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XCEED

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XCEED
ADVISORY

The logo features three chevron symbols pointing right, colored blue, light blue, and green from left to right, followed by the word "XCEED" in a bold, dark blue, sans-serif font, and the word "VENTURES" in a smaller, green, sans-serif font below it.

XCEED
VENTURES

The logo features three chevron symbols pointing right, colored blue, light blue, and green from left to right, followed by the word "XCEED" in a bold, dark blue, sans-serif font, and the word "BIOPHARMA" in a smaller, green, sans-serif font below it.

XCEED
BIOPHARMA

Vision



- Xceed is rigorously searching for innovative business looking to scale globally. Our model is based on creating long term, mutually beneficial, partnerships.
- Xceed Advisory wants to work with strong leaders with vision, ambition and aptitude. Initially we undertake a review to assure compatibility with our team. We then collaborate to develop a strategic plan to demonstrate the scalability of the business. If this plan is accepted, we execute a partnership agreement.
- We offer our partners a unique combination of equity investment and advisory services. An initial equity investment is made to catalyze international expansion, with future growth funded by judicious use of internally generated cash flow, debt and bridge financing. This combination has been purposely designed to preserve founder equity and minimize the downside risk of scaling to meet global demand.
- Xceed assures the efficient deployment of capital and resources to maximize growth potential, via the creation of bespoke solutions tailored to each business. We collaborate with our partners to build nimble systems that allow for strategic and sustainable global expansion.

Mission



- Xceed Ventures was formed to provide growth capital exclusively to the companies that have executed a partnership agreement with Xceed Advisory. We strongly believe that capital funding is only part of a wider solution set, thus we provide frameworks for our partner firms to use funds as judiciously as possible to accelerate business growth and achieve scale.
- The founding partners plan to make equity investments from their family office via Xceed Ventures over the short to medium term to build out the Xceed portfolio. Once the model has proven to be successful, Xceed Ventures will accept co-funding from other family offices, high net worth individuals and institutional investors.
- Our current target verticals are digital marketing, information technology, digital media, construction and healthcare. Our current target geographies are New Zealand, India, USA, Central and South America.
- The firm is currently comprised of Xceed Ventures Inc & Xceed Ventures NZ Ltd.

Investment Philosophy



- Xceed achieves the maximum impact by helping to bring firms and ideas to scale. This is the key focus of our capital deployment.
- The best use of capital is to amplify human resources and drive technical innovation setting a solid foundation for a higher rate of internal fund generation. This is the path to long term sustainable growth.
- Money is not an end in itself. Investment choices are primarily driven by outcomes that will have a positive impact on our world. We believe that the market rewards ideas and firms that improve well being.
- Xceed will consider an investment partnership in any market sector. However, this does not extend to participants in markets with negative social, political, or environmental impact.

The Process

Our process begins by finding motivated , innovative, like-minded company owners who share an affinity with our core values. A prima facie evaluation is carried out with all potential partners to assure that:

- First, they share our constant focus on integrity and maintaining the highest ethical standards.
 - Second, their technology or solution is operationally and environmentally sound.
 - Third, the business focus will have a positive impact upon customers and stakeholders.
 - Fourth, the decision makers are operationally engaged and see the benefits of a partnership.
 - Fifth, Xceed Advisory can make a significant value addition to the enterprise.
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- Our partners must have:
 - Strong leaders with vision, ambition and aptitude.
 - Revenue and cash flow, or a near term projection.
 - Business model which allows revenue growth without incurring overheads at the same rate.
 - Appropriate governance for the stage of the business.

Partnership Model



- Xceed Advisory offers a long term partnership model for scaling businesses through the provision of advisory services driven by a collaboratively created strategic plan that supports global expansion.
- We build long-term partnerships that create value for founders and Xceed partners. Our commitment to the long term allows us to make careful, thoughtful decisions that are not driven by short term opportunism.
- Strategic planning is collaborative and forms part of our initial review. Upon the execution of a partnership agreement, further advisory services required to execute the strategic plan will be funded by revenues generated from the growth of the partner firm.

Healthcare and Life Sciences



- Xceed BioPharma was established to focus solely on opportunities in the healthcare and life sciences vertical. We focus on solutions that provide humane care for patients in an effective and efficient manner.
- For groups that share an affinity with our focus, we bring a depth of experience and fully understand how to navigate and leverage the inefficiencies and regulatory frameworks that define the healthcare space.
- Our unique positioning and network provide a direct connection to the Texas Medical Center, and thus the wider US Healthcare market, as well as manufacturing and sourcing networks in India and China.
- With a team that includes a wide range of experience from Medical Practitioners to Executives capable of managing all stages of product life cycle, Xceed BioPharma provides strategic planning to bring discoveries through development and an effective pathway to commercialization.

The Founding Partners

The founding partners of Xceed, Raj Natarajan Sr and Raj Natarajan Jr, have been actively involved in building a wide range of companies globally over their careers. The skill sets they have honed while successfully developing various business entities across a range of industries and geographies are a key offering to the potential partners of Xceed Advisory. The financial and operational discipline they have gained from operating without debt and minimal leverage is a keystone of the Xceed model.



Raj Natarajan Sr.

Founding Partner and Chairman of Xceed Advisory and Xceed Ventures;
Director of Xceed BioPharma

- 38 years of experience as an entrepreneur and CEO
- Founded and grew an asset management company to \$18 Billion USD of real estate under management
- Created a global real estate asset base with no debt or partners
- Visionary and Value Oriented



Raj Natarajan Jr.

Founding Partner and Director of Xceed Advisory and Xceed Ventures;
Director of Xceed BioPharma

- 15 years of operating experience across 4 continents
- Established Real Estate operations in India, ultimately winning the 2012 International Property Award for multi-unit projects in Asia Pacific for 'The Retreat'
- Understands how to scale operations
- Diligent and Solution Driven

Our Global Reach

Some of the firms controlled by our Founding Partners



The Team



Hamish Clark

Director
Xceed Advisory NZ Ltd

- Executive roles in a number of leading Australasian organizations
- Hands on advisory services in a wide variety of sectors
- Seasoned technology entrepreneur
- Strategic Thinker & Relationship Oriented



Lionel Roblin

Director Xceed Advisory Inc.
Director - Legal and Government Affairs
Xceed BioPharma

- Over 25 years of international business and legal experience
- Legal Degrees from the Sorbonne and University of Miami
- Can navigate complex legal and regulatory frameworks
- Analytical and Process Oriented



Andrew Smith

Consultant Xceed Advisory NZ Ltd

- Experienced CEO with over 10 years helping fast scaling companies
- Entrepreneurial investor in a range of startup/scaling ventures
- Direct industry experience in Government, film and television, and software engineering



Francisco Padua

Director Xceed Advisory Inc.

- Entrepreneurial investor, investment banker and Real Estate developer
- Experience in planning, organization and implementation of investment programs
- Extensive networks in the US and Latin America
- Deeply Experienced and Effective

The Team



Katherine Roblin

Director - Talent Acquisition
Xceed BioPharma

- Extremely capable connector and facilitator with a fine eye for talent
- Extensive understanding of healthcare recruiting
- Dedicated to nurturing talent
- Warm and Engaging



Jon Phillip Spiers, MD JD

Director - Regulatory and Commercial
Development Xceed BioPharma

- Innovative Cardiac Surgeon and Attorney focused on health law and policy
- Wide experience in the application of biotechnology to upend the health status quo
- Strategic and Insightful



Dana L. Myers, MD

Director - Operations Xceed BioPharma

- Highly experienced Surgeon focused on disease of the breast and breast cancer
- Experienced in working on health policy at all levels of government and advising innovative biotech start-ups
- Efficient and Detailed

For more information please contact:

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*Xceed is actively searching for innovative businesses looking to scale globally
with a model based on long term partnership and mutual reward.*