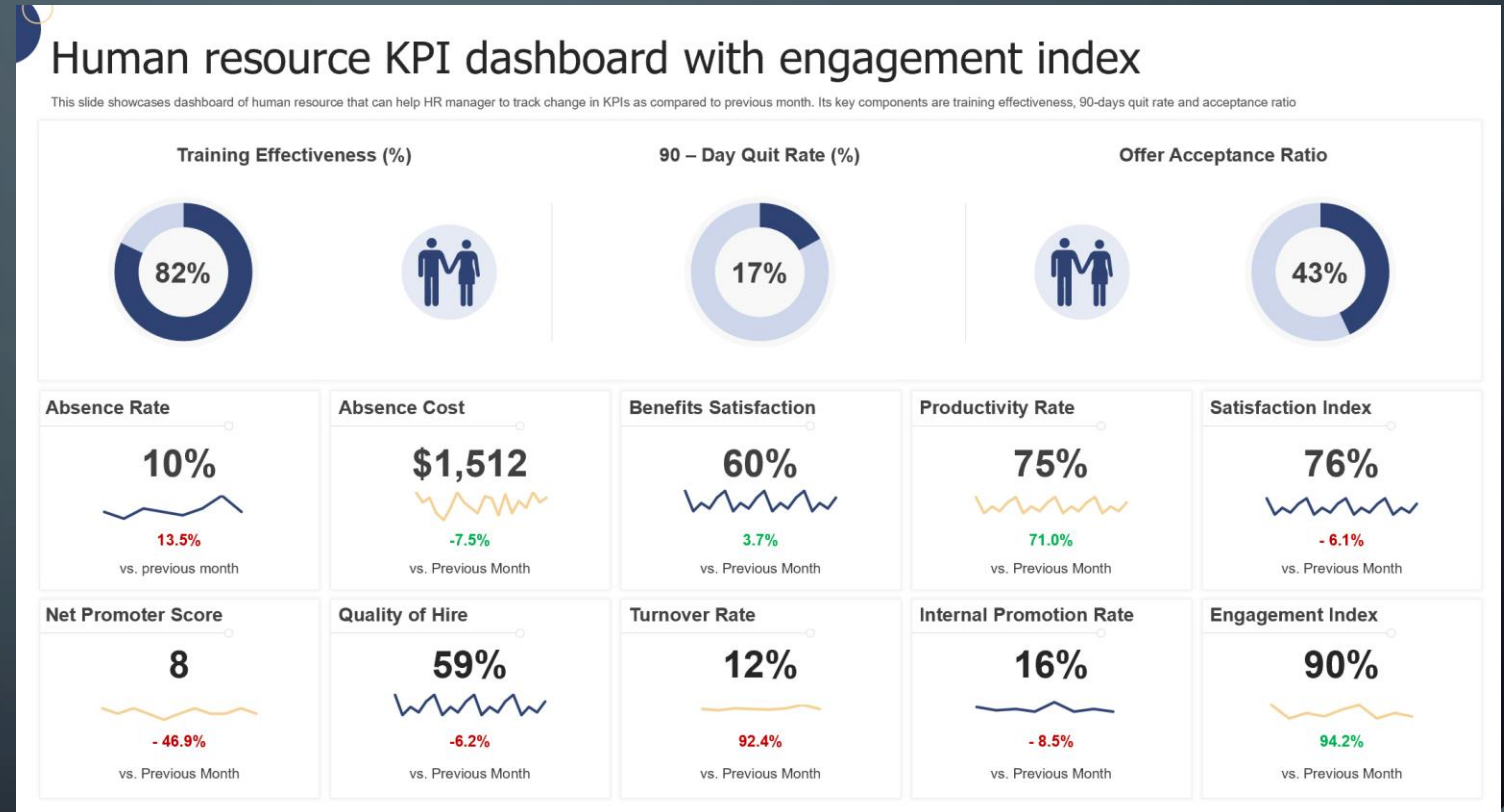
EMPLOYEE DATA

HR Information System:

- Organization Design
- Organization management
- Employee data information
- PDPA supports
- Employee Self Service
- Internal commination
- Employee movement
- Employee report
- Employee tracking
- Minimize manual & admin works
- 24/7 database access
- World-class security cloud system
- Affordable

Management:

- Know your employee
- Demographic report in ONE click
- Management dashboard in ONE click



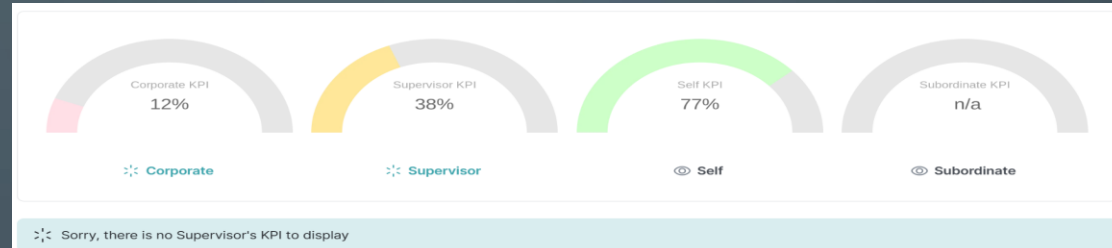
KEY PERFORMANCE INDICATOR (KPI) PERFORMANCE MANAGEMENT SYSTEM (PMS)

What our system can help:

- Setting Objective
- Link to Core competency
- Action plan link with KPI
- KPI weighing
- Automate cascade to assignee
- Top down deploy to next level
- Auto update tracking

Evaluation

- Up to 5 levels KPI evaluation
- Up to 5 levels Core competency evaluation with 10 dimension
- Up to 5 levels Managerial competency evaluation with 10 dimension
- Up to 5 levels Functional competency evaluation with 10 dimension
- 360 evaluation
- Quarterly, Bi-annum and Annual Evaluation Analysis



Human resource KPIs dashboard with cost per hire

This slide showcases dashboard for human resource KPIs that can help HR manager to keep track of key performance indicators and hiring expenses. Its key elements are employee count, hiring process satisfaction rate, average time to hire, offer acceptance rate, average time to hire and cost per hire

Corporate KPI

Financial

- ID : OBJECTIVE
- 1F : Grow Revenue
- 2F : Reduce Cost

Customer

- ID : OBJECTIVE
- 3C : Increase User Satis

Internal Process

- ID : OBJECTIVE

Employee Count

150 Full-Time Employees | 28 Part-Time Employees

Offer Acceptance Rate

80% Offers Accepted

Cost per Hire

\$247 Per New Hire

Includes advertising, internal recruiter, agency, and travel fees

Gender Diversity Ratio

Target 50%

125:83 Male to Female Ratio

Hiring Process Satisfaction Rate

Very Satisfied, Satisfied, Neutral, Unsatisfied, Very Unsatisfied

Average Time to New Hire

26 Days (Target) | 18 Days (Actual)

Avg Number of Applicants Received Per Vacancy

5 Avg number of applications

Application Number for Past Vacancies

Marketing Positions	Sales Positions	Development Positions	Research Positions
7	6	8	4
6	5	5	5
7	8	4	3
5	6	6	4
6	7	7	5

Signing Bonus Expense

Employee	Position	Hiring Bonus
Tim	Director of Growth	\$6,000
Mark	Senior UX Designer	\$6,400
John	Product Management Director	\$4,400
		\$16,800

THANK YOU

CONTACT US



CHUTIMA.W@KOOLKIT.TECH



+089 811 0092



Pitch
Evaluation





VIMI.

Community Pitch

Hands Across the Water
Victor Rollins



PROSEED

Community Pitch

Hands Across the Water
Vic Rollins

**"While we are alive, we
should love others as
much as we can."**

MAE THIEW





Prepare our kids to
head “Back to School”
and set them up for a
lifetime of success

DONATE BY 30 JUNE





VIMI.

Reciprocity Ring

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



PROSEED



VIMI.

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



PROSEED



Next Proseed - July 20th

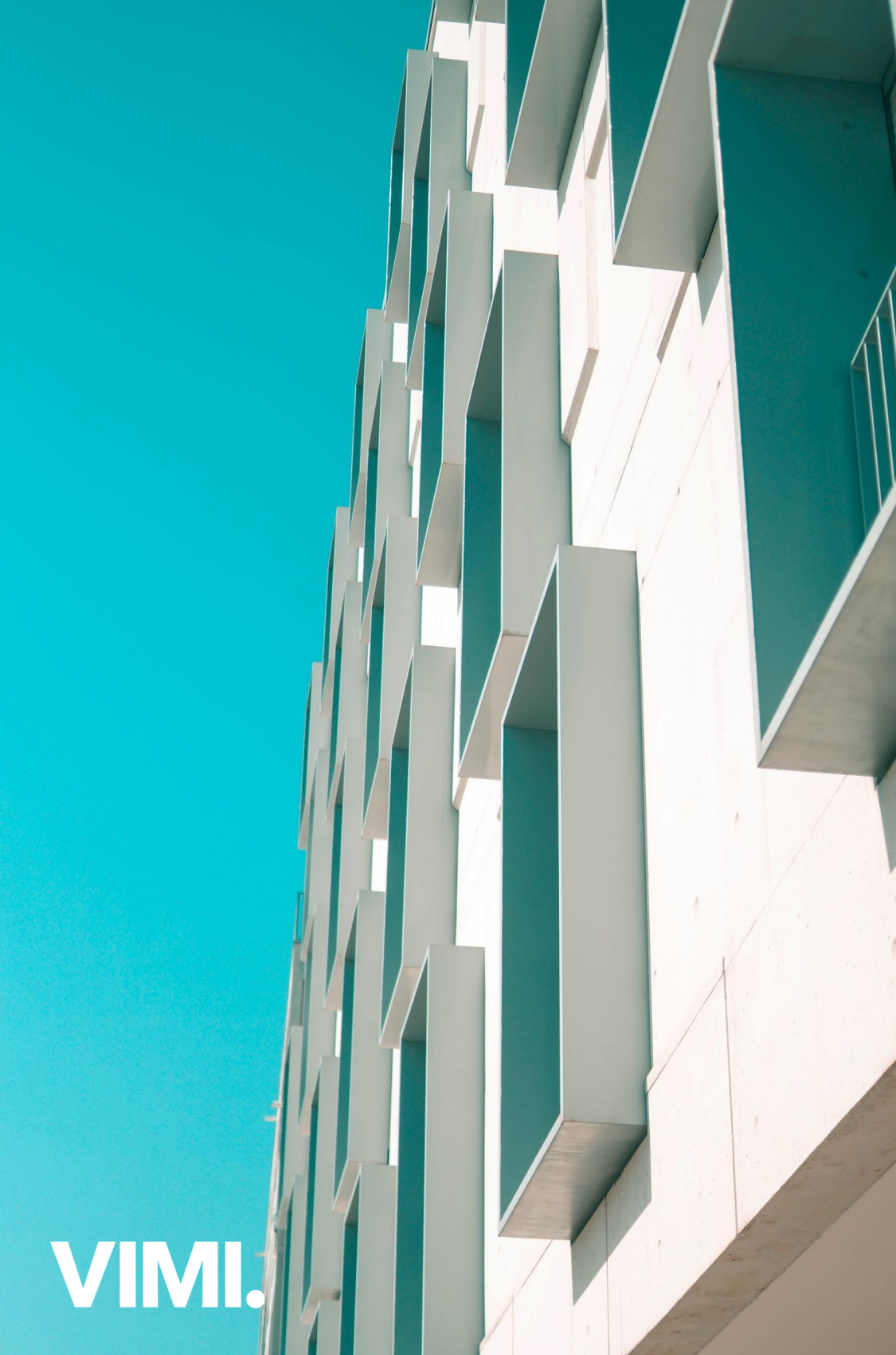
Benjakitti The Forest Park Story

Chatchanin Sung

Executive Director & Landscape studio Director
Arsomsilp Community and Environmental Architect

VIMI.





VIMI.

Stay in Touch

Join our lunch TOMORROW (...& every Friday)
For details connect with us on the
“Friends of Proseed” Whatsapp group



LINKEDIN



FACEBOOK



PROSEED