



## FOR IMMEDIATE RELEASE

Ceemo.ai is proud to announce our pre-seed investment round has secured our lead investor in **Right Side Capital Management**, and our first two follow-on investors, **Startup Haven Ventures** and **Gaingels**. Given the excitement Ceemo has generated, we're now considering a stretch goal for an over-subscribed round.

In just 10 minutes or less, Ceemo.ai can generate a complete brand and all the custom marketing assets founders need to launch, sell and fundraise. Since launching our beta in March of 2024, we've secured partnerships with Techstars, NEXT powered by Shulman Rogers, The University of Oregon, and many more. Our mission is to eliminate one of the earliest barriers faced by minority founders, to help level the VC playing field.

**"I've spent 10 years helping minority founders raise over \$172 million in venture capital,"** said Heather Lawver, Ceemo's Founder & CEO. "When over 90% of all VC funding goes exclusively to straight white men, it can be easy to get discouraged. But there are so many out there who never give up on minority founders. Having Right Side, Startup Haven, and Gaingels on our cap table is a dream come true. Knowing we have allies in our mission to level the venture capital playing field is truly priceless."

"Everyone will tell you, raising in today's VC climate is a challenge" said **Jake Rosenhaft**, Ceemo's Co-Founder & CTO. "But raising is always a bigger challenge for women, BIPOC, LGBTQ+ & Disabled founders. We're excited to use algorithms & AI to scale our impact & craft an easier on-ramp to startup success."



RIGHT SIDE CAPITAL MANAGEMENT, LLC

One of Silicon Valley's leading pre-seed venture capital firms, Right Side Capital has invested in over 1500 companies since 2012. Their quick formula-based approach to early stage tech investing has won fans throughout the startup ecosystem. All criteria RSCM uses to evaluate investment opportunities is listed clearly on their website. They are especially proud to welcome pitches openly on their website, with no warm introductions required.

After RSCM invested in Ceemo, we discovered that they had previously invested in founders using pitch decks developed by Ceemo during their initial test phase.

**"At RSCM, we love investing in startups growing their early revenues quickly. When those revenues come from helping other startups grow too, the deal is so much the sweeter. We're ecstatic that Ceemo.ai has welcomed us into their family."**

- *Kevin Dick, Managing Partner*



Since 2006, Startup Haven has built and operated the leading network of venture-scale founders and investors across North America. The Startup Haven fund and accelerator invests in disciplined founders, building capital-efficient companies, that and who are solving outsized problems with limited resources.

**"When Heather first pitched to me, there was a lot that I loved. But I also had some tough and, I think, fair feedback, including that I could not fund the company that she was pitching me. To my surprise, less than a week later she sent me a thank you email, saying that our conversation helped her navigate to a new approach that she felt would solve for the challenges I identified. I was impressed by her grit, thoughtfulness, & rapid pivot. I asked to take a second look & the rest is history. I'm proud to invest in founders who learn from & are grateful for the helpers along the way."**

- *Bob Crimmins, Managing Partner*



Gaingels is one of the largest, most diverse, and most active venture investment communities, and they are dedicated to showing the world that equity of access and representation in venture capital delivers positive returns. They have deployed over \$600M across a portfolio of over 1000 startups. They proudly invest primarily in diverse & underrepresented founders, especially those from the LGBTQIA+ community. Gaingels & their portfolio companies seek to increase visibility, representation, and access for all underrepresented communities in venture capital.

**"The AI world is changing quickly - every week, in fact. We believe there's enormous potential in AI to reshape our world. When diverse thinkers are given the tools they need to lead technology in new directions, we all benefit. We're excited to see how Ceemo continues to evolve as they aim to advance equality, accessibility, and deeper market insights."**

- *Lorenzo Thione, Managing Director*



# PRESS RESOURCES

## Image Assets



**Heather Lawver**  
FOUNDER & CEO HEADSHOT



**Jake Rosenhaft**  
CO-FOUNDER & CTO HEADSHOT



**Ceemo.ai**  
SVG LOGO



**Right Side Capital**  
LOGO



**Startup Haven**  
LOGO



**Gaingels**  
LOGO

## Online Press Release

**Online Press Release**  
AT CEEMO.AI NEWS

**Promotional Illustration**  
AT CEEMO.AI