

MENU

PHILOSOPHY

TEAM

SERVICES

COMPANIES

NETWORK

CONNECT

PHILOSOPHY

CLEAR MESSAGE

WE HELP WITH



Market Entry

For businesses looking to enter China

Is China becoming more relevant in your global business context? Looking to enter but there are still uncertainties about the market?

We help B2B companies to mitigate risks and develop a market entry strategy that brings you from zero to one and beyond.

Market Expansion

For business looking to grow existing markets

Are you already operating on the Chinese market? Looking to create or optimize business opportunities?

We help B2B companies to identify and evaluate potential buyers and position your products or services to generate marketing leads and valuable data insights.

<https://headwayb2b.com/>

OUR MISSION

The investment partner for the globally ambitious.

Technology companies are becoming intertwined with the global economy more so than ever before. In our eyes, the most compelling founders build businesses through a broader world view. Whether by unlocking access to new geographies or appreciating subtle cultural differences, our team was built to partner with these founders regardless of where they are or the industry they're transforming.



<https://whitestarcapital.com/philosophy/>

Our Ethos



DESCRIPTION OF ASAYA

DEDICATED & DETERMINED

We are building a craft out of technology investing.

Great technology businesses do not emerge overnight, and neither does technology investing that can withstand the test of time. We subscribe to the long-term pursuit of greatness as much as the founders who we partner with do.

DIFFERENTIATED PERSPECTIVE

We specialize in augmenting the founder's vision.

Brilliant founders see the world through a unique lens of opportunity. We take pride in helping this vision become a global force reshaping our world.

36

TEAM MEMBERS

24

COUNTRIES OF ORIGIN

13

LANGUAGES SPOKEN

<https://whitestarcapital.com/philosophy/>

DESCRIPTION OF THE CONNECTION WITH SOUTH EAST ASIA

MULTI-MARKET BY DESIGN

Connecting three continents across the Atlantic and the Pacific

Our team operates with a deep presence in North America, Europe, and Asia so that we can partner with founders to navigate global markets together.

[VIEW FULL TEAM →](#)

EUROPE
PARIS

NORTH AMERICA
MONTREAL

EUROPE
LONDON

NORTH AMERICA
TORONTO

ASIA
TOKYO

ASIA
HONG KONG

NORTH AMERICA
NEW YORK

EUROPE
GUERNSEY

ASIA

NORTH AMERICA

ASIA
SINGAPORE

<https://whitestarcapital.com/philosophy/>

DESCRIPTION OF THE ADVANTAGES OF ENTRY IN ASIA / SEA

ESPECTACULAR ECONOMIC GROWTH

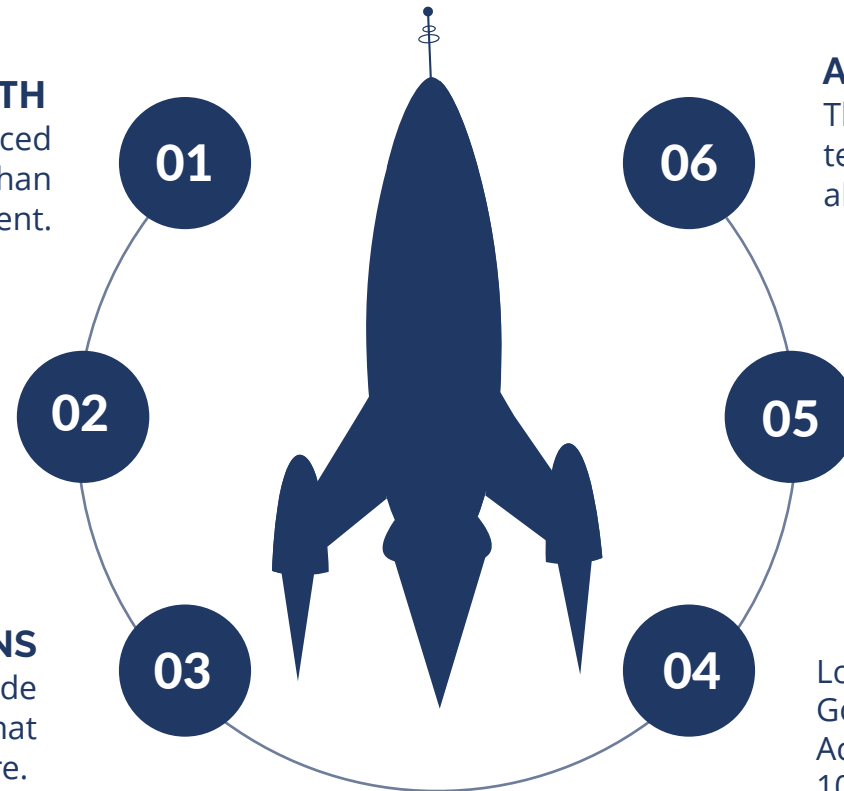
In the last 3 decades, Asia has experienced steady growth in its economy, more than any other continent.

LARGE CONSUMER MARKET

As earlier stated, Asia's 4.5 billion population has been a strong driver for its economic growth.

INVESTMENT OPTIONS

Asia's economies have a very wide range of investment options that cannot be found elsewhere.



ASIA IS THE INNOVATION OF THE WORLD

The last 20 years have seen Asia dominating the technological sector. The continent is responsible for about 71% of its venture capital funding..

TOURISM INDUSTRY IS ON THE RISE

The Asian tourism industry has tripled in size over the last 10 years. Asia accounts for more than 50% of air passenger growth in the last 10 years.

Low corporate tax rates
Good intellectual property protection
Access to A highly sophisticated banking network
100% foreign business ownership is largely permitted

DYNAMIC SOUTH EAST ASIA MAP THAT LED TO MORE INFORMATION
REGARDING THE 6 COUNTRIES WE FOCUS ON WITH INFORMATION



<https://marussiabeverages.com/production/>

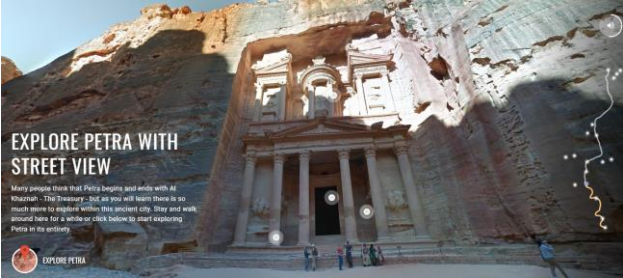
OTHER EXAMPLES



Cornell, DEC team up for green Hudson Valley land planning
Ulster County
Through a Cornell and DEC partnership, watershed communities are better prepared to protect natural areas from overdevelopment.



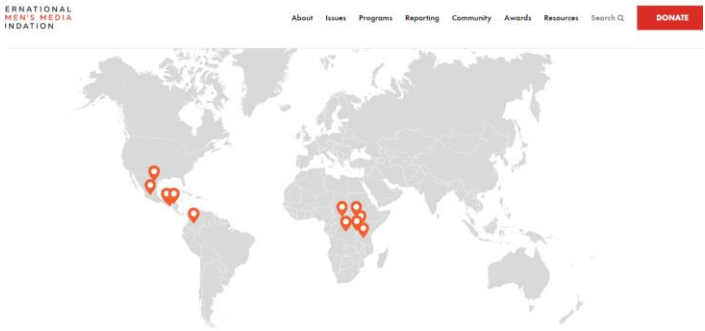
<https://ny.cornell.edu/#map>



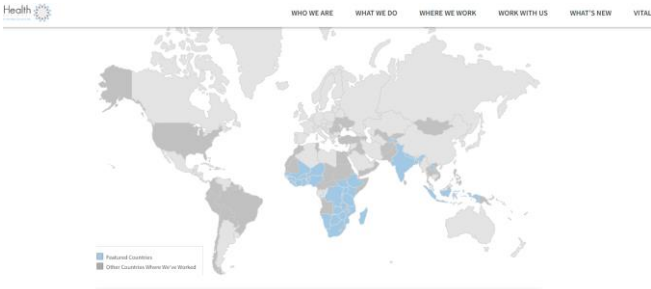
<https://www.google.com/maps/about/behind-the-scenes/streetview/treks/petra/#streetview>



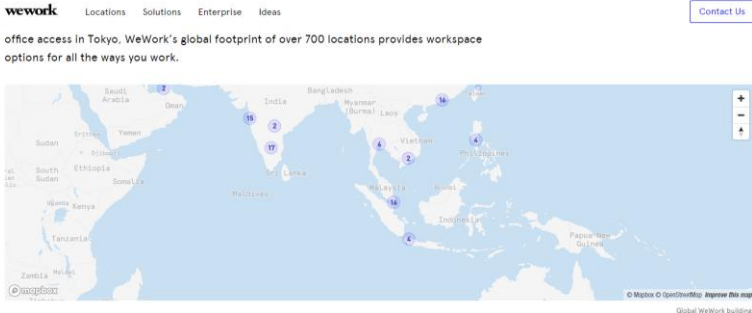
<https://www.statskog.no/statskogmillionen>



<https://www.iwmf.org/our-programs/>

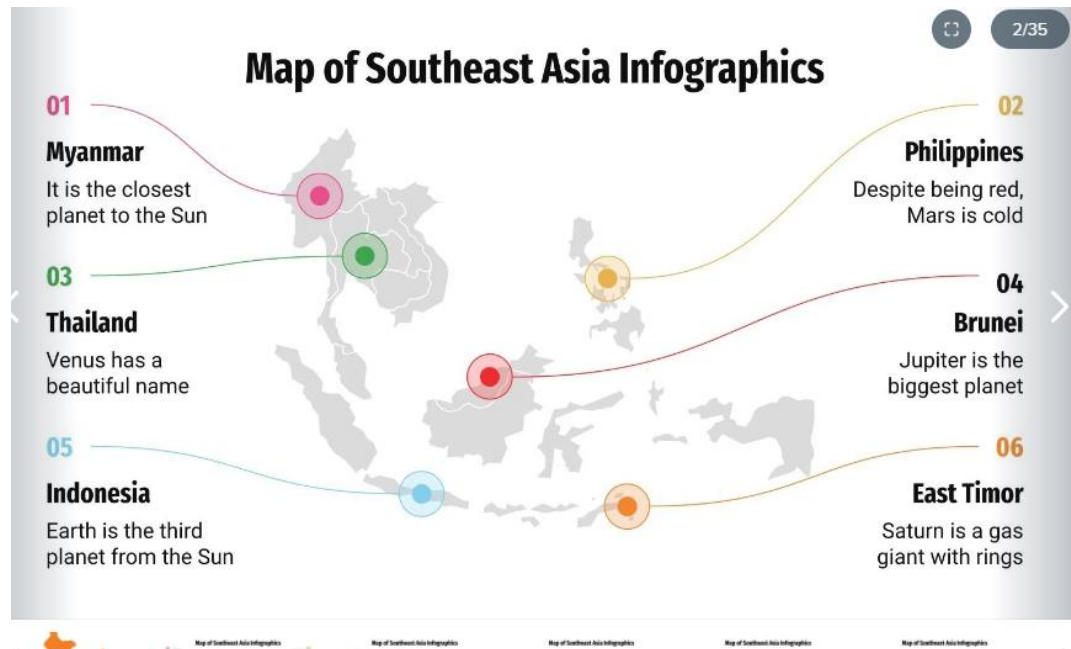


<https://www.intrahealth.org/where-we-work>

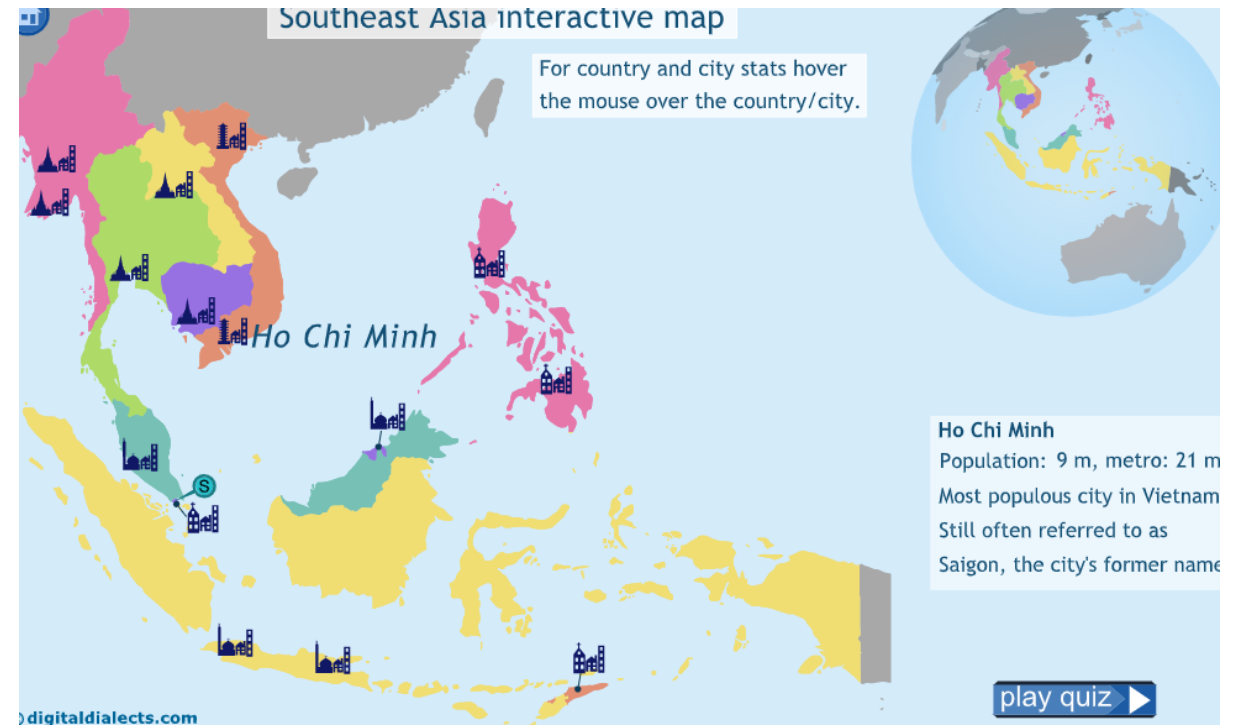


<https://www.wework.com/locations>

INFORMATION AND PICTURES OF THE COUNTRIES WE OPERATE



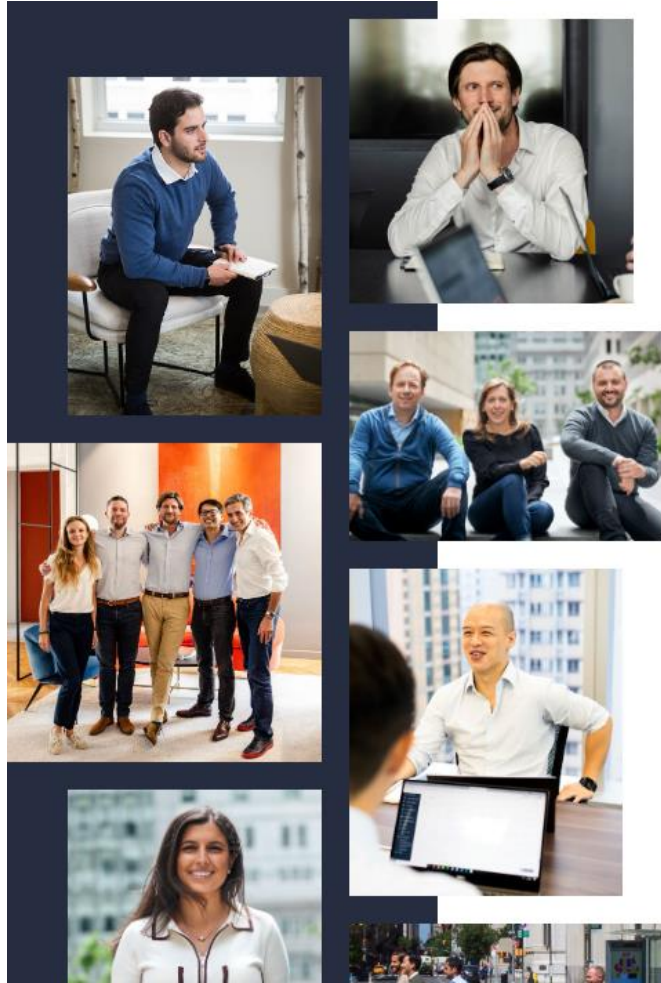
<https://slidesgo.com/theme/map-of-southeast-asia-infographics>



https://www.digitaldialects.com/geography/South_East_Asia_map.htm

TEAM

ASAYA TEAM DESCRIPTION AND SOME PICTURES IN THE WORKPLACE



OUR TEAM

We are a multinational team of founders, operators, advisors and investors.

Brought together by our collective global perspective, and our extensive experience with startups, we operate at a local level but connect on a global basis, allowing us to be closer to our founders and enabling them to benefit from our truly global

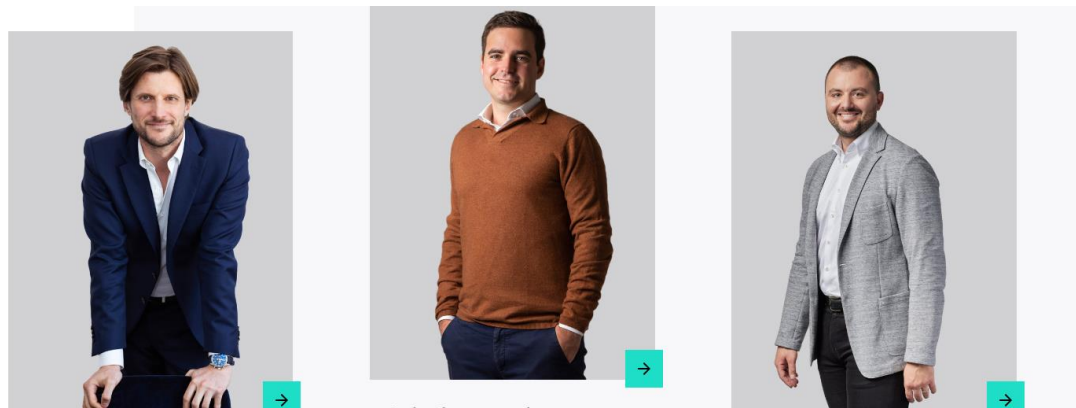
<https://whitestarcapital.com/team/>

ASAYA PICTURES AND SMALL DESCRIPTION BY

MANAGING PARTNERS

BOARD

TEAM

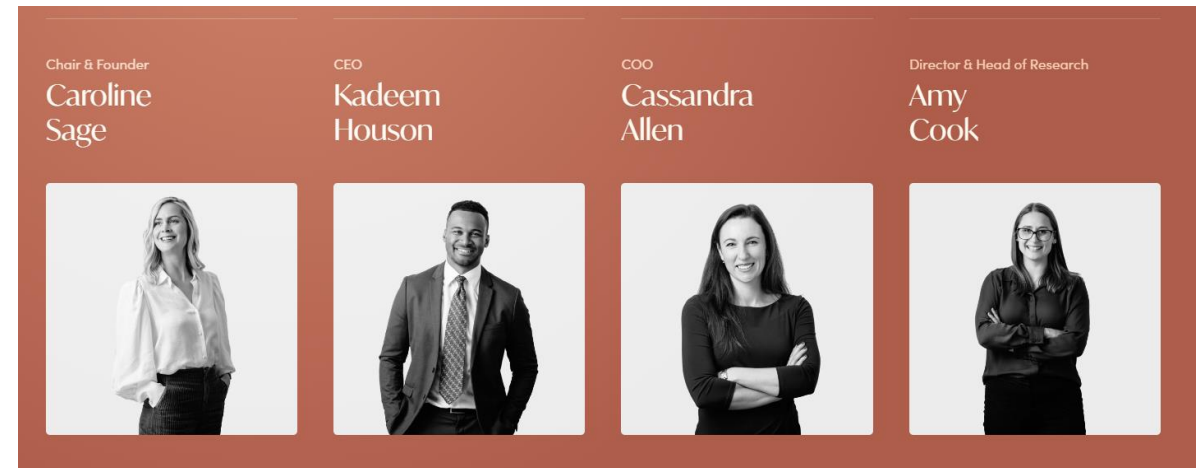


Matthieu Lattes
GENERAL PARTNER
PARIS

Nicholas Stocks
GENERAL PARTNER
LONDON

Christophe Bourque
GENERAL PARTNER
TORONTO | MONTREAL | NEW YORK

<https://whitestarcapital.com/team/>



Chair & Founder
Caroline Sage

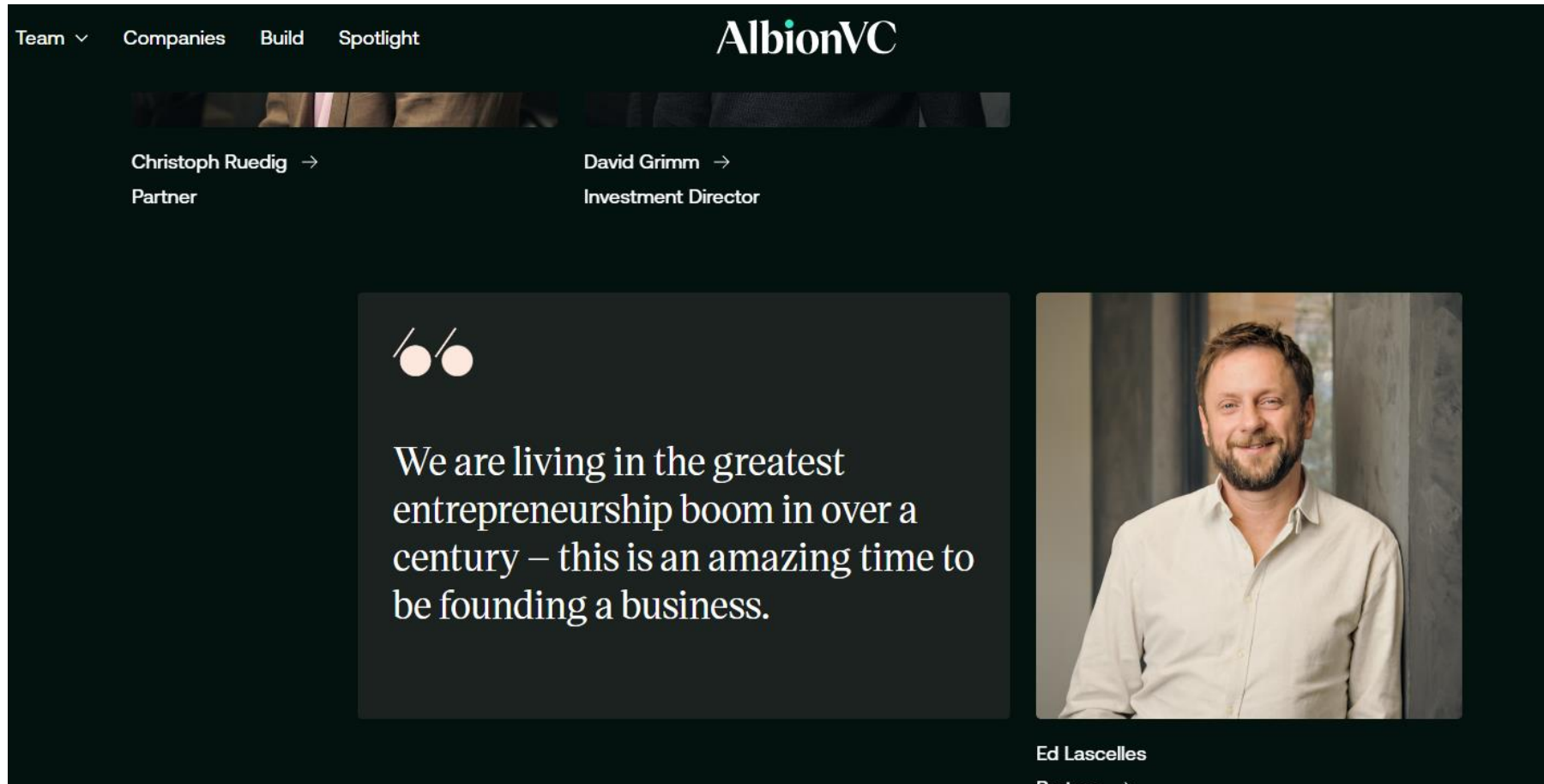
CEO
Kadeem Houson

COO
Cassandra Allen

Director & Head of Research
Amy Cook

<https://www.keaconsultants.com/us/team/>

ADD SOME QUOTES




The screenshot shows the AlbionVC website's team page. At the top, there is a navigation menu with 'Team' (dropdown), 'Companies', 'Build', and 'Spotlight'. The AlbionVC logo is centered. Below the navigation, there are two team member profiles: Christoph Ruedig (Partner) and David Grimm (Investment Director). The main content area features a quote by Ed Lascelles, a Partner, which reads: 'We are living in the greatest entrepreneurship boom in over a century – this is an amazing time to be founding a business.' To the right of the quote is a portrait of Ed Lascelles. The quote is preceded by a stylized icon of two eyes.

Team ▾ Companies Build Spotlight

AlbionVC

Christoph Ruedig →
Partner

David Grimm →
Investment Director



We are living in the greatest entrepreneurship boom in over a century – this is an amazing time to be founding a business.

Ed Lascelles
Partner →

<https://albion.vc/team/>

ADD A NEW PAGE WITH OVERVIEW OF THE MANAGING PARTNERS AND BOARD



Overview

AlbionVC partner Christoph is a veteran healthtech investor. A trained medical doctor and ex-strategy consultant with Bain & Company, Christoph has been investing in healthcare companies since 2006, initially with 3i Group before running M&A for General Electric's digital health division.

Since joining AlbionVC in 2011, Christoph has been investing in digital health and life sciences companies. He has partnered with businesses that run span the breadth of healthcare. from early-

<https://albion.vc/team/christoph-ruedig/>

SERVICES

DESCRIPTION OF WHAT WE OFFER



MARKET INTELLIGENCE

Serve you with the Data and Intelligence to Increase Sales Productivity



STRATEGY

Advise you on high-level decisions and industry knowledge to deliver the best results



MARKETING & BRANDING

Set your brand apart from your competitors by improving brand value and perception



SALES

We establish relationships and open dialogue with clients in order to sell a product or service



ECOMMERCE OPERATIONS

Help your online business, selling physical and digital products, set up or optimize its website, logistics and marketing strategy



RECRUITMENT

Assist you to identify, select and recruit staff vacancies for your business



FUNDRAISING

Prepare your financial model, pitch deck, and business plan for your upcoming capital raise



M&A

Improve your odds of success, take due diligence to the next level and capture max acquisition value

DESCRIPTION OF THE INDUSTRIES / SECTORS / VERTICALS



Healthcare & Pharmaceutical

See how improvement in important metrics like readmissions and length of stay add up to lower operating costs.

Learn More →



Manufacturing

See how our programs prepare your people for the “new normal” and help them meet shifting demand, production targets and bottom line results.

Learn More →



Transportation

New employees have vastly different expectations about work. See how we can improve skills, relationships and results on a changing frontline.

Learn More →

<https://www.twi-institute.com/industries/>

DESCRIPTION OF THE SERVICES OF EVERY INDUSTRY

Overcoming challenges

Our deep experience in customizing our proven training programs to retail and distribution-focused organizations enables us to deliver coaching and training solutions that consider:

- ✓ The dramatic shift to online
- ✓ Upgrading tech skills on the frontline
- ✓ Training high volumes of new or temporary staff
- ✓ How your people are actually delivering for customers
- ✓ Teaching them how to solve problems
- ✓ Feedback/coaching

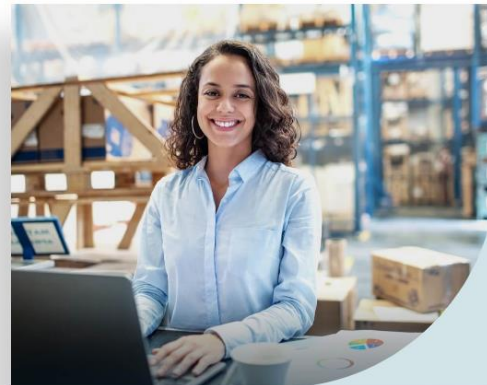
Big picture, it's also about creating a safe environment where people can engage in meaningful dialogue about the work, no matter what kind of work gets done.

Who our programs help

Every sector is different. Our training programs help organizations in:

- ✓ Distribution and Supply Chain Systems
- ✓ Food and Beverage
- ✓ Banking and Financial Services
- ✓ Furniture and Home Improvement
- ✓ Office and Business Supply

Let's Talk



Our end-to-end approach sets us apart

Our proven methods stretch far beyond essential TWI, Kata and Standardized Work training. From initial preparation to ongoing consulting, we prepare people and workplaces for continuous improvement, better outcomes and increased engagement.

- 1 Preparation
- 2 Education
- 3 Adoption
- 4 Integration
- 5 Certification
- 6 Continuation



Step One: Preparation

We start with an assessment and provide tailored recommendations for your workers and your workplace. KPIs are set, a communication strategy is planned and workforce orientation begins.

Proud to work
with leaders like



<https://www.twi-institute.com/twi-in-distribution-retail/>

LIST AND DESCRIPTION OF THE 4 PHASES THAT WE OFFER

SERVICES

Research ▾

- Market sizing
- Market trends
- Value chain mapping
- Buyer insights and behavior Competitor analysis
- Focus groups and surveys
- Prospecting and evaluation

Strategy ▾

Marketing ▾

Support ▾

<https://headwayb2b.com/>



Tailored Investment Opportunities

- + Public Markets
- + Venture Capital
- + Tax-Efficient Investments
- + Private Markets
- + Real Estate
- + Cryptocurrency

[SPEAK WITH A FOUNDER](#)

<https://www.privateadvisory.com/what-we-do>

COMPANIES

DESCRIPTION OF THE COMPANIES WE ARE PARTNERS WITH



Freshly

CONSUMER NEW YORK, USA

Freshly is a simple, convenient and cost-effective meal solution transforming the way people enjoy eating at home.



Clark

CONSUMER FRANKFURT, GERMANY

Clark is bringing the insurance purchasing experience online, using their robo-advisory platform to truly understand its customers and recommend better insurance coverage.



Vention

ENTERPRISE MONTREAL, CANADA

Vention delivers next day industrial automation through its cloud based, self-serve Manufacturing Automation Platform.



<https://whitestarcapital.com/companies/>

NETWORK

DESCRIPTION OF THE EXPERIENCE AND NETWORK THAT ASAYA MANAGEMENT AND BOARD
CAN BRING TO THE COMPANIES THAT WORK UNDER OUR UMBRELLA

Mentoring Talent

Interested in mentoring at Seedcamp?
Please email mentors@seedcamp.com

Our mentors are a core part of the Seedcamp Nation and work closely with our portfolio companies through weekly Office Hour sessions, group workshops and as part of our flagship Summit events. Seedcamp mentors have gone on to join portfolio companies, angel invest and provide game changing commercial introductions.

Revolut **facebook**  **Dropbox** **stripe**

<https://seedcamp.com/our-network/>

CONNECT

TO BE DECIDED ACORDING WITH THE DESIGN

GENERAL DESIGN IDEAS
AND
HOME PAGE

CENTERED AND CLEAN MENU WITH THE LOGO AND FAST CONTACT IN THE SIDES



WHAT WE DO

MEET THE TEAM

ABOUT US

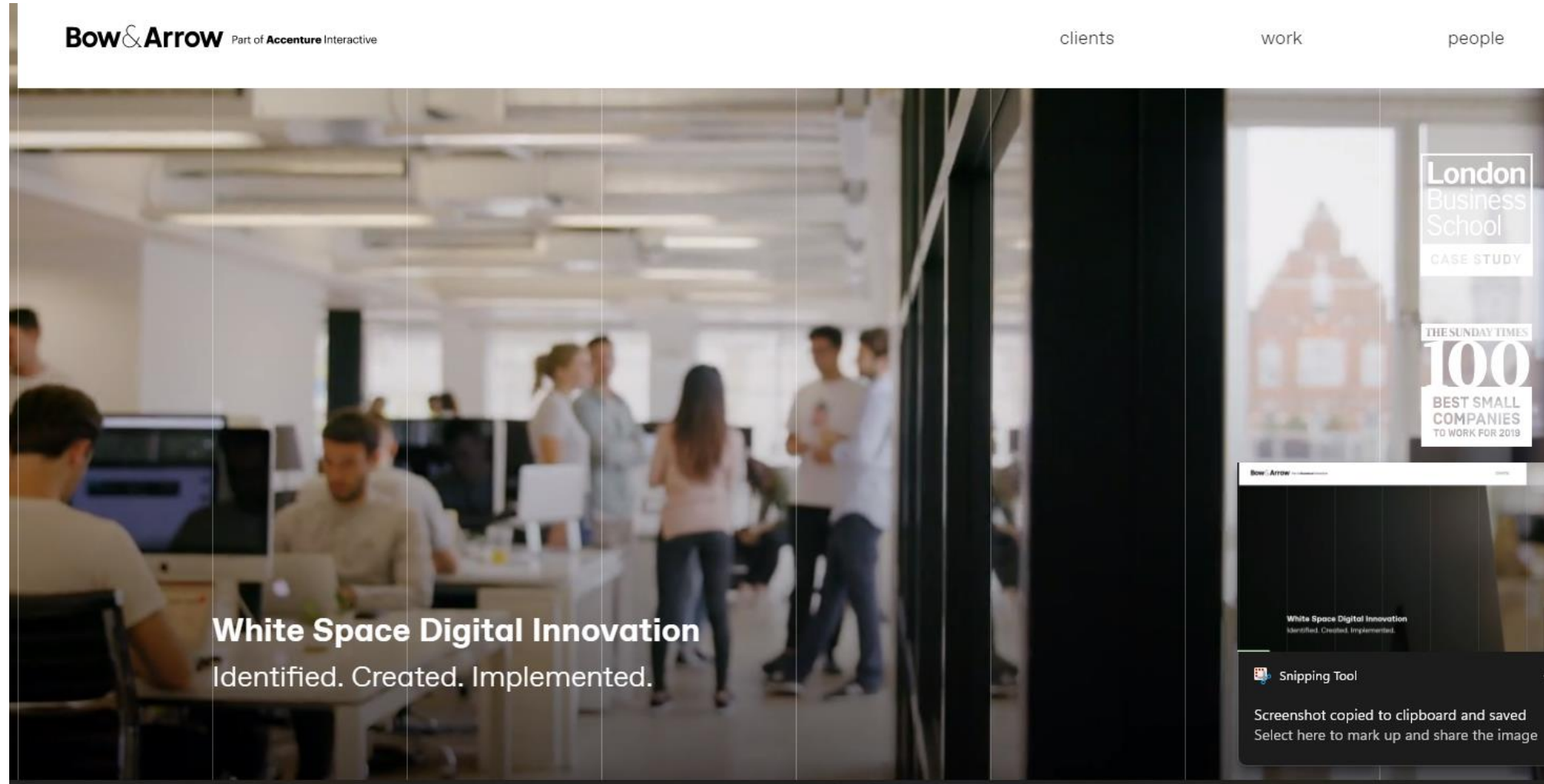
CLIENT ACCESS

CONTACT

<https://www.privateadvisory.com/team>

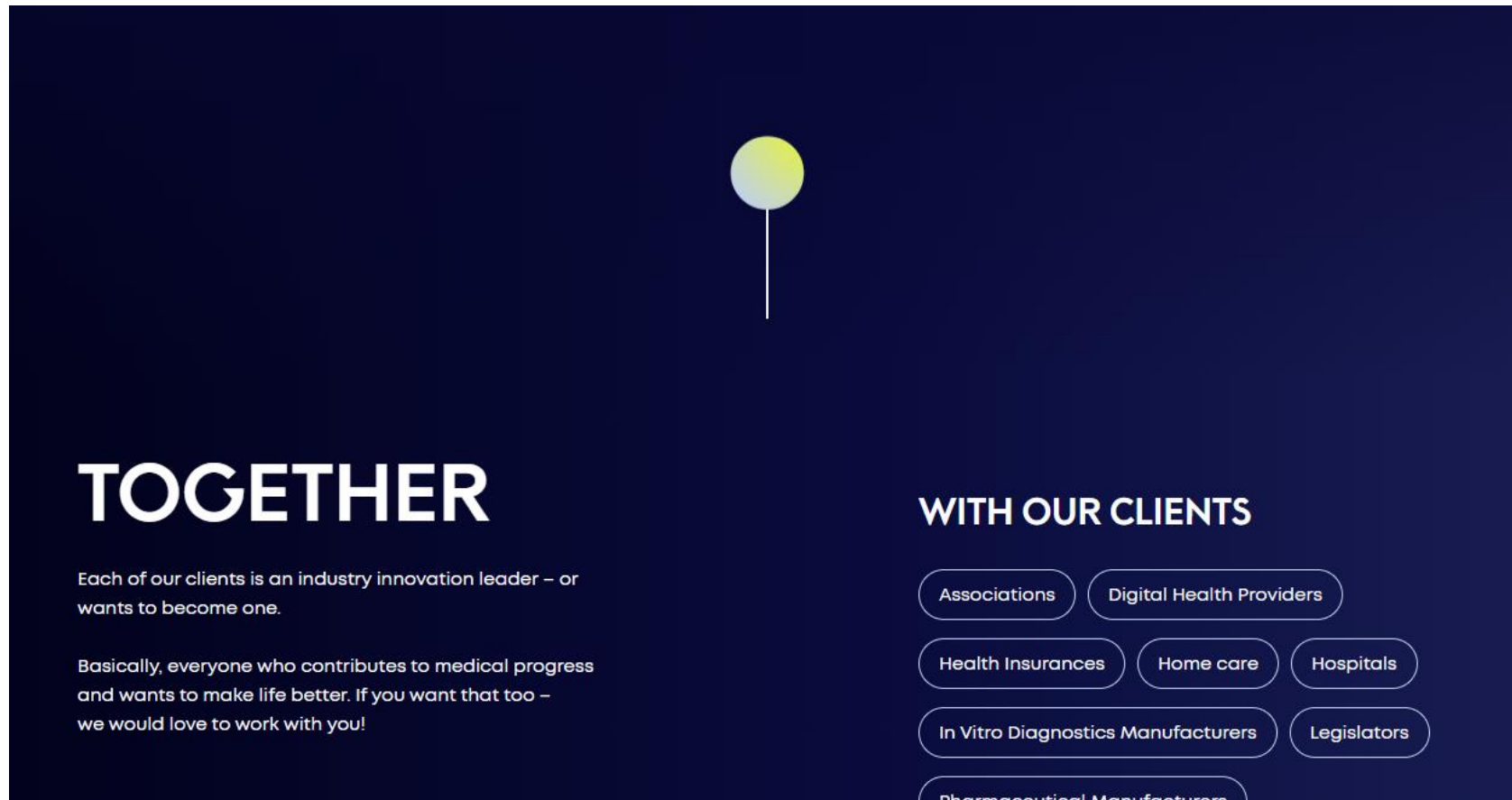
MAIN TITLE DESIGN WITH THIS LINES AND OVERLAPING WHEN SELECT THE MENU

INCLUDE VIDEO



<https://bowandarrow.com/>

DYNAMIC DESIGN IDEAS – THE LINE TO BE MOVING DOWN (LOCATED MAYBE IN HE SIDE) WHEN WE SCROLL DOWN
TO BE DESGNEED IN THE MAIN PAGE AND ALSO IN THE OTHERS



<https://www.dierks.company/#services>

DINAMIC DESIGN IDEAS WITH NUMBER OF CLIENTS , ETC



<https://www.i-click.com/>

Today's B2B buyers expect a consumer-like journey and are heavily influenced by the digital experience when researching about companies, products or services. We are more than just a regular marketing agency. We are your partner to bridge the gap between east and west, you and your target market, marketing and sales, insights and revenue. Whether you need a specific service to fill a gap or a complete solution to help you grow, we can get you there.

20

Experts

2

Years Track Record

35

SME and F500 Clients Served

3

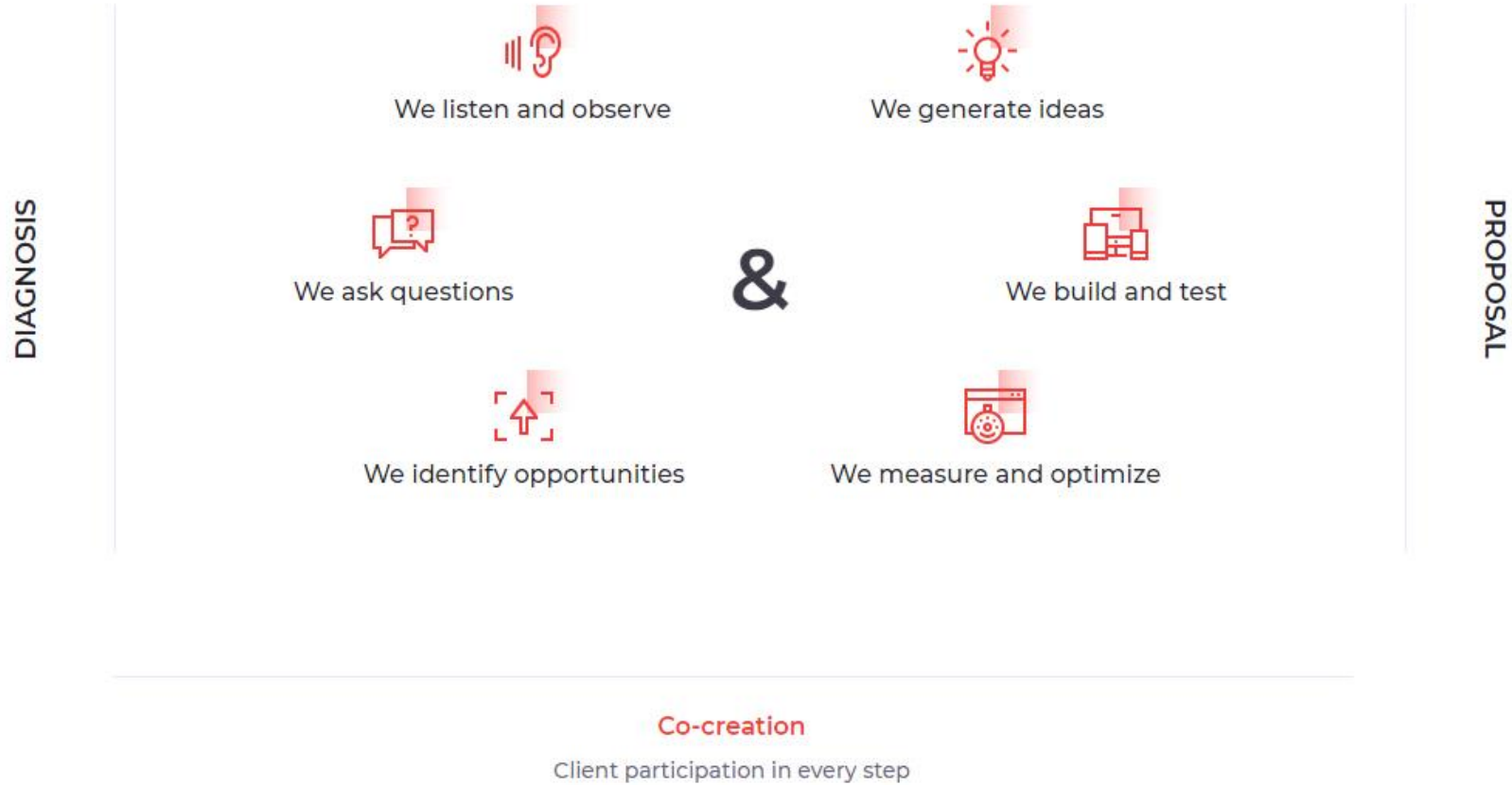
Locations

100

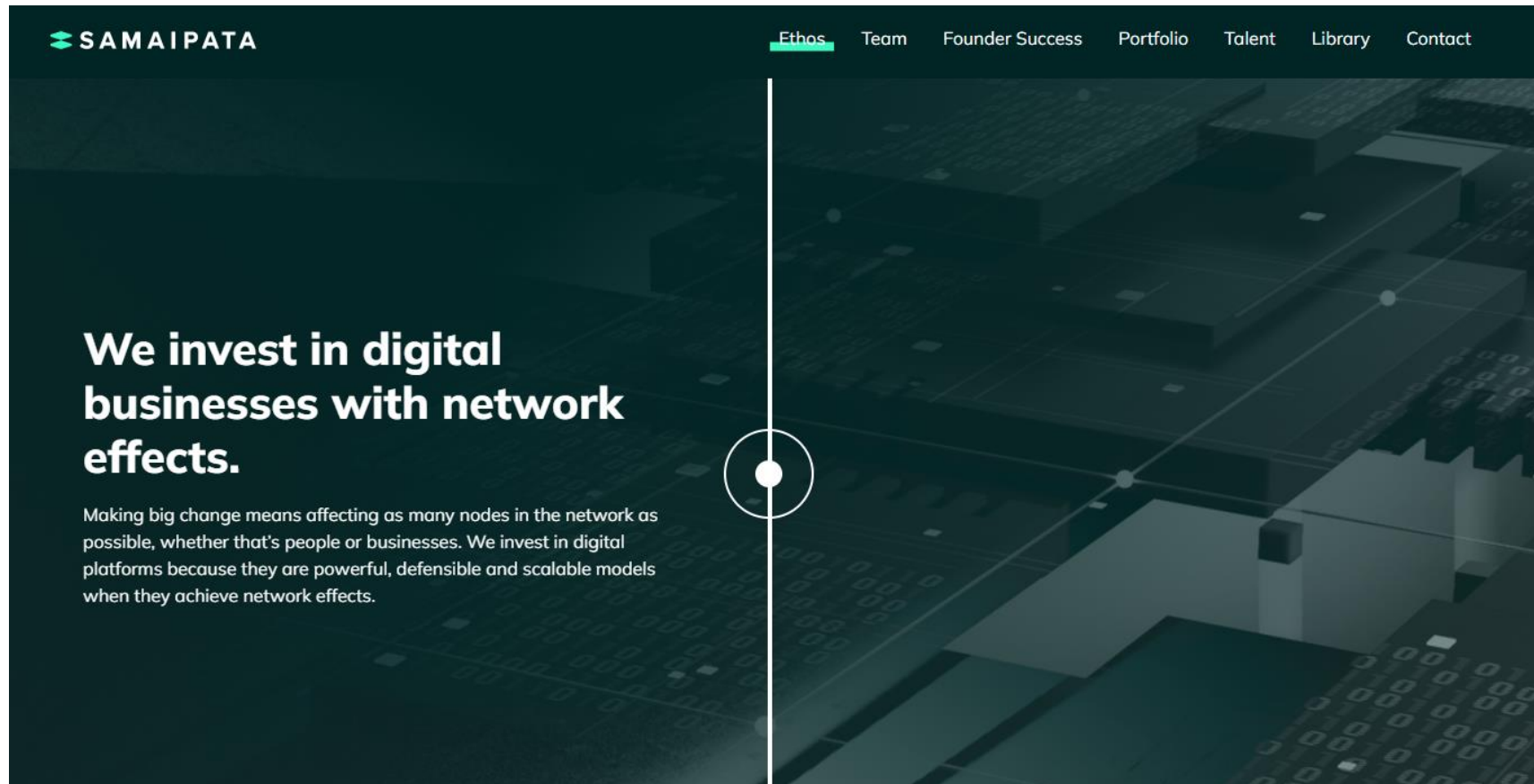
Projects Delivered

<https://headwayb2b.com/>

INCLUDE GRAPHICS



DINAMIC DESIGN IDEAS FOR DESCRIPTION OF THE VERTICALS
TO BE DESGned IN THE MAIN PAGE AND ALSO IN THE OTHERS



<https://www.samaipata.vc/ethos>

DINAMIC DESIGN IDEAS FOR DESCRIPTION OF THE VERTICALS
TO BE DESIGNED IN THE MAIN PAGE AND ALSO IN THE OTHERS



[Our Clients](#)

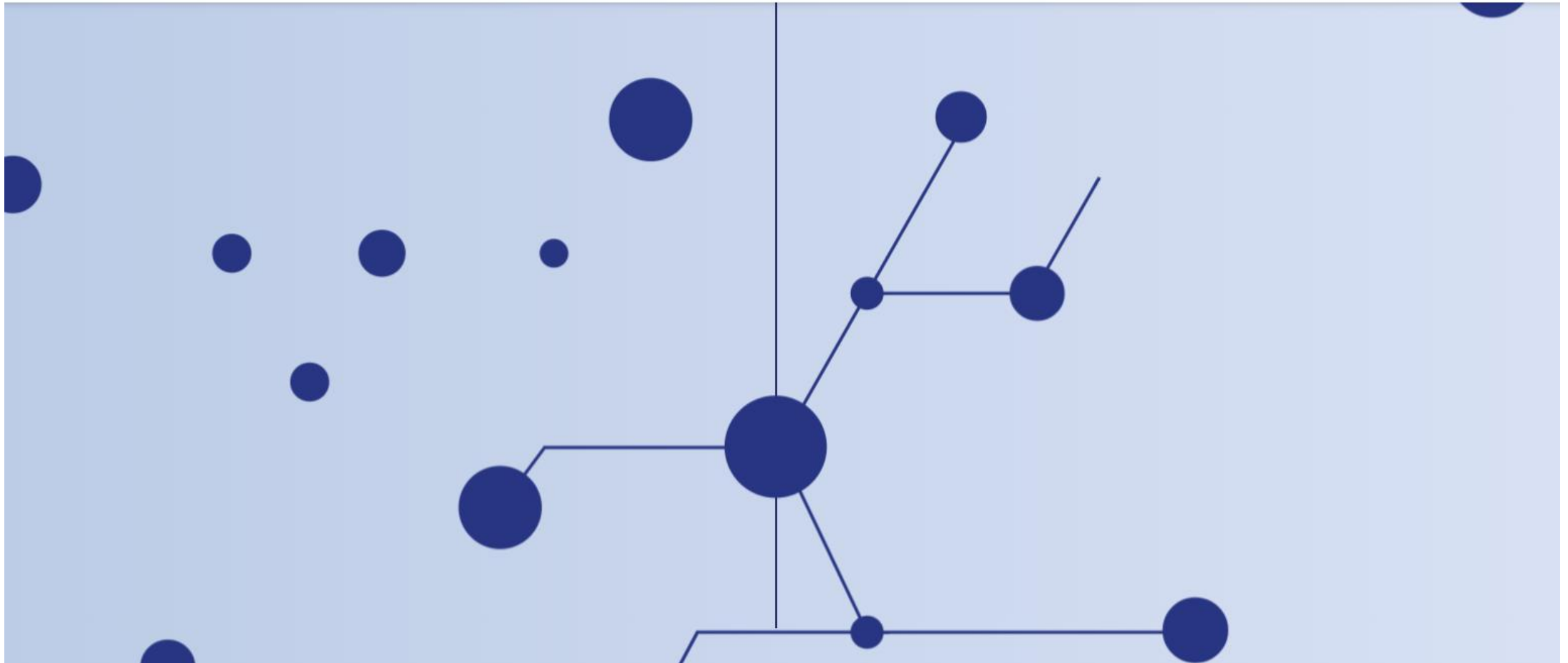
[Services](#)

[Topics](#)

[D+C Spotlights](#)

[Career](#)

[Connect with us](#)



<https://www.dierks.comany/#services>

BIG MESSAGES ALONG THE WEBSITE

OUR COMPANIES

Our founders
know no borders,
because neither
does technology.

Since 2014, we supported founders that have been breaking down barriers and defying borders. These founders have an unwavering intent for global excellence, and we are proud to call them our partners.

 FEATURED COMPANY

<https://whitestarcapital.com/companies/>

CONSIDER SEA MAP AS A WEBSITE BACKGROUND



<https://marussiabeverages.com/>



What we do

Discover more
▶ PRODUCTION
BRANDS
DISTRIBUTION

FAST DESCRIPTION IN THE MAIN PAGE OF THE SERVICES

SERVICES

Research



Strategy



Marketing



Support



<https://headwayb2b.com/>