



**Strategic Positioning in ASIA & APAC**

## The Reality of the Asian & APAC Market

Asia & APAC are not just another geography—they are the **centre of global deal growth**:

- Asia accounts for **~50% of global investment banking revenues** and is growing **~7% annually**
- APAC investment banking is expanding at **~10% CAGR**, driven by India, Southeast Asia, and cross-border capital flows
- Wealth, family offices, and private capital are exploding, with **cross-border mobility and co-investments becoming core**
- Large banks are restructuring to operate as **integrated regional platforms (not country silos)**

### Translation:

This is a **fragmented, high-growth, cross-border, relationship-driven market**, where mid-market advisory is still underserved but becoming competitive.

## Strategic Positioning for 99th Street Advisory

### Positioning Statement:

**“A cross-border, mid-market investment banking and strategic execution platform enabling capital, partnerships, and scale across Asia & APAC.”**

### Our clear strategic pillars:

#### A. “Cross-Border First” (Not Country-Based Advisory)

Most firms in Asia are:

- Either **local boutique** (strong locally, weak globally)
- Or **global banks** (strong globally, but less agile in mid-market)

### Our edge:

- Built as a **corridor-driven firm**, not geography-driven

### Focussed corridors:

- US ↔ India / Southeast Asia
- Middle East ↔ India / APAC
- Israel ↔ India (deep tech, healthtech, AI)
- Australia ↔ Southeast Asia

### Positioning:

**“Not an India advisory firm expanding abroad, but a cross-border platform operating across capital corridors.”**

## B. “Mid-Market Specialist with Institutional Capability”

Large banks are now moving into mid-market deals

→ This creates a gap:

- Too small for bulge bracket attention
- Too complex for local boutiques

### Our positioning:

- Focus on **\$20M – \$500M transactions**
- Provide **bulge-bracket quality execution with boutique agility**

## C. “Operator + Advisor Hybrid”

Asia rewards **execution capability**, not just advice.

Most advisory firms:

- Stop at strategy or transaction

We position ourselves as:

- **“Strategy + Capital + Execution” partner**

This includes:

- Market entry execution
- JV structuring
- Partner sourcing
- Post-deal scale-up

# Differentiation Strategy

## 1. Deal Origination Engine

In Asia, **deal flow is power**.

Building a proprietary origination model:

- Founder networks
- Family offices
- Sector ecosystems (healthcare, climate, tech)
- Government & regulatory relationships

### Our differentiation:

“We originate proprietary, off-market opportunities, not just run processes.”

## 2. Deep Sector Pods

Asia rewards **specialization + networks**

Created sector verticals like:

- Healthcare & Life Sciences
- Clean Energy & Climate
- Technology & AI
- Mobility & Infrastructure

Each pod has:

- Domain experts
- Investor networks
- Strategic buyers mapped

### Our differentiation:

“Sector-native advisory with embedded capital networks.”

## 3. Co-Investment & Capital Syndication Capability

APAC & ASIAN investors increasingly want:

- Direct deals
- Co-investments
- Thematic exposure

We Built:

- A **co-investment platform**
- LP/GP network across geographies

### Our differentiation:

“Not just advisors, we bring capital alongside opportunities.”

## 4. Multi-Hub Execution Model

Our office footprint is a huge advantage:

- Gurgaon (**India hub**)
- Bengaluru (**tech hub**)
- Sydney (**ANZ access**)
- Tel Aviv (**deep tech**)
- Dubai (**capital gateway**)
- New York (**institutional capital**)

**We position us as:**

“A truly multi-hub execution platform connecting innovation, capital, and markets.”

**Important:**

Global banks are restructuring to achieve this exact integration

**5. Data-Driven + Relationship-Driven Hybrid**

Asia is still relationship-first—but evolving.

**We combine:**

- Data-led opportunity identification
- Relationship-led execution

**Our Differentiation:**

“Institutional rigor + entrepreneurial execution.”

**6. End-to-End Portfolio Support (Underserved Gap)**

Most advisors:

- Focus on **transaction only**

VC/PE funds increasingly need:

- Market entry support
- Strategic partnerships
- Growth acceleration

We Possess:

- Portfolio scaling services

**Our Differentiation:**

“We don’t exit after the deal, we help build the company.”

## Competitive Positioning Map

| Segment              | Weakness                                  | Our opportunity                     |
|----------------------|---|-------------------------------------|
| Bulge Bracket Banks  | Expensive, less agile, large-deal focused | Win mid-market + cross-border deals |
| Big 4 / Consulting   | Strategy heavy, execution light           | Offer execution + capital           |
| Local Boutiques      | Limited global reach                      | Provide cross-border access         |
| PE/VC In-house teams | Limited origination bandwidth             | Become their deal sourcing partner  |

# Go-To-Market Strategy

## A. Built “Investor-Led” Entry Mechanism

- Anchor clients = **global PE/VC funds**
- Offering:
  - Deal origination
  - Co-investments
  - Portfolio expansion

## B. Founder & Entrepreneur Network

- Building strong founder communities across:
  - India
  - Southeast Asia
  - Israel

## C. Thematic Platforms

Created platforms like:

- “Asia Healthcare Investment Platform”
- “Climate & Energy Transition Platform”
- “Cross-Border Tech Corridor”

## D. Thought Leadership

We are a **knowledge authority driven by:**

- Asia deal flow reports
- Sector insights
- Cross-border playbooks

# A Clear Differentiation

“A cross-border, mid-market investment banking and strategic execution platform that combines proprietary deal origination, sector expertise, capital syndication, and hands-on execution by connecting global investors with high-growth opportunities across Asia & APAC.”

**Our Strong Investor relationship, backed by sector depth and ability to stay involved post transaction will be a game changer!**

Visit us at [www.99thstreetadvisory.com](http://www.99thstreetadvisory.com) to know more about us: