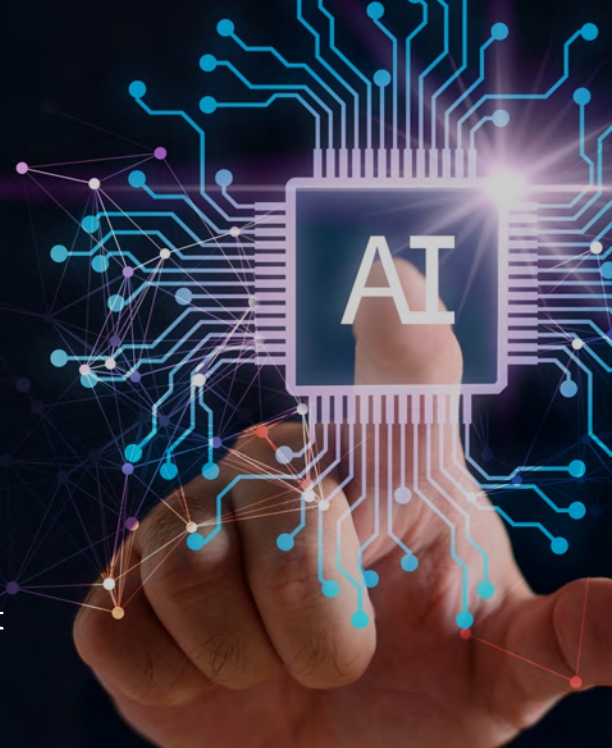


By investing with Alumni Ventures, individuals can win in venture capital

Learn how Alumni Ventures offers venture capital investment opportunities to accredited investors.



Nearly 10,000 individual accredited investors trust Alumni Ventures to build their professional-grade VC portfolios

Founded in 2014, Alumni Ventures is America's largest venture capital firm that offers VC portfolios to individual investors. With 50–75 new investments each quarter, Pitchbook named it [the most active venture firm in the US](#) and third most active on Earth in 2022.

How do they make it happen? In under a decade, the Alumni Ventures team has expanded from their HQ in Manchester, New Hampshire, to:

6

national offices, from Chicago to NYC to San Francisco

150

full-time employees, including 50 full-time venture investors

Hundreds

of years of combined experience in venture deal sourcing

Ultimately, every deal conducted by Alumni Ventures strives to deliver two value-adds:

Providing high-ROI, diversified venture portfolios to accredited investors

Investors can participate in high-quality portfolios of 25–30 companies for as little as \$10,000. To date, nearly 10,000 individuals entrust Alumni Ventures with their venture investing — totaling over \$1.2 billion in capital raised.

“By developing this enormous network and gathering really deep data on our community members, our CEO Services function stands out in the venture industry as delivering outsized value to founders in our portfolio.”



Luke Antal,
Co-Founder, Chief Community Officer at Alumni Ventures

3 reasons people invest in venture capital as an alternative asset

While venture capital has long been [associated](#) with established firms, here are three potential benefits of adding VC to your personal portfolio today:

Return potential

Venture capital has delivered impressive performance over the last 25 years. This long-term performance horizon and prospects suggest VC is compatible with the average retirement fund.

Better portfolio diversification and risk mitigation

Much like real assets, venture capital as an asset class is largely uncorrelated to the public markets, making it a prime opportunity to diversify and anchor a retirement portfolio.

More value in private markets than ever before

At a macro level, we see half as many public equities as there were 20 years ago. Meanwhile, cash and growth opportunities have increasingly moved to the private side — and the largest endowments and institutions have already grown allocations respectively.

3 ways Alumni Ventures empowers individual investors in the VC space

As venture capital grows increasingly accessible to individuals, Alumni Ventures stands out as an entry point to venture investing in three ways:

1 Alumni Ventures leverages its community of 650,000+ to source high-quality, highly competitive deal flow

At its foundation, Alumni Ventures is a network-powered VC firm. Its community of 650,000+ professionals is leveraged to source highly competitive, high-quality, and high-ROI deal flow.

How do they ensure this quality? It comes down to due diligence.

Like most established VCs, the Alumni Ventures team relies on four core criteria: the founding team’s skill, early traction, market promise, and a differentiator (i.e., rare IP or an economic moat). On top of this, every deal in its funnel is rigorously vetted and evaluated by the sponsoring fund, a specific Investment Committee, and the firm-wide Alumni Ventures Investment Committee to gauge the quality and potential return of the investment.

2 Alumni Ventures mitigates risk through large, diversified portfolios

Alumni Ventures offers a variety of venture fund offerings, but all are anchored in the strong belief that the right way to invest in venture is to build a large portfolio diversified in multiple ways.

Stage	Sector	Geography	Vintage Year	Lead Investor
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3 Alumni Ventures only co-invests alongside other established, leading firms

Alumni Ventures exclusively co-invests with VCs who lead rounds and negotiate terms with proven sector and/or stage expertise.

More specifically, Alumni Ventures' 50 full-time investment professionals look beyond buzzworthy brand names to evaluate the long-term potential of the lead investor. After all, the lead ultimately signs the term sheet, attaches themselves to the company for years to come, and **influences its success** (and thus, the returns for its clients).

Here's an example of this ethos in action:

1

Alumni Ventures vetted a co-investment in **Sesame**, a marketplace for pay-per-visit medical appointments with an impressive team and market potential: Roughly **10 million** American families dedicate 5% or more of annual household income to medical bills.

2

They discovered the round would be led by **Joel Cutler**, Co-Founder and Managing Director of General Catalyst. Cutler is a two-time **Midas VC** and an early investor in Airbnb and Kayak — two **prominent** consumer marketplaces.

3

Cutler's sign-off on Sesame — another promising marketplace venture — gave Alumni Ventures the confidence to move forward.

The results?

Sesame most recently raised a Series B round of \$27 million led by Google Ventures, with ongoing participation from Alumni Ventures, General Catalyst, Coefficient Capital, and more.

“You get a diversified portfolio of 25–30 companies, all with their own unique trajectories and potential to generate impressive returns. You gain exposure to the most innovative categories of venture — and we help you do it seamlessly. One check gives you that portfolio.”

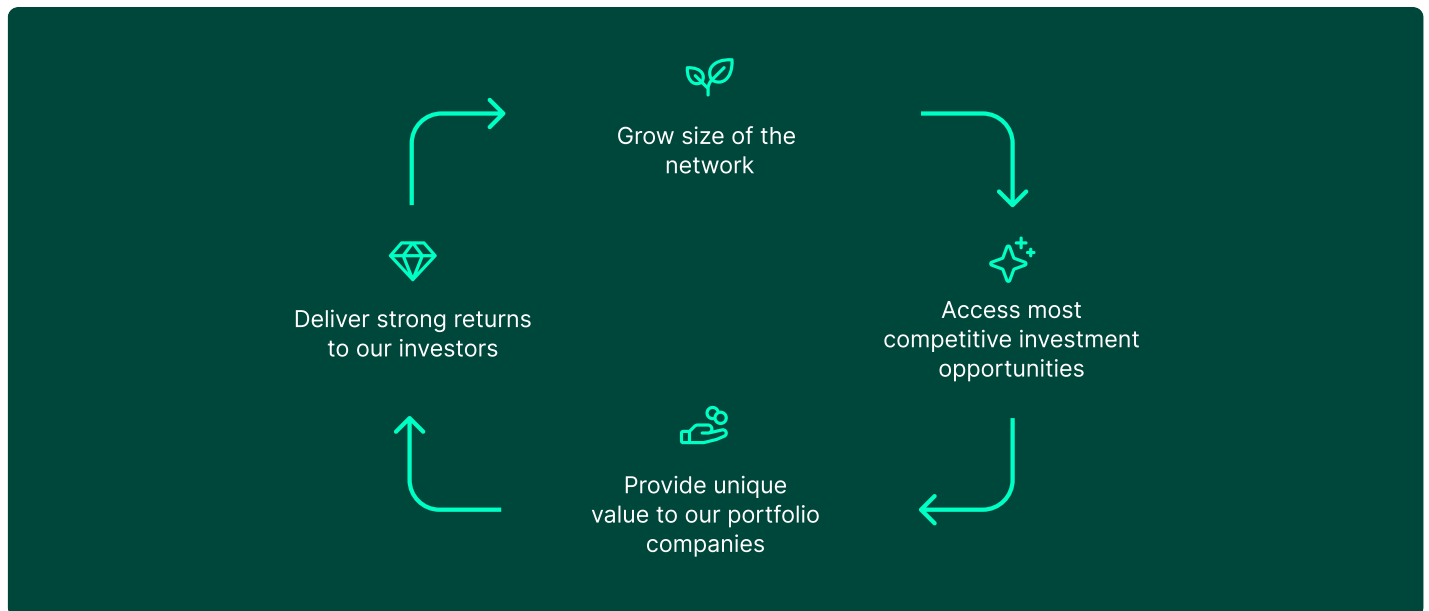


Laura Rippy,
Managing Partner at Alumni Ventures

In the midst of a hypercompetitive venture environment, Alumni Ventures looks for flywheel effects

From its mission to promote access to VC to its highly competitive deal flow, the three differentiators detailed above help Alumni Ventures stand out as a great option for accredited investors saving for retirement.

Every step of their process builds upon itself, creating a continuous feedback loop:



Thanks to Alumni Ventures' CEO Services and network-powered deal flow, the firm can source and attract high-quality investments while bringing a unique value-add to portfolio companies.

Carefully designed portfolios and a highly engaged investment management team is meant to keep investors happy. After experiencing an investment in VC with Alumni Ventures, many investors return to write additional checks.

Satisfied accredited investors recommend Alumni Ventures to their circles, which can grow the network, further simplifying fundraising, fueling the firm's operational flywheel.

As accessing high-quality, high-return deal flow is more **competitive** than ever for VCs, investing via Alumni Ventures flywheel is an opportunity to tap into the stability and predictability offered by experienced investors in the space.

Ready to add venture capital to your portfolio? Invest with Alumni Ventures through Alto.

Where Alumni Ventures exists to provide accredited investors access to venture investing, we founded Alto to ensure every accredited investor saving for retirement could anchor their portfolio with alternative assets — a strategy traditionally reserved for [high-net-worth individuals](#) and [institutional investors](#). But according to a [recent report](#) from Cerulli Associates, more financial advisors are turning to alternative assets to diversify their clients' portfolios.

In tandem, Alumni Ventures and Alto empower individual investors to participate in venture capital, benefit from the firm's flywheel effect, and diversify their investment portfolios through a self-directed IRA for years to come.

“From the very beginning, Alumni Ventures was conceived to be a disruptive presence in the venture community and bring venture portfolios to the market of 15 million accredited investors in the US alone.”



Luke Antal,

Co-Founder, Chief Community Officer at Alumni Ventures

Alto

Interested in learning more? Head to Alto to invest in alts today.

[Get started](#)