



A WEB3 FRIENDLY VENTURE LAB

“NOT BAD MEANING BAD, BUT BAD MEANING GOOD.”
-RUN-D.M.C.



Here's The Deal

Many of the current systems like banking, the venture financing, education, healthcare, politics etc have largely benefitted a small minority of humanity due to greed, corruption and/or the lack of diversity at the table.

How can we solve for this if we don't include ideas from a diverse group of humans and provide fair and equal access to the communities these systems are suppose to represent?

We can't.



**“WE HAVE FAILED THE MANY
TO SERVE THE FEW FOR FAR TOO LONG.”**



**WEB  IS OUR
WEAPON-OF-CHOICE**

The central graphic features a white wireframe globe. Overlaid on the globe is the text "WEB  IS OUR WEAPON-OF-CHOICE". The "Web3 symbol" is a stylized '3' with a horizontal bar through it.

"Bad People is a Web3 friendly Venture Studio investing in the future of culture, entertainment, music, art & tech."





HOTPATCH

THE HOTFIX

The rise of Web3 is a rare opportunity to replace systems of trust with systems of truth.

Everything in Web3 will utilize a new frontier called Blockchain.

No gatekeepers, equal access for all, meaningful decision making participation from the people these systems serve and public facing, inalterable transparency to hold everyone accountable along the way.

The opportunity to build the foundational pieces of this new frontier is our mission.

But How?

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Empower & Mentor



We fund, advise and provide hands on support to a wide range of diverse founders building the picks, shovels and entertainment of Web3.

Our goal is to launch products and services in Web3 with kind founders doing good for humanity.

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Access & Educate



We provide paid mentorship programs for underserved youth at our Innovation House in Los Angeles.

Our goal is to illuminate the path into Web3 for the next generation of builders, creators and entrepreneurs.



Invest Differently

Thesis

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We have entered a brand new frontier.

We keep our fingers on the pulse of Web3 by personally participating in every area we can get our hands in. We attend the conferences. We join the local meetups. We spend hours on Twitter, Discord and Telegram listening to real users. We invest our own money into crypto and NFTs. We use the many of the current blockchain software solutions. We understand the pain points that plague users entering and participating in Web3.

We've also built companies from the ground up for decades. We've been in the trenches from bootstrapped to venture backed and everything in between. Our team is diverse in thinking and backgrounds. We've lived on both sides of the tracks and come from all over the world. This is our advantage over many studios participating in Web3.



1. Identify & seed
2. Prototype & test
3. Deploy MVP
4. Achieve PMF

Once we find product-market-fit we help build a strategic advisory board, recruit any missing team members and obtain follow on investment. We recoup 100% of our initial investment from this follow on investment round. We also retain an informal advisor role and take a small 6% equity position for our efforts. For teams that don't get past stage 3 within 6 months we will help them pivot, incubate a new idea or find work within our network.



A fully equipped, private coworking house for our portfolio companies and in-house teams to build together, as well as support our youth mentorship program. We offer monthly fireside talks & panels, hands-on training sessions and access to all needed equipment and business services. As an additional studio funding mechanism we offer our entire suite of in-house and partner services to select companies looking to outsource the building or bridging of their brands into Web3.

COMING Q4 2023

The Bad People



DION MCINTOSH

Leadership & Brand

Co-founder responsible for selecting investments, sourcing partnerships, being the spokesperson for Bad People, raising capital and mentoring founders. 30 year, scrappy, expert entrepreneur. Idea catalyst & product guy. 5 x founder. Web3 early adopter.



ALEX ATESCATENCO

Product & Design

Co-founder in charge of brand and product UI/UX dev. Former Creative Director at The Agency, Senior UX designer for Hyundai, Mazda & Toyota B2B & B2C app division.



STEFAN FINCIAS

Sales & Marketing

Co-Founder in charge of sales and marketing strategy, systems and process. Recent exit as founder of sales agency IO Consortium (\$10MM ARR). CEO at rapid growth, Fractional CMO firm, The CMO agency.



JASON CHIEM

Operations & Strategy

Partner responsible for advising companies on organisation and operations structure as well as go-to-market strategy. 7 year veteran at Snapchat in operations and strategy.

WHO'S BAD?

