

Finding Follow-on Capital: Identifying and Engaging Your Next Investors

Benjamin J. Garber

12 Feb 2025



Agenda

"We're very excited about your company, but it's not a fit for us right now."

- Finding the right fit
- Why companies hire investment bankers
- What non-technical students with no experience can do for startups

Resources

- Meet your ***BUSINESS LIBRARIAN!***

Ryan Splenda:

rsplenda@andrew.cmu.edu

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**“Connecting the CMU Community with PE/VC Data:
Positioning CMU Libraries as a Strategic Partner for
Entrepreneurship,”** Ryan Splenda, 2019.



Resources



Jen McKee

SHE/HER

Business and Entrepreneurship Librarian

CONTACT

✉ jmckee@andrew.cmu.edu

☎ [412-268-6319](tel:412-268-6319)

Office: 109B

Hunt Library

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4909 Frew Street

Pittsburgh, PA 15213

Resources



Tracy Ferrill

VICE PRESIDENT OF PEOPLE AND CULTURE

✉ 📞 in Tracy.Ferrill@crosstreecapital.com

Tracy Ferrill is an innovative talent leader with nearly 20 years of global human resources and operations experience in the corporate, gaming, and luxury retail industries. Her expertise in full-cycle talent management is fueled by a passion for whole-person development, from onboarding top talent to coaching and guiding careers. Her unique skillset in both HR and finance has established her as a credible collaborator with executives, business leaders and team members alike. Tracy is a member of the Society for Human Resource Management.

www.crosstreecapital.com/careers/openpositions

Resources

- Databases at Hunt Library:
 - Marketline
 - S&P CAP IQ
 - CB Insights
 - preqin
 - PrivCo
 - Pittsburgh Business Times
- Others:
 - AngelList
 - Crunchbase Pro
 - SEC Edgar





Open Field Entrepreneurs Fund
Carnegie Mellon Seed Investment

2014 \$50k
2016 \$4.5mm



Mehdi Samadi
Co-Founder
CTO



Mahesh Ram
Co-Founder
CEO



Justin Betteridge
Co-Founder
Director of Language Technologies

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Please select an Earnings subcategory.
Upwork service fee

Please select Upwork Service Fee subcategory.*
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mary@me.com

Subject*

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Freelancer Service Fees

Current Contracts

All Marketplace and Pro contracts opened before the pricing takes effect are grandfathered in at their current service fee, until the freelancer has billed over \$10,000 with the client. Then the fee will automatically lower to 5%. Any contracts opened after the pricing went into effect in your category are subject to the new pricing fees, including new contracts with existing clients.

[View answer source](#) Help others by providing feedback

Freelancer Marketplace & Pro Service Fees

Freelancers are charged a sliding fee based on your lifetime billings with each client (across all contracts you've ever had with that client company). Service fees are the same whether the contracts...

Client Payment Processing Fee

Clients are charged a payment processing fee of 2.75%. To learn more, click here. Please note the client payment processing fee does not count towards the lifetime billings for calculating the freelan...

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Open Field Entrepreneurs Fund	2014	\$50k
Carnegie Mellon Seed Investment	2016	\$4.5mm
Acquired by Zoom	2022	\$121mm



Mehdi Samadi
Co-Founder
CTO

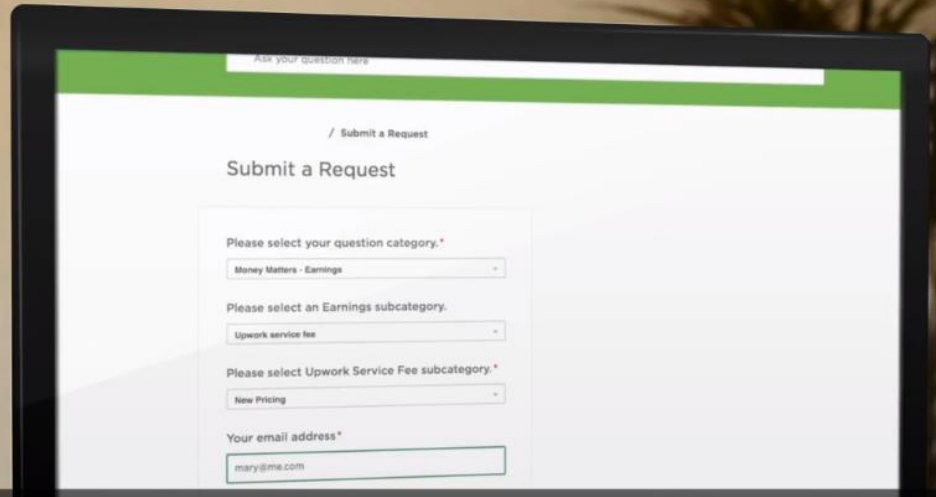


Mahesh Ram
Co-Founder
CEO

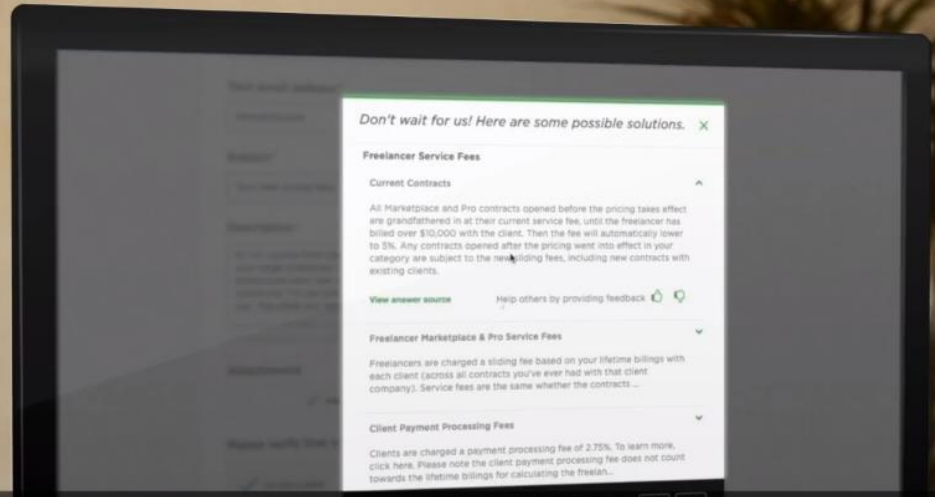


Justin Betteridge
Co-Founder
Director of Language Technologies

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Deal #3: Seed Round, \$4.5M, Completed; 12-Dec-2016

[Add to List](#)

VC Round	3rd Round	Total Invested Equity	\$4.50M
Deal Types	Seed Round	Investor Ownership	37.62%
Deal Amount	\$4.50M	Stock Split	1 : 1
Deal Status	Completed	Total Invested Capital	\$4.50M
Deal Date	12-Dec-2016	Pre-money Valuation	\$10.64M
% Acquired	29.72%	Post Valuation	\$15.14M
Financing Status	Venture Capital-Backed	CEO/Lead MGT	Mahesh Ram  
Financing Source	Venture Capital	Site	San Mateo, CA
Raised to Date 	\$5.00M **	Business Status	Generating Revenue

Deal Synopsis


The company raised \$4.5 million of seed funding in a deal led by True Ventures on December 12, 2016, putting the company's pre-money valuation at \$10.64 million. Pear Ventures, Carnegie Mellon University, Signatures Capital, Investment Group of Santa Barbara, Payman Pouladdej, Dan Rose and Hamid Barkhordar also participated in the round. The company will use the funds to continue to expand operations.

[#] Not necessarily a summation of individual debt figures










** Does not include grant funding

^E Estimated

Deal Details

 Stock Info + Cap Table History

 7 Investors - Carnegie Mellon University Endowment, Dan Rose (Daniel Rose), Hamid Barkhordar (Hamid Barkhordar), Investment Group of Santa Barbara, Pear (Pear Ventures I, Mar Hershenson), Signatures Capital (Signat...

#	Investor Name	Status	Lead/Sole	Comments
1.	Carnegie Mellon University Endowment	New Investor	No	Form of Payment: Cash
2.	Dan Rose	New Investor	No	Lead Partner: Daniel Rose   Form of Payment: Cash
3.	Hamid Barkhordar	New Investor	No	Lead Partner: Hamid Barkhordar  Form of Payment: Cash
4.	Investment Group of Santa Barbara	New Investor	No	Form of Payment: Cash
5.	Pear	Follow-On Investor	No	Lead Partner: Mar Hershenson Ph.D   Form of Payment: Cash Fund 1: Pear Ventures I
6.	Signatures Capital	New Investor	No	Lead Partner: Babak Yazdani   Form of Payment: Cash Fund 1: Signatures Capital MR4
7.	True Ventures	New Investor	Yes	Lead Partner: Puneet Agarwal   Form of Payment: Cash Fund 1: True Ventures IV

Deal History (6)

#	Deal Type	Date	Amount	Raised to Date ⓘ	Pre-Val	Post-Val	Status
6	Merger/Acquisition	19-May-2022	\$121.20M	\$20.00M		\$121.20M ^E	Completed
5	Debt - General	30-Jan-2019	\$3.00M	\$20.00M			Completed
4	Early Stage VC (Series A)	23-Oct-2017	\$12.00M	\$17.00M	\$34.20M	\$46.20M	Completed
3	Seed Round	12-Dec-2016	\$4.50M	\$5.00M	\$10.64M	\$15.14M	Completed
2	Seed Round	07-Apr-2014	\$0.50M	\$0.50M	\$2.87M	\$3.37M	Completed
1	Seed Round	05-Jun-2013					Completed

Lead Partners on Deals (14)

[Investors \(11\)](#)
[Service Providers - Sell Side \(1\)](#)
[Service Providers - Buy Side \(2\)](#)

Name	All Deals	Title	Representing	Deals	Contact
Babak Yazdani	195	Founder & Managing Partner	Signatures Capital	#4. Early Stage VC (Series A): Oct 2017, \$12.00M, Completed	Phone Email LinkedIn Profile
Mar Hershenson Ph.D	29	Co-Founding Managing Partner	Pear	#4. Early Stage VC (Series A): Oct 2017, \$12.00M, Completed	Phone Email LinkedIn Profile
Puneet Agarwal	88	Partner	True Ventures	#4. Early Stage VC (Series A): Oct 2017, \$12.00M, Completed	Phone Email LinkedIn Profile
Rory O'Driscoll	88	Partner	Scale Venture Partners	#4. Early Stage VC (Series A): Oct 2017, \$12.00M, Completed	Phone Email LinkedIn Profile
Babak Yazdani	195	Founder & Managing Partner	Signatures Capital	#3. Seed Round: Dec 2016, \$4.50M, Completed	Phone Email LinkedIn Profile
Daniel Rose	46	Angel Investor	Dan Rose	#3. Seed Round: Dec 2016, \$4.50M, Completed	Phone Email LinkedIn Profile
Hamid Barkhordar	12	Angel Investor	Hamid Barkhordar	#3. Seed Round: Dec 2016, \$4.50M, Completed	Phone Email LinkedIn Profile
Mar Hershenson Ph.D	29	Co-Founding Managing Partner	Pear	#3. Seed Round: Dec 2016, \$4.50M, Completed	Phone Email LinkedIn Profile
Puneet Agarwal	88	Partner	True Ventures	#3. Seed Round: Dec 2016, \$4.50M, Completed	Phone Email LinkedIn Profile
Mar Hershenson Ph.D	29	Co-Founding Managing Partner	Pear	#2. Seed Round: Apr 2014, \$0.50M, Completed	Phone Email LinkedIn Profile
Babak Yazdani	195	Angel Investor	Babak Yazdani	#1. Seed Round: Jun 2013, Completed	Phone Email LinkedIn Profile

Deal History (6)

#	Deal Type	Date	Amount	Raised to Date ⓘ	Pre-Val	Post-Val	Status
6	Merger/Acquisition	19-May-2022	\$121.20M	\$20.00M		\$121.20M ^E	Completed
5	Debt - General	30-Jan-2019	\$3.00M	\$20.00M			Completed
4	Early Stage VC (Series A)	23-Oct-2017	\$12.00M	\$17.00M	\$34.20M	\$46.20M	Completed
3	Seed Round	12-Dec-2016	\$4.50M	\$5.00M	\$10.64M	\$15.14M	Completed
2	Seed Round	07-Apr-2014	\$0.50M	\$0.50M	\$2.87M	\$3.37M	Completed
1	Seed Round	05-Jun-2013					Completed

CAP TABLE HISTORY (as of 23-Oct-2017)

Stock	# Of Shares Authorized	Par Value	Dividend Rate \$	Original Issue Price	Liquidation	Liquidation Pref. Multiple	Conversion Price	% Owned
Series A	8,692,043	\$0.000100	\$0.12	\$1.44	\$1.44	1x	\$1.44	25.00%
Seed 2	5,688,198	\$0.000100	\$0.06	\$0.71	\$0.71	1x	\$0.71	18.01%
seed	2,222,221	\$0.000100	\$0.02	\$0.23	\$0.23	1x	\$0.23	7.03%

SERIES TERMS FOR: A, seed, Seed 2 (as of 23-Oct-2017)



Liquidation Preferences:	Senior	Cumulative/Non-cumulative:	Non-Cumulative
Participating vs. Non-participating:	Non-participating	Anti-dilution Provisions:	Weighted Average
Dividend Rights:	Yes	Redemption Rights:	No
		Board Voting Rights:	Yes
		General Voting Rights:	Yes

Enabling Holistic Investment Management

InvestEdge CTO Jeff Cowley explains why it’s important to offer a Compliance platform that can holistically service SEC and FINRA based accounts, along with traditional fiduciary trust accounts regulated by the OCC Reg. 9 policy. [>> Read the Banking CIO Feature Article](#)



Deal #4: Buyout/LBO, Completed; 30-Sep-2020

Add to List



Deal Types	Buyout/LBO, Management Buyout	Financing Source	Private Equity
Deal Status	Completed	Raised to Date ⓘ	\$5.00M **
Deal Date	30-Sep-2020	CEO/Lead MGT	Brian Burns  
% Acquired	100.00%	Site	Bala Cynwyd, PA
Financing Status	Private Equity-Backed	Business Status	Generating Revenue

Deal Details

1 Investor - Featheringill Capital (Elizabeth Pharo)

#	Investor Name	Status	Lead/Sole	Comments
1.	Featheringill Capital	New Investor	Yes	Lead Partner: Elizabeth Pharo  

Loan: \$5.00M

Debt Instrument	Lender Name	Amount:	
Debt amount: \$5.00M	1. Vistara Capital Partners	\$5.00M	
		Lead Partner:	Randy Garg  

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INDIVIDUAL INVESTOR

Randy Garg

Summary

Overview


Number of Current Board & Advisor Roles

4

Primary Job Title
Founder & Managing Partner

Number of Founded Organizations

1

Primary Organization
 Vistara Capital Partners

WE BUILD ON THE LEGACY OF THE COMPANY YOU CREATED

Featheringill Capital is an operator-led investment firm, seeking to invest its team members' capital in three to five high quality growth companies. We do not take the portfolio approach to investment; we care deeply about each investment and seeing it be successful.

SIZE CRITERIA

\$10 to \$100 million in revenue

\$1 to \$15 million in EBITDA

\$10 to \$75 million in equity

TARGET INDUSTRIES

Business / tech-enabled services

Industrial Services

Technology and telecom

Healthcare technology and/or services
without provider or payment risk

SITUATIONS

Value added partner needed to
execute long-term strategic plan

Owner seeking liquidity or exit

Corporate carve-out

Various other situations

*Not of Interest: Early Stage/Venture,
Minority Equity or Debt*

COMPANY TRAITS

Primary focus on North America

15%+ EBITDA margins

Established business model with
growth opportunities

Minimum of three years' operating
results



LIZ PHARO - MANAGING PARTNER

Email:

liz@featheringillcapital.com



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Deal #6: Buyout/LBO, Completed; 25-Sep-2020

Add to List

Deal Types	Buyout/LBO, Add-on	Financing Source	Private Equity
Deal Status	Completed	Raised to Date ⓘ	\$1.15M **
Deal Date	25-Sep-2020	CEO/Lead MGT	David Wible ⓘ ⓘ
% Acquired	100.00%	Site	Pittsburgh, PA
Financing Status	Private Equity-Backed	Business Status	Generating Revenue

Deal Synopsis

The company was acquired by Spectrio, via its financial sponsors Bertram Capital Management and Brookside Mezzanine Partners, through an LBO on September 25, 2020 for an undisclosed sum.

Deal Details

3 Investors - Bertram Capital Management (Bertram Growth Capital II, Jeffrey Drazan), Brookside Mezzanine Partners (Brookside Mezzanine Fund III), Spec...

#	Investor Name	Status	Lead/Sole	Comments
1.	Bertram Capital Management	Add-on Sponsor	No	Lead Partner: Fund 1: Jeffrey Drazan ⓘ ⓘ Bertram Growth Cap...
2.	Brookside Mezzanine Partners	Add-on Sponsor	No	Fund 1: Brookside Mezzanin...
3.	Spectrio	Acquirer	No	Lead Partner: Dax Brady-Sheehan ⓘ ⓘ

Lead Partners on Deals (3)

Name	All Deals	Title	Representing	Deals	Contact
Dax Brady-Sheehan	5	Chief Executive Officer	Spectrio	#6. Buyout/LBO (Add-on): Sep 2020, Comp...	☎️✉️🌐🗒️
Jeffrey Drazan	55	Managing Partner & Exe...	Bertram Capital Manage...	#6. Buyout/LBO (Add-on): Sep 2020, Comp...	☎️✉️🌐🗒️
Edward Engler	7	Managing Partner	Pittsburgh Equity Partne...	#4. Early Stage VC (Series A3): Mar 2010, \$...	☎️✉️🌐🗒️

Service Providers

General Service (5) Service on a Deal (5) Former General Service (1)

Service Provider Name	Service Provided	Comments
CIBC Bank USA	General Business Banking	
First National Bank	General Business Banking	
Pepper Hamilton	Legal Advisor	
PNC	General Business Banking	
Schneider Downs Meridian	Accounting	
Morgan Lewis	Legal Advisor	

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Founded

2021

Sector

Fitness



Website

<https://www.trainwell.net>

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Deal #3: Early Stage VC (Series A), \$5.86M, Completed; 03-Jan-2022



VC Round	2nd Round	Total Invested Equity	\$5.86M
Deal Types	Early Stage VC, Series A	Investor Ownership	54.16%
Deal Amount	\$5.86M	Stock Split	1 : 1
Deal Status	Completed	Total Invested Capital	\$5.86M
Deal Date	03-Jan-2022	Pre-money Valuation	\$15.00M
Announced Date	17-Dec-2021	Post Valuation	\$20.86M
% Acquired	28.11%	CEO/Lead MGT	Matthew Spettel  
Financing Status	Venture Capital-Backed	Site	Pittsburgh, PA
Financing Source	Venture Capital	Business Status	Generating Revenue
Raised to Date 	\$9.97M **		

Deal Synopsis
The company raised \$5.86 million of Series A venture funding in a deal led by Hyde Park Venture Partners & Revolution on January 3, 2022, putting the company's pre-money valuation at \$15 million. Alpha Edison and 5 other investors also participated in the round. The company intends to use the fund to expand its executive leadership team with the addition of a VP Growth.

Deal #1: Accelerator/Incubator, \$3K, Completed; 01-Jan-2019




Deal Synopsis
The company joined Carnegie Mellon University as a part of Summer 2019 cohort in 2019 and received \$3,000 in funding. The funding was raised in the form of grant.

Primary Contact

[Matthew Spettel](#)
Co-Founder, Chief Executive Officer  

matt@deltatrainer.fit
Phone: +1 (603) 341-3965


Investors (12)

Name	Investor Type	Investor Since	Board	Related Deals
Hyde Park Venture Partners	Venture Capital	Jan 2022		#3. Early Stage VC (Series A): Jan 2022, \$5.86M, New Investor
Revolution	Venture Capital	Jan 2022		#3. Early Stage VC (Series A): Jan 2022, \$5.86M, New Investor
Rise of the Rest	Venture Capital	Jan 2022		#3. Early Stage VC (Series A): Jan 2022, \$5.86M, New Investor
Sandalphon Capital	Venture Capital	Jan 2022		#3. Early Stage VC (Series A): Jan 2022, \$5.86M, New Investor
Alpha Edison	Venture Capital	May 2021		#2. Seed Round: May 2021, \$4.11M, New Investor #3. Early Stage VC (Series A): Jan 2022, \$5.86M, Follow-on
Anil Jindia	Angel (individual)	May 2021		#2. Seed Round: May 2021, \$4.11M, New Investor Contact: Anil Jindia  
Incite Ventures (San Francisco)	Venture Capital	May 2021		#2. Seed Round: May 2021, \$4.11M, New Investor
Jonathan Gray	Angel (individual)	May 2021		#2. Seed Round: May 2021, \$4.11M, New Investor Contact: Jonathan Gray 
Maven Ventures	Venture Capital	May 2021		#2. Seed Round: May 2021, \$4.11M, New Investor #3. Early Stage VC (Series A): Jan 2022, \$5.86M, Follow-on
Purpose Built Ventures	Accelerator/Incubat	May 2021		#2. Seed Round: May 2021, \$4.11M, New Investor
TenOneTen Ventures	Venture Capital	May 2021		#2. Seed Round: May 2021, \$4.11M, New Investor #3. Early Stage VC (Series A): Jan 2022, \$5.86M, Follow-on
Carnegie Mellon University	University	Jan 2019		#1. Accelerator/Incubator: Jan 2019, \$3.00K, New Investor #3. Early Stage VC (Series A): Jan 2022, \$5.86M, Follow-on


Hyde Park Venture Partners
5,515 Tweets

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 **Hyde Park Venture Partners** @hydeparkvp · Jan 13

We're so excited to welcome CoPilot to the HPVP family! If you're looking for an easy way to keep your fitness-related New Year's resolutions (not too late for that!) check them out.



[bizjournals.com](#)
One-on-one coaching platform CoPilot closes on \$5.8 million Series A
CoPilot Systems Inc., which previously went by the name of Delta Band Inc. as the makers of its DeltaTrainer fitness platform, announced a ...

1 4

One-on-one coaching platform CoPilot closes on \$5.8 million Series A



CoPilot co-founders Gabe Madonna, left, and Matt Spettel
CoPilot Systems Inc.

Hyde Park Venture Partners felt confident in leading CoPilot's latest funding round.

"Hyde Park Venture Partners invested in CoPilot because of how impressed we were with both the team and the product," [Allison Lechnir](#), a partner at the firm, said in an email statement. "People really struggle with holding themselves accountable for working out, and CoPilot makes it so easy, even for beginners — and you see that in how frequently and how long their users stay active."



Open Field Entrepreneurs Fund Investment Analysis > Direct Investments



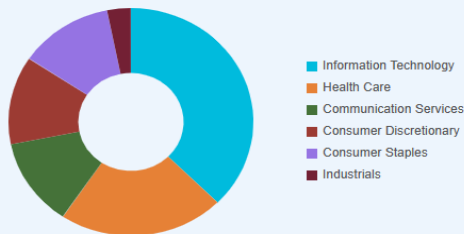
Summary

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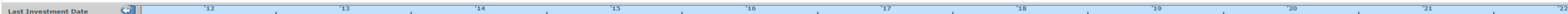
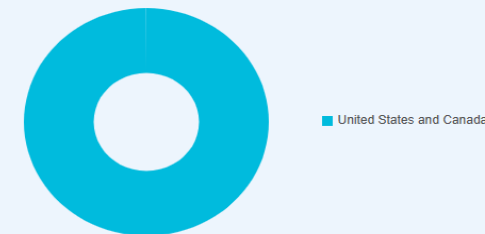
Filtering and Charts

Current View: Investments (32)

Industry



Geography




Direct Investments

Co-Investors

Add Investment/Subsidiary Copy to List

Company Name^	Relationship Type	Current Level Geography	Primary Industry	Last Investment Date	Total Rounds	Pre-Money Valuation (\$mm)	Post-Money Valuation (\$mm)	Total Amount Raised (\$mm)^
2124 Brewing Co LLC	Current Investment	United States and Canada	Brewers	Jan-07-2013	7	-	-	1.34
Accel Diagnostics, LLC	Current Investment	United States and Canada	Health Care Equipment	Jun-19-2012	2	-	-	0.08
Acrinta, LLC	Current Investment	United States and Canada	Application Software	Jun-19-2012	1	-	-	0.10
ActiVAided Orthotics LLC	Prior Investment	United States and Canada	Health Care Equipment	-	3	-	-	0.16
BandPass Inc.	Current Investment	United States and Canada	Interactive Media and Services	Jul-15-2014	1	-	-	0.05
Beyond Lucid Technologies, Inc.	Current Investment	United States and Canada	Health Care Technology	Jun-19-2012	2	-	-	0.10
Bistrobot LLC	Current Investment	United States and Canada	Industrial Machinery and Supplies and Components	Jul-15-2014	2	-	-	0.17
Collected Inc.	Current Investment	United States and Canada	Internet Services and Infrastructure	Jul-15-2014	2	-	-	0.08
CommunityVibe, Inc.	Current Investment	United States and Canada	Interactive Media and Services	Jun-19-2012	1	-	-	0.10
Digital Dream Labs, Inc.	Current Investment	United States and Canada	Leisure Products	Jul-15-2014	9	-	-	5.10
GenevaMars LLC	Current Investment	United States and Canada	Interactive Home Entertainment	Jun-19-2012	1	-	-	0.10
Greenovation	Current Investment	United States and Canada	Homebuilding	Jul-15-2014	1	-	-	0.05
Innovesca, LLC	Current Investment	United States and Canada	Packaged Foods and Meats	Jul-15-2014	1	-	-	0.05
LegalSifter, Inc.	Current Investment	United States and Canada	Systems Software	Jul-15-2014	8	10.31	12.13	11.61
LifeShel	Current Investment	United States and Canada	Apparel, Accessories and Luxury Goods	Jul-15-2014	2	-	-	0.05
Midnight Madness Distilling LLC	Prior Investment	United States and Canada	Distillers and Vintners	-	2	-	-	0.06
Naturi Inc.	Current Investment	United States and Canada	Packaged Foods and Meats	Jul-15-2014	4	1.18	1.93	1.80
Novait, LLC	Prior Investment	United States and Canada	Application Software	-	6	-	-	22.41
PECA Labs, Inc.	Current Investment	United States and Canada	Health Care Supplies	Jan-07-2013	9	13.28	13.38	7.91
PHRQL, Inc.	Current Investment	United States and Canada	Health Care Technology	Feb-28-2012	2	-	-	0.08
PieceMaker Technologies Inc.	Current Investment	United States and Canada	Technology Hardware, Storage and Peripherals	Jul-15-2014	3	-	-	0.23
Pixite LLC	Current Investment	United States and Canada	Application Software	Jan-07-2013	1	-	-	0.05
POPAD, LLC	Current Investment	United States and Canada	Interactive Media and Services	Jul-15-2014	2	-	-	0.07
Qualaris Healthcare Solutions, Inc.	Current Investment	United States and Canada	Health Care Technology	Jun-19-2012	2	-	-	0.20
REBIScan, Inc.	Current Investment	United States and Canada	Health Care Equipment	Jun-19-2012	2	-	-	8.73
RessQ Technologies Inc.	Current Investment	United States and Canada	Application Software	Jan-07-2013	3	-	-	1.02
Sole Power, LLC	Current Investment	United States and Canada	Electronic Equipment and Instruments	Jul-15-2014	4	-	-	0.32
Solvvy Inc.	Prior Investment	United States and Canada	Application Software	-	3	11.96	23.96	16.58
Traansmission, Inc.	Current Investment	United States and Canada	Application Software	Jul-15-2014	2	-	-	0.09
Trance Inc.	Current Investment	United States and Canada	Application Software	Jul-15-2014	2	-	-	0.15
Tunesence Inc.	Prior Investment	United States and Canada	Education Services	-	2	-	-	0.10
Zyphop	Current Investment	United States and Canada	Application Software	Jun-19-2012	1	-	-	0.05

Education & Resources			Get Involved: Clubs & Alumni			Startups in Action 			Success Stories		Events	News	About	
Co-Investors & Add-Ons (92)														
Investor	Deal Name	Deal Types	Deal Size	Deal Date	Innovation Works	AbiliLife	Seed Round	\$2.27M	17-Oct-2018	Sandalphon Capital	CoPilot (Educational and...	Early Stage VC (Series A)	\$5.86M	17-Dec-2021
					Jeff Heitzman	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	SaxeCap	Parthean	Later Stage VC	\$1.10M	27-Jan-2022
3 Points Rising Ventures	AdSkate	Early Stage VC	\$0.50M	03-May-2022	Jeff Heitzman	StratiFi	Merger of Equals		01-Jan-2016					
412 Venture Fund	Arieca	Later Stage VC (Series A) *	\$9.30M	09-May-2022	Jerry Soer	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Scott Hochwald	Parthean	Later Stage VC	\$1.10M	27-Jan-2022
99 Tartans	Finish Robotics	Seed Round			Johnny Goodman	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Start-Up Brasil	Reactive Search	Seed Round	\$0.29M	21-Feb-2015
Alex Lieberman	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Johnny Goodman	StratiFi	Merger of Equals		01-Jan-2016	Stephen Case	SolePower	Seed Round		22-Jan-2015
Alpha Edison	CoPilot (Educational and...	Early Stage VC (Series A)	\$5.86M	17-Dec-2021	Kevin Mahaffey	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Surender Punia	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014
Amino Capital	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Kevin Mahaffey	StratiFi	Merger of Equals		01-Jan-2016					
Ascender (Pittsburgh)	Hardly	Accelerator/Incubator	\$0.03M [£]	07-Jun-2021	Khosla Ventures	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Surender Punia	StratiFi	Merger of Equals		01-Jan-2016
Ashley Fontana	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Khosla Ventures	StratiFi	Merger of Equals		01-Jan-2016	Tango	Parthean	Later Stage VC	\$1.10M	27-Jan-2022
Ashley Fontana	StratiFi	Merger of Equals		01-Jan-2016	Litani Ventures	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Tango VC	Finish Robotics	Seed Round		
Aslanoba Capital	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Lontra Ventures	Reactive Search	Seed Round	\$0.29M	21-Feb-2015	Techstars	Reactive Search	Seed Round	\$0.29M	21-Feb-2015
Aslanoba Capital	StratiFi	Merger of Equals		01-Jan-2016	Mark Scianna	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	TenOneTen Ventures	CoPilot (Educational and...	Early Stage VC (Series A)	\$5.86M	17-Dec-2021
Barak Kaufman	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Mark Scianna	StratiFi	Merger of Equals		01-Jan-2016	The Urban Redvelop...	Arieca	Later Stage VC (Series A)	\$9.30M	09-May-2022
BoomStartup	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Maven Ventures	CoPilot (Educational and...	Early Stage VC (Series A)	\$5.86M	17-Dec-2021	TriplePoint Capital	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014
Brian Kelly	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Michael Donohue	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	TriplePoint Capital	Sliced Investing	Seed Round		
Christian Niedermueller	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Missouri Technology C...	Reactive Search	Seed Round	\$0.29M	21-Feb-2015	TriplePoint Capital	StratiFi	Merger of Equals		01-Jan-2016
Ciudad del Saber	Wisyl	Later Stage VC		01-Jul-2022	Monozukuri Ventures	Arieca	Later Stage VC (Series A)	\$9.30M	09-May-2022	TSVC	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014
DCVC	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Mountain State Capital	Arieca	Later Stage VC (Series A)	\$9.30M	09-May-2022	TSVC	StratiFi	Merger of Equals		01-Jan-2016
DCVC	StratiFi	Merger of Equals		01-Jan-2016	Namrata Banerjee	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	University of Pittsburg...	Noveome Biotherapeutics	Seed Round		01-Jan-2000
Dhirubhai Ambani Insti...	Reactive Search	Seed Round	\$0.29M	21-Feb-2015	National Multi Housing...	ComVibe	Grant	\$0.50M	20-Nov-2012	UpHonest Capital	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014
DO NOT PUBLISH	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Nick Braun	Parthean	Later Stage VC	\$1.10M	27-Jan-2022					
Esther Crawford	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Nissan Chemical	Arieca	Later Stage VC (Series A) *	\$9.30M	09-May-2022	UPMC Enterprises	Noveome Biotherapeutics	Seed Round		01-Jan-2000
Gaingels	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Pareto Holdings	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Wei Guo	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014
Goldin Ventures	Arieca	Later Stage VC (Series A)	\$9.30M	09-May-2022	Project Olympus	Inventory Connection	Accelerator/Incubator	\$4.00K	04-Apr-2017	Wei Guo	StratiFi	Merger of Equals		01-Jan-2016
Great Oaks Venture Ca...	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Quaker Capital Invest...	AdSkate	Early Stage VC	\$0.50M	03-May-2022	William Guttman	Acrobatiq	Angel (individual)		05-Dec-2013
Great Oaks Venture Ca...	StratiFi	Merger of Equals		01-Jan-2016	REFASHIOND Ventures	Wisyl	Later Stage VC		01-Jul-2022					
					Revolution/ROTR	CoPilot (Educational and...	Early Stage VC (Series A) *	\$5.86M	17-Dec-2021	Y Combinator	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014
Hamatha	Finish Robotics	Seed Round			Right Side Capital Man...	Reactive Search	Seed Round	\$0.29M	21-Feb-2015	Y Combinator	StratiFi	Merger of Equals		01-Jan-2016
Haraldur Thorleifsson	Parthean	Later Stage VC	\$1.10M	27-Jan-2022	Robert Kunz	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Zack Lamb	Parthean	Later Stage VC	\$1.10M	27-Jan-2022
Hasan Aslanoba	Sliced Investing	Seed Round	\$2.12M	17-Nov-2014	Robert Kunz	StratiFi	Merger of Equals		01-Jan-2016					
Hasan Aslanoba	StratiFi	Merger of Equals		01-Jan-2016	ROHM Semiconductor	Arieca	Later Stage VC (Series A)	\$9.30M	09-May-2022					
Hyde Park Venture Par...	CoPilot (Educational and...	Early Stage VC (Series A) *	\$5.86M	17-Dec-2021	Ryan Orr	Parthean	Later Stage VC	\$1.10M	27-Jan-2022					

Key Steps:

- Identifying comparable companies and their investors...
And those investors co-investors
- Making contact...
Roles and responsibilities of the company and the Board
- Being prepared...
Expectations and materials to have ready



Identifying Comparable Companies and Their Investors:

- For your audience of investors, what is comparable?
 - Industry (e-commerce, robotics, apparel...)
 - Target Market (women consumers, manufacturers, retailers...)
 - Company Stage (pre-revenue, pre-earnings, scaling...)
 - Investment Size (<\$3mm, \$3 - \$10mm, \$10 - \$20mm, >\$20mm)
 - Geography (local, regional, national)
- First profile your own company then search for comparables.
- Go Broad to cast a wide net.





NEW



NEW



NEW



6



29



NEW



NEW



NEW



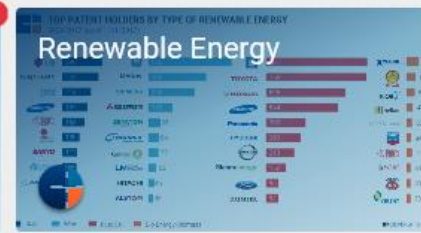
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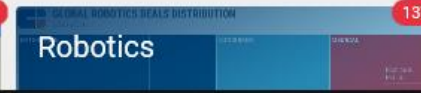
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1



1



137



Online Fashion

Women's & Men's Clothing

EVERLANE Frank And Oak
NAADAM DSTLD
Archie Foal FOR DAYS
ELLY PISTOL betabrand
RAVEAN MINISTRY
OF SUPPLY

Women's Clothing

SÉZANE CEFINN
A DAY IVY & OAK Alice Balas
WILDFANG IVYREVEL
Love, Bonito REFORMATION

Men's Clothing

凡客 vancle SON OF A TAILOR
LAB FRESH FABRIC TOKYO
PRETTY GREEN UNTUCKit

Plus Size

UNIVERSAL STANDARD ELO ELOGETH I GARDEN
STANDARD LIS

Shoes

allbirds M.GEMI KOIO
TAMARA MELLON SHOES OF PREY
OLIVER CABELL AXEL ARIGATO
atoms M. MOUSTACHE TRUE GAULT
7Hours ROTHY'S Velasca



Accessories

WARBY PARKER amelie pichard
ATELIER wReU RELIQUIAE
HICIES WESTWARD I CANINE
AHLEM tde. EDIE PARKER
LÉO et VIOLETTE POBSUI

Underwear

heist MACK WELDON MeUndies
THINX TOMBOY SPARTAN
BOMBAS LE SLIP FRANÇAIS STANCE
SAXX DUOO ethika

Lingerie

HARPER WILDE THIRDLÖVE
LIVELY NEIWAI Ma P'tite Culotte
EVELYN BOBBIE TRUSST DARE ONE
LINGERIE

Swimsuits

II SOLID & STRIPED II Andie
SUMMERSALT.

Activewear

Outdoor Voices RHONE handful.
HYLETE cotopaxi LEOTY
MOROTAI TEN THOUSAND

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Investments

M	Moglix	Series C \$23M
N	NinjaCart	Series B \$30.1M
A	Amitree	Series B \$6.63M
T	The Hush App	Seed VC \$630k
P	PharmaCCX	Seed VC \$3M

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DailyLook sends users one new fashion look on sale every day. The company's social commerce experience offers one 36-hour sale on a stylist-curated clothing/shoes/accessories look per day of the latest fashion styles before t... [MORE](#)

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☐  **Deliv**

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☐  **500 Startups**

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**DailyLook**dailylook.com [↗](#)

Los Angeles · California · United States

DailyLook sends users one new fashion look on sale every day. The company's social commerce experience offers one 36-hour sale on a stylist-curated clothing/shoes/accessories look per day of the latest fashion styles before t...

\$10.5M

total funding

4 months ago

latest funding

Funding History

Series A	\$8M
Forever 21 and Upfront Ventures	Sep '18

Seed VC	\$2.5M
Coffin Capital & Ventures, Novel TMT Ventures, Rachel Zoe, RRE Ventures, SV Angel and 2 others	Apr '13

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BREAK TRAIL VENTURES IS AN EARLY STAGE VENTURE FUND BASED IN COLUMBUS, OH AND BOULDER, CO.

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM D

Notice of Exempt Offering of Securities

1. Issuer's Identity

CIK (Filer ID Number)

[0001649077](#)

Name of Issuer

[Bazooka Jane, Inc.](#)

Jurisdiction of Incorporation/Organization

[DELAWARE](#)

Year of Incorporation/Organization

☐ Over Five Years Ago☒ Within Last Five Years (Specify Year) [2014](#)☐ Yet to Be Formed

Previous Names

☒ None

Entity Type

☒ Corporation☐ Limited Partnership☐ Limited Liability Company☐ General Partnership☐ Business Trust☐ Other (Specify)

2. Principal Place of Business and Contact Information

Name of Issuer

[Bazooka Jane, Inc.](#)

Street Address 1

[6600 Hamilton Avenue](#)

City

[PITTSBURGH](#)

State/Province/Country

[PENNSYLVANIA](#)

Street Address 2

ZIP/PostalCode

[15206](#)

Phone Number of Issuer

[412.445.3155](#)

3. Related Persons

Last Name

[Berman](#)

Street Address 1

[6600 Hamilton Avenue](#)

City

[Pittsburgh](#)

First Name

[Sophia](#)

Street Address 2

State/Province/Country

[PENNSYLVANIA](#)

Middle Name

ZIP/PostalCode

[15206](#)Relationship: ☒ Executive Officer ☒ Director ☐ Promoter

Clarification of Response (if Necessary):

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM D

Notice of Exempt Offering of Securities

1. Issuer's Identity

CIK (Filer ID Number) 0001649077	Previous Names <input checked="" type="checkbox"/> None	Entity Type <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> General Partnership <input type="checkbox"/> Business Trust <input type="checkbox"/> Other (Specify)												
Name of Issuer Bazooka Jane, Inc.	<div>13. Offering and Sales Amounts</div> <table><tr><td>Total Offering Amount</td><td>\$2,000,000 USD</td><td>or</td><td><input type="checkbox"/> Indefinite</td></tr><tr><td>Total Amount Sold</td><td>\$550,000 USD</td><td></td><td></td></tr><tr><td>Total Remaining to be Sold</td><td>\$1,450,000 USD</td><td>or</td><td><input type="checkbox"/> Indefinite</td></tr></table>		Total Offering Amount	\$2,000,000 USD	or	<input type="checkbox"/> Indefinite	Total Amount Sold	\$550,000 USD			Total Remaining to be Sold	\$1,450,000 USD	or	<input type="checkbox"/> Indefinite
Total Offering Amount			\$2,000,000 USD	or	<input type="checkbox"/> Indefinite									
Total Amount Sold			\$550,000 USD											
Total Remaining to be Sold			\$1,450,000 USD	or	<input type="checkbox"/> Indefinite									
Jurisdiction of Incorporation/Organization DELAWARE														
Year of Incorporation/Organization <input type="checkbox"/> Over Five Years Ago <input checked="" type="checkbox"/> Within Last Five Years (Specify Year) 2014 <input type="checkbox"/> Yet to Be Formed														

2. Principal Place of Business and Contact Information

Name of Issuer Bazooka Jane, Inc.			
Street Address 1 6600 Hamilton Avenue	Street Address 2		
City PITTSBURGH	State/Province/Country PENNSYLVANIA	ZIP/PostalCode 15206	Phone Number of Issuer 412.445.3155

3. Related Persons

Last Name Hirsh	First Name Jay	Middle Name
Street Address 1 5240 Longrife Road	Street Address 2	
City Westerville	State/Province/Country OHIO	ZIP/PostalCode 43081
Relationship: <input type="checkbox"/> Executive Officer <input checked="" type="checkbox"/> Director <input type="checkbox"/> Promoter		

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM D

Notice of Exempt Offering of Securities

1. Issuer's Identity

CIK (Filer ID Number)

0001750098

Name of Issuer

Break Trail Ventures Fund I, LP

Jurisdiction of Incorporation/Organization

DELAWARE

Year of Incorporation/Organization

☐ Over Five Years Ago☒ Within Last Five Years (Specify Year) 2018☐ Yet to Be Formed

Previous Names

☒ None

Entity Type

☐ Corporation☒ Limited Partnership☐ Limited Liability Company☐ General Partnership☐ Business Trust☐ Other (Specify)

2. Principal Place of Business and Contact Information

Name of Issuer

Break Trail Ventures Fund I, LP

Street Address 1

5240 LONGRIFLE RD

City

WESTERVILLE

State/Province/Country

OHIO

Street Address 2

ZIP/PostalCode

43081

Phone Number of Issuer

6145514489

3. Related Persons

Last Name

Hirsh

Street Address 1

3933 Price Road

City

Newark

First Name

Jay

Street Address 2

State/Province/Country

OHIO

Middle Name

ZIP/PostalCode

43055

Relationship: ☐ Executive Officer ☒ Director ☐ Promoter

Clarification of Response (if Necessary):

7. Type of Filing

☒ New Notice Date of First Sale 2018-08-21 ☐ First Sale Yet to Occur☐ Amendment

13. Offering and Sales Amounts

Total Offering Amount \$20,000,000 USD or ☐ Indefinite

Total Amount Sold \$0 USD

Total Remaining to be Sold \$20,000,000 USD or ☐ Indefinite



Henri Pierre-Jacques • 2nd

Managing Partner of Harlem Capital | MBA Candidate at Harvard Business School (2019) | Forbes 30u30 | EBONY Power 100

Boston, Massachusetts

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Message

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OUR FIVE PILLARS

1. We invest in founders from all backgrounds, genders and walks of life
2. Not only do we aim to invest, but also seek to develop an ecosystem of diverse founders, investors and companies
3. We believe good investments are often simple solutions to difficult problems
4. We are industry agnostic because we believe the majority of early stage companies have similar development areas
5. We strive to provide the most value-add per invested dollar by leveraging our various backgrounds and network

INVESTMENT CRITERIA

1. High quality, resilient management team with at least one full-time founder
2. Revenue of \$100k+
3. Disruptive business model solving an important problem
4. Large market size potential with positive demand drivers
5. Attractive valuation in priced or capped Seed or Series A Round
6. Ability for HCP to provide strong added value
7. Investment realization horizon of 4 to 7 years

MEET OUR CRITERIA?

If your company meets these criteria, then please send your deck and the following five items to deals@harlem.capital

- Total raise amount
- Remaining amount of the raise
- Estimated timing to close
- Pre-money valuation
- 2017, 2018 and run rate revenue

Our check size is \$100k-\$500k. Please note, we do not invest in projects (plays, music, etc.) or provide small business loans.



Transactions ☆ | NEW SCREEN

Recommended Criteria

- Transaction Type ⚙
- Transaction Status ⚙
- Announced Date ⚙
- Total Transaction Value ⚙
- Transaction Industry (CIQ/GICS) ⚙
- Transaction Geography ⚙
- Company Industry Classification ⚙
- Company Geography ⚙

Browse Criteria

- Company Details
- Company Industry Classification
- Topic Tags
- Crunchbase Categories

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- Marketing List: Business Contacts (U.S./ Canada)

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Pricing Data

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User ID: 110392039

Currency

U.S. Dollar (USD)

Transaction Overview

Issuer Details

Company Name ⓘ	RoboForce Inc.
Primary Industry (CIQ/GICS) ⓘ	Industrial Machinery and Supplies and Components
Topic Tag(s) ⓘ	Autonomous Vehicles
Headquarters ⓘ	Milpitas, CA, US
Offering Type ⓘ	Rounds of Funding - Seed
Status ⓘ	Completed
Transaction Feature Type ⓘ	Domestic Offering Only; Individual Investors Participated; Minority Stake Investment; Private Placement; Private Placement (ex. 144a and Reg S); Securities Offered by Company
Buyer/Investor ⓘ	Carnegie Mellon University

Dates

Announcement Date ⓘ	1/6/2025
Definitive Agreement Date ⓘ	1/6/2025
Completion Date ⓘ	1/6/2025

Summary

⤴ OFFERING SUMMARY
RoboForce Inc. announced that it has received \$10 million in a round of funding on January 6, 2025. The transaction included participation from new investor Carnegie Mellon University, individual investors Myron Scholes and Gary Rieschel.
⤴ USE OF PROCEEDS
RoboForce Inc. will use the proceeds for AI-powered "Robo-Labor" with initial focus in solar & space industries, to emerging from stealth as it prepares to deploy its Robo-Labor this year for early customers, for whom robots can fulfill labor shortages in harsh outdoor conditions, complete the most hazardous tasks in dangerous work environments, and maximize project efficiency and cost savings.
⤴ DEAL RESOLUTION
On January 6, 2025, RoboForce Inc. closed the transaction.

Transaction Values

Valuation Details

Gross Amount Offered (\$000) ⓘ	10,000
Amount Including Overallotment (\$000) ⓘ	10,000

Funding Round Details

Description ⓘ	Undisclosed
Issue Currency ⓘ	USD
Convertible? ⓘ	No

⤴ INVESTOR DETAILS
INVESTOR NAME
Carnegie Mellon University
Show 5 records 1 - 1 of 1 records

^ CRITERIA

ADD COMPANIES

1 [] ↓ Transaction Type In Early Stage;Venture;Growth > 250,000 X

2 [] ↑↓ And ▼ Company Geography [Target/Issuer] [United States and Canada] > 250,000 X

3 [] ↑↓ And ▼ Business Description [Target/Issuer] Includes robotics 3,534 X

4 [] ↑ And ▼ Announced Date (mm/dd/yyyy) [Last 3 Years] 777 X

Add Criteria

Transaction Type In

ADD

Enter your text

Q

Select All Clear All

☐ M&A

☐ Equity Capital Markets

☐ Debt Capital Markets

☐ Rounds of Funding

☐ Early Stage

☐ Venture

☐ Growth

☐ Mature

☐ Debt

Results (777)

DISPLAY CO

Custom Screener Report 1

DELETE SELECTED

SAVE LIS

ANSACTION STATUS

TOTAL TRANSACTION VALUE (\$M)

BUYERS/INVESTORS

Transactions

☆ | NEW SCREEN

Recommended Criteria

Transaction Type

Transaction Status

Announced Date

Total Transaction Value

Transaction Industry (CIQ/GICS)

Transaction Geography

Company Industry Classification

Company Geography

Browse Criteria

Company Details

Company Industry Classification

Topic Tags

Crunchbase Categories

Company Geography

Company Identification

Business Description

Parent Company Information

Company Financials

Financial Highlights

Financial Period

Financial Sources

S&P Global Universal Fundamentals

S&P Capital IQ Fundamentals

Pricing & Market Data

Market Capitalization / Valuation

Trading Multiples

Pricing Change

Equity Market Data

Estimates

CIQ Estimates

Key Developments

Key Development Type & Category

Key Development Headline

Key Development Description

CRITERIA

ADD COMPANIES

1 Transaction Type In Early Stage;Venture;Growth > 250,000

2 Company Geography [Target/Issuer] [United States and Canada] > 250,000

3 Business Description [Target/Issuer] Includes robotics 3,534

4 Announced Date (mm/dd/yyyy) [Last 3 Years] 777

ADD CRITERIA

ADD SEARCH CRITERIA

ADD

RETURN

ALL RESULTS

RUN SCREEN

Results (777)

DISPLAY COLUMNS

Select a Template

OPTIONS

Custom Screener Report 1

DELETE SELECTED

SAVE LIST

TRANSACTION COMPS

	TARGET/ISSUER NAME	MI TRANSACTION ID	ANNOUNCED DATE (MM/DD/YYYY)	TRANSACTION TYPE	TRANSACTION STATUS	TOTAL TRANSACTION VALUE (\$M)	BUYERS/INVESTORS
<input type="checkbox"/>	RoboForce Inc.	SPTRO4158093	01/06/2025	ROF - Early Stage - Seed	Completed	10.00	Carnegie Mellon University
<input type="checkbox"/>	Roboligent, Inc.	SPTRO4036269	08/26/2024	ROF - Early Stage - Seed	Completed	NA	Gosung Engineering
<input type="checkbox"/>	Robotic Research OpCo, LLC	SPTRO3249136	04/26/2022	ROF - Venture - <5 Yrs	Completed	NA	Oshkosh Corporation (NYSE:OSK)
<input type="checkbox"/>	Robotic Research OpCo, LLC	SPTRO4044649	09/10/2024	ROF - Venture - Series B	Completed	75.00	Standard Investments LLC; Enlightenment Capital LLC; Moore Strategic Ventures, LLC; Hedosophia Services Limited; Crescent Cove Advisors, LP; XYZ Venture Capital, LLC; Four More Capital
<input type="checkbox"/>	Roboto Technologies, Inc.	SPTRO3602108	04/06/2023	ROF - Early Stage - Seed	Completed	4.80	The Allen Institute for Artificial Intelligence; Unusual Ventures; Fuse Ventures Management, LLC
<input type="checkbox"/>	Robust AI, Inc.	SPTRO3614162	04/20/2023	ROF - Venture - Series A	Completed	20.00	Energy Impact Partners LLC; Playground Global, LLC; Jazz Venture Partners, L.P.; Prime Movers Lab LLC; Future Ventures
<input type="checkbox"/>	Rokid Inc.	SPTRO3856235	01/09/2024	ROF - Growth - Series C	Completed	69.76	
<input type="checkbox"/>	Root AI, Inc.	SPTRO3954340	03/01/2023	ROF - Venture - <5 Yrs	Completed	0.00	
<input type="checkbox"/>	ROYBI INC	SPTRO4191061	01/01/2025	ROF - Early Stage - Seed	Completed	NA	

Recent Transactions

Currency U.S. DOLLAR (USD) ▾

^ FILTERS List N

ListNone

Transaction TypeAll Transactions

Private Equity DealsInclude

Include Transaction Feature

Target/Issuer Indust... All

Geography All Geographies

Date Range Three Month

Date Announcemen...

Transaction Status Announced, Completed ▾

Target/Issuer Topic Tags

A/B Testing, Machine Learning

SELECT ALL CLEAR ALL

Search

☐ 3D Printing

☐ 5G

☒ A/B Testing

☐ Ad Exchange

☐ Ad Network

Changes made to or

In the case of multiple selections, any transaction that meets one or more of the criteria selected will be included. Deselecting all items will return all records.

When a List is selected, statistics include deals of the companies in the list only. Deals from subsidiaries are not included.

TRANSACTION ID	ANNOUNCEME... DATE ▾	COMPLETION DATE	TARGET OR ISSUER	BUYER	SELLER	TRANSACTION TYPE	S
----------------	-------------------------	--------------------	------------------	-------	--------	------------------	---

Private Equity Investors

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[Definitions](#)

This page displays all private equity investments collected by S&P Global. By default, the results are sorted by the number of transactions in the last one month in the user's preferred industries.

Currency [U.S. DOLLAR \(USD\)](#)
[↑ FILTERS](#)
Investment Date from: 01/12/2025 ...

INVESTOR INFORMATION

Investor Name (contains)

Investor Geography [United States And Canada, Europe, Asia-Pacific, Lat...](#)

Assets Under Management (\$M) [From:](#) [↔](#) [To:](#)

Dry Powder (\$M) [From:](#) [↔](#) [To:](#)

Total Amt Raised (\$M) [From:](#) [↔](#) [To:](#)

Investor Status [Active](#)

Number Of Investments

Total

[From:](#) [↔](#) [To:](#)

TRANSACTIONS

Recent Transactions

Transactions Statistics

U.S. Financial Institutions

M&A Summary

Transactions League Tables

PRIVATE MARKETS

Investments

Investors

Private Capital Benchmarks

Private Capital Index Returns

Dry Powder & AUM Trends

Fundraising Trends

Include Transaction Feature

Investment Date [01/12/2025](#) [↔](#) [02/11/2025](#)

Note: Choose a date between 01/01/2000 and 02/11/2025

Investment Status [Pending, Completed](#)

Deal Amount (\$M) [From:](#) [↔](#) [To:](#)

Industries (CIQ/GICS) [Health Care](#)

Target Geography [United States And Canada, Europe, Asia-Pacific, Lat...](#)

Portfolio Company Name (contains)

STATED INVESTMENT PREFERENCES

Transaction Type

Geographies of Interest

Equity Investment Size (\$M) [From:](#) [↔](#) [To:](#)

Industries of Interest (CIQ/GICS)

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Marketline

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Search

All research



OR

Browse by

[Industries](#)[Geographies](#)[Companies](#)[Databases](#)

Making Contact:

- There is no replacement for warm introductions.
- Hierarchy of Introductions:
 - Co-Investor,
 - Other Investor,
 - Your Investors &
 - Industry Leaders,
 - Cold Calls &
 - Investment Bankers
- It is the responsibility of your Investors and Board to solicit follow-on capital... *and also the CEO.*
- The CEO and Management are responsible for pitching and closing.



Making Contact:

- Use a CRM (*many free options*) or an Excel spreadsheet to make a TARGET INVESTOR LIST:
 - Create profiles for co-investors on transactions.
 - **Ask for two introductions in conversation with good contacts.**



Target Investor List Template

- Investor Name
 - Category (Industry, Stage)
 - Website
 - Description
 - Fund Size
 - Fund Vintage Year
 - Investment Criteria
 - State
 - Comments / Reasoning
 - Grade (A, B, C, F)
- Recent Deal #1
 - Date
 - Round
 - Amount
 - Valuation
 - Lead Partner
 - Contact Info / LinkedIn
 - Intermediary Connections
 - Contact Info / LinkedIn



Being Prepared:

- Target Investor/Contact List – help your network help you!
- Personalized Introductory Letter

Why you've identified them as a prospective investor, reference investments, investment criteria from their website, mutual connections, and a clear ask and timeline.
- Teaser

1-page summary of your company, traction metrics, and funding ask.
- Pitch Deck

<20 slides, summary detail of your market, company, and plan.
- Detailed Business Plan and Early Diligence Documents

Can take many forms and does not need to be overly formal.
Demonstrates that you're prepared and ready to act!



Questions?

Benjamin J. Garber

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