THE POSITION

Charter, Vision, Guiding Principles.

OUR CHARTER

Capital One Ventures allies leading startups with Capital One, a financial industry leader in data and technology, creating opportunities for both companies to change banking for good.

OUR VISION

When we fulfill our mission, we will have brought the most innovative and promising data, technology and digital solutions to market — transforming banking as we know it.

OUR GUIDING PRINCIPLES

NO.1

Truth

We seek truth through data, prizing evidence over instinct.

OUR GUIDING PRINCIPLES

NO.2

Foresight

We have a unique ability to use today's data to plan for and predict the future. We're relentless in our focus on the long-term.

OUR GUIDING PRINCIPLES

NO.3

Impact

Our work fulfills our greater brand vision to radically transform the banking experience through technology and change banking for good.

THE POSITION

Capital One Ventures Benefits



Functional Benefits

Capital One Ventures makes it easier to get a commercial deal with Capital One.

Capital One is one of the most advanced data-driven, cloud-enabled financial institutions in the world.

Capital One Ventures advocates for its portfolio companies.



Emotional Benefits

When your startup is funded by Capital One Ventures, you immediately gain respect within your industry.

We provide transparency into the integration process with Capital One, which is a rare and coveted benefit.

A relationship with Capital One
Ventures offers the security of
partnership and mentorship from
a trusted team of experts.

Capital One Ventures and
Capital One help you validate
your ideas at scale,
accelerating your success.



Reasons to Believe

Over 80% of Capital One Venture's portfolio companies develop commercial relationships with Capital One.

Startups can integrate with Capital One easier than other banks because of our commitment to the cloud and support from nearly 10,000 engineers.

THE EXPRESSION

Voice and Tone

VOICE & TONE

How we sound

Direct

Capital One Ventures is intentional and straightforward in its speech, but never robotic.

Intelligent

Capital One Ventures is analytical and fluent in the language of tech, data, and finance, but never use this to hide behind jargon.

Confident

Capital One Ventures conveys a measured certainty that projects trustworthiness, but we are never loud or condescending.

Tone of Voice

VOICE ATTRIBUTE	DESCRIPTION	DO	DON'T
Direct	Capital One Ventures is intentional and straightforward in its speech, but never robotic.	Speak in earnest. Use language that is simple but powerful. Make every line of copy ladder up to a purpose.	Be curt, rude, or cryptically short. Use language that feels harsh or brazen.
Intelligent	Capital One Ventures is analytical and fluent in the language of tech, data, and finance, but never use this to hide behind jargon.	Demonstrate understanding by breaking down complex ideas into digestible statements. Frame insider jargon in the context of natural, conversational language.	Overwhelm audiences with superfluous technical language. Use jargon by itself without giving greater context or expanding on its larger significance.
Confident	Capital One Ventures conveys a measured certainty that projects trustworthiness, but we are never loud or condescending.	Make bold statements that you can then build upon. Speak with assuredness that still maintains a degree of humility.	Speak in a way that sounds cocky or smug. Put down others as a means of uplifting ourselves.

SAMPLE HEADLINE

When talking about the Capital One Ventures team, we might say...

"As strategic and ambitious as the companies we invest in."

SAMPLE HEADLINE

When talking about the Capital One Ventures capabilities, we might say...

"An eye for good ideas, with the platform to make them successful."

SAMPLE HEADLINE

When talking about transformation through investment, we might say...

"We aim to transform banking, one good idea at a time."