



## About Us

[CircleUp](#) is the largest investment marketplace for consumer brands. We are helping entrepreneurs to thrive by giving them the capital and resources they need. CircleUp makes raising capital faster and cheaper by using an online marketplace model, which provides a dramatically improved experience for both entrepreneurs and Investors through data and transparency. Our marketplace is powered by the [Classifier](#), a machine learning algorithm that analyzes consumer and retail brands on an average of 92,000 data points per company.

We've helped over 150 companies [raise hundreds of millions in capital](#) to date. In 2015, over half of all capital came from institutions.

CircleUp is backed by Union Square Ventures, Canaan Ventures, Collaborative Fund, QED Investors, Google Ventures, and former leaders of Goldman Sachs, Thomson Reuters, the Stanford Endowment and other notable financial institutions.

CircleUp has been named one of America's Most Promising Companies by Forbes, one of the top five Most Disruptive Companies in Finance by CNBC, a Forbes FinTech 50 company, a KPMG FineTech Innovator, and one of the Best Entrepreneurial Companies in America by Entrepreneur Magazine.

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## Ryan Caldbeck, CEO & Co-Founder

Ryan founded CircleUp after nearly seven years of investing experience in consumer product and retail-focused private equity. His experience in private equity exposed him to many great consumer and retail businesses that were too small to obtain funding through the customary private equity channels. Inspired by these often-overlooked opportunities, he founded CircleUp to make funding available to promising companies.

Prior to founding CircleUp, Ryan worked at TSG Consumer Partners and Encore Consumer Capital, and served on the board of Zuke's, The Isopure Company and Philly Swirl.

Ryan has been recognized as a "Titan of Retail" by Bloomberg and "40 Under 40" by both M&A Advisors and the San Francisco Business Times. Ryan holds an MBA from Stanford and a dual BA from Duke.

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**Rory Eakin, COO & CO-Founder**

Rory is an experienced investor and advisor, previously serving as Director of Investments at Humanity United, part of The Omidyar Group. He speaks widely on small business capital formation and regulatory issues, including providing testimony before U.S. Congress on the Jobs Act of 2012.

Rory received his MBA from Stanford as well as a public policy degree from Princeton, and a Master's Degree in International Relations from the University of Cape Town. He holds Series 24, 63, and 82 licenses.