

# \$100M Expert DOJO Fund III



Silicon Beach  
Santa Monica, CA

# A Unique Fund with Unique Returns

- Expert DOJO launched Fund I in 2019 as an accelerator and venture capital firm with a unique structure in the venture capital industry. The fund combined global impact with a low buy-cost model, achieving price discounts of up to 80% compared to other venture capital organizations.
- The key to the financial impact lies in these price discounts and low-cost warrants, providing massive upside while minimizing risk over a 3-4 year period.
- In Fund I and Fund II, we made substantial investments both in the US and around the world. The key to our global impact is our growth resources alongside investments, which help overcome industry bias based on color, gender, or geography.
- Fund III will allow us to grow from 270 to 1,000 investments, as well as benefit from new and existing discounted warrant opportunities.
- Additionally, Fund III will include market expansion to India, allowing us to invest in the hottest economy in the world at the perfect time.



# Expert DOJO Fund I & II

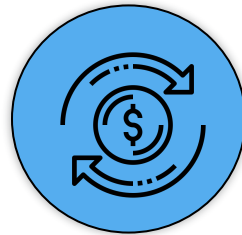
## Track Record

### Funds Deployed



**Fund I – \$5M**  
**Fund II – \$17M**

### Current AUM



**Fund I – \$16M**  
**Fund II – \$51M**

### Projected AUM by Dec 2025



**\$ 150 Million**

We have successfully exercised Ten (10) warrants so far and counting..

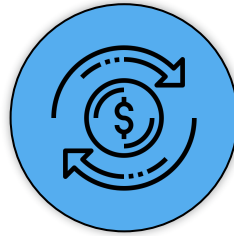


# Expert DOJO Fund I & II

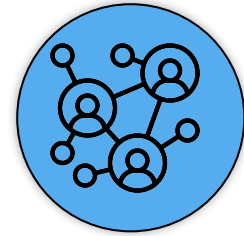
## Financial Performance



**Current MOIC**  
**3X**



**Unrealized IRR**  
**~ 47 %**



**Current Portfolio Count**  
**270**



# Expert DOJO Fund I & II Global Impact

Investments in  
Developed Economy  
70% of Portfolio

Investments in  
Developing Economy  
30% of portfolio

Investments in  
Minorities and Women Founders  
70% of portfolio



Expert DOJO Portfolio Wall

# Expert DOJO Fund I & II

## Exit Strategies

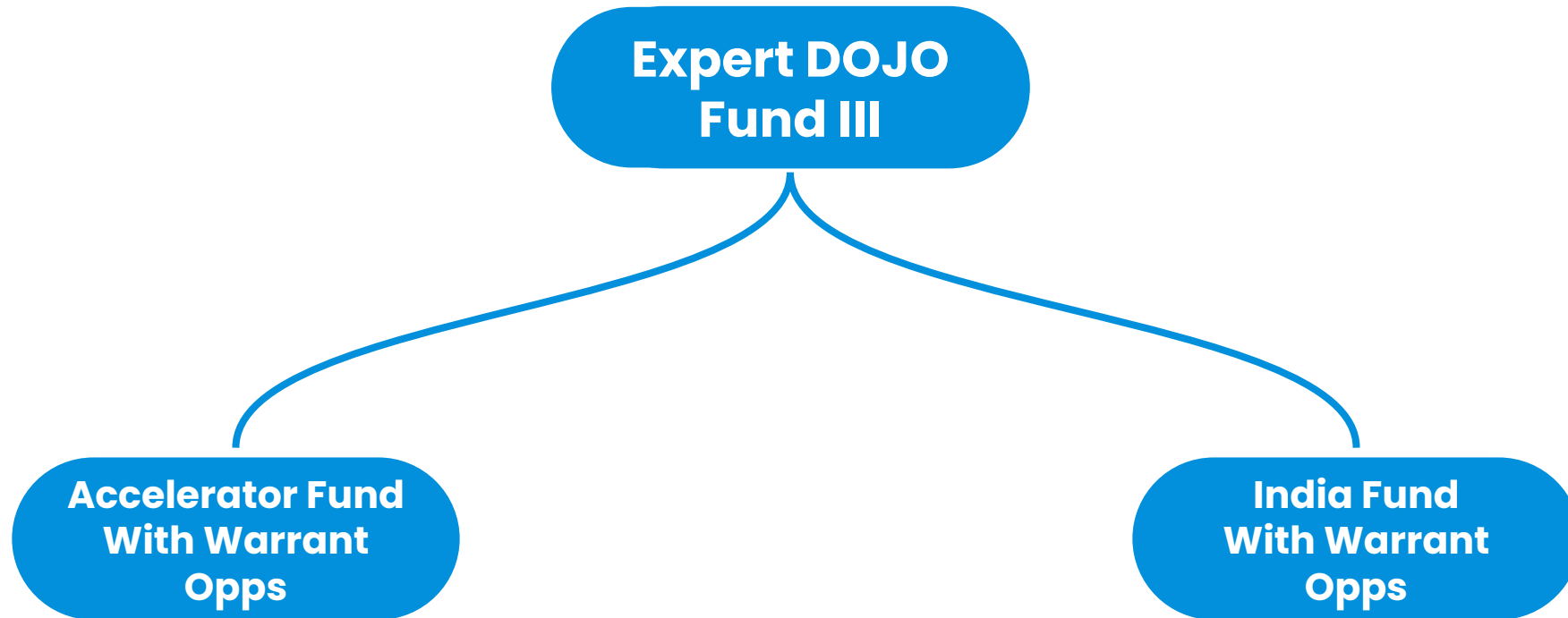
- **3 companies** with early visibility for IPO
- **60 portfolio companies** with a strong growth trajectory toward liquidity events
- **7 companies** with early visibility for mergers or acquisitions





# Proposed \$100 Million Fund III

## Warrants Make us Unique





# Why Accelerator – Warrant Fund?



By investing in another **700** companies at the accelerator stage, we position Expert DOJO to gain another 70-100 discounted warrants.

As our companies and growth skills continue to improve, we will continue to get better discounts on these warrants.



This is why startups don't mind giving warrants for a 3-4 year period as part of the original deal.



Our unique differentiator is our value-add approach to growth and sales skills, which helps portfolio companies achieve sales targets. We have an amazing training program built: [academy.expertdojo.com](https://academy.expertdojo.com)

## Early-Stage Spread



700 more investments made in early-stage companies at an average valuation of \$1.4 million, with future warrants on almost every investment.

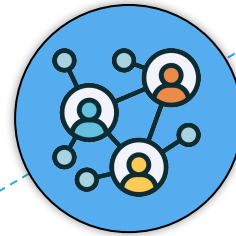


# Why India – Warrant Fund?



## Access to Asia-Pacific Market:

Having a presence in India can serve as a gateway to the broader Asia-Pacific region, opening up further investment opportunities.



## India's Startup Ecosystem

Out of the total **1,453** unicorns in the world, India is home to **114 unicorns**, making it the third-largest startup ecosystem globally and the fastest growing.



## India's Economic Growth

















India, the fastest-growing economy with the highest number of young people, the economy grew by more than **8%** in the fiscal year that ended in March 2024. India is currently the fifth largest economy in the world and is on track to become the world's third largest economy by **2027**.
























## Investments in Indian Startups

We have made **21** investments in Indian startups across diverse sectors so far from Expert DOJO Fund I.

# Warrants Already Exercised

Company	Initial Check	Initial Valuation	Exercised Warrant Valuations	Estimated Warrant Valuations	Co-Investors
	\$50,000	\$1.4M	\$1M/\$10.5M	\$32M	  
	\$50,000	\$1.4M	\$1M/\$9M	\$30M	  
	Warrant only	Warrant only	\$300K/\$12M	\$22M	  
	\$50,000	\$1.4M	\$1M/10.5M	\$18M	  

# Warrants Already Exercised

Company	Initial Check	Initial Valuation	Exercised Warrant Valuations	Estimated Warrant Valuations	Co-Investors
<i>klasha</i>	\$50,000	\$1.4M	\$1M/\$10.5M	\$25M	  
Λ K I B Λ	\$100,000	\$1.4M	\$1M/\$10.5M	\$12M	    
<b>thankucash</b> Loyalty   Deals   Buy Now Pay Later	\$50,000	\$1.4M	\$1M/\$15M	\$15M	    
<i>planstreet</i>	\$50,000	\$1.4M	No Cost Equity	\$15M	 
⌘PEAK	\$25,000	\$1.4M	No Cost Equity	\$10M	 
 <b>mercately</b>	\$50,000	\$1.4M	No Cost Equity	\$9.5M	  





Fund Size **\$100M**



**2%** management fee per  
annum



**20% Carry** (American  
Waterfall)



GP Commitment **1%**



# Fund Structure



Minimum check size  
**\$ 250K**



**5–7** year investment period



Fund life cycle **10** with two  
**one-year extensions**



Up to **30% Reserve** for Follow  
On

# Anchor LP

**Mr. Nathan** is a Managing and limited Partner at Expert Dojo, where he has invested over **\$22 million**. His family office, based in Los Angeles, manages investments in real estate, venture capital, and other alternative investment classes, reinforcing his commitment to fostering innovation and growth across diverse sectors.



**Richard Nathan**  
**Managing Partner**  
**Limited Partner**

Richard Nathan boasts over **50 years** of experience as a principal in the real estate industry. As the owner of National Multifamily Investors, LLC, his extensive background encompasses virtually every facet of real estate, including the development, rehabilitation, acquisition, and disposition of apartments, office buildings, industrial buildings, condominiums, shopping centers, and medical office buildings. Mr. Nathan holds a Bachelor of Science degree in business administration from Duquesne University in Pennsylvania and is headquartered in Los Angeles, California.

In addition to his real estate endeavors, Richard Nathan owns Daylight Dojo LLC and Daylight Investors LLC, technology-based venture capital firms. With **over 270 investments** across various industries, including high tech, healthcare, AI, software, eGaming, eCommerce, entertainment, data analytics, sustainability, food and drink, fintech, IoT, security infrastructure, and cybersecurity, Mr. Nathan leverages his expertise to capitalize on current market conditions. These firms focus on supporting up-and-coming entrepreneurs seeking pre-Series A or Series A funding.

With a distinguished career and a forward-thinking approach, Richard Nathan continues to be a pivotal figure in both the real estate and venture capital landscapes.

# Meet The **Investment** Team



**Brian Mac Mahon**  
**Managing Partner**

Founder and CEO of Expert Dojo. Invested in and helped over 270 companies with their growth and sales strategies. Track record of successfully deploying \$22 million in pre-seed and seed startups.



**Richard Nathan**  
**Managing Partner & LP**

Mr. Nathan is a Managing and limited Partner at Expert Dojo, where he has invested \$22 million. He boasts over 50 years of experience as a principal in the real estate industry.



**Isabelle Cloud**  
**Partner**  
**Head of Investor Relations**

Has raised hundreds of millions of dollars internally for Expert DOJO and externally for portfolio companies. Head of Portfolio Success Expert DOJO Fund I & II.



**Jonathan Wallace**  
**General Partner**  
**Accelerator Fund**

Eight years in venture capital, sourcing companies for the program, performing due diligence, and overseeing all follow-up on investments.



**Ashutosh Kumar**  
**General Partner**  
**India Fund**

Three years of experience in Venture Capital. Harvard alumni with five years of experience as a founder and CEO. EiR for the investment team at Harvard Alumni Entrepreneurs and an active angel member of HBS Angels.







# Operational Management Team



**Chris Harvey**  
Head of Legal



**Silvia Olmedo**  
Head of Media



**Chad Zani**  
Head of Growth Program



**Nektar Baziotis**  
Head of Technology



**Kanika**  
Program Manager – Portfolio



**Shashank**  
General Program Manager



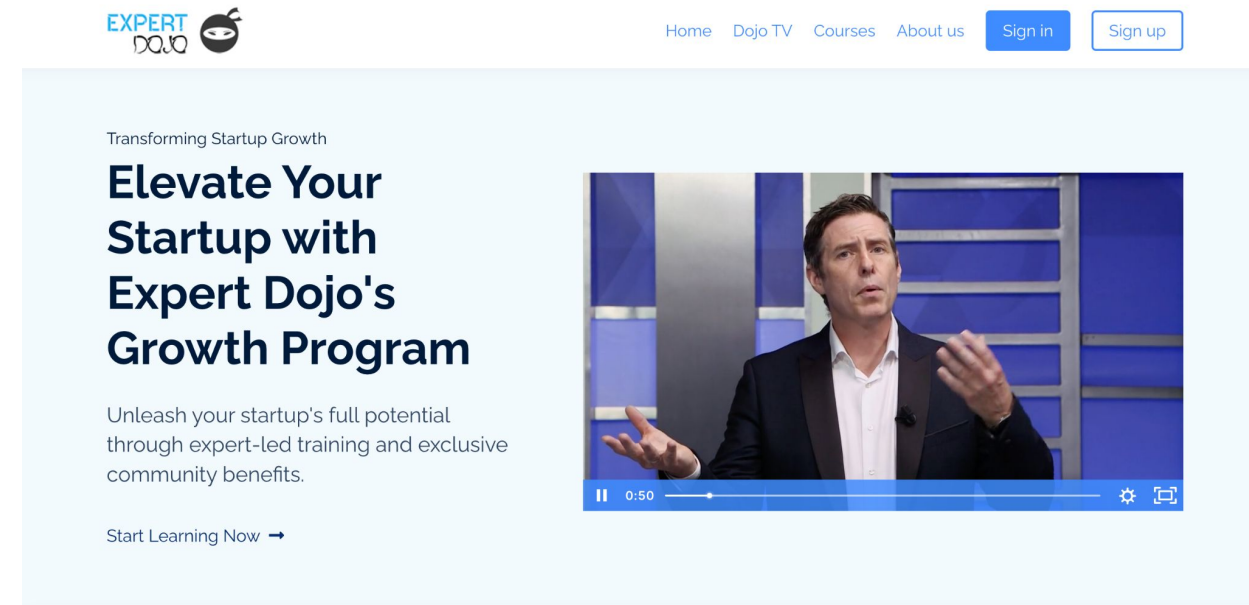
**Niko Foster**  
Research Analyst

# Our Success comes from **Value Creation**

**Expert DOJO is unique among venture capitalists due to our exceptional growth hacking skills, which our portfolio companies love.**

- 100 hours of training material
- Pre-recorded growth hacking courses
- Proven methodologies for venture growth
- 100 Brain Trust Partners
- \$500K in perks and discounts
- 20 high-level sales instructors
- 120+ venture scouts
- 20 chapter leaders

Additionally, we have numerous strategic partnerships with firms like BDev Ventures, Televisa, etc.

A screenshot of the Expert Dojo website. The header includes the Expert Dojo logo, navigation links for Home, Dojo TV, Courses, and About us, and buttons for Sign in and Sign up. The main content area features the text "Transforming Startup Growth" followed by the headline "Elevate Your Startup with Expert Dojo's Growth Program". Below this is a sub-headline: "Unleash your startup's full potential through expert-led training and exclusive community benefits." A video player shows a man in a suit speaking, with a progress bar at 0:50. At the bottom, there is a "Start Learning Now" link with a right arrow.

[Sales Academy](#)

# Co-Invested with Over 900 VCs Worldwide





## Thank You!

Thank you for supporting Expert DOJO as we continue to expand our global impact and investment opportunities with Fund II.

## Contact Info

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# Appendix



# Case Study

Ebombo  
200% YOY Growth,  
Achieving \$3.5M in Revenue in 2024



## Introduction

ebombo is an HR technology company focused on the future of work, allowing companies to connect with their employees and improve their overall work environment, in a fun and casual way.

Entirely automated, thousands of outreaches every single day, leading to a massive increase in appointments for the ebombo team. This, in addition to creating an extremely smart Trojan horse, which reduced the amount of time it took to close customers, allowed ebombo to not only scale extremely quickly, but also raise their seed round in record time.

**ebombo is now positioned to continue increasing revenues to between \$200,000– \$300,000 a month over the next year** and will facilitate a strong series round which will catapult the company to the next level! ebombo is an excellent example of how an unrelenting focus on outreach can change the dynamics within a company in a way that defeats competitors who have access to the same markets and resources.

# Case Study

Matchbook AI  
Profitable,  
Forecasting to  
Achieve \$7M ARR by the End of 2024



## Introduction

Matchbook AI delivers rich user insights that illustrates their deep technical knowledge and the fact that they truly understand the most complex technical demands of their diverse client base, ranging from manufacturing and distribution, finance and healthcare, to retailers and dot coms.

Matchbook AI dove headfirst into the Expert Dojo discovery process and then used a combination of aggressive enterprise sales and go to market strategies, along with identifying the need for and securing an incredibly strong marketing lead to execute a winning plan.

Because of the unrelenting focus on sales within Matchbook AI, and the drive to reduce the amount of time it took to close, **Matchbook AI immediately went from a \$60,000 a month revenue to a \$240,000 a month revenue within 18 months.**

**It is expected that Matchbook AI will secure between \$7 and \$10 million this following year in revenue by continuing to focus on the same strategy.**

This is an excellent example of how a company focusing on what matters can outwit its competitors by keeping an extremely strong focus on enterprise sales and again, Expert Dojo has a sales driver with Matchbook AI on the entire journey.

# Case Study

Plan Street  
2x Annual Revenue Growth at  
\$2.5M/ARR in 2024



## Introduction

PlanStreet provides versatile case management software solutions for health and human services non-profit organizations. Their user-friendly, customizable interfaces are ideal for health & patient services, reentry programs, homeless management, donor management, child & family services, and affordable housing programs. Their mission is to empower your non-profit team to perform at their highest level by automating processes and giving them access to the information they need when they need it.

PlanStreet through committing to the Expert Dojo process was able to achieve this growth by focusing on its brand messaging and with a strong product fit they were able to secure customers who were already reactively looking for what they provide. PlanStreet is **growing at an exceptional rate through converting customers quickly** and efficiently, aggressively focused on reducing the sales cycle to under one month.

This is unheard of in the sector, and it is because of their emotional message of creating heroes within caseworkers. This story has resonated with many on such a strong level inside their customers, that they are willing buyers rather than prospects that need to be called.

This is a fantastic example of how important it is to make sure that your **customer optimization score is at its maximum**, by making sure that you take away any reasons for people not to buy when they arrive on your website, and PlanStreet executed this fantastically.

# What Our **Portfolio Founder** Has to Say?



**Rushabh Mehta**

Founder & CEO of Matchbook AI

"As an early-stage SaaS enterprise company, we knew we had a fantastic product that the market needed but we did not have the growth expertise and access to the millions of dollars that we knew were required to turn our company into a unicorn. Thanks to Expert Dojo, we immediately got access to large amounts of institution capital. Just as importantly, they have been relentless in their support of Matchbook AI that helped us achieve a growth of our revenue from the early days of only having three customers to now having over 32 enterprise customers, some of whom are the biggest companies in the world. We are now sitting at an expected \$5 million in revenue this year which we expect to grow well over \$20+ million in the next two years. Much of this is thanks to the incredible and relentless support we received from Expert Dojo. Not only has Expert Dojo been an amazing partner in our growth, but Brian and the team continue to support us every step of the way when we need help or guidance."

# What Our **Portfolio Founder** Has to Say?



**Sriram Subramanian**  
CEO of Link (formerly ShoppinPal)

Expert Dojo has been an exceptional growth partner for LINK (formerly ShoppinPal) over the past 2 years.

Expert Dojo is at the top of my recommendation list for any founder looking for a genuine support at every stage. Brian and team consistently demonstrate a founders-first mindset in everything they do and never shy away from putting in the right kind of sweat.

While there seems to be no shortage of startup accelerators, Expert Dojo stands out from the pack due to every way in which they add value over the long haul.