



Blueprint for Community Led VC

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Key **Community** Trends

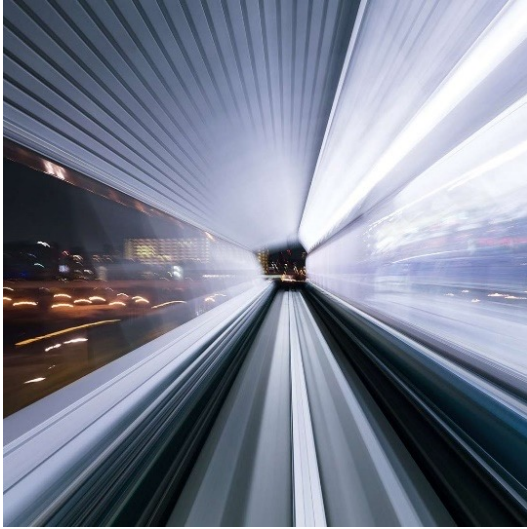


dharmesh  @dharmesh · Jan 20

Community-Led Growth Is the New Product-Led Growth
dharme.sh/32eiQxt

- Shift towards community Led growth.
- Community Culture Code (Secret Sauce) will shape ventures.
- Community has the **network effect** for many B2B SaaS companies. Andrew Chen (a16z) says to not just design the product but also to design the community around it.
- The rise of Community-led VCs. In Web3, Communities will have DAO protocols and proposals will be shaped by the community members. Community led projects will be funded by community members.
- The rise of Micro-communities. Example: Customer Ops community, Venture Ops community, B2B Partnership community, Pavillion (Revenue Collective) community for Sales professionals.

AGENDA



**How can the
community support
the portfolio of
companies?**



How we help the
ecosystem?

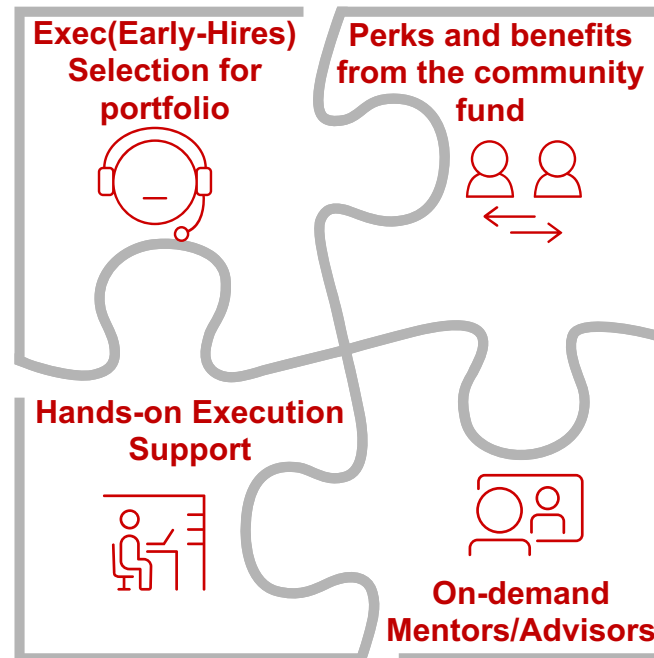


The future of
Community Led VC?

Operating Partners for Portfolio companies

Operating Partners are co-founders for their portfolio companies in early stage.

We will provide the patience capital, digital tools and technologies from the Community led VC, advisors and situational mentors, hiring support from our community for their early employees.



Traditional VC to **Community Led VC**

From...

To...

Coverage

- PR Support, Warm Introductions, Blog posts, Digital Buzz, In-Person event showcase

- **Personalized Story Carving via Podcasts & Video shows.**

Educational Stack

- Sharing of content and expertise, collateral, references, etc., based on start-up's requests

- We develop a high-quality In-House curriculum and build an integrated education tech-stack.

Marketing

- **Broad brand building** + leads "tossed over the fence" to the start-ups with no accountability.

- **Highly-targeted account and opportunity-based digital marketing** in closed-loop process with Start-up founders to refine marketing mix and content.

Frontline coaching

- Formal training sessions
- Founder **coaching through experience / apprenticeship of VC Partners**

- We set up the product stack for high-velocity feedback (e.g. On Deck Community hub or a DAO)

Hiring

- **Network/Reference Based Hiring and scouting for talent.**

- **Community led Hiring**

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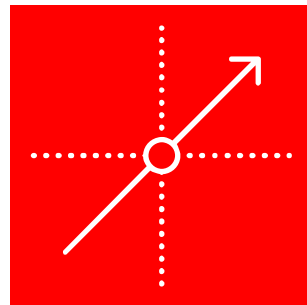
The future of Community Led VC?

Establish the **Global** Corridors.



Improved Global Reach

Many Start-up Founders do not have global exposure and don't understand international operations. We bring in our global expertise and strength via our network.



Shape the community led VC story

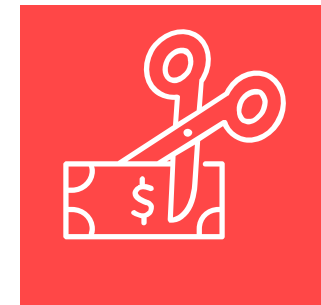
Change the narrative based on early success examples.



Deal-Flow Capture by hosting a Community led Conference

Events are now scattered via multiple networks.

- 1. Consolidate via the Audio platforms*
- 2. Own the video/virtual events*
- 3. Move to In-Person events*



Lean Stack

Automate processes, VC motions, and community engagements.

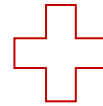
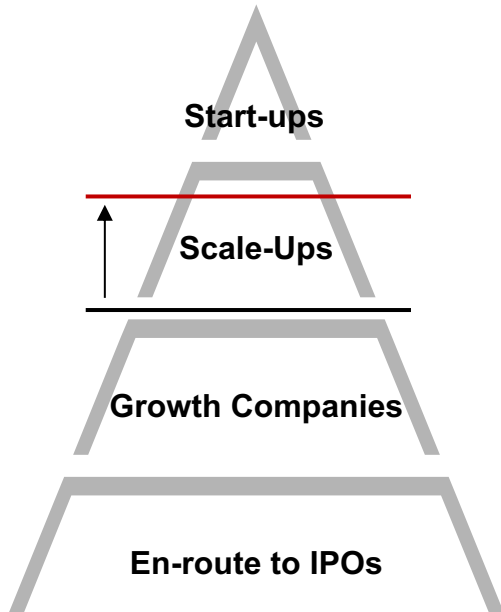
Cultivating & Gardening the community will help the fund to cut future costs.

Build Vertical Specific Micro-Communities

/ ILLUSTRATIVE

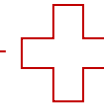
VC Stack

Bucket community interactions based on investments and invite other VCs to those micro-channels only.



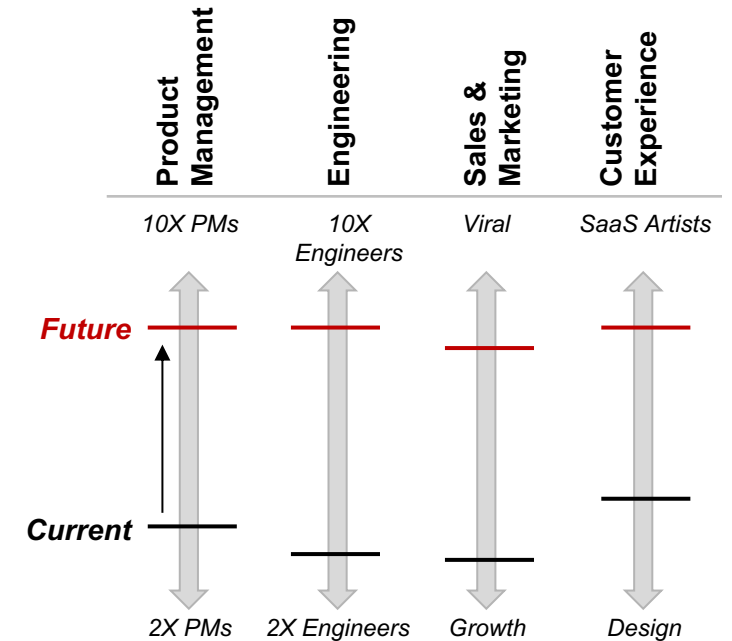
Founder Stack

Make micro-communities for each role. Gamify the stack.



Operator Stack

Nourish operators by forming their communities which will have a flywheel effect in the Community.



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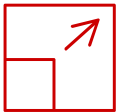
Strategic **1st Year** of the Fund:



Partnerships: Forge global partnerships.



Build a mission aligned Community: Be eagle-eyed in community gardening. Define the culture code for engagement.



North Star Metrics: Hold the narrative and define the North star Metrics.



Timing: 2022 trends are Creator Economy, **Web 3.0** & Community.



Establish Brand Authority: Be humble. Be Aggressive.

Branding 101: Audio Lab



The architecture of **Community Led Fund**:



Together Fund: Talented Community members will eventually invest in start-ups

How shall we enable the community members to invest?



~55%

of community members will eventually invest in ideas and start-ups they want to be a part of. Many of them will be using their products too

Cultivate the relationships early on by observing signals.

Distill the signal and award the future community investors early on.

“Bias for Action is what I look from my IIFT entrepreneurs.”

– Saswat (Brought HyphenSCS to On Deck for \$125K ODX Investment)

Community led investment is the natural progression

“Use referral system to award the VC Scouts.\$2500 is a good referral bonus that Republic has set for getting deals into their ecosystem.”

– Saswat (Maven top Creator, Republic.com Evangelist)