



PruVen Capital: Independent *yet* Integrated

We are excited to announce the launch of PruVen Capital, an independent venture and growth equity platform with our first multistage fund of \$300 million. We are partnering with Prudential Financial as our single Limited Partner to support the next generation of founders focused on building enduring companies across the largest verticals in the global economy including insurance, financial services, real estate, health care tech and enterprise technologies.

Building an iconic, enduring company is becoming more challenging than ever as tech entrepreneurs address opportunities in highly complex and traditional “brick and mortar” verticals like health care, insurance, financial services, transportation and real estate. We believe this seismic shift in the startup ecosystem is driving the need for a new kind of VC firm.

We set out to build PruVen Capital to serve this new reality and help entrepreneurs in their quest to disrupt traditional (non-IT) verticals. PruVen is designed to bring more than capital—it is structured to leverage the strengths of our LP, Prudential, toward shortening the steep learning curves that

entrepreneurs face while building and scaling solutions within highly regulated verticals.

We put together a team that possesses a unique mix of Investment Quotient (ability to identify the right investments) and Enterprise Quotient (ability to align with and leverage the assets of a large enterprise) to serve as an enabler to our entrepreneurs. Our team has a long history of working together and a demonstrated track record of creating both financial (over \$200 billion in market value created by our portfolio companies) and strategic value for our stakeholders. In addition to Founder and Managing Partner Ramneek Gupta, the team consists of Partners, Victoria Cheng and Travis Skelly, as well as Investors, Adi Sivaraman and Rohit Ramkumar.

We chose to do this in partnership with Prudential Financial, one of the largest and most respected incumbents in the insurance space for the following reasons:

- Scale – Prudential has the diversity and scale across its businesses, products, distribution channels, and geographies—providing a rich canvas within which we can help drive change and innovation through mutual relationships with our portfolio companies.
- Organizational readiness – Prudential’s leadership’s focus and urgency around technology-led transformation have created ideal conditions for partnering and adopting new capabilities from our portfolio startups, while materially accelerating their revenue and growth trajectories in the process.
- Structure – Prudential worked with us to enable an independent fund structure for PruVen—a first for the insurance industry. It brings the best of both worlds—allowing for independence and speed in decision-making of a traditional venture firm along with the deep domain and global scale that comes from one of the largest incumbents in insurance and asset management.

Our philosophy and operating model is rooted in the following foundational principles:

- **Independent *yet* Integrated**
 - Financially driven, independently structured investing platform that is wholly aligned with our founders in doing everything we can to provide every bit of advantage by leveraging the assets of our sponsor Prudential Financial.
 - Product – Feature selection, Compliance and Regulatory licensing.
 - GTM – Partnership models to jointly access Prudential’s individual (40 million+) as well as employer client base to build new B2C and B2B2C GTM channels and sales motions.
- **Verticals *where we can add Value***

- PruVen brings deep domain and experience in insurance, financial services, health care tech and prop tech, both through our LP as well as the team’s background and experience.
- Our team has been behind some early investments in iconic companies including Square, Jet.com, DocuSign, Honey, Plaid, DataRobot, Braze, Peloton, Coinbase, Feedzai, UJET, Assurance IQ, Hopper, Quovo and 70 others. We hope to bring both the experience and the [network of experts](#) from these companies to advise and guide our entrepreneurs.
- Our LP, Prudential, is one of the largest global incumbents in insurance, real estate and asset management.
- **Fuel that can Flex**
 - Stage-agnostic approach with check sizes that range from \$5 million to \$30 million.
 - Support our companies throughout their lifecycle.
- **Catalysts that enable Commercialization**
 - We have aggregated a top team of [Prudential experts](#) from across all of our key businesses and functions that will partner with our portfolio companies to evangelize their capabilities, help design POCs/pilots and support them through the process of BAU adoption to create mutual value.
 - Ability to create revenue and impact the growth trajectories of our companies through partnerships with our LP.

We are excited about the foundation that PruVen Capital is built upon and are looking forward to partnering with founders who have the vision to imagine the world as it should be, a desire to create enduring companies, and the execution ability to make it a reality. If you are focused on reimagining insurance and financial services, reinventing health care, making real estate smarter and more efficient, rethinking enterprise infrastructure and technology, and turning your technical know-how loose on the largest sectors of the global economy, let’s connect. We look forward to leveraging the full force of the resources at PruVen Capital to support your ambitions.

Ramneek Gupta,
Founder and Managing Partner

