

## VVF Impact Fund Announces Minority Investment in Golde

May 27, 2021

The VVF Impact Fund today announced a seed-stage investment in Golde, a provider of superfood-enhanced wellness products. The Fund's investment will support Golde's continued marketing and sales efforts.

The company sells easy-to-use matcha powders, latte blends, and superfood face masks at more accessible price points compared to those of competitors, and relies on DTC and wholesale retailers to reach a broader market. Golde recently launched in 460 Target stores across the United States, and introduced three new SKUs ("Super-Ades") to bolster the launch. The company also distributes its products through its website (golde.co), as well as Nordstrom, Goop, and Urban Outfitters. Golde has demonstrated exponential revenue growth since its founding and continues to expand its retail presence as it rolls out new products.

"We are super excited to have been a part of this round and to be working with founders Trinity and Issey," noted Danielle Rozinov, Managing Director, Impact Fund. "We see tremendous potential for partnerships with the university community, and we are looking forward to seeing how Golde continues to make wellness more and more accessible as it grows." Claude Karaki, Managing Director, added, "Golde adds incredible value to our existing portfolio of impact-focused startups, and we're excited to see what Trinity and her team will achieve in the future." The Fund will continue to support Golde by creating a group of Impact Fund members whose goal is to ensure the continued operational success of the company. These students will collaborate with Golde management to design a strategy to introduce the superfood brand to UVA and other college communities, while providing broader support including marketing and technological initiatives.

"After evaluating a plethora of startups this semester, Golde stood out to us as having an incredible founding team and fitting our focus perfectly," expressed David Malkin, President Emeritus of VVF. "Not only is Golde offering high quality products, but they are doing so at an affordable price and democratizing a previously out of reach industry for many individuals. Golde is the perfect second investment for us to continue to build out our portfolio."

### ***About the VVF Impact Fund***

Founded in June 2020, the VVF Impact Fund focuses on bridging the gap between minority-owned businesses and financial and operational capital. The Fund primarily invests in minority-owned startups and companies seeking to promote a social good around Charlottesville, VA and across the nation. The Impact Fund is entirely run by UVA students who leverage their skills, experiences, and networks to invest with the purpose of increasing representation in business ownership. Please visit <https://www.virginiaventurefund.com> to learn more.

### ***About Golde***

Golde was founded by Trinity Mouzzon Wofford and Issey Kobori in 2016 with the purpose of providing high quality, organic products at accessible prices. Wofford and Kobori viewed the product offerings in the traditional wellness market as a tradeoff between affordability and quality, and aimed to make the wellness community more inclusive. Golde's first product was a Turmeric Tonic Blend priced at \$29, and the SKU's have expanded to include Matcha Blends, Super-Ades, and skin-care products which are offered DTC and through Golde's retail channels.