

# Rakuten - Financing Fintech Startups

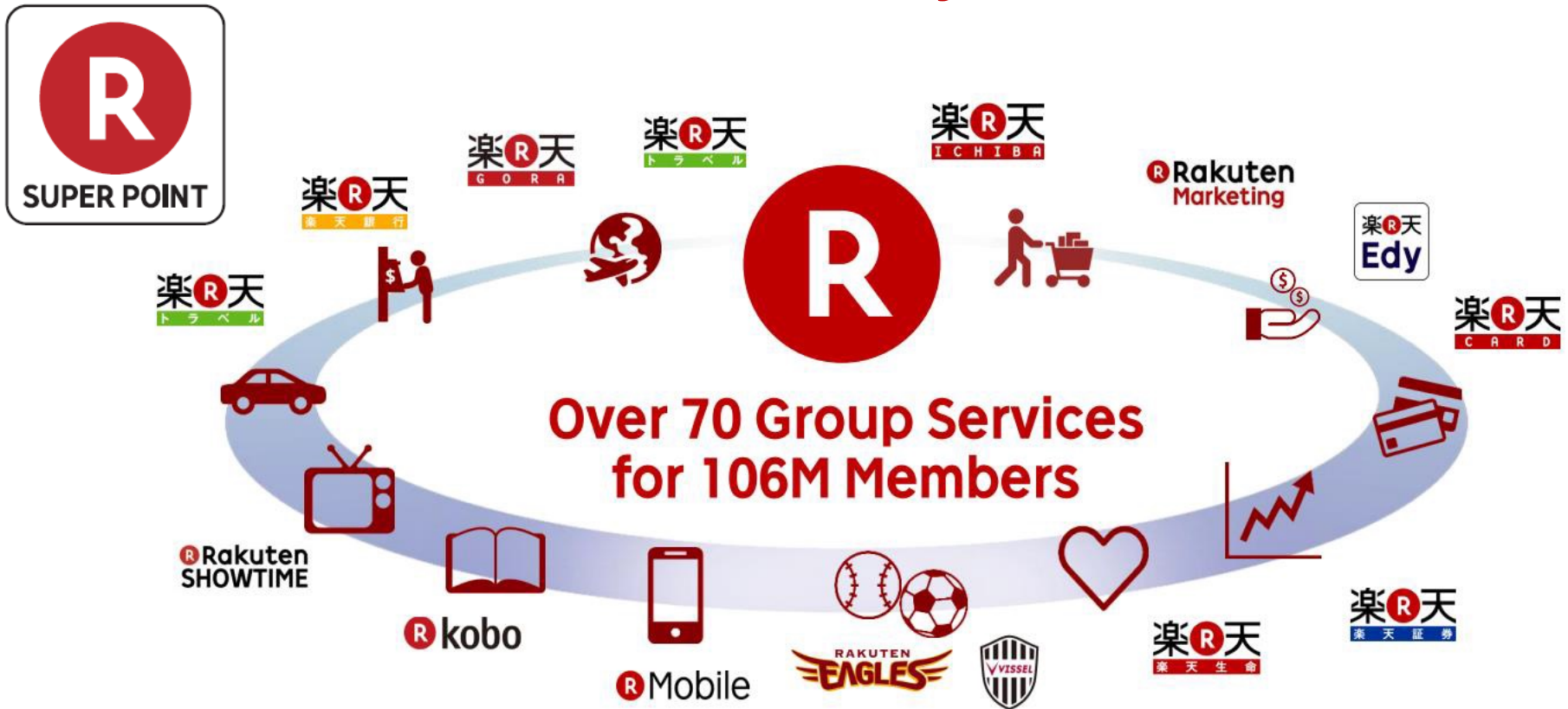
# Agenda

**1** Rakuten Ecosystem & Financial Services

**2** What is FinTech

**3** Rakuten FinTech Fund

# Rakuten Ecosystem



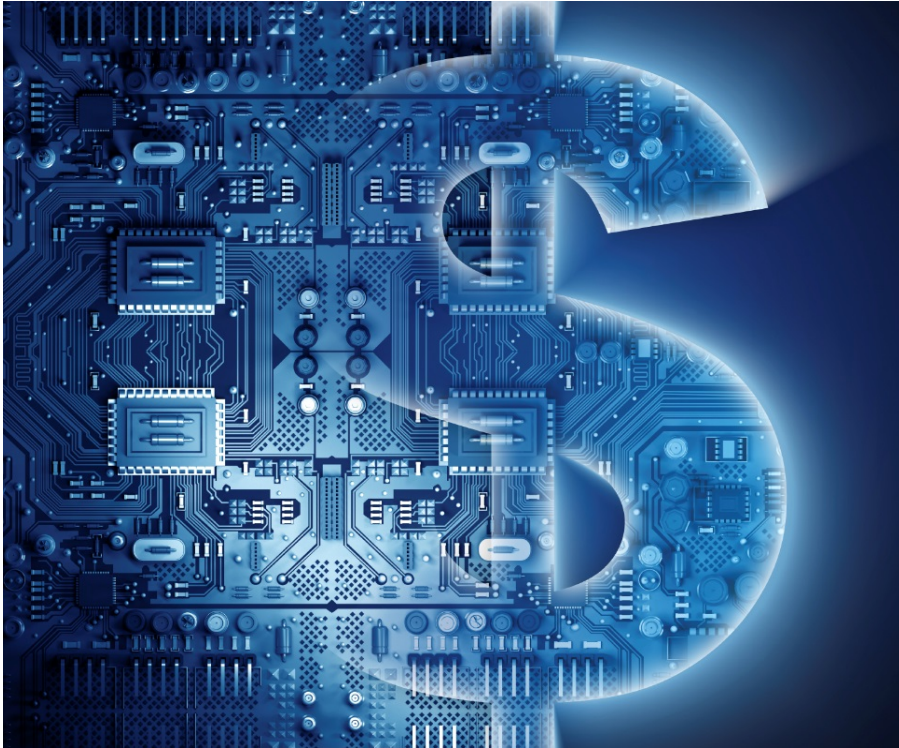
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## What is FinTech?



- FinTech =

**Software to provide financial services **OR** process transactions within non-financial products and services**

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# FinTech Fund Officially Announced November 2015



November 12, 2015

Rakuten, Inc.

## Rakuten Launches 100 million USD global FinTech Fund

Corporate venture capital fund to focus on emerging financial technologies

**LONDON AND TOKYO, November 12, 2015** – Rakuten, Inc. (TOKYO:4755) today announced the official launch of the Rakuten FinTech Fund, a new US\$100 million global investment fund focused on investments in disruptive early to mid-stage fintech startups that offer attractive return potential with strategic relevance. The fund will target investments in startups and growth companies primarily in the U.S. and Europe and build on the success of previous fintech investments made by Rakuten, including Currency Cloud, WePay and Bitnet.

# Investment Strategy

- Portfolio: Currently 6 Companies
- Target geography: Global
- Target stage: Series B to D (not limited to)
- Ticket size: \$1-5 MM (not limited to)
- Large addressable market
- Disrupting services, pricing
- Solid management team
- Potential Rakuten synergy

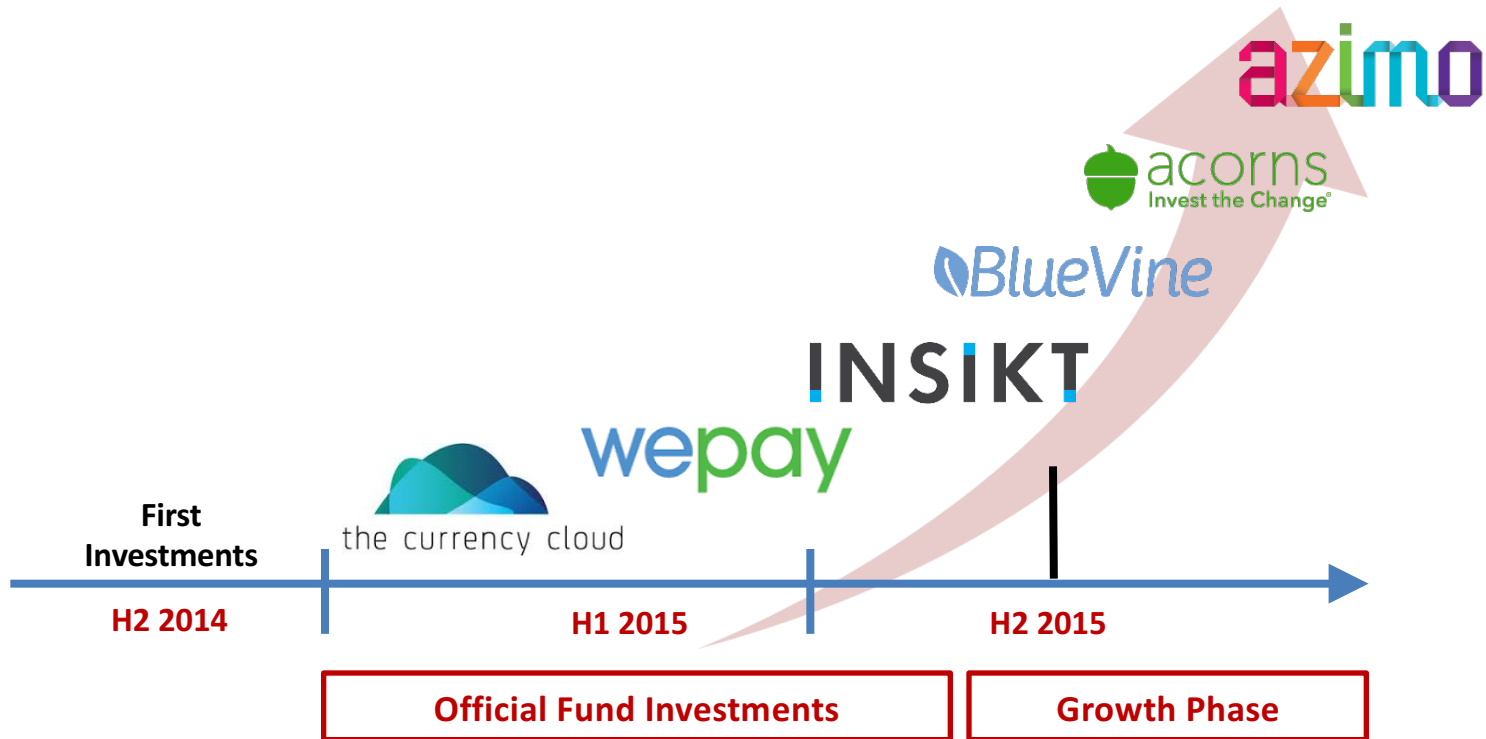
## Target Sectors

Payments	FX
Lending	Remittances
Asset Management	Digital Currencies
Insurance	Cybersecurity



# FinTech Fund Recap

- Positioning of Rakuten as Japan's FinTech Champion



## Fintech Startups - Key Points for Investors to consider

- What problem does the tech solve?
- Knowledge of Regulation
  - Does the Startup understand it?
  - Are they compliant?
- Customer Onboarding process
  - What data is required?
  - How long will it take?
- Uniqueness of the Opportunity

## Taking Investment - Questions for Startups to consider

- What are the terms of the funding?
- What control are we giving away?
- How can the investor/s help our company develop?
- Will investor interests conflict with ours in future?
- Could we get the money another (better) way?
- How much do we need?

# FinTech Are Disrupting Traditional Lending Models

- Disruption across financial services landscape gaining momentum in traditional lending



- Similar disruptive trends in other financial services subsectors

## Traditional Banking



## Consumer Lending



## Money Remittance



# Thank You