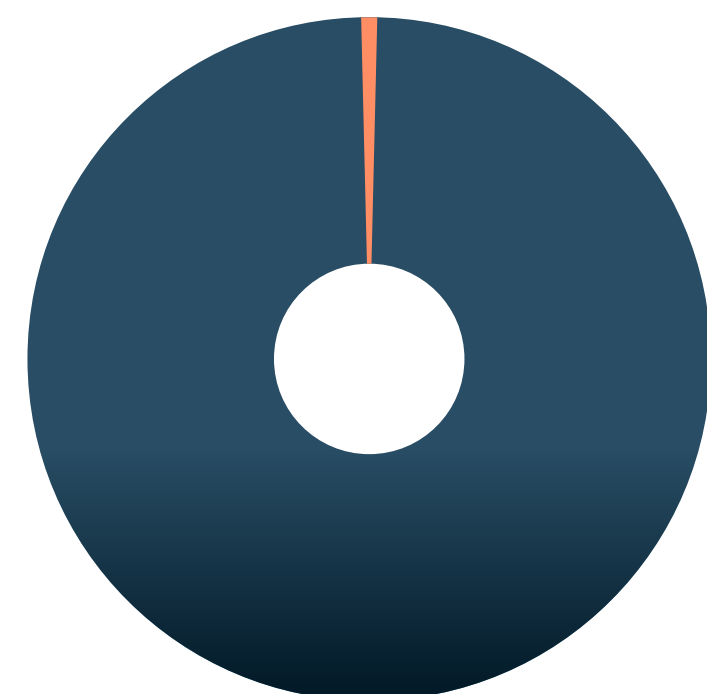




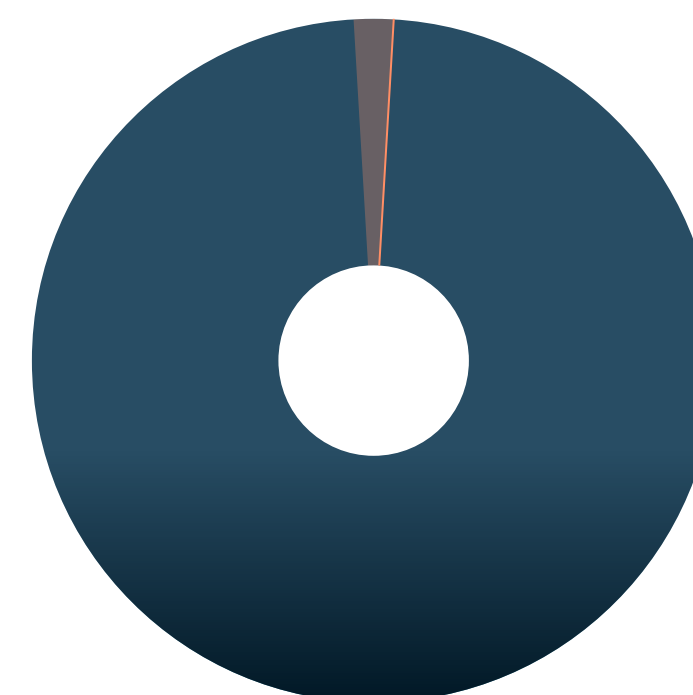
The Equity Alliance was created because the pandemic and recent racial justice movement have further displayed systemic inequalities and injustices in American society which we have always known existed and yet never thoroughly challenged.

1.3 %



Asset management is a \$70 trillion industry, with only **1.3%** of assets managed by diverse-owned firms.

2.6% / 0.1%



2.6% of venture funding goes to companies with all-female founding teams. Startups led by Black women receive just **0.1%** of all venture funding.



The Equity Alliance seeks to democratize access to capital.

Through investment, collaboration, and education, the Equity Alliance is partnering with diverse, mission-aligned fund managers as well as entrepreneurs in their portfolio companies, providing strategic value that goes beyond capital.

EDUCATE

Equip our fund managers and their entrepreneurs with the skills they need to succeed.

ENGAGE

Provide a platform that will help our fund managers attract additional investors and partners.

ELEVATE

Support our fund managers and their entrepreneurs in telling their story and marketing their ventures.



The Equity Alliance invests in diverse, emerging venture capital fund managers, with a focus on managers of color and women.

Our mission is to create a more inclusive investment and entrepreneurial ecosystem. We strongly believe this is key to unlocking superior returns.

- The Equity Alliance invests in emerging VCs, with a focus on Fund I or Fund II
- We are not afraid to be a first check and aim to accelerate the fundraising process for the managers we back
- We have flexibility to make direct investments in exceptional mission-aligned portfolio companies alongside the funds we support
- We welcome generalist funds, and are also interested in HealthTech, AgTech, EdTech, and FinTech



The Equity Alliance
brings together investors,
innovators, and operators
who believe that diversity
of background, thought,
and perspective leads to
better investment decisions
and performance.



Claude Grunitzky,
a Togolese American serial entrepreneur,
is CEO and Managing Partner of the
Equity Alliance.

Claude's previous ventures, TRACE and TRUE Africa, were funded by Goldman Sachs and Google. A graduate of London University and MIT, he is an author and community builder with a passion for teaching and mentorship. Claude sees this fund as an opportunity to create significant alpha.



Richard "Dick" Parsons,
is the Chairman of the Equity Alliance.
He is also the Chairman of the Board of
Trustees of The Rockefeller Foundation,
the former Chairman of Citigroup, and
former Chairman & CEO of Time Warner

In launching this fund, Dick aspires to forge an inclusive community and contribute to a healthier, more successful, entrepreneurial and investment environment.



The Equity Alliance founding partners lead some of the most successful corporations, foundations, and asset management firms in America.

Richard D. Parsons, Chairman of the Rockefeller Foundation

Ronald S. Lauder, Board Member of the Estée Lauder Companies

Kenneth Lerer, Benjamin Lerer and Eric Hippeau, Managing Partners of Lerer Hippeau

Eric Zinterhofer, Founding Partner of Searchlight

Scott Kapnick, CEO of HPS Partners

Michael Novogratz, CEO of Galaxy Investment Partners



The Equity Alliance advisors represent a variety of industries, offering our fund managers and entrepreneurs diversified access to a broad network.

Erdin Beshimov, Senior Director at MIT Open Learning

Payne Brown, President of THINK450

Vicki Fuller, Trustee at Blackstone Private Credit Fund

Hill Harper, Actor, author and entrepreneur

Max Jahn, Managing Director at R&R Venture Partners

Natalie Jenkins Sorrell, Deputy Chief Investment Officer at ERF Dallas

Stephanie Lampkin, Founder & CEO of Blendoor

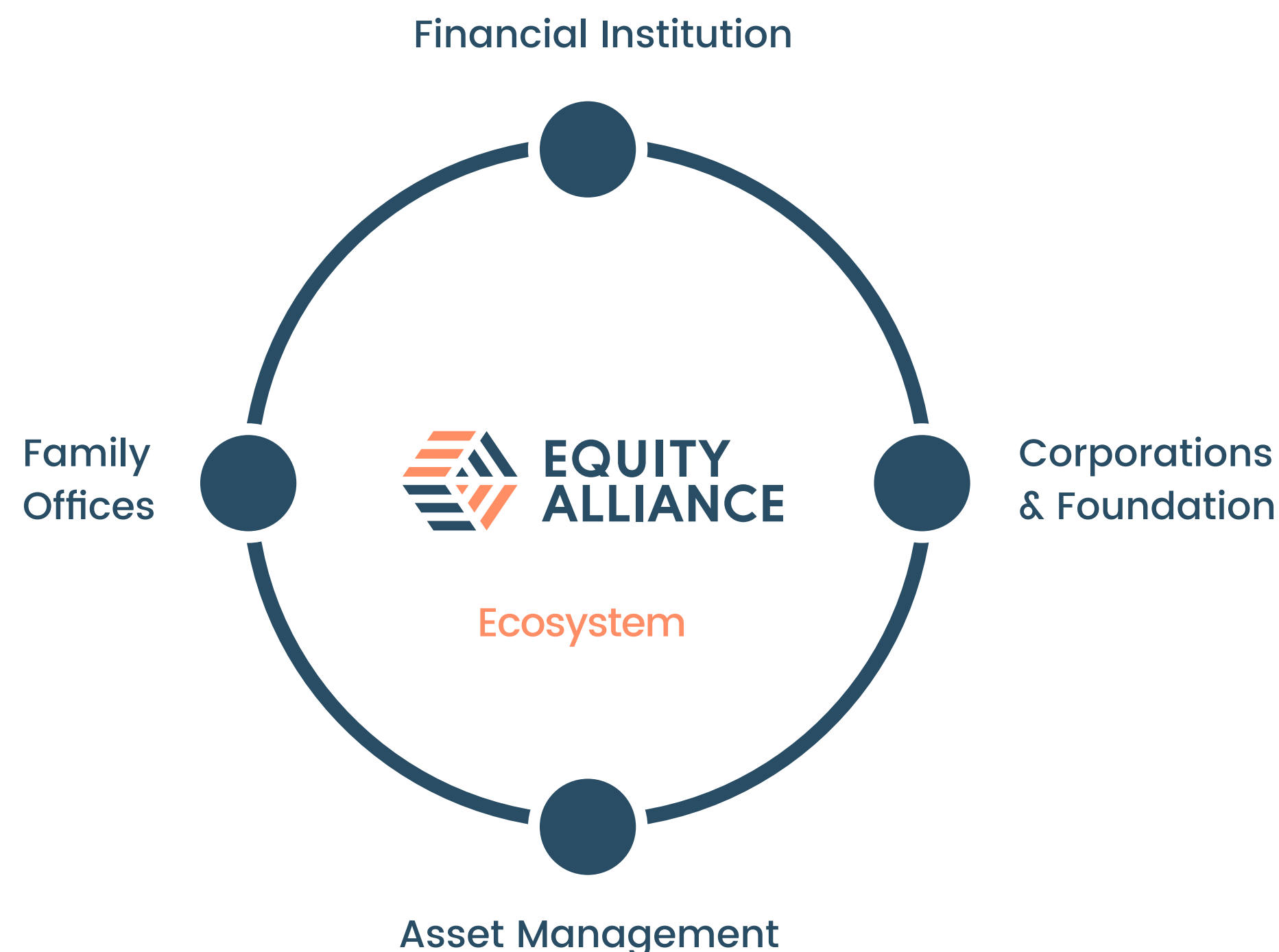
Julia Paliare, Managing Director at RSL Investments

Xander Schultz, CEO at Galaxy Labs

Richard Wayner, Managing Partner at Fort Greene Partners



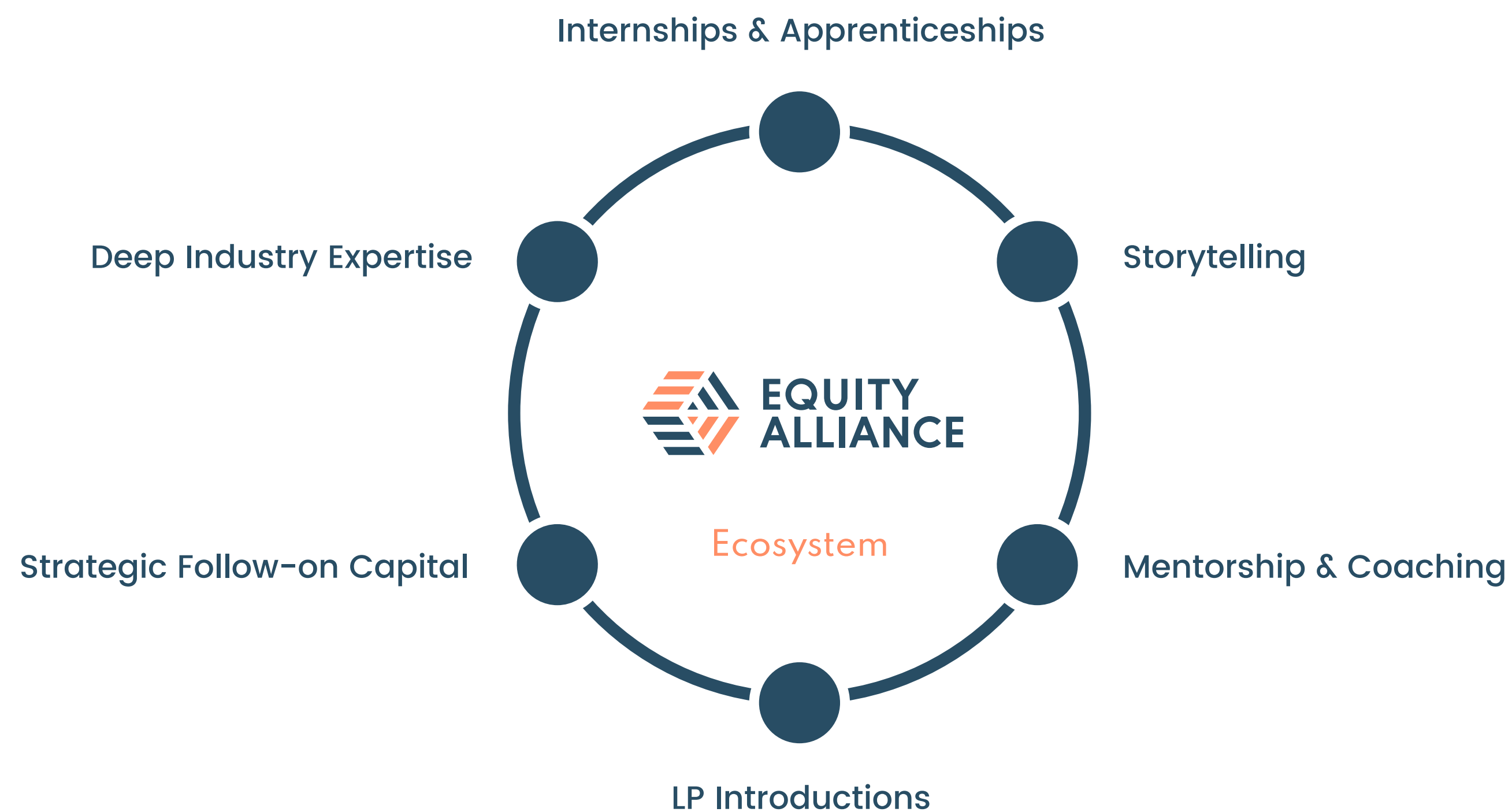
The Equity Alliance Founding Partners have contributed \$5M at the GP level, and will raise up to \$30M from strategic, mission-aligned LPs over the next 6 weeks.



We will strengthen our Alliance by partnering with strategic, mission-aligned LPs that span across financial institutions, asset management, corporations, foundations, and value-add family offices with investment and industry expertise across sectors.



The Equity Alliance is creating a unique environment for our investments to thrive, and seeks to be the connective tissue within the broader investment ecosystem.





The Equity Alliance hybrid fund structure allows for both fund and direct investments.

HYBRID FUND STRUCTURE

FUND SIZE	\$30M	FEES	1.5%
AVG. CHECK SIZE	\$250K - \$1M	CARRY	15%
No. OF FUNDS	~15 - 20*	FUND LIFE	12 YEARS
STAGE	EARLY	TARGET RETURN	3X

*Reserving capital for follow-ons, and co-investment

TIMELINE

 Fund Investments  Direct Follow-on Capital  Co-Investment for LPs



The Equity Alliance team is following a structured, repeatable investment process and leveraging its access to top tier co-investors and deal sourcing partners.

DEAL SOURCING	ASSESSMENT	INVESTMENT	POST-DEAL
Access the best deals	Co-invest advanced due diligence	Size our position to allow for diversification	Monitor, support and report
<ul style="list-style-type: none">➤ Active dialogues with VCs and other investors	<ul style="list-style-type: none">➤ Structuring & preparation of legal documentation	<ul style="list-style-type: none">➤ Investment committee approval➤ Deal execution	<ul style="list-style-type: none">➤ Company updates➤ Regular investors communication



The Equity Alliance made its first \$500K investment in Concrete Rose Capital.

- Early-stage generalist venture capital fund based in Silicon Valley
- Founded by African American first-time fund manager Sean Mendy
- GPs of the fund have made a commitment to donate 50% of their carry to the Concrete Rose Foundation, whose mission is to partner with organizations developing the next generation of underrepresented talent of color

ConcreteRose

➤ INVESTMENT FOCUS

Ventures that are owned by diverse founders

Companies that provide services to underserved Consumers and communities of color

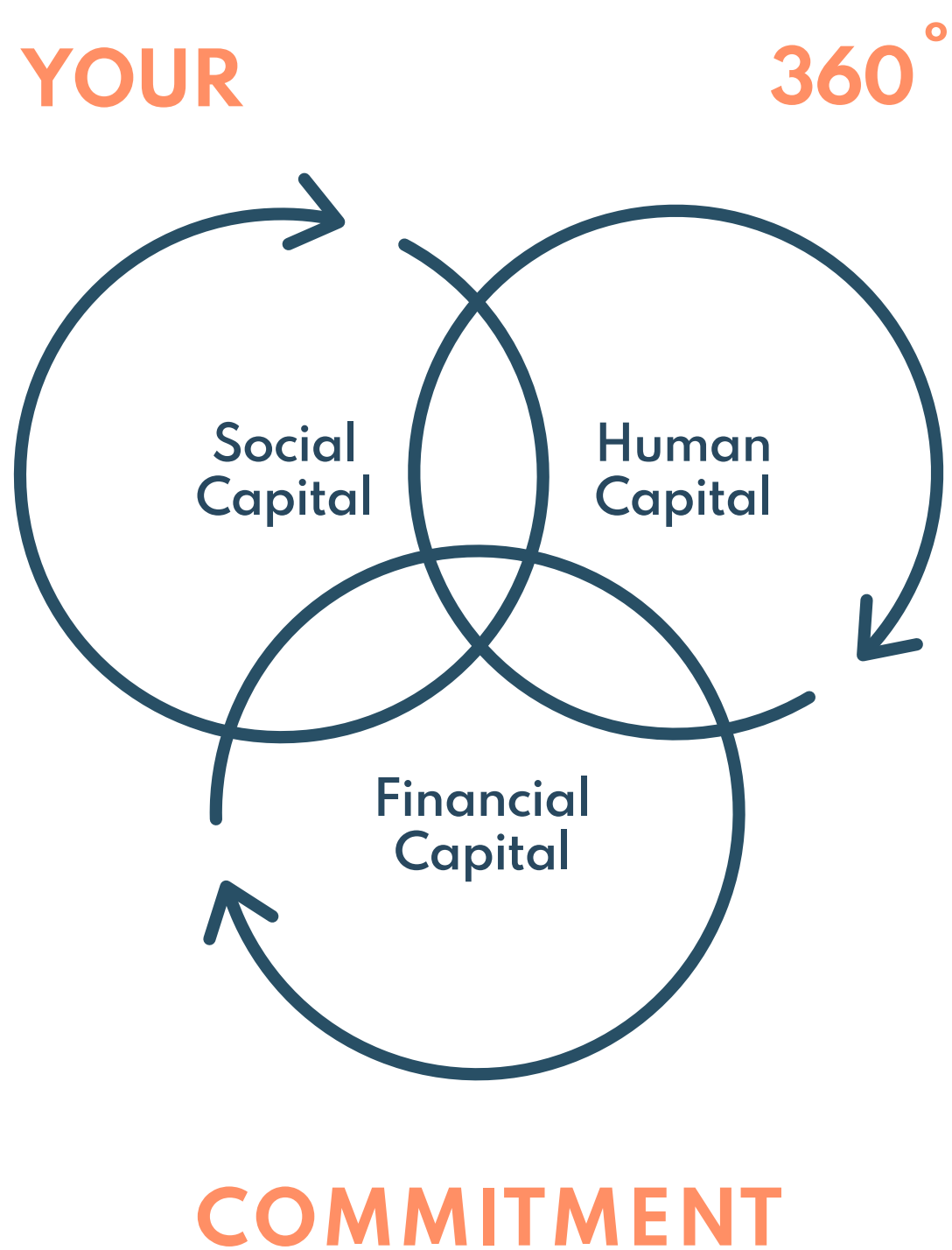
Companies that have non-diverse founders who Are deeply committed to diversity and inclusion amongst their employees



THE SOCIAL CAPITAL PLAYBOOK



In addition to your financial investment, **your commitment** to invest time and resources into the social ecosystem will be a **major driver for success**



SOCIAL CAPITAL PLAYBOOK			
	EDUCATE	ENGAGE	ELEVATE
TARGET	Equip our fund managers and their entrepreneurs with the skills they need to strive and succeed.	Provide a platform that helps our fund managers to attract additional investors and partners.	Support our fund managers and their entrepreneurs in telling their story and marketing their ventures.
CONTRIBUTION	<ul style="list-style-type: none">● Lead or participate in educational programming (learning sessions, pitch events, fireside chats & more)● Sponsor expert coaching to fund managers● Provide access to VC mentorship, internship and job opportunities for your constituents	<ul style="list-style-type: none">● Curate opportunities to connect with our LPs, fund managers, their portfolio companies, and leading ecosystem partners like VC Include, BLCK VC.● Sponsor annual summit of emerging and established investors and entrepreneurs	<ul style="list-style-type: none">● (Co)brand and share detailed updates and success stories as thought leaders● Amplify fund managers message by making them center stage● Create a virtuous circle that connects from fund managers, to the community



How you **benefit** beyond financial returns





THANK YOU!

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NO PERSON HAS BEEN AUTHORIZED TO GIVE ANY INFORMATION OR MAKE ANY REPRESENTATION OTHER THAN AS SET FORTH IN THIS PRESENTATION AND ANY REPRESENTATION OR INFORMATION PROVIDED BUT NOT SET FORTH HEREIN MUST NOT BE RELIED UPON AS HAVING BEEN AUTHORIZED BY THE FUND, THE GENERAL PARTNER, THE MANAGEMENT COMPANY, OR ANY OF THEIR RESPECTIVE DIRECTORS, OFFICERS, MANAGERS, EMPLOYEES, MEMBERS, PARTNERS, SHAREHOLDERS, AFFILIATES, OR AGENTS. THE DELIVERY OF THIS PRESENTATION DOES NOT IMPLY THAT THE INFORMATION HEREIN IS CORRECT AS OF ANY TIME SUBSEQUENT TO THE DATE ON THE COVER HEREOF (OR SUCH EARLIER DATE AS MAY BE DESIGNATED HEREIN WITH RESPECT TO INFORMATION SET FORTH HEREIN). THIS PRESENTATION IS NOT COMPLETE AND MAY BE CHANGED AND/OR SUPPLEMENTED FROM TIME TO TIME. FOR ALL PURPOSES AT LAW OR EQUITY, THE FUND SHALL BE CONCLUSIVELY DEEMED TO BE THE SOLE AND EXCLUSIVE MAKER OF ALL STATEMENTS WITHIN THIS PRESENTATION.

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