FUND II · OPPORTUNITY SUMMARY

PRESS ON VENTURES

EARLY-STAGE CONSUMER

$75M	45–50	2–3
FUND SIZE	TARGET INVESTMENTS	INCUBATIONS

SCROLL TO EXPLORE

OUR MISSION

Investing in resilient founders building transformative consumer businesses.

STAGE	FOCUS	EDGE
Pre-Seed through Series A	**Health, well-being and experiences**	**Operators backing operators**

OUR THESIS

The next wave of AI is consumer.

As the generative-AI cycle matures, the easy enterprise trade is largely priced in. We believe the next leg of AI value creation will be in consumer.

Consumers don’t buy AI. They buy better products.

01 AI-ENABLED PRODUCT EXPERIENCES

AI is the experience, not a feature.

Companies whose product is fundamentally 10× better because of AI. Products that simply could not have existed two years ago.

Helix.ID	A two-second voice check that proves a user is a live human, with no ID scan.	→
10Beauty	A salon-quality manicure in 17 minutes, via computer-vision robotics.	→
Magic Story	A multi-agent “Automated Hollywood” for personalized children’s media.	→

366
personalized production releases in July

−50%
compute cost, month over month

Magic Story shipped 366 personalized production releases in July alone while cutting compute costs 50% month over month.

02 AI-LEVERAGED OPERATORS

AI as an unfair advantage.

Consumer-product teams using AI across GTM, creative, and ops, compressing years of burn into months of disciplined execution.

Jacob Bar	AI-leveraged GTM and creative built for capital-efficient growth.	→
Gato	Lean, AI-native operations driving disciplined, profitable growth.	→
SipMargs	AI-amplified marketing and creative behind a breakout RTD brand.	→

29% → 20%
ad spend as a share of net revenue

+249%
marketing profit, quarter over quarter

Jacob cut ad spend from 29% to 20% of net revenue and grew marketing profit 249% quarter over quarter.

Press On Ventures is purpose-built for both.

OVERVIEW

Opportunity Summary

Press On Ventures Fund II is a $75 million early-stage consumer venture fund investing in the next generation of transformative consumer companies.

FUND SIZE

$75 Million Early-Stage Consumer Venture Capital Fund

INVESTMENT SIZE

- ~$750,000 per initial check: 1% of the fund
- $1.5M maximum per company: 2% of the fund
- Diversified across ~45 companies, with no single position above 2% of the fund
- Incubations: $250K pre-seed + $500K seed

INVESTMENT STRATEGY

- Investing from Pre-Seed through Series A
- Targeting 5% to 8% Ownership; 30% to 40% in Incubations
- Partner with ~45 Exceptional Founders, Plus 2-3 Internal Incubations
- Two Founder Categories: AI-Enabled Product Experiences and AI-Leveraged Operators

FEES & STRUCTURE

- 5 Year Initial Investment Period; 10 Year Full Fund Term
- 20% Capital Reserved for Follow-On Investments
- Bi-Annual Capital Calls
- 2.5% Management Fee (reduced 0.25%/yr after investment period, floor 1.5%)
- 20% Carried Interest

FUND I TO FUND II

The same playbook, at scale.

Fund I put the thesis to work with $15M. Fund II runs the same playbook at $75M, with larger checks, real reserves behind the winners, and a platform that lets a small team do the work of a large one.

	Fund I 2025 VINTAGE	Fund II TARGET
FUND SIZE	$15.3M	$75M
INITIAL CHECK	$486K average	~$750K
OWNERSHIP	3% average	5%–8% target
FOLLOW-ON RESERVE	15%	20% ($15M)
COMPANIES	13 founding teams	~45 + 2–3 incubations
PLATFORM	Operating system built and proven with Fund I founders	Operating system and incubations from day one

Terms are identical to Fund I, with one change: the follow-on reserve rises from 15% to 20%.

STRUCTURE

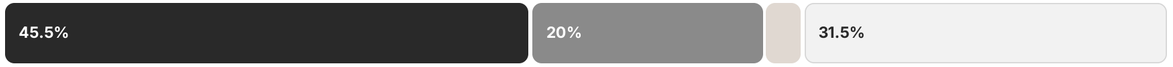
Fund Design

~45 founding teams + 2–3 incubations

backed across two core categories

CAPITAL STACK

$75M



Initial investments	~45 companies at ~$750K	**$34.1M**	45.5%
Follow-on reserves	Capital held for existing companies	**$15.0M**	20.0%
Incubations	Up to 3 × $750K	**$2.3M**	3.0%
Fees & expenses	Management fee + fund expenses, fund life	**$23.6M**	31.5%

Roughly 48 companies over the five-year investment period: about one new company every five weeks.

ALLOCATION BY CATEGORY



80%

Consumer Technology

Health · Wellness · Longevity · Travel · Hospitality

20%

Consumer Products

CPG · Experiential

BUILDING, NOT JUST PICKING

Internal Incubations

Fund II will incubate 2–3 companies inside Press On. They follow the same investment values as every Fund II deal, with materially more ownership.

2–3	$750K	30–40%
INCUBATIONS	COMMITTED PER INCUBATION	TARGET OWNERSHIP

01

Build

We prototype inside Press On, on the Press On Operating System.

02

Recruit

We recruit the founding team from our operator and venture-partner network.

03

Pre-seed

$250K from Fund II.

04

Seed

$500K in a seed round priced by a new outside lead investor.

We've done this before

Founders and operators first. Willie co-founded SquadUP and led it as CEO and Chairman for 10+ years, scaling it to $150M in GTV before its 2023 sale to Performant Capital. He also co-founded TrialTech Medical, acquired in 2020.

Sean spent 14+ years on the executive team at World Travel Holdings, growing revenues from $600M to $2B and launching and operating its consumer brands.

And we have incubated before. Willie previously ran the Share Ventures Foundry: five new ventures initiated, three seed financings raising $20M+.

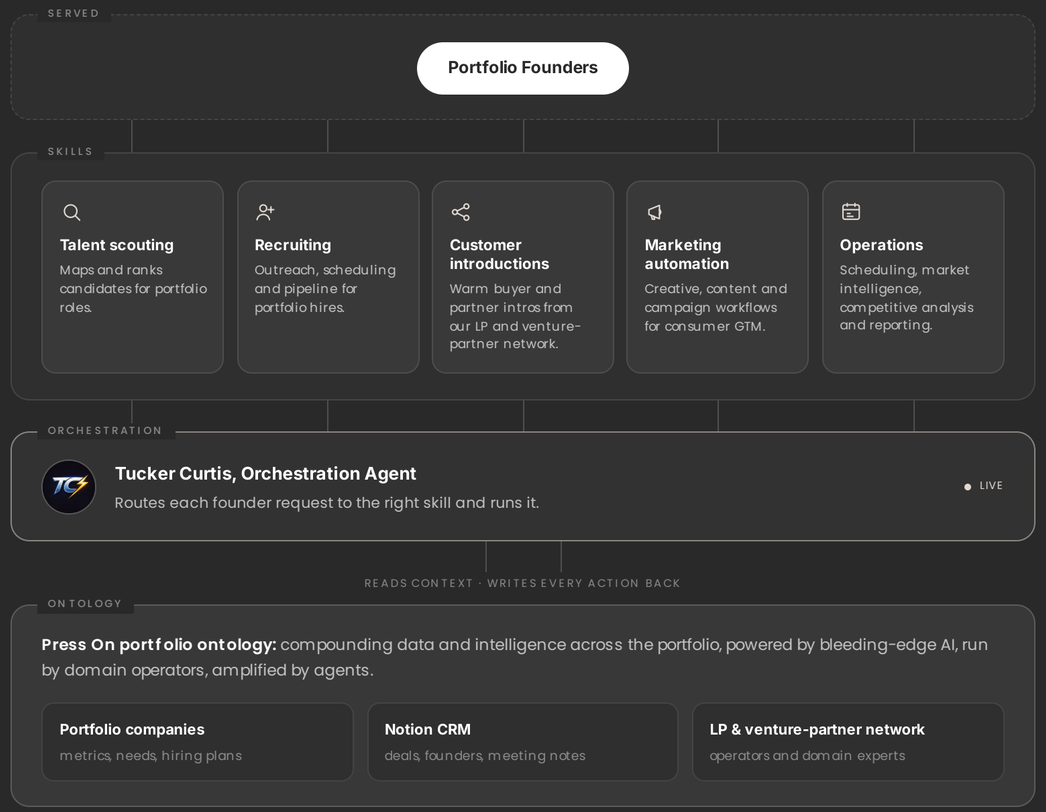
We continue to build products ourselves so that we stay current on the rapidly evolving set of tools available to our founders.

An outside lead prices each incubation's seed round. Incubation capital (up to $2.25M) comes from Fund II's initial-investment allocation. Illustrative; subject to fund documents.

PLATFORM

The Press On Operating System

An internal agentic operating system, built by Willie and Sean and run by Tucker Curtis, our OpenClaw agent. Designed to give our consumer founders an unfair advantage as they scale.



In active use for our founders, and building toward an open-source managed service for the portfolio.

This year it ran talent searches for portfolio hires at Skylark and Magic Story and generated warm customer introductions for Helix.

FUND I REVIEW

Consumer AI is moving from thesis to proof.

Two years in, the Fund I portfolio is the proof point for the thesis. Every number below comes from a Fund I company.

Magic Story — 01 · AI-ENABLED PRODUCT

217×

Revenue growth from Q1 to Q4 2025. October 2026 was its best month ever: $585K in sales and 15,081 subscribers.

Jacob Bar — 02 · AI-LEVERAGED OPERATOR

5.6×

Net revenue year over year in Q1 2026. Six straight quarters of growth, and net-income positive.

SipMargs — 02 · AI-LEVERAGED OPERATOR

+129%

91,000 cases shipped through early September 2026, up 129% year over year. Active distribution across 42 states.

Helix.ID — 01 · AI-ENABLED PRODUCT

2 sec

A voice sample is all it takes. First company certified for highly effective age assurance by voice alone.

10Beauty — 01 · AI-ENABLED PRODUCT

$23.5M

Round closed in June 2026, led by Story Ventures. Ulta moved from pilot to full rollout.

Cofertility — 02 · AI-LEVERAGED OPERATOR

2.3×

Q3 2026 revenue year over year. 100 babies born to intended parents; in-network with Progyny.

Vuelo — TRAVEL & EXPERIENTIAL

+506%

GMV quarter over quarter in Q4 2025, backed by a £50M ABS facility and a £40M Mastercard partnership.

Gato — 02 · AI-LEVERAGED OPERATOR

4.5×

2025 revenue year over year, bootstrapped. In all 12 Erewhon stores and 250+ premium doors.

Snapfix — TRAVEL & EXPERIENTIAL

3×

ARR within 18 months of our investment. Customers include Marriott, Hilton, Hyatt and IHG.

“Our Category 2 operators, Jacob, SipMargs, Cofertility, and Gato, are scaling efficiently, with two operating profitably.”

3Q26 INVESTOR LETTER

FUND I · AS OF SEPTEMBER 30, 2026

Fund I Track Record

Two years in, Fund I is oversubscribed, marked up and backing its winners.

1.35x	1.06x	4 of 13	102%
GROSS MOIC	NET TVPI	COMPANIES MARKED UP	RAISED (OVERSUBSCRIBED)



RAISED	DEPLOYED	CALLED	DPI	NET IRR
$15.32M	$6.32M	$10.72M	0.00x	n.m.
	Across 13 companies	70% of commitments		Too early

Doubling Down on Winners

10Beauty — +$1.0M

$20M Series A-1 recap at $50M post. Our SAFE's participation rights secured a guaranteed allocation, enhanced liquidation preference and board observer rights.

SipMargs — +$306K

Includes August 2026 priced round ($2.5M at $23M pre). Position marked up.

Skylark — +$50K

SAFE at $8M pre; initial check was at $5M post.

Snapfix — +$41K

Convertible loan at €8M cap, 2x liquidation preference.

Jacob: Fund I's $500K investment is marked at $2.25M (4.5x).

Telly (SPV, not Fund I): most recent valuation $600M; marked at 1.8x.

Gross MOIC and TVPI reflect GP marks as of Sept 30, 2026, using each company's most recent valuation, including SAFE valuation caps; the fund's administrator and auditors mark up only on priced rounds. Fees and expenses estimated per fund terms. Unaudited. Past performance is not indicative of future results.

FUND I PORTFOLIO

Proudly Partnered with 13 Founding Teams

$486K	$29M	3%
AVERAGE INVESTMENT	AVERAGE ENTRY VALUATION	AVERAGE OWNERSHIP

Health & Well-Being

10Beauty
Automated Manicure Technology

$1.5M Invested | 2.08% Ownership

- Operates the world's first fully automated, salon-quality manicure machine, using a proprietary 7-camera computer vision system and robotic arm to deliver an end-to-end manicure without human intervention.
- Closed a $23.5M round (June 2026, led by Story Ventures); Ulta moved from pilot to full rollout, Nordstrom pilot live; acquired Nimble, consolidating 20+ patents.

Founders: Alex Shashou & Justin Effron

Press On Ventures Deal Memo →

Press On Ventures Follow On Memo →

Cofertility
Free Egg Freezing via Donation

$460K Invested | 1% Ownership

- Reimagines fertility through a human-centered platform whose flagship "Split" program lets women freeze their eggs for free in exchange for donating half to intended parents who can't otherwise conceive.
- 100 babies born to intended parents; 5,000 eggs frozen for free; in-network with Progyny and all three major fertility benefit providers; Q3 revenue ~$1.6M, 2.3x YoY.

Founders: Lauren Makler & Halle Tecco

Press On Ventures Deal Memo →

Feno
Smart Toothbrush & Oral Health

$250K Invested | 0.70% Ownership

- AI-powered U-shaped Smartbrush that cleans all teeth simultaneously in 20 seconds, with an embedded oral scanner and companion app that turns daily brushing into dentist-grade health monitoring.
- Sits at the intersection of two large, durable markets: the multi-billion-dollar electric oral care category and connected-health/preventive-care, with a defensible AI moat built on a proprietary database of **20,000+ oral scans**.

Founders: Hamet Watt & Kenny Brown

Press On Ventures Deal Memo →

Gato
Premium Chocolate-Covered Dates

$300K Invested | 5% Ownership

- Premium chocolate-covered dates stuffed with creamy nut butters—plant-based, refined-sugar-free, low-glycemic, and made with only real, recognizable ingredients for an indulgent dessert that's actually good for you.
- In all 12 Erewhon, 10 Foxtrot and 7 Citarella stores plus 250+ premium doors, bootstrapped; 2025 revenue $744K, 4.5x YoY.

Founders: Gabriella Labi & Tonya Reznikovich

Press On Ventures Deal Memo →

Jacob Bar
The Healthiest Protein Bar

$500K Invested | 5% Ownership

- A clean-label, high-protein bar with 20g of grass-fed whey, beef tallow, organic honey and dates, and zero seed oils or artificial additives engineered for whole-foods nutrition consumers.
- Six straight quarters of revenue growth and net-income positive; chocolate SKU #1 across Nutrition Bars at Sprouts.

Founders: Jake Levy

Press On Ventures Deal Memo →

Rhythm Science
AI Cardiac Care Platform

$300K Invested | 1% Ownership

- Cloud-based virtual cardiac care platform that aggregates data from implantable and wearable devices to enable remote monitoring and management of hypertension, heart failure, and rhythm disorders, with AI-assisted triage.
- Goes after one of the highest-cost, highest-volume problems in U.S. healthcare (cardiovascular disease is the #1 cause of death), with a software-led model aligned to reimbursement tailwinds in **remote patient monitoring and value-based care**.

Founders: Shawn Kumar

Press On Ventures Deal Memo →

PORTFOLIO COMPANIES · GROUP 02

Travel & Experiential

Helix.ID

Privacy-First Human Verification

$ 350K Invested 1.75% Ownership

- A single two-second voice check replaces CAPTCHA, SMS one-time passcodes, and ID or selfie scans, confirming a user is a live human, the same person who owns the account, and old enough, with all processing on-device so no biometric or personal data ever leaves the user's phone.
- First company certified for highly effective age assurance by voice alone (ISO/IEC 27566-1) and first approved against the IEEE age-verification standard; paid pilots with Whatnot, Arena Club, Zeel, Paciolan and And.com.

Founders: Alex Oberg & Anna Doroflyeriko

Press On Ventures Deal Memo →

Magic Story

AI-Personalized Kids Content

$ 300K Invested 1% Ownership

- AI-first children's content engine that turns an uploaded photo into a Pixar-quality personalized hardcover book in seconds, placing each child's likeness on every page as the hero of their own story.
- Best month ever in October 2026: $585K sales, 15,081 subscribers; NFL Players Association signed, WWE launching, live in the UK and Mexico.

Founders: Erik Ober & Alex Hawkins

Press On Ventures Deal Memo →

Scout

AI Shopping Agent

$ 400K Invested 5% Ownership

- The first shopping platform where an AI agent buys and sells for you. A personal shopper that remembers everything about you and lets you purchase from millions of businesses in a single cart, while seller-side agents match you with buyers before you've even listed a product.
- Two-sided agent network creates compounding effects that single-sided assistants like ChatGPT, Perplexity, or Google Shopping can't replicate, with a sharp wedge in the 3M+ small businesses and long-tail sellers Amazon and Walmart can't surface. Already showing the model works: when **Nee Doh sold out on Amazon and Walmart**, Scout had 23 SKUs across 1,000+ sellers.

Founders: Ethan Arpi & Swati Vauthrin

Press On Ventures Deal Memo →

SipMargs

Premium RTD Margaritas

$ 6 07K Invested 4.33% Ownership

- A premium ready-to-drink margarita in a can, made with real tequila and 100% natural ingredients. A no-mix, no-compromise cocktail experience.
- National distribution with Sazerac in 42 states; replacing Casamigos RTDs in Walmart nationwide; 80,000-case Costco order.

Founders: Justin Nabozny & Alix Earle

Press On Ventures Deal Memo →

Skylark

Luxury Travel Remnant Inventory

$ 300K Invested 5% Ownership

- A modern luxury travel platform that lets travelers self-book top-tier hotels and flights with optional human advisor support, VIP perks, and exclusive rates — blending the convenience of OTAs with the access of a traditional travel agent.
- Captures the fastest-growing slice of travel (**luxury and premium leisure**) with a tech-forward, hybrid model that leverages preferred-partner GDS economics.

Founders: Miles McMullin & Mike Greene

Press On Ventures Deal Memo →

Snapfix

Property Maintenance Platform

$ 36 8 K Invested 5% Ownership

- A photo-first maintenance and operations app that lets frontline teams create and track work orders in seconds using just a picture and a chat thread, replacing legacy CMMS systems.
- Tripled ARR within 18 months of our investment; customers include Marriott, Hilton, Hyatt and IHG; rebuilding around an AI task agent.

Founders: Brett Robbins

Press On Ventures Deal Memo →

Vuelo

AI-Native Travel & BNPL Platform

$ 6 8 5K Invested 2% Ownership

- The UK's first AI-native travel platform, replacing the traditional search bar with a proprietary AI engine that embeds a personalized payment plan into every trip recommendation—customers see "Barcelona, 5 nights, £74/month" instead of a sticker price.
- £50M ABS facility (Viola Credit) and £4.0M Mastercard partnership; Q4 2025 GMV £2.4M, up 506% QoQ; Sifted Consumer 100.

Founders: Jasper Dykes

Press On Ventures Deal Memo →

PRESS & RECOGNITION

Portfolio in the Press

Nov 2026
Siri co-founder backs Helix for its voice ID tech
HELIX.ID

AUTHORITY MAGAZINE Oct 2026
The Future Is Now: Mike Greene of SKYLARK
SKYLARK

TIME OUT CHICAGO Jul 2026
PSA: Robot manicures have landed in Chicago
10BEAUTY

PR NEWSWIRE May 2026
Sazerac Enters National Distribution with SipMargs
SIPMARGS

VENTUREBURN Mar 2026
Vuelo Raises £56M
VUELO

SHOUTOUTLA
Meet Founders of Gato Dates
GATO

BUSINESS WIRE Oct 2026
10Beauty Acquires Nimble, Cementing Its Position as the Larges...
10BEAUTY

VENTUREFIZZ Aug 2026
Discover 10Beauty – The robotics company behind the first full-servic...
10BEAUTY

SIFTED Jun 2026
Vuelo named to Sifted Consumer 100 (2026), ranked #100
VUELO

RHYTHM360 May 2026
Rhythm Science Secures $6M Series A
RHYTHM SCIENCE

WWD Dec 2025
Interview with Alex Shashou (10Beauty)
10BEAUTY

HEALTHCARE BREW
Making Egg Freezing Free
COFERTILITY

FITT INSIDER Oct 2026
Cofertility's Frozen Egg Donation Program Joins Progyny Network
COFERTILITY

YONKERS TIMES Jul 2026
The First Robot Manicure in New York has Arrived in Yonkers
10BEAUTY

WWD Jun 2026
10Beauty Secures $23.5M Funding for Robotic Manicures
10BEAUTY

AUTHORITY MAG. Mar 2026
Shawn Kumar of RhythmScience — Career Journey
RHYTHM SCIENCE

YAHOO Oct 2025
My Favorite Gourmet Chocolate Dates
GATO

WSJ
The Art of the Alix Earle Deal
SIPMARGS

Forbes · WSJ · TechCrunch · Fast Company · CNET

CAPITAL DEPLOYMENT

Press On Ventures Fund I

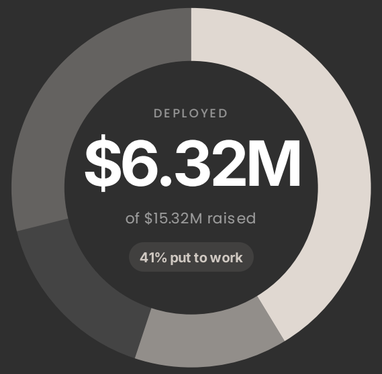
$6.32M deployed across **13 portfolio companies** · **$2.11M** reserved for follow-ons · **$2.45M** dry powder

TARGET	RAISED	AS OF
$15M	$15.32M	Sept 30, 2026

FUND RAISE PROGRESS

$15.32M raised of $15M target · 102% · oversubscribed

$0 $5M $10M $15M



PORTFOLIO COMPANIES — $10.88M · 71%

Invested
Deployed into portfolio companies
$6.32M 41%

Reserves · Follow-ons
Earmarked for existing companies
$2.11M 14%

Dry Powder
Available for new investments
$2.45M 16%

FUND OPERATIONS — $4.44M · 29%

Fees & Expenses
Management fee + fund expenses
$4.44M 29%

DEPLOYMENT PACE
3.16M/yr
Year 2 · 2025 vintage

RESERVE RATIO
0.33:1
Reserves per dollar invested

AVG CHECK SIZE
$486K
Across 13 portfolio companies

CAPITAL CALLED
70%
$10.72M called from LPs

SPECIAL PURPOSE VEHICLES

Co-Investment Alongside Press On

SPVs are separate vehicles from the main fund, enabling targeted co-investment alongside Press On Ventures. Fund II LPs will have co-investment rights.

Snapfix

Property Maintenance Platform

€594K SPV Investment

8.90% SPV Ownership

- A photo-first maintenance and operations app that lets frontline teams create and track work orders in seconds using just a picture and a chat thread, replacing legacy CMMS systems.
- Already deployed across major hospitality customers where compliance and uptime are mission-critical, with a wedge that scales into adjacent verticals (**healthcare, education, property management**).

Founders: Brett Robbins

Press On Ventures Deal Memo →

Telly

Free Premium TV · Second Screen Revenue

$565K SPV Investment

0.22% SPV Ownership

- The world's first free, dual-screen smart TV. A 55-inch 4K HDR display paired with an always-on Smart Screen that delivers personalized ads, news, sports scores, weather, and AI-powered content recommendations.
- Founded by Pluto TV co-founder Ilya Pozin. Shipping hundreds of thousands of units, with launch advertising partnerships including **Microsoft, Spotify, Harman Kardon, and Magnite**.
- Offered on pro-rata basis to LPs; 1/10 fee structure.

Founders: Ilya Pozin & Shervin Pishevar

Press On Ventures Deal Memo →

10Beauty

Automated Manicure Technology

$2.64M SPV Investment

2.90% SPV Ownership

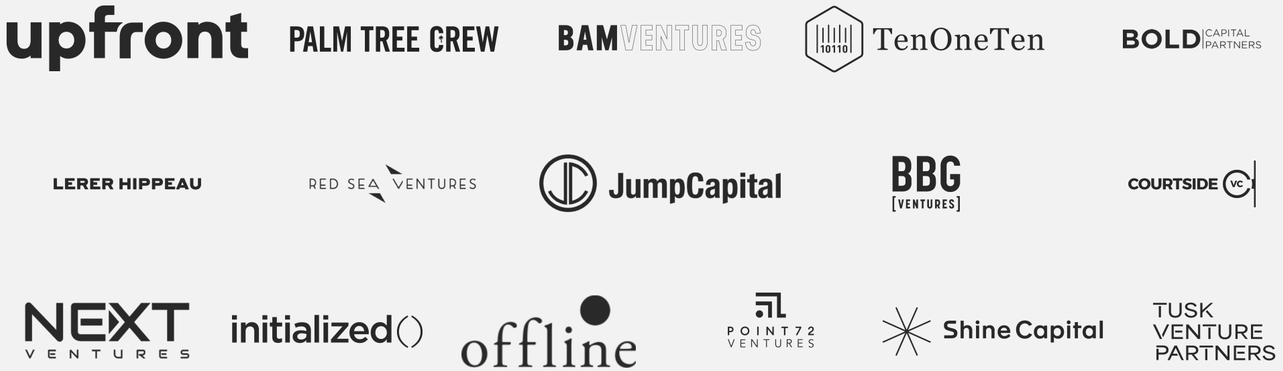
- Operates the world's first fully automated, salon-quality manicure machine, using a proprietary 7-camera computer vision system and robotic arm to deliver an end-to-end manicure without human intervention.
- Co-founded by the team behind ALICE (acquired by Expedia for $130M) plus an original Roomba engineer; raised $50M+ with signed commitments for ~1,000 locations and live pilot deployments inside **Ulta Beauty**.

Founders: Alex Shashou & Justin Effron

Press On Ventures Deal Memo →

OUR NETWORK

Co-Investing with World-Class Firms



THE TEAM

General Partners



Willie Litvack

FOUNDER & GENERAL PARTNER

Founder/Operator: **SquadUP, Inc.** - Co-Founder, CEO and Chairman for 10+ years. Scaled business to $150M in GTV, 30% operating margins. Acquired for $18.7M by Performant Capital in 2023.

TrialTech Medical - Co-founder, led product, strategy, and customer acquisition. Acquired in 2020.

Share Ventures Foundry - Foundry Principal, initiated five new ventures, completed three seed financings raising $20M+.

Instill - General Manager from inception through seed financing. Led product, strategy, recruitment, and fundraising. $3.6M seed round led by Greycroft and Comcast Ventures.

Duke | UCLA Anderson | SquadUP | TrialTech Medical | Share Ventures



Sean Tolkin

FOUNDER & GENERAL PARTNER

Owner/Operator: **World Travel Holdings** - Executive Team 14+ years. Grew revenues from $600M to $2B. #15 on Travel Weekly's Powerlist.

Launched and operated brands including Cruises.com, CheapCruises.com, CruisesOnly.com, Villas of Distinction, Dream Vacations (2000 franchisees + 3000 ICs). Consistently grew annual EBITDA 10-20%.

Duke | Cornell Hotel School | World Travel Holdings | Cruiseline.com | Shipmate | Resort For-A-Day

THE FULL TEAM

Meet The Team



Madeline Litvack

HEAD OF PRODUCT

Duke UNIVERSITY · Northwestern



Sam Christey

HEAD OF INVESTOR RELATIONS



Nikhil Bhambi

VENTURE ASSOCIATE

Northwestern · Claremont McKenna College · National Securities



Mukul Anand

VENTURE ANALYST

Penn — University of Pennsylvania



Gianna Orozco

FRACTIONAL CONTROLLER

Virgin · Claremont Creek Ventures

Tucker Curtis

OPERATIONS AGENT

OUR NETWORK

Our Venture Partner Network

35

VENTURE PARTNERS

6

MAJOR MARKETS

NY · Miami · SF · LA & more

6

MAJOR INDUSTRIES

Technology · Finance · VC · Healthcare · Impact · F&B

16

FOUNDERS & CEOS

NETWORK

Venture Partners

Example Experts from our Network of Venture Partners



Michael Diaz

Investor & Operator

CEO Palm Tree Crew Holdings, live events, experiential, consumer investor and operator.



Arthur Leopold

Investor & Operator

CEO & Co-Founder @ Agentio; Former Employee #1 & President @ Cameo.



Tyler Watson

Data & Technology

Solutions Architect @ Databricks. Former Data Scientist at Grindr and Walmart.



Josh Neckes

Data & Strategy

Co-Founder & President @ Bobsled; Former Co-Founder & President @ Simon Data.



Hamet Watt

Consumer & Impact

Founder & CEO Share Ventures. Board Partner Upfront Ventures. Senior Advisor BCG Digital Ventures.



Madeleine Macks

Operations

COO @ Ella's Flats. Former Consultant @ Boston Consulting Group.

PARTNERSHIP

Why LPs Partner With Press On

We sit at the intersection of deep consumer operating experience, a venture-partner network across hospitality, media, CPG, and healthcare, and a portfolio that is now itself a proof point for the thesis.

01

Operators backing operators

GPs who built and sold companies give hands-on support.

On 10Beauty we had the rights, the relationships and the conviction to step into a challenged recap and emerge with a stronger position.

02

An LP base that opens doors

Our LPs are operators too, many from the categories we invest in.

35 venture partners across 6 major markets.

03

Co-investment

Fund I SPVs in Snapfix, Telly and 10Beauty.

Fund II LPs will have co-investment rights.

04

Built for leverage

An agentic operating system and internal incubations give a small team outsized reach and ownership.

See Incubations and the Operating System.

FUND ECONOMICS

LP Terms

FUND TIMELINE

Initial Investment Period	**5 Years**
Full Fund Term	**10 Years**
Capital Calls	**Bi-Annual**

MANAGEMENT FEE

During Investment Period	**2.5%**
Annual Reduction Post-Period	**-0.25% / yr**
Minimum Floor	**1.5%**

ECONOMICS

Carried Interest	**20%**
Follow-On Reserve	**20% ($15M)**
Total Fund Size	**$75M**

INVESTMENT PARAMETERS

Check Size	**~$750K ($1.5M max)**
Target Ownership	**5% - 8%**
Incubation Ownership	**30% - 40%**
LP Co-Investment Rights	**Yes**
Investment Stage	**Pre-Seed → Series A**

PRESS ON
VENTURES

Let's Build Something Transformative Together

EMAIL

invest@presson.vc

WEBSITE

presson.vc

FUND

Press On Ventures II, LP

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