



[STEALTH]

System

Future of work

Invest in your founders. Nowhere is this more apparent than with Adam Bly who led Data at Spotify after his analytics startup was acquired by the streaming service. He left last year to star a new mission-driven AI startup. It's still in stealth mode, but think Wikipedia for data with a developer tools business model á la Slack.



PUBLIC
GOODS

Public Goods

Next gen commerce

Morgan Hirsh, a F500 retail veteran and the founder of Public Goods, is steadfast on developing a loyal customer base. The startup which sells healthy, premium products through yearly subscriptions raised its first round of funding via 10,260 backers on Kickstarter. With an enviable brand identity and social media presence, Public Goods is positioning itself as a formidable DTC startup.



BLUE
PRINT
POWER

Blueprint Power

The wildcard

Co-founded by ex-Googler and energy expert Robyn Beavers, Blueprint Power unlocks new revenue for real-estate owners by transforming their buildings into power plants and connecting them to new energy markets and customers. Blueprint's model is an easy one to get behind by centring itself on both social impact and profitability in the \$276B energy sector.

