



# True Wealth

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## V E N T U R E S

### Women-Led Micro VC Fund Targeting Gender Diverse Teams

**Mission Statement:** Investing in Gender Matters. We see value in the impact of women. True Wealth Ventures invests in smart female entrepreneurs, from consumer health innovators to sustainable product pioneers. Women-led companies have proven they deliver higher returns. It's time to invest in new perspectives.

#### Fund I

- Fund Size: \$19,100,000
- Close Date: January 29, 2018
- Based in Austin, Texas
- Investment Thesis: True Wealth Ventures is focused on investing in more women leaders
  - who have proven to financially out-perform
  - in high growth markets of sustainable consumer and consumer health and
  - where women are making the vast majority of purchase decisions.

We know that women are especially interested in making a positive impact, as both entrepreneurs and investors, and are proud to be a Global Impact Investing Network (GIIN) Certified Fund. Therefore, we exclusively invest in companies that are women-led and are improving environmental and/or human health. More on how we define sustainable consumer and consumer health markets as well as women-led companies here: <https://truewealthvc.com/about/>.

We like to be the first institutional investors at an early stage (usually Series Seed) with first checks around \$500k, and we often take a board seat. We generally reserve two-thirds of our investment capital for follow-on investments. We look for companies where the founders see an acquisition exit opportunity within 5 years at a valuation of \$100 million or more.

#### Sara Brand, Founding General Partner

- Ph.D. and M.S. Green Design & Manufacturing, minor Public Health & Energy, UC Berkeley; Management of Technology Certification, UC Berkeley; B.S. in Mechanical Engineering from UT Austin
- Prior VC experience investing out of \$150M venture fund as one of five investment professionals at Fremont Ventures in San Francisco, named one of the top 10 venture capital firms for adding value to portfolio
- Technical and operational roles at Intel, Applied Materials, Advanced Micro Device - Reported directly to 3 Fortune 500 CEOs in strategic and operational capacities; Consultant at McKinsey & Co.
- M&A experience acquiring startups and integrating them into large publicly-traded corporations & leading company mergers and managing cross-functional dynamics

#### Kerry Rupp, General Partner

- MBA, Harvard Business School; B.A. in Biology, Duke University
- Vice President level positions at AllRecipes.com, Jobster, Classmates.com and LexisNexis; Advised senior executives at Allrecipes.com, ReadersDigest, LexisNexis, Payscale, and Taleo on strategy, business development and marketing; Consultant at McKinsey & Co and Accenture
- Nationally-certified instructor for the National Science Foundation's Innovation Corps (I-Corps) program, helping university-based teams to commercialize their science and technology research
- CEO at DreamIt, a top ten U.S. startup accelerator and early-stage venture fund, directly involved with the launch of over 150 companies

See Full Bio's Here: <https://truewealthvc.com/about-us/>

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