



CITI VENTURES


LOOK AND FEEL



transformative



visionary



unrelenting



strategic



thought leader



expert




intrepid




innovative

CITI VENTURES




nimble




partner



network effect




proactive



provocative



wicked smart



targeted



entrepreneurial

GOALS & OBJECTIVES

Change the perception of Citi Ventures—appeal to the entrepreneur, avoid the reputation of a staid bank, and visually demonstrate Citi Ventures' disruptive nature.

Bring the theme of **discovery** to life.

Showcase Citi Ventures' practice areas.



KEY MESSAGES

Citi Ventures curates **deep domain knowledge** in four key areas, meeting with thousands of people across our **ecosystem**, including entrepreneurs, VCs, accelerators, academics, and more, to gain early access to **emerging technologies and ventures**.

**Citi Ventures is a strategic partner aiming to transform
the future of the financial services industry.**

Discovery + Execution = Growth.

**Citi Ventures helps start-ups *navigate* the path
to commercialization.**

Citi Ventures is a team player.



KEY DIFFERENTIATORS

Access to Citi's global network
of strategic partners and businesses.

Connected to **innovation** on a global scale.

**Knowledge and experience from the
Silicon Valley ecosystem and the network effect.**

Focused on innovation and disruption.

TARGET AUDIENCES

Entrepreneurs / Start Ups
Investment Partners
Press/Media
Citibank

COMPETITION



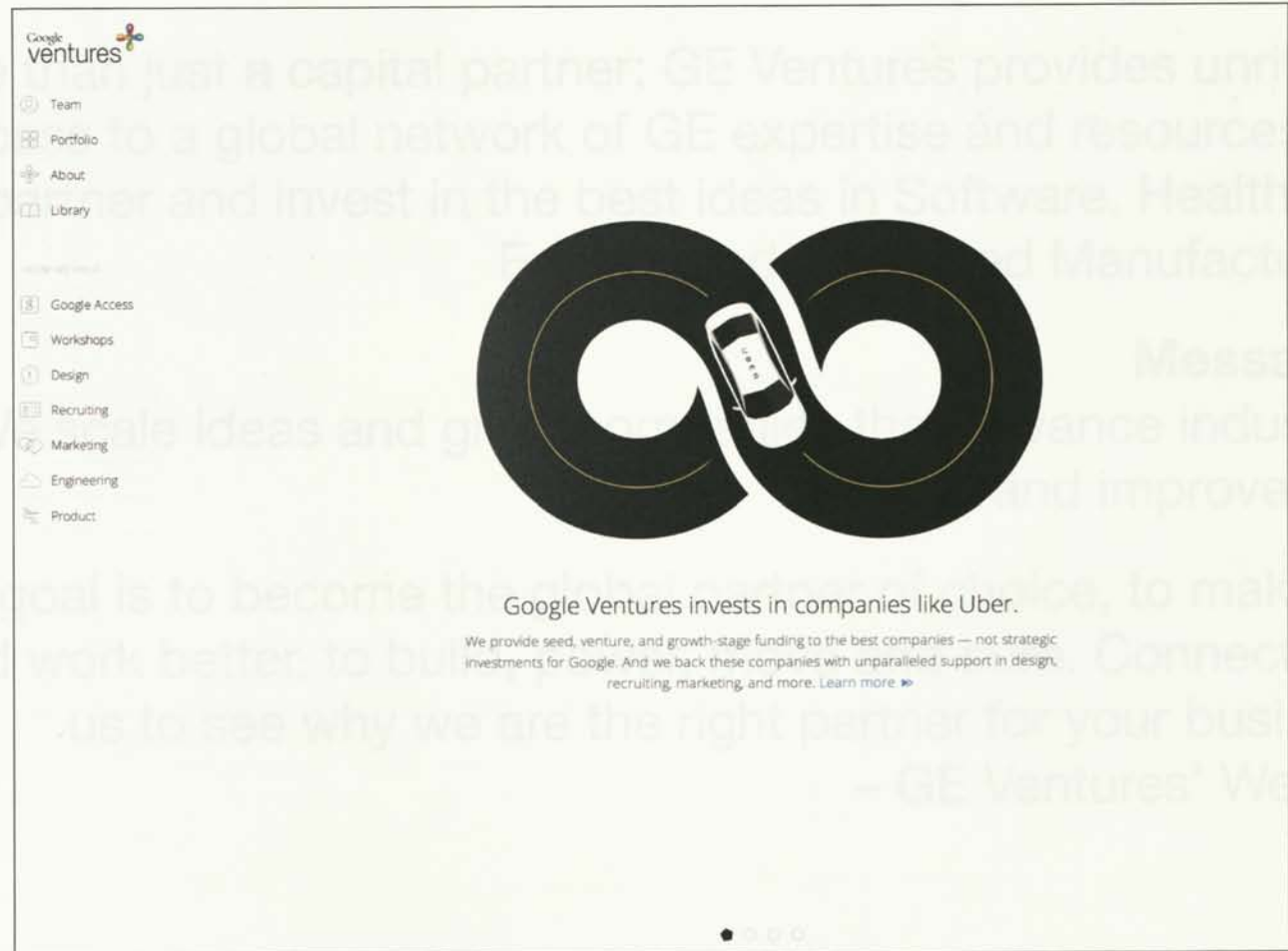
Google Ventures provides seed, venture, and growth-stage funding to the best companies — not strategic investments for Google. We provide these companies unparalleled support in design, recruiting, marketing, and more.

Messaging

We help entrepreneurs change the world.

Our relationship with Google means unique access for our portfolio companies — to some of the world's best engineers, scientists, and technology. We help our companies interface with Google.

- Google Ventures' Website





GE VENTURES

More than just a capital partner; GE Ventures provides unrivaled access to a global network of GE expertise and resources. We partner and invest in the best ideas in Software, Healthcare, Energy, and Advanced Manufacturing.

Messaging

We scale ideas and grow companies that advance industries and improve lives

Our goal is to become the global partner of choice, to make the world work better, to build, power, move and cure. Connect with us to see why we are the right partner for your business.

– GE Ventures' Website

A dark, blurred photograph of a city street at night, showing a bus and pedestrians in motion, serving as the background for the website header.

GE VENTURES

PORTFOLIO TEAM NEWS & EVENTS BLOG CONTACT US

WE SCALE IDEAS

AND GROW COMPANIES THAT ADVANCE INDUSTRIES AND IMPROVE LIVES

More Than Just A Capital Partner
GE Ventures provides unrivaled access to a global network of GE expertise and resources. We partner and invest in the best ideas within Software, Healthcare, Energy and Advanced Manufacturing.

HOW WE WORK WHERE WE INVEST WHY WORK WITH US



Sapphire Ventures is focused on helping today's most innovative technology companies become global category-defining leaders. Leveraging nearly two decades of experience and an extensive global enterprise network, Sapphire Ventures invests capital, resources and expertise to enable its portfolio companies to scale rapidly.

Messaging

Sapphire Ventures helps innovative expansion-stage companies scale to become global category leaders.

Sapphire Ventures is the premier venture capital partner for fast-growing technology companies because we are uniquely positioned to help you exponentially scale through the power of our global enterprise network, resources and expertise.

– GE Ventures' Website



SAPPHIRE
VENTURES

COMPANIESHOW WE HELPAABOUTTEAMNEWSCONTACT

venture
capital^(S/V)

TO THE POWER OF ENTERPRISE

Sapphire Ventures helps innovative expansion-stage companies scale to become global category leaders.

Every company—whether enterprise or consumer—faces similar challenges when they get to the expansion stage. Sapphire Ventures is the premier venture capital partner for fast-growing technology companies because we are uniquely positioned to help you exponentially scale through the power of our global enterprise network, resources and expertise.

\$
\$1.4B
under

+

125
investments

+

27
exits

+

86%
of the Global

(S/V)

To the power
of enterprise



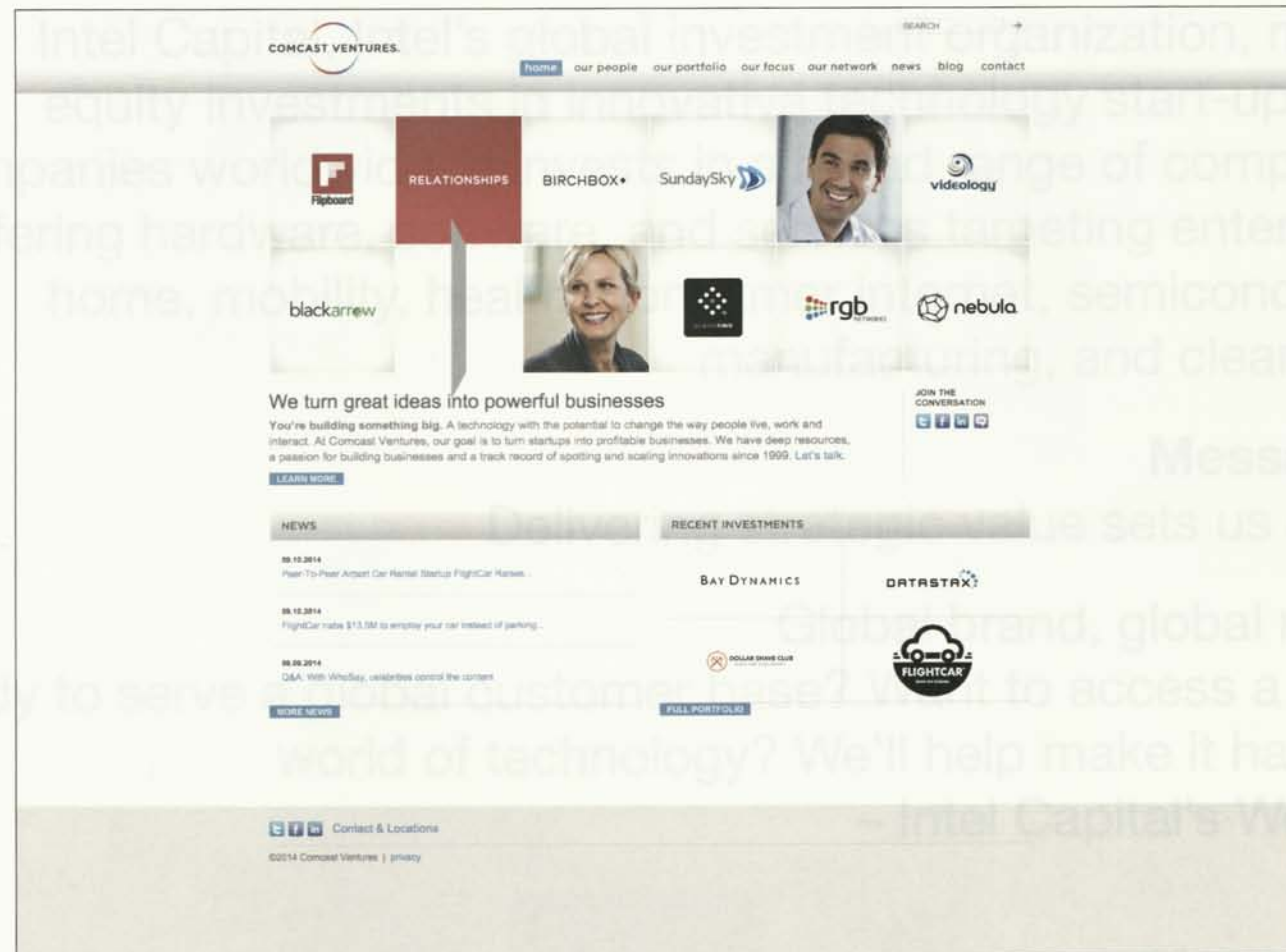
Comcast Ventures is the private venture capital affiliate of Comcast Corporation. It consists of the recently combined Comcast Interactive Capital and NBCUniversal Peacock Equity Fund.

Messaging

We turn great ideas into powerful businesses.

At Comcast Ventures, we love working with entrepreneurs who have ideas that will shift industries and impact the way people interact with their worlds. And we thrive on helping take those ideas big.

– Comcast Ventures' Website





Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. It invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer internet, semiconductor manufacturing, and cleantech.

Messaging

Delivering strategic value sets us apart.

Global brand, global reach.

Ready to serve a global customer base? Want to access a wider world of technology? We'll help make it happen.

– Intel Capital's Website





Global Website (English) ▾

Newsletter | Startup Careers | Contact Us

Search Intel Capital

Our Advantage

Our Portfolio

Meet Your Team

Success Stories

News + Insights

Top Stories: Intel Capital's Western Europe head warns that proposed regulations could harm venture capital

Accelerate Your Growth

Developed a groundbreaking technology that can revolutionize an industry? Now it's time to find customers and partners to help build your business.

Learn More >

more

more

more



Global brand, global reach

Ready to serve a global customer base? Want to access a wider world of technology? We'll help make it happen.



Connect with customers

Expand your access to new customers and partners through formalized, direct introductions to Intel's vast, global network of technology decision makers.



Experts at the ready

Tap into everything from technology advances and optimizations to business best practices and corporate governance insights.

Discuss



@Intel Capital tip
@techmeme: The self-driving car may be closer than you think. <https://t.co/5QhPhcYNyA>

Watch



Inspire



ANDREESSEN HOROWITZ

Andreessen Horowitz is a Silicon Valley-based venture capital firm with \$4.2 billion undermanagement. The firm invests in entrepreneurs building companies at every stage – from seed to growth.

Messaging

Software is Eating the World

Investing: Backing brilliant entrepreneurs to build the future.
You've got an idea that will change the world.

We want to meet you.
– Andreessen's website

ANDREESSEN HOROWITZ

ANDREESSEN HOROWITZ

Software Is Eating the World

[Home](#) [Portfolio](#) [Briefings](#) [Team](#) [Contact](#) [LPs](#)

Sign up for a15z newsletters

[Subscribe](#)

[Follow @a15z](#)

STORIES

All

Enterprise

Consumer

Workplace

Founders

Design

Podcast

Practical wisdom on building and running a startup from

**BEN
HOROWITZ**

Andreessen Horowitz
Co-founder



On Sale
March 4th

[Order Now](#)

Big Data On Demand

BY PETER LEVINE

A while back I suggested that datacenter infrastructure would move from an on-premise operation to the cloud. It may have seemed counter-intuitive that the infrastructure itself would become available from the cloud, but that's exactly what's happening. We've now seen everything from security to system management to storage evolve into as-a-service datacenter offerings, yielding all the benefits of SaaS – rapid innovation, pay-as-you-go, no hardware installation – while at the same time providing rich enterprise functionality.

While big data is one of the newer parts of the infrastructure stack – and should have been architected and delivered as a service from the start – an estimated 90+% of Fortune 2000 companies carry out their big data analytics on-premise. These on-premise deployments are complex, hard to implement, and have already become something of a boat anchor when it comes to attempts to speed up big data analytics. Without question the time has come to move big data to the cloud and deliver this part of the infrastructure stack as a service. Enter Cazena – our latest investment in the big data sector. [MORE](#)

The Right Timing to Leave a Board

TWEETSTORM BY MARC ANDREESSEN

After 6 years of service + completed decision to split, I've decided now is a good time to step off the eBay Board of Directors.

It's been an absolute privilege to serve with John, Pierre, and team, and I could not be more proud of what we've accomplished.

I wish eBay, and both of its successor companies, all the best in the years to come & will seek to continue to help as much as I can.

Official announcement: <http://t.co/84wZhouzu>

— @pmarca, Oct 20, 2014.

Marc Andreessen • [tweetstorms](#)

[Follow](#)

greylockpartners.

Greylock was founded in 1965 and has \$2 billion under management. Our headquarters are in Silicon Valley and we have offices in Cambridge, MA. Greylock Israel, a partner firm, has offices in Tel Aviv and London.

Messaging

Greylock partners with game-changing entrepreneurs to build market-transforming companies. Our partner companies have made 150 public offerings and more than 100 of our companies have achieved profitable M&A events.

– Greylock's Website

greylockpartners.

[Careers](#) [Blog](#) [Offices](#) [Greylock II](#) [News](#) [LP Login](#)

greylockpartners. [CONSUMER](#) [ENTERPRISE](#) [COMPANIES](#) [TEAM](#) [ABOUT](#)



"If you're lucky, maybe once in your career will you have the chance to introduce a transformative technology and create an entirely new market. Now is the time."

Mike Olson,
Cloudera

[cloudera](#) [PANDORA](#) [airbnb](#) [facebook](#) [palogito](#) [PURE STORAGE](#) [Linked in](#) [+ MORE + COMPANIES](#)

CAREERS WITH OUR ENTREPRENEURS

More than 150 of our partner companies have gone public and more than 100 others have achieved profitable M&A events.
[See all careers](#)

NEWS AND EVENTS

[Congratulations to Steve Ball and the entire Coupons.com Team](#) Mar 07, 2014
[Greylock Announces Investment in Jello](#) Jan 23, 2014
[Greylock Announces Investment in Decoder](#) Jan 21, 2014
[Washington Area Tech Companies Join the 'Internet of Things' to Automate Homes](#) Jan 07, 2014
[Top VCs Predict Where They'll Invest Their Money in 2014](#) Jan 07, 2014

© Copyright 2014 Greylock Partners. [Privacy Policy](#) [Terms of Use](#) [Contact Us](#)

Follow us: [Facebook](#) [Twitter](#) [LinkedIn](#)

KPCB

KLEINER
PERKINS
CAUFIELD
BYERS

Kleiner Perkins Caufield & Byers (KPCB) is a well known Silicon Valley venture capital firm, due in large part to their past success. They were early investors in many significant companies, including Amazon, AOL, Compaq, Electronic Arts, Google, Intuit, Macromedia, Netscape, Segway, and Sun Microsystems.

Messaging

Connecting the best entrepreneurial minds
through our vast network.

Partnering with entrepreneurs
to build companies from success to significance.
– Kleiner Perkins' Website

KPCB

KLEINER
PERKINS
CAUFIELD
BYERS



KLEINER
PERKINS
CAUFIELD
BYERS

[TEAM](#)
[COMPANIES](#)
[INSIGHTS](#)
[PRODUCTWORKS](#)
[NEWS](#)
[EVENTS](#)



KPCB Fellows Program

Applications for the KPCB Engineering Fellows Program are now being accepted! If you are a top U.S. college or graduate student looking for a chance to work inside an innovative Silicon Valley startup, apply today.

[Read more »](#)

Recent News & Events



Tuesday, October 21, 2014

Why We Invested In Magic Leap

[SHARE](#)



Tuesday, October 21, 2014

Magic Leap Raises \$542 Million in Series B Funding

[SHARE](#)



Monday, October 20, 2014

10 Trends Transforming Enterprise IT

[SHARE](#)



Tuesday, September 30, 2014

Will Commercial Drones Take Off?

[SHARE](#)



Tuesday, September 30, 2014

remind



Tuesday, September 30, 2014

Can a Smartphone Really Be a Game Changer?

[SHARE](#)



Battery Ventures is a venture capital firm that invests principally in technology markets including: Internet & Digital Media, Financial & Information Services, Cleantech, Software, Semiconductors & Components, Infrastructure Technologies, Communication Services, and Industrial Technologies.

Messaging

We're lucky to work with amazing talent around the world to help turn ideas into breakthrough companies. We invest across stages of a company's life - Seed, Early, Growth and Buyouts - and across tech sectors - eCommerce, Digital Media, Infrastructure, Industrial, Software & Services.

Above all, it's really about chemistry. So get to know us. Talk to the teams we've worked with. Ask them how we've helped.

You'll discover the value Battery can add long before we write the first check.

– Battery Ventures' Website



BENCHMARK

Benchmark is an American venture capital firm responsible for the early stage funding of several successful startups including Twitter, Uber, Snapchat, and Instagram. Benchmark is noted for creating the first equal ownership and compensation structure for its partners.

Messaging

Investment strategy: Be the first venture investor in technology companies that seek to create new markets.
– Benchmark's Website

BENCHMARK

BENCHMARK

908 Market Street
San Francisco, California 94102
Share with #benchmark -

2003 Woodside Road
Woodside, California 94061
© 2013 All rights reserved.



Sequoia Capital is an American venture capital firm located in Menlo Park, California, United States.

Messaging

The creative spirits. The underdogs. The resolute. The determined. The indefatigable. The defiant. The outsiders. The independent thinkers. The fighters. The true believers. These are the people who have imagined, started, organized and built Sequoia-backed companies that collectively are now worth over 20 percent of the total value of the NASDAQ stock exchange.

These are the kind of people we work with today. They are extremely rare. We are ecstatic when they choose Sequoia Capital as their business partner.

– Sequoia's Website

SEQUOIA 

SEQUOIA 

ABOUTFOUNDERSTEAMJOBSGROVE

Search Button

Menlo Ventures was founded as one of the earliest venture capital firms in Silicon Valley in 1976 and has technology venture capital investing for seed, early stage and growth companies.



• Dharmesh Shah, Brian Halligan
HubSpot HUBS
Founded 2006 Partnered March 2011
IPO October 2014



Menlo Ventures was founded as one of the earliest venture capital firms in Silicon Valley in 1976 and provides technology venture capital funding for seed, early stage and growth companies.

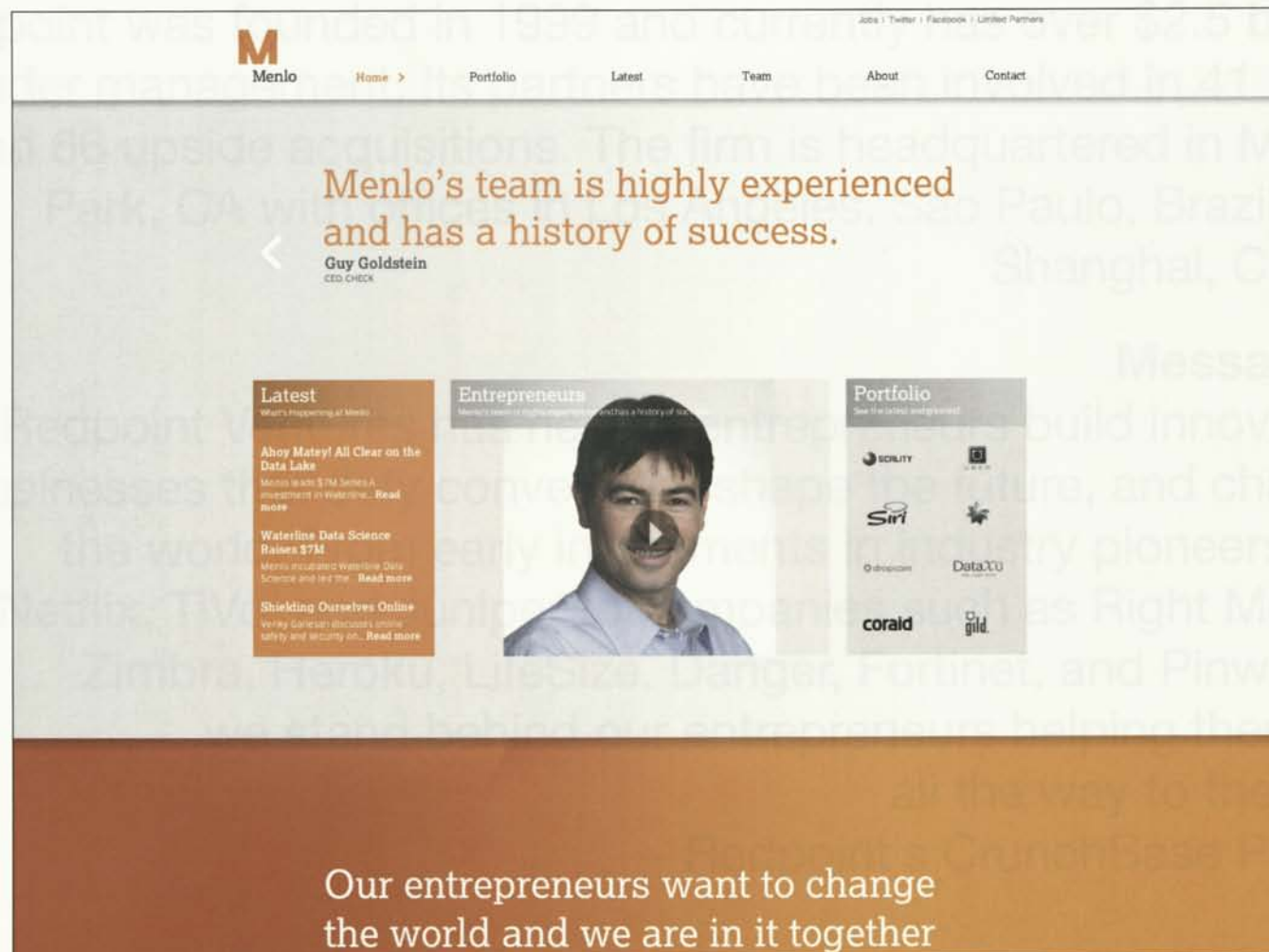
Messaging

Our entrepreneurs want to change the world and
we are in it together.

We are partners in business—builders and doers.

We want to help create enduring value.

– Menlo Ventures's Website





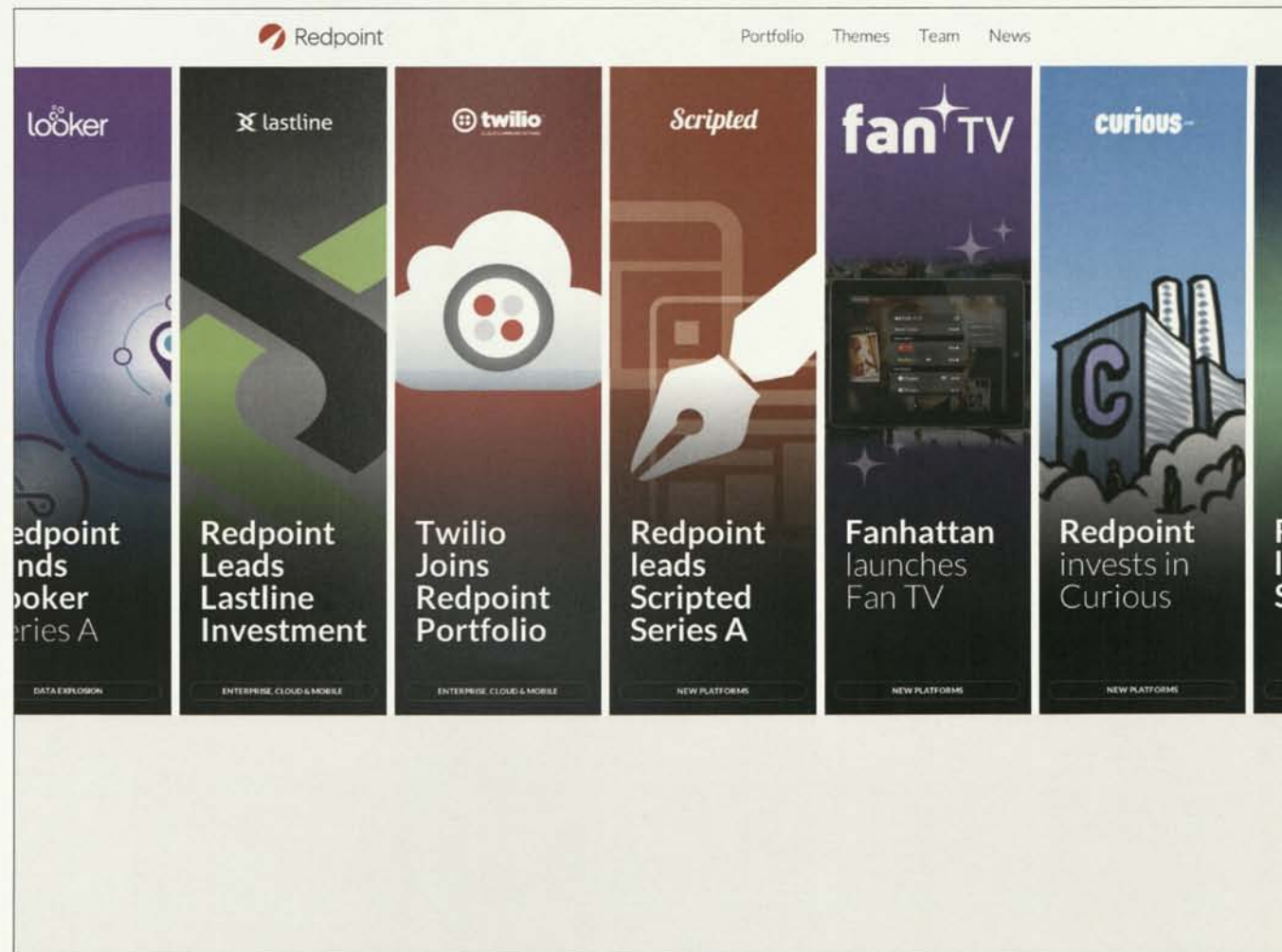
Redpoint

Redpoint was founded in 1999 and currently has over \$2.5 billion under management. Its partners have been involved in 41 IPOs and 66 upside acquisitions. The firm is headquartered in Menlo Park, CA with offices in Los Angeles, São Paulo, Brazil and Shanghai, China.

Messaging

Redpoint Ventures has helped entrepreneurs build innovative businesses that defy convention, shape the future, and change the world. From early investments in industry pioneers like Netflix, TiVo, and Juniper to companies such as Right Media, Zimbra, Heroku, LifeSize, Danger, Fortinet, and Pinwheel, we stand behind our entrepreneurs helping them go all the way to the top.

– Redpoint's CrunchBase Profile



option **one**

Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT



BUSINESS CARD



Photography and Graphics

Photos of the Citi Ventures office coupled with the products they invest in. Graphics are made of a pattern layered which plays upon the theme of discovery with overlapping circles.



THE DEFINING LINE

The Concept:

How the world engages with financial services will never be the same. This direction is about embracing future technology with a metaphoric line that defines where yesterday ends and tomorrow begins. Arriving at the site, visitors are met with a small line that quickly expands vertically from the center. High-level messaging and a photo stream of the Citi Ventures portfolio expand horizontally from behind the line. As users scroll, new content and messaging appears, revealing the four key areas of investment, three widgets containing timely and relevant content, and logos of the companies you've partnered with. The pattern layered over the background plays upon the theme of discovery with overlapping circles—some bolder and with color—to represent discovering bold, vibrant companies in the crowded world of tech. Twitter, event, and news icons are persistent, in the upper right, to remain accessible. Citi Ventures' red and blue palette is coupled with vibrant colors to bring life and flexibility to the look and feel.

Color Palette:



Typography:

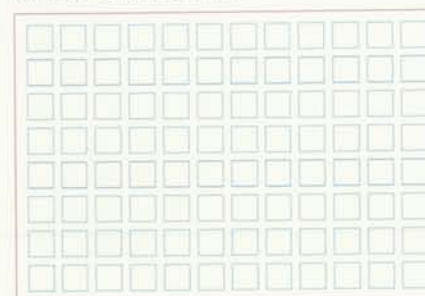
Interstate Thin

Interstate Light

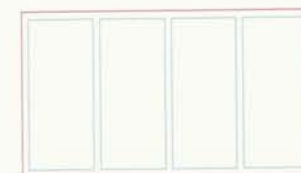
Helvetica Light

The Grid System:

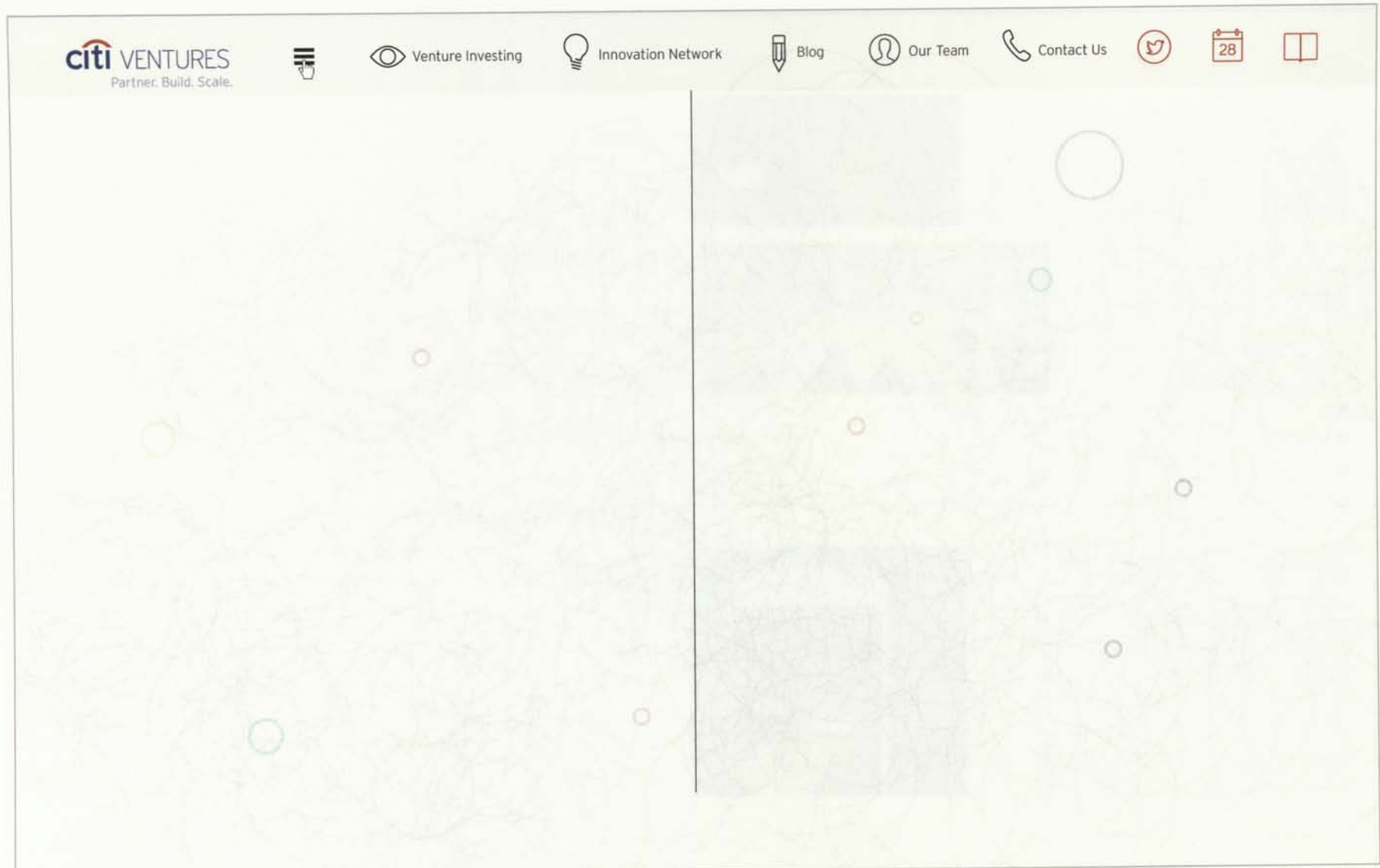
Website: Twelve Columns



PowerPoint: Four Columns







HOMEPAGE / Line animation 2 / Showing rollover navigation

There's a d
the way fir
delivered t
experience

We invest i
that are re

How





There's a clear line between
the way financial services are
delivered today and how we'll
experience them in the future.

We invest in the companies
that are reimagining tomorrow.



Discover How



between
ces are
ow we'll
e future.
anies
omorrow.

We invest
of comp
products
potential
future of

Security &
Enterprise IT

ndrop
security

Financial
Technology

mig



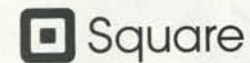
Disc





We invest in technology companies that are reshaping the financial services landscape in bold new ways.

Commerce & Payments



Security & Enterprise IT



Big Data & Analytics



Financial Technology



[Learn More](#)



Discovering new technologies
and bold ideas with the power
to transform the future of
financial services.



DEBBIE HOPKINS

Citi's Chief Innovation Officer
"Bringing the Outside In"

[Read blog post >](#)



VENTURE INVESTING

VANESSA COLELLA

Managing Director Global Head,
Venture Investing Palo Alto
"Helping Startups Climb the
Mountain of Payments"



[Play video](#)



GLOBAL INNOVATION NETWORK

DEBBIE BRACKEEN

Managing Director Global Head,
Innovation Network Palo Alto
"Smart Tech Experiment"



[Play video](#)





We invest in a broad range of companies that develop products and services with potential to impact the future of financial services.

 Square

 **jumio**[®]

 platfora[™]

 shopkick



 **Datameer**[®]

 **pin**drop[™]
security

See More



Who We Are



Deborah Hopkins
Chief Innovation Officer, Citi
CEO, Citi Ventures

Deborah Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by identifying and developing new products, services, business models and ways of working.

[+ Read More](#)

OFFICE OF THE CIO



Tanya Shadoan
Director, Chief of Staff
Palo Alto

DESIGNWORKS TEAM



Busy Burr
Managing Director
Global Head, Design Works, Citi Ventures
Palo Alto



Chitra Narasimhan
Managing Director
New York



Justina Cho
Senior Vice President
New York



Rei Matsuda Singh
Vice President
Palo Alto



Bhavna Singh
Vice President
New York

INNOVATION NETWORK TEAM



Debbie Brackeen
Managing Director
Global Head, Innovation Network, Palo Alto



Anish Srivastava
Director, Palo Alto



Daniela Busse
Director, Palo Alto



Jeffrey Smith
Senior Vice President
New York

COO & FO OFFICE TEAM



Mauricio Fernholz
Managing Director
Chief Operating Officer
Finance Officer
New York



Gail Brennan
Director, New York



Ruby Leung
Senior Vice President
New York



Alice Wang
Vice President
New York

VENTURE INVESTING TEAM



Vanessa Colella
Managing Director
Global Head, Venture Investing
Palo Alto



Ramneek Gupta
Managing Director
Palo Alto



Arvind Pushotham
Managing Director
Palo Alto



Brittany Richards
Director, Palo Alto



Basil Darwish
Senior Vice President
Palo Alto



Maja Lapcevic
Senior Vice President
New York



Victoria Cheng
Vice President
Palo Alto



Tiffany Jung
Assistant Vice President
Palo Alto



Nareg Dermanuelian
Senior Vice President
Palo Alto



Title goes here

Subtitle goes here

Presenter Name
Presenter Title

October 23, 2014

© Citi Ventures 2014



Headline Goes Here

Subhead One Goes Here

Si tin er sum dolobore con eugiam aliquipisim ilit, sis exerci tet vel ilit lorercilisl.
Commy nulla auguer suscipsum volum in henim volesed magnit laorem

- Dolent iure vel et, quis duis nosto dunt il irilla commodolut dolesenis esenit
nit esectem ipis alis et accum eugiatu.

Subhead One Goes Here

- Nonummo lobore dipisci tat velissit ut lorem amconum sandre magnim aute

Subhead One Goes Here

- Senisisim velisim ipisism odipis adipit utpat wisl dolore
moloborem aliquam





BUSINESS CARD



option**t**wo

Citi Ventures Look & Feel

The Creative:

HOME PAGE



SECONDARY PAGE



POSTER



POWERPOINT



BUSINESS CARD



Photography:

Sweeping images feature unexpected close crops of Himalayan sherpas, past and present.



THE TENZING FACTOR

The Concept:

Norgay Tenzing was the Sherpa who guided Edmond Hillary and his expedition to the first Everest ascent. Without Norgay the expedition would have failed. The Tenzing Factor builds on the intrepid spirit of these adventurers and the parallels Citi Ventures brings to each of its portfolio companies. Expertise, guidance and perseverance. This look and feel places the Sherpa metaphor front and center. Very bold, differentiated and modern the Sherpa theme brings the spirit of discovery to a whole new level of ownership.

Color Palette:



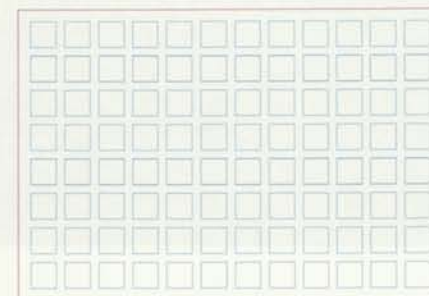
Typography:

CAMPTON BOLD

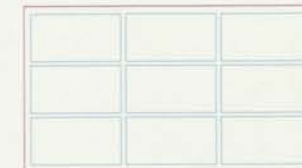
Roboto Light
Roboto Regular
Roboto Regular

The Grid System:

Website: Twelve Columns



PowerPoint: Three Columns



**ALL VENTURE CAPITAL
FIRMS SAY THEY
HAVE YOUR BACK.
THEY DO.**

At Citi Ventures, we too have your back. And your pack.

WHAT WE DO



ALL VENTURE CAPITAL FIRMS SAY THEY HAVE YOUR BACK. THEY DO.

At Citi Ventures, we too have your back. And your pack.

WHAT WE DO



Citi Ventures is Citi's global corporate venturing arm. We're discovering new technologies and bold ideas with the power to transform the future of financial services. At Citi Ventures we are in lockstep with all of our portfolio companies as they work to scale.

THE TENZING FACTOR

Building a business is hard. As Norgay Tenzing said about Everest, "My role is to reach the peak, together and alive." Tenzing was a Sherpa. His expertise, strength, and support enabled a successful ascent. He was there every step of the way. At Citi Ventures we are the Sherpas who support the efforts of each and every company in our portfolio to scale.

Like Tenzing, once we commit there's no turning back. We call this partnership the Tenzing Factor. Without a Sherpa no one survives the climb to Everest. No one. Without and Edmund there's no need for a Sherpa. A symbiotic relationship for the intrepid few.

VENTURE INVESTING

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

COMMERCE AND PAYMENTS

Lorem ipsum dolor sit amet, consectetur adipisicing elit, eiusmod tempor incididunt quis nostrud exercitatu.

MORE >

SECURITY AND ENTERPRISE

Lorem ipsum dolor sit amet, consectetur adipisicing elit, eiusmod tempor incididunt quis nostrud exercitatu.

MORE >

BIG DATA AND ANALYTICS

Lorem ipsum dolor sit amet, consectetur adipisicing elit, eiusmod tempor incididunt quis nostrud exercitatu.

MORE >

FINANCIAL TECHNOLOGY

Lorem ipsum dolor sit amet, consectetur adipisicing elit, eiusmod tempor incididunt quis nostrud exercitatu.

MORE >

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

PORTFOLIO HIGHLIGHTS →

UPCOMING EVENTS →

OUR ECOSYSTEM →

INTREPID. EXTREME. RELENTLESS. EXPERIENCED. PARTNER.

We are willing to go to extremes to support our portfolio companies success.

WHAT WE DO



Citi Ventures is Citi's global corporate venturing arm. We're discovering new technologies and bold ideas with the power to transform the future of financial services. At Citi Ventures we are in lockstep with all of our portfolio companies as they work to scale.

THE TENZING FACTOR

Building a business is hard. As Norgay Tenzing said about Everest, "My role is to reach the peak, together and alive." Tenzing was a Sherpa. His expertise, strength, and support enabled a successful ascent. He was there every step of the way. At Citi Ventures we are the Sherpas who support the efforts of each and every company in our portfolio to scale.

Like Tenzing, once we commit there's no turning back. We call this partnership the Tenzing Factor. Without a Sherpa no one survives the climb to Everest. No one. Without and Edmund there's no need for a Sherpa. A symbiotic relationship for the intrepid few.

VENTURE INVESTING



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

COMMERCE AND PAYMENTS

Lorem ipsum dolor sit amet, consectetur adipisicing elit, eiusmod tempor incididunt quis nostrud exercitation.

[MORE >](#)

SECURITY AND ENTERPRISE

Lorem ipsum dolor sit amet, consectetur adipisicing elit, eiusmod tempor incididunt quis nostrud exercitation.

[MORE >](#)

BIG DATA AND ANALYTICS

Lorem ipsum dolor sit amet, consectetur adipisicing elit, eiusmod tempor incididunt quis nostrud exercitation.

[MORE >](#)

FINANCIAL TECHNOLOGY

Lorem ipsum dolor sit amet, consectetur adipisicing elit, eiusmod tempor incididunt quis nostrud exercitation.

[MORE >](#)

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

[PORTFOLIO HIGHLIGHTS →](#)[UPCOMING EVENTS →](#)[OUR ECOSYSTEM →](#)

OUR TEAM

WHO WE ARE

Under the leadership of Citi's Chief Innovation Officer, Debby Hopkins, Citi Ventures was founded in 2010 in Silicon Valley, close to the disruptive forces that are driving change across industries.



DEBORAH HOPKINS

Chief Innovation Officer, Citi
CEO, Citi Ventures

Debby Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by imagining and developing new products, services, business models and ways of working.

Venture Investing Team



VANESSA COLELLA

Managing Director
Global Head, Venture Investing
Palo Alto



RAMNEEK GUPTA

Managing Director
Palo Alto



ARVIND PURUSHOTHAM

Managing Director
Palo Alto



BRITTANY RICHARDS

Director
Palo Alto



BASIL DARWISH

Senior Vice President
Palo Alto



NAREG DERMANUELIAN

Senior Vice President
Palo Alto



MAJA LAPCEVIC

Senior Vice President
New York



TIFFANY JUNG

Assistant Vice President
Palo Alto



TITLE GOES HERE LOREM IPSUM

Speaker Name Here
10-23-2014

© Copyright 2014 Citi Ventures

TITLE GOES HERE LOREM IPSUM DOLOR SIT AMET 26PT

SUBHEAD GOES HERE 23PT

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. 20pt

- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit. 18pt**
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vellum qui nunc nobis videntur parum clari fiant sollemnes in 16pt
 - Decima eodem modo typi, qui nunc nobis videntur parum
- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit. 18pt**
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vellum qui nunc nobis videntur parum clari fiant sollemnes in 16pt
 - Decima eodem modo typi, qui nunc nobis videntur parum



FRONT



BACK





citi VENTURES

THE TENZING FACTOR

Building a business is hard. As Norgay Tenzing said about Everest, "My role is to reach the peak, together and alive." Tenzing was a Sherpa. His expertise, strength and support enabled a successful ascent. He was there every step of the way. At Citi Ventures we are the Sherpas who support the efforts of each and every company in our portfolio to scale. Like Tenzing, once we commit there's no turning back. We call this partnership the Tenzing Factor. Without a Sherpa no one survives the climb to Everest. No one. Without and Edmund there's no need for a Sherpa. A symbiotic relationship for the intrepid few.

option**three**

Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT



BUSINESS CARD



Photography:

The photography is bold, colorful, and modern. Use of cutout .GIF (animated images) allows for surprise and further engagement.



OPENING DOORS

The Concept:

This design takes the user on a journey of partnership, taking brave, new companies from where they are now to the finish line and beyond. It showcases what it's like to break through, beyond the edge of the horizon. Scrolling vertically moves the page horizontally, from left to right. Visitors interact along the line, encountering quick high-level overviews of your company, your portfolio, and your differentiators. Images surface above the line—breaking beyond the boundary—and come to life in high-resolution .GIFs as users encounter them along the way. It's simple, clean, and bold.

Color Palette:



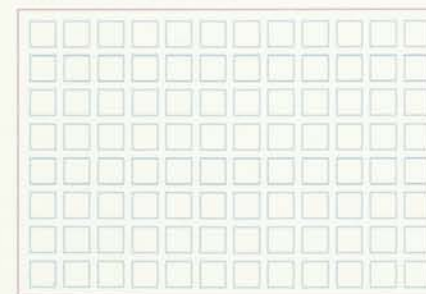
Typography:

Helvetica Neue Light

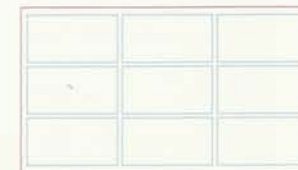
Helvetica Neue Bold

The Grid System:

Website: Twelve Columns



PowerPoint: Three Columns





HOMEPAGE SHOWN IN ENTIRITY

Contact Us »

citi VENTURES



MENU

**Discovering new
technologies and bold
ideas with the power to
transform the future of
financial services.**

Discover



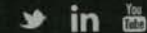
Meet Our Innovation

©2014 Citi Ventures. All Rights Reserved.

[Privacy](#)

[Terms And Conditions](#)

[Site Map](#)



Contact Us »

citi VENTURES



MENU

VENTURE INVESTING

INNOVATION NETWORK

BLOG

OUR TEAM

CONTACT

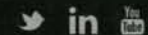
**Discovering new
technologies and bold
ideas with the power to
transform the future of
financial services.**

Discover



Meet Our Innovation

©2014 Citi Ventures. All Rights Reserved. Privacy Terms And Conditions Site Map



HOMEPAGE SCREEN 01 SHOWING OPEN NAVIGATION

Contact Us »

citi VENTURES



MENU

Discover

X close

Companies now have access to billions of users as a result of new financial service technology platforms reinventing the way consumers transact, companies access analytics, data and unprecedented security.

We are enabling these breakthroughs to scale.

Discover »

Helping Startups Climb the Mountain of Payments

View Blog »



Meet Our Innovation Officer

Contact Us »

citi VENTURES



MENU



ur Innovation Officer »



Square



**"Citi Ventures built our business
from the ground up.
Vanessa and Debby are geniuses.
Pure geniuses."**

— Jack Dorsey, CEO, Square, Inc.

[View Portfolio »](#)

©2014 Citi Ventures, All Rights Reserved. [Privacy](#) [Terms And Conditions](#) [Site Map](#)



HOME PAGE SCREEN 02 HORIZONTAL SCROLL FROM RIGHT TO LEFT

Contact Us »

citi VENTURES



MENU

A different kind
of approach



The Sprint

Spotlight on our portfolio »

4

INVESTMENT FOCUS AREAS

Commerce & Payments »

Security & Enterprise IT »

Big Data & Analytics »

Financial Technology »

Contact Us »

citi VENTURES



MENU

4

INVESTMENT FOCUS AREAS

Commerce & Payments »

Security & Enterprise IT »

Big Data & Analytics »

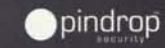
Financial Technology »



View More »

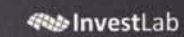
Pindrop Security

View Portfolio »



InvestLab

View Portfolio »



Linkable Networks

View Portfolio »



Contact Us »

citi VENTURES



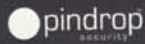
MENU



ore »

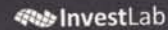
Pindrop Security

View Portfolio »



InvestLab

View Portfolio »



Linkable Networks

View Portfolio »



Recent News

Blog

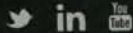
« Back

©2014 Citi Ventures, All Rights Reserved.

Privacy

Terms And Conditions

Site Map



Our Team

MENU

- VENTURE INVESTING
- INNOVATION NETWORK
- BLOG
- OUR TEAM
- CONTACT



DEBORAH HOPKINS

Chief Innovation Officer, Citi
CEO, Citi Ventures

Debby Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by imagining and developing new products, services, business models and ways of working.

OFFICE OF THE CIO



TANYA SHADOAN

Director
Chief of Staff
Palo Alto



VANESSA COLELLA

Managing Director,
Global Head, Venture Investing
Palo Alto

INNOVATION NETWORK TEAM



DEBBIE BRACKEEN

Managing Director
Global Head,
Innovation Network
Palo Alto



ARVIND PURUSHOTHAM

Managing Director
Palo Alto



ANISH SRIVASTAVA

Director
Palo Alto



RAMNEEK GUPTA

Managing Director
Palo Alto



DANIELA BUSSE

Director
Palo Alto



BRITTANY RICHARDS

Director
Palo Alto



JEFFREY SMITH

Senior Vice President
New York



BASIL DARWISH

Senior Vice President
Palo Alto

INNOVATION NETWORK TEAM



BUSY BURR

Managing Director
Global Head, DesignWorks
Palo Alto



NAREG DERMANUELIAN

Senior Vice President
Palo Alto



CHITRA NARASIMHAN

Managing Director
New York



MAJA LAPCEVIC

Senior Vice President
New York



JUSTINA CHO

Senior Vice President
New York



VICTORIA CHENG

Vice President
Palo Alto



REI MATSUDA SINGH

Vice President
Palo Alto



MAURICIO FERNHOLZ

Managing Director
Chief Operating Officer & Finance
Officer
New York



BHAVNA SINGH

Vice President
New York



GAIL BRENNAN

Director
New York



RUBY LEUNG

Senior Vice President
New York



ALICE WANG

Vice President
New York

COO & FO OFFICE TEAM

Title Goes Here

Subtitle Goes Here

Presenter Name

Presenter Title

October 23, 2014

citi VENTURES

Headline Goes Here

Subhead One Goes Here

Si tin er sum dolobore con eugiam aliquipisim ilit, sis exerci tet vel ilit lorercilisl. Commy nulla auguer suscipsum volum in henim volesed magnit laorem

- Dolent iure vel et, quis duis nosto dunt il irilla commodolut dolesenis esenit nit esectem ipis alis et accum eugiatu
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vel qui nunc nobis videntur clari fiant sollemnes
 - Decima eodem modo typi, qui nunc nobis videntur parum

Subhead Two Goes Here

- Nonummo lobore dipisci tat velissit ut lorem amconum sandre magnim aute
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vel qui nunc nobis videntur clari fiant sollemnes
 - Decima eodem modo typi, qui nunc nobis videntur parum
 - Senisisim velisim ipisism odipis adipit utpat wisl dolore moloborem



BUSINESS CARD

option**four**

Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT



BUSINESS CARD



Photography:

Crisp, contemporary saturated photography set in a negative photo frame.



PHOTO FRAMING

The Concept:

Citi Ventures is focused, forging a new way to discover better financial services that impact everyday experiences. This crisp, contemporary look and feel uses a negative photo frame as a subtle device to capture a myriad of Citi Ventures portfolio companies in an effort to tell a multidimensional story. Modern photography, typography and iconography further accent a crisp story with a provocative message: "Masters of Discovery, Fanatics of Execution" implying that Citi Ventures and its portfolio companies live by this credo to further accelerate change in the world of financial services. These brand elements are ownable and help create a sense of confidence and trust—the foundation for any successful partnership.

Color Palette:



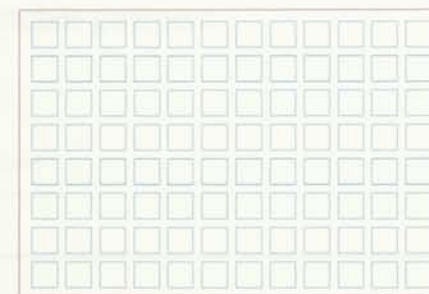
Typography:

Roboto Light
 Roboto Regular
 Roboto Condensed Regular

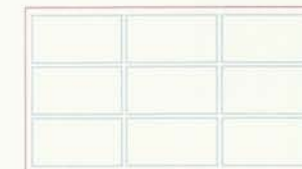
Arial Regular
 Arial Bold

The Grid System:

Website: Twelve Columns



PowerPoint: Three Columns





Masters of Discovery.
Fanatics about Execution.



Square: Next generation mobile payment



Commerce + Payment



Masters of Discovery.
Fanatics about Execution.



Square Next generation mobile payment



"Discovering new technologies and bold ideas
with the power to transform the future of
financial services."

We focus on 3 key practice areas:

VENTURE INVESTING

Our venture investing
covers 4 investment focus
areas:

- Financial Technology
- Commerce & Payments
- Big Data & Analytics
- Security & Enterprise IT



[Find out more >](#)

INNOVATION NETWORK

Focuses on building the
internal and external
ecosystems that enable
Citi's innovations efforts to
thrive, coordinating
activities across seven
global labs.



[Find out more >](#)

DESIGN WORKS

Empowers internal business
reinvention and enables our
teams to meet emerging
customer needs with cut-
ting edge capabilities.



[Find out more >](#)



3 keys to Success

Watch how our Silicon Valley
experts secure it >



Masters of Discovery.
Fanatics about Execution.



"Discovering new technologies and bold ideas
with the power to transform the future of
financial services."

We focus on 3 key practice areas:

VENTURE INVESTING

Our venture investing
covers 4 investment focus
areas:

- Financial Technology
- Commerce & Payments
- Big Data & Analytics
- Security & Enterprise IT



[Find out more >](#)

INNOVATION NETWORK

Focuses on building the
internal and external
ecosystems that enable
Citi's innovations efforts to
thrive, coordinating
activities across seven
global labs.



[Find out more >](#)

DESIGN WORKS

Empowers internal business
reinvention and enables our
teams to meet emerging
customer needs with cut-
ting edge capabilities.



[Find out more >](#)



3 keys to Success

Watch how our Silicon Valley
experts secure it >

Masters of Discovery.
Fanatics about Execution.



Blog

- 10.25.14 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 10.26.14 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 10.28.14 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 11.18.14 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Read More >](#)



Square. Next generation mobile payment.



"Discovering new technologies and bold ideas
with the power to transform the future of
financial services."

We focus on 3 key practice areas:

VENTURE INVESTING

Our venture investing
covers 4 investment focus
areas:

- Financial Technology
- Commerce & Payments
- Big Data & Analytics
- Security & Enterprise IT



[Find out more >](#)

INNOVATION NETWORK

Focuses on building the
internal and external
ecosystems that enable
Citi's innovations efforts to
thrive, coordinating
activities across seven
global labs.



[Find out more >](#)

DESIGN WORKS

Empowers internal business
reinvention and enables our
teams to meet emerging
customer needs with cut-
ting edge capabilities.



[Find out more >](#)



3 keys to Success

Watch how our Silicon Valley
experts secure it >



Masters of Discovery.
Fanatics about Execution.



Square: Next generation mobile payment



We seek bold ideas, invest in startups, pilot and commercialize new technologies, and experiment with new ways of working in order to generate value for Citi and transform the financial services industry.

We focus on 3 key practice areas:

VENTURE INVESTING

Our venture investing covers 4 investment focus areas:

- Financial Technology
- Commerce & Payments
- Big Data & Analytics
- Security & Enterprise IT



[Find out more >](#)

INNOVATION NETWORK

Focuses on building the internal and external ecosystems that enable Citi's innovations efforts to thrive, coordinating activities across seven global labs.



[Find out more >](#)

DESIGN WORKS

Empowers internal business reinvention and enables our teams to meet emerging customer needs with cutting edge capabilities.



[Find out more >](#)



3 keys to Success

Watch how our Silicon Valley experts secure it >



Who We Are



Debby Hopkins

Chief innovation officer, Citi CEO, Citi Ventures

Debby Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by imagining and developing new products, services, business models and ways of working.



Office of the CIO



Venture Investing Team



Innovation Network Team



Debbie Brackeen +

Managing Director
Global Head, Innovation Network
Palo Alto



Anish Srivastava +

Director
Palo Alto



Daniela Busse +

Director
Palo Alto



Jeffrey Smith +

Senior Vice President
New York

Designworks team



Coo & Fo Office Team





Who We Are



Debby Hopkins

Chief innovation officer, Citi CEO, Citi Ventures

Debby Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by imagining and developing new products, services, business models and ways of working.



Office of the CIO



Venture Investing Team



Innovation Network Team



Debbie Brackeen



Managing Director
Global Head, Innovation Network
Palo Alto



Anish Srivastava



Director
Palo Alto



Learning how to surf

Kayaking in the Bay

Taking picture at Ankor Wat



Learning how to surf

Kayaking in the Bay

Taking picture at Ankor Wat

Debbie Brackeen is Managing Director, Global Head of Innovation Network for Citi Ventures. She is responsible for leading Citi's Global Lab Network, investing in breakthrough solutions through the Acceleration Fund and managing the global innovation portfolio. In addition, Debbie leads the Global Innovation Council comprised of senior executives across the firm.

Debbie joined Citi in 2011 from HP, where she was most recently Vice President, Strategic Alliances responsible for HP's worldwide relationship with Adobe. Prior to that Debbie was Vice President, HP Corporate Ventures, where her team incubated disruptive new business opportunities and managed HP's relationship with the startup and VC community.

Debbie is a versatile technology executive with over twenty years' experience at Fortune 500 companies in Silicon Valley including Apple, Sun, Cadence and eBay. She has founded new ventures within large companies, and held executive roles in two VC-backed startups.

Debbie is Chairman of the board of directors of the SV Forum, a nonprofit that fosters innovation, entrepreneurship and leadership around emerging technologies in Silicon Valley, and is an advisor and startup coach with Astia, a global not-for-profit dedicated to the success of women-led startups.

Debbie graduated from Stanford University with a BA in American Studies.



Daniela Busse +

Director
Palo Alto



Jeffrey Smith +

Senior Vice President
New York


Designworks team



Coo & Fo Office Team



Title Goes Here
Lorem ipsum dolor sit amet

Three overlapping photographs of the Golden Gate Bridge in San Francisco. The leftmost image shows the bridge's towers and suspension cables. The middle image shows the bridge deck and the water. The rightmost image shows the bridge extending into the distance.

Title Goes
Here Lorem
Ipsum

Speaker Name Here

10.10.2013

Title goes here Lorem ipsum dolor sit amet

SUBHEAD GOES HERE

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis

**Lorem ipsum delores eta commecturere nim ad
minim veniam quis nostrud est suscipit 14pt**

> Iriure dolor in hendrerit; in vulputate velit esse
consequat vel 14pt qui nunc nobis videntur parum
clari fiant sollemnes in

> Decima eodem modo typi, qui nunc nobis
videntur parum

**Lorem ipsum delores eta commecturere nim ad
minim veniam quis nostrud est suscipit 14pt**

> Iriure dolor in hendrerit; in vulputate velit esse
consequat vel 14pt qui nunc nobis videntur parum
clari fiant sollemnes in

> Decima eodem modo typi, qui nunc nobis
videntur parum



Debby Hopkins
Chief Innovation Officer

C +1 650.555.5555
E deborah.c.hopkins@citi.com

Citi Ventures
260 Homer Avenue, Suite 101
Palo Alto, CA 94301

option**five**

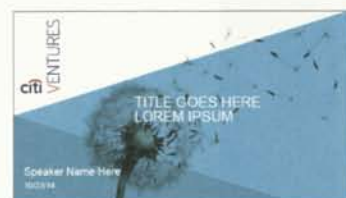
Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT



BUSINESS CARD



Photography:

The look and feel uses a combination of full bleed and iconic metaphoric photography.



ACCELERATED PATH

The Concept:

Citi Ventures is redefining corporate venture investing by delivering breakthrough impact through partnerships with Citi's network — scaling innovation and opening new pathways to growth. With a deep domain knowledge in four key areas, Citi Ventures is the strategic partner aiming to transform the future of the financial services industry. Companies have access to Citi's global network of strategic partners and businesses providing a huge advantage to test ideas and grow companies at an accelerated pace. This look and feel graphically represents this "accelerated path" incorporating diagonal shapes symbolizing Citi Ventures' accelerated pathway to growth. Large stats are highlighted throughout to reinforce the incredible growth achieved. A modern, vibrant, dynamic brand for the world's leading global financial services company.

Color Palette:



R0 6172 B215



B35 632 B95



B0 692 B130



B0 6172 B215



B255 672 B91



B255 6181 B70



B130 6188 B0

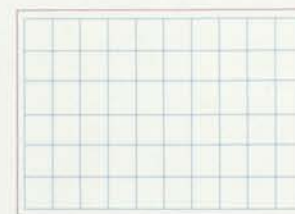
Typography:

DIN Light
DIN Regular
DIN Medium

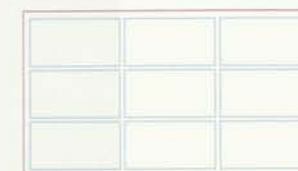
Arial Regular
Arial Bold

The Grid System:

Website: Ten Columns



PowerPoint: Three Columns





VENTURE INVESTING
INNOVATION NETWORK
BLOG
OUR TEAM
CONTACT



TIME
STANDS
STILL FOR
NO ONE

We invest in companies accelerating
the pace of change. Discover the full
spectrum of what's next in financial services.

DISCOVER HOW →

OUR POV



Homepage Banner 1 (Images rotate from right to left)



VENTURE INVESTING
INNOVATION NETWORK
BLOG
OUR TEAM
CONTACT

ACCESS
250

THOUSAND
MERCHANTS

PAYMENT
DISRUPTOR



As the venture arm of Citi, we seek and fund technologies that have the potential to transform the experience of Citi's 200 million customers, 3 trillion transactions and 160 countries.

GET CONNECTED →



OUR POV





VENTURE INVESTING
INNOVATION NETWORK
BLOG
OUR TEAM
CONTACT

ACCESS
200
MILLION
CUSTOMERS

BREAK
THE
MOLD

Technology demands to be broken again
and again to get to a breakthrough. Citi
Ventures is the gateway to the world's
largest financial institution with the most
complex problems and solutions waiting
to be funded and tested (and broken).



OUR POV



BREAK AWAY →



ACCESS

200

MILLION
CUSTOMERS

BREAK
THE
MOLD

Technology demands to be broken again
and again to get to a breakthrough.
Citi Ventures is the gateway to the world's
largest financial institution with the most
complex problems and solutions waiting
to be funded and tested (and broken).

OUR POV

BREAK AWAY →



COMMERCE
& PAYMENTS

SECURITY
& ENTERPRISE IT

DATA &
ANALYTICS

FINANCIAL
SERVICES

NOWHERE
CLOSE TO
INVESTING AS
USUAL

We are overhauling the financial services
industry, one strategic investment at a time.
Our mission is to deliver breakthrough impact
through partnerships with Citi's network to
scale innovation and open new pathways
to growth.

OUR TEAM

VENTURE INVESTING
INNOVATION NETWORK
DESIGNWORKS
COO & FO OFFICE



DEBORAH HOPKINS
Chief Innovation
Officer, CEO



TANYA SHADOAN
Director
Chief of Staff
Palo Alto



VANESSA COLELLA
Managing Director
Global Head, Venture
Investing
Palo Alto



RAMNEEK GUPTA
Managing Director
Palo Alto



ARVIND PURUSHOTHAM
Managing Director
Palo Alto



BRITTANY RICHARDS
Director
Palo Alto



BASIL DARWISH
Senior Vice President
Palo Alto



NAREG DERMANUELIAN
Senior Vice
President



MAJA LAPCEVIC
Senior Vice
President





TITLE GOES HERE LOREM IPSUM

Speaker Name Here

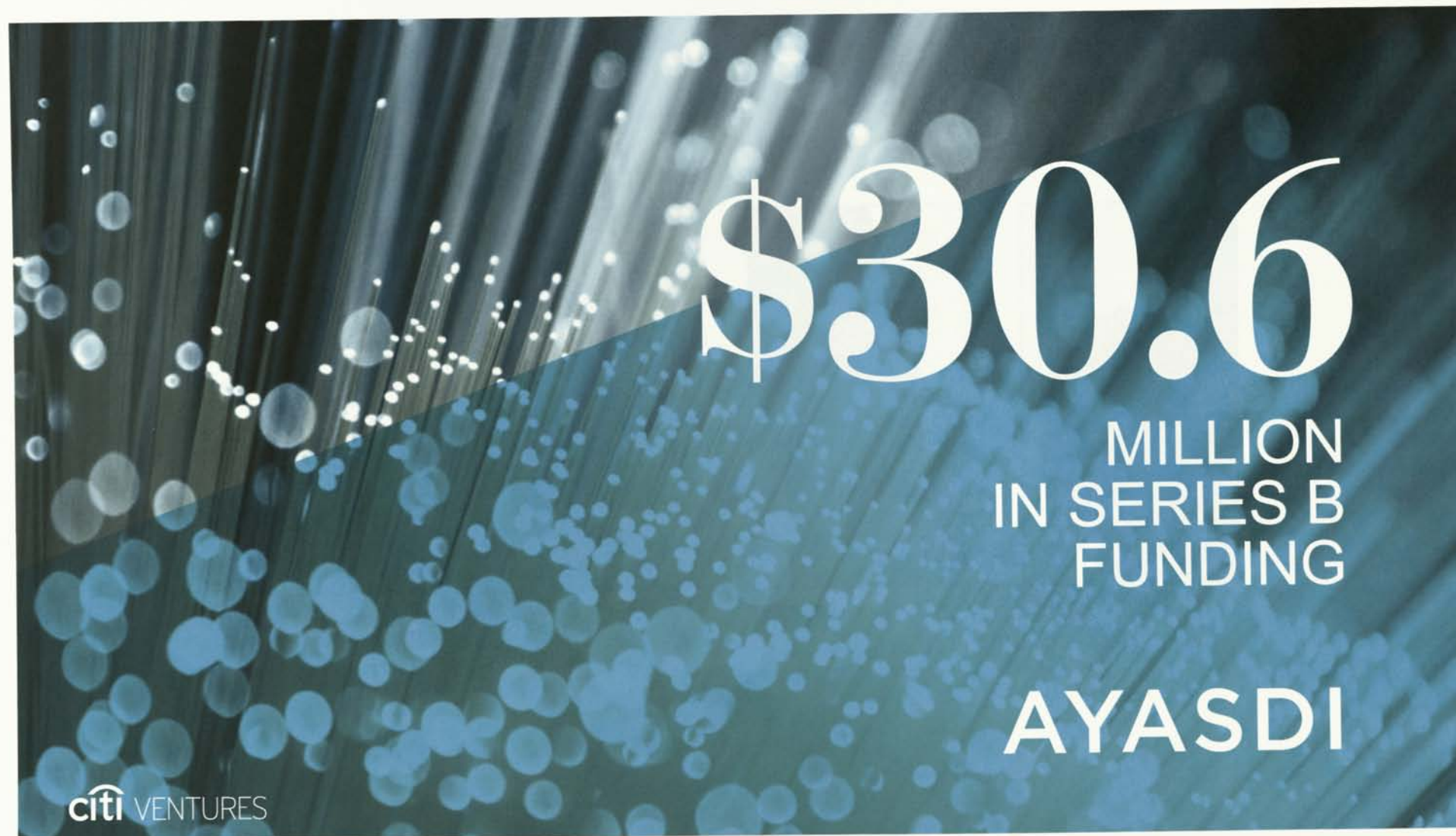
10/23/14

Title Goes Here lorem ipsum dolor sit amet

SUBHEAD GOES HERE

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit**
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vel qui nunc nobis videntur parum clari fiant sollemnes in
 - Decima eodem modo typi, qui nunc nobis videntur parum
- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit**
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vel qui nunc nobis videntur parum clari fiant sollemnes in
 - Decima eodem modo typi, qui nunc nobis videntur parum



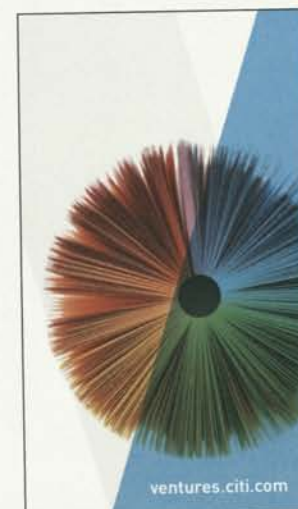
Sample Divider Slide

DEBBY HOPKINS
Chief Innovation Officer

C: +1 650.555.5555
E: deborah.c.hopkins@citi.com

Citi Ventures
260 Homer Ave., Ste. 101
Palo Alto, CA 94301

citi VENTURES



Business Card Sample
Size: 2 x 3.5 in.

options**ix**

Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT



BUSINESS CARD



Photography:

Full-bleed full color photography emphasizes Citi Ventures grit.



ONE IN FOUR

The Concept:

A whole new dimension in discovery. This direction positions Citi Ventures as the master mountaineer who dispels the fear of embarking on the dangerous, unpredictable terrain ahead. Here, we experience a limited color palette to shift focus over to the photography and typography to tell the story. As users scroll, they discover a responsive design that reveals Citi Ventures' mission, three practice areas, portfolio, and blog. The reality is only one in four startups survive. Citi Ventures has the tools, the experience, and the drive needed to take companies to the next level—to push the limits beyond what anyone thought was possible.

Color Palette:



R142 G166 B186 R226 G35 B26 R230 G128 B31 R89 G155 B207 R245 G246 B249

Typography:

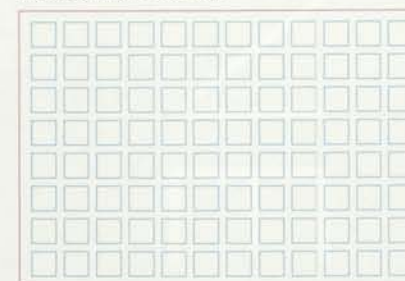
Brandon Grotesque Light
Brandon Grotesque Regular
Brandon Grotesque Medium

Effra Light
Effra Regular
Effra Medium

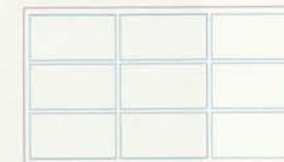
Arial Regular
Arial Bold

The Grid System:

Website: Twelve Columns



PowerPoint: Three Columns



ONLY ONE

IN FOUR WILL MAKE IT THIS FAR.*

We are committed to seeing each and every investment through every step of the way. Failure is not an option.

*On average only one in four startups will survive.

We're discovering new technologies and bold ideas with the power to transform the future of financial services. At Citi Ventures we are in lockstep with all of our portfolio companies as they work to scale.

DISCOVER HOW

ONLY ON

IN FOUR WILL MAKE IT THIS FAR.*

We are committed to seeing each and every investment through every step of the way. Failure is not an option.

*On average only one in four startups will survive.

We're discovering new technologies and bold ideas with the power to transform the future of financial services. At Citi Ventures we are in lockstep with all of our portfolio companies as they work to scale.

DISCOVER HOW

VENTURE INVESTING

We invest in startups and entrepreneurs who are working on critical challenges that intersect with Citi's businesses, such as commerce and payments, security and enterprise IT, big data and analytics, and financial technology in order to identify new possibilities to redefine banking.



Inside Citi Ventures



Climb the Mountain



Portfolio



Checkout Mint

GLOBAL INNOVATION NETWORK



We coordinate activities across seven global labs, creating a transparent pipeline, and invest in specific projects with our Acceleration Fund.



Where Startups Start Up

HOME PAGE SCROLL 2



Citi Ventures' DesignWorks envisions an ambitious future for Citi, empowering internal business reinvention and enabling our teams to meet emerging customer needs with cutting edge capabilities.



Design Thinking

HOME PAGE SCROLL 3

PORTFOLIO



Vitae tamquam fabellas te mei. Pro quem
gloriatur id, ad movet principes sea.


John Stein
Founder & CEO, Betterment

BLOG

Eu impetus inductum vis,
vdebitis occurreret
expetendis ea sed
Vix delenit sententiae id.>

Eu impetus inductum vis,
vdebitis occurreret
expetendis ea sed
Vix delenit sententiae id.>

Vitae tamquam fabellas te
mei. Pro quem gloriatur id.
Ad movet principes sea.>

ONLY ONE

IN FOUR WILL MAKE IT THIS FAR

We are committed to seeing each and every investment through every step of the way. Failure is not an option.

*On average only one in four startups succeed.

We're discovering new technologies and built ideas with the power to transform the future of financial services. At Citi Ventures, we are in lockstep with all of our portfolio companies as they work to scale.

DISCOVER HOW

VENTURE INVESTING

We invest in startups and entrepreneurs who are working on critical challenges that intersect with Citi's businesses, such as commerce and payments, security and enterprise IT, big data and analytics, and financial technology in order to identify new possibilities in expedient banking.



Investment Manager



Citi Ventures Representative



Portfolio



Citi Ventures Representative

GLOBAL INNOVATION NETWORK

We coordinate activities across seven global labs, creating a transparent pipeline and invest in specific projects with our Acceleration Fund.



Investment Manager

DESIGNWORKS

Citi Ventures' Design Works envisions an ambitious future for Citi, empowering internal business innovation and enabling our team to meet emerging customer needs with cutting-edge capabilities.



Design Works

PORTFOLIO

Square

Jumio

pindrop

plattforma

shopkick

Datameer

Vitae tamquam fabellas te mei. Pro quem gloratur id ad movet principes sea.

John Stein

President of Citi Ventures

BLOG

Empowering internal business innovation and enabling our team to meet emerging customer needs with cutting-edge capabilities.

Empowering internal business innovation and enabling our team to meet emerging customer needs with cutting-edge capabilities.

Empowering internal business innovation and enabling our team to meet emerging customer needs with cutting-edge capabilities.



Lorem ipsum dolor sit amet, has et fuisse philosophia, et copiosae scripserit nam. Et his defenit vivendo, eu his quodsi indoctum scripsent. Lobortis accommodare ea ius, id nec quis vidisse.



DEBORAH HOPKINS
Chief Innovation
Officer, CEO

Deborah Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by envisioning and developing new products, services, business models and ways of working.

OFFICE OF THE CIO



TANYA SHADOUN
Director
Chief of Staff

VENTURE INVESTING TEAM



VANESSA COLELLA
Managing Director
Global Head, Venture
Investing



RAMNEEK GUPTA
Managing Director



ARVIND PURUSHOTHAM
Managing Director



BRITTANY RICHARDS
Director



BASIL DARWISH
Senior Vice President



NAREG DERMANJELIAN
Senior Vice President



MAJA LAPCEVIC
Senior Vice President



VICTORIA CHENG
Vice President



TIFFANY JUNG
Assistant Vice President

INNOVATION NETWORK TEAM



DEBBIE BRACKEEN
Managing Director
Global Head



ANISH SRIVASTAVA
Director



DANIELA BUSSE
Director



JEFFREY SMITH
Senior Vice President



BUSY BURRI
Managing Director
DesignWorks



CHITRA NARASIMHAN
Managing Director



JUSTINA CHO
Senior Vice President



REI MATSUDA SINGH
Vice President



BHAVINA SINGH
Vice President

COO & FO OFFICE TEAM



GAIL BRENNAN
Director



RUBY LEUNG
Senior Vice President



ALICE WANG
Vice President

BLOG

Eu imperdiet interdum ut
volutpat euismod
imperdiet euismod
Vix defenit sententiae id. >

Eu imperdiet interdum ut
volutpat euismod
imperdiet euismod
Vix defenit sententiae id. >

Vix ut imperdiet foras ut
vix ut imperdiet foras ut
Vix defenit sententiae id. >



TITLE GOES HERE

Presenter Name

Presenter Title

Date

POWERPOINT TITLE SLIDE



citi VENTURES

DEBBY HOPKINS

Chief Innovation Officer

T: 650.555.5555

E: deborah.c.hopkins@citi.com

260 Homer Avenue, Suite 101, Palo Alto, CA 94301 | VENTURES.CITI.COM

BUSINESS CARD

optionseven

Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT



BUSINESS CARD



HIGH TOUCH

The Concept:

Building on the theme of Discovery, this concept uses metaphoric images of exploration, combined with embossed attributes that speak to the high touch approach Citi Ventures applies to each and every investment. The Sherpas of venture investing guiding entrepreneurs from engagement to exit, Citi Ventures is a constant and experienced guide. Using bold swath of color, imagery and typography this look and feel translates to high touch in the analogue as well as digital. In print some element of typography would be embossed to further the differentiation.

Color Palette:



Typography:

Helvetica Neue Condensed Light
 Helvetica Neue Condensed Regular
Helvetica Neue Condensed Bold

Helvetica Neue Light
 Helvetica Neue Regular
Helvetica Neue Bold

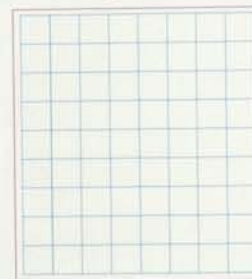
Photography:

Photography that breaks away from the conventional financial world. Bold and contemporary, these images place an emphasis on discovery and everyday experience.

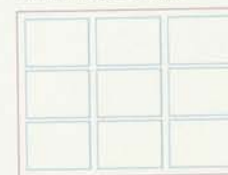


The Grid System:

Website: Eight Columns



PPT: Three Columns





VENTURES

III
MENU

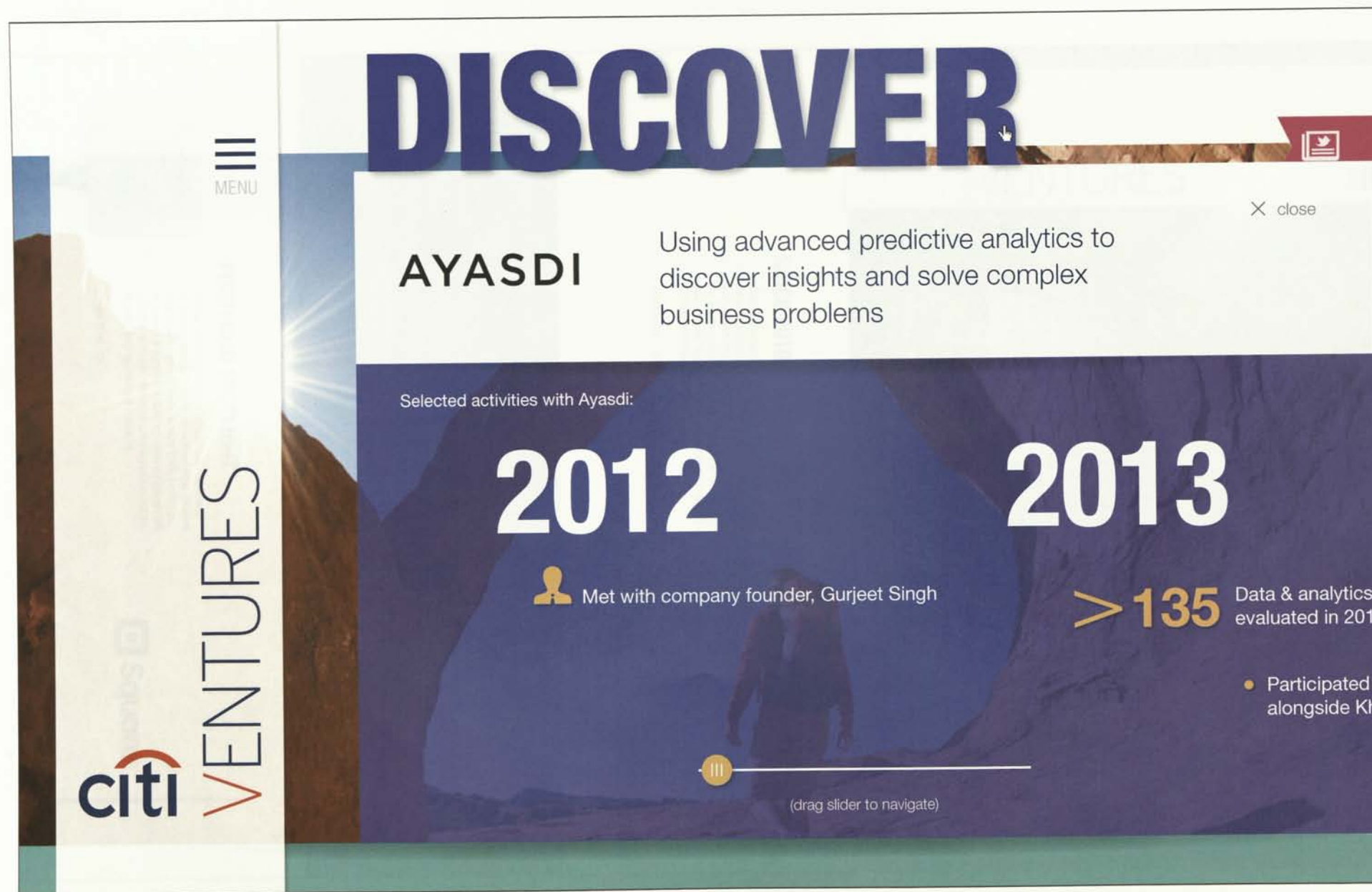
DISCOVER




> 23

VENTURE INVESTMENTS


Delivering breakthrough impact by
partnering with Citi's businesses to scale
innovation and open new pathways.



III
RETAIL

 **VENTURES**

DISCOVERIES



>23

VENTURE INVESTMENTS
Delivering breakthrough impact by partnering with Citi's businesses to scale innovation and open new pathways.

“Discovering new technologies and bold ideas with the power to transform the future of financial services.”

SINCE 2010

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione nesciunt.

LEARN MORE >



COMMERCE AND PAYMENT

From digital currency to marketplaces that eliminate "middle men."

LEARN MORE >



SECURITY AND ENTERPRISE IT

Authentication and enterprise security to protect clients and our financial services industry.

LEARN MORE >



BIG DATA AND ANALYTICS

Deep customer insights that inform products and services

LEARN MORE >



FINANCIAL TECHNOLOGY

New technologies and customer experiences that enable mobile-first, social and personalized banking solutions

LEARN MORE >

PORTFOLIO SPOTLIGHT



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione nesciunt.

LEARN MORE >



III

VENTURES




ACCELERATE

>12

GLOBAL INNOVATION CENTERS
Working to partner, launch and scale new ventures that have the potential to transform the financial service industry.


“Discovering new technologies and bold ideas with the power to transform the future of financial services.”



SINCE 2010

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione nesciunt.

LEARN MORE >



▶ INSIDE CITI VENTURES >



COMMERCE AND PAYMENT

From digital currency to marketplaces that eliminate "middle men."

LEARN MORE >



SECURITY AND ENTERPRISE IT

Authentication and enterprise security to protect clients and our financial services industry.

LEARN MORE >



BIG DATA AND ANALYTICS

Deep customer insights that inform products and services

LEARN MORE >



FINANCIAL TECHNOLOGY

New technologies and customer experiences that enable mobile-first, social and personalized banking solutions

LEARN MORE >





PORTFOLIO SPOTLIGHT



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione nesciunt.

LEARN MORE >





OUR TEAM



WHO WE ARE

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione nesciunt.

Deborah Hopkins

Chief Innovation Officer,
Citi CEO, Citi Ventures

Debby Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by imagining and developing new products, services, business models and ways of working.

VIEW FULL BIO >


> OFFICE OF THE CIO

VENTURE INVESTING TEAM

INNOVATION NETWORK TEAM

DESIGNWORKS TEAM

COO & FO OFFICE TEAM



Tanya Shadoan

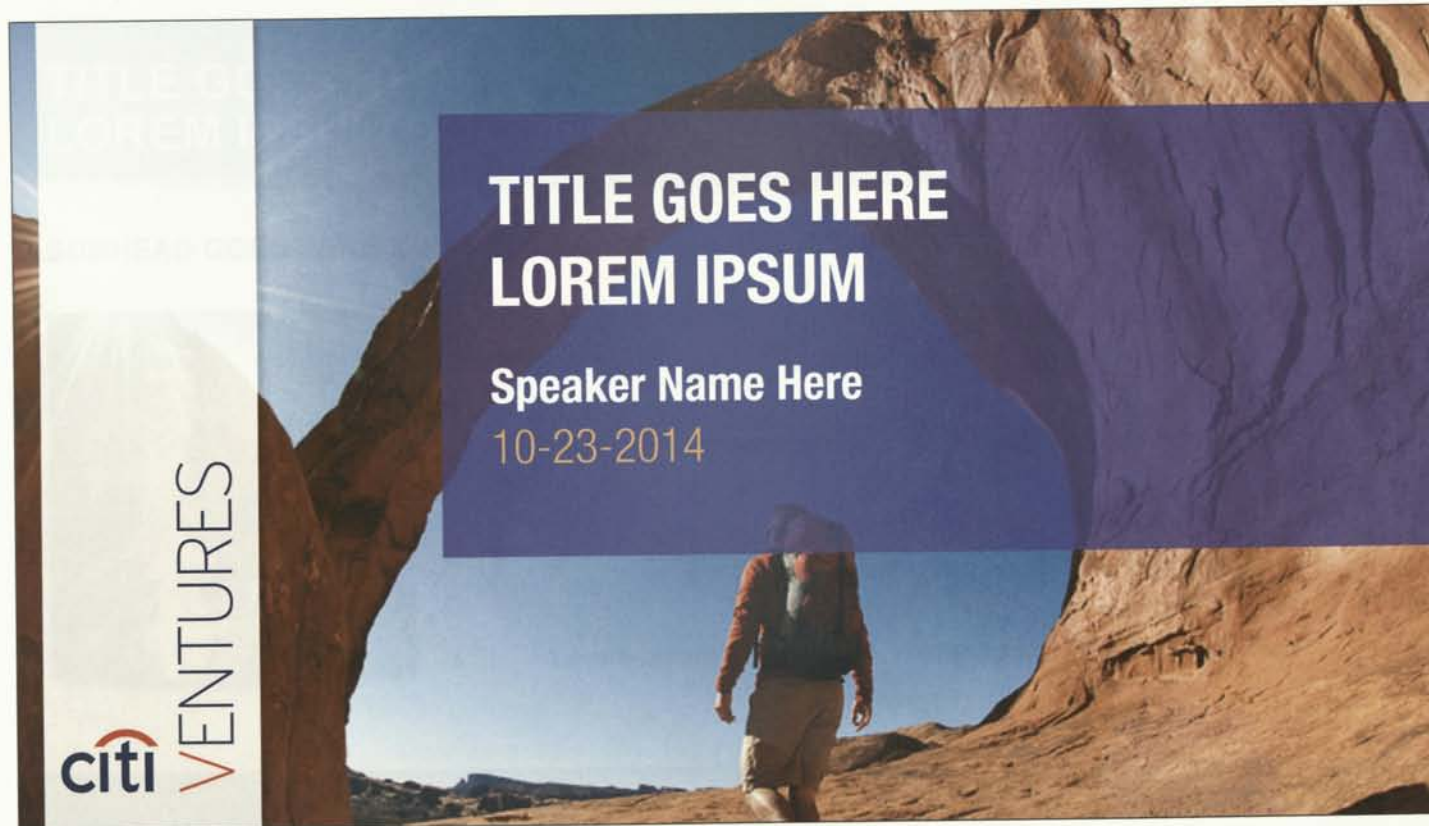
Director, Chief of Staff, Palo Alto

VIEW FULL BIO >

©2014 Citi Ventures | Terms and Conditions | Privacy



Homepage Screen 02 Showing Active Navigation



PPT TITLE SLIDE

TITLE GOES HERE LOREM IPSUM DOLOR SIT AMET

SUBHEAD GOES HERE 23PT



Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex. 18pt

- **Lorem ipsum delores eta commecturere nim ad minim 14pt**
 - Iriure dolor in hendrerit; in vulputate velit esse vel qui nunc nobis videntur parum clari fiant sollemnes.
- **Lorem ipsum delores eta commecturere nim ad minim 14pt**

DEBBY
HOPKINS

Chief Innovation Officer

citi VENTURES

+1 650.555.5555 | deborah.c.hopkins@citi.com
260 Homer Avenue, Suite 101, Palo Alto, CA, 94301



BUSINESS CARD (EMBOSSSED FIRST NAME)

option**eight**

Citi Ventures Look & Feel

The Creative:

HOME PAGE



SECONDARY PAGE



POWERPOINT



BUSINESS CARD



Photography:

Photography is bright and vibrant, with scenes depicting everyday life.



CULTIVATING DISCOVERY

The Concept:

Citi Ventures is in the discovery business—open to the new, in love with curiosity, and willing to test, iterate, and repeat to disrupt the status quo at the intersection of technology and financial services. Forging a new path forward means understanding the current environment has limitations, but through collaboration, support, and fearless thinking anything is possible, it's GO TIME! This creative direction uses an expanded canvas to create that sense of discovery, excitement, and wonder: that there is more than meets the eye, that you must try to view the entire landscape in order to create new experiences. The website functionality allows the user to explore Citi Ventures in a unique way—different images and animated gifs express everyday life and the notion that innovation can come from anywhere and anything. The images frame different content and calls to action to engage the visitor. Modern typography and impactful messaging bring this website to life and signal that there is a new way to discover, Citi Ventures.

Color Palette:

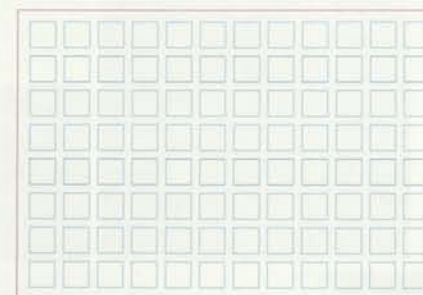


Typography:

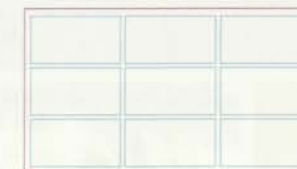
Brandon Grotesque Regular
Brandon Grotesque Medium

The Grid System:

Website: Twelve Columns



PowerPoint: Three Columns





Approach

Discovering new technologies and bold ideas with the power to transform the future of financial services.



Global Innovation Network

Check out our lab in Shanghai, China.



Blog

Securing the future of the enterprise.



Venture Investing

We fund startups that work in Commerce & Payments.



News & Events

Funded vArmour, a leader in data defined perimeter security.



Global Innovation Network

[Check out our lab in Shanghai, China.](#)

Welcome to Citi Ventures.
Where every day is go time.

[Discover what's next.](#)

AYASDI

PRODUCTS APPROACH INDUSTRIES CUSTOMERS COMPANY

Discover What Truly Matters
Reveal The Deep Intelligence In Your Data

[See now](#)

See What Ayasdi's Advanced Analytics Software Can Do For You



Explore Ayasdi's Advanced Analytics Software in Detail

Webinar
Advanced Analytics from Ayasdi
Watch a demonstration of Ayasdi's advanced analytics software and learn how the combination of machine learning and data science can help you solve complex problems.

Portfolio Company

AYASDI

Transforming how the world discovers and operationalizes insight from complex data to solve problems.

[See their story.](#)

News & Events

[Funded vArmour, a leader in data defined perimeter security.](#)

Who We Are

CIO



Office of
the CIO



Venture
Investing
Team



Maja Lapcevic
Senior Vice President,
New York



Deborah Hopkins

CIO, Citi
CEO, Citi
Ventures



Debby is Citi's Chief Innovation Officer and CEO of Citi Ventures. She founded, designed and built Citi Ventures from the ground up, recognizing the critical role innovation must play in supporting the broader organization amid accelerating disruptive forces. Based in Palo Alto, Debby and her team partner with Citi's businesses and functions to shepherd creativity and implement pervasive solutions. Her mandate also includes analyzing market signals and trends to identify new ideas and activities in fintech as well as seeking investment opportunities in core domain areas relevant to financial services.

Since joining Citi in 2003, Debby has served in a number of executive roles, including Head of Strategy and Mergers & Acquisitions, Chief Operations & Technology Officer, and senior advisor to the Global Investment Bank, a role she continues in today. Prior to Citi, she held senior-level positions at several global firms, including Chief Financial Officer for both Boeing and Lucent Technologies, and Vice President of Finance for General Motors Europe.

Debby serves on the Board of Directors of Qlik Tech, and the Advisory Boards of Stanford's Technology Venture Partners program and Riverwood Capital Partners. From 2000 to 2005 she was a member of the Board of Directors of DuPont. She also serves on the non-profit boards of Citizen Schools, focused on expanding the learning day for low income middle school students, and the Green Music Center, an education and community arts facility associated with Sonoma State University.

Fortune Magazine has twice placed Debby among the top 10 most powerful women in American business, and she was named to the Institutional Investor's Tech 50 list for 2011-14. A sought-after speaker and mentor, Debby holds honorary doctorates from Westminster College and Walsh College.



"We seek to fund
Masters of Discovery
who are Fanatics
about Execution."



▶ Play Video



Presentation Title Slide

Lorem Ipsum Dolor

Presenter Name and Title

October 10, 2014



Title goes here
Lorem ipsum dolor sit amet

Subhead goes here 23pt

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. 18pt

- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit 14pt**

- Iriure dolor in hendrerit; in vulputate velit esse consequat vel 14pt
qui nunc nobis videntur parum clari fiant sollemnes in
- Decima eodem modo typi, qui nunc nobis videntur parum

- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit**

- Iriure dolor in hendrerit; in vulputate velit esse consequat vel
qui nunc nobis videntur parum clari fiant sollemnes in
- Decima eodem modo typi, qui nunc nobis videntur parum



Presentation Title Slide

Lorem Ipsum Dolor

Presenter Name and Title

October 10, 2014



Title goes here
Lorem ipsum dolor sit amet

Subhead goes here 23pt

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. 18pt

- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit**

- Iriure dolor in hendrerit; in vulputate velit esse consequat vel 14pt
qui nunc nobis videntur parum clari fiant sollemnes in
- Decima eodem modo typi, qui nunc nobis videntur parum

- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit**

- Iriure dolor in hendrerit; in vulputate velit esse consequat vel
qui nunc nobis videntur parum clari fiant sollemnes in
- Decima eodem modo typi, qui nunc nobis videntur parum





Chief Innovation Officer

C +1 650.555.5555
E deborah.c.hopkins@citi.com

260 Homer Avenue, Suite 101
Palo Alto, CA 94301

citi VENTURES

Debby
Hopkins

Chief Innovation Officer

C +1 650.555.5555
E deborah.c.hopkins@citi.com

260 Homer Avenue, Suite 101
Palo Alto, CA 94301

citi VENTURES

Debby
Hopkins

Chief Innovation Officer

C +1 650.555.5555
E deborah.c.hopkins@citi.com

260 Homer Avenue, Suite 101
Palo Alto, CA 94301

citi VENTURES

Debby
Hopkins

option**nine**

Citi Ventures Look & Feel

The Creative:

HOME PAGE



TEAM PAGE



POWERPOINT

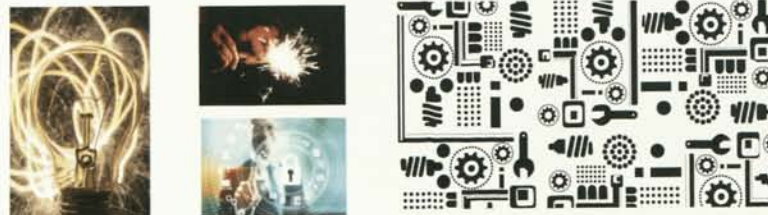


BUSINESS CARD



Photography:

Metaphoric or iconographic imagery is used to emphasize Citi's key messages



FABRIC OF TECHNOLOGY

The Concept:

Being great is hitting the targets nobody else can, being legendary is hitting the targets nobody else can see. Citi Ventures is defined by the latter and through partnerships and collaboration with entrepreneurs Citi Ventures is able to hit the bullseye, again, and again for disrupting the financial services industry. This creative direction uses a "fabric of technology" graphic that speaks to this partnership, collaboration and disruption. Citi Ventures, entrepreneurs and their technologies are not siloed, but inextricably connected in order for entirely new processes, capabilities and experiences to emerge. The four target markets are highlighted prominently on the landing page, instantly engaging visitors while educating them about Citi Ventures' focus areas. A bold color palette, clean layouts and scrolling functionality work seamlessly together. This is a huge step forward from typical venture.

Color Palette:



Typography:

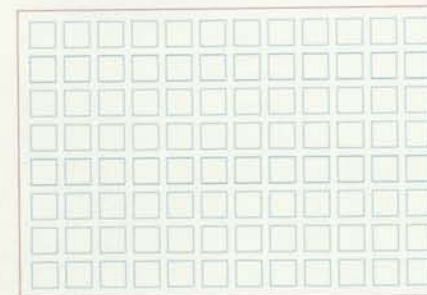
Source Sans Light
Source Sans regular

Roboto Light
Roboto Regular
Roboto Condensed Regular

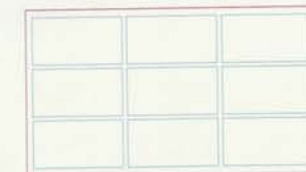
Arial Regular
Arial Bold

The Grid System:

Website: Twelve Columns



PowerPoint: Three Columns





The fabric of financial services has never been more tightly woven.

We are invested in their ingenuity, security, and usability.





The fabric of financial services has never been more tightly woven.

We are invested in their ingenuity, security, and usability.



COMMERCE & PAYMENTS

With the explosion of smart mobile and public increase in digital trust, we're looking for cutting-edge technologies revolutionizing the commerce and payments space. Portfolio companies include Square and Jumio.

Resources

Apply





Citi Ventures was imagined to partner, launch, and scale new ventures

that have the potential to disrupt and transform the financial services industry,
drive client success, and generate new value for Citi.



The fabric of financial services has never been more tightly woven.

We are invested in their ingenuity, security, and usability.



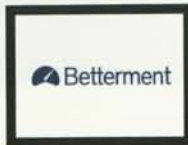
Discovering new technologies and bold ideas with the power to transform the
future of financial services.



Spotlight



See how Citi Ventures helped Square to become the
world's leading mobile vendor payment system.



Nei Grandi @neigrando Oct 15

"I do not see the social side and the business side as separate.
They must be aligned and combined, at scale."

Deborah Hopkins, Citi Ventures



You
Time

in



Who we are



DEBORAH HOPKINS
CHIEF INNOVATION OFFICER, CITI
CEO, CITI VENTURES

Debby Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by imagining and developing new products, services, business models and ways of working.

TEAM



TANYA SHADOAN
DIRECTOR
CHIEF OF STAFF
PALO ALTO



VANESSA COLELLA
MANAGING DIRECTOR
GLOBAL HEAD, VENTURE INVESTING
PALO ALTO



RAMNEEK GUPTA
MANAGING DIRECTOR
PALO ALTO



ARVIND PURUSHOTHAM
MANAGING DIRECTOR
PALO ALTO



BRITTANY RICHARDS
DIRECTOR
PALO ALTO



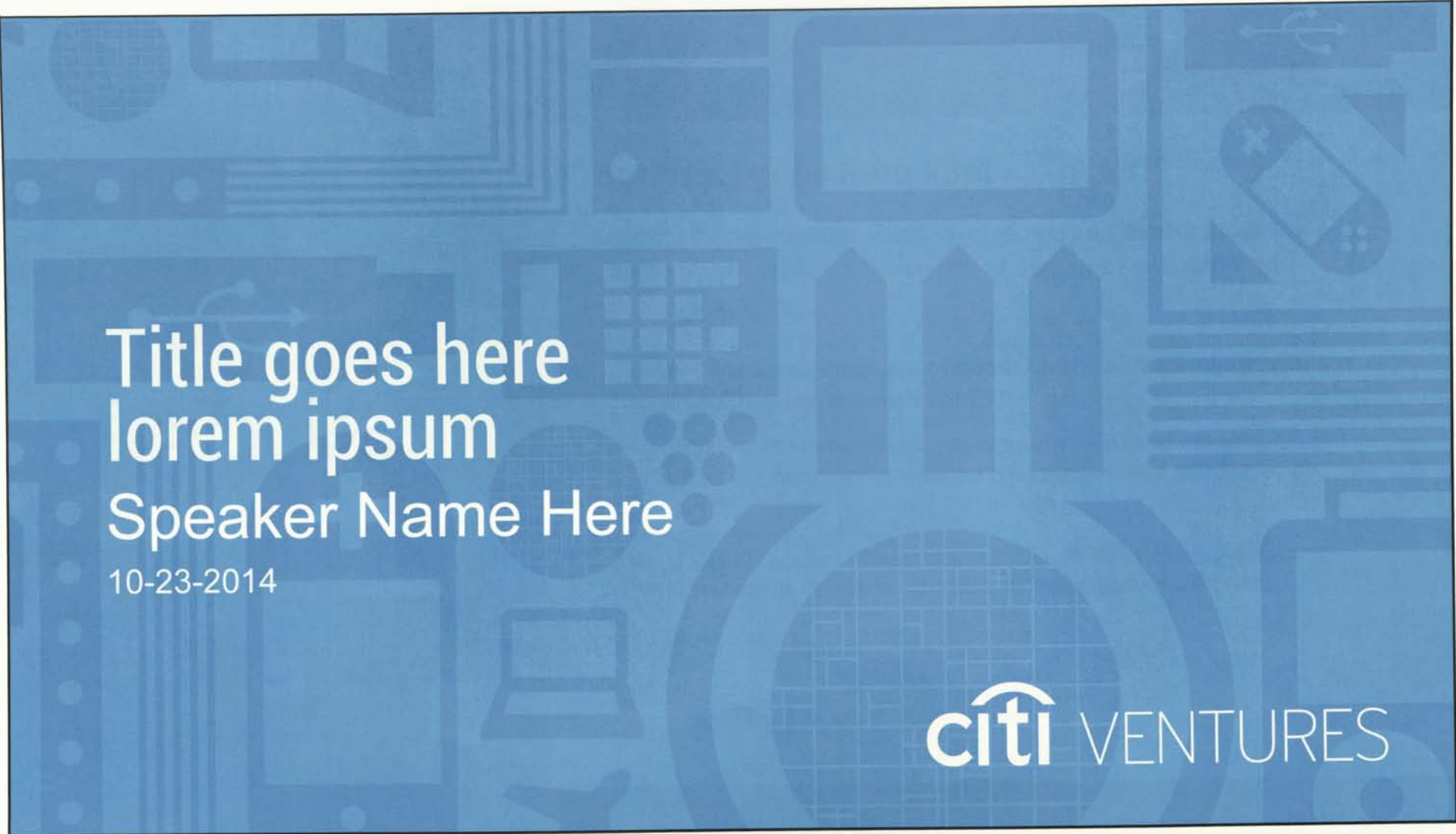
BASIL DARWISH
SENIOR VICE PRESIDENT
PALO ALTO



NAREG DERMANUELIAN
SENIOR VICE PRESIDENT
PALO ALTO



MAJA LAPCEVIC
SENIOR VICE PRESIDENT
NEW YORK



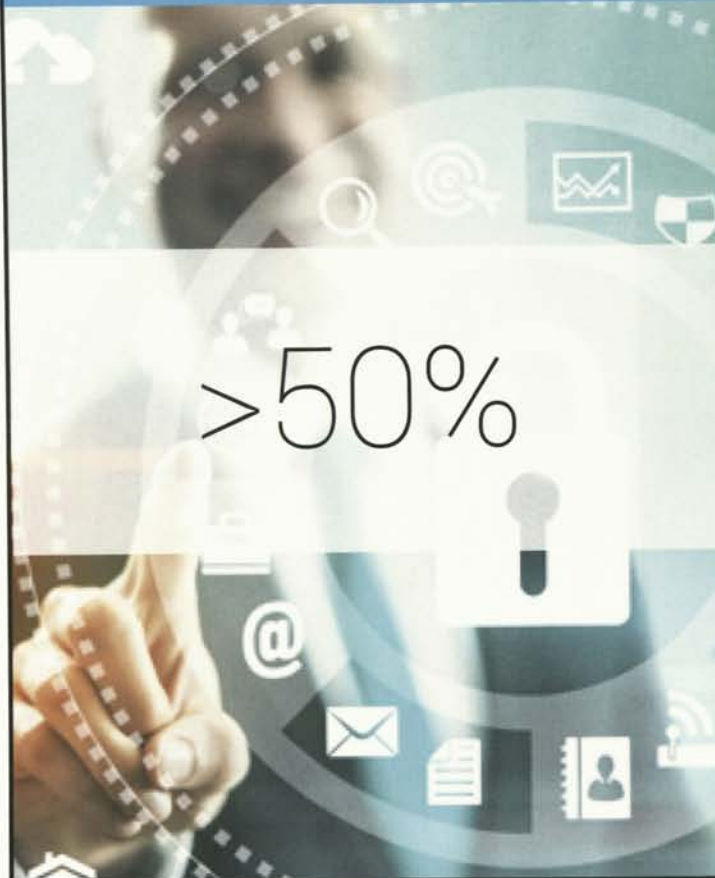
Title goes here
lorem ipsum
Speaker Name Here

10-23-2014

citi VENTURES

Title goes here
Lorem ipsum dolor sit amet

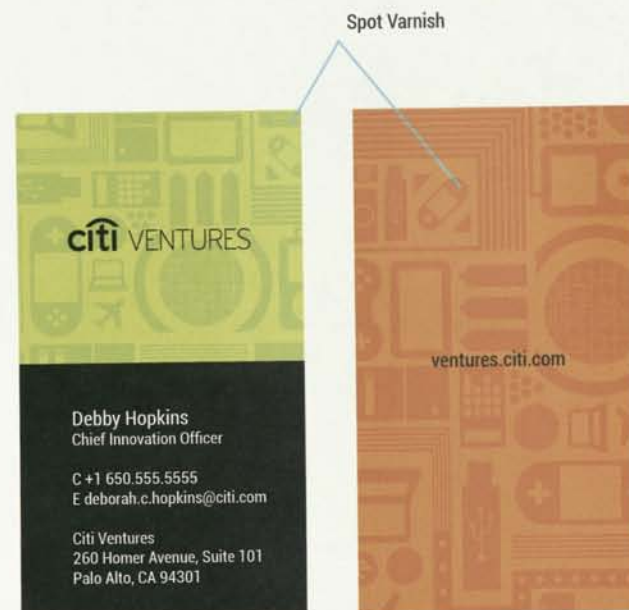
citi VENTURES



Subhead goes here 23pt

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. 18pt

- **Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit 16pt**
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vel 16pt qui nunc nobis videntur parum clari fiant sollemnes in
 - Decima eodem modo typi, qui nunc nobis videntur parum consequat vel qui nunc nobis videntur parum clari fiant.



Spot Varnish

08 Business Card

option**ten**

Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT TITLE SLIDE



SECONDARY PAGE



POWERPOINT CONTENT SLIDE



BUSINESS CARD



Photography:

Candid shots of entrepreneurs with color overlay. Fine line illustrations overlay the image.

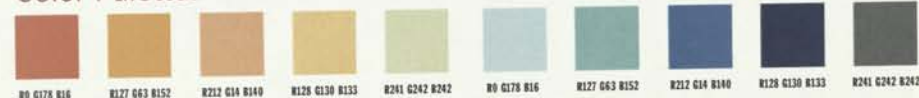


NOT BUSINESS AS USUAL

The Concept:

Completely departing from the current Citi Ventures brand, this website signals that there is something different, a new way of thinking, a new approach to investing and driving innovation across the financial services industry. Large imagery and simple messaging highlight the disruptive ideas and entrepreneurs that Citi Ventures believes in. Fine line graphic elements help connect investments with entrepreneurs. Entrepreneurs are prominent and shot in a reflective light intended to further depart from anything conventionally "bank-like". Scrolling functionality, parallax behavior, side-bar navigation, colorful palette and large navigation buttons are modern, appeal to younger audiences and speak to the foundation of Citi Ventures—Discovery + Execution = Growth.

Color Palette:



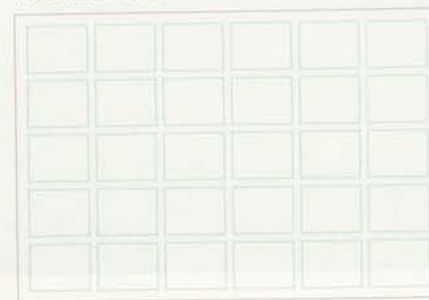
Typography:

Roboto Light
Roboto Regular
Roboto Condensed

Arial Regular
Arial Bold

The Grid System:

Website: Six Columns



PowerPoint: Three Columns



HOME
VENTURE
INVESTING
INNOVATION
NETWORK
BLOG
TEAM
CONTACT

Ideas.

We invest in ideas that
are changing the way
financial services work.

DISCOVER HOW **JACK DORSEY**,
CEO OF SQUARE,
CHANGED COMMERCE >



citi VENTURES

NAVIGATION
REMAINS LOCKED
IN THIS POSITION

HOME
VENTURE
INVESTING
INNOVATION
NETWORK
BLOG
TEAM
CONTACT

Ideas.

We invest in ideas that
are changing the way
financial services work.

DISCOVER HOW JACK DORSEY,
CEO OF SQUARE,
CHANGED COMMERCE >



citi VENTURES

Discovering new technologies
and bold ideas with the power
to transform the future of
financial services.



TALK TO US >

TEAMS

CALL TO ACTION

venture investing

COMMERCE & PAYMENTS

From digital currency to marketplaces that eliminate "middle men". Watch a video of Debby Hopkins, Chief Innovation Officer, at Citi, and CEO of Citi Ventures, talk about discovering cutting edge startups in the sector.

BLOG: DISCOVERING COMMERCE AND PAYMENTS >



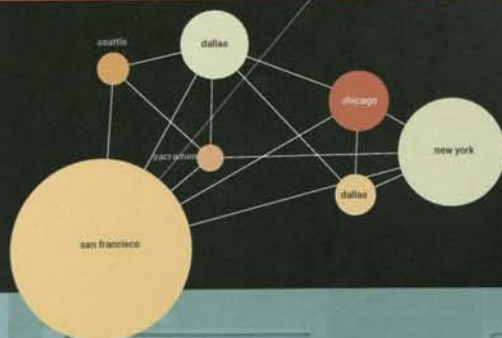
FOCUS AREA
NAVIGATION
ALSO LOCATED
HERE

1
COMMERCE +
PAYMENTS

2
SECURITY +
ENTERPRISE IT

3
BIG DATA +
ANALYTICS

4
FINANCIAL
TECHNOLOGY



global innovation network

Our Global Innovation Network is building the internal and external ecosystems that enable Citi's innovation efforts to thrive and scale by coordinating across seven global labs, identifying opportunities, and managing the Global Innovation Council.

EXTERNAL PARTNERS >

designworks

DesignWorks drives bold reinvention within and across Citi Businesses by bringing the future inside Citi through imagining and bringing to life an ambitious view of the future for Citi businesses, relentlessly championing the most creative breakthrough ideas, and speeding time to market.

SAMPLE PROJECTS >



HOME
VENTURE
INVESTING
INNOVATION
NETWORK
BLOG
TEAM
CONTACT

NEW IMAGES
AND HEADLINES
SLIDE IN FROM
THE RIGHT.



Discovering new technologies
and bold ideas with the power
to transform the future of
nancial services.



TALK TO US >

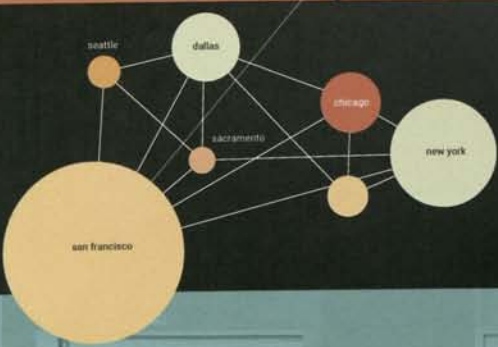
venture investing

COMMERCE & PAYMENTS
From digital currency to marketplaces that eliminate
"middle men". WATCH A VIDEO of Debby Hopkins, Chief
Innovation Officer, at Citi, and CEO of Citi Ventures, talk
about discovering cutting edge startups in the sector.

BLOG: DISCOVERING COMMERCE AND PAYMENTS >



RELEVANT
MEDIA
SUCH AS
VIDEOS



global innovation network

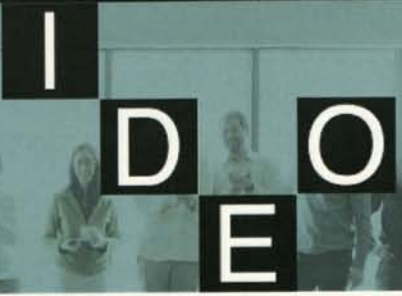
Our Global Innovation Network is building the internal and
external ecosystems that enable Citi's innovation efforts to
thrive and scale by coordinating across seven global labs,
identifying opportunities, and managing the Global
Innovation Council.

EXTERNAL PARTNERS >

designworks

DesignWorks drives bold reinvention within and across Citi
Businesses by bringing the future inside Citi through imagining
and bringing to life an ambitious view of the future for Citi
businesses, relentlessly championing the most creative
breakthrough ideas, and speeding time to market.

SAMPLE PROJECTS >



INTERACTIVE
MAP LOCATIONS
GROW AND SHIFT
WHEN CLICKED

EACH LOCATION
MAY HAVE A
SPECIFIC
CASE STUDY
ASSOCIATED
WITH IT

HOME
VENTURE
INVESTING
INNOVATION
NETWORK
BLOG
TEAM
CONTACT

Benefits.

We invest in ideas
that are changing the
way people shop.

DISCOVER HOW ALEXIS RASK,
CRO OF SHOPKICK, CHANGED
THE WAY WE SHOP >

shopkick



Discovering new technologies
and bold ideas with the power
to transform the future of
nancial services.



TALK TO US >

venture investing

SECURITY & ENTERPRISE IT
Authentication and enterprise security to protect clients
and our financial services industry. WATCH A VIDEO of
Maja Lapcevic, Senior Vice President of Citi Ventures, talk
about discovering cutting edge startups in the sector.

BLOG: DISCOVERING COMMERCE AND PAYMENTS >



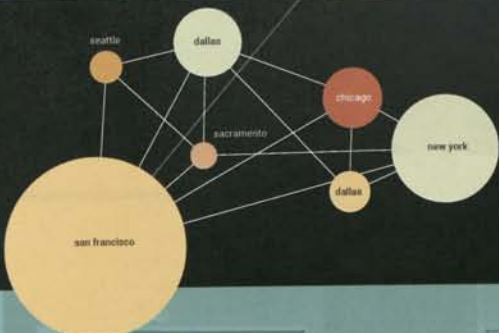
BACKGROUND
COLOR CHANGES
FOR EACH
FOCUS AREA

COMMERCE +
PAYMENTS

SECURITY +
ENTERPRISE IT

BIG DATA +
ANALYTICS

FINANCIAL
TECHNOLOGY



global innovation network

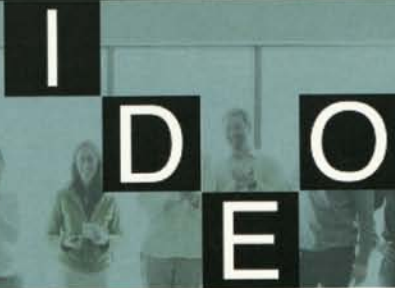
Our Global Innovation Network is building the internal and
external ecosystems that enable Citi's innovation efforts to
thrive and scale by coordinating across seven global labs,
identifying opportunities, and managing the Global
Innovation Council.

EXTERNAL PARTNERS >

designworks

DesignWorks drives bold reinvention within and across Citi
Businesses by bringing the future inside Citi through imagining
and bringing to life an ambitious view of the future for Citi
businesses, relentlessly championing the most creative
breaththrough ideas, and speeding time to market.

SAMPLE PROJECTS >



People.

A seasoned and diverse team with a strong track record in corporate venturing, entrepreneurship, investing, and general management.

TALK TO US >

citi VENTURES



office of the cio

Deborah Hopkins
Chief Innovation Officer, Citi
CEO, Citi Ventures



Tanya Shadoan
Director
Chief of Staff
Palo Alto

venture investing team

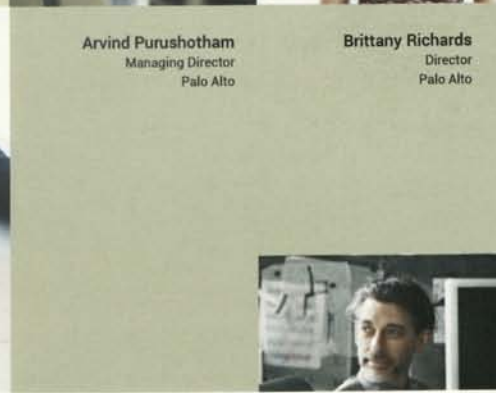
Vanessa Colella
Managing Director
Global Head, Venture Investing
Palo Alto

Ramneek Gupta
Managing Director
Palo Alto



Arvind Purushotham
Managing Director
Palo Alto

Brittany Richards
Director
Palo Alto



People.

A seasoned and diverse team with a strong track record in corporate venturing, entrepreneurship, investing, and general management.

TALK TO US >

HOME
VENTURE
INVESTING
INNOVATION
NETWORK
BLOG
OUR TEAM
CONTACT

citi VENTURES

office of the cio

Deborah Hopkins

Chief Innovation Officer, CITI
CEO, Citi Ventures



ROLLOVER
BEHAVIOR
FOR EACH
TEAM MEMBER

1. Deborah Hopkins
2. Tanya Shadoan
3. Vanessa Colella
4. Ramneek Gupta

Tanya Shadoan

Director
Chief of Staff
Palo Alto

OTHER
TEAM MEMBERS
DIM SLIGHTLY
TO HIGHLIGHT
SELECTED

venture investing team

Vanessa Colella

Managing Director
Global Head, Venture Investing
Palo Alto

Ramneek Gupta

Managing Director
Palo Alto

Arvind Purushotham

Managing Director
Palo Alto

Brittany Richards

Director
Palo Alto

6. TEAM PAGE SHOWING ROLLOVER BEHAVIOR

People.

A seasoned and diverse team with a strong track record in corporate venturing, entrepreneurship, investing, and general management.

TALK TO US >



Deborah Hopkins
Chief Innovation Officer, CITI
CEO, Citi Ventures

Debby Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by imagining and developing new products, services, business models and ways of working.

Debby is Citi's Chief Innovation Officer and CEO of Citi Ventures. She founded, designed and built Citi Ventures from the ground up, recognizing the critical role innovation must play in supporting the broader organization amid accelerating disruptive forces. Based in Palo Alto, Debby and her team partner with Citi's businesses and functions to shepherd creativity and implement pervasive solutions. Her mandate also includes analyzing market signals and trends to identify new ideas and activities in fintech as well as seeking investment opportunities in core domain areas relevant to financial services.

Since joining Citi in 2003, Debby has served in a number of executive roles, including Head of Strategy and Mergers & Acquisitions, Chief Operations & Technology Officer, and senior advisor to the Global Investment Bank, a role she continues in today. Prior to Citi, she held senior-level positions at several global firms, including Chief Financial Officer for both Boeing and Lucent Technologies, and Vice President of Finance for General Motors Europe.

Debby serves on the Board of Directors of Qlik Tech, and the Advisory Boards of Stanford's Technology Venture Partners program and Riverwood Capital Partners. From 2000 to 2005 she was a member of the Board of Directors of DuPont. She also serves on the non-profit boards of Citizen Schools, focused on expanding the learning day for low income middle school students, and the Green Music Center, an education and community arts facility associated with Sonoma State University.

Fortune Magazine has twice placed Debby among the top 10 most powerful women in American business, and she was named to the Institutional Investor's Tech 50 list for 2011-14. A sought-after speaker and mentor, Debby holds honorary doctorates from Westminster College and Walsh College.

Vanessa
Managing
Global He
Palo Alto



Arvind Purushotham
Managing Director
Palo Alto



Brittany Richards
Director
Palo Alto



Investing in ideas that change business, commerce security, analytics, and finance

Debbie Hopkins
CEO of Citi Ventures

October 23, 2014

citi

VENTURES

POWERPOINT TITLE SLIDE

Venture Investing Team

1
COMMERCE +
PAYMENTS

2
SECURITY +
ENTERPRISE IT

3
BIG DATA +
ANALYTICS

4
FINANCIAL
TECHNOLOGY

citi

VENTURES

POWERPOINT SECTION DIVIDER

Headline goes here

SUBHEAD GOES HERE 23PT

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. 18pt

- **Lorem ipsum delores eta connecturere nim ad minim veniam quis nostrud est suscipit 14pt**
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vel 14pt
qui nunc nobis videntur parum clari fiant sollemnes in
 - Decima eodem modo typi, qui nunc nobis videntur parum
- **Lorem ipsum delores eta connecturere nim ad minim veniam quis nostrud est suscipit**
 - Iriure dolor in hendrerit; in vulputate velit esse consequat vel 14pt
qui nunc nobis videntur parum clari fiant sollemnes in
 - Decima eodem modo typi, qui nunc nobis videntur parum

© Copyright 2013 Citi Ventures Research Corporation





BUSINESS CARD

option**e**leven

Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT



BUSINESS CARD



Photography:

The initial homepage image shows a brick wall with a door to highlight Citi Ventures' focus on breakthrough financial services. Color photographs of store fronts and other business environments reflect Citi Ventures' four concentration areas and give the opportunity to highlight success stories.



OPENING DOORS

The Concept:

This direction positions Citi Ventures as the gatekeeper to the future of financial services. An iconic doorway graphic is a subtle nod to the plethora of opportunities available to those who join the Global Innovation Network. Rotating banners create a spotlight for success stories—front and center on the homepage. Citi Ventures' vibrant culture comes to life with childhood portraits on the Team page. Pops of jewel tones amidst the sophisticated palette of grays reference the bold and perhaps unexpectedly agile nature of Citi Ventures in the world of corporate venturing. Site continuity is enforced through ownable icons representing the three pieces of Citi Ventures' model and the four concentration areas, as well lean, modern typefaces.

Color Palette:



ACCENT COLORS



Typography:

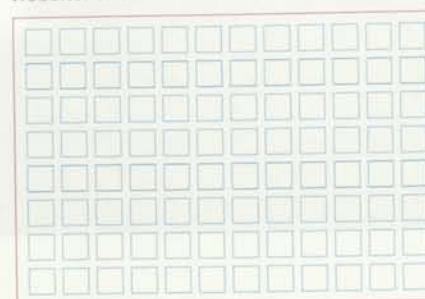
Titillium Web Light
Titillium Web Light
Titillium Web Light

Roboto Light
Roboto Regular
Roboto Condensed Regular

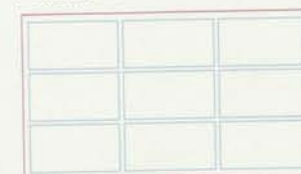
Arial Regular
Arial Bold

The Grid System:

Website: Twelve Columns



PowerPoint: Three Columns



venture here

The concept of breakthrough lives here at Citi Ventures. We fund companies transforming financial services. >

Discovering new technologies and bold ideas with the power to transform the future of financial services.

Our Approach

SHOWS HOMEPAGE ABOVE THE FOLD

venture here

The concept of breakthrough lives here at Citi Ventures. We fund companies transforming financial services. >

Discovering new technologies and bold ideas with the power to transform the future of financial services.

Our Approach

Our model applies a thoughtful and academic approach to building an infrastructure for innovation that covers three complementary "practice areas": Venture Investing, Innovation Network, and DesignWorks. **Together these practices fuel Citi's innovation engine.**



Venture Investing

Citi Ventures invests in disruptive ventures relative to Citi businesses and the financial services industry.



Global Innovation Network

Citi Ventures' Global Innovation Network is an interconnected system of external and internal partnerships built to amplify and accelerate the work being done by Citi's innovation labs.



Design Works

Citi Ventures' DesignWorks designs, develops, and scales the breakthrough Citi customer experiences of the future.

Concentration Areas

We curate deep domain knowledge in four key areas, meeting with thousands of people across our ecosystem, including entrepreneurs, VCs, accelerators, academics, and more, to gain early access to emerging technologies and new ventures, including:



Commerce & Payments

From digital currency to marketplaces that eliminate "middle men"



Security & Enterprise IT

Authentication and enterprise security to protect clients and our financial services industry



Data & Analytics

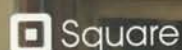
Deep customer insights that inform products and services



Financial Services & Technology

New technologies and customer experiences that enable mobile-first, social and personalized banking solutions

venture here



Opening doors to new ways of transacting. We fund companies transforming commerce and payments. >

Discovering new technologies and bold ideas with the power to transform the future of financial services.

Our Approach

Our model applies a thoughtful and academic approach to building an infrastructure for innovation that covers three complementary "practice areas": Venture Investing, Innovation Network, and DesignWorks. **Together these practices fuel Citi's innovation engine.**



Venture Investing

Citi Ventures invests in disruptive ventures relative to Citi businesses and the financial services industry.



Global Innovation Network

Citi Ventures' Global Innovation Network is an interconnected system of external and internal partnerships built to amplify and accelerate the work being done by Citi's innovation labs.



Design Works

Citi Ventures' DesignWorks designs, develops, and scales the breakthrough Citi customer experiences of the future.

Concentration Areas

We curate deep domain knowledge in four key areas, meeting with thousands of people across our ecosystem, including entrepreneurs, VCs, accelerators, academics, and more, to gain early access to emerging technologies and new ventures, including:



Commerce & Payments

From digital currency to marketplaces that eliminate "middle men"



Security & Enterprise IT

Authentication and enterprise security to protect clients and our financial services industry



Data & Analytics

Deep customer insights that inform products and services



Financial Services & Technology

New technologies and customer experiences that enable mobile-first, social and personalized banking solutions

venture here



Discovery + Execution = Growth. We fund companies optimizing discovery through data and analytics.

Discovering new technologies and bold ideas with the power to transform the future of financial services.

Our Approach

Our model applies a thoughtful and academic approach to building an infrastructure for innovation that covers three complementary "practice areas": Venture Investing, Innovation Network, and DesignWorks. **Together these practices fuel Citi's innovation engine.**



Venture Investing

Citi Ventures invests in disruptive ventures relative to Citi businesses and the financial services industry.



Global Innovation Network

Citi Ventures' Global Innovation Network is an interconnected system of external and internal partnerships built to amplify and accelerate the work being done by Citi's innovation labs.



Design Works

Citi Ventures' DesignWorks designs, develops, and scales the breakthrough Citi customer experiences of the future.

Concentration Areas

We curate deep domain knowledge in four key areas, meeting with thousands of people across our ecosystem, including entrepreneurs, VCs, accelerators, academics, and more, to gain early access to emerging technologies and new ventures, including:



Commerce & Payments

From digital currency to marketplaces that eliminate "middle men"



Security & Enterprise IT

Authentication and enterprise security to protect clients and our financial services industry



Data & Analytics

Deep customer insights that inform products and services



Financial Services & Technology

New technologies and customer experiences that enable mobile-first, social and personalized banking solutions

our team



Deborah Hopkins

Chief Innovation Officer, Citi
CEO, Citi Ventures

Debbie Hopkins is Citi's Chief Innovation Officer and CEO of Citi Ventures. Based in Palo Alto, California, she is responsible for accelerating and scaling innovation across Citi by imagining and developing new products, services, business models and ways of working.

more+

Office of the CIO



Tanya Shadoan

Director
Chief of Staff
Palo Alto

Venture Investing Team



Vanessa Colella

Managing Director
Global Head, Venture Investing
Palo Alto



Ramneek Gupta

Managing Director
Palo Alto



Arvind Purushotham

Managing Director
Palo Alto



Brittany Richards

Director
Palo Alto



Basil Darwish

Senior Vice President
Palo Alto

Title Here Lorem Ipsum

Speaker Name Here

October 23, 2014

©2014 Citi Ventures. All rights reserved.

Title Goes Here Lorem Ipsum

Subhead Goes Here

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit

- Iriure dolor in hendrerit; in vulputate velit esse consequat vel qui nunc nobis videntur parum clari fiant sollemnes in
- Decima eodem modo typi, qui nunc nobis videntur parum

Lorem ipsum delores eta commecturere nim ad minim veniam quis nostrud est suscipit

- Iriure dolor in hendrerit; in vulputate velit esse consequat vel qui nunc nobis videntur parum clari fiant sollemnes in
- Decima eodem modo typi, qui nunc nobis videntur parum



BUSINESS CARD



option**twelve**

Citi Ventures Look & Feel

The Creative:

HOME PAGE



POWERPOINT



BUSINESS CARD



Photography:

Rich four color photography of people, environments, and technology



RESHAPE THE LANDSCAPE

The Concept:

The financial services landscape is undergoing a rapid transformation, fueled by disruptive new technologies. With a focused and collaborative approach, Citi Ventures is building an innovation ecosystem of partnerships and investments with companies and leaders at the forefront of this dynamic shift. Bold typography and minimal graphic elements represent the cityscape of this massive opportunity to shape the future of finance. Dynamic scale, dramatic whitespace, and rich photography create a canvas for entrepreneurs and partners to project their own vision for the future and discover how Citi Ventures can help bring it to life.

Color Palette:



Typography:

Campton Bold
Campton Book
Campton Light

Helvetica Regular
Helvetica Bold

The Grid System:

Website: Four Columns



PowerPoint: Sixteen Columns



We invest in technology companies that are reshaping the financial services landscape in bold new ways.

DISCOVER HOW >

**COMMERCE
& PAYMENTS
SECURITY
& ENTERPRISE
IT
BIG DATA
& ANALYTICS
FINANCIAL
TECHNOLOGY**



MENU

We invest in technology companies that are reshaping the financial services landscape in bold new ways.

[DISCOVER HOW >](#)

COMMERCE & PAYMENTS SECURITY & ENTERPRISE IT BIG DATA & ANALYTICS FINANCIAL TECHNOLOGY



[Venture Investing](#)

[Innovation Network](#)

[Blog](#)

[Our Team](#)

[Contact](#)



Technology
has reshaped the
financial services
landscape in bold
new ways.

DISCOVER HOW >

COMMERCE
& PAYMENTS

SECURITY
& ENTERPRISE
IT

BIG DATA
& ANALYTICS

FINANCIAL
TECHNOLOGY



MENU

MISSION

Discovering new technologies and bold ideas with the power to transform the future of financial services. Our unique approach is centered around three key practice areas:

VENTURE
INVESTING
→

GLOBAL
INNOVATION
NETWORK
→

DESIGNWORKS
→



NEWS

9/22 2014

Citi's (Silicon) Valley Girls

EVENTS

9/29-10/2 2014

SIBOS, Boston MA

TWEETS

@leimer

"We cannot digitize
dumb processes"
#citiventures
#bbvaventures
http://lnkd.in/bK4M_i7

BLOG

9/21 2014

Idea vs. Execution?
The Great Startup
Debate



INVESTED



an innovative
ty management
ing mobile and
tail world using
services.



Next generation mobile
payments company offering
a credit card reader enabling
payments anywhere, PoS
terminal software, and
consumer wallet.



Transforming how the world
discovers and operationalizes
insights from complex data to
solve problems.



Online investment adviser
dedicated to helping
consumers reach their
financial goals.



Server automatio
that transforms I
infrastructure int

[VIEW FULL PORTFOLIO >](#)

OUR TEAM

A seasoned and diverse team dedicated to helping transform the financial services industry.



DEBORAH HOPKINS
Chief Innovation Officer

VANESSA COLELLA
Managing Director
Global Head, Venture
Investing

TONYA SHADOAN
Director, Chief of Staff



DEBBIE BRACKEEN
Managing Director,
Global Head
Innovation

BUSY BURR
Managing Director,
Global Head,
DesignWorks

BRITTANY RICHARDS
Director





TITLE GOES HERE LOREM IPSUM DOLOR

Deborah Hopkins

Chief Innovation Officer

10.21.2014

TITLE GOES HERE LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.

**DEBORAH
HOPKINS**

Chief Innovation Officer

650-798-8140 / deborah.hopkins@citi.com
260 Homer Avenue, Suite 101
Palo Alto, CA 94301
ventures.citi.com

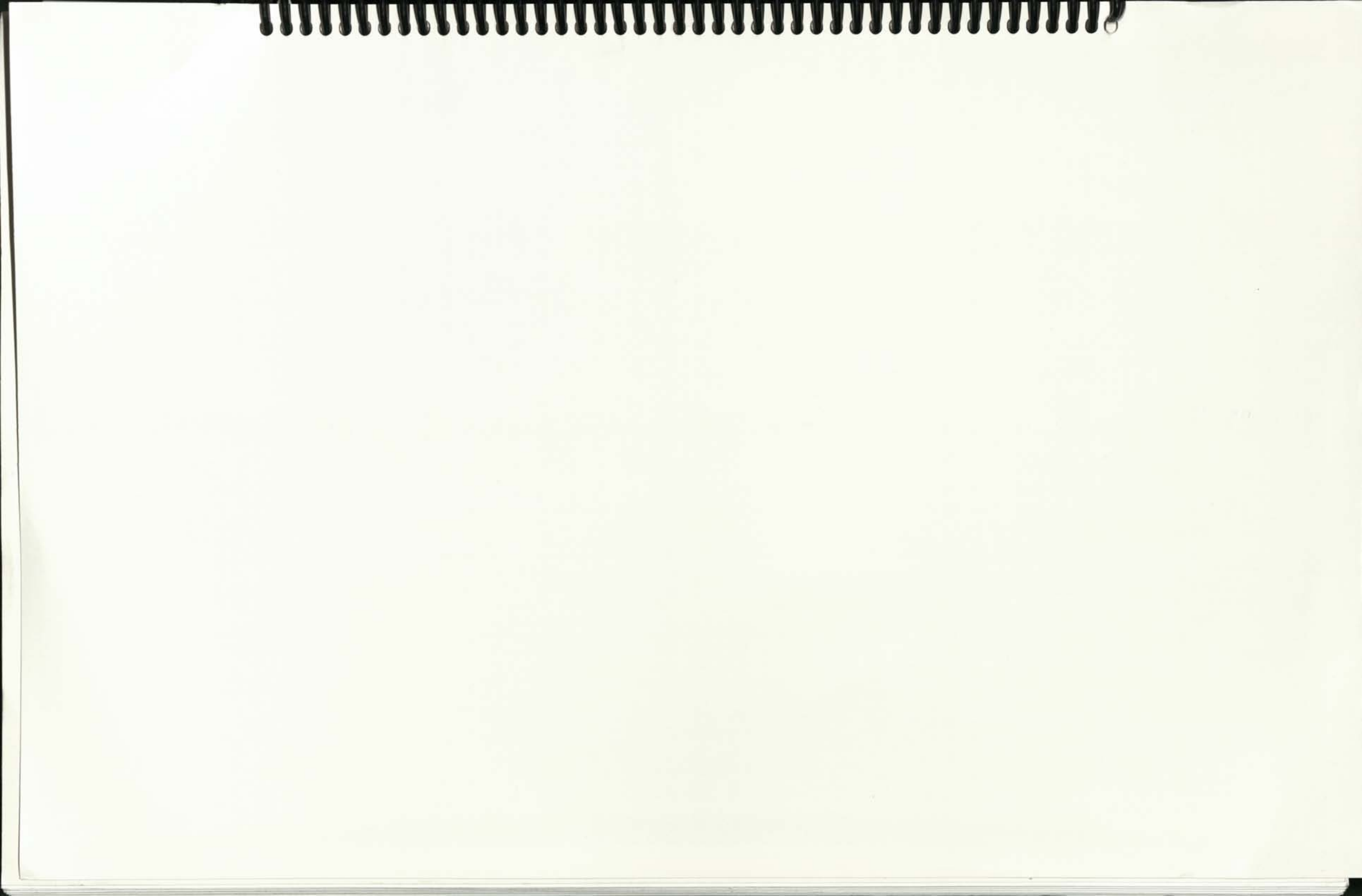


INVESTED

FOCUSED

DRIVEN

BUSINESS CARDS



eleven**eighty**five**design**