



TRANSMUTE

Program Outline

A 15-Week Venture-Building Syllabus for Acquisition Readiness

Built by Arcanum Ventures to help lean startups develop the structure, execution discipline, market clarity, and diligence readiness required for strategic growth.

The Transmute Curriculum is a structured pedagogical and operational system for transforming early-stage companies into

investor-ready,

partner-ready,

acquisition-ready businesses.



A structured model of applied venture development

Transmute is designed around active learning.

Each company enters the program as an active case study. The curriculum uses the company's own structure, product, market, capital needs, and acquisition potential as the basis for instruction, assignments, reviews, and expert intervention.

Instruction

Workshops
Lectures
Expert sessions

Application

Assignments
Templates
Company-specific exercises

Review

Operator feedback
Mentor review
Milestone checkpoints

Iteration

Product refinement
GTM
Narrative
Data room

Readiness

Investor,
partner,
acquisition
preparedness



The program rewards **measurable progress**

Transmute measures participation beyond just attendance. Founders are assessed through the quality and strategic value of their company outputs. **Capital is released through milestone-based reviews** tied to operating, commercial, investor, and diligence readiness.

1

Define milestones

Phase-specific deliverables are agreed at the start of each stage

2

Review outputs

Operators and mentors assess work

3

Release capital

Funding is unlocked only when progress is demonstrated

Assessment Area	Example Outputs
Company structuring	Corporate framework, governance baseline, document control system
Market clarity	Market map, competitive landscape, user profile
Product readiness	Architecture review, integration map, security/data readiness checklist
GTM execution	Positioning, launch plan, outreach sequences, partnership map
Capital readiness	Financial model, investor narrative, fundraising strategy
Exit readiness	Buyer universe, data room, diligence simulation, acquisition narrative



A hybrid cohort model built for momentum

Each cohort brings together a **selective group of companies** that move through the same curriculum while applying it to their own pathway.

Companies enter through a structured selection process, are onboarded into shared operating standards, and progress through the program with regular deliverables, milestone reviews, mentor input, and peer learning.

Hybrid by design

Transmute combines **11 weeks of online execution** with **4 weeks of in-person intensive work**.

The cohort convenes in selected locations across Asia and Europe — chosen to support both disciplined execution and high-quality founder interaction.





M&A
Fast Track



200+ hours of
program time



Hands-On
Approach



The curriculum is reverse-engineered from the
requirements of strategic value creation

The Transmute curriculum was designed around the companies we are built to support:
lean, technical startups with fast paths to strategic value.

The modules focus on the capabilities these companies need most to move from early promise to investor, partner, and acquisition readiness.



The Transmute Curriculum



WEEK 1-5

Foundations

Establishing shared operating standards

Company Audit | Document Control & Program Management Acquisition-Oriented Structuring | Corporate Frameworks & Governance | Communication Standards | Operating Principles & Project Management | Financial Management & Capital Requirements | Investing Fundamentals & Fundraising Strategies | Adaptive Business Models | Market Analysis & Business Development Strategy | Competitive Landscape Analysis | User Profiling & Targeted Acquisition

WEEK 6-8

Execution

Turning frameworks into action

Positioning & Value Proposition Alignment | GTM Motion Design | User Acquisition Strategies | Product Launch Plans | Founder-Led Marketing Strategies | Messaging Framework & Narrative Guidelines | Content Strategies | Social Media Growth Principles | Alternative Growth Tactics | Value Exchange & Cold Outreach Strategies | Partnership Frameworks



Refinement

Training founders to think and build with intent

Corporate Accounting Framework | Enterprise Development Principles | Architecture & Technology Transfer Readiness | Product Integration Mapping | Data-Driven Product Evolution | Data, Privacy & Security Readiness | Brand Identity & Company Vision | Compliant Token Structures for Enterprise Listing | Protocol Design Architecture | Token Offering Strategies

WEEK 9-11

Distribution

Preparing companies for partnerships and exits

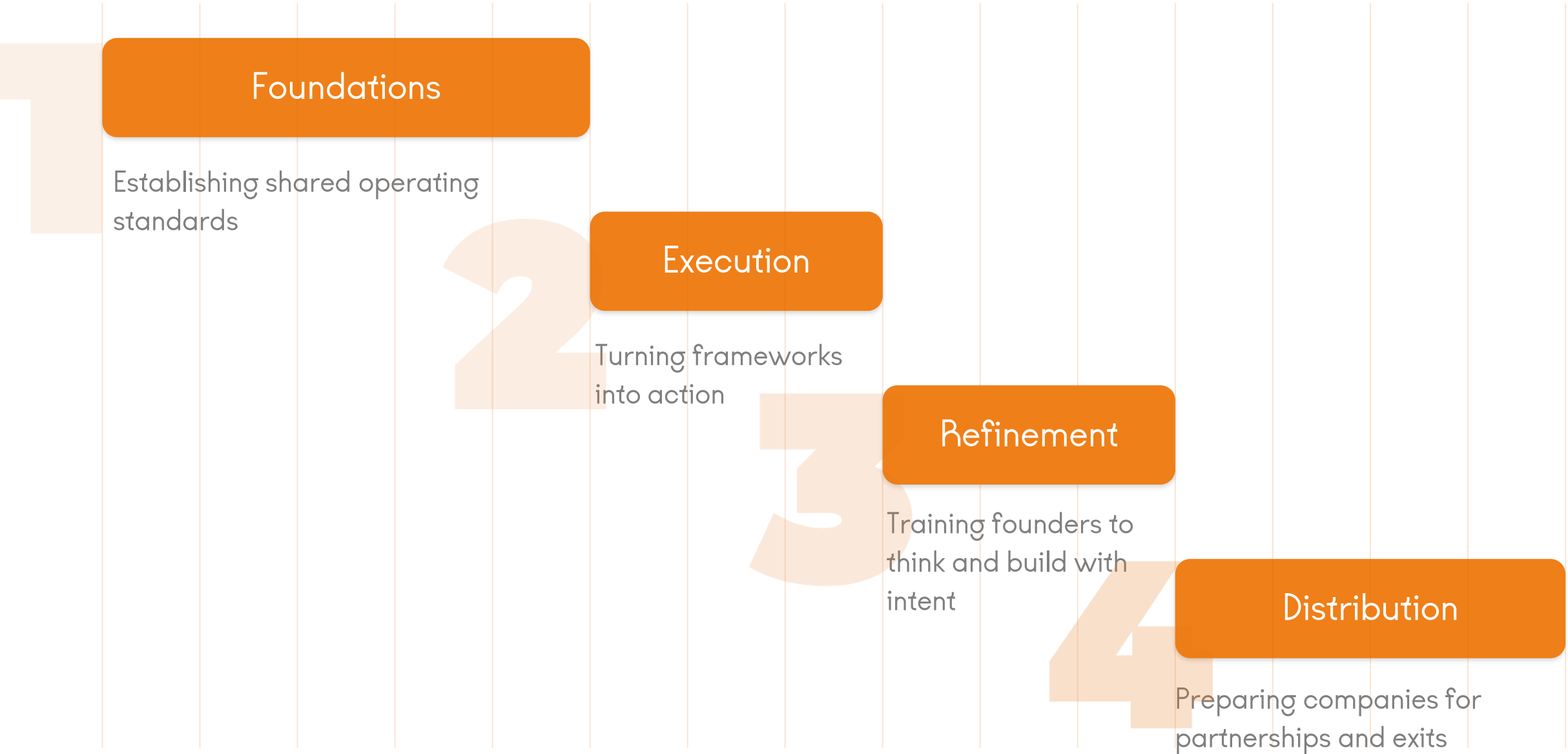
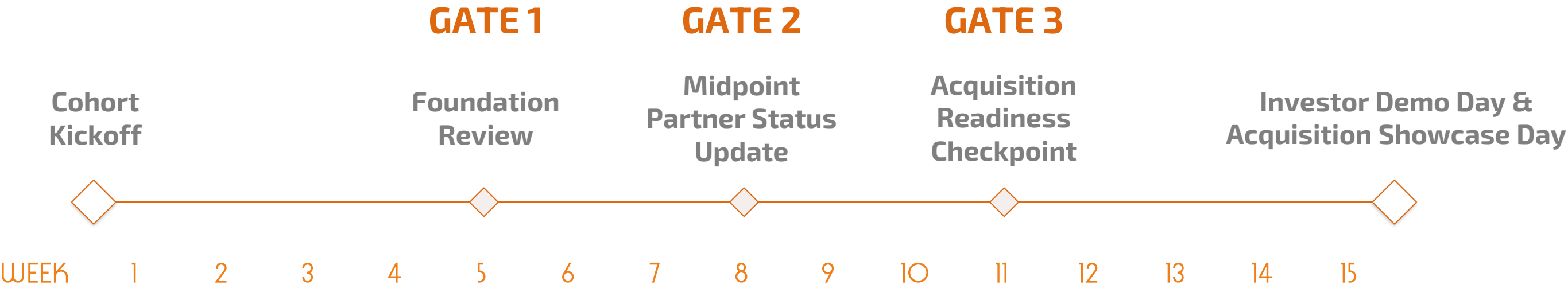
Revenue Quality & Acquisition-Ready Contracting | Startup Hiring & Resource Management | Founder Transition & Retention Planning | M&A Due Diligence Simulation | Investor Psychology & Decision-Making | Investor Outreach Strategies | Public Speaking & Pitch-craft | Targeted Investor Introductions | Demo Day | Acquisition Pipeline Introductions

WEEK 12-15



Finish





Companies move through four curriculum phases, with capital released only after verified outputs at key readiness gates.



Capital by Milestones

Funding is committed upfront—but only **unlocked through progress and meeting milestones**.

Top Expertise

36 workshops and lectures delivered by a network of technical experts, industry leaders and founders.

No Blank Pages

Every team receives **playbooks, templates, and technical direction**. Our curriculum teaches how to operate under the guidance of experts.

High-Expectation Workload

This is not a part-time program. Companies complete **25+ structured assignments, deliverables, and reviews** designed to build execution discipline.

Performance-Based Incentives

We use friendly competition to drive performance. **Top-performing teams earn additional funding and rewards** based on measurable progress, ensuring founders stay motivated and execution-focused.

Demo Day & Acquisition Showcase

Founders present to real investors for capital and to partner companies scouting acquisition and partnership targets.



Professional network that spans the globe

- **Extended network** through portfolio companies, advisors, mentors, and Transmute partners
- Over \$500K in **perks and benefits** to cover cloud computing, tools, services, events, and more
- **M&A pipeline** that includes the world's leading technology companies
- Experienced **legal teams** in corporate structuring, IP management, and startup finances

accenture

Alibaba Group

Google Cloud

amplify

ANS

Apate

ARQIT

BIOS
A ZAINTECH COMPANY

BlackRock

brinc

BTFV
Brain-too-Free Ventures

CIRCLE

ClickUp

coinbase

FI

GLG

Goldman Sachs

Columbus
Once you know how.

consensys

curious

Deloitte.

DX
DIVISIONX
GLOBAL

Fidelity
INVESTMENTS

FOUNDER
INSTITUTE

HEO

Immunefi

JEFFERSON
TRUST
Funding ideas. Fostering innovation.

kasada

Mars

MERKLE SCIENCE

monday.com

MULANA

n8n

nab

Notion

Australian Government
Department of Foreign Affairs and Trade

OMI VENTURES

Pickstar

pipedrive

POLYMATH

Red Piranha

rev

SOLST/CE

SPACE
MACHINES
COMPANY

standard
chartered

Veda

VentureScope
STRATEGY • DEEP TECH • INVESTMENT

vmtech
A Telstra Company

wakelet

We encourage collaboration within our network and actively connect Transmute companies with the service providers and partners they need to grow.



The Team behind Transmute



Carmelo Giuliano

General Partner

Previous Head of Incubation at venture studio. 15+ years of investment experience. Marketing and content creation expert.

Leads fund strategy, portfolio support, network building, marketing strategy, investor relations.



Sasha Asheghi

General Partner

Previously built and headed Business Intelligence department at venture studio. Industry leader and advocate for tokenomics and protocol system design.

Oversees product strategy, GTM, runs selection, diligence, and playbooks, and finances.



David Plisek

General Partner

A background advising 10+ companies and funds, as well as experience working at Deloitte, Accenture, and within the Australian Government. Currently Managing Partner at Fairlight Ventures and overseeing a \$250M on-chain fund for Solstice Finance.



Evelin Csányi, Ph.D.

Director of Operations

Headed operations for various academic research laboratories in the fields of chemistry and quantum materials.

Oversees incubator operations, curriculum design, reporting, compliance, and manages stakeholder relations.





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