



## **S2G Ventures Secures \$180 million for Fund II; Adds Rudberg as Managing Director and COO**

**CHICAGO, September 19, 2017** — S2G Ventures (Seed to Growth) a leading multi-stage investment firm focused on the food and agriculture industry, announced today that it closed on an additional \$180 million in committed capital, taking total assets under management to \$300 million. In addition, the firm announced that Aaron Rudberg has joined the firm as Managing Director and Chief Operating Officer. In this role, Rudberg will have responsibility across the operations of the business as well as developing out the strategic relationships for the firm.

The additional \$180 million in Fund II capital enhances S2G's ability to pursue investments in its targeted food and agriculture sectors. Since its founding in 2015, S2G has invested in 30 companies. In aggregate, S2G companies expect to achieve over \$550 million in revenue in 2017 – with average growth of 150% over 2016 revenues.

“Over the last several years, we have been able to help entrepreneurs across the food and agriculture industry realize their growth potential while making a significant positive impact on the overall food system,” said Sanjeev Krishnan, Chief Investment Officer and Managing Director at S2G Ventures. “We are excited about extending our reach in this dynamic industry, while at the same time continuing to invest in building out our own team. Aaron’s leadership experience, strategic thinking and proven ability to deliver results have made us confident he is the right person to help execute our strategic priorities and drive further growth.”

Chuck Templeton, Managing Director at S2G said: “We are excited to be able to support some amazing entrepreneurs making a real and necessary change in the food and ag space. The additional capital along with the depth of Aaron’s experience will help us to accelerate the innovation happening at every point in the food system from soil to stomach. We recognized the need for increasing the capacity to provide value to our companies and Aaron’s experience is a perfect match to get there. We will continue to add experienced teammates who are committed to improving the overall food system.”

“I am excited to be joining the S2G team and look forward to accelerating the growth initiatives our investors and entrepreneurs are looking for from a strategic investment partner,” said Rudberg.

Rudberg has worked in and around private equity and venture capital his entire professional career, and brings experience from all sides of the industry (Limited Partner, General Partner, and entrepreneur). Prior to joining S2G, he spent nearly 10 years at Baird Capital where he was a Partner and Managing Director overseeing the global strategy, investor relations, marketing and business development for the \$3.3 billion global private equity and venture capital business. Rudberg also previously spent time at a private equity fund-of-funds, a venture capital firm and as an entrepreneur in a venture-backed software company.

### **About S2G Ventures**

S2G Ventures (Seed to Growth) is a multi-stage venture fund investing in food and agriculture in the U.S. The fund’s mission is to catalyze innovation to meet consumer demands for healthy and sustainable food. S2G has identified sectors across the food system that are ripe for change, and is building a multi-stage portfolio including seed, venture and growth stage investments. Core areas of interest for S2G are agriculture, ingredients, infrastructure and logistics, IT and hardware, food safety and technology, retail and restaurants, and consumer brands. For more information about S2G, visit [www.s2gventures.com](http://www.s2gventures.com)

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