



# CERRACAP VENTURES

## Orange County Based VC “CerraCap Ventures” Ready to Take the Reign to Defend Wealth and Health Beyond COVID-19

CerraCap Ventures is a Global fund headquartered in Costa Mesa, California dedicated to early stage technology investments. CerraCap focuses on Enterprise (B2B) products and solutions in the emerging technology areas of Healthcare, AI and Cyber Security.

CerraCap invests in innovative companies with a potential to dominate global markets. They look for companies and outstanding entrepreneurs with fundamentally relative business models. CerraCap takes the time and effort to understand each idea and decide on its merits and potential through its comprehensive evaluation process.

### Identifying and Deploying Investments

CerraCap Ventures deal flow model is distinctive from other Venture Capital. The founding team is leveraging their decades of expertise and deep connections across the globe. They source the finest innovations and are focused in key theaters such as USA, Mexico, UK, Israel, and Singapore. CerraCap has exceptional advisory board members, who are also a great source of deal flow in addition to well positioned ecosystem of financial institutions, and fortune 500 leaders. They have a proven approach to identify the most

innovative early stage startups that can readily meet the demands of enterprise world. To which they apply their unique “Sales and Scale” model, enabling portfolio companies to achieve large sustainable growth and increase its valuation over a short period.

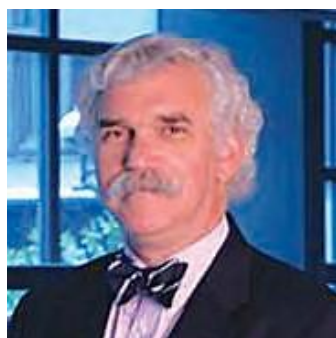
CerraCap recent investments such as GreenArc and Robotic Skies (RS) further validates this approach. RS is the only commercial unmanned aircraft (drones) systems maintenance network in the world. Robotic Skies already has some of the top drone manufacturers as clients, and Boeing as one of the marquee investors. CerraCap’s exceptional investment approach to “Source globally, operate locally” further helps portfolio companies expand. By doing so it facilitates sales into the largest enterprises. Robotic Skies is already being positioned to expand in Asian markets. GreenArc deploys its capital for positive societal, economic, and environmental outcomes through sourcing and structuring credit solutions in a select Asian Emerging Markets. Today Green Arc is active in seven emerging markets. “Not only these deals were referred to us by our institutional investors, these new investments are already trending at 1.6x within a few months.” said Ritesh Agarwal, Managing Director at CerraCap Ventures.

### Breaking walls of fear and anxiety

Mary Meeker, an internet analyst and an influencer in 2001, discovered near the end of the dot-com bubble, that marketing is driven by data and research, this model became the defining characteristic of how venture capital firms do marketing. Yes, which is true even today. Gaining trust and confidence of investors is the single most focus of CerraCap. Nikki Arora, Partner and CMO, added “We do this through research, multi-channel communication, and personalized engagement. It is about doubling down on transparency and continue to be the custodians of investors wealth.” By doing so, they believe they are placed in a position of strength. While investor relations are a significant part of marketing, as a female entrepreneur it is evident in her effort of empowering female workforce throughout her professional career. She continues her endeavors at CerraCap. Today 30% of CerraCap portfolio companies consist of female founders and CEO’s. CerraCap distinguishes themselves to be the platform of investment and innovation for women in its community. Their passion and drive to build a firm that’s extraordinary, socially mindful and is entrusted as delivering results is in forefront.

### Defending Health and Wealth

Did we ever imagine the global economic downturn and such a takeover on our productivity through a pandemic in our lifetime? Well, it became prudent to CerraCap management team to facilitate open dialogue with industry experts about the collective future. To help us understand the risks, that has clearly impacted health and wealth. CerraCap was quick to react and host a



Dr. Harvey Rubin, Advisory Board Member, CerraCap Ventures

webinar facilitated by Vikas Datt, Partner, CerraCap with Dr. Harvey Rubin, Professor of Medicine and Computer Science at University of Pennsylvania (UPenn) and an advisor to CerraCap, who has been working with the various government agencies and key experts around the world to tackle the current pandemic. The webinar was focused on briefings by Dr. Rubin on the COVID-19 background, status and response. Lee Rand, Partner at Sun Mountain Capital, who is also an Advisor to CerraCap provided an outlook into Private Equity and Venture Capital investments. For CerraCap, the conversation was well received, and it further motivated the dialogue with investors, global enterprise leaders as well as its portfolio companies.

Link to webinar: <https://www.cerracap.com/news-events.html>

### Utilizing Power of Technology in the Community

CerraCap is fortunate to have an alliance with industry leaders focused on futuristic solutions for social good such as Neil Sahota, an AI SME for United Nations, IBM Master Inventor and an advisor to our portfolio company - Nirveda Cognition. The following is an excerpt from our conversation with Neil on the Post-COVID world.



Lee Rand, Advisory Board Member, CerraCap Ventures

It’s no secret that in the Post-COVID world, things will be different. While we have lots to consider, two areas are going to be paramount: health and wealth. Thankfully, Orange County is a vibrant place for innovation and small businesses, which fuels growth. With the ecosystem we have built to invest in startups and support new ventures, Orange County is in prime position to a promising economic recovery. Social enterprise/entrepreneurship is something ingrained into our culture, and this is very evident in the overwhelming support and execution in partnering with the United Nations

to host an event here “AI for Good Initiative” (Post-COVID permitting, in 2021). With the coalition of business leaders, government officials, non-profits, and academics is a very telling sign of how strong our community is. More importantly, it is a sign that Orange County is poised to be a driver in a Post-COVID world.

### Market Sentiments

In deals being negotiated, we have already seen a downward shift in valuations, and deal terms have swung back in favor of investors following a prolonged movement toward founder-friendly terms. With several viable deals cross our desk in Q1, with the COVID 19 crisis in full swing, we expect twice that number in Q2 as companies scramble to raise enough money. The environment is certainly conducive for investment. (Source: Pitchbook) “Indeed, I couldn’t agree more with the industry sources. A terrific time to set goals to diversify wealth and a favorable time to deploy dry powder. At present we are focused on several promising companies in the area of Cyber Risk & Assurance, Telehealth and Population Health Analytics.” shared Saurabh Suri, Managing Partner, CerraCap Ventures.

### Lights are ON

“With the changing time, we acknowledge the uncertainties. At CerraCap we are listening to our global unparalleled leadership team and embracing the challenge to continue to sustain performance while being vigilant about assessing the opportunities. We have confidence that future technology investments will be fascinating and an exciting space to catch the next wave of unicorns. At CerraCap, we are actively evaluating opportunities and considering new investments, it is business as usual here at home.” said Saurabh Ranjan, Founder, CEO - CerraCap Ventures.

We want to hear from you, if you are a startup with transforming ideas for the enterprise world, or an Orange County **investor looking to diversify** investments.

Let’s get through these transformative times and reinvent commerce together. For more information contact Nikki Arora, [Na@CerraCap.com](mailto:Na@CerraCap.com) or (949) 309-8598



**CERRACAP**  
VENTURES

# Diversify your Portfolio

Technology – Meets the Enterprise Marketplace

*“CerraCap has changed the way ideas are brought to market”*

-John C Cushman Chairman, Cushman & Wakefield,  
CerraCap Investor & Advisor

## This is Venture Capital done right!

We at CerraCap Ventures have forged a unique path to success in the early-stage Venture Market. We empower high growth innovative companies in **Cybersecurity, Health Tech, and AI** bringing sales from Fortune 500 companies.

[CerraCap.com](http://CerraCap.com)



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