

Pasudeco

How We Started



Founded in 1918 as a sugar milling company to serve sugar farmers in Pampanga, Pasudeco has transformed into an investment company to serve people around the world



Investments in agriculture, automation, energy, real estate, traffic regulation, waste management, and water distribution align our interests with humanity as a whole, not just particular segments

Our Mission

To be the most helpful investor in the Philippines by creating new paths for our Investees, fulfilling work for our Team, superior returns for Owners and a healthier planet and population

Our Vision

Through our investments and network, we want to continuously help create a pollution-free Philippines where people are healthy, happy, and have equal access to world-class education, healthcare, quality housing, transportation, and freedom to pursue whatever makes them happy at no one's expense

Who We Are

Collaborative

- Anything we can do to help, we will

Customers

- We are always looking for companies that offer innovative solutions to us as individuals or as business owners

Curious

- We believe the best success comes from people that question things and pursue knowledge throughout life

Entrepreneurs

- We've started businesses of our own and know what it's like to start something from scratch.

Impact Oriented

- We look for businesses that reduce pollution or improve well-being

Proactive

- We value efficiency and aim to act right away once we see an opportunity

Meet the Team



Andrew Escaler
EVP

Entrepreneur, Tree-Hugging Progressive, Wannabe Scientist-Lawyer-Historian



TJ Rocamora
VP - Legal

Lawyer, Aspiring Barista, Weekend Cyclist, and proud girl Dad



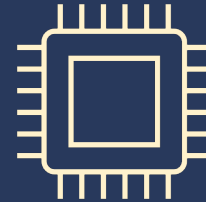
Andre Ramirez
VP - Investments

Ex-Banker, Impact and Sustainability Believer, Amateur Athlete and Gamer



DJ Jaro
Controller

CPA, College Professor, Board-Game Geek, Household Chef



Our Investment Focus

- We believe in businesses that can benefit all of us, regardless of being connected to them
- These businesses tend to reduce pollution, automate certain tasks, or improve our health

What We Look For



Solve a real-world problem

Does your business reduce pollution or automate a process?



Have a realistic way of doing it

Are you mindful of economics and customer tastes?



Have a Vision

Do you know what you want the world to look like?



A Plan

How we can help bring your vision to life?

How We Invest

- Where We Invest

- We focus on, but are not limited to, any company that is interested in a Philippine footprint

- How Much We Invest

- We invest at the Seed, Series A, and Bridge rounds. We typically look at companies raising from USD\$500k to USD\$1M with ticket sizes from \$100k to \$500k

How We Invest

- What We Invest In

- Companies that either improve health (Earth's or humanity's) or automate. These companies usually meet the following criteria:
 - Have a present or future footprint in the Philippines
 - Product is already in market with signs of early momentum
 - At least 6 months of traction (users, transactions, engagement, pilots, etc.)
 - At least 6 months of revenue (SaaS, percentage of GMV, product sales, etc.)
 - Has positive unit economics that strengthen as the business model scales

Important Questions

What kind of investment do we make?

We are looking to be equity investors that take the same risk as our founders using our permanent shareholder equity. We are open to various instruments to provide this but at the end of the day we want to have skin in the game.

Important Questions

Do we need to be a majority stakeholder?

We aim to take minority stakes and allow founders to dictate how much involvement they want from us.

Important Questions

When should you expect to hear from us as investors?

Our investees usually contact us more than we contact them. We will ask for quarterly numbers to see how things are going but you can expect to be in the driver seat in terms of how often you hear from us.

Important Questions

How long does our investment process take?

Turnaround time from first meeting to closing usually takes 1-3 months. We usually take 1 to 2 week from signing of first meeting to dive into our startups. This is then followed by legal due diligence which can last around 6 to 8 weeks. The remaining 2 to 4 weeks is for deliberation by our investment committee, final decision, and if all goes well, release of the investment.

What Can You Expect From Us

Our Network

Due to our many investments and history, there are many doors we are happy to knock on for you

Our Experience

We've gone through a lot, we can share with you how similar situations may have worked out for us when we tried them

Patience

We understand building industry leaders take time and are committed to working with our startups for the foreseeable future

Sense of Urgency

We respect your time and will never keep you waiting unnecessarily. We are believers and practitioners of startup speed.

Our Portfolio

Improving People's Health



Reducing Pollution



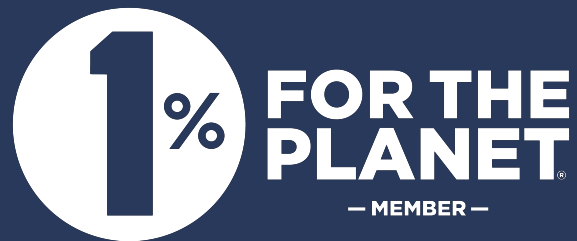
Automation





Companies
we support
without
being
invested

Our Communities



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



Social
Venture
Circle



Member of

WORLD ALLIANCE <i>for</i> EFFICIENT SOLUTIONS	by SOLARIMPULSE FOUNDATION
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Reach Out To Us

We are happy to hear from you and would love to help in any way we can, regardless of being your investor or not.

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