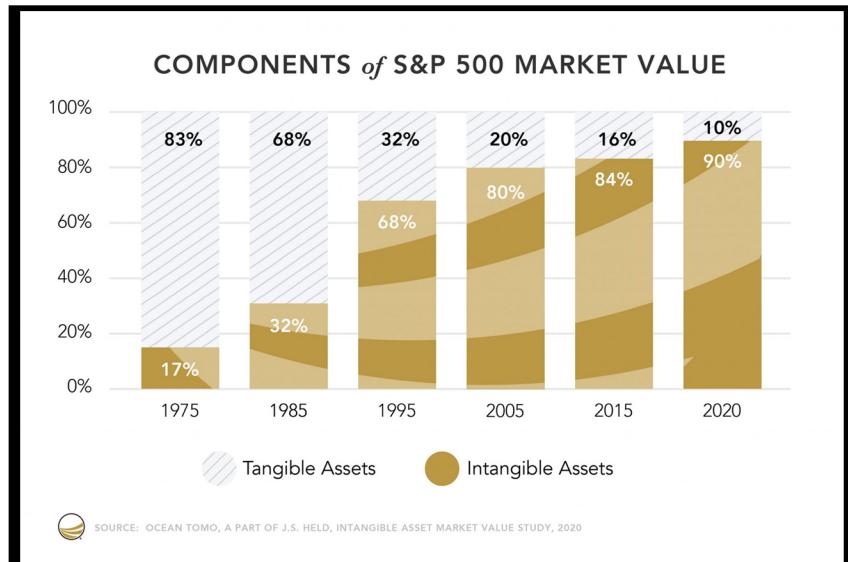


FA/ST VC

Fungible Asset Over Structured Time

It is a maxim in the tech space that **ideas are worth nothing**. What matters, instead, is team and execution...

UNICORN MANURE! This is a philosophy that enables technical founders to undervalue investment into ideation and first principle thinking.



*If you look at market value across the interval of **1975 to 2020**, intangible asset value has shifted from **17%** of market cap to **90%**, in first world economies.*

Because startup roadmaps, like the Lean Startup Methodology, emphasize iterating and pivoting as the path to finding product-market fit, founders often have no idea what they are building -- **they are not on the pathway to building intangible value!**

And VC's go along with this spaghetti hackathon mentality – as long as they have faith in the team!

Enter the **Big Idea Methodology**, which leverages design thinking, with emphasis on validating the problem space – before burn rates and runways.

Structured ideation leverages intrinsic value. And FA/ST VC IP models – like Operation Warp Speed serialized R&D (to allow COVID vaccines to get to market on foreshortened runways) – can enable incumbent tech firms with innovation that is not fractured by dependence on acquisitions.

During the Big Idea stage, a braintrust optimizes ideas into ecosystems, that can become new markets, using platform thinking to **leverage a tech brand's existing IP and network effects**.

FA/ST VC is a **zero-to-many-to-one** strategy to create new market value by supporting non-technical founders, aka the *more rarified creative founder*, using a suite of B1ix VC products and processes – and a few trade secrets.

When the emphasis is placed on the idea, the best idea can win – **and serve the social good**. Until now, too often the most ruthless market players win by playing dirty legacy games – *historically driving up market share at any cost!*

It's time for the best ideas to rise to the top and win on the merit of their inherent cultural value. VC doesn't have to run on a deficit of good ideas. Instead, by making ideas fungible at a very early stage, the investment can launch when the idea is validated through a new due diligence process.

"As we learn about the problem space, one of the modalities used in creating an inventory of fungible assets is brainsports, which borrows from board, ball, and electronic game play."

B1ix: Enabling the best ideas to win!