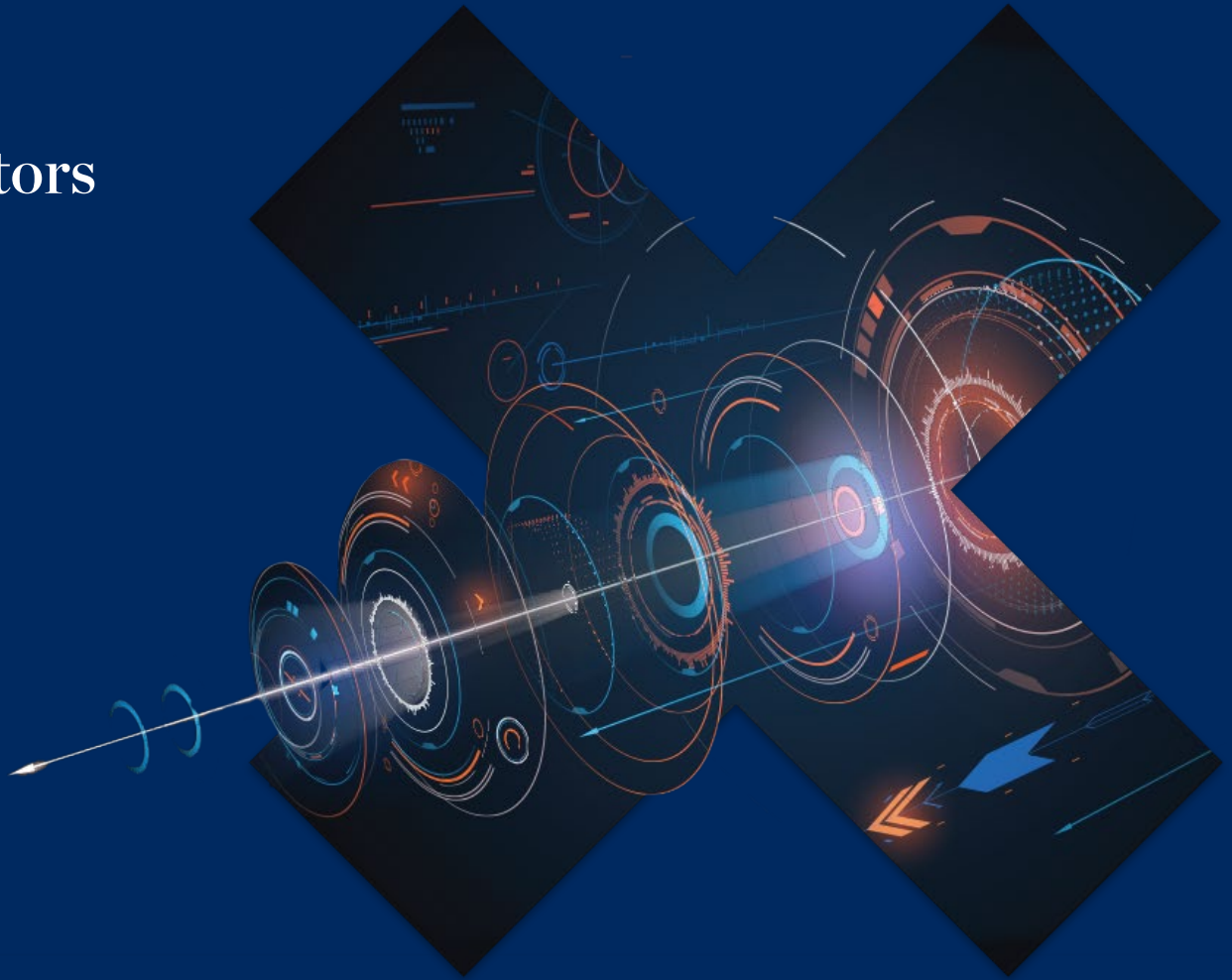


Get to know Fuel



Investors



Fuel

A MCKINSEY COMPANY

fuelbymckinsey.com

With over \$155 billion in venture capital deployed globally in 2017, the disruptive impact of entrepreneurial innovation is impossible to ignore. And so are the opportunities. That's why we created Fuel — to give startups and their investors the data and insights needed to work toward greater impact, higher valuations, and faster finishes

Our team is composed of experienced entrepreneurs who understand startup timelines and can deliver fast, actionable results to your portfolio companies. We've taken our 90+ years of management consulting knowledge and tailored it to the needs and timelines of the startup ecosystem

Here are some ways we work with you

Get started at one of our Portfolio Days. Led by McKinsey's foremost sector and functional experts, these interactive workshops leverage our unparalleled pool of proprietary data and encourage critical thinking on how portfolio CEOs can transform their organizations on topics such as pricing, salesforce effectiveness, product development, organizational excellence, and more

Fuel expertise tailored to the level of investment you are making. We provide insight into sector trends and benchmarked performance metrics to help you with your investment theses and portfolio optimization efforts.

- Fuel 1-2 month consulting sprints
- Fuel Access (by the hour expertise)
- Fuel Ignition for seed-stage startups

Leverage the platform. Access Fuel's knowledge and data about best practices, emerging trends and technologies, competitive insights, and more.

- Comprehensive benchmarking data to help guide your decision-making
- A rich content site where you can get insights on pricing, GTM, organizational health, and more
- A community where startup leaders get support

Accelerate your portfolio growth by unlocking the potential of your companies' people. Get world-class online management training from McKinsey Academy. Training includes:

- Communicating for impact
- Sales Manager Academy for coaching and pipeline management
- Tailored webinars and workshops to hone your startup's core capabilities

Meet face to face with the titans of your industry. Fuel's Innovation Bootcamps are one to three-day sessions, where we connect leaders of established companies with emerging startups and their investors. Bootcamps are structured to help the C-Suite of large corporates understand how technology is disrupting their industry and how they can partner with startups and their investors to achieve common goals

As a Fuel partner, you'll be a part of the McKinsey network. You'll gain preferred access to top executives at large corporates and other institutions for partnerships and knowledge sharing. And you'll get to see firsthand where the next big opportunity in tech innovation is happening

Offerings

Portfolio Days | MMP | Fuel Consulting | Fuel Access | McKinsey Academy | ConsumerRadar | SalesDNA
SaaS Radar | Pricing Quick Diagnostic | Innovation Bootcamps | CCAT

Fuel's Impact

- A SaaS company with >\$100M in VC funding doubled growth in the enterprise segment by halving sales onboarding time, increasing rep productivity by 50-100%
 - A leading healthcare technology SaaS company providing clinical IT solutions saw a 10x increase in revenues and a rapid IPO by better articulating their customer value proposition
 - A global digital classifieds marketplace with \$100MM+ in revenue doubled sales growth by creating dynamic pricing engine to determine the optimal price and product bundle for real estate listings
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The future belongs to you

As an investor, you have the unique opportunity to shape the future. Your decisions can determine which technologies change and advance society, and which never leave the garage. We're excited to be a part of the change and help the next generation of disruptors create better lives for all. Let's make your diverse dreams of the future the realities of tomorrow



Get in touch with a Fuel representative to learn more about we can help you accelerate.

Contact Fuel_ASEAN@McKinsey.com or visit us on the web at FuelByMcKinsey.com