



Introduction to BCG X Singapore

Driving Innovation through
Corporate Venture Building

Singapore, August 2023

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www.bcg.com/x

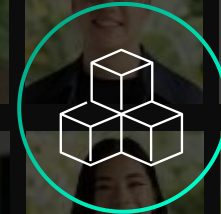


THE NEXT HORIZON
OF INNOVATION IS
IN YOUR GRASP.

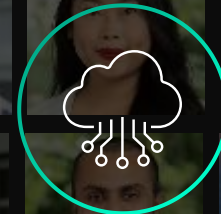
BCGX

is the new
technology unit of
BCG which
supercharges
innovation by:

3000+ employees globally who have created over 500
ventures and projects with an unprecedented success rate

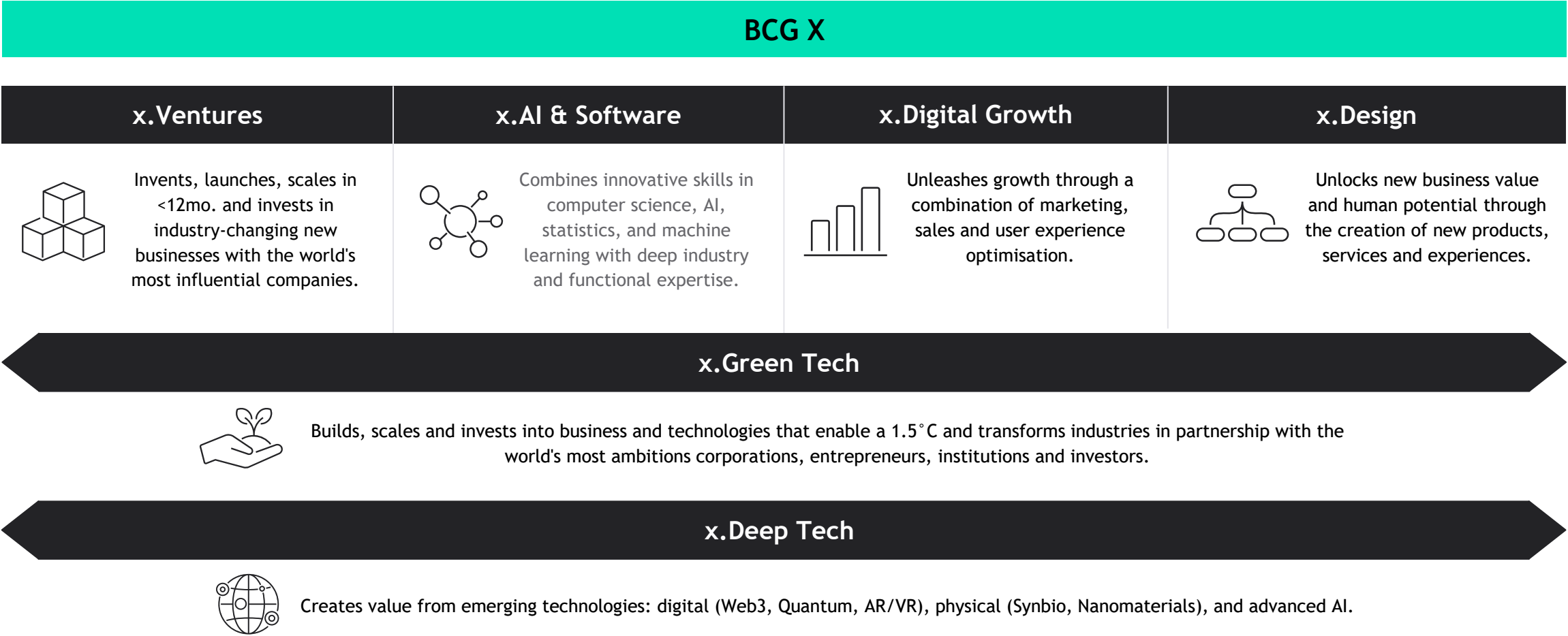


BUILDING NEW
BUSINESSES

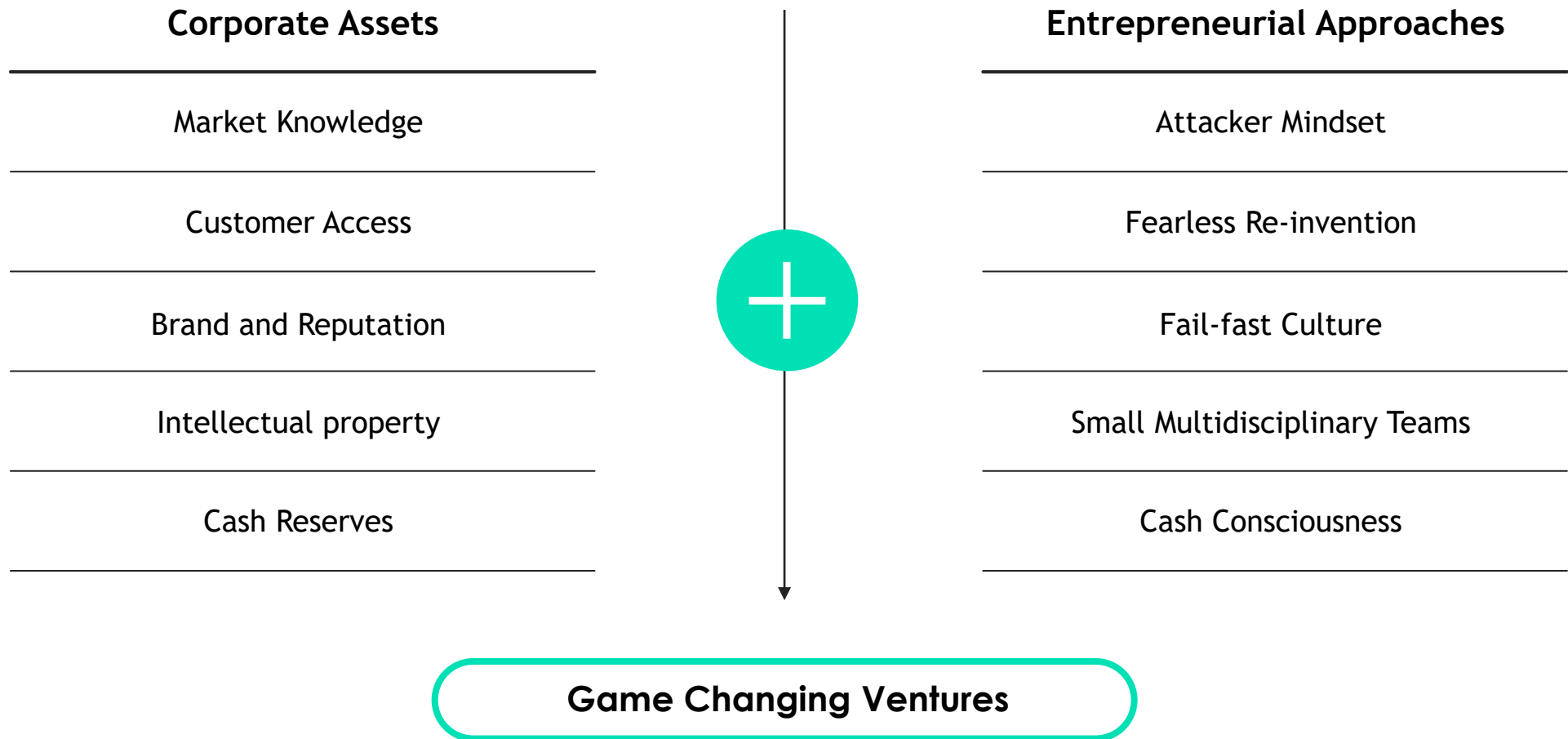


UNLEASHING THE
POWER OF DATA

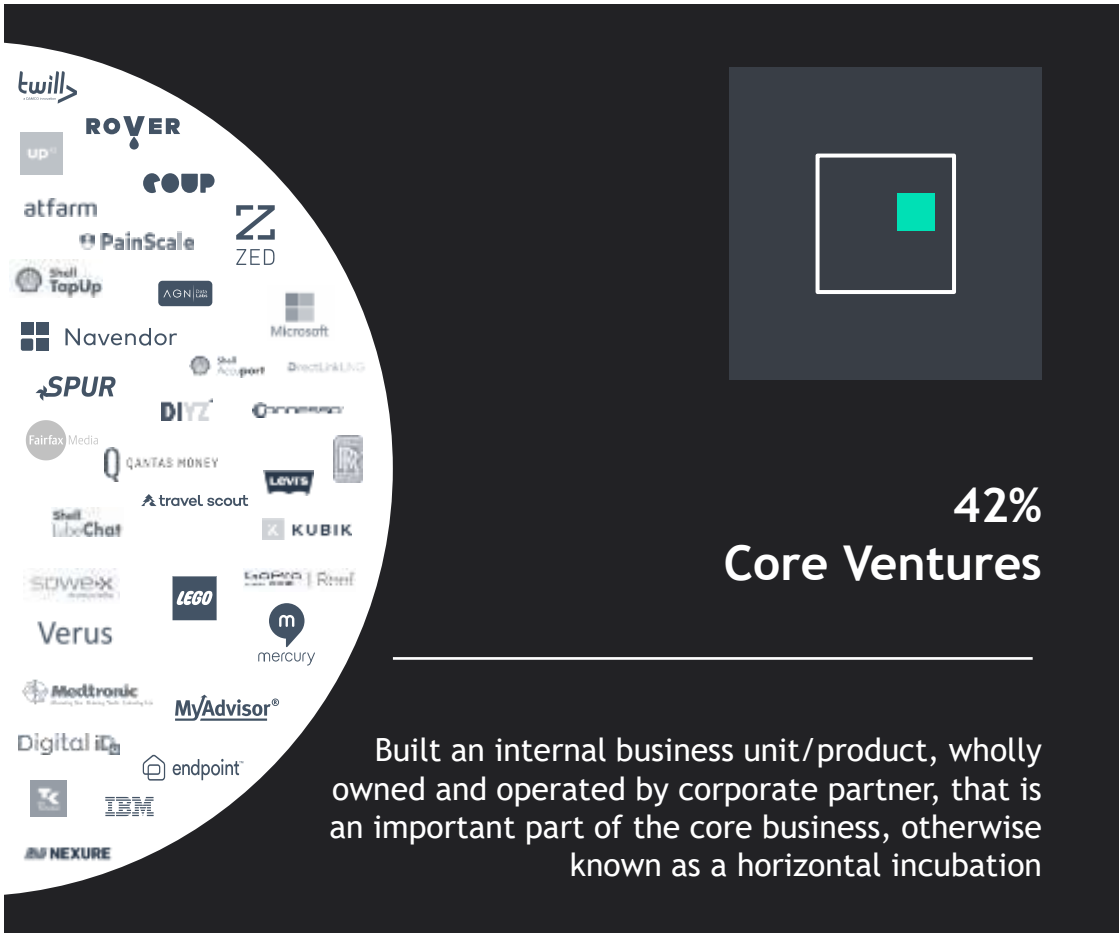
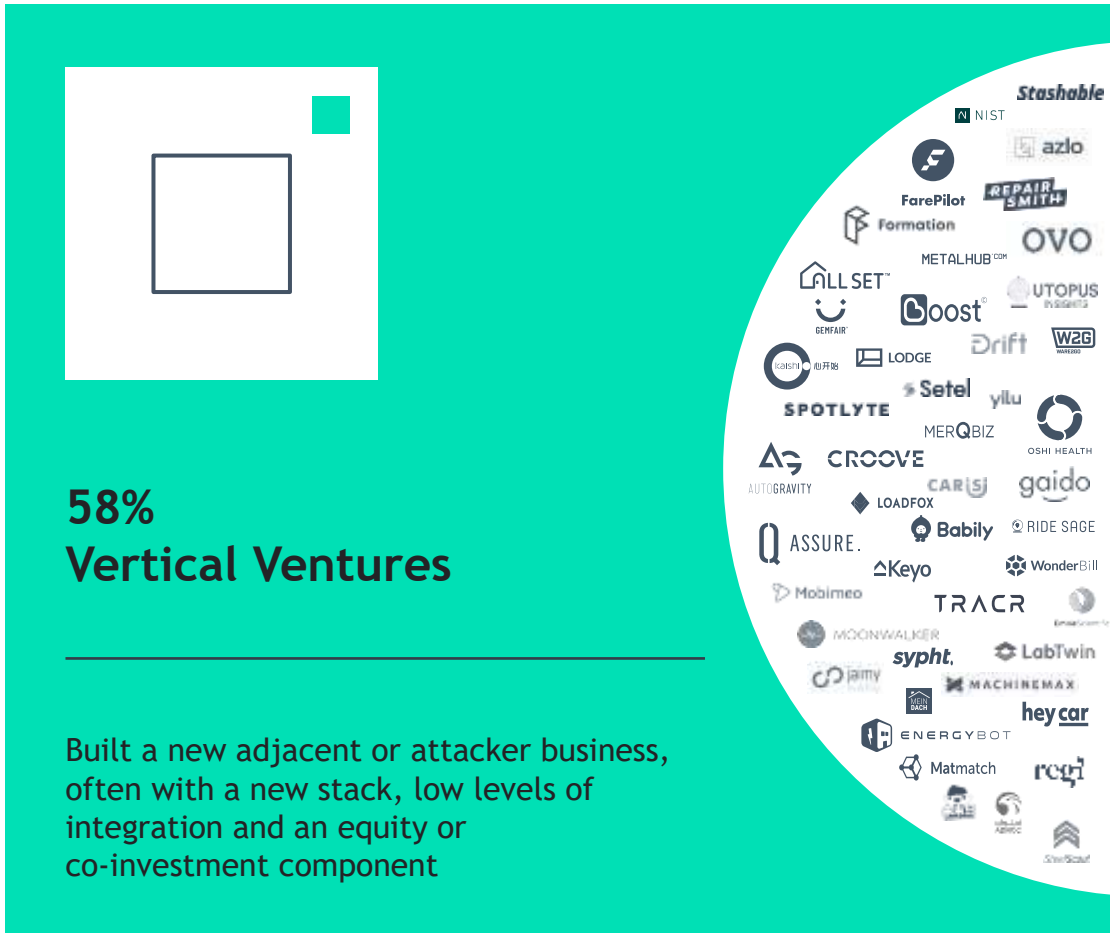
BCG X helps to unlock digital opportunities across multiple dimensions



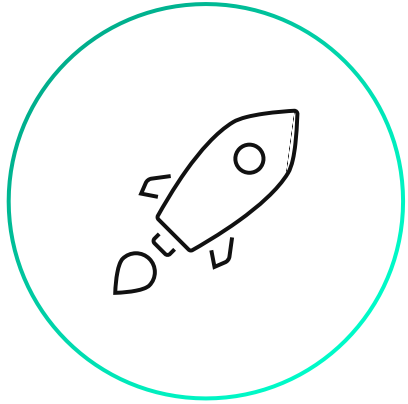
We act as the conduit between corporates and startups to help drive internal innovation



We build connected ventures to address a range of corporate needs and have a balanced track record of core and vertical venture launches



BCG X is the most experienced corporate venture builder in the world



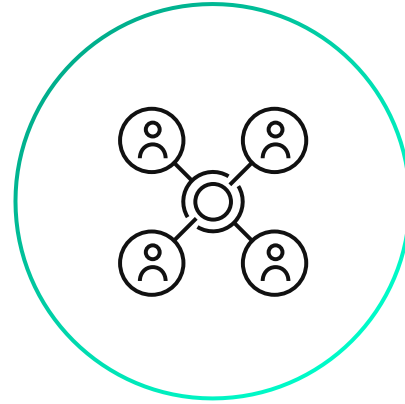
500+

Ventures and projects
launched



2-3X

Venture success rate
vs. market



2800+

BCG X employees
globally



13

Centers and labs
around the world

In SEA, **BCG X.Ventures**
has launched...

50+

Ventures across autos & mobility,
greentech, fintech, ed-tech,
health-tech, blockchain,
business services, and more...

\$6B+

Estimated Implied
enterprise value

Our portfolio has realised
real market impact:

50M

Users /month

>5000

Jobs Created

>80%

Ventures Performing
Exceptionally or On track.
Excludes ventures that are
'too soon to tell'

<12mo

Average Time to Market
Across all ventures

The Forrester Wave™:

Digital Product Development Services

Q2 2020

FORRESTER®

BCG X is a clear leader in this space

- > The firm stands out for its capabilities to develop and execute product strategy, all the way from design to launch, connected directly to driving revenue growth.
- > Customers like the strong partnership model of BCG X and the depth of industry expertise the firm brings to developing new products.
- > BCG X draws on the resources of the entire BCG group to help build and launch new products.
- > BCG X is well-suited for clients looking to build a new greenfield business unit around a new digital product concept.

Source: "The Forrester Wave™: Digital Product Development Services", Forrester Research, Inc., June 2020
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We partner with you throughout the entire venture building process

1 to 6 weeks



Hack a Future

Defined problem space and hypothesis

Immersive ideation sprint to generate large number of tech-enabled product, service, and business ideas that drive growth

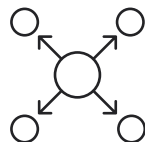
Future visioning

Ideas assessment and filtering

Concept creation

Definition of opportunity areas

8 to 12 weeks



Validation

Validate concept(s) for desirability, viability and feasibility

Shape strategic direction and design products and services that deliver customer and business value

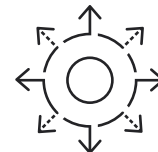
Minimum Viable Concepts

Visualised Experience

De-risked Investment Case

Product Vision & Incubation Plan

4 to 9 months



Incubation

Build venture and address risks: Technical, market and operations

Design, build, deploy new products and services in an agile, human-centered way to retire technical, market and ops risk

Go-to-Market Strategy

Market Tested MVP

Venture Operations

Organisational Structure

Minimum Desirable Product

8 to 16 weeks + ongoing



Commercialisation

Commercialise the business: Adapt to market learning

Launch, operate and scale profitable products, services and businesses with purpose-hired teams of top talent

Launch

Grow & Scale

Operate & Iterate

Launch & Scale

We are a multi-disciplinary team of practitioners, bringing together a wealth of experiences required for building and scaling businesses from day 1

Venture Architecture	Product Management	Data Science	Experience Design	Software Engineering	Growth & Digital Marketing
Manage end-to-end venture journey from early stages to commercialisation  Partner of Venture Architecture Neels Steyn Over 14 years of professional experience, covering strategy consulting, IB, VC, and early stage startup roles. 	Drive the product vision all the way from ideation to market launch  Lead Product Manager Albert Issa Over 10 years of experience in product development. Experience includes building his own startup & large agriculture corporation. 	Create algorithms and predictive models to generate actionable business insights  Lead Data Scientist Monique Bakker Expert in math optimisation and advanced analytics. Experience working in large banks government institutions across SEA. 	Transform human value to business value across products, services & experiences  Director of Experience Design Anouk Sylvestre Over 16 years of experience in the innovation space, both R&D and innovation consulting. 	Use cutting-edge technology to build tomorrow's leading businesses  Director of Engineering Robin Weston Over 15 years of experience working with and leading team of developers for various tech ventures and enterprises. 	Strategise, implement, and execute GTM strategies  Lead Growth Architect Moritz Schuster Seasoned marketer experienced in scaling marketing operations. Led the initial marketing effort for Heycar and UP42. 

**Selected team profiles of our own BCG X people*

& many more..

Digital business consultant

Data Analytics experts

Talent Architect & company ops.

Solution Architects & IT experts

Experience Design

and others...

80+ Employees across SEA

We build advantaged businesses at an **accelerated pace** by leveraging our entrepreneurial talent, extensive venture learnings and rapid iterations

Coupled with **your corporate assets** providing unfair competitive advantage and strategic right to win

Battle-tested methodology:

Proprietary methodology refined through 300+ business builds encompassing critical learnings for venture success and failure

Multidisciplinary top-talent teams:

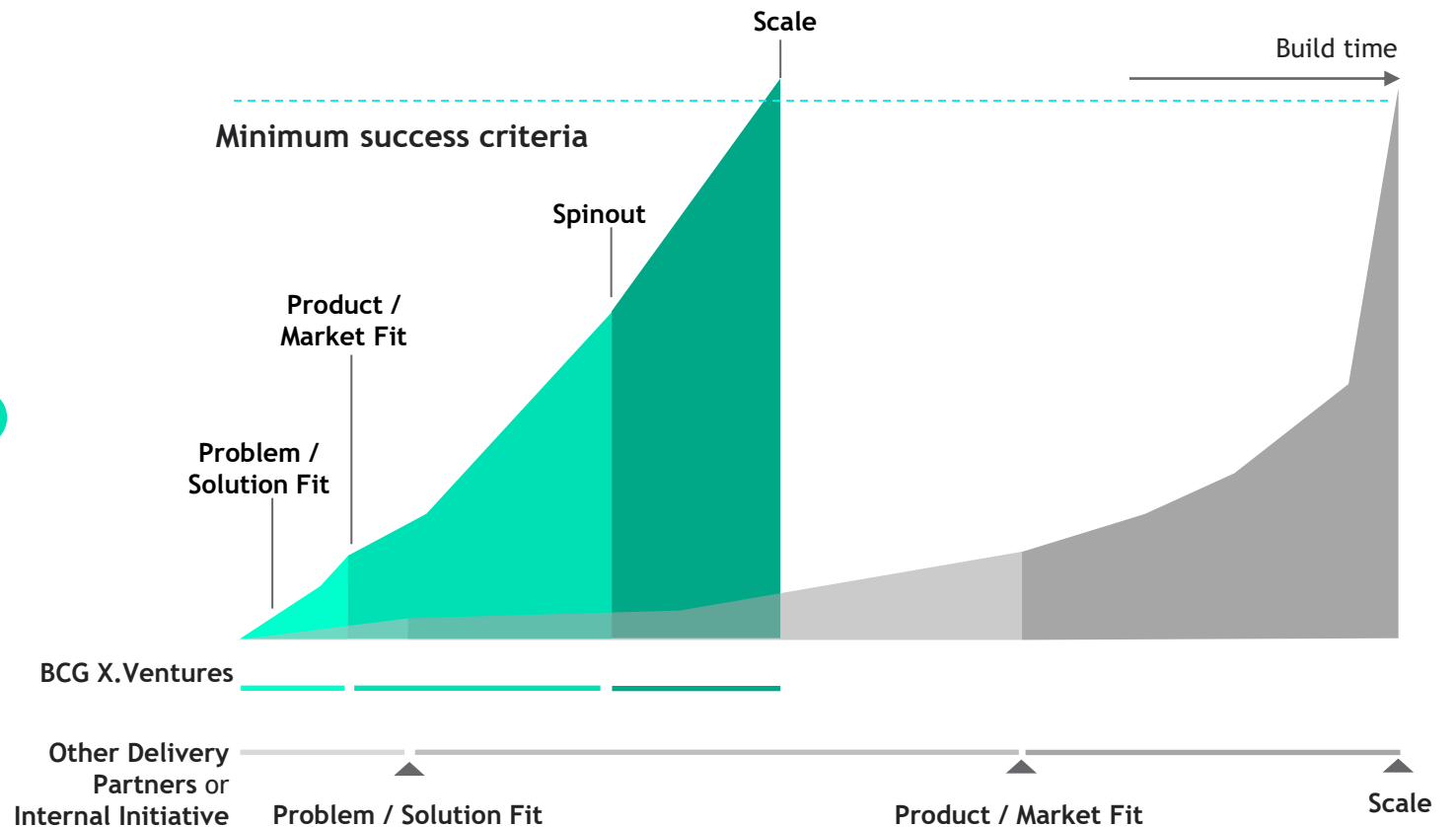
We bring the whole range of talent needed to build digital businesses from the ground up, accelerate or scale quickly

Leverage your corporate assets:

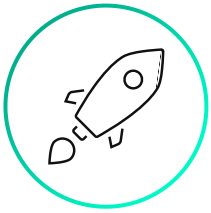
We fuse the corporate and startup world to build and launch new products and businesses

Contained risk:

Our playbook has been designed to take as much risk out of venturing as possible

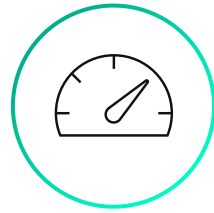


BCG.X is your best partner to navigate, execute and deliver on your ambition



#1 digital business builder

BCG X is the largest and most experienced business builder globally with a battle-proven methodology and a track record of ~200 digital businesses built



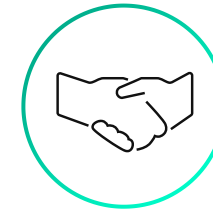
High speed with high impact

New BCG X businesses typically launch and show impact within less <6 months due to radical focus on customer frictions and leveraging corporate assets



Best-in-class startup teams

BCG X deploys multi-disciplinary teams with a collective serial founding experience, which join forces with your talent and hire, train and scale the right team



Risk-sharing partnership models

BCG X acts like co-founders and ties pay-out to actual value creation, e.g. through performance-based KPI deals or taking minority shares in a NewCo through sweat equity



Let's work together to turn vision into reality

The background image shows a serene outdoor environment. A paved path with a checkered pattern leads through a garden filled with various plants, including large fan palms in the foreground. Tall trees with dense foliage surround the area, and a building with a tiled roof is visible in the distance. The overall atmosphere is peaceful and natural.

Visit us at our Singapore Innovation campus to learn what we can build together!

What will we build together?

Find out more at www.bcg.com/x

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