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Dear Rising America Fund Investors -

Please find the highlights of Q4 2021 below, as provided by the companies. As a gentle reminder, by accessing this report, you agree to hold all non-public information in the strictest confidence. Portfolia companies in which we invest in are leading in highly competitive markets. All non-public information must be held confidential for the success of the companies. For any questions, please contact [investments@portfolia.com](mailto:investments@portfolia.com). Thank you.





## Company Updates

	<p>MoCaFi has officially launched 3 different programs: the Angeleno program in Los Angeles (Wells Fargo offering free ATM access to Angeleno cardholders), the Respect card program in Chicago, and UBI pilot program in Paterson, NJ. The team has also announced its recent partnership with MasterCard and the City of New Orleans to offer Crescent Card to residents of NOLA to provide direct aid and offer a universal basic income (UBI) with a guaranteed income initiative. MoCaFi currently has 41k users on platform/cards which will increase with new partnerships. The company has maintained an average quarterly burn of \$609k (excluding their one-time marketing expense of \$174k). MoCaFi anticipates launching its Series B funding in mid-2022.</p>
	<p>Maven Clinic continues to rapidly expand as the leading virtual provider for women's and family health and has created two new roles to streamline innovation around its care model and clinical research. The company has announced the two roles will be a visiting scientist and a digital innovation fellow. Maven has brought on Alex Peahl, M.D., assistant professor and physician investigator at the University of Michigan's Department of Obstetrics and Gynecology and has joined as Maven's visiting scientist. Ayotomiwa Ojo, M.D. candidate at Harvard Medical School, will be the company's first digital innovation fellow. Ojo will work with the Chief Medical Officer to advance Maven's clinical strategy and research. Maven is also developing programs that address specific populations based on condition-specific needs and referring patients to community-based organizations that can address social needs.</p>
	<p>Encantos continues to focus on product and platform development. Their recent app build now includes their initial UX design and launched in September. The first half of 2021 gross revenue was \$486k and remains on track to hit \$1M by year-end. The company expects cash to last until Q2</p>

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	<p>2022 given its current cash and expected revenue forecasts. The company continues to utilize capital to expand its team and has hired its latest software engineer/software architect with extensive experience in mobile app and game development. CEO, Steven Wolfe is seeking introductions to potential partners for their upcoming launch app and to help drive awareness for Canticos with families, teachers, and schools.</p>
	<p>The company has seen an influx of community members, investors, and partners since its launch in Q4 2020. Suma has partnered with JP Morgan Chase, Morgan Stanley, Cyvatar, MX QuickBooks, Stockpile, TurboTax, and Well Fargo Foundation. Suma surpassed its goal of 150k users for 2021 and tripled its goal with 420k users. Given the recent growth, the company moved up its roadmap timeline by a year and recently launched its mobile app for Android and iOS. The team is on track to launch their subscription model, the SUMA partner referral network by Q1 '22. The SUMA team is seeking additional talent for a Product Manager, Project Marketer, Project Coordinator, Data Scientist, and Performance Marketer.</p>
	<p>Canela Media has continued to gain traction in its competitive space and has recently launched Canela Music featuring various Latin music and artists. With their latest expansion in Mexico and Latin America, the company's user base has surpassed expectations and was downloaded more times than Disney+. Revenue was at ~\$25M at YE which increased by \$5M last year (1st year of operation). The company's primary focus for Q4 is to secure financing for its \$30M fundraise led by Acrew and Angeles Investors. Rising America originally invested \$350k at a \$10M valuation cap in October 2020 and now seeing 12x-20x valuation growth.</p>
 <b>Kanarys</b>	<p>Kanarys has seen an ARR growth of 5.3x in 2021, YoY bookings growth of 4.7x, and TTM Bookings more than \$1M+. The company has hired a UX Designer and signed up several blue-chip companies, including 7-eleven. Kanarys has partnered with Hubspot to fuel diversity, equity, and inclusion implementation for Hubspot's customers. The collaboration will allow HubSpot customers to assess their DEI initiatives using Kanarys' proprietary organizational readiness tool, which reveals DEI blind spots and identifies growth areas. Other recent partnerships include the National Association of African Americans in Human Resources (NAAAHR) and presented findings of the joined Prospanica Workplace Inclusion and Equity Report, which was released with Prospanica National in 2021.</p>
 <b>goalsetter</b>	<p>Goalsetter has used its Seed round to demonstrate predominance as the premier kdis/family app in the market and to demonstrate its ability to acquire users successfully and efficiently. MoM signups increased by 60%</p>

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	<p>while spending \$20k less on Marketing. The company is on track to increase organic downloads by 85% MoM. The team is working towards a white-label solution with key partners, including a back-end technology provider and a bank with \$60B in AUM that is interested in white-labeling Goalsetter for its existing clients. Goalsetter has a pipeline of Employee Benefits partnerships, including (1) a Fortune 500 company with 20k employees, (2) a pilot with a top 10 consumer bank, and (2) a pilot with a consumer retail store with 150k employees. The SEC has approved Goalsetter to become an RIA and will be launching in Beta their latest feature, an investment platform for the entire family. CEO, Tanya van Court is seeking introductions to HR/Benefits Leaders or Diversity, Equity &amp; Inclusion Leaders, of any Fortune 10000 companies.</p>
	<p>Madison Reed has officially opened 50th Hair Color Bar. The milestone opening comes during a major growth period for the company. During the global pandemic, Madison Reed grew their team 2x within 18 months, while maintaining all jobs. The 50 Hair Color Bars nationwide, provide colorists the opportunity to make 3x more than a traditional salon while receiving full-time benefits. As part of its growth plans in 2022, Madison Reed is expected to hire more than 750 new colorists to staff their expansion of Hair Color Bars across the country.</p>
	<p>Zero Point Five Therapeutics is a drug development company treating soil-transmitted helminthiasis (STH) through the FDA as a single dose formulation. STH is a disease impacting poor rural communities of color with poor sewage systems. CEO, Joseph Amprey, will provide their latest company update in Q1.</p>
	<p>Health hero is now supporting 4k+ organizations around the world, \$91k in MRR, and landed a Department of Defense contract. The company has landed &amp; accelerated multiple top-down distribution/reseller partnerships with the top Microsoft &amp; Salesforce global license distributors. The team has also secured partnerships with MyTelemedicine and Aunt Bertha. Health Hero is seeking a lead investor for its Series A round and welcomes introductions to a potential fit.</p>
	<p>Bitwise Industries was recently named as one of the Top 10 Best Small and Medium Workplaces for Millennials. The team continues to focus on reaching, training, equipping, and hiring from places and groups that are traditionally overlooked. Bitwise is running 14 Apprenticeship Cohorts, ranging from Inside Sales to Quality Assurance. To date, 80% of students in their Pre-Apprenticeship program and 100% of students in their Apprenticeship Program have earned technical employment. The team has hired Norma</p>

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Cardona as the VP of Bitwise Merced and will oversee the development of Bitwise's new campus in Merced. Jake and Irma, Co-CEOs are seeking to grow their finance team and looking for talent in the Financial Planning and Analysis space and seeking introductions to potential government and healthcare customers.

Rares' primary focus in Q4 '21 was to secure funding for its \$4M seed round, led by Mac Venture Capital, and successfully closed at year-end. The team launched its first IPO for the Nike Air Yeezy 1 prototype during the ComplexCon convention in Long Beach, CA. Rares acquired the Air Yeezy prototype for \$1.7M at a private auction. Investors who wish to participate and buy shares can do so on the Rares website or app.