

DESIGN THE

# UNDESIGNED



**AKCJ**  
VENTURES

# C<sup>2</sup>

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*Venture Capital is about capturing the value between already defined and creating NEW rules for companies that pioneer new categories.*



# WELCOME NOTE

At AKCJ Ventures, our passion lies in creating a new ecosystem where bold innovation meets conventional wisdom and ethics to drive exceptional value and growth. Our mission is to design the undesigned, acting as a global force multiplier that transforms ideas into reality swiftly and at scale.

As a leader in category creation we excel at identifying and developing groundbreaking opportunities. We design our own game.

We are thrilled to welcome you to the first edition of the newsletter of AKCJ Ventures titled C<sup>2</sup>. C<sup>2</sup> signifies Category Catalyst, wherein AKCJ Ventures is ringing in new order categories by transforming the old, by investing in the new, leapfrogging sunrise sectors. In short C<sup>2</sup> is an ode to a new world!

As we launch this newsletter, our mission is to provide you with timely, relevant, and insightful content that reflects our commitment to driving innovation and supporting the startup ecosystem. Through our newsletter, we aim to provide you with valuable insights, industry trends, and thought-provoking content that not only keeps you updated but also inspires new ideas and strategies.

Whether you're an entrepreneur, an investor, or simply passionate about the startup ecosystem, this newsletter is designed to be your go-to resource. We believe in the power of collaboration, and we hope this platform becomes a space for sharing knowledge, fostering connections, and sparking new opportunities.

Thank you for joining us on this exciting adventure. We look forward to growing and evolving together as we navigate the future of venture capital and beyond.



# A New Chapter in Venture Capital



At AKCJ Ventures, we believe in the transformative power of innovation. Our mission is to not only invest in high-potential startups but to also catalyze growth by providing strategic guidance and resources. We focus on sectors poised for disruption, leveraging our global network to drive meaningful impact.

One of the most critical lessons in venture capital is the importance of making “checkmate moves.” Unlike traditional investing, where diversification across a portfolio typically drives returns, in venture capital, the vast majority of a return is often generated by very few successful investments. This skewed return distribution emphasizes the need for each investment to have the potential to be a decisive, game-winning move.

Moreover, identifying these potential “checkmate moves” is as much an art as it is a science.

Successful venture capitalists focus on teams over ideas, understanding that great founders can pivot when necessary. They also look for companies operating in large, addressable markets with scalable business models and some form of “unfair” advantage over competitors.

Another crucial strategy in venture capital is the follow-on investment. Much like advancing a powerful piece in chess after recognizing a favorable position, venture capitalists must allocate additional resources to their winners, ensuring that the most promising companies receive the support they need to deliver decisive outcomes. This follow-on strategy is often what differentiates top performers from the rest.

Finally, it’s important to understand that venture capital operates under a “power law” distribution. Most investments may not succeed, but the ones that do can deliver exponential returns, driving the overall performance.

As we navigate this evolving landscape, AKCJ Ventures remains committed to a long-term, value-driven approach, ensuring we stay ahead of market trends and foster enduring success.

Thank you for joining us on this journey. We look forward to sharing our vision, and most importantly, growing alongside the innovators who are redefining industries.

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## Envisaging The Foundation of AKCJ Ventures

Amit KC Jain, Managing Partner of AKCJ Ventures and I met at Starbucks in April 2024 to explore mutual synergies in the compelling desire to create a venture fund. Amit was all geared up with his business plan and I was brimming with shaping up the future of this venture given the fact that many VCs cropped up during Covid and our coming into existence would coincide with many of Covid VCs failing. It was a tough decision nevertheless we decided to go ahead basis our passion for business, experiences, global exposure, skills, and our serendipity in the sphere.

Venture capital is ever-evolving and the challenge persists for each VC to chalk out their elixir for success. Founding leadership of VC firms must undergo a thorough self-assessment, evaluate the costs and benefits of being generalist versus specialist, choose the right investment industry along with stage and geographical reach, and define their core objectives.



This structural understanding paves the way for a focused strategy of a VC firm's future direction and its related activities.

Detailed research facilitates planning of a VC firm from the root. The laid-out list is a start point of planning and thereby strategically shaping up the firm; it includes:

- A persuasive investment thesis,
- Convincing relationships with founders,
- Business or industry expertise,
- Competitive drive to win deals,
- Superior networking skills,
- Distinct differentiator
- Willingness to contribute financially

The leadership needs to consider the following also before raising a VC firm:

- Own expertise
- Target demographics
- Market scenario

The answers to these questions served as the foundation to AKCJ Ventures and handheld us to strategically further map out our direction. While strategy analysis is significant, recognizing and remaining true to your core strengths is equally crucial. We at AKCJ Ventures always pause to introspect interim to stay glued to our vision.

*"DETAILED RESEARCH FACILITATES PLANNING OF A VC FIRM FROM THE ROOT."*

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# Forging the Future: My Journey at AKCJ Ventures So Far

Joining AKCJ Ventures as a founding partner has been fulfilling, with immediate trust and camaraderie among partners, essential for building our partnership. This trust empowered me to embrace challenges and drive our venture toward success, though it also heightened my sense of responsibility.

The first month involved strategic discussions, brainstorming sessions, and developing our long-term vision. My transition from an angel fund to a VC fund has been quite interesting with respect to adaptability and continuous learning.

Angel Funds and Venture Capital (VC) Funds are essential in supporting startups, each with distinct strategies.

Angel Funds, made up of high-net-worth individuals or groups, focus on early-stage investments, often providing the first external capital to startups. They diversify by engaging in many deals, spreading risk, and requiring a high transaction volume. Angel investors also actively mentor founders during the startup's early stages.



In contrast, VC Funds invest at across stages, targeting startups with proven concepts or market traction. They focus on scaling businesses, making larger investments in fewer deals. Their decision-making involves rigorous due diligence, prioritizing strategic growth and scalability.

The transition to AKCJ Ventures has been a rewarding journey, marked by the mutual respect and collaboration of our team. With this solid foundation, AKCJ Ventures is well-positioned to drive impactful startups and foster the growth of our portfolio companies.

**"ANGEL FUNDS IGNITE, VC FUNDS SCALE WITH STRATEGY"**

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