# **GGV**CAPITAL

# PIONEERING GLOBAL VENTURE CAPITAL

September 2020

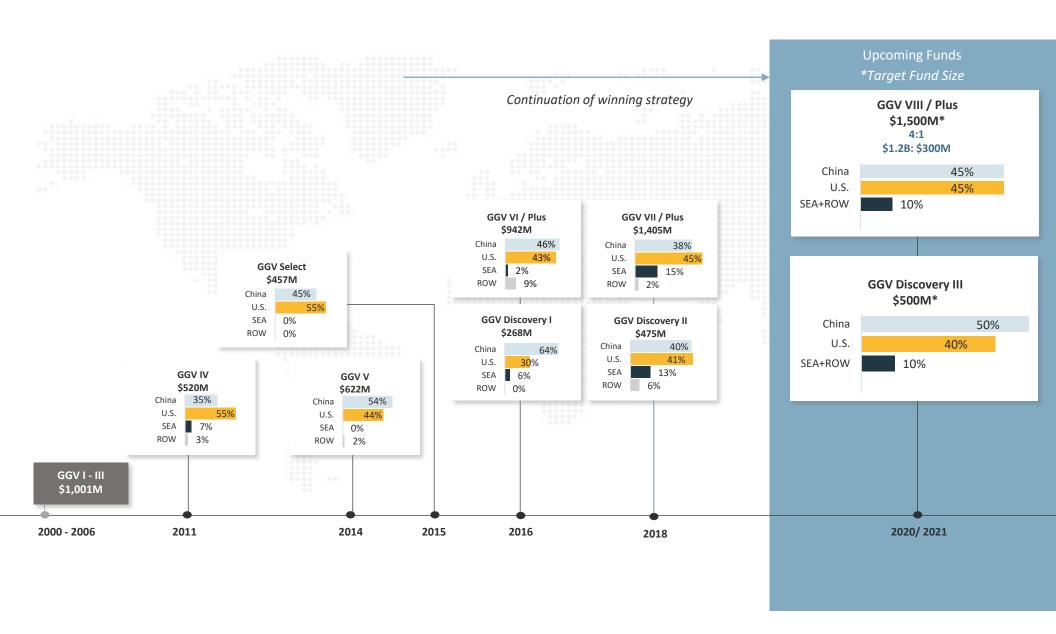
Employees' Retirement System of Rhode Island

# **GGV SNAPSHOT**

Founded in 2000, GGV Capital is <u>a multi-stage</u> investor, with <u>ONE core team</u> across US and Asia. <u>Global insights</u> allow GGV to pick winning technology sectors that grows into <u>investment flywheels</u> across markets.

• Gross IRR of over 25% and Net IRR of over 17% since inception  \$5.7B  Assets Under Management*		Record o \$1B+ Categ			nced and Unified am	Compelling Sector and Market Trends Globally									
		\$4.2B  Invested Since Inception  33  \$1B+ Exits and Partial Exits		• Led by <u>6</u> Managing Partners, more than <u>100 years</u> of combined total VC investing experience, <u>65 years</u> combined working together at GGV  388  Total Portfolio Companies Invested  \$1B+ Companies** 45 Homegrown		• 3 core sectors • Social/Internet • Enterprise Tech • Smart Tech  251  Active Companies  \$1.6B  Discounted Public Value**									
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美菜 melcal.cn	满帮集团 Manbang	h houzz	哈啰出行 Hello	<b>作业帮</b> Zuoyebang	小红书	affirm	<b>3</b> udaan								
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# UPCOMING FUNDS: FUND VIII/ PLUS AND DISCOVERY III



# EXPERIENCED SECTOR FOCUSED LEADERSHIP



YEARS
Combined Total VC Investing
Experience



YEARS Combined Total Experience with GGV



BILLION-DOLLAR Companies Created Across Total Investing Experience



**EXPERIENCED Venture Partners** 



JIXUN FOO Joined GGV in **2006** 

20 years of VC investing

Social / Internet Enterprise Tech

Forbes Midas List Forbes China, "Best Venture Capitalist" Top 10 Venture Capitalist by Zero2IPO



HANS TUNG
Joined GGV in 2013

18 years of VC investing

Social / Internet

8x Forbes Midas List, 4x Top 20 4x NY Times / CB Insights Top 100 VC List, 1x Top 20 CBN News Magazines, Top 10 Most Entrepreneur-Friendly VC



JENNY LEE
Joined GGV in 2005

18 years of VC investing

Smart Tech Social / Internet

Forbes Midas List

Forbes Most Powerful Women New York Times & CB Insights, Top 100 Venture Capitalists Singapore Business China Young Achiever Award



GLENN SOLOMON
Joined GGV in 2006

23 years of VC investing

Enterprise Tech Social / Internet

Forbes Midas List TechCrunch 2020 Most Active & Engaged Investors



ERIC XU
Joined GGV in 2017

15 years of VC investing

Social / Internet

2018 Top 100 Venture Capitalists by Forbes China 2018 F40 Young Investors by Zero2IPO 2017 Top 100 Venture Investors by ChinaVenture



JEFF RICHARDS
Joined GGV in 2008

12 years of VC investing

Enterprise Tech Social / Internet

11 years as an entrepreneur and founded 2 companies



CHRIS BARBIN
Venture Partner
Co-founder of Appirio
Enterprise Tech



KHENG NAM LEE
Venture Partner
Former Chairman of Vertex
Smart Tech



DENISE PENG Venture Partner Former COO of Qunar Social / Internet



WEIHAN LIEW Venture Partner Founder of BaBe Social/Internet



VENTURE PARTNER
Former CEO
Enterprise Tech

**INVESTMENT TEAM: 29 (+1)** 

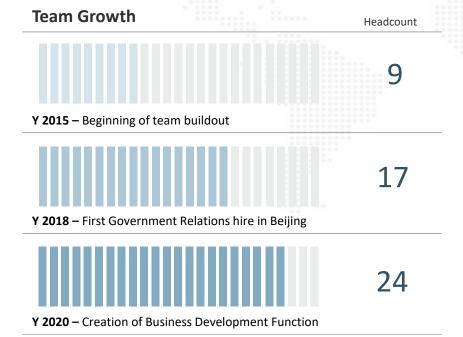
**PLATFORM SERVICES: 24** 

**OPERATIONS: 33** 

## PLATFORM SERVICES PLATFORM

# GGV is deeply committed and dedicated to the support and development of our entrepreneurs

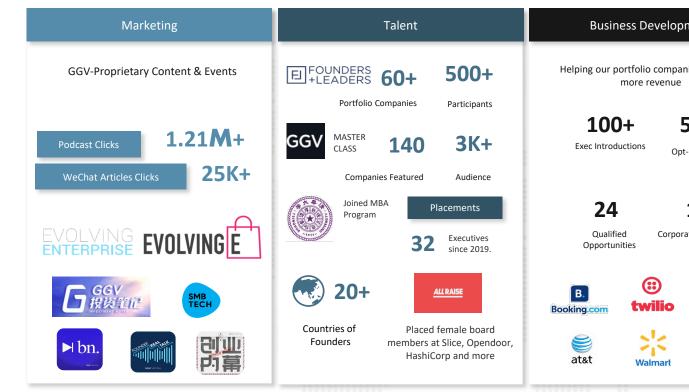
- Platform Services team built in 2015
- Grown to 24 people strong across 5 specialized functions
- Equipping our entrepreneurs to build winning companies
- Broadening bandwidth to support our companies post- investment

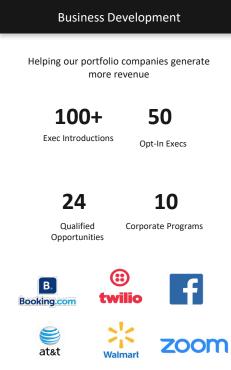


#### **Platform Services Platform**

Marketing and PR strategy Global positioning Marketing Agency introductions Fundraising pitch deck assistance Founders + Leaders Access to global talent networks Talent Founder peers and curated cohorts Talent training · U.S./China relations Macro deal factors Legal & Gov't Legal compliance, due diligence and governance Relations Legal support for transactions, contracts, IP, exits, etc. Generate new opportunities and customers Build value-added network for existing and **Business** prospective portfolio companies Development Financial due diligence and best practices Portfolio monitoring Data Analytics & · Portfolio data management Finance

# GGV TEAM: VALUE CREATION & COMMUNITY OUTREACH







#### GGV's Response to COVID-19

# 3,518 Page Views

#### COVID-19 Operational Guide

- WeChat CEO groups
- Portfolio Communities in Slack
- Weekly Portfolio Town Halls
- Online seminars sharing best practices
- Aggregating resources on GGV's website
- GGV People & Marketing Leaders calls





















## STRONG DEAL FLOW AND ECOSYSTEM PARTNERS

GGV reviewed 2,000+ deals globally in 2019 Early in China, strong brand and dealflow 388 50+ Portfolio Teams Strategic Partners After 20 years with a global perspective and local presence, GGV has built a strong ecosystem around our core sectors and investment themes. Collaborating closely with our portfolio teams, large strategic partners, peers in the industry and our family of entrepreneurs, GGV has continued to invest in category leaders across the U.S., China and Southeast Asia. Our strong deal flow is attributed to: 200+ 250+ 1. Sector focus 2. Strong referral program from our scouts, 63 unicorns and portfolio ecosystem\* VC Firms and Angel **Entrepreneurs Funds** 3. Thesis-based proactive deal sourcing **Funds** Selected Co-Investments Bai **首**度 Alibaba.com Tencent 腾讯 ™Xiaomi TEMASEK Google 去哪儿? Qunar.Com 100 作业帮 Grab SHIELD Opendoor 小红书 小红书 stock WMPS > XPENG Tangdou #5 ₹51億用卡 (\*) 美菜 **DiDi** 📈 哈啰出行 keep **DiDi %**HEPTAGON **Lambda lime** POSHMARK



**VOUKU** 优酷

UC Web



智米

**S** BOWERY

团

**Synack**.

**VOUKU** 优酷

# DEAL FLOW: GGV SCOUTS AND SVCI

GGV's Scout Program, currently numbering ~20 members, was created to enhance deal flow in early stage and seed companies. Based in the U.S., the GGV scouts are prominent entrepreneurs, technology professionals and angel investors in our ecosystem who help to build our people rolodex and provide on-the-ground perspective into high-potential early startups. The scout program has allowed GGV to react quickly and win up-and-coming deals even before they are available to the earliest round of investors.



Mitchell Hashimoto, Co-Founder and CTO HashiCorp

Mitchell is extremely well-known in open source circles and has a strong social media presence, which results in many entrepreneurs in this space approaching him with their companies. He's been very helpful in sending these deals to GGV.



Ryan Denehy Founder and CEO Electric.ai

Ryan is a three-time repeat founder and very well-connected in the NY enterprise technology ecosystem. He is a mentor to several early stage founders, and provided the original introduction to Vic.ai, a GGV Discovery II portfolio company.



Web Smith Founder and CEO 2PML

Web runs 2PML, a media platform for ecommerce and DTC. He is well networked and respected in the space, and often sees trends and companies before others. Web has also been a resource for us on diversity and inclusion efforts and is very well-respected in the black entrepreneur community.



Josh Elman Venture Partner, Greylock Ex-VP Product, Robinhood

Josh is well-connected to social networking opportunities from his work at both Robinhood and as an investor at Greylock. He has been active in sourcing deals for Hans and GGV.



Irving Fain CEO and Founder Bowery

Irving has been a founder in New York for over a decade. He's well-liked and connected in the NYC startup/founder scene. Irving has been a great advocate for Hans, GGV and our deal flow, connecting us with a number of food tech deals in NY.



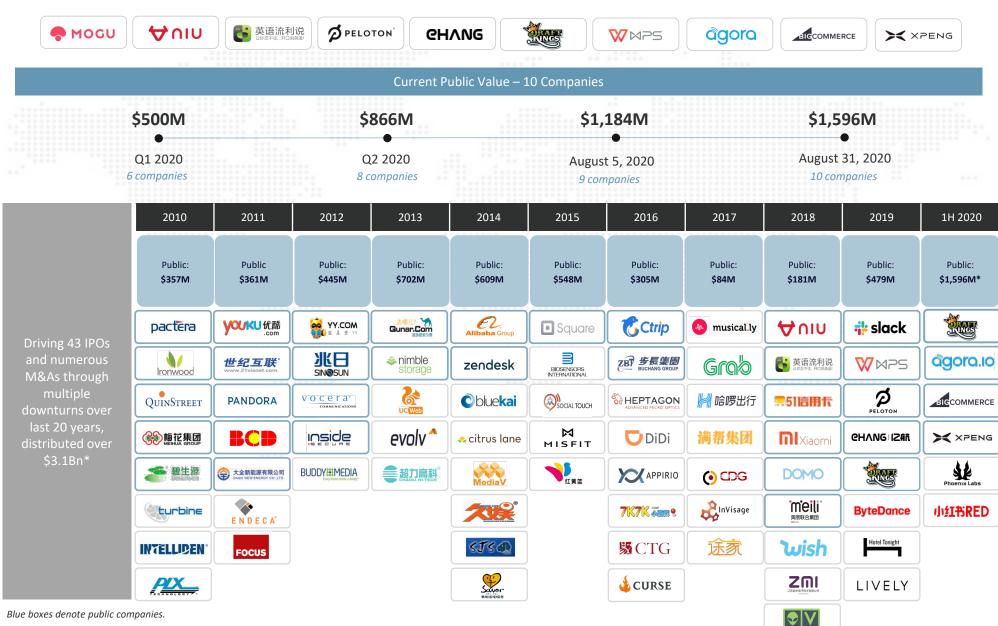
Kabir Shahani Founder and CEO Amperity

Kabir is a repeat founder in Seattle who sold his previous company for \$100M. We met Kabir during several rounds of financing for Amperity, and although we did not invest, we built a strong personal relationship. Kabir is very well-connected and respected in the Seattle entrepreneur and greater Washington communities.

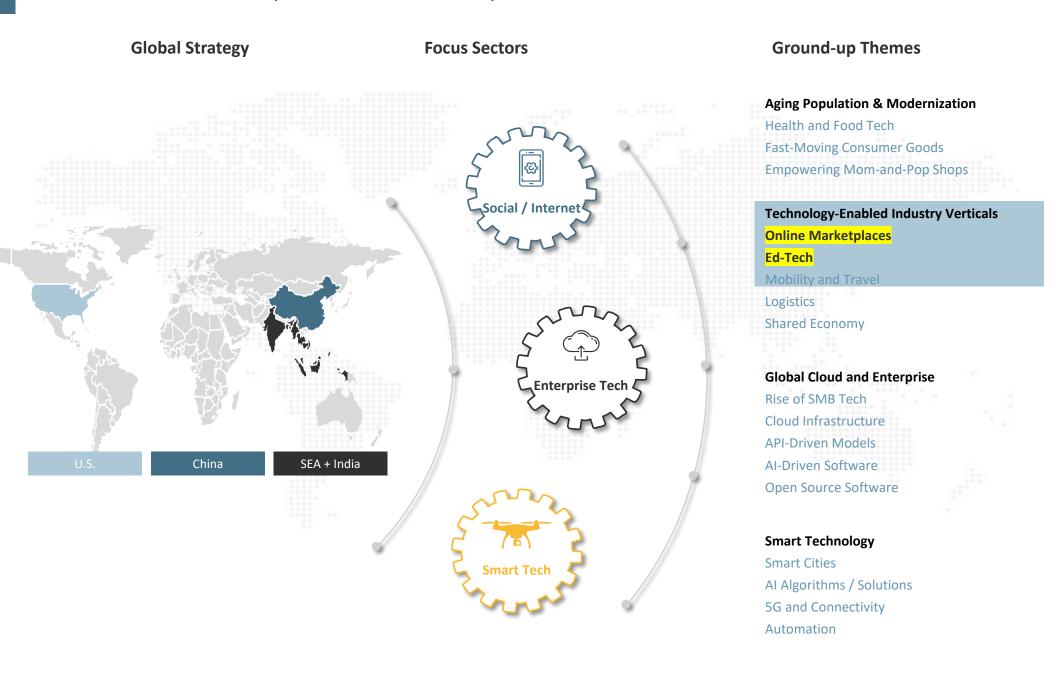


SVCI is a 50+ strong active CISO angel network started in 2019 and managed by Oren Yunger, a GGV VP who works closely with Glenn Solomon on Enterprise Tech deals. Given the quality of the CISOs involved, including members from Amazon Whole Foods, Atlassian, HP Enterprise, Levi Strauss and Palo Alto Networks, SVCI has been approached by a significant percentage of all new cybersecurity startups of interest and has provided GGV with significant deal flow in the cybersecurity space. <a href="https://www.svci.io/">https://www.svci.io/</a>

# CONSISTENTLY DRIVING EXITS / DISTRIBUTING CAPITAL



# GLOBAL INSIGHTS/ SECTOR FOCUS / THESIS DRIVEN FLYWHEELS



# EXAMPLE FLYWHEEL: ONLINE MARKETPLACES





**GGV**CAPITAL Selected logos shown.

# **EXAMPLE FLYWHEEL: EDUCATION TECH**





#### AI/ML/VR Based Learning

Al technology is driving language learning through adaptive learning and knowledge tracing technology, natural language processing, adaptive learning based on the users' proficiency levels, auto-scoring engines and speech recognition technologies, adaptive personalized real-time language proficiency assessment, and real-time personalized feedback through various interactive interfaces.







# Supplemental Learning (Preschool, K-12)

Supplemental learning spans across age groups and various mediums including reading ability and comprehension, homework and study-related assistance, after-school mentoring, thinking and concentration core skills, and subject-focused training such as mathematics and science.

Online education and reading groups and communities further drive the penetration of education technology adoption.





# College entrance, Adults certifications

In the older adolescent age groups, online education focuses on courses, tests and exams. Startups are targeting college entrance students and professional certification test preparation by providing test prep online classes, including practice questions on app, automated scoring and testing.

New online colleges around specific learnings like finance and coding are focused on enabling adults to acquire new skills beyond work hours and learning at their own pace.











#### **Edtech Tools and Software**

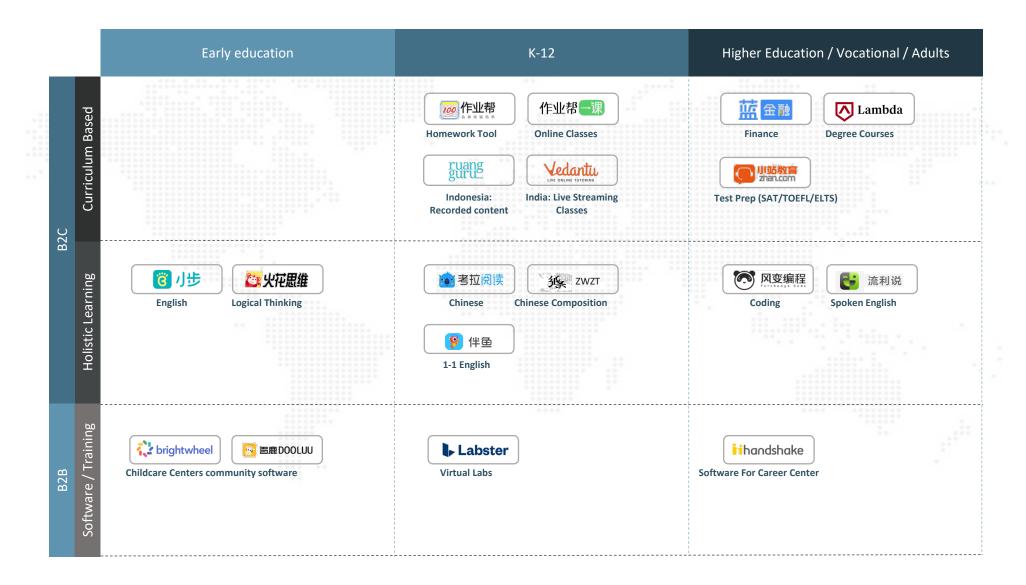
With the growth of the edtech sector, schools and teachers have started adopting tools and software to enable live classes, homework questions setting, scoring, assessment, student management, parent-teachers communication as well as new networks to facilitate career office and recruitment search needs.







# EDUCATION TECH: GGV PORTFOLIO MAP



## SOUTH ASIA: THE NEXT BILLION

# Ed Tech

Vedantu

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 Leveraging sector knowledge and local knowhows to implement models with the best market fit.

#### GGV's Track Record in SEA & India

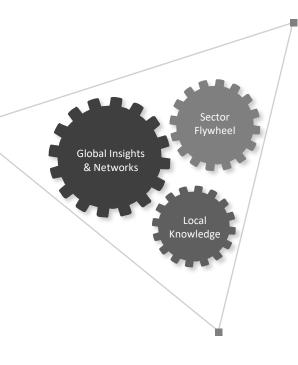
2005 1st Investment

■ >15 Years of Sector Experience

■ 18 No. of Investments

■ 3.4x MOIC

Super Unicorn in Asia



Fintech





- Mobile wallets and payment infrastructure
- Interconnection point to ease currencies conversion.
- Collateral based consumer loans.

## Infrastructure & "Enablers"







- Digitizing moms-and-pops
- Building structured data to track transactions

# SOCIAL / INTERNET: WISH



**Initial Investment Date** 

December 2013

Entry Stage and Valuation

Series B, \$85M

**Last Round Valuation** 

\$11.3B

US-based ecommerce platform with Chinese suppliers

#### **Investment Thesis**

- Cross-border ecommerce was \$100B in 2013 and is projected to reach \$5T in 2027.
- Wish's vast product selection, intuitive app design, data-driven approach to recommendations, and efficient merchant onboarding process combine to give the company a huge advantage over competitors to be a winner in the "value" consumers segment globally.
- Wish is often in the top 5 shopping apps in the U.S.

#### **Value Creation**

- Hans was the first VC who validated Wish's approach to sourcing from Chinese online merchants to sell to value consumers globally.
- Hans helped Wish gain access to 60M+ SKUs from Taobao and eBay online merchants in China and helped them recruit their China team.
- GGV assisted the company in bringing in new investors such as DST, JD.com and Temasek.
- Hans has helped Wish think through the diversification of its business from marketplace revenue to include logistics and advertising services as well as a B2B offline initiative.

### **Forward Looking**

- After a slightly slower Q1 2020 due to COVID-19 affecting their supply chain, Wish is back on track to hit their 2020 projections as consumers moved increasingly to online purchases in Q2 2020. In fact, April 2020 was a record month for the company.
- We expect Wish to file for IPO in the next 12 months.

# ENTERPRISE TECH: HASHICORP



Open source software company

Initial Investment Date September 2014

Entry Stage and Valuation Series A, \$30M

Last Round Valuation \$5.1B

#### **Investment Thesis**

- Glenn first met HashiCorp's founders in 2013
   pursuant to our proactive research into the
   burgeoning DevOps/cloud computing
   movement we felt cloud migration would
   become a massive, global trend.
- Although HashiCorp was pre-revenue, they
  had shown strong open source adoption of
  its products. The company has now
  successfully converted developer traction to
  rapidly gain enterprise accounts, with 175+
  of the Global 2000 as customers.

#### Value Creation

- Glenn has been on the board of the company since the Series A round (GDI investment) and has led or co-led each subsequent round as the company has grown from 7 people to 700+ today.
- Glenn has helped the founders develop a viable business model, recruit an executive team and establish a funding plan.
- As a key board member, Glenn also chairs the company's compensation committee.

### **Forward Looking**

- HashiCorp has established GGV as an early investor in the open source space in the U.S. and has become a key anchor in our flywheel, driving referrals of deals to GGV, and allowing GGV/Glenn to get into competitive deals in the cloud space.
- Given the company's rapid growth, meaningful scale and large market opportunity, we expect HashiCorp to pursue a public offering in the next 24 months.

## ENTERPRISE TECH: WPS



**Initial Investment Date** 

October 2013

Entry Stage and Valuation Series A, \$250M

8/31 Market Cap \$22.3B

Office suite software company based in China

#### **Investment Thesis**

- WPS is the leading office software company in China and Jenny led our investment in its only round of financing in late 2013 as part of her thesis on the enterprise market.
- WPS is the first GGV portfolio company to list on the new Chinese capital market exchange, the SSE STAR market in Shanghai on Nov 18, 2019. The exchange was launched in June 2019 and to date has performed very well to expectations, providing a new exit listing exchange for our China portfolio companies.

#### Value Creation

- WPS was already profitable when Kingsoft, the holding company, decided to spin off their various operating entities to allow for more independent growth beyond the parent company. Jenny / GGV was invited to participate in the round by Lei Jun (founder of Xiaomi), who was also the chairman of Kingsoft.
- Jenny spent time with the management team
  to brainstorm on product features and
  market entry strategy for international
  expansion. We ultimately decided to refocus
  the company's products back to China users
  and this has helped to build a huge user base
  both on the consumer side and enterprise
  markets in China.

### **Forward Looking**

- As of 6/30, the company traded at about a \$21B market cap and has subsequently grown to a high of \$28B market value.
- Since IPO, WPS' performance has been on a ramp, driven mostly by new product launches for collaborative software and higher conversion of free users to paid users. WPS is a highly watched and traded stock on the SSE STAR market as it was the largest issuer to date (when they went public) with a product suite ideally positioned for the new remote workplace post COVID.
- GGV shares will be off lock-up in November 2020 and the team is currently putting in place plans to sell down our position.

# GGV'S APPROACH TO ESG

We take a holistic approach to responsible investment, seeking to adhere to ESG criteria in our investment processes to foster the best possible returns, while also leading in areas where we can have the most positive impact towards a more sustainable future.

> We believe transparency is a key ESG principle – we are committed to learn and make progress in each of our ESG focus areas.



#### **GOVERNANCE**

Compliance with laws and regulations

Compliance with governing documents, internal policies and practices

ESG factor consideration in our investment process



#### **PEOPLE**

Culture with high ethical and moral standards

Development of employees and entrepreneur ecosystem

Diverse and inclusive work environment and practices



#### COMMUNITY

Engagement with our communities and by our employees

Commitment to positive impact beyond the returns

Respond in times of need

Investing in emerging technology presents both risks and opportunities: we believe technology can be used to change the world, solving today's problems for a better future.



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#### **EDUCATION**











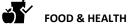


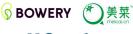




















WORK

























# GGV FUNDS TO COME

# **GGV Capital VIII LP GGV Capital VIII Plus LP**

Target Fund Size	VIII: \$1,200 million VIII Plus: \$300 million		
Vintage	2020 / 2021		
Geographies	45% - China 45% - U.S. 10% - SE Asia / ROW		
Stages	Multi-Stage		
Management Fees	VIII: 2.5% VIII Plus: None		
Carried Interest	VIII: 20% / 25% premium VIII Plus: 20%		

# **GGV** Discovery III LP

Target Fund Size	\$500 million			
Vintage	2020 / 2021			
Geographies	50% - China 40% - U.S. 10% - SE Asia / ROW			
Stages	Seed, Early A or First Institutional			
Management Fees	2.5%			
Carried Interest	20% / 25% premium			

# GGVCAPITAL

# APPENDIX

Strategy flywheels and Case studies

## CHINA

#### Market

The digital population continues to grow worldwide, which enables greater connectivity and promotes a more collaborative economy.

#### Global Digital Footprint (2019)1











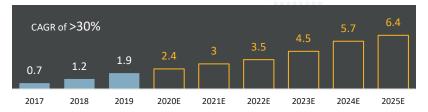
Total Population	Unique Mobile Users	Internet Users	Active Social Media Users	Mobile Social Media Users
7.7 B	5.1 B	4.4 B	3.5 B	3.3 B

#### Global Digital Growth (2018 - 2019)

+1.1%	+2.0%	+9.1%	+9.0%	+10.0%
+84 M	+100 M	+367 M	+288 M	+297 M

#### Smart Tech

Global AI Market Size <sup>4</sup> (USD trillions)



39.4%
Annual
Growth

Global autonomous vehicle market is projected to reach \$557 billion by 2026 with annual growth of 39.4% from 2019 to 2026.

COVID-19 has forced businesses to build and users to adapt.

**Ecommerce** 

Due to COVID-19, 42% of the U.S. population bought groceries online in March 2020, nearly double the number (22%) in  $2018.^2$ 

China's three largest ecommerce platforms, Alibaba, JD.com and Pinduoduo have all seen surges in sales and active users in the first half of 2020.<sup>3</sup>

Current Penetration Rate

15%

Penetration Rate in 2025



In the past few years, China has surpassed the U.S. as the largest ecommerce market in the world. The Chinese e-commerce market is the fastest growing in the world (~20% annually), four times the rate of the market in the U.S.<sup>2</sup>

Voice Recognition
The global market for voice
search devices grew 187% in Q2
2018. By 2024, the global voicebased smart speaker market
could be worth \$30 billion.

#### 3M

Alibaba shipped 3M Tmall Genie speakers in Q2 2018 – 50% of Chinese market

#### 228%

Xiaomi's Mini Al speaker sales were up 228% in 2018.

#### Enterprise

# Global enterprise technology spending will reach \$3.9 trillion in 2020

China enterprise growth primarily driven by the proliferation of small and medium-enterprises in demand for automated software.

China is the second largest cloud infrastructure in the world, with 10.8% share.







## THE ACCELERATING DIGITAL ECONOMY

Contact-free economy

Redesigned supply chains & logistics

Technology adoption

**Smart Cities & Homes** 

Remote work environment

Choices & flexibility

Professional, financial & services

#### Aging Demographic

Health & Wellness

Food tech

Medical & healthcare services

Accessibility & affordability

Necessities & day-to-day essentials

#### Corporate Spin-outs

Increased digitization has led to the emergence of tech giants

With tech giants expanding their platforms, there will be an increasing trend of spin-out events

PORTUNITIES

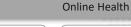
#### **Education Technology**







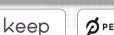
















#### Food Delivery & E-Commerce





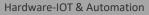






Enterprise





Online Fitness, Entertainment & Lifestyle







#### **B2B Marketplaces**













Travel / Real Estate 2.0



# Transportation 2.0

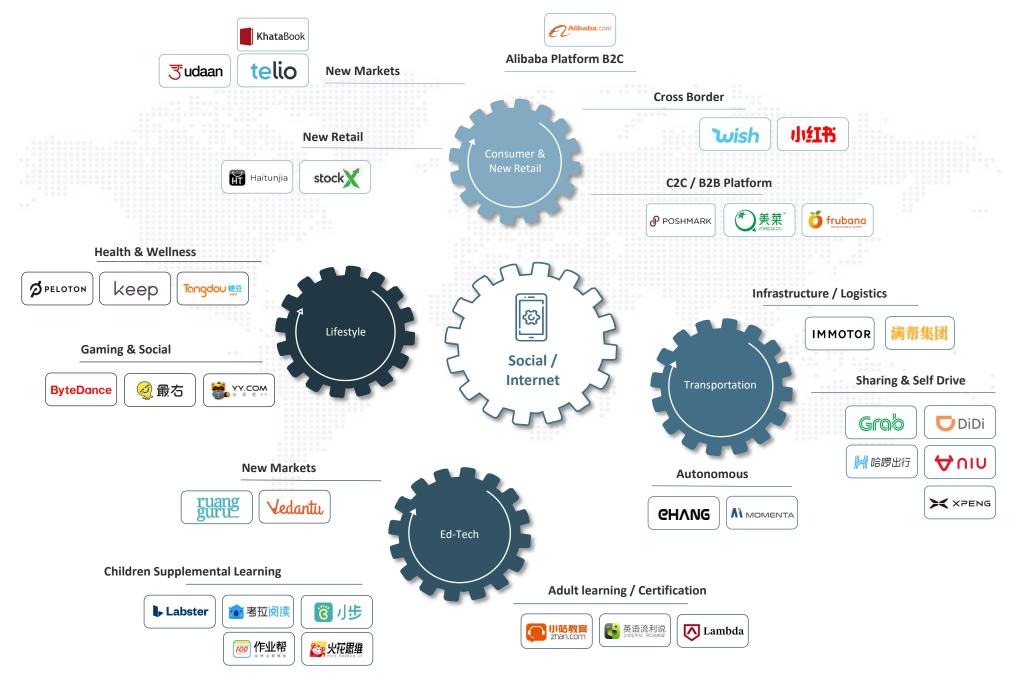




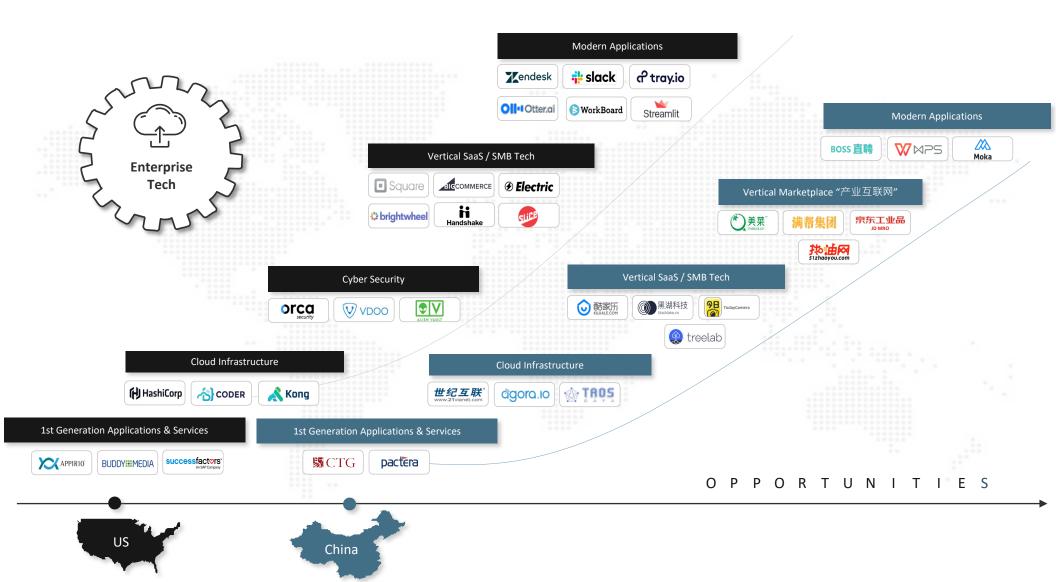


GGVCAPITAL Selected logos shown.

# SECTOR FLYWHEELS: SOCIAL / INTERNET



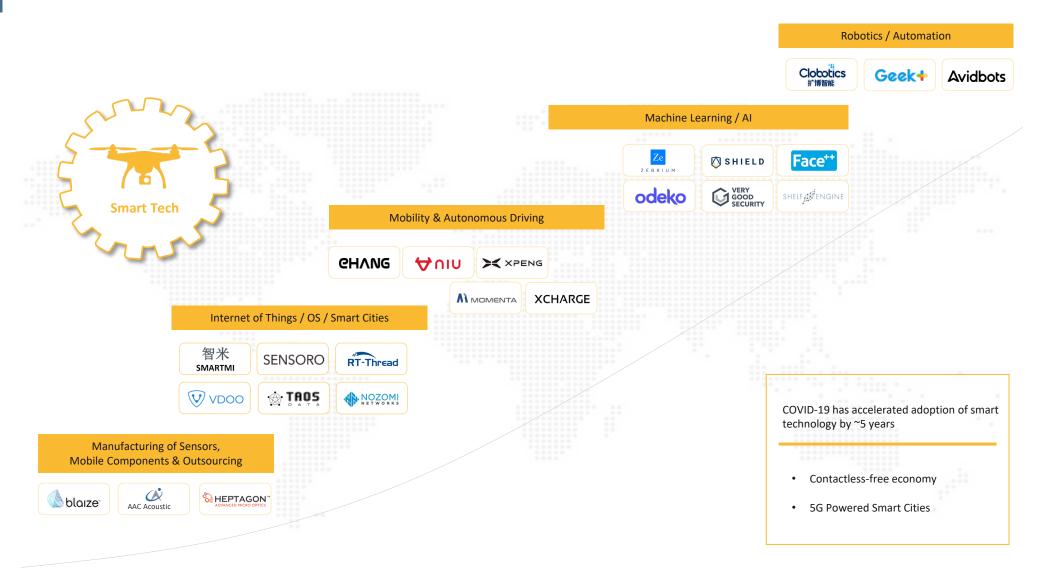
# SECTOR FLYWHEELS: ENTERPRISE TECH



Selected logos shown.

GGVCAPITAL 24

# SECTOR FLYWHEELS: SMART TECH



O P P O R T U N I T I E S

# SOCIAL / INTERNET: POSHMARK



Initial Investment Date March 2016

Entry Stage and Valuation Series C, \$130M

Last Round Valuation \$1.7B

US-based social commerce marketplace

#### **Investment Thesis**

- Hans appreciated that Poshmark was the only C2C mobile commerce platform in the U.S. with a style graph.
- Our investments in Totspot and XHS had also led us to understand the potential of Poshmark vs. our peers – a company that could combine a social community (buyers follow sellers' closets) with ecommerce could have tremendous value and growth.
- The company's growth has been fueled by the strength of its social community, with over 60M community members, including 7M sellers sharing over 30M listings daily.

#### Value Creation

- As a board member, Hans (the first VC to support Poshmark) brought his cross-border learnings from the successes of Taobao and Tmall in China to help the company with its product design roadmap and category expansion from women, to men and recently to home décor.
- Hans also helped Poshmark with its plan to expand from the U.S. to global markets, starting with Canada.

## **Forward Looking**

- Successfully expanded into home decoration, beauty & wellness, games and toys. Launched in Canada in 2019 and is launching in Australia in Q1 2021.
- Huge GMV growth with lower marketing spend.
- We expect Poshmark to file for IPO in the next 12 months.

# SMART TECH: XPENG



Electric car maker in China

Initial Investment Date March 2018

Entry Stage and Valuation Series A, \$600M

8/31 Market Cap \$15.1B

#### **Investment Thesis**

- The Chinese auto market is the largest in the world, with 25M+ cars sold annually, ~1/3 of the global market. There is also a growing demand for smart electric cars: in 2019, electric and hybrid car sales in China rose to 800k, representing ~5% of total sales in the country.
- The company delivered 12k+ vehicles to customers in 2019, ranked first among the EV startups in China. With the Model P7 delivering to customers in Q2 2020, Xpeng expects sales of 50k+ units in 2020.

#### Value Creation

- Under the encouragement and motivation of Jixun, Xiaopeng left his role at Alibaba to embark on creating Xpeng Motors. Jixun's and Xiaopeng's relationship started when he first founded UC Web, a Fund III deal invested by Jenny and Jixun.
- This strong personal relationship has given GGV access to the proprietary first look at Xpeng's prototype in the early days and an early entrance into the deal.
- Jenny also introduced and set-up meetings for Xiaopeng with startups in the EV charging and autonomous driving space in the U.S. as part of new technology learning.

## **Forward Looking**

- China has the biggest auto market in terms of numbers. In the next 5-10 years, the market will transition from featured cars, to smart cars with self-driving capabilities, smarter UEs, and voice recognitions capabilities.
- The team believes that China on many fronts will be able to innovate ahead of this curve in developing a "Smart Car".
- Xpeng recently listed on NYSE in August 2020.

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September 2020

Employees' Retirement System of Rhode Island