

We invest in early-stage, high-growth companies that have the potential to improve lives, and change the world and their industries for the better.

## OVERVIEW & MARKET LANDSCAPE

### OVERVIEW

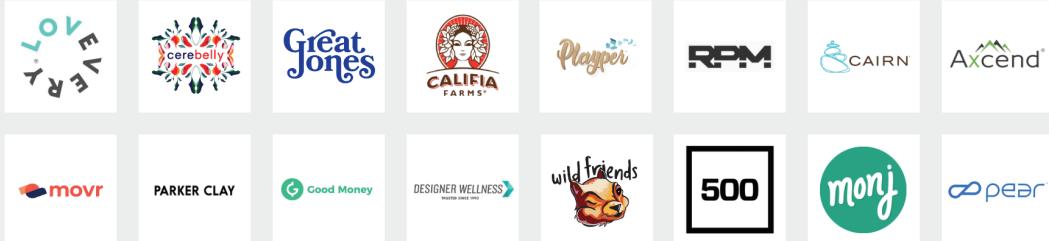
- We back founders with innovative solutions to challenges.
- We believe profit and purpose are equally important.
- We treat people with respect, operate with integrity, and only invest when we can add real value.

### MARKET LANDSCAPE

We believe the COVID-19 pandemic, while challenging, has permanently changed consumer behavior in favor of key areas of KC's core competency in consumer products and services, resulting in significant and substantial opportunity for our current portfolio companies and additional investments.

## SELECTED PORTFOLIO & TARGET SEGMENTS

### PORTFOLIO



### TARGET SEGMENTS



## PROCESS & EXECUTION

### PROCESS

IS THIS IN OUR CORE AREA OF COMPETENCY?

CAN WE MAKE A DIFFERENCE?

WHO IS CO-INVESTING?

90%+ PASSING OF EVALUATION QUESTIONS

### EXECUTION

DEALFLOW :

- **Referrals from:** Private Equity, Investment Banking, VC, and Angel Investors + Accelerators, Family Offices, and Founders
- **Events** (as speaker/as attendee)
- **Inbound from Email/LinkedIn**
- **Rigorous research on the market**

WHAT WE OFFER :

- **Advisory and support at:**
  - Strategy: value proposition, business model, sales, marketing
  - Org structure optimization
  - Financial discipline coaching
  - Operations expertise
  - Robust Network

## CONTACT US

- **WEBB KNUDSEN**  
Founder/Managing Partner
- webb@kcinvestors.com
- (408) 483-5566

We are a bicoastal family office with offices in the heart of Silicon Valley and New Jersey.

- 2 N Santa Cruz, Suite 201  
Los Gatos, CA 95030

**We'd love to work with you!**

Please reach out if you're interested in an investment from us, investing with us or partnering in other ways.