



Advisor.

Building people, products and markets.



New Markets

EXAMPLE PORTFOLIO



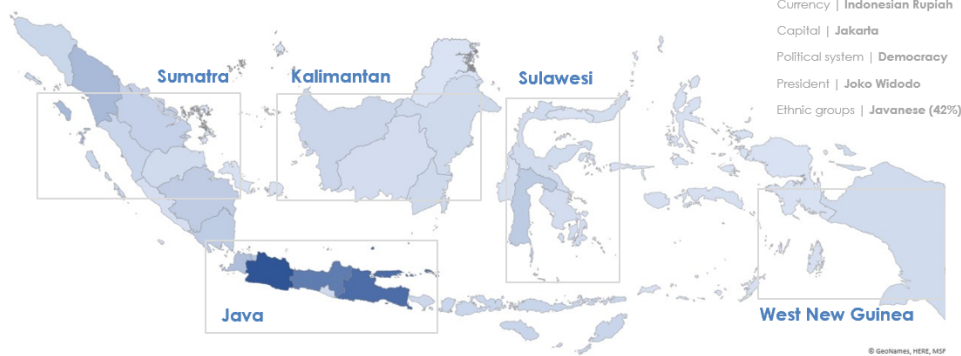
New Markets.

1 HOW I CAN HELP YOU

Identify the critical metrics or pre-conditions necessary for success.

Indonesia risk profile rated moderate¹

Shading indicates population density



Indonesian Demographics⁶

	Indonesia	United States
GDP/ capita	4,323 (74 th Globally)	53,820 (11 th Globally)
Population	266.8 M (4 th Globally)	326.8M (3 rd Globally)
Population density	145.7 /km ²	35.5 /km ²
Median Age	30.2 yrs	38.1 yrs

Indonesian Connectivity^{7, 8}

	Indonesia	United States
Internet Population	143.3 M (5 th Globally) (or 45.4% pop.)	292.9 M (3 rd Globally) (or 84.1% pop.)
Smartphone users	100.4 M (37.6% Pop.)	132.9 M (40% Pop.)
Fixed Broadband HHs	6 M	109 M
Average Internet Speed		
Gaming Population		
Internet Freedom Index ⁸		

Country Risks^{2,3,4,5}

	Political risk	MOD	Risk is the 60-69 percentile
	Religious influence	MOD-High	Has the highest religious influence
	Currency risk	MOD	Currency volatility v
	Competitiveness	MOD	Ranked 45 th out of 150
	Operational risk	MOD	Ranked 68 th out of 150 Countries. ⁵

2 HOW I CAN HELP YOU

A single country is representative of multiple markets; each with its own user, cultural and faith differences.

3 HOW I CAN HELP YOU

Assessment of market entry strategy – direct, purchase or partnership – capabilities modelled and measured.

In my experience...

Having launched in 5 new global markets across and managed multiple territories across EMEA, APAC and LATAM no single market has a pre-existing benchmark.