

# Strategic Advisory for Global VC & PE Funds

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*99th Street Advisory · Confidential*

Cross-border origination · Execution · Portfolio value creation

[www.99thstreetadvisory.com](http://www.99thstreetadvisory.com)

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## Asia & APAC — One of the Fastest-Growing Private Capital Markets Globally

Strong deal flow in mid-market and growth-stage companies across sectors · **Global investors increasingly require on-ground intelligence, proprietary access, and execution capabilities** to successfully deploy capital and scale portfolio companies.

Middle-market advisory operates across **M&A, capital raising, and strategic advisory for deals ~\$10M–\$500M**, providing end-to-end deal lifecycle support.



### Cross-Border Partner

Bridging global capital with Asia/APAC opportunities



### Mid-Market Focus

\$10M–\$500M deals — high-growth, under-penetrated segment



### Full-Lifecycle Support

Origination → Execution → Portfolio Value Creation

99th Street Advisory operates across two critical pillars:

### **A** Deal Origination & Co-Investment Access

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- ▶ **Proprietary deal sourcing engine**
  - Local promoter networks — India, SEA, APAC
- ▶ **Thematic & strategic deal origination**
  - China+1, energy transition, healthcare, digital
- ▶ **Co-investment & syndication platform**
  - Club deals, minority equity, structured credit
- ▶ **End-to-end deal execution support**

### **B** Portfolio Value Creation (Market Entry & Scale-Up)

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- ▶ **Market entry strategy for Asia & APAC**
  - Entry structuring, regulatory, go-to-market
- ▶ **Strategic partnerships & ecosystem access**
  - Local corporates, gov bodies, tech partners
- ▶ **Revenue scale-up & expansion**
  - Growth strategy, capital, M&A-led scale
- ▶ **Exit strategy & value realisation**

### Proprietary Deal Sourcing Engine

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- ▶ Local promoter networks across India, SEA & emerging APAC
  - Founder-led businesses & family-owned enterprises
  - Growth-stage companies not actively fundraising
- ▶ Sector-agnostic: Healthcare, Clean Energy, Digital Infra, Manufacturing, Consumer
- ▶ Data-driven sourcing + AI-enabled screening

### Thematic & Strategic Deal Origination

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- ▶ China+1 supply chain shifts
- ▶ Energy transition & climate investments
- ▶ Healthcare delivery & analytics
- ▶ Digital transformation platforms
- ▶ Infrastructure & urbanization

### Co-Investment & Syndication Platform

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- ▶ Club deals & co-investment opportunities
  - Regional PE/VC funds, family offices, strategic investors
  - Minority growth equity
  - Control buyouts & structured credit / hybrid capital

### End-to-End Deal Execution Support

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- ▶ Target identification & screening
- ▶ Commercial & financial due diligence coordination
- ▶ Financial modelling & valuation
- ▶ Deal structuring & negotiation support
- ▶ Documentation & closure

*Cross-border M&A is a core differentiator — especially in Asia-linked transactions*

### Regulatory Navigation

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- ▶ Multi-jurisdiction regulatory guidance
- ▶ Inbound & outbound investment structuring
- ▶ Cross-border approval processes
- ▶ FEMA, SEBI, RBI compliance (India)
- ▶ Southeast Asia regulatory alignment

### Structuring & Tax

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- ▶ Tax-efficient holding structures
- ▶ SPV & HoldCo architecture
- ▶ Repatriation planning
- ▶ Debt vs equity optimization
- ▶ Hybrid capital instruments

### Cultural & Execution Alignment

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- ▶ Local negotiation style & etiquette
- ▶ Relationship management with promoters
- ▶ Stakeholder alignment strategies
- ▶ Governance framework setup
- ▶ Ongoing post-deal advisory

### 1 Entry Structuring

- ▶ Wholly owned subsidiary setup
- ▶ Joint ventures / strategic alliances
- ▶ Distribution partnerships
- ▶ Licensing / franchise models

### 2 Regulatory & Compliance

- ▶ Market-specific regulatory frameworks
- ▶ Licensing and approvals
- ▶ Local governance structures
- ▶ Cross-border compliance mapping

### 3 Go-to-Market Strategy

- ▶ Pricing & positioning strategy
- ▶ Channel strategy: B2B, B2C, digital
- ▶ Localisation of products / services
- ▶ KPI frameworks & milestone setting

### 4 Strategic Partnerships

- ▶ Local corporates & strategic buyers
- ▶ Government bodies & regulators
- ▶ Technology & distribution partners
- ▶ Significantly reduces market entry friction

*Partnerships with local corporates, government bodies, technology & distribution partners significantly reduce market entry friction and time-to-scale.*

## Revenue Scale-Up & Expansion

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- ▶ Market expansion (Tier 1 → Tier 2 / regional)
- ▶ New product launches
- ▶ Channel diversification
- ▶ Follow-on fundraising
- ▶ Structured financing & debt optimization
- ▶ Bolt-on acquisitions & consolidation
- ▶ Strategic carve-outs

## Operational & Strategic Transformation

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- ▶ Business model optimisation
- ▶ Cost structure improvement
- ▶ Digital transformation
- ▶ ESG & sustainability integration
- ▶ Governance frameworks
- ▶ Process automation
- ▶ Talent & leadership strategy

## Exit Strategy & Value Realisation

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- ▶ Strategic sale processes
- ▶ Secondary PE transactions
- ▶ IPO readiness & advisory
- ▶ Cross-border exit positioning
- ▶ Buyer identification & profiling
- ▶ Process management end-to-end
- ▶ Value maximisation frameworks



## 07 · Differentiators of 99th Street Advisory



### Cross-Border DNA

Strong connectivity between Asia, APAC, and global capital markets  
— operating across capital corridors



### Mid-Market Specialisation

Focus on high-growth, under-penetrated \$10M–\$500M segment with less competition and more proprietary access



### Sector-Agnostic with Thematic Depth

Ability to align with evolving global investment trends across Healthcare, Tech, Energy, Infra, and Consumer



### Integrated Model

Combines deal origination + execution + portfolio value creation under one roof — end-to-end capability



### On-Ground Execution Capability

## 08 · Engagement Models with VC & PE Funds

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### Retained Advisory Model

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- ▶ Dedicated coverage for deal sourcing
- ▶ Ongoing portfolio support
- ▶ Regular market intelligence
- ▶ Quarterly strategic reviews
- ▶ Monthly deal pipeline updates

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### Deal-by-Deal Mandates

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- ▶ Success-fee driven transactions
- ▶ Specific deal origination mandates
- ▶ Single transaction execution
- ▶ No retainer commitment required
- ▶ Flexible engagement structure

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### Strategic Partnership Model

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- ▶ Long-term collaboration with funds
- ▶ Asia platform build-out support
- ▶ Portfolio expansion strategy
- ▶ Joint market development
- ▶ Multi-year advisory relationship

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### Co-Investment Alignment

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- ▶ Potential participation alongside funds
- ▶ Aligned incentive structures
- ▶ Shared upside framework
- ▶ Where applicable & appropriate
- ▶ Builds long-term trust & partnership

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### Entry into India

- 1 Identify acquisition targets in target sector
- 2 Structure JV with local partner
- 3 Execute acquisition (full lifecycle support)
- 4 Scale through bolt-on deals
- 5 Optimise governance & compliance

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### Southeast Asia Expansion

- 1 Market mapping — Vietnam, Indonesia, Thailand
- 2 Identify distribution & channel partners
- 3 Establish regional HQ structure
- 4 Navigate multi-jurisdiction regulatory setup
- 5 Connect with strategic co-investors

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### Portfolio Value Creation

- 1 Introduce strategic partnerships
- 2 Raise follow-on capital (growth equity / debt)
- 3 Drive operational transformation
- 4 Prepare company for strategic buyer
- 5 Execute exit to maximise fund returns



# A Strategic Bridge Between Global Capital & Asia's Growth Opportunities



## Proprietary Deal Flow

Access high-quality, off-market opportunities



## Efficient Execution

Cross-border transactions done right



## Value Creation & Exits

Drive portfolio growth and realise returns

*"In an increasingly competitive private markets landscape, success in Asia requires not just capital — but local intelligence, execution depth, and strategic alignment."*