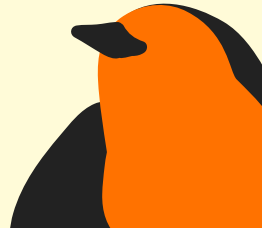


Are We the Right Partners?

Eligibility & Selection Process for Robin Ventures™



What Robin Ventures™ is – and isn't

Robin Ventures is the partner most founders never knew existed – but always needed.

We are **strategic co-builders** – partnering with select founders that have the potential to reshape their category, accelerate job creation, and leave a legacy in their community. Through brand architecture, positioning, marketing leadership, and access to relationships and resources, we're the link between dream and action.

We invest **time, expertise, and belief**. In return, we expect **commitment, execution, and shared upside**.

Eligibility Criteria — Before You Apply

We evaluate every pitch based on
three core filters:

- ✓ Real traction or evident potential
- ✓ Clear differentiators
- ✓ Value Alignment

What We Look For in Founders

**Coachability Without
Compromise**
You're open to
guidance but rooted
in identity.

Boldness.
You move. You don't
wait to be told.

Conviction
You're building this
with or without us.

**Integrity & Long-
Game Thinking**
No shortcuts. No
ego. No greed.

Our Selection Process

Every application moves through the following stages:

- 1 Application Submission**
You complete the Robin Ventures pitch form.
- 2 Initial Review**
We assess alignment with our criteria.
- 3 Follow-Up Request (If Needed)**
We may ask for additional details, financials, or materials.
- 4 Founder Discovery Call**
A live conversation to understand you beyond the form.
- 5 Deep Evaluation**
We explore growth potential, scalability, and what value we could unlock together.
- 6 Partnership Decision & Proposal**
If we believe there's mutual upside, we'll explore formal terms and collaboration structure.

IF SELECTED

What a **GAME-CHANGING** partnership looks like

When Robin chooses a you – we don't consult. We embed.

You're not just getting strategy or "advising from afar." We're throwing the weight of the full Robin world and everything connected to us behind you – story, platform, people, belief, reach.

That means:



Our platform becomes your platform

You get visibility across our media footprint, channels, and stages. Your story becomes part of our movement messaging.



Our team becomes your team

Strategists, storytellers, operators, creatives, connectors – deployed behind your growth.



Our doors open your doors

Investors, press, collaborators, distribution partners – doors open faster when Robin knocks.






IF YOU'RE NOT SELECTED

A “no” from us is often just a “not yet.”




Not every great founder is ready **right now**, and that's okay. Not every “no” means never.

Sometimes it simply means:

-  The timing isn't aligned yet
-  There's one more layer of clarity needed
-  The story is still maturing into what it's meant to become

If we don't move forward immediately, know this: we see you, we believe in builders, and we keep our radar on those who keep building.

Here's how to stay in the Robin orbit:

-  Join **The Nest** – the community built for founders like you.
-  **Stay connected** – we spotlight and collaborate often with non-portfolio founders who are making noise in the Small Business Era.
-  And when you feel the spark again, **come back and pitch**. Some of the greatest legends weren't chosen on the first ask.

Ready to pitch?

[Submit Your Application](#)

forms.soarwithrobin.com/robin-ventures