

Oem6 Family Office Investment Thesis

Empowering Ninja Founders in E-Commerce and Cross-Border Trade

Overview

Oem6 Family Office invests in pre-seed e-commerce and cross-border trade startups, primarily in China/Asia, focusing on evergreen product brands (home, gift, kitchen). We partner with “ninja” founders—flexible, hardworking, and creative leaders—to build cashflow-positive businesses using AI for operational efficiency. Our 20+ years of expertise and trusted networks fuel long-term growth.

Investment Criteria

- **Market:** E-commerce and cross-border trade, prioritizing evergreen products. Team quality drives our focus, emphasizing operational efficiency and global scalability.
- **Stage:** Pre-seed value plays with early traction (e.g., MVP, initial sales) or fixable challenges in team, resources, or business model.
- **Technology:** AI integration is essential for competitiveness (e.g., supply chain, customer engagement). We help startups implement AI if needed.
- **Team:** Founders with trust, determination, and adaptability, open to learning and leveraging our networks.
- **Geography:** China/Asia focus, open to U.S.-registered startups with an Asia nexus.

Our Value-Add

We empower portfolio companies through:

- **Venture Seed Incubator:** Peer learning and collaboration within our portfolio network.
- **High Table Coaching:** Leadership training to build resilient, adaptive founders.
- **Global From Asia Network:** Access to media, events, and our Cross Border Summit, connecting startups to top e-commerce experts.
- **Shadstone Ninjas:** Our agency of experts in marketing, video, design, web, and AI optimizes operations and growth.
- **Founder Expertise:** Michael Michelinis 20+ years in Asia, personal network, and media platform amplify reach and credibility.

Exit Strategy

We focus on building cashflow-positive businesses with no traditional exit timeline. By leveraging AI, we enable sustainable growth without reliance on further capital raises, partnering with founders to create potential unicorns.

Our Philosophy

In a flat world, AI empowers lean, agile teams to dominate through hard work, adaptability, and trusted networks. A single “ninja” founder, acting as a pilot, can leverage AI and our ecosystem to build transformative businesses. Oem6 empowers dedicated founders globally, providing tools and opportunities to create lasting value in e-commerce and cross-border trade.

Join Our Mission

Partner with Oem6 to build the future of e-commerce. Contact us at info@oem6.com to explore opportunities.