



Curate Capital

Crafting a Career
of Purpose + Passion

for FEI | January 2022



Agenda

1. Who I am

2. About Curate Capital

3. How to craft YOUR career

Hi, I'm Carrie Colbert



BACKGROUND

From a small town in the TX Panhandle

EDUCATION

UT petroleum engineering degree 1999
• top of my class - 3.98 GPA

UT MBA 2009

CAREER

5 years at Anadarko

13 years at Hilcorp

5 years of angel investing + influencer

2 years running Curate Capital

TURNING POINT

pragmatic

passionate

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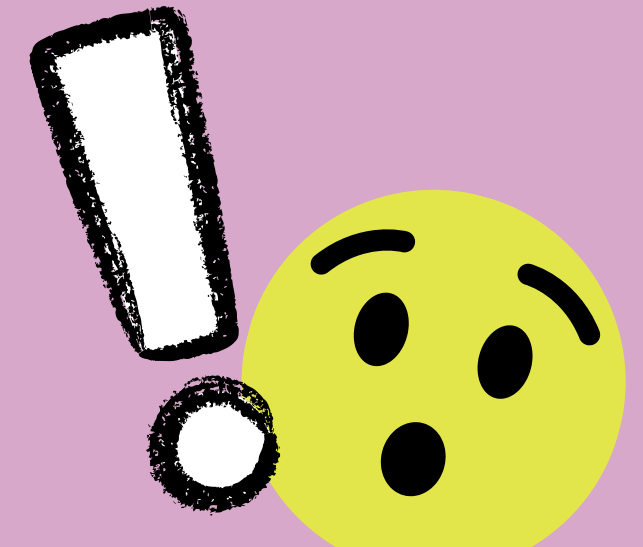
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2 years running Curate Capital

TURNING POINT

power

purpose



had my daughter at age 40

had my son at age 44

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What is

Curate Capital?

a venture capital fund

investing in businesses by women for women

currently raising a **\$10 million fund**

LAUNCHED IN EARLY 2021

FEMALE CUSTOMER



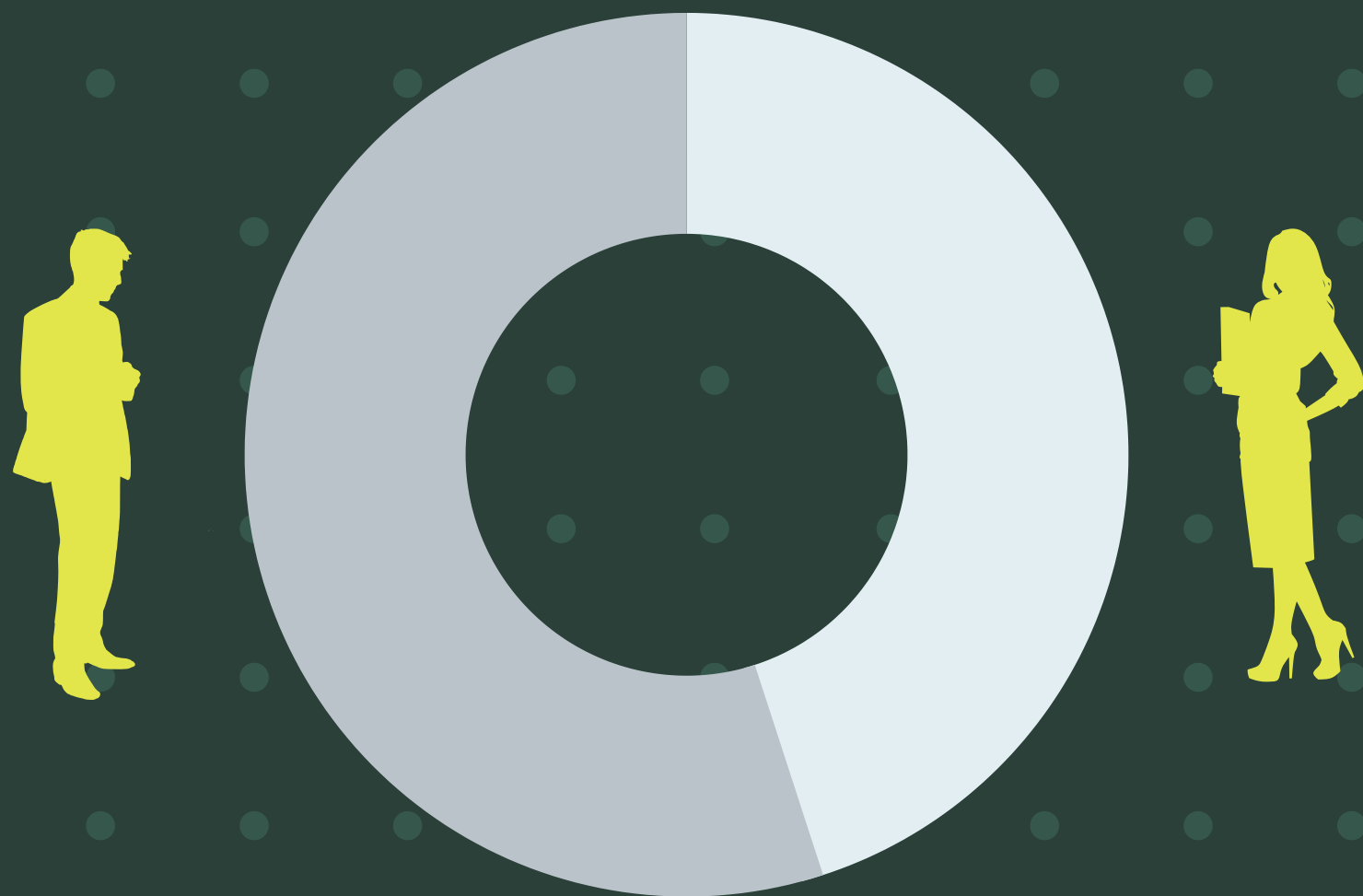
FEMALE FOUNDER



FEMALE INVESTOR



45% of US businesses
are female-founded



Yet only 2% of VC dollars
go to women



and we have an inside track to these deals!

Two words: opportunity arbitrage

**cheddar
news**



“ This is not charity or philanthropy at all!

Truly, women are building the best businesses in the country right now. In our view, these are incredible investment opportunities. ”

— CARRIE COLBERT

Founding and General Partner, Curate Capital

Cheddar News, live national TV interview, July 2021

Meet a Few Our Fabulous Female Founders

Packed Party



**JORDAN
JONES**

FORBES
30 under 30 in 2019

TO THE MARKET



**JANE MOSBACHER
MORRIS**

FORTUNE
world' 25 top leaders in 2020

IntuiTap
MEDICAL



**JESSICA TRAVER
INGRAM**

FORBES
30 under 30 in 2017

T LIVE N T E D



























**DEEPICA
MUTYALA**

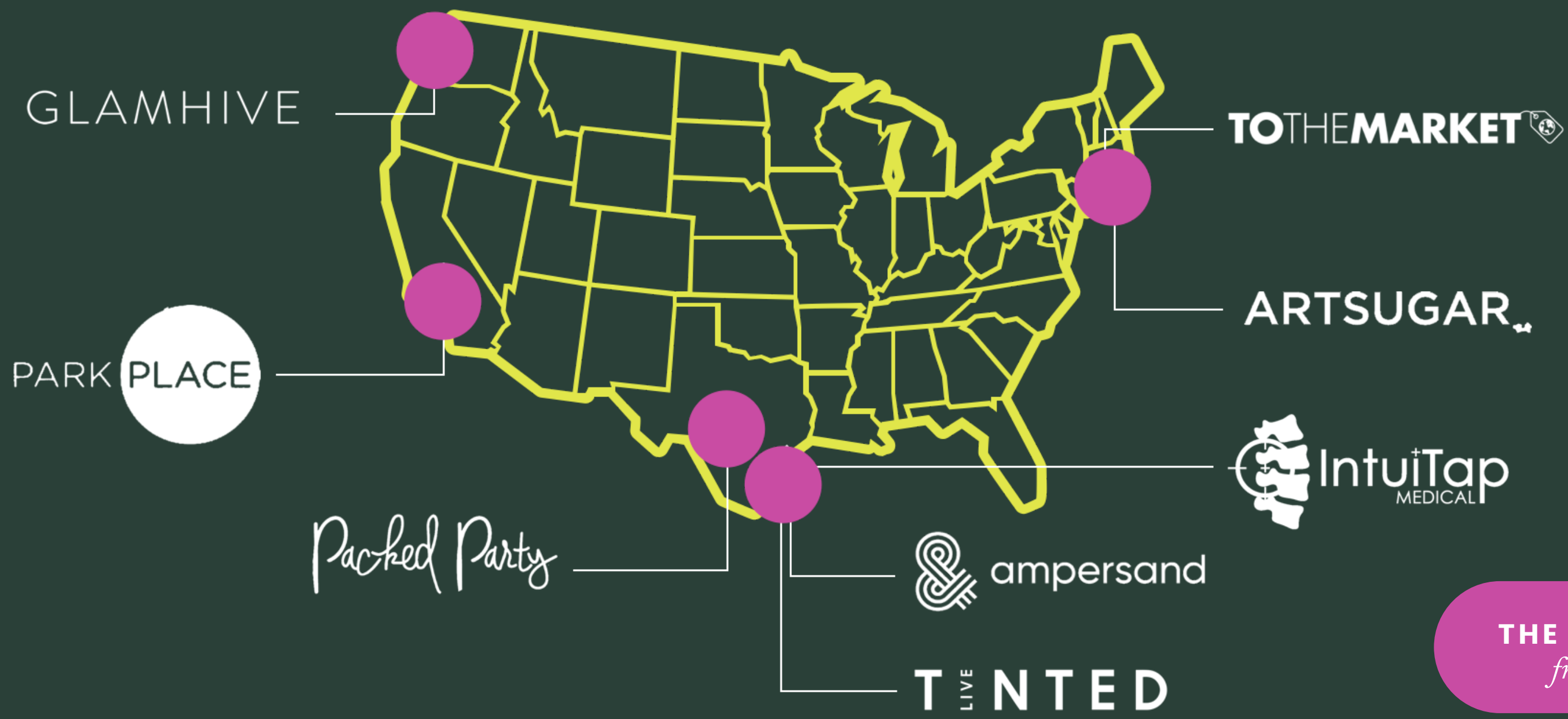
ENTREPRENEUR
100 powerful women in 2020

See next section for more details on our founders + companies

Portfolio at a Glance

| |  ampersand |  ARTSUGAR |  GLAMHIVE |  IntuiTap MEDICAL |  T LIVED |  Packed Party |  PARK PLACE |  TOTHEMARKET |
|-----------------------|---|--|--|---|---|--|---|---|
| Advisory Shares (Y/N) |  |  |  |  |  |  |  |  |
| Board Seat (Y/N) |  |  |  |  |  |  |  |  |
| Total Equity | 13% | 17% | 7% | 3% | 5% | 2% | 7% | 10% |

Curate Capital Companies



THE BEST OF THE BEST
from across the country



Crafting a Career

of Purpose + Passion

HOW DID I END UP RUNNING ONE

OF THE TOP EMERGING VENTURE

CAPITAL FUNDS IN THE COUNTRY?!

**with zero experience in venture capital experience or connections*

Convergence of Your

Career + Calling + Cause

1. CORE COMPETENCIES

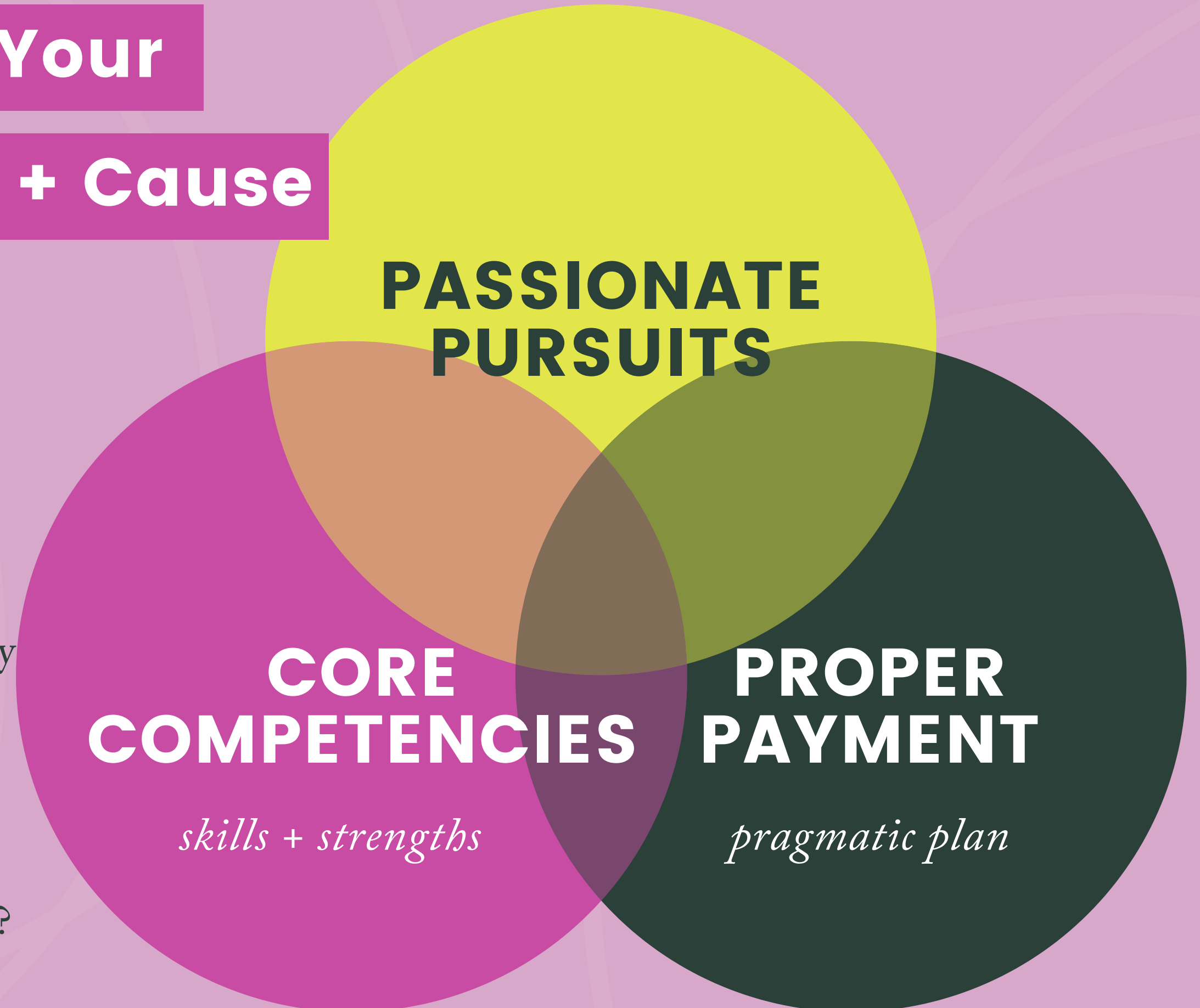
- What am I good at?
- What are my skills and strengths?

2. PROPER PAYMENT

- What is going to pay the bills?
- What is going to help me meet my long-term financial objectives?

3. PASSIONATE PURSUITS

- What am I passionate about?
- What gives me a sense of purpose?
- What propels me forward?





Curate Capital

Comments



Curate Capital



**Thank you for your interest
in Curate Capital!**

CARRIE COLBERT

832.883.0703 carrie@curate.capital
[@carriec](#) [@curate.capital](#) on IG

Female Founded Businesses Are:

1.

UNDERFUNDED

Almost half of all US businesses are female-founded but are chronically underfunded.

Spoiler alert: women received only 2% of VC dollars in 2021!

2.

OVERPERFORMING

Female founders are generating outstanding results!

3.

WE HAVE AN INSIDE TRACK!

Leveraging our relationships and female-founder focus, we take advantage of the best deals in today's market.

Our Investment Thesis



We are founder-centric

We present an approachable, friendly alternative to the traditional VC model.

We are industry agnostic

Rather, we focus on companies built by women for women.

This allows us to look across industry lines to select the premier investment opportunities.

We like to lead rounds and have an equity stake of 10-20%

Our average check size ranges from \$500K - \$1M.

We usually negotiate board seats and advisory shares.



Why choose

Curate Capital?

Our Proven Performance

Before starting Curate Capital, Carrie spent years angel investing in female-founded businesses.

5+ year track record

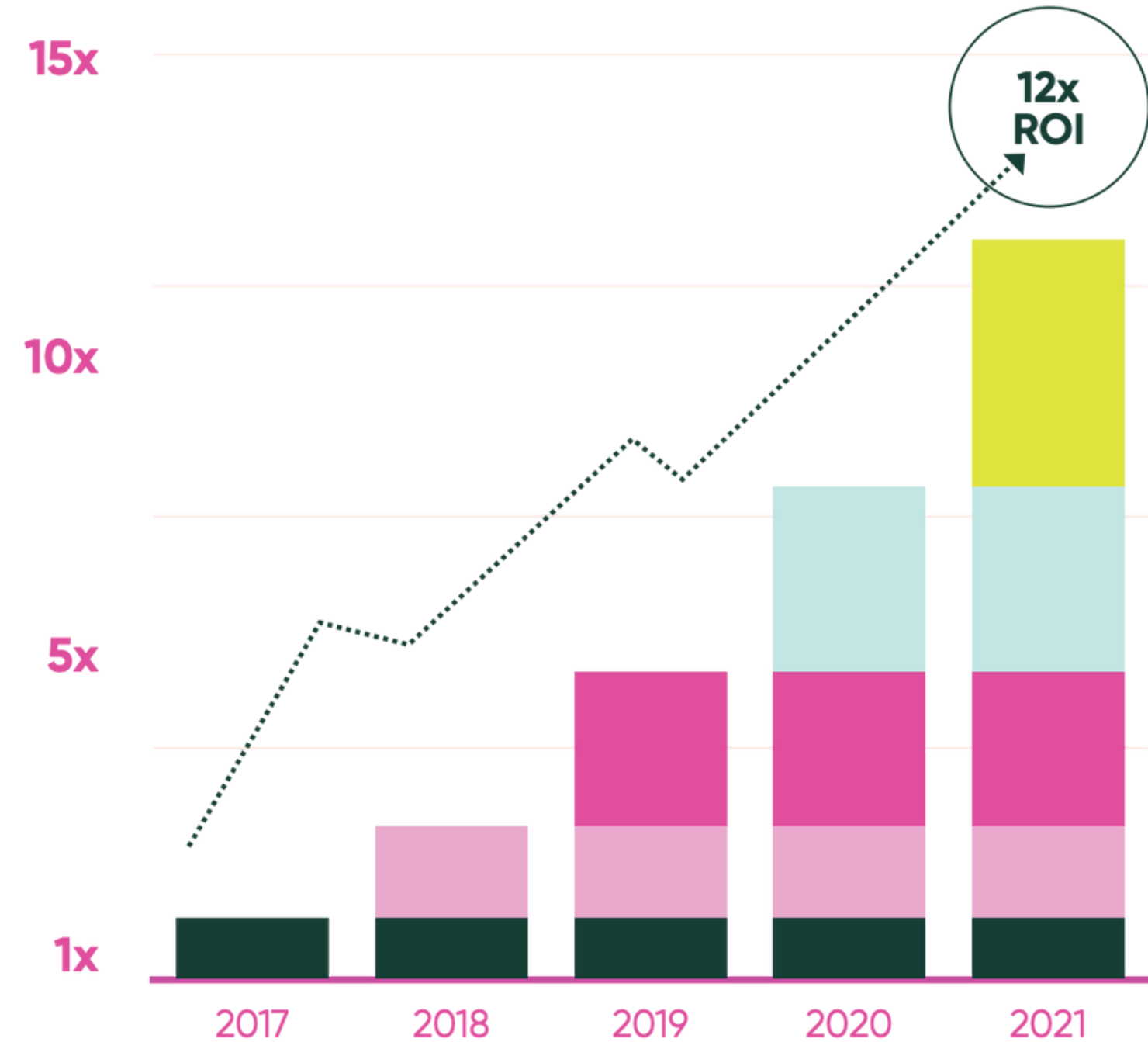
investing in female-founded businesses

\$1.5 Million

personal capital invested

12x ROI

in 5 years





Curate Capital

Investments - at a glance

The Portfolio of Companies is Largely Built Now

\$6 MILLION

Invested in 8 companies

\$2 MILLION

Committed to follow-on
investments

\$2 MILLION

Remains to be invested



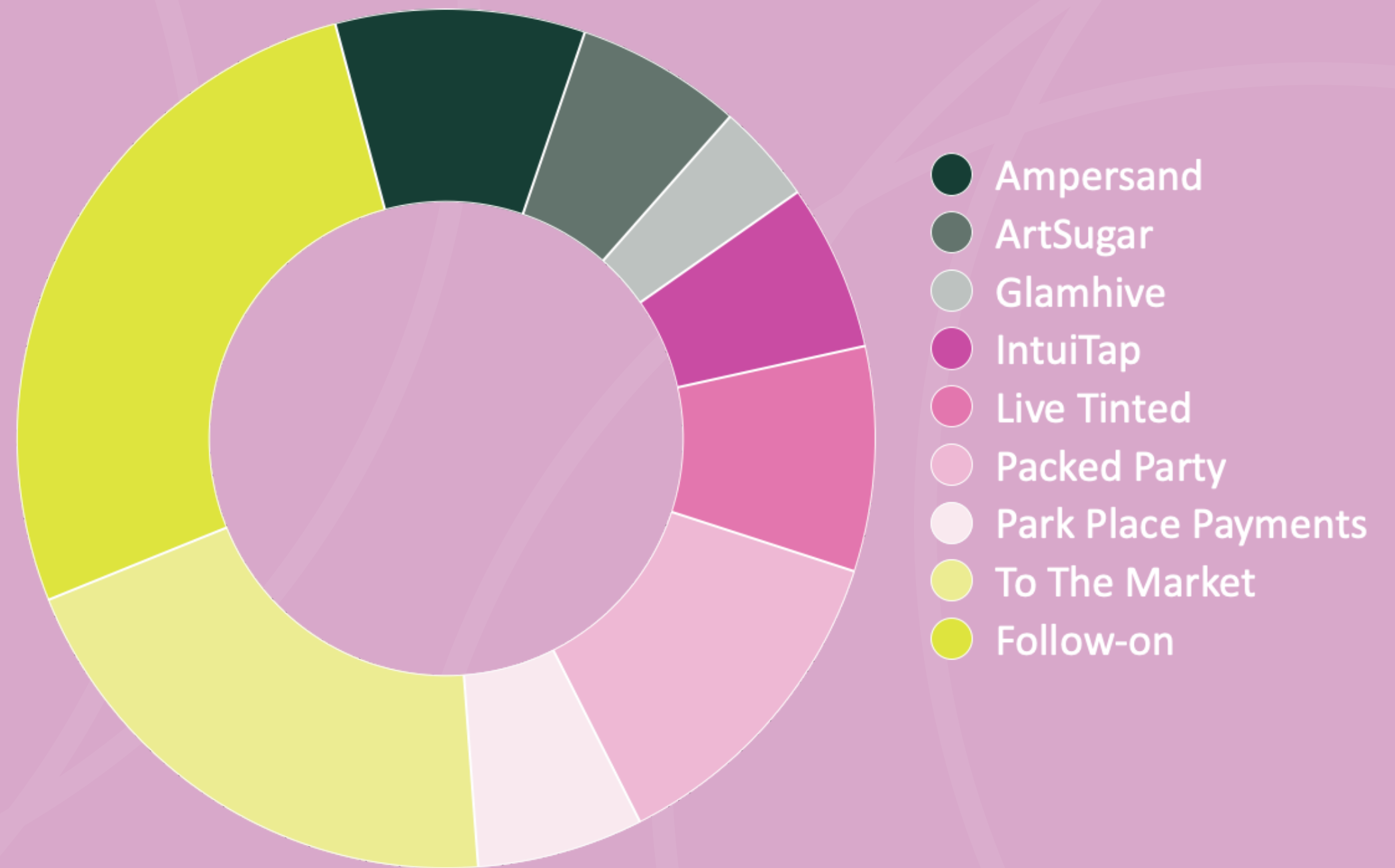
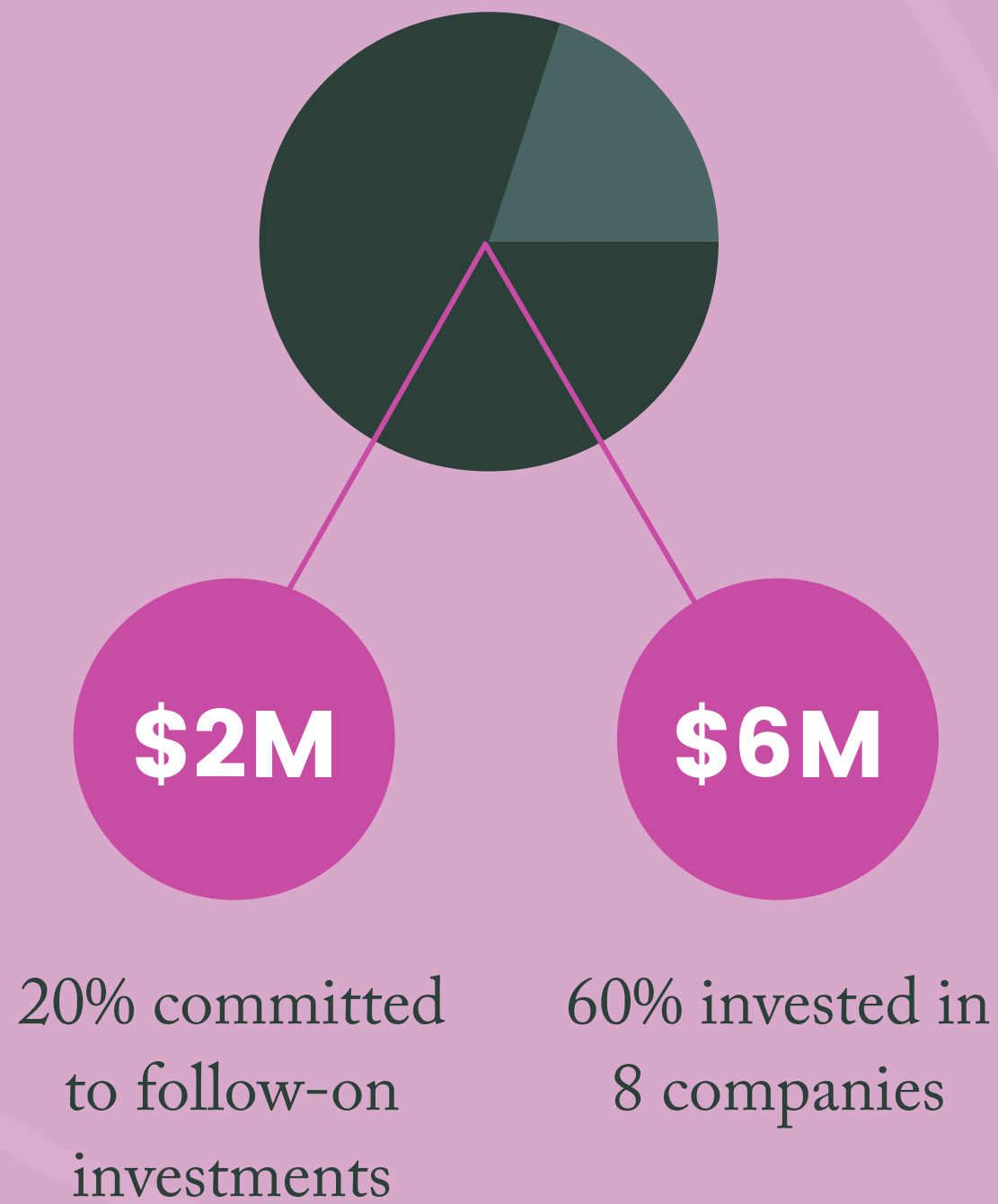
Key Investor Advantages:

You know where your
money is going!

Specific portfolio
companies are already
identified.

The caliber and quality
of founders and
companies is known.

80% of the \$10M Fund is Already Allocated



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Curate Capital

Companies - deep dive

Packed Party

founded by Jordan Jones

CURATE OWNERSHIP – 2%

Founded in 2013 / Based in Austin

Packed Party creates unique, approachable, experiential products that make life a party.

WHY WE INVESTED

Jordan's abilities to create products and market to the millennial female consumer

The company's growth over the last five years – with even more upside on the horizon

Products found in big retailers like Walmart, PetSmart, Whole Foods, HEB, Buc-ee's, and more

In 2019, Jordan was named to the Forbes 30 under 30 list in retail and e-commerce

The company successfully utilizes exclusive retail partnerships to drive even more DTC business with 60% margins

DTC revenue doubled in 2020

Relatively quick exit expected





founded by Jane Mosbacher Morris

CURATE OWNERSHIP – 10%

Founded in 2018 / Based in NYC

Changing the way retail manufacturing is done and powering the ethical supply chain.

WHY WE INVESTED

Jane is uniquely experienced and qualified to build this company successfully

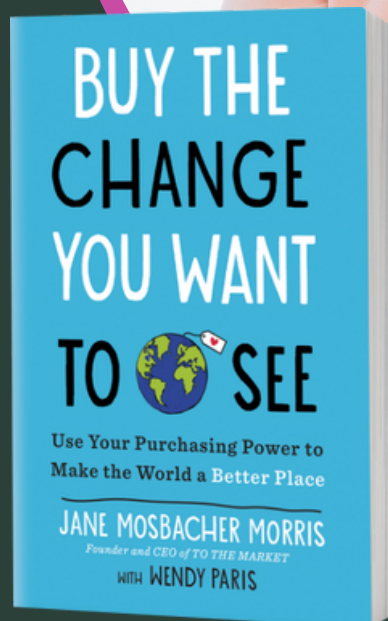
Former counterterrorism professional at the US Department of State

Focused on women, job creation, and sustainability

ESG is a hot, trending, growing focus with both consumers and investors

Company has built a technologically advanced platform providing transparency through the entire supply chain

In 2020, Jane was named Fortune Magazine 25 World's greatest leaders because of her response to Covid-19.



AUTHOR
Buy the change you want to see

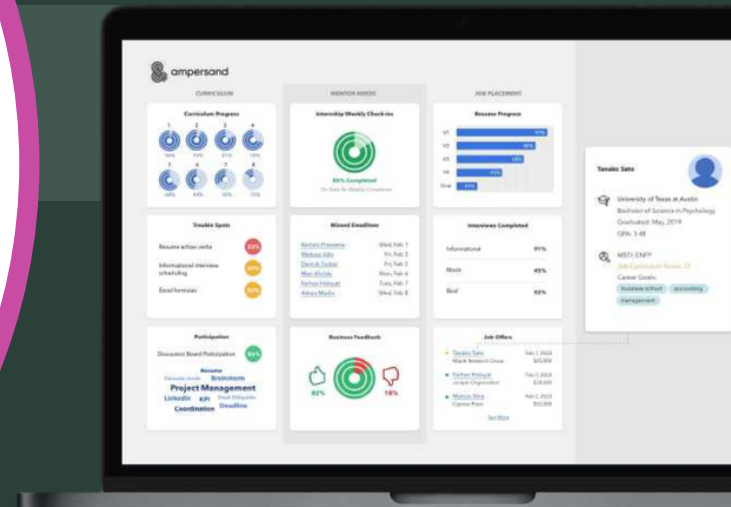


founded by Allie Danziger

CURATE OWNERSHIP – 13%

Founded in 2020 / Based in Houston

Revolutionizing career development & eliminating the employee skills gap.



WHY WE INVESTED

Allie is a veteran entrepreneur and 2x founder

“Future of work” solutions are in high demand – particularly post-pandemic

The company’s mission to democratize access to career-building opportunities for young professionals will have a direct positive impact on young women

The platform and internship program are highly scalable

Potential revenue streams are huge; potential exit options are numerous

DATA + ANALYTICS ENGINE

- Automatically matches interns
- Provides partners with hiring trends and market gaps
- Coaching at scale with AI chatbot
- Predictive link between Ampersand and client businesses

T LIVE N T E D

CURATE OWNERSHIP – 5%

Founded in 2018 / Based in Houston

A beauty brand and inclusive platform built around community by creators passionate about representation.

WHY WE INVESTED

Deepica posted a viral You-Tube video in 2015 gaining her major national media attention

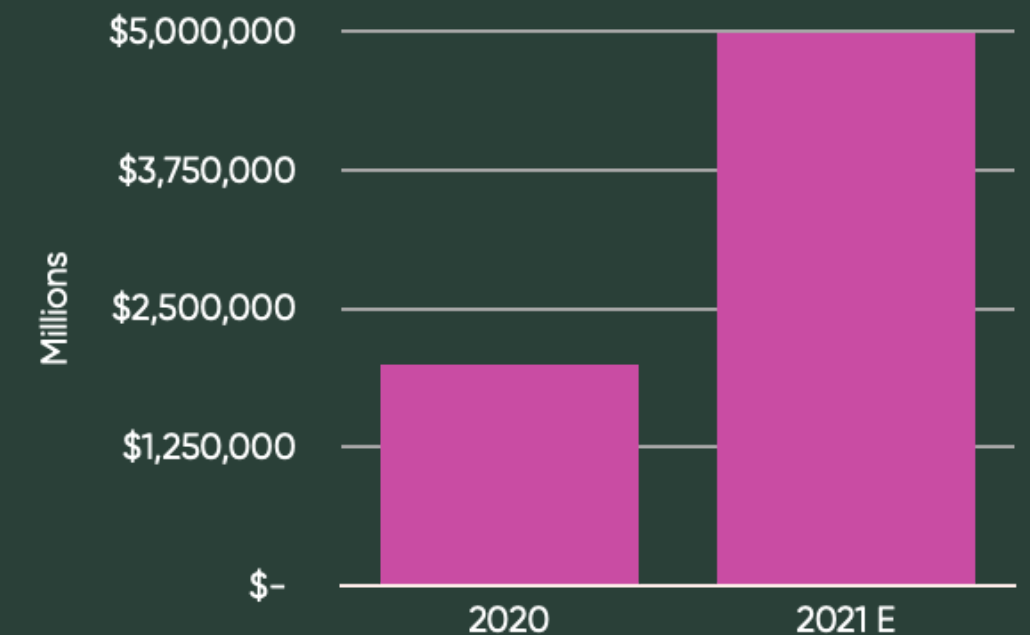
She parlayed that into becoming an influencer, and building an online community of over 750k

Followers 94% female in the 18-34 age range

Expect top line sales of \$5M in 2021 with only 5 products – all DTC (very high margins)

Launching in Ulta next month

REVENUE BY YEAR



ENTREPRENEUR

100 powerful women in 2020

ARTSUGAR.

founded by Alix Greenberg

CURATE OWNERSHIP – 17%

Founded in 2018 / Based in NYC

Pioneering art curation for the Instagram generation, bridging the gap between generic mass-produced art + expensive fine art.

WHY WE INVESTED

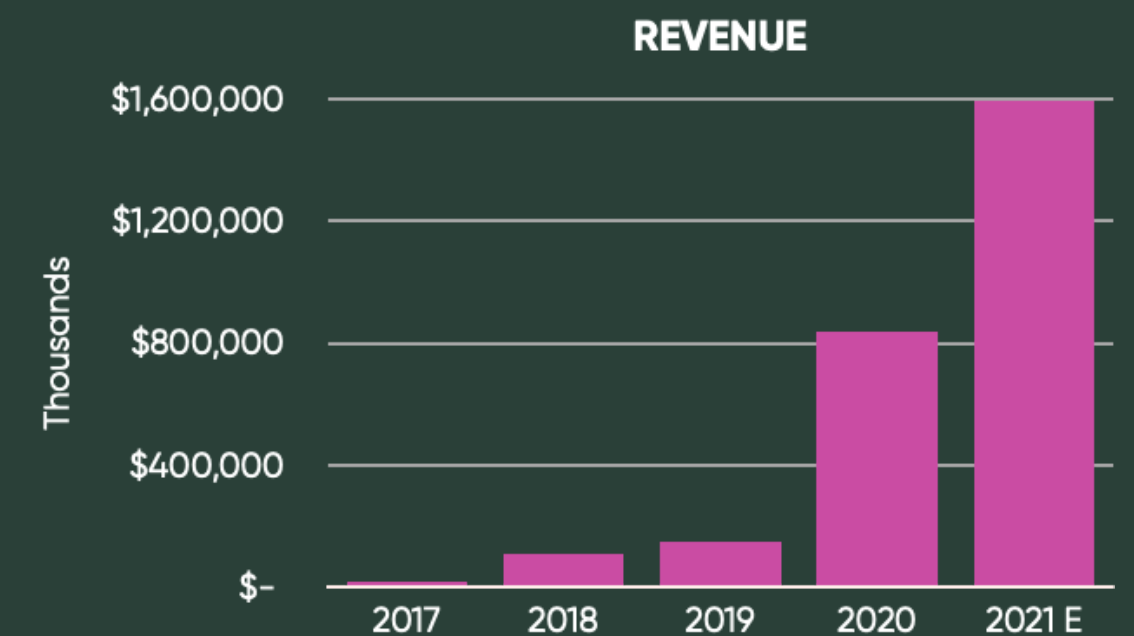
Alix has a great mix of fine art education and experience, along with an entrepreneurial spirit

Bootstrapped business to date, and profitable since day one

Significant community and social media traction

Revenue growth of 800% since start of 2020

Curate can bring significant value – and because of that we negotiated a very strong equity position





founded by Jessica Traver Ingram

CURATE OWNERSHIP - 3%

Founded in 2016 / Based in Houston

Eliminating the guesswork, frustrations, and pain from spinal punctures.

WHY WE INVESTED

Epidurals are literal pain points to which women can relate

“Stud finder” for the spine reduces number of needle insertions from 3 to 1

Huge total addressable market

Super qualified team of leading medical and engineering professionals

Clinical trials complete

Submitting for FDA approval January 2022

Anticipate exit within 12-18 months



FORBES

30 under 30 in 2017



PARK PLACE

founded by Samantha Ettus

CURATE OWNERSHIP – 7%

Founded in 2019 / Based in LA

Fundamentally changing the experience businesses have with their payment processor.

WHY WE INVESTED

Samantha is a well-known authority on women in the workplace and a natural high-achiever

“Sales-Force-as-a-Service” business transforming how financial services are sold to small businesses

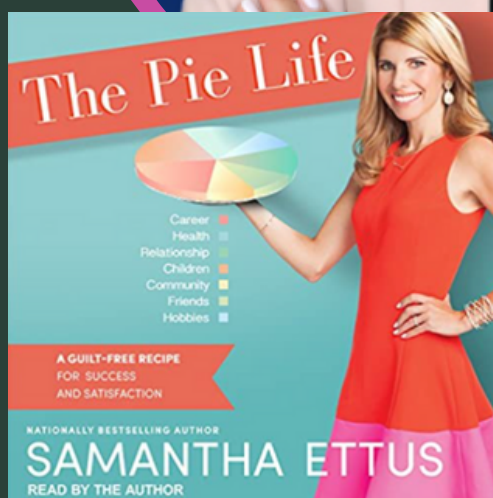
Innovating primarily on service by building a nationwide sales force of women

Company provides a legitimate career path for women, offering those who have left the workforce an entryway

Her stated goal is for this to be a billion-dollar company

Fintech companies trade for very high multiples

Revenue grew 90% year over year from June 2020 to June 2021



bestselling
AUTHOR OF 5 BOOKS

GLAMHIVE

founded by Stephanie Sprangers

CURATE OWNERSHIP – 7%

Founded in 2017 / Based in Seattle

Empowering stylists to build and monetize their businesses

WHY WE INVESTED

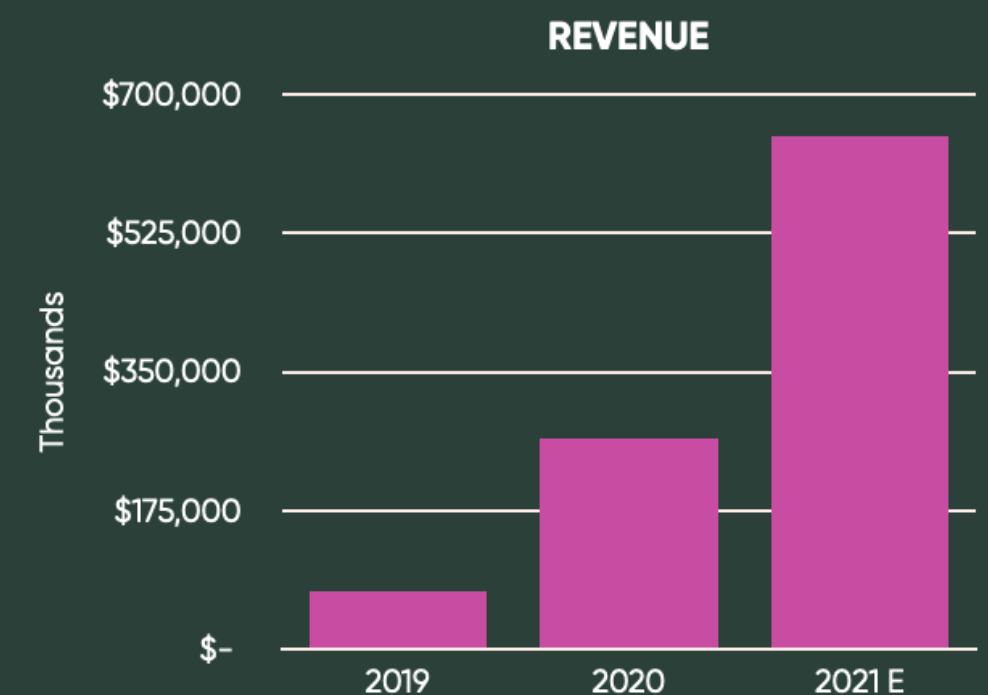
\$5.3B TAM which is largely unaddressed and underserved

Largest online community of professional stylists; no other end-to-end solution set for stylists to manage their businesses

Currently only in the US; huge expansion possibilities both here and abroad

Strong revenue growth and largely scalable business model with additional verticals easily built into the platform.

Driven by demand, virtual and in-person events are now a significant revenue source



What Founders Are Saying



Packed Party

Carrie has been a wonderful partner and resource to Packed Party and myself since investing five years ago. Carrie's in-depth knowledge of brands and social media have made her a valuable asset to our team through the years. Not only is Carrie a great partner, but she's also a great person and has the unique ability to put herself in the founder seat and come to the table with solutions both at a personal and professional level.

JORDAN JONES, FOUNDER



GLAMHIVE

Capital totally helps. But the bonus is having an investor who is a woman, who is an influencer, who can speak at our events, who understands our business, who understands the customer... All of that elevates the investor experience. Working with Curate Capital is a breath of fresh air!

STEPHANIE SPRANGERS, FOUNDER

What Investors Are Saying



Carrie's passion for supporting women and her experience in building a successful business is quickly changing the venture capital game. She is a genuine human who has both the investors' and the founders' best interests at heart. It is hard to find another investment opportunity with this much promise and heart.

ALYSSA ARNOLD

ENGINEER + ENTREPRENEUR + INVESTOR



I've seen many female-focused venture funds over the years. Often, they are so married to the cause, so to speak, that they neglect the equally important element of disciplined underwriting and business fundamentals. Curate Capital is different. Carrie is laser-focused on making money.

STEFAN WHITWELL

WEALTH + INVESTMENT ADVISOR