

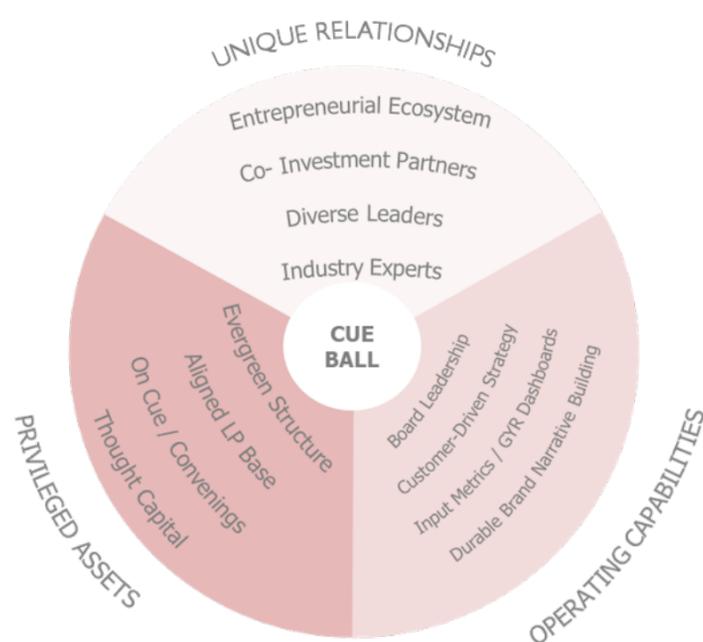
# CUE BALL

## PURPOSE, PEOPLE, PATIENCE

Prior to launching Cue Ball, our partnership spent a combined 100+ years as entrepreneurs, operators and investors. In establishing our firm, we set out to offer founders something different and more progressive for their choice of an investment partner. Cue Ball brings a purpose-driven, people-first and more patient approach to back and support next-generation visionaries creating positive change and tangible impact through category-defining and culturally-shaping companies. Anchored by an evergreen capital base, we look to stay long for the course by turning early growth into durable compounded growth.

## BERKSHIRE-INSPIRED APPROACH: FROM EARLY GROWTH TO DURABLE GROWTH

Our investment performance objective is simple: to achieve durable compounded growth for the long term. In many ways, our mindset is akin to a patient holding company. The power of compounding naturally expands over time, and the founder narratives we seek to support are big ideas aimed to stand the test of time. We seek alignment with ourselves, our investors and entrepreneurs. Our strategy and structure serves as the foundation for long-term decision making based on asset quality, not an arbitrary fund life and allows for flexibility with entry point and investment size. We therefore play the long game different, as we look earlier upstream for markers of what are attractive and defensible long-term “holds”. With milestones met, we back and double-down on these companies throughout their entire lifecycle, further building upon value.



## REAL WORLD KNOW HOW - OUR CIRCLE OF COMPETENCE

Cue Ball holds an edge and reputation among founders and peers as being strategically-minded and operator-oriented in areas of expertise. Hard-won, real world knowledge and relevant relationships can meaningfully and positively bend the needle for an early-stage company or help it avoid a mistake. As former entrepreneurs and leaders of businesses, our circle of competence reflects areas in which we hold investment and operating track-records from the ground-up to scale-up and durable growth:

- Premium Digital Content / IP Creation and Distribution
- Enterprise Data and Workflow Platforms
- Experiential and Tech-Enabled Retail Service Platforms
- Inclusionary and Conscious-Consumer Brands (especially for women-led & focused ventures)

## THE PREFERRED BUSINESS MODEL - WHEN vs. IF

In addition to sectors where we hold an edge from our experience, our portfolio construction favors time-tested business models with recurring, habitual demand patterns and fixed cost leverage that can ultimately yield long-term compounded payoff. We look for business models that are more about the “when” than the “if” and as such they often have the following characteristics:

- **Quality growth dynamics** – high retention, high gross margins, and low revenue concentration
- **Subscription-based / habitual consumer behavior** for persistent must-have needs and / or recurring demand
- **Competitive moats** via brand, technology, cost, or distribution advantage; any of which may be amplified with network effects

## TENETS OF OUR CULTURE

**Multi-disciplinary:** we are right- and left-brain thinkers and believe that category-defining ideas which change culture require broad thinking across business, design and technology.

**Best Supporting Actor:** our aspiration is to leverage our experience and relationships to be the best supporting actor and partner to our founders.

**Purposeful and Inclusionary:** since inception, we have supported purpose-led entrepreneurs and placed 50% of our capital toward women-focused ventures.

## CUE BALL INVESTMENT TEAM

**Tony Tjan, Managing Partner** – digital media, enterprise platforms, experiential/tech-enabled consumer brands, and inclusionary ventures. Former entrepreneur and senior advisor.

**Brian Chu, Partner** – digital media, enterprise platforms, fintech, and experiential/tech-enabled consumer brands. Former entrepreneur and private and public investor.

**John Hamel, Partner** – information data services and experiential/tech-enabled consumer brands. Former real estate investor, entrepreneur and business intelligence advisor.

**Mats Lederhausen, Partner** – experiential/tech-enabled consumer brands and conscious consumer food services. Former operating executive and investor.

**Christine Mastrangelo, Partner** – experiential/tech-enabled consumer brands and women focused ventures. Former educator, creative writer and brand leader.

**Ali Rahimtula, Partner** – enterprise workflow, fin-tech and inclusionary ventures. Former investor.