A new perspective on China’s cross-border investment landscape.
Compelling investment return coupled with positive social impact.
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INTRODUCTION

As China transitions from low-cost manufacturing to an innovation-oriented, consumer-focused economy, enormous opportunities exist to leverage targeted investment opportunities.

A centrally-planned economy, relative scarcity of water and energy resources, and population demographics combine to create a surprising phenomenon in China today; many of China’s most financially-compelling opportunities also have a positive social impact and are strongly supported by the government.

At Paragon Partners Asia, we believe that this class of investments will continue to experience rapid growth due to proactive government support and an increasingly active base of domestic Chinese enterprises and investors with strong balance sheets seeking targeted investments.

Post-crisis conditions in Europe and America have made raising funds in domestic capital markets difficult even for the most well-qualified private equity investments.

Asian, and especially Chinese investors are relatively cash-rich but often lack experience in partnering with foreign companies or investing abroad.

As a boutique private equity firm specializing in cross-border innovation investments, Paragon Partners Asia seeks and engages in high-value investments that bridge this gap, creating value for both Western and Asian stakeholders.

In each of our key focus sectors of Energy, Water, Media & Culture, and Health Sciences, we seek out investments with defensible competitive advantage, alignment with in-country strategic political and economic incentives, and clear investment returns and exit strategies. In each sector, our work includes investment, financial advisory, consultancy, and events.
DAVID BOSWORTH
Managing Partner

David Bosworth is a co-founder of Paragon Partners Asia. He is an American entrepreneur with more than ten years of experience working in China. Before founding Paragon Partners Asia, he co-founded and served as the CEO an international digital media firm headquartered in Shanghai. David continues to serve on the board of that firm and is active in Shanghai’s international business community. David graduated with a B.A. in Global Studies from the University of California Santa Barbara, and attended graduate studies at National Taiwan University. He is fluent in spoken and written Mandarin and is an avid surfer and snowboarder.

DENISE LAU
Partner

Denise is a co-founder of Paragon Partners Asia. She is a real estate investment professional fully engaged with a multi-billion dollar global real estate investment platform. Denise was legally trained and has been involved in the China private equity arena since the year 2000 and has extensive China market investment experience. She is also a qualified attorney in Hong Kong, England and Wales, and the State of New York.
MANAGEMENT TEAM

ERIC SCHAFFER
Associate Director
Eric is a China-focused investment professional who joins Paragon Partners Asia after several years in Shanghai successfully brokering multi-million dollar investment deals and leading consultancy work. He has a strong background in real estate, and a close knowledge of cross-border transactions and investment markets. Prior to Paragon, Eric worked as Investment Director at The Space Group, a small developer and manager of hospitality-focused real estate, and Cushman & Wakefield, a leading global real estate services firm. Eric received his B.A. in History and International Studies from Emory University in Atlanta, and attended East China Normal University in Shanghai. He is fluent in Mandarin and enjoys Chinese history.

AMANDA LI
Inbound Investment Manager
As Inbound Investment Manager for Paragon Partners Asia, Amanda oversees tax, financial analysis, and due diligence on current and potential investment projects. Amanda’s professional work experience includes several years of work at leading fund administration companies Citigroup and Westpac Banking Corporation in Australia. Born and raised in Shanghai, Amanda lived and worked in New Zealand and Australia for many years, and holds a Bachelor of Commerce in Finance and Accounting from University of Auckland NZ, a Masters of Professional Accounting from the University of New South Wales, Australia, and an Australian CPA credential.

BRENNEN McCONNELL
Outbound Investment Manager
Brennen McConnell has spent 5 years living and working in Shanghai. As Outbound Investment Manager for Paragon Partners Asia, he is responsible for facilitating the commitment of capital by Chinese investors to cross-border transactions. Prior to joining Paragon Partners Asia, Brennen worked at a boutique American investment bank where he was responsible for managing all aspects of the company’s China business operations and fundraising efforts. He received his B.A. in Economics and International Studies from Denison University in Ohio and is a FINRA Series 79 licensed investment representative. Brennen studied at both Beijing Foreign Studies University and Shanghai International Studies University and is fluent in spoken and written Mandarin.
We cannot solve our problems with the same thinking we used when we created them.
- Albert Einstein
FINANCIAL ADVISORY

Our financial advisory practice includes both ‘inbound’ investments, where we structure finance, partnership, and/or licensing deals that facilitate the influx of technology and intellectual property into China and Asia, and ‘outbound’ investments, where we work with Asian investors to co-invest or deploy capital abroad.

The focus of our financial advisory services:

- Pre-screen and present well-matched partners
- Bridge cultural differences to establish clear communication, define goals, and build consensus
- In the case of technology-based investments, to create structures that protect intellectual property in the long term
- Create long-term partnerships based on mutual trust and shared goals & incentives
- Facilitate compliant legal structures that maximize the possibility of attaining recourse in the case of infringement or breach of contract
- Facilitate compliant tax structures that maximize stakeholder returns

INVESTMENT

Paragon provides angel investment on selected projects. For further information, please contact us.
CONSULTANCY

Our consultancy practice works mainly in support of our investment projects. We provide consultancy for both ‘inbound’ investments where Asian capital is being deployed or funds are being raised in Asia, and ‘outbound’ investments where Asian capital is being deployed outside of Asia. The majority of our consultancy for inbound investments involves working with companies based outside of Asia to assist them in understanding the Asian markets and formulating a concrete entry strategy based on those insights.

For inbound investments consultancy, we provide the following services:

• Market analysis and feasibility
• Financial Analysis
• Preparation of the Information Memorandum and related materials (business plan, financials, etc.)
• Localization of documents

For outbound investments consultancy, we provide the following services:

• Risk profiling
• Market analysis and feasibility
• Localization of documents
EVENTS

WENEX
Paragon Partners Asia is an organizing partner of the Water Energy Nexus (WENEX) series of events. WENEX is a bi-lingual Summit and Technology Exposition bringing together leaders from business, government, research, and investment from China and around the world.
WENEX provides a platform to explore business and investment opportunities, advance cooperation, and share knowledge at the intersection of water and energy. Each event presents best-in-class speakers, panels, and targeted networking opportunities, as well a technology expo showcasing innovative water and energy companies.
For more information, please visit www.wenex.org

Technology China Roadshow
Paragon Partners Asia is an organizing partner of the Technology China Roadshow (TCR) series of events. TCR is a China Ministry of Science and Technology endorsed event series that provides an opportunity for overseas technology companies to showcase their technologies to interested Chinese investors and potential partners.
For more information, please visit www.tcrmgmt.com
KEY FOCUS SECTORS

ENERGY  WATER  HEALTH  MEDIA & CULTURE

When the well is dry, we know the worth of water. - Benjamin Franklin
At Paragon, we focus on four ‘key focus sectors’ that we believe to have particularly compelling cross-border appeal. Although we remain open to engaging in other investments on an opportunistic basis, our industry expertise and relationships in these four key focus sectors allows us to leverage additional competitive advantage and speed-to-market on behalf of our stakeholders.
Energy is one of the most vibrant and contested industries in the world. We believe that this sector is in the midst of a wrenching sea change that is creating tremendous investment opportunities. In China, changes in policy are creating particularly compelling in energy savings technology, distributed generation, and waste to energy.

Within the energy sector, we focus especially on the following sub-sectors:

- Energy Storage and Battery Technologies
- Grid Storage
- Smart Grid
- Distributed Generation
- Micro-Combined Heating and Power (MCHP)
- Energy Savings
- Waste-to-Energy
- Renewable Energy Technologies
- Non-Conventional Gas & Oil Tech / Shale Gas/
WATER

Water is so pervasive in human existence that it goes almost unnoticed. In China especially, water problems are critical and the government and private enterprise are aggressively pursuing technological solutions. From the world’s largest engineering Project -- the South-North Water Diversion, a $68bn, 50-year project that will eventually move 44.8bn cubic meters of water annually from Southern to Northern China -- to everyday drinking and wastewater requirements, a variety of cross-border opportunities exist in water technology investment.

Within the water sector, we focus especially on the following sub-sectors:

• Energy-Positive Waste Water Treatment
• Water Savings Technologies (including Urban Planning oriented technologies)
• Desalination
• Municipal/Industrial Waste Water Treatment Technologies
• Oil & Gas Process Water Technologies
• Filtration & Membrane Technologies
• Water Remediation Technologies
Health science and biotechnology are rapidly changing the way that we live and may soon provide opportunities to expand our physical capabilities. Health is also an area where Asian consumers are most willing to pay for expertise and quality, creating opportunities for foreign technologies. Within the Health sector, we focus especially on technologies and treatments related to the following sub-sectors:

- Elderly Care Platforms / Technologies
- Genetic Medicine
- Chinese /Western Medicine Integration
- ‘Lifestyle-related” chronic diseases (diabetes, high-blood pressure, obesity, smoking, etc.)
MEDIA & CULTURE

Media and culture are ever more intertwined as the tools of content production are decentralized, opportunities for instant lossless sharing increase, and the internet catalyzes new forms of entertainment and cultural connection. Additionally, as education becomes increasingly digitized and decentralized, excellent investment opportunities are created. Due to the broad nature of the Media and Culture sectors, we review opportunities on a case-by-case basis rather than focusing on specific sub-sectors.