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Dear Rising America II Fund Investors –

Please find the highlights of Q3 2023 below, as provided by the companies. As a gentle reminder, by accessing this report, you agree to hold all non-public information in the strictest confidence. Portfolia companies in which we invest are leading in highly competitive markets. All non-public information must be held confidential for the success of the companies. For any questions, please contact [investorrelations@portfolia.com](mailto:investorrelations@portfolia.com). Thank you.

## Company Updates



Canela Media will launch two new originals, *Campeonas* and *Indomables*. *Campeonas* is a segment that will feature analysis with statistics for the hot topic of the day and *Indomables*. This drama series has received great press coverage on top-tier national and regional outlets. These initiatives are set to captivate audiences and underscore Canela’s dedication to delivering exceptional content.

The company has also established an exclusive partnership with Azteca, Mexico’s second-largest broadcaster. This will provide Canela with a valuable addition to its product portfolio, granting them exclusivity in selling their online videos, YouTube channels, and display in the U.S. The team has hired Peter Gonazalez as Canela’s new Chief Technology Officer, who brings expertise to propel our innovation and growth. The company continues to see a demand for its product across all channels.

Canela’s new content strategy enabled them to see exponential growth on TikTok, resulting in a net gain of 8,738 followers. They had a stronger second half of the year than the first half, with \$51.9M in 2023 booked revenue and \$59.5M in 2023 Booked and weighted pipeline. Canela has secured ten new clients (names will remain confidential). The company now has 126 employees across the U.S. and Mexico.




Madison Reed has launched a Bond Building Treatment, the first treatment in the market designed specifically to protect colored hair. The product is a professional-strength formula shown in an independent lab test to reduce breakage by 71%. They are developing a line of Demi Permanent Hair Color (washes out gradually after 15-20 washes) with an expectation to launch in mid/Fall 2024. The company continues to see strong growth and store maturation of

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	<p>pre-2021 vintage stores. Matured vintage stores (50) are collectively EBITDA positive. They have also rebranded the Unlimited Roots membership to Pro + and launched a new membership called Pro aimed at customers who color less frequently. Madison Reed successfully tested 250 Walmart stores and will expand to 1600 stores in early Q3 with a full assortment.</p>
	<p>Rares attempted to raise additional Series Seed funds to support continued business operations but did not meet their target, leaving them with minimal cash to support continued business operations. Rares has engaged in an acquisition negotiation with a competitor, which was unsuccessful. Due to the company's limited options, they have furloughed employees from May 15, 2023, through the end of the month. Rares' leadership will make its final decision on the company's direction.</p>
	<p>Schola raised \$10M in Series A funding led by Channel Equity Partners. The team's focus for the rest of 2023 will be on continued nationwide expansion. The use of funds has helped the company expand its team and add capabilities to its school choice online marketplace. The company has seen triple-digit annual recurring revenue growth and already surpassed 100K students searching for the most suitable school in their platform.</p>
	<p>During Whetstone's first quarter in production/market, streaming television and the podcast sector began a divestment period that has not since subsided. The company struggled to find distribution for Whetstone Radio Collective due to the diminishing asset/value prop.</p> <p>Whetstone adapted to the evolving media landscape. The company quickly pivoted and launched Hone, a new culinary talent agency to connect people with opportunities such as brand campaigns or TV projects. In June, Hone quadrupled the talent under management from 4 to 16 with deal flow reaching \$30k/month, outpacing its magazine revenue. The team is in several advanced conversations with television companies about placing their talent. Whetstone is seeking \$250k for the next 18 months of operation capital. This will be spent operating Hone and hiring a second manager to support them in expanding the roster and deal flow. Hone positions Whetstone as an acquisition target in the short term. Stephen continues to look at companies like CAA as</p>

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	<p>potential investors/acquirers and is open to introductions for potential funders, hoteliers, real estate developers or brands.</p>
<h2>REBUNDLE</h2>	<p>Rebundle saw a boost in sales in July and a weekly return customer rates as high as 38%. In order to stay on track they plan to spend little to nothing on marketing to prioritize resources for inventory. They also recently hired a process engineer with a background in chemical engineering to overhaul their production facility. The company plans to go back to Uganda in August to discuss a joint venture with their fiber supplier to offload the manufacturing to them. Rebundle is focused on low-hanging initiatives such as content and partnerships. CEO Ciara Imani May won 20k at the Circularity23 pitch competition. Rebundle has launched in the UK and on L'Oréal's Salon Centric Marketplace to reach salon professionals. The company has been cast on a FOX game show. This is confidential until the series airs in the next 5-8 weeks. They plan to sponsor products for Alicia Keys for her tour by partnering with her stylist, <a href="#">Tanya Melendez</a> and they have launched edge brushes in collaboration with Baby Tress. Their Brand Manager restructured the marketing team and is now prioritizing growth initiatives, such as search, retargeting, email, and affiliate marketing.</p>
	<p>ShearShare kicked off its \$3.6M Seed round in May. The company has maintained excellent traction with a 50% QoQ increase in a number of booking days. The company has created jobs and kept small businesses open across 900+ cities. They manage over \$150M+ in salon and barbershop space assets and have grown their registered user base to over 50,000 SMBs. ShearShare was named a World-Changing Ideas App by Fast Company (<a href="#">view here</a>). The team has secured an exclusive partnership with Lloyd's of London that offers stylists a cornered resource: liability insurance by the day for \$5. ShearShare has cut FY2022 expenses in half, nearly doubled annual revenue, and will realize cash flow breakeven in 2023. To accelerate ShearShare's growth, they recently joined the Mastercard Start Path startup engagement program as part of the In Solidarity track, which is designed to support fintech startups with Black founders and is part of Mastercard's \$500M commitment to help close the racial wealth and opportunity gap. Co-Founder &amp; COO of ShearShare, Courtney Caldwell, is only the 33rd Black woman founder in the U.S. to raise more than \$1M in venture capital.</p>

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## scout

Scout continues to focus on enterprise sales as they have been building out their coaching referral tree, as well as doubling their ARR MoM after closing on Iowa. They plan on going full speed ahead with their B2B sales model, focusing on coaching staff. This past month, they met with Rutgers, Seton Hall, Georgetown, and numerous others. They are focused on targeting the top 30 basketball programs that have the highest % of players going pro, marketing themselves as a premium financial offering to coaches for recruiting.



## Kanarys

With the Supreme Court's decision overturning affirmative action, Kanarys has partnered with FordHarrison, a top labor and employment law firm, and Project Mockingbird, an industry-leading PR firm that specializes in DEIB communications, to take proactive steps to ensure organizations can continue their DEIB commitments and progress. Mandy Price, CEO and Founder of Kanarys, was a featured speaker at the in-person event, "Navigating the New Era of Workplace DEIB Post-SCOTUS Affirmative Action Ruling Roundtables". This will be a continued series of in-person roundtables about the SCOTUS decision. Kanarys remains the category leader in the Diversity, Equity, Inclusion, and Belonging (DEIB) technology and data analytics space. The team has appointed Meloni Parker, Chief Diversity Officer at Google, to Kanarys' Board of Directors. Melonie's expertise in HR and DEIB brings knowledge and invaluable support to the company as it continues to build and scale.

The Board approved a \$1M bridge financing round and has already secured commitments for 40% of the round. The bridge round will be pivotal to accelerate growth, expand its customer base, and solidify its position as a market leader. Mandy anticipates reaching cash flow neutrality by March 2024.



## ZERO POINT FIVE THERAPEUTICS

Zero Point Five Therapeutics (ZP5) has completed its first human study (Phase 1). The company's chewable tablet (ZP5-9676) was well tolerated, subjects reported few side effects, and the taste of the tablet was acceptable. Concentrations of ZP5's active ingredient, ZP5-9676, were low in plasma, confirming that limited drug is absorbed and, therefore, available in the gut (the site of action for helminth infection). CEO Joseph Amprey and CSO Helen had several meetings with their clinical research organization based in Argentina. They will be involved in managing the final pivotal trial before drug approval. Zero Point Five is preparing for its

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	<p>next financing round and has secured a term sheet from its lead investor, Aligned Partners. The round closed on ~\$6-\$7M, leaving them with the opportunity to obtain non-dilutive capital. The team plans to begin the final studies in Q4 once they have completed scale-up manufacturing of the drug for the trial, which has already begun.</p>
	<p>The company raised an additional \$2M in Seed funding from existing and new investors in the U.S. and Mexico. This will enable the company to scale its impact on education leadership via its cloud-based strategy and analytics platform, Inno™. The app Inno 3.0 is on track for a January 2024 release. The new app version will have an impact on customer satisfaction by making onboarding quicker and will leverage A.I. to give customers better insights. AJ is looking for connections to potential customers especially in Chicagoland, New York, California, and Texas. Additionally, they are expanding their sales team and seeking introductions to potential talent with a proven track record in EdTech or SaaS.</p>
	<p>YourChoice continues its development for a hormone-free family planning product. The company will begin its first-in-human trial for the male birth control pill. The team will dose its first male volunteers in a phase one clinical study of YCT-529, a drug candidate designed to offer the first hormone-free male birth control pill. The initial preclinical studies, funded partially by the National Institutes of Health, showed YCT-529 was 99% effective and 100% reversible with no side effects. YCT-529 is a retinoic acid receptor-alpha (RAR-alpha) inhibitor. YCT-529 prevents sperm production by blocking access to vitamin A, a well-established pathway first discovered in the 1930s. YCT-529 has demonstrated to be a strong safety profile, and full reversibility in mice and monkeys once treatment ended. The team is confident in its safety profile, which the phase one study will affirm.</p>
	<p>The Rising America II fund invested in Curastory's SAFE offering in April 2023. Their former lead investor ultimately decided not to participate in the SAFE. Tiffany has ~\$45k available until they reach their target allocation. Since their lead investor did not invest, the syndication will allow the company to prolong runway until the first filled invoices from their \$7.2M sales in early September. Curastory closed \$7.2M from Bose, Fanatics, Wilson, Tissot, T-Mobile, Qualcomm, and UBS for its Pac12 football partnership this fall. Since the company sold 20% of its Pac12 deal in 6 months, they are</p>

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beginning negotiations for the same partnership with Tempus Ex and the NFL for 2025 footage that rivals the YouTube NFL Sunday Ticket content deal. The company anticipates launching a Series A round in 2024. Due to not shipping any new products in 2022 and spending time refactoring, Tiffany decided to part ways with their CTO. Curastory has expanded its team by hiring a Senior Product Manager (5th product hire at Reddit and former product lead at LTK) and a Senior Full Stack Engineer (former staff engineer at Walmart).

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