



Asia New Media Forum “Next Generation News”

*“What Investors Look For In Funding
E-Media Projects”*

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Content

1. Market
2. Customers/Users/Readers
3. Competition
4. Value Proposition
5. Business Model
6. The Team
7. Investors
8. Message
9. Enhancing the Investment Proposition



The Market

Size – in terms of users, value, region

Growth rates

Demographics of the market:

- which demographic does it cover,
- is it a growing demographic,
- is it valuable,
- can it be monetised

Impact of economics, politics, policies on market demographics



Customers/Users/Readers

What is your customer profile? - Define, segment

What are their wants & needs? – Is there a Need,
Are they being satisfied

Psychographics of the customer

- Information that characterizes an audience based on attitudes, interest, behavior, and preferences. Used to profile and give life to data such as demographics

- elements of the lifestyles of consumers, usually measured in terms of their activities, interests and opinions. A basis for segmenting consumer markets based on social class, lifestyles & personality

- Why? To find ways to monetise them

Unique Visitors

- stickiness (how long do they stay, what do they do)

- growth rates...

Competition

Differentiation – the key, whats your differentiation, whats the secret sauce

Core competencies vs competitors (do you have any?), leverage your core competency

Positioning – The question is not "what business is the company in," but rather "what is the company known for?"
What emotion does the brand evoke?

- Apple - fun and easy to use, great designs
- Google - universally accessible & useful information
- BMW - sheer driving pleasure

Branding – to stand out above the crowd

Building barriers to entry – are there any, can you build any?



Value Proposition

A clear Return on Investment (ROI) for the customer

Can the Value Proposition be clearly defined and communicated to the customer?

If it's a subscription, is the ROI higher than the price of the subscription

If its free, is it worth my time



Business Model

What is the BM? How will you make money?

☞ Subscription, Targeted advertising

The simpler the BM, the better the ROI for the stakeholders

Can this BM be sustained for the long term? What can impact on the BM, how prepared are you, what are the risks, do you know the risks?

Is the back end & the entire Co structured to sustain the BM



The Team

Who is in the team

Is there diversity in the team – sales, marketing, technology, administration, finance, etc

Is there Leadership?

A “B-Team” can destroy a great business

But an “A-Team” can even make a second grade business great.



Professional Investors

Are not in it for fun, but you must understand their motivation

They are not always investing their own money, they are investing other peoples money

They are responsible for other peoples money

They are in it for only one reason – TO MAKE MONEY

Can they make an “Extraordinary” Return by investing in you?

Will they be excited, inspired by your business



The Message

What is the message that you want to get across

Make sure it “gels” with your investor’s motivation & objectives



Options

How do you enhance the investment proposition

Viewership, databases, mailing lists

The power of the community

Agglomeration of organisations, sites, groups

Alliances, Joint Ventures, Structured Partnerships or Corporate Groups

The background is a dark blue field filled with various shades of blue and black gears of different sizes, creating a complex, mechanical pattern. On the left side, there is a vertical strip of colorful gears in shades of orange, yellow, and red, which appears to be a close-up or a different set of gears. The text "Q & A" is centered in the upper half of the image.

Q & A



Thank You

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