



SCALING SUSTAINABLE TECHNOLOGY TO REDUCE
HUMANITY'S FOOTPRINT ON THE PLANET

FOOTPRINT COALITION

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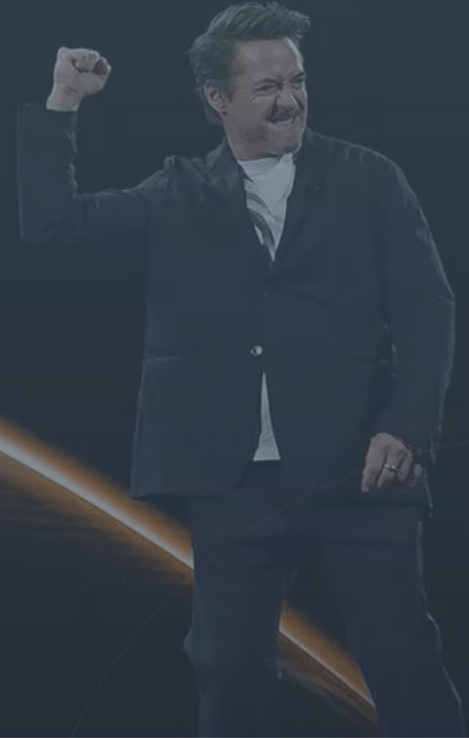
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The world is racing toward a \$200 trillion transition to transform human industry and restore the planet. Success requires the mobilization of money, media, and the masses.


- ROBERT DOWNEY JR., CHAIRMAN, FOOTPRINT COALITION



SUMMARY



FOOTPRINT COALITION VENTURES
EARLY STAGE FUND



Fund Intro Materials
Learn about our team, our investment process, and our portfolio

[View Fund Intro Materials](#)

Speak with Us
Meet our partners and ask questions about our funds

[Sign-Up for a Webinar](#)

We are a **leading voice in climate tech** and a **magnet for high quality investment opportunities.**

We see **unparalleled deal access** from a proven, repeatable origination strategy.

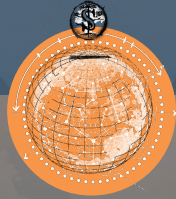
The team combines an impressive tech investment track record, significant operating experience, and deep consulting diligence to ensure **disciplined underwriting.**

Individual investors can join us by **investing in our Rolling Funds** at www.angellist.com



HOW YOU CAN INVEST

Invest with us in the world's leading climate tech companies



Join our Rolling Funds

- **Annual Investment:** \$50,000 minimum annual commitment, drawn quarterly each year. Separate funds for Early Stage and Late Stage companies.
- **Low Fees:** 20% Carried interest. 2% per annum management fee for 10 years of fund life. All fees set aside as funds drawn.
- **Priority Co-Investment:** Initial priority to investors over \$12,500 per quarter. Second priority to other fund LPs
- **Distribution:** Realized proceeds immediately distributed. No recycling of capital.
- **10% GP Commitment:** Subject to annual caps, but discretion to go higher



Co-invest in our syndicates

- **Priority to our fund investors**
- **Free to register**
- **Allocation Policy:** In some cases first to large rolling fund LPs, next to other rolling fund LPs, and remainder to other members of our syndicate.



A GREEN TRANSITION REQUIRES MOBILIZATION OF MONEY, MEDIA AND THE MASSES

money

We invest in breakout technologies in climate tech

Robert Downey Jr. and Bill Gates Bet On Electric Motor Startup



Bloomberg

\$30M

AUM

25

Investments
to date

media

We create content that entertains and educates



1B+

Earned media
impressions

100M+

Reach for first
TV Series

masses

We engage our audience to collective action



250k

FootPrint
followers

100M

Broader Downey
social audience



MAKING MEDIA THAT MATTERS

We entertain, educate and engage a global audience



TV Shows

First TV show “Downey’s Dream Cars” Now on HBO Max

100M+
Audience reach



Public Appearances

Appearances on TV and in high profile collaborations

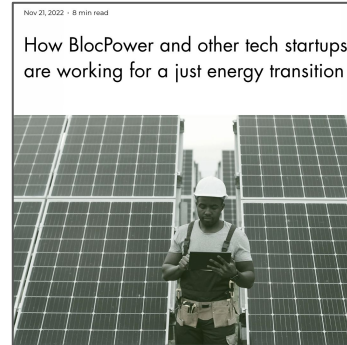
1B+
Earned media impressions



Social Content

Steady drip of engaging and inclusive social content

100M+
Social video views



News

Leading climate tech news site with broad coverage

500+
News articles



THE FOOTPRINT FLYWHEEL

Our media reach and content research produce high quality deal access

Lead generation

Leading climate companies hear about us and want to be featured, strengthening our brand & dealflow



Our media covers trends, patterns and change makers, from which we identify transformational companies

Media



Trends & patterns



Home electrification & energy efficiency

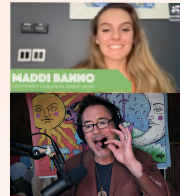


Companies

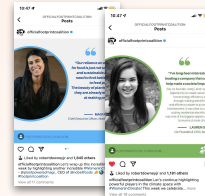


We tell the world their stories and invite our community to participate

Appearances



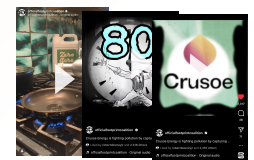
Profiles



News



Original content



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OUR FUND I

We have invested in 25 seed-to-growth stage companies

Focus sectors



Food &
Agriculture



Home &
Buildings



Mobility



Energy



Data &
Analytics



Material
Innovation

Leading companies



Crusoe

WILDTYPE

SPAN

ALBEDO



cove.tool



ecovative



Zero
Acre

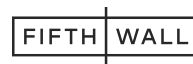


Commonwealth
Fusion Systems

Top tier co-investors



Breakthrough
Energy



CATTERTON

a16z

Viking

VALOR
EQUITY
PARTNERS

COATUE

LU+

Past performance not indicative of future results. Logos are included for illustrative purposes only. This is not a complete list of investments of the prior fund. A full list of existing investments is available on Slides 20 and 37. "Fund I" as discussed herein comprises Footprint Coalition Ventures Early Stage Fund, LP and Footprint Coalition Ventures Late Stage Fund, LP, each a Delaware series limited partnership, and each such entity comprises multiple series ("Rolling Funds"). The Rolling Funds may share limited partners but may also comprise different limited partners. Fund I is offered through the AngelList platform and FPCV serves as a sub-advisor to Fund I. Fund II will be a conventional venture capital fund and FPCV will serve as its sole and primary adviser.





FOOTPRINT INVESTMENT PROCESS

We seek to meet the best companies, underwrite with discipline, and add differentiated value



Wide deal flow through publishing

We cover **long-term structural trends & technologies transforming industries:**

- Building electrification & energy efficiency
- Electrified transport
- Renewables & smart grid
- New foods and production methods

We attract & meet **hundreds of companies per year** through our publishing work & track them over time



Underwriting with discipline

Deep analysis of **resource plan with margin of safety**

Invest ahead of **value inflection** points in a company's trajectory

- Technical breakthrough
- Unit margin trends
- Commercial tipping points
- Product evolution
- Impending policy changes



Differentiated value add

We **add differentiated value** to our portfolio companies by:

- Profiling them in news and social media
- Featuring them in content we are producing or during public appearances
- Producing content with them and for them

Entrepreneurs and VCs love working with us and **make space for us in oversubscribed rounds**





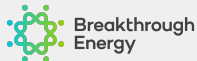
DEAL FLOW

We see 100s of high quality deals per year

We meet **500+ leading companies** through our **news** (500 articles to date) & **media work**, e.g.:



VCs look to partner with us in their deals, e.g.:



Relationships with **incubators & accelerators, and research institutions**



* Current pipeline example, in diligence

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UNDERWRITING

We conduct deep diligence & track portfolio performance closely

Deep diligence



All investments pass through a **rigorous analysis** validated with diligence

We look for:

- Large addressable market and significant market pull
- Ability to outcompete legacy products / tech without green premium
- Sustainable competitive advantage
- Company resource plan to achieve business objectives

Key milestones

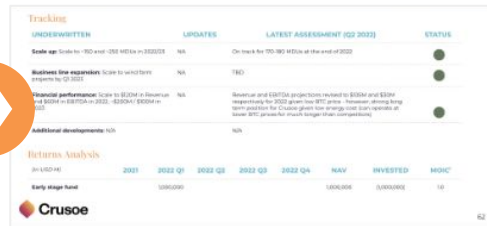


We look to invest ahead of **significant value inflection points** (technical, commercial, regulatory, etc.)

We define **key milestones** that are **within company's control**

We assess whether execution plan is conservative and will **create shareholder value** with the fund raise proceeds

Performance tracking



We **document assumptions & KPIs** we have underwritten to

We **check in with our companies quarterly** to assess progress against milestones

Progress informs **follow-on investment decisions**

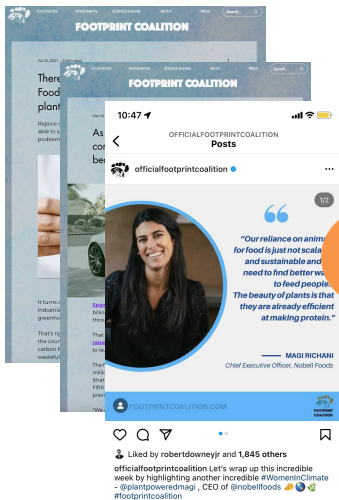


FPCV VALUE ADD

We add differentiated value through media - founders & VCs love working with us

Profiles

We profile companies and turbo charge their PR activities



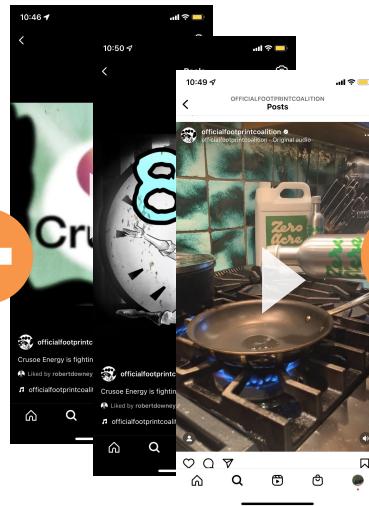
Features

We feature companies in regular content & public appearances



Original content

We produce original content & short videos with & for our companies



Founder & VCs seek us out

"Our Series B got preempted and we are already oversubscribed, but I would love to make space for you"

- Sandeep Ahuja, Cove.tool

I love your value add to portfolio companies - we'd love to find something to work on together.

- 9 out of 10 VCs we speak with

Includes FPCV's subjective views. There can be no assurance that we will successfully implement our investment process or that our investment process will be profitable. No compensation was provided for the statements on this slide.

MARKET OPPORTUNITY

We believe that climate tech is the most significant disruption and wealth creation opportunity of our time

“There will be Microsoft, Google, Amazon-type companies that come out of this space.”

– Bill Gates

“The next 1,000 billion-dollar startups will be in climate tech.”

– Larry Fink

Government and Corporate Action transforming every industry, creating new players and immense value



US: **\$500 billion** from IRA, CHIPS & Science Act, Jobs Act

EU: **\$1.1T** by 2030 from European Green Deal



40% of Fortune 500 companies with Net Zero targets
25% of 2022 venture funding in Climate Tech

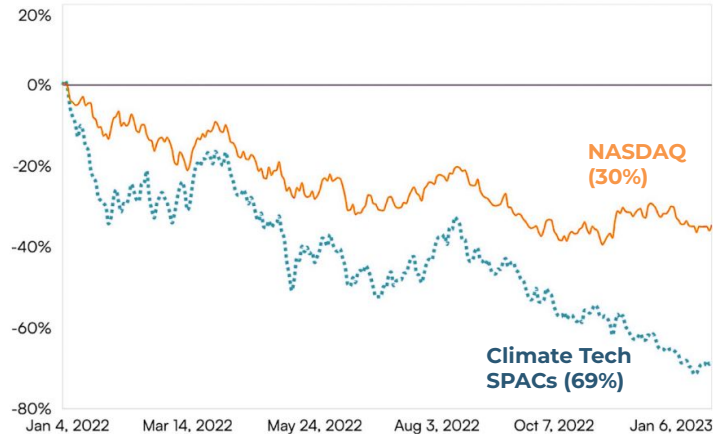


MARKET TIMING

Corrections in valuations provide an exciting entry point in the years to come

Public market pressures are pushing down private company valuations

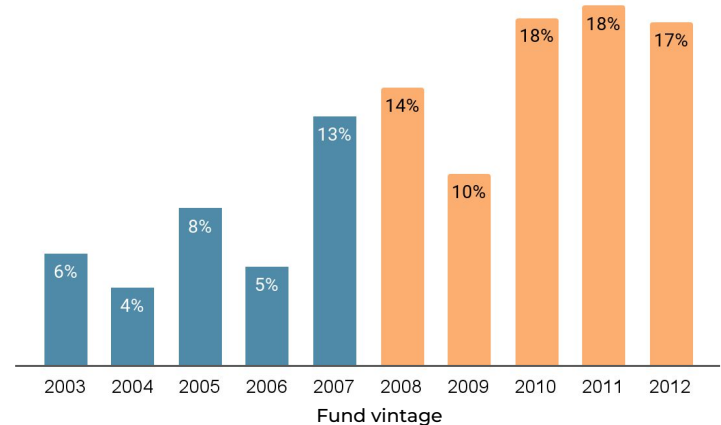
Climate tech SPACs have underperformed



Outsized returns opportunities post downturn

Annual VC returns
pre financial crisis
Average: 7%

Annual VC returns
post financial crisis
Average: 16%



TEAM

Experienced team of investors, entrepreneurs and storytellers

Storytellers



Robert Downey Jr.
Chairman



Susan Downey
Film & TV



Jon Schulhof
Managing Partner



Emily Ford
Unscripted TV



Steven Levin
Managing Partner



Kevin Ford
Documentary



Manuel Waenke
Director



Nate Merritt
Creative Art Dir.



Jon Shieber
Venture Partner



Miquela Thornton
Climate Writer



Rachel Kropa
Venture Partner



Nicole Wolf
Social Media

Investment team (bios in appendix)



PARTNERS' PRIOR TRACK RECORD

Prior to the launch of our fund, our Partners had amassed a 10 year technology investment track record and led the coverage of climate tech news for over a decade

Gross IRR

112%
Total

Gross MOIC

14.89x
5.4x on realized
returns only

Leading companies



Leading publishers



**THE WALL STREET
JOURNAL.**

Returns represent the pro forma composite track record of Robert Downey Jr., Jon Schulhof and Steve Levin, and include all technology investments made by them from 2011 to 2020 when Fund I was launched. Net returns would be lower as they would reflect the deduction of fees and expenses, which are material. Net returns are not presented because the prior track record comprises investments for which there were no limited partners. The returns presented are hypothetical in that no single investor achieved these returns. Detailed information regarding the partners' prior track record is included in the data room. Past performance not indicative of future results. Neither FPCV nor any of its partners invested in TechCrunch or the Wall St. Journal. They represent publishers at which current FPCV employees previously worked.



BACKUP I

TEAM DETAILS



TEAM



Robert Downey Jr.
Chairman

“I love our planet, but it’s got problems. We all know it. We need new solutions and lucky for us, self-sacrifice is not the only answer... We are at the precipice of a sustainable technology renaissance with AI, robotics, computational biology creating amazing new materials, foods, products, and sources of energy. I formed the FootPrint Coalition to bring scale to trailblazing sustainable technology companies.”

- Robert is one of the co-architects of the Marvel Cinematic Universe and one of the most famous and prolific actors of all time with over \$14B in aggregate box office (top among all actors in history) He is also...
- A co-founder of Team Downey, a film and TV production company with credits including Sherlock Holmes, Downey Dream Cars (docuseries on Discovery) Perry Mason (HBO), SweetTooth, and The Age of Alts.
- An angel investor through Downey Ventures (MasterClass, Ethos Life, Maker Studios, etc.)



TEAM



Jon Schulhof
Managing Director

“When Robert, a symbol of technology for good as Tony Stark, asked me to help him make a real-life impact on climate using technology, I went all-in. I had just orchestrated the turn-around and roll-up of Citibike and the other US bike share programs, and sold the company to Lyft. I saw firsthand the power of combining media, technology, and purpose for good and for profit.”

- Motivate (founder): bikesharing turnaround and roll-up into the largest US micro-mobility company
- Loom Media, a WPP Company (founder): media finance for smart city amenities
- ColdWatt (founder): Sold to Flextronics
- GTI Capital Group (managing partner): India-focused PE fund

citi bike

WPP

**Stanford
Law School**



TEAM



Steve Levin

Managing Director

“FootPrint Coalition represents the coming together of my background in film and the decades I’ve spent in R&D and investing. I teamed up with the Downeys in the early days of digital media and never looked back, launching our film and TV production company, shepherding Robert onto social media and investing in venture-backed companies at the crux of media and technology.”

- Team Downey and Downey Ventures (co-founder)
- Green Dot (strategy and business development, pre-IPO)
- Bain & Co. (management consultant and private equity diligence)
- Deloitte (R&D consultant with emphasis in nuclear energy and food science)

BAIN & COMPANY 



**STANFORD
BUSINESS** GRADUATE
SCHOOL OF



TEAM



Manuel Waenke
Director

“I have been in sustainability and climate tech ever since graduating Stanford with an MBA and Masters in Environmental Science - as an investor and an operator. I witnessed the importance of storytelling first hand during my time at an agriculture biotech startup, and when I got wind of what FootPrint was doing I jumped at the opportunity to join the team.”

- Inari (Head of Corporate Strategy & Development): built Corporate Strategy & Development team, co-lead Series C (89m) and Series D (>\$200M) fundraise
- VC experience at Cultivian Sandbox, GGV Capital: deep expertise in food, agriculture and sustainability space
- McKinsey (junior engagement manager): worked across 5 continents and 22 countries

McKinsey
& Company

STANFORD
BUSINESS

INARI™



TEAM



Jon Shieber

Venture Partner,
Chief Editor

“After 15 years as a reporter and editor covering climate tech at places like Dow Jones, The Wall Street Journal, and TechCrunch, I thought it was time to stop writing about the changemakers who're working to stop global warming and become one myself. And FootPrint Coalition, with its combination of media, non-profit, and investment is the perfect place to create value through storytelling, deal sourcing, and advocacy.”

- TechCrunch (senior editor): Led TechCrunch's climate coverage for 6 years
- Dow Jones and The Wall Street Journal (senior reporter): covered the first cleantech cycle from New York and Shanghai
- Dow Jones Clean Technology Insight (founding writer): the first industry publication focused on the cleantech revolution

WSJ

TC TechCrunch

OBERLIN

COLLEGE & CONSERVATORY



TEAM



Rachel Kropa

Venture Partner,
Managing Director of
Science & Non-Profit

“Along my path from biochemist to entertainment philanthropy advisor during the last 20 years, my work was always informed by our environmental crisis. I had spent significant time with activists and NGOs who share our collective mission and interest. This chapter for me is about coming back to the scientific solutions and helping to figure out their deployment systematically.”

- Creative Artists Agency Foundation (co-director)
- Range Media Partners (founder and managing director)
- Environmental Media Association (board member); Sierra Club’s Arts + Entertainment Council

CAAfoundation

 UNIVERSITY of VIRGINIA

RANGE
MEDIA PARTNERS



HOW TO INVEST

To invest in our Early Stage Fund, click [HERE](#)
(you will be directed to our AngelList page)

To invest in our Late Stage Fund, click [HERE](#)
(you will be directed to our AngelList page)

To join our syndicate (free) to see select co-investment opportunities, click [HERE](#)

Email us: invest@fpcventures.com



FUND I PORTFOLIO HIGHLIGHTS

SPAN

SPAN

Sector
Home & Buildings



Years Invested
2022, 2023



Round Invested
Series B, B2



Co-investors
Fifth Wall, Wellington



Company

SPAN is the Nest of Electric Panels, transforming an analog arcane technology into a smart device. SPAN's game changing product offers software control over previously fixed electrical circuits, and enables insights and dynamic prioritization of power loads with immediate customer ROI.

Thesis

Home electrification - residential solar, energy storage, EV charging, electric heating and cooling - is expected to accelerate for years to come. Homeowners looking to electrify often need to upgrade their electric panel and utility service (e.g. to allow for an installation of a level 2 EV charger). SPAN's panel helps homeowners avoid a lengthy and costly utility upgrade and gives them control over their energy usage.

Competitive advantage

Arch, SPAN's CEO, has assembled a team of ex-Tesla and tech talent that have applied their product and tech knowledge to the world of electric panels and created a product that is well ahead of the competition. SPAN benefits from strong commercial partnerships - most notably SunRun and Kenmore - in driving rapid market adoption.



FUND I PORTFOLIO HIGHLIGHTS

Albedo Space



Sector
Data & Analytics



Year Invested
2022



Round Invested
Series A



Co-investors
Breakthrough Energy, Shield Capital



Company

Albedo is on track to be the first company to deploy a network of satellites in very low earth orbit (VLEO).

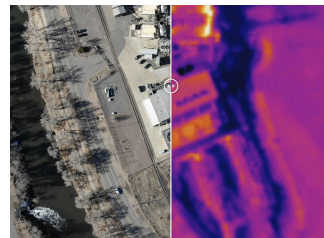
Thesis

Earth Observation is a rapidly emerging market with a historically significant and still growing defense market and a fast developing commercial market. The market today is estimated to be around \$5B and projected to grow to \$50B by 2030 (with some reports projecting a much higher potential). Higher resolution will help unlock additional, larger markets that are currently limited to high-cost non-satellite (e.g. drone) options or simply inaccessible markets. Examples include insurance, where the resolution required for most use cases is around 8-12 cm, energy and infrastructure (e.g. vegetation management around power lines), agriculture, ESG modeling (e.g. climate change monitoring and carbon offset markets) and a range of government applications.



Competitive advantage

Just as when one is trying to take a high resolution photo with a regular camera, proximity to the object matters in Earth Observation. By operating in VLEO, Albedo will enable 10x better image resolution (at 10cm RGB imagery) than the highest resolution commercial satellite images available. Albedo's design and VLEO deployment strategy means the company can provide that imagery at 100x lower cost than competitors estimate.



FUND I PORTFOLIO HIGHLIGHTS

Crusoe Energy



Sector
Energy



Year Invested
2022



Round Invested
Series C



Co-investors
G2VP, Valor Equity Partners



Company

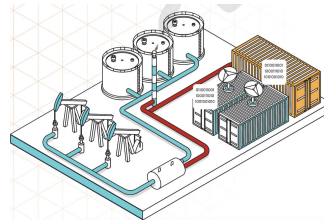
Crusoe Energy leverages what it calls “broken links in energy supply and demand” by using wasted energy from gas flaring and excess electricity produced on wind farms to power server centers for crypto mining and to offer cloud computing services.

Thesis

>5Tcf of gas was flared globally in 2020, the equivalent of \$82B of stranded energy and enough to power the BTC network 8 times. Data centers powered with this stranded energy are ideally suited for mining bitcoin, which is an energy intensive process but one that is compatible with the intermittent nature of the power source. In addition to bitcoin mining, Crusoe can offer carbon negative computing services for a range of applications including the fast-growing AI market. Across its applications, Crusoe will be at a structural competitive advantage due its low cost position and will be able to weather economic cycles better than competitors.

Competitive Advantage

Crusoe's access to cheap energy and operational excellence has put the company at a key operating cost advantage. The company operates at significantly lower operating cost (per mined BTC) compared to publicly traded crypto miners and return on capital deployed than public comps.



FUND I PORTFOLIO HIGHLIGHTS

Ecovative Design



Sector
Materials



Year Invested
2023



Round Invested
Series D



Co-investors
Viking



Company

Ecovative is the global leader in solid state mycelium technology with the broadest patent portfolio in the space, built over the past 10 years. The company has leveraged its technology platform and the unique properties of mycelium for a number of product applications, the most notable being in meat (a delicious mycelium based bacon) and in textiles (a leather alternative).



Thesis

Both the food and leather industry have been in search for more sustainable and animal friendly alternatives. Demand for these products has been rising, yet alternatives have either not lived up to customers' expectations or have been limited in scale and ability to reach cost parity.



Competitive Advantage

Ecovative's leadership position in solid state mycelium fermentation - with 80+ patents - provides the company with a clear cost advantage compared to competing technologies, especially liquid fermentation and precision bioreactors (for cultivated protein products). CAPEX required per unit of production as well as COGS are significantly lower. The company has proven demand for its products and services, selling out its bacon every week at a small number of retail locations and striking partnerships with leading customers in the leather space that chose Ecovative over a number of competitors.



FUND I PORTFOLIO HIGHLIGHTS

Lyten



Sector
Materials



Year Invested
2021



Round Invested
Series A+



Co-investors
aiim



Company

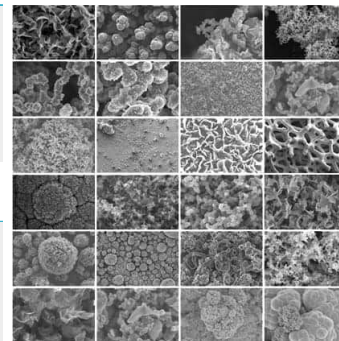
Lyten is a California-based company producing 3D graphene, with a range of applications in lithium sulfur batteries, sensors, coatings and lightweight materials. Lithium sulfur batteries produced with LytEn's technology are expected to have 2x energy density compared to current lithium ion batteries, an extended cycle lifetime as well as faster charging capabilities.

Thesis

The market for batteries is expected to surpass the \$100bn mark over the coming years with accelerated growth driven by EV adoption and the need for energy storage for the expansion of renewable energy sources. Lithium-sulfur batteries have the potential to provide significantly higher energy density, and eliminate supply chain dependencies on rare earth materials. However lithium-sulfur batteries have to date been uncompetitive because of battery degradation. Lyten's 3D graphene addresses these limitations.

Competitive advantage

Lyten has established itself as the leader in 3D graphene production with 241 patents published in this space, well ahead of competitors. The company's 3D graphene has a number of product applications, some of which can be commercialized well ahead of any large scale battery launches.



FUND I PORTFOLIO HIGHLIGHTS

Alloy



Sector
Material Innovation



Year Invested
2023



Round Invested
Series A

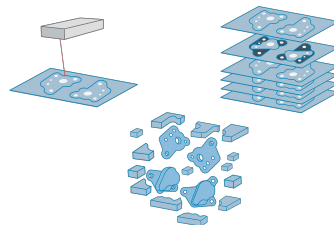


Co-investors
Piva Capital, Congruent



Company

Alloy has developed a novel additive manufacturing technology for 3D aluminum parts that is 20X cheaper than 3D printing. Alloy's process is based on laser-cutting individual sheets of aluminum and bonding these using a proprietary alloy mix.



Thesis

Demand for aluminum parts for lightweighting is expected to continue to grow for decades and is currently underserved by additive manufacturing technology. Traditional aluminum casting - while well suited to produce high volumes of aluminum parts - offers little design flexibility, and is expensive in producing medium volumes up to 20,000 parts. This medium volume production segment is an estimated \$18B market in the US alone.

Competitive advantage

Alloy competes with traditional aluminum casting in the medium volume market on cost, offers 1/10th of the lead times, and features prototyping capabilities and design flexibility. The company already has strong demand in two applications that casting is unable to serve - aluminum connectors for semiconductor equipment and cold plates for various industry applications. While still an early stage company, Alloy has significant customer traction with top-tier clients.



