

# THE BFM FUND

Contact

 @BFMFund  
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[www.bfm.fund](http://www.bfm.fund)



General Partner

**Himalaya Rao-Potlapally**

Managing Director

 @himalayarao  
 himalaya@bfm.fund

Himalaya has an MBA and specialized training in Venture Finance with prior work experience across seven established venture funds and launched two economic development funds in partnership with public and private entities.

- Recognized as one of the [Future 50 investors](#) by Afrotech
- Recognized as one of the [Rising Stars in Venture Capital](#) by the NVCA/Venture Forward
- Named a [Forty under 40](#) recipient by the Portland Business Journal.
- Selected as one of twelve [2022 VCI Fellows](#)
- Awarded OEN's 2022 [Power of Us](#) award for long-term leadership and commitment to Oregon's entrepreneurial ecosystem.
- Invited by Senator Wyden to present expert witness testimony in front of the [United State Senate Finance Committee](#) on her work with BIPOC founders.

## Thesis

The [BFM Fund](#) is a target \$10 million seed-stage fund focused on Black-led ventures within the United States. They have an extremely unique high touchpoint investment model that has already seen 4-5x markups in 4 of their companies in the last six months. To date, the team has a little over half the fund soft-circled and has deployed capital into [ten startups](#).

They have some notable LPs with the [State of Oregon](#), [Oregon Community Foundation](#), and [Oregon Sports Angels](#). They've also gotten into some lucrative deals including [Saysh](#) with Allyson Felix, [Glowup Games](#) with Issa Rae, and [Hued](#) with Serena Williams.

 [Hear more about what we do.](#)

## Portfolio



Saysh



YearOne



LISNR



Hued



Stimulus



Meter Feeder



Opconnect



Glowup Games



Re-Nuble

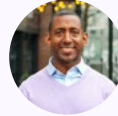


A Kids Co. About

## LP Advisory Board



Aziz Gilani



Zach Ellis



Chris Magaña



Liz Valentine

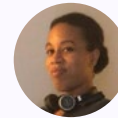


Ricardo López

## Core Team



Marquita Jaramillo



Jennifer Mason



Xuan Cheng



Nathan Foos

## Fund Economics

**Fund Size**  
\$10M USD

### LP Commitment

Individual minimum \$100,000  
 Syndicate minimum \$250,000  
 Entity minimum \$500,000

### Fees & Carry

2% Mgmt Fee + 20% GP Carry  
 Carry split among LPAC, staff, and portfolio employees

**First Check Size**  
\$50,000-\$100,000

### Closed to Date

\$3M closed + \$4M soft-circled

### Fund Life

2020-2030, two 1-year extensions

### Investment Period

2020-2025

### Portfolio

40-44 Investments

### Follow On Reserves

50% held for Follow-On Funding

## Unique Advantages

### 1. Intersectionality:

We are one of the few funds across the nation that is run by a full women of color leadership team, focuses exclusively on Black founders, and provides expertise at the Seed-stage.

### 2. Intentionality:

Our evaluation process utilizes an Effectual Entrepreneurship framework to filter in for differences that has been tested by the team over six years across seven other venture funds.

### 3. Inclusion:

We are a feeder fund that builds formal relationships with Series A-C industry-specific firm. We gather their evaluation criteria and metric thresholds so that we can source companies in those verticals, and work with them post-investment for 12-18 months to develop the exact results that our partners need to see to subsequently lead future financing rounds.

Returns Driven  
Impact Fund

UN Sustainable Goals that  
The BFM Fund meets

