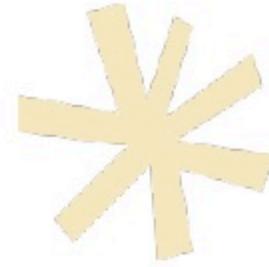


worklife.



A specialized venture firm building the future of work



Backed by Zoom CEO Eric Yuan, Slack CEO Stewart Butterfield
& a collective of early builders of breakout tech companies.

We back the best teams leaving the best companies.

We incubate startups and write the first check for the very best who are ready to build (again!)



We partner with the best founders building their next big company.

We're a thought partner to founders who have built products used by millions of users.



We have 7 unicorns in our first fund.

We're outbound focused and deliver tangible value to invest in breakout companies.



\$5.65B

webflow

\$2.1B



Clubhouse

\$4B



pipe

\$2B



\$1.25B



Public

\$1.2B

T O N A L

\$1.6B

wl.

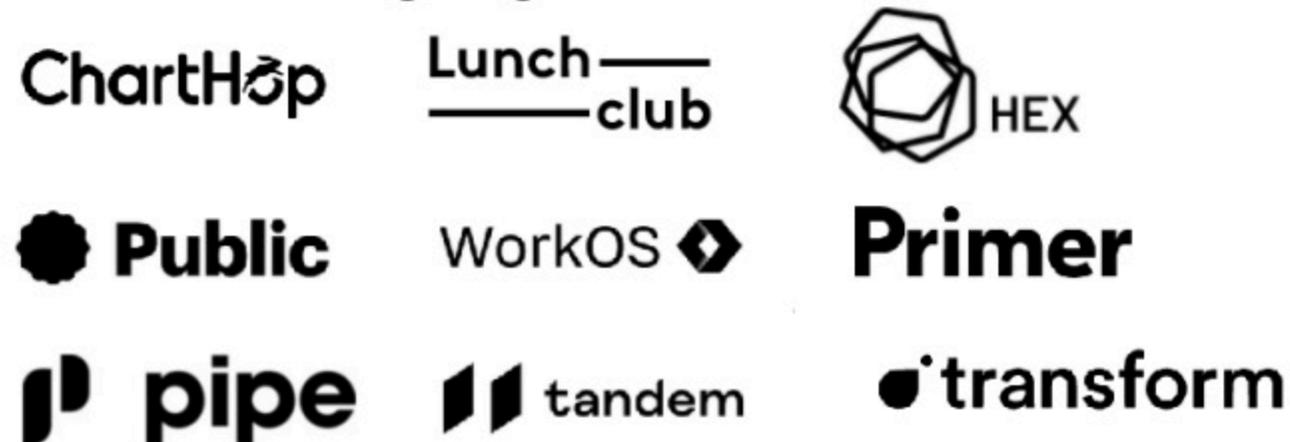
Fund I: \$10M angel fund

We've early investors in companies backed by top-tier firms and valued >\$100M post.

Performance in 1.5 years:

- MOIC: 2.93
- SPV MOIC: 4.49
- Net IRR: 141.7%
- 7 unicorns, 19 markups

Portfolio Highlights:



Co-investors & follow-on investors:

100% of follow-on has been led by T1 firm.



About the General Partner

Brianne Kimmel, previously Zendesk and active angel investor.

Twitter: 50,000+ followers

Newsletter: 30,000 subscribers

Expert on enterprise software featured in:

The New York Times The Washington Post

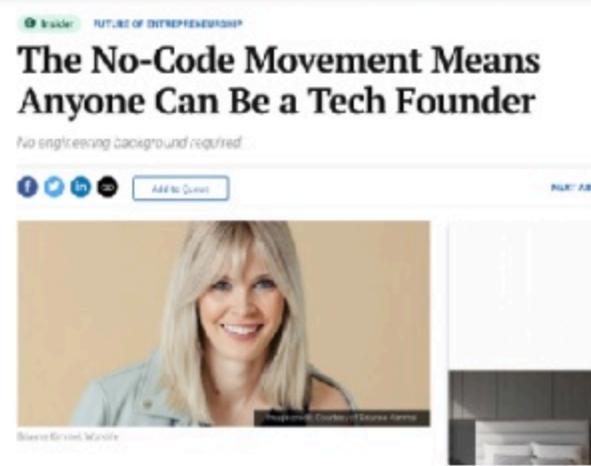
The Business of Fashion
BOF

FAST COMPANY

CBS NEWS

PAPER

THE WALL STREET JOURNAL
WSJ



We bring in the best operators & angels



Eric Yuan



Stewart Butterfield



Jon Oberheide



Shishir Mehrotra



Vlad Magdalin



Eric Boduch



Steven Galanis



Dylan Field



Cristina Cordova



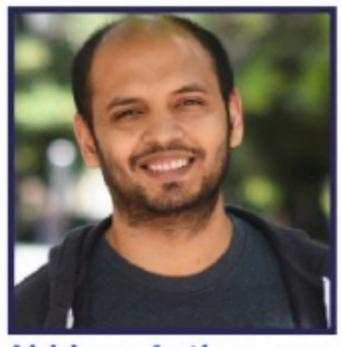
Stephanie Friedman



Andrey Khusid



Clark Valberg



Abhinav Asthana



Mathias Biilmann



Nat Friedman



Jason Warner

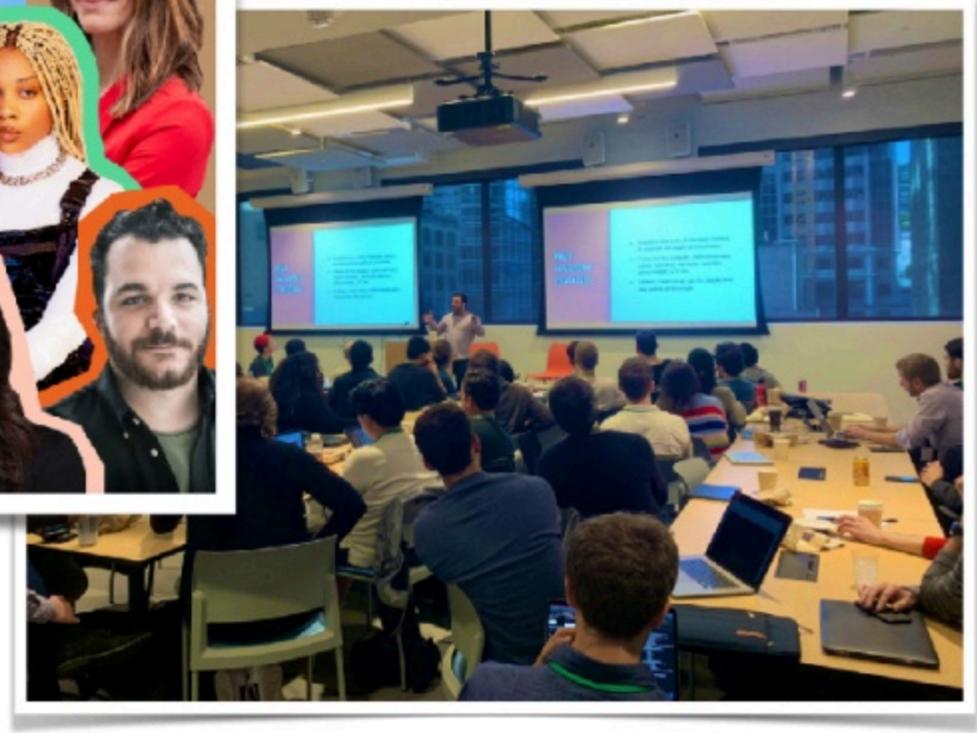
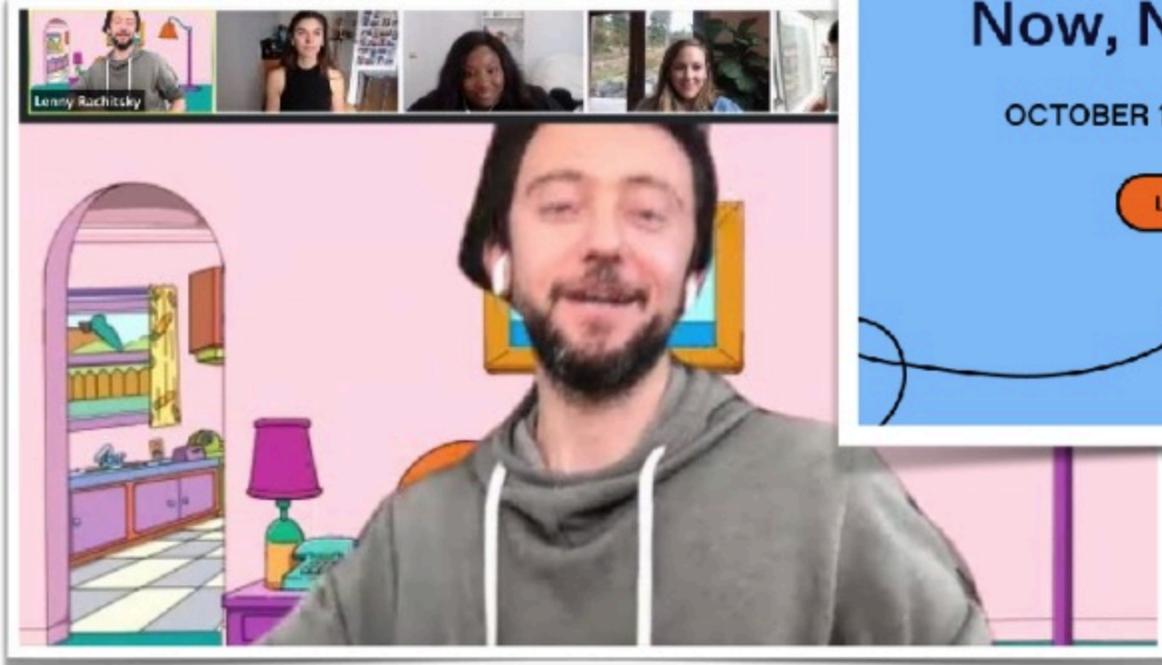


Our Network



Our strategy

We're a specialized firm with the right experience and supercharged network



How we source startups

40% of deals sourced from a proprietary program called SaaS School.

A program built on evenings and weekends by a collective of executives.

We see 300+ applications per program and select 30 companies to attend.

Technical founders learn go-to-market best practices including growth engineering, customer success & developer community building.

NETWORK

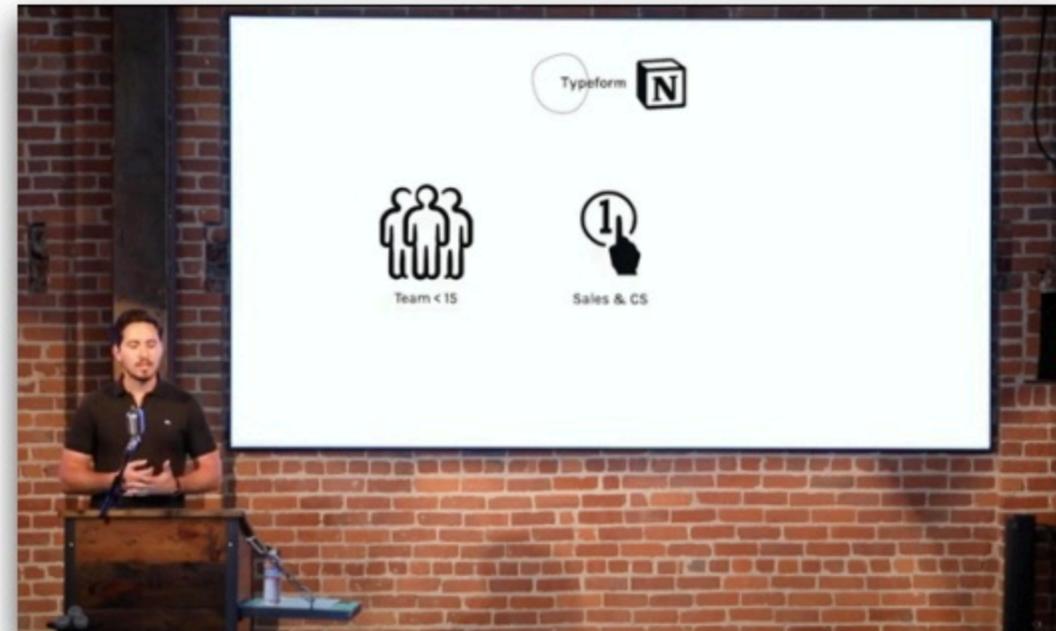


Attendees

Seed/Series A deal flow
Portfolio support & community

Experts

Attendees become speakers
Execs looking for next startup
Network of sector-aligned angels



Our growth engine

The on-demand content and actionable playbooks establish our credibility and serve as a competitive advantage in oversubscribed rounds.

[How to build a self-service SaaS business](#)

[How to sell direct to developers](#)

[How to build a metrics framework](#)

[Notion's content acquisition engine](#)

[How Superhuman makes work more like a game](#)

[Crossing the Enterprise Chasm](#)

[How David Sacks built the first bottom-up playbook](#)

For more context, see our [videos](#) & [guides](#).

Companies we've met through the program



SUPERHUMAN



webflow

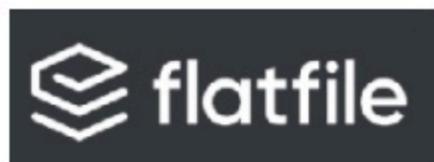


Our wins through programming

Investments won through program content:



Almanac



OpenPhone



Investments sourced at SaaS School:



GitDuck

WorkOS



tandem

webflow

transform



SaaS School is the best experience I've had since YC. It's incredibly relevant and actionable!

Moataz Soliman

Co-founder, Instabug (YC W16)

SaaS school - quick plug for Tandem! Inbox x



← **Natalie Sandman** <natalie@shastaventures.com>
to me ▾

Tue, Jul 30, 2019, 3:27 PM



Hey Brienne – hope you're having a great summer! Saw your tweet about SaaS school year #2 and just wanted to put in a which plug for having [Tandem](#) join. I think you may already be in touch with their CEO Rajiv but happy to make an intro if not. I put in a small check before they joined YC and am excited about what they're building. Given they're in the early stages, I know SaaS school would be awesome for them – it was such a great event last year!

Our founder network is our greatest asset

Founders in our network vouch for us to invest in oversubscribed rounds.

 **Michael Grinich**
to me, Paul, founders ▾
Fri, Aug 14, 10:04 AM ☆ ↶ ⋮

Hey Paul - congrats on the launch!

I'm a fan of Brianne and specifically carved out substantial allocation in our oversubscribed Series A so she could participate. Shoot me a text and happy to chat more this weekend. 971-237-3835

—Michael

WorkOS CEO, portfolio company & SaaS School expert

 **Abhinav Asthana**
to me, Paul, founders@supabase.io ▾
Fri, Aug 14, 12:58 PM ☆ ↶ ⋮

Congrats on the launch Paul! Happy to chat if you need context/help with anything. Brianne is building an amazing community and I have heard great things from my team who attended Startup School events.

Abhinav Asthana
CEO & Co-Founder

Postman
postman.com

Postman CEO, current valuation \$2B

Vlad - please meet Brianne Kimmel, a stellar angel investor in Forethought and several other great companies. Brianne is interested in companies that change the future of work. She is extremely smart, rolls up her sleeves for her portfolio companies, and is one of the best "super-connectors" in Silicon Valley (IMHO!). You will quite enjoy meeting her.

Hope you two find the time to meet!

Best,
Deon



Deon Nicholas, Forethought
(angel in Series A led by NEA)



Vlad Novakovski, LunchClub
(angel in Seed led by a16z)
(Series A led by Lightspeed)

TECH

Lunchclub, a 15-person start-up that makes professional introductions, tops \$100 million valuation as usage spikes in quarantine

PUBLISHED TUE, SEP 1 2020 2:01 PM EDT | UPDATED 43 MIN AGO

 **Jordan Novet**
[@JORDANNOVET](https://twitter.com/JORDANNOVET) SHARE f t in

KEY POINTS

- Usage of the Lunchclub service for introducing professionals has risen tenfold since the coronavirus pandemic caused the start up to switch from setting up in-person meetings to arranging video calls.
- Recently the small start-up raised a funding round that values it over \$100 million.

John Hancock Investment
LinkedIn: the s
answer to socia
distance
With over 650 million
members and 42B vi

Angel investor in Forethought, current valuation \$100M
Seed investor in Lunchclub, current valuation \$100M

Worklife is in the trenches with founders

We're building a modern institution that's grounded in my roots as an operator angel



Peter Lauten

Wed, Jul 10, 11:47 PM (17 hours ago) ☆ ↩ ⋮

to me ▾

Hey Brienne – I just had dinner with a big group of founders, and Will at Humble Dot proactively (and unprompted!) mentioned that you've been a super helpful angel investor to him! You're the only person he mentioned that way, so explicitly praising you relative to all their other investors. Thought you might appreciate hearing this, and more signal that the reputation of actually helping founders is spreading around town. 🍌🍌🍌

Enjoy the summer!

Peter

Enterprise investor, a16z



Cadran Cowansage

Mon, Jul 8, 1:50 PM (3 days ago) ★ ↩ ⋮

to me ▾

Hi Brienne –

Hope all is well. A few friends of Elpha have angel invested recently, and I thought of you as someone who might be interested as well since you've been with us supporting us from the beginning.

Let me know if you'd like to participate. We'd love to have you.

YC, now Elpha

We're building a modern institution

In one year, we've built a distinguished brand and a trusted institution.

& Bobby 🙌
@BobbyThakkar

How you should find a job. Go to [@WorkLifeVC](#) portfolio and apply to every career page.

Arianna Huffington Retweeted
worklife. @WorkLifeVC · Oct 12

Now, New, Next, our annual event kicks off tomorrow! We'd love to see you there, so if you haven't already, go ahead and RSVP. We've got a 100% free three-day lineup of must-see events, and we wouldn't want you to miss out. We're kicking off Day 1 with [@ariannahuff](#). Link in bio!



worklife. **Now, New, Next**
OCTOBER 13 — OCTOBER 16

Speakers: Arianna Huffington, Phil Libin, Miriam Lerman, Amy Risland, Kevin John, Ian Rubin, Shantanu Chatterjee

Topics: Building Highly Productive Teams, Beyond Black Lives Marketing, Raising Beyond VC, Career Evolution: Planning your next step, Grow Your Audience to Push Your 2023 Product Realization

You and 6 others

Katie Dreke · 2nd
Senior Director, Global Brand Concept Development, Nike Women at Nike
2w · 🌐

Delicious read from [Brienne Kimmel](#).

The 7 types of builders who will thrive in the new world:

- The Designers who Code
- The Career Jumpers
- The Ambitious Advisors
- The Creative Hackers
- The Industry Academics
- The Community Builders
- The Couples who join forces



The 6 builders who will thrive in the new world
wfh.substack.com

worklife. COMPANIES COMMUNITY BLOG CONTACT

worklife interview with re—inc READ MORE · worklife interview with re—inc READ MORE · worklife interview with re—inc READ MORE · work

We're the first venture capital firm designed for a new era.

Where work is more creative and anyone can start something.

Where life is more flexible and not tied to an office. Where everyone is a triple threat.

We call it worklife.



Bibba, dog mom and DTC founder, uses Tandem for her zero-to-one.

Victoria, dancer and sneakerhead, launched her first jewelry line on Metra.

worklife. PORTFOLIO

Portfolios

We invest in tools for:

- Creators
- Designers
- Developers
- Moneymakers
- Scientists
- Teams
- And for life

Thanks also for sending the description; sounds like a really exciting role! Also huge bonus points in my book for being backed by Work Life—I've been following Brienne's work from afar and really like the cohesive vision that runs through WL's portfolio.



We're a trusted source for current trends

Executives from top companies join our highly curated discussions.

The Washington Post

Even after the pandemic, many expect companies to be more flexible about allowing people to work from home or from the office. Brianne Kimmel, a venture capitalist in San Francisco, is already seeing companies put more flexibility in place.

She held a call with 25 human resource heads for tech companies last week, and found many of them were planning for people to work remotely at least part time after the pandemic.

Those companies are already finding ways to transfer their perks to a work-from-home world, including by giving people money to upgrade their home offices or even buy coffee.

We're a trusted source for trusted publications.

