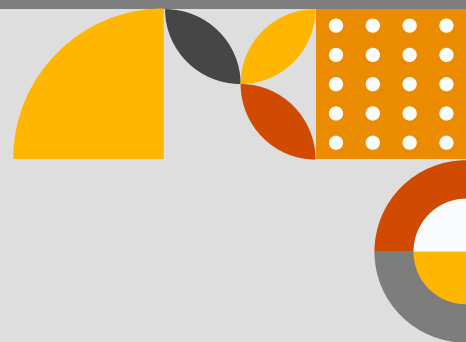




# PwC Venture & Growth Hub

We support Web3 startups on their institutional journey





01

## Technical Expertise

Startups, often run by small founder groups, may lack important business management functions (like accounting, legal, valuations, and tax) which may hinder the startup's growth journey.

02

## Regulatory & Legal Compliance

Navigating ever-changing laws and regulations poses a significant compliance challenge and could derail the project.

03

## Cybersecurity

High-value assets and data make startups prime targets for cyber attacks.

04

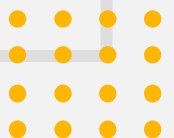
## Funding Support

Orchestrating an effective capital raise process can be overwhelmingly complex...finding the right investor can be the key to success.

05

## Market Understanding & Strategy

Developing effective business strategies is challenging in the fast-paced and competitive crypto landscape.



# Why is early attention to these issues crucial for startups?

Startups are highly focused on their long-term vision but may not have the bandwidth for other critical business management functions such as tax compliance, accounting, governance and cybersecurity to name a few.

## Lack of adequate funding

Investors often view the effective management of said functions as a prerequisite before considering to invest when screening potential investments. Failure to have these capabilities may prohibit or limit access to funding.



## Increasing your risk exposure

In the absence of professional advice (e.g. tax, legal), you can subject yourself to unnecessary risks. Seeking professional advice early can lead to substantial cost savings as this mitigates the potential penalties for non-compliance.

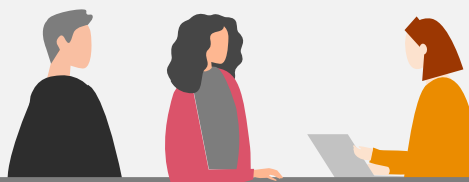


## Low Retention Rates

Persisting organisational issues may cascade into wider deflation of staff morale and lower retention. This could make talent attraction and retention difficult.



# Why should you speak with us?



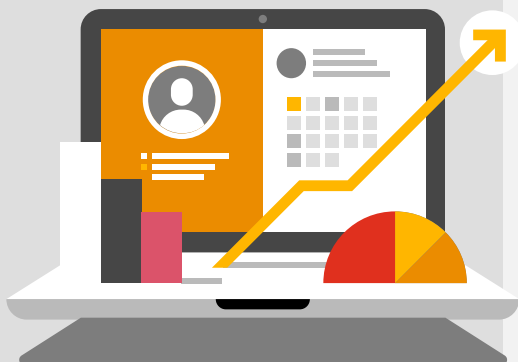
PwC Crypto & Web3 team operating since 2017



400+ Crypto & Web3 engagements in the last 24 months



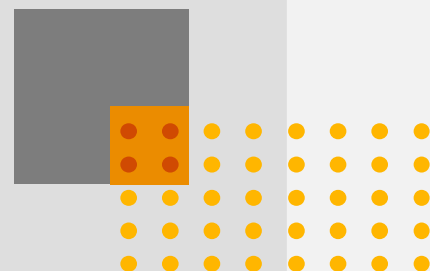
Relationships with 150+ VC investors



70+ crypto specialists in the Hong Kong office with deep connectivity to 400+ experts globally

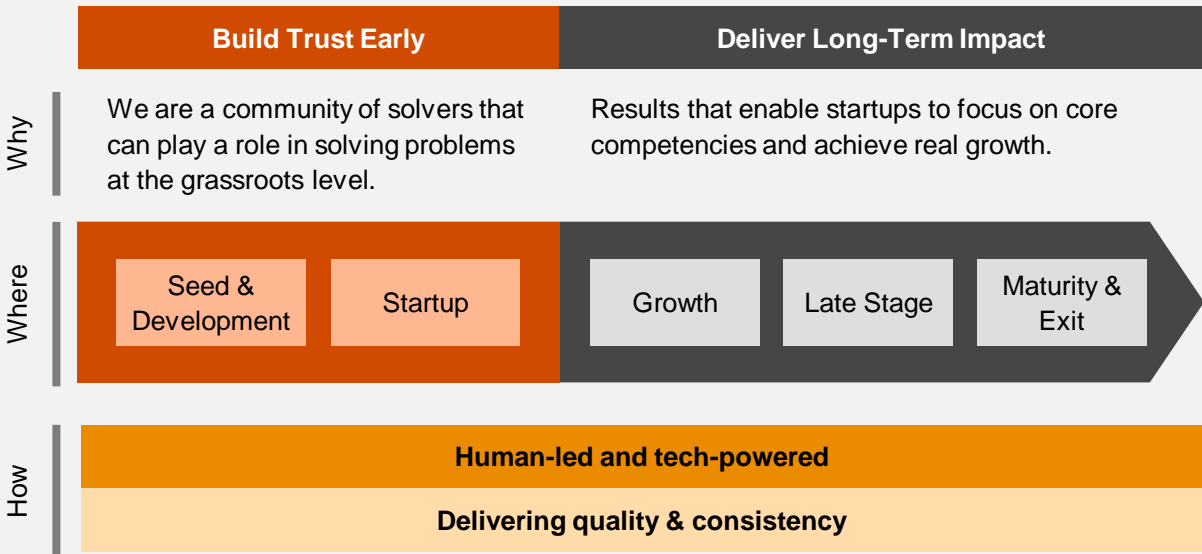


VGH, our latest proposition, is exclusively focused on early-stage Crypto & Web3 startups...supporting over 150+ crypto startups in the last 24 months

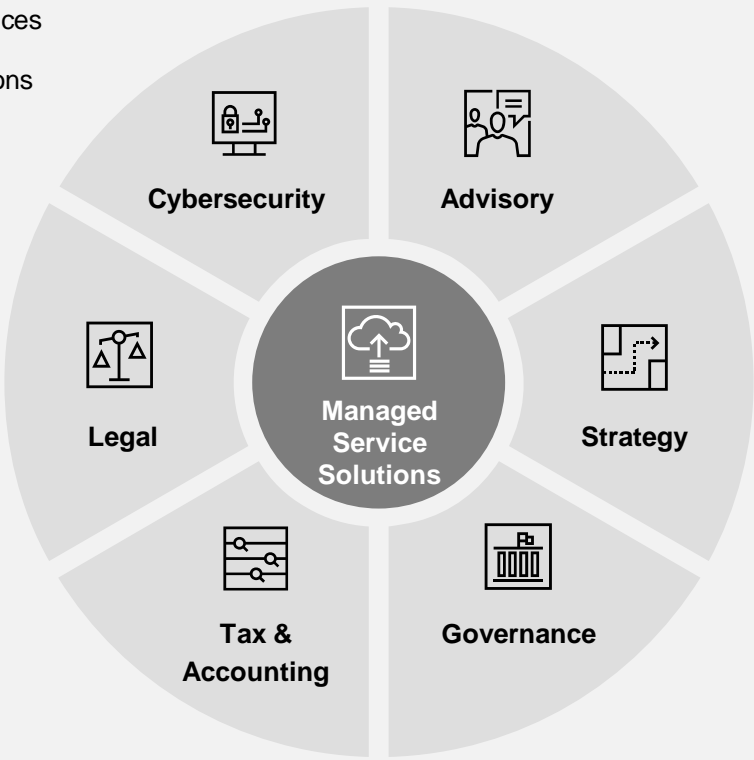


# How we can help you

We saw a disconnect between our services, which are typically skewed towards institutional clients, and the needs of early stage startups. Our Venture & Growth Hub was established specifically with Crypto & Web3 startups in mind. We offer solutions that scale with businesses as they grow, addressing the core problems at each stage of the development cycle. Our propositions are centered around Outsourced Solutions for earlier stage businesses and Tailored Solutions for more bespoke needs.



- Managed Services
- Tailored Solutions



# PwC's Crypto & Web 3 Managed Services

## Web3 essential package

US\$10k per year



### Professional Advisory Services

- Centralised channel to access a dedicated Crypto & Web3 professional advisor to address your day-to-day general tax, accounting, legal and fund raising enquiries



### Digital Business Portal Compliance Tool

- An automated online tool with over 100 templates and documents covering tax, legal and corporate compliance matters your business may encounter. Helping you to help yourself.

## Scale modules



### Secretarial Services

- Acting as your named Company Secretary
- Provision of registered office address
- Preparation and filing of Annual Returns, etc



### Tax Compliance Services

- Acting as your named Tax Representative; and
- Preparation and submission of your company's profits tax returns and computations



### Accounting Software Implementation Support

- Initial set up support
- Transaction reconciliation with source data
- Review of journal entries being exported to the accounting system



### Legal Services

- Legal services designed to cover "day-to-day" legal advice
- Access to our local and global legal network

Fees variable dependent on number of hours and staff required

# PwC's Crypto & Web 3 Tailored Solutions

## Tax & Accounting

- Tax and accounting advisory on different forms of crypto businesses and structures
- Crypto accounting
- Customer tax reporting
- International integrated tax compliance
- Transfer pricing & international tax advisory

## Legal, Regulation & Corporate Services

- Legal structuring
- Fund establishment
- Licensing and regulatory compliance
- Transactional (M&A fundraising/restructuring) legal support
- IP related support

## Advisory

- Acquisition or funding strategy
- Lead M&A advisory & fundraising
- M&A tax & legal support
- Due diligence
- Operational & risk assessment
- Post acquisition / investment support

## Strategy

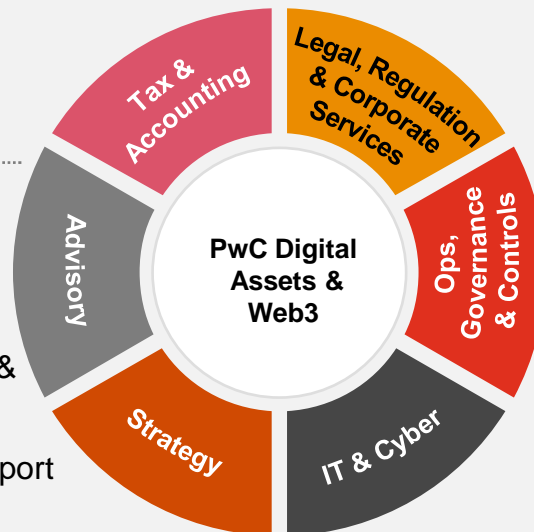
- Marketplace competitor scan
- Business model considerations
- Vendor assessment

## Operations, Governance & Controls

- Key and wallet management
- Regulatory licensing and compliance
- KYC/AML processes and controls
- Controls reporting (SOC 1 & 2 and ISAE)

## IT & Cybersecurity

- Vendor selection and evaluation
- Systems implementation and transformation
- Penetration testing
- Cybersecurity assessments



# Our team of Venture & Growth specialists



**Kunal Thakur**

**Markets**

Venture & Growth Hub

[kunal.k.thakur@hk.pwc.com](mailto:kunal.k.thakur@hk.pwc.com)

## Experience Summary

Kunal is a seasoned investor and entrepreneur, and has had a career that spans across various sectors of finance, investment, and entrepreneurship. Previously, he was growth equity / fund of funds investing and corporate strategy in GFC (\$7bn+ fund), DFC (US Govt. PE), 500 Global. Prior to that, he was Employee #1 at a \$500m+ fintech startup backed by Tiger Global and Insight Partners.



**Matt Livesley**

**Markets**

Venture & Growth Hub

[matthew.m.livesley@hk.pwc.com](mailto:matthew.m.livesley@hk.pwc.com)

## Experience Summary

Matt has six years of M&A advisory experience with PwC and decided to focus exclusively on Crypto & Web3 two years ago. Outside of PwC, he has worked for a digital asset custodian, successfully managing their USD88m Series B fundraise. Matt has strong relationships with key players in the space and offers unique insights into the complexities of fundraising for Crypto & Web3 startups – from the perspectives of both PwC and a startup.



**Louis Kwong**

**Tax**

Venture & Growth Hub

[louis.wk.kwong@hk.pwc.com](mailto:louis.wk.kwong@hk.pwc.com)

## Experience Summary

Louis works with Crypto & Web3 startups in helping them solve the unique challenges they often face such as tax compliance, annual returns, corporate restructuring, M&A and tax due diligence. Having mentored over 20 Crypto & Web3 startups in Hong Kong, Louis brings valuable tax-specific insights into what Crypto & Web3 startups typically face and can help find a pragmatic way to resolve any issues they encounter.



**Thomas Crasti**

**Deals**

Venture & Growth Hub

[thomas.m.craستي@hk.pwc.com](mailto:thomas.m.craستي@hk.pwc.com)

## Experience Summary

Thomas is a seasoned deals advisor working with MNCs and private equity investors on acquisitions, fundraises and divestments with 20 years of deal experience. Having spent 8 years in Hong Kong, Thomas has lead a number of strategy, fundraising, target search and due diligence projects for leading players in the Crypto and Web3 industry from Asia, Europe, and the US.







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