













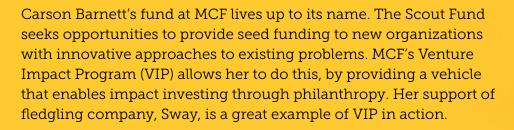








Background





Story

Carson is connected to **Berkeley SkyDeck**, the startup accelerator of UC Berkeley. It's through this connection that she was introduced to Sway. Sway describes itself as "a design-driven materials lab on a mission to replenish the planet with the regenerative power of seaweed." It had recently been announced as a winner in Ideo's "**Beyond the Bag Challenge**", an initiative sponsored by Target, Walmart, CVS, and others, to reinvent the experience of getting goods home. As a person who cares deeply about the environment, Carson was intrigued.

Upon investigation, Carson discovered two things: Sway's packaging solution has the potential to harness the power of seaweed to create compostable replacements for single-use plastics and eliminate plastic-based pollution - and that they urgently needed start-up capital to prototype and test their ideas.

Carson saw that this is an opportunity tailor-made for VIP. So she made a \$100,000 seed investment in Sway. Sway's *first* investment.

The impact was immediate. Sway was able to leverage this investment as a sign of confidence in the organization, and pitch it to other potential investors. VC firm **FutureProof** signed on for another \$250,000 and the pipeline looks promising.

Outcome

Carson's hope was that her investment could serve as a catalyst for Sway and it has done just that. She's also happy that her fund was able to perform "double-duty": support an organization with enormous potential, and, in time, have the investment returned to her fund for future deployment.