Expanded Founders Guide

Purpose of This Guide

This expanded Founders Guide serves as a comprehensive operating manual for all startups engaging with Noya Ventures. It is intended for founders at all stages—from initial outreach, to investment readiness, to governance, scaling, and eventual exits.

The guide explains:

- How Noya evaluates startups
- How Noya deploys capital
- What standards, expectations, and reporting structures exist
- How the blockchain-based Venture Block system works
- How to work with diaspora experts and cross-border partners
- How to prepare for future rounds, institutional investors, and exit planning

1. Orientation: What Noya Is and Why It Exists

Noya Ventures is a next-generation venture platform designed to correct the global opportunity gap. It operates at the intersection of venture capital, global talent mobility, AI-driven diligence, and blockchain-verified transparency.

Noya invests in:

- Globally scalable startups in developed markets expanding into developing regions
- Emerging market startups solving large-scale global problems
- Founders who embrace cross-border team building and ethical globalization

1.1. Vision

Noya's vision is to build a global venture ecosystem where:

- Trust does not depend on geography
- Diaspora expertise becomes a force multiplier
- Startups can raise from global investors with verifiable transparency
- Developing markets gain high-quality, innovation-driven employment
- Governments and universities can directly participate in the innovation economy

1.2. The Three Pillars of Noya

Pillar	Description
Noya Venture Fund	Deploys early-stage capital using SAFEs, notes, preferred equity, and revenue-share instruments.
Noya Global Venture Lab	A structured venture studio with AI-driven sourcing, due diligence, and milestone-based scaling.
Blockchain Venture Platform	On-chain Venture Blocks for company identity, funding, KPIs, and milestone verification.

2. What Noya Offers Founders

Noya offers a combination of capital, structured processes, global networks, technical expertise, and cross-border expansion assistance. This foundation enables scalable, ethical, and transparent venture building across multiple markets.

2.1. Capital Deployment Strategy

Stage	Investment Size	Instrument
Pre-Seed	$10,000–$50,000	SAFE / Note
Seed	$50,000–$250,000	SAFE / Note / Equity
Follow-On	Up to $250,000	Equity / SAFE

Noya invests with long-term alignment and typically avoids excessive dilution or overly complex legal structures.

2.2.   Support Beyond Capital

Beyond investment, Noya provides:

- Technical architecture reviews
- Commercial and go-to-market strategy
- Cross-border hiring pipelines
- Government, academic, and corporate partnerships
- Blockchain-enabled trust infrastructure
- Founder peer community and knowledge sharing

3. The Founder Journey

The founder journey is structured into clear stages. Each stage includes deliverables, evaluation criteria, and decision gates. This ensures predictability, transparency, and fairness in the investment process.

Process Flow Diagram: Founder Journey

APPLICATION → SCREENING → DEEP DILIGENCE → IC REVIEW → TERM SHEET → FUNDING → VENTURE BLOCK → SCALING → FOLLOW-ON → EXIT

3.1.   Application Stage

Founders submit:

- Pitch deck (10–15 slides)
- 2-page business brief
- Team profiles and founder–market fit explanation
- Traction metrics
- Job creation or expansion plan for developing markets

- Tech architecture overview (if applicable)

3.2.   Screening Stage

Evaluation Area	What Noya Reviews
Thesis Fit	Cross-border potential, use of developing market talent
Product Suitability	Is the problem real, large, and global?
Founder Capability	Grit, clarity, execution capacity
Market Timing	Why now?
Feasibility	Is the plan realistic relative to capital size?

3.3 Deep-Dive Due Diligence

The diligence stage is rigorous and includes four categories:

1) Technical Review
    - Code quality, architecture, security, scalability
    - Feasibility of roadmap
    - Tech differentiation
2) Commercial Review
    - Market size
    - Customer validation
    - Competitive dynamics
    - Pricing strategy
3) Financial Review
    - Unit economics
    - Burn rate and runway
    - Financial model integrity
4) Legal Review
    - Entity structure
    - IP ownership
    - Compliance or regulatory constraints

4. Funding, Terms, and Founder Responsibilities

Noya structures investments to be founder-friendly and milestone-driven. Legal clarity, transparency, and long-term alignment are prioritized over aggressive ownership demands.

4.1. Investment Instruments

Noya uses:

- SAFE (standard for early-stage)
- Convertible notes
- Preferred equity
- Revenue-share (when equity exits unlikely)

4.2. Pre-Funding Requirements

Founders must:

- Sign agreements
- Complete KYC/AML
- Provide updated cap table
- Upload initial Venture Block metadata
- Prepare reporting structure

5. Venture Blocks (Blockchain Company Registry)

A Noya Venture Block is a startup's on-chain identity. It is a structured, tamper-proof record of:

- Founder identity and verification
- Company profile
- Funding rounds
- Equity structure
- Declared milestones
- Verified progress
- KPI tracking

Venture Block Metadata Structure

Field	Description
Company ID	Unique chain identifier
Founder Identity	KYC-verified identity
Funding Events	Timestamped, immutable records
KPIs	Auto-fed by oracles
Milestones	Declared + verified

5.1. Smart Contract Flow

1. Startup creates Venture Block
2. Funding terms encoded in smart contract
3. Investors deposit into contract
4. Contract auto-releases funds when milestones verified
5. KPI oracle updates blockchain dashboard

6. Governance, Reporting, and Founder Expectations

Governance ensures alignment and accountability. Noya uses structured reporting, milestone evaluation, and ethical standards that mirror global venture best practices.

Report Type	Frequency	Contents
Quarterly KPIs	Quarterly	Revenue, burn, hiring, users
Annual Report	Yearly	Strategy, financials, ESG
Milestone Update	As needed	Progress verification

7. Scaling With Noya

Scaling support includes:

- Product and engineering mentorship
- Sales process design
- Pricing strategy

- International expansion frameworks
- Hiring and retention in developing nations
- Government partnership opportunities

8. Follow-On Funding, Investor Introductions, and Exit Pathways

Noya helps founders position themselves for:

- Seed → Series A readiness
- Introductions to global investors
- Strategic partnerships
- Exit planning (M&A, secondary sales, SME listing)

9. Frequently Asked Questions (FAQ)

Q1:   Does my company need traction?
A: Early signals or technical depth is enough, depending on sector.

Q2:   Do I need to hire in emerging markets immediately?
A: No. You only need a credible plan aligned with Noya's thesis.

Q3:   Is blockchain mandatory?
A: Venture Blocks are part of Noya's platform, implemented gradually.

Q4:   Does Noya require board seats?
A: Usually board observer, not control seats.