

# + PLUS

State of the Fund  
August 2013

## Status of Investments



Prevoty is an online cyber-security company founded by former execs from NASA, BBC, Myspace and Intertrust. Prevoty is redefining security for the modern internet, focusing on hacking attacks happening at NBC, The Pentagon...

- Plus led a \$700k seed round in April 2013.
- Invested with MM Capital, LaunchpadLA, and Eric Hahn (Founder Proofpoint, CTO Netscape)
- Invested Pre-Revenue. Initial revenue contracts signed in August.
- Deployed on Sony and Turner/BleacherReport. In trials with Yahoo, JP Morgan Labs
- Over 10 VC firms interested in next round at ~2.5x valuation increase\*

*\*Plus has an allocation for next round investment of \$250,000 for our influencer LPs. If interested, please contact Adam.*

- [Read latest press](#)

### How Plus Capital Investors – Influencers Can Help

**Customer Introductions**  
From Start-Ups to Fortune 500

**Team Recruiting**  
Company looking for a head of sales

## Status of Investments

### 20JEANS

20Jeans is H&M for the Internet. They are disrupting the traditional model of fashion that typically turns a pair of Jeans designed and manufactured for \$8-12 into a \$100-200 in-store purchase. 20Jeans maintains 40%+ margins and delivers high quality fashion direct to consumers.

- Baroda and Plus led Seed Round of \$1 Million
- Invested with Creative Artist Agency (CAA), Siemer Ventures, and Amplify
- Revenue increased in last 90 days from \$120,000 per month to \$250,000
- Raising \$1.5 Million in new round (Q3) to drive growth at > 2x increase in valuation.
- [Read latest press](#)

### How Plus Capital Investors – Influencers Can Help

#### Showcase Product

Company needs influencers to wear the jeans publicly

#### Customer Acquisition

Company looking for marketing opportunities to acquire new customers

## Status of Investments

scopely

Scopely is one of Los Angeles' fastest growing start-ups. They are redefining the way social games are developed, distributed and monetized. Scopely works with independent gaming studios to co-develop multiplayer games that leverage its platform for technology, distribution, marketing and monetization.

- Plus made a small investment in post-seed \$2M convertible note led by Peter Chernin
- Co-investors include Greycroft, NEA, Anthem, Chernin and Sands Group
- \$15 Million run rate with 8 consecutive quarters of revenue and user growth
- All 4 products launched have made it to the top 5 downloaded on App Store
- [Read latest press here](#), [here](#) and [here](#)

### How Plus Capital Investors – Influencers Can Help

**Business Development**  
Partnerships with  
Top Game Developers

**Team Recruiting**  
Seeking the best engineers, marketers  
and operators in mobile gaming

## Status of Investments



Chromatik is bringing the use of sheet music into the 21st century. Chromatik is building the largest community of music learners, teachers and collaborators. It allows upload or download music from the Web, create unique arrangements, and share it all with their friends, colleagues or fellow bandmates.

- Invested in \$4M Series A round led by largest VC in Southern California Rustic Canyon
- Co-investors include Learn Capital, Kapoor Capital, 500 Startups, Bruno Mars, John Mack
- Pre-Revenue
- Used by American Idol, The Voice, major universities
- Over 500,000 members joined its Facebook groups in last 90 days
- [Read Latest Press](#)

### How Plus Capital Investors – Influencers Can Help

#### **Musicians**

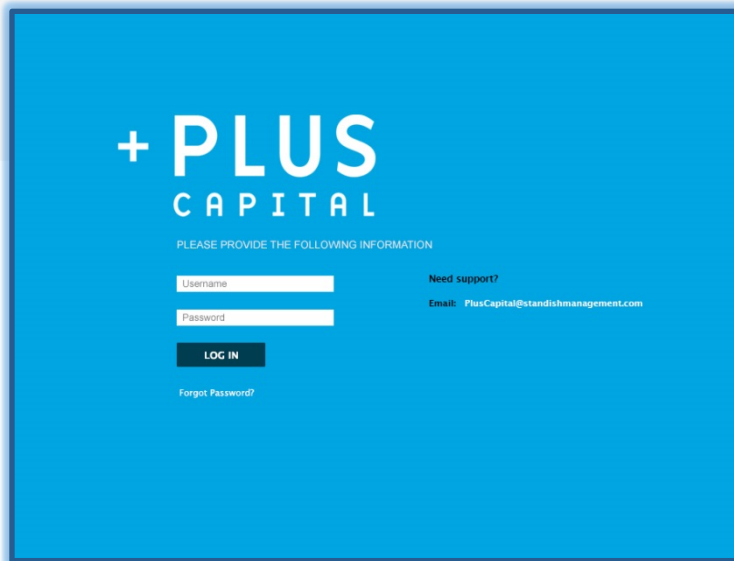
Promote new song releases by releasing sheet music to Chromatik community

#### **Business Development**

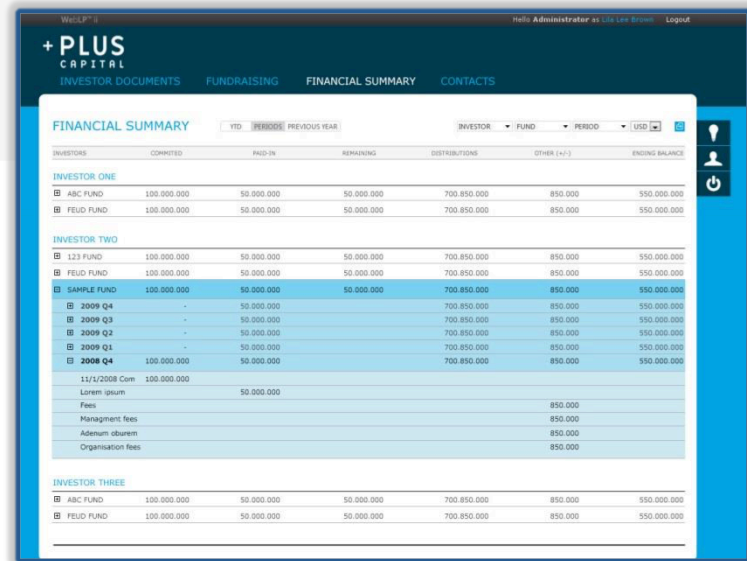
Company looking for great musician communities to co-promote with

# Financial Reporting

Plus Capital is readying an on-demand financial reporting system for Limited Partners. Access will be available through a password protected gateway on [www.pluscapital.com](http://www.pluscapital.com). The financial reporting portal will be available starting in September 2013. You will be contacted with the login information in the next few weeks.



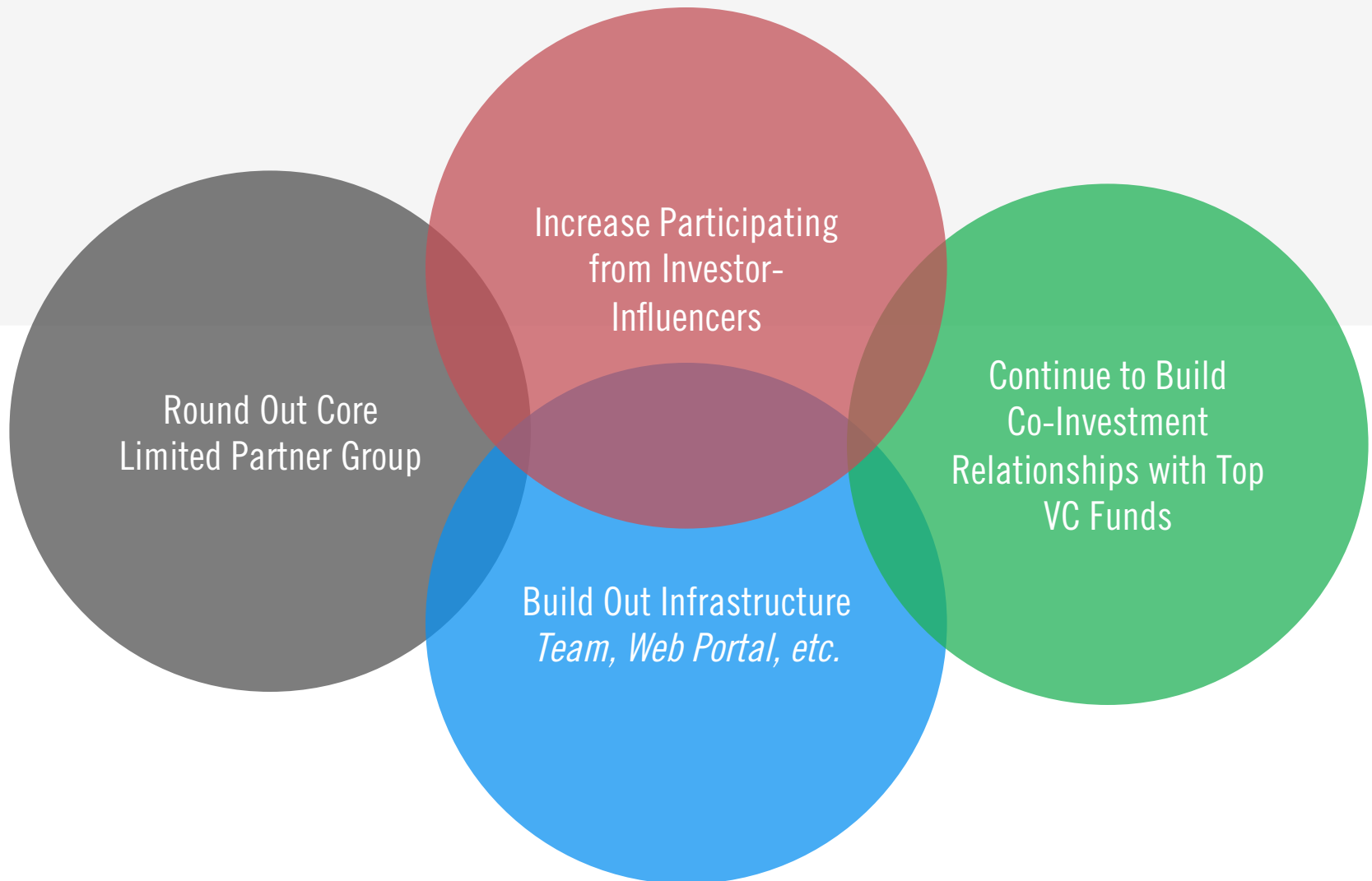
The login page features the Plus Capital logo at the top. Below it, a prompt asks for user information. There are two input fields for 'Username' and 'Password', a 'LOG IN' button, and a 'Forgot Password?' link. A 'Need support?' section provides an email address: PlusCapital@standishmanagement.com.



The dashboard shows a 'FINANCIAL SUMMARY' table with columns for YTD, PERIODS, PREVIOUS YEAR, INVESTOR, FUND, PERIOD, USD, and ENDING BALANCE. It lists data for three investors: Investor One, Investor Two, and Investor Three, each with two fund types (ABC FUND and FEUD FUND). A detailed breakdown for Investor Two's Sample Fund is also shown, including quarterly data from 2008 Q4 to 2009 Q4 and various fees.

	YTD	PERIODS	PREVIOUS YEAR				
<b>INVESTOR ONE</b>							
ABC FUND	100,000,000	50,000,000	50,000,000	700,850,000	850,000	950,000,000	
FEUD FUND	100,000,000	50,000,000	50,000,000	700,850,000	850,000	950,000,000	
<b>INVESTOR TWO</b>							
123 FUND	100,000,000	50,000,000	50,000,000	700,850,000	850,000	950,000,000	
FEUD FUND	100,000,000	50,000,000	50,000,000	700,850,000	850,000	950,000,000	
<b>INVESTOR TWO - SAMPLE FUND</b>							
SAMPLE FUND	100,000,000	50,000,000	50,000,000	700,850,000	850,000	950,000,000	
2009 Q4	-	50,000,000	700,850,000	850,000	350,000,000		
2009 Q3	-	50,000,000	700,850,000	850,000	190,000,000		
2009 Q2	-	50,000,000	700,850,000	850,000	150,000,000		
2009 Q1	-	50,000,000	700,850,000	850,000	150,000,000		
2008 Q4	100,000,000	50,000,000	700,850,000	850,000	950,000,000		
11/1/2008 Com	100,000,000						
Lorem ipsum		50,000,000					
Fees					850,000		
Management fees					850,000		
Adenum oburem					850,000		
Organisation fees					850,000		
<b>INVESTOR THREE</b>							
ABC FUND	100,000,000	50,000,000	50,000,000	700,850,000	850,000	950,000,000	
FEUD FUND	100,000,000	50,000,000	50,000,000	700,850,000	850,000	950,000,000	

## Next 90 Days



## Contact Us Anytime....

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