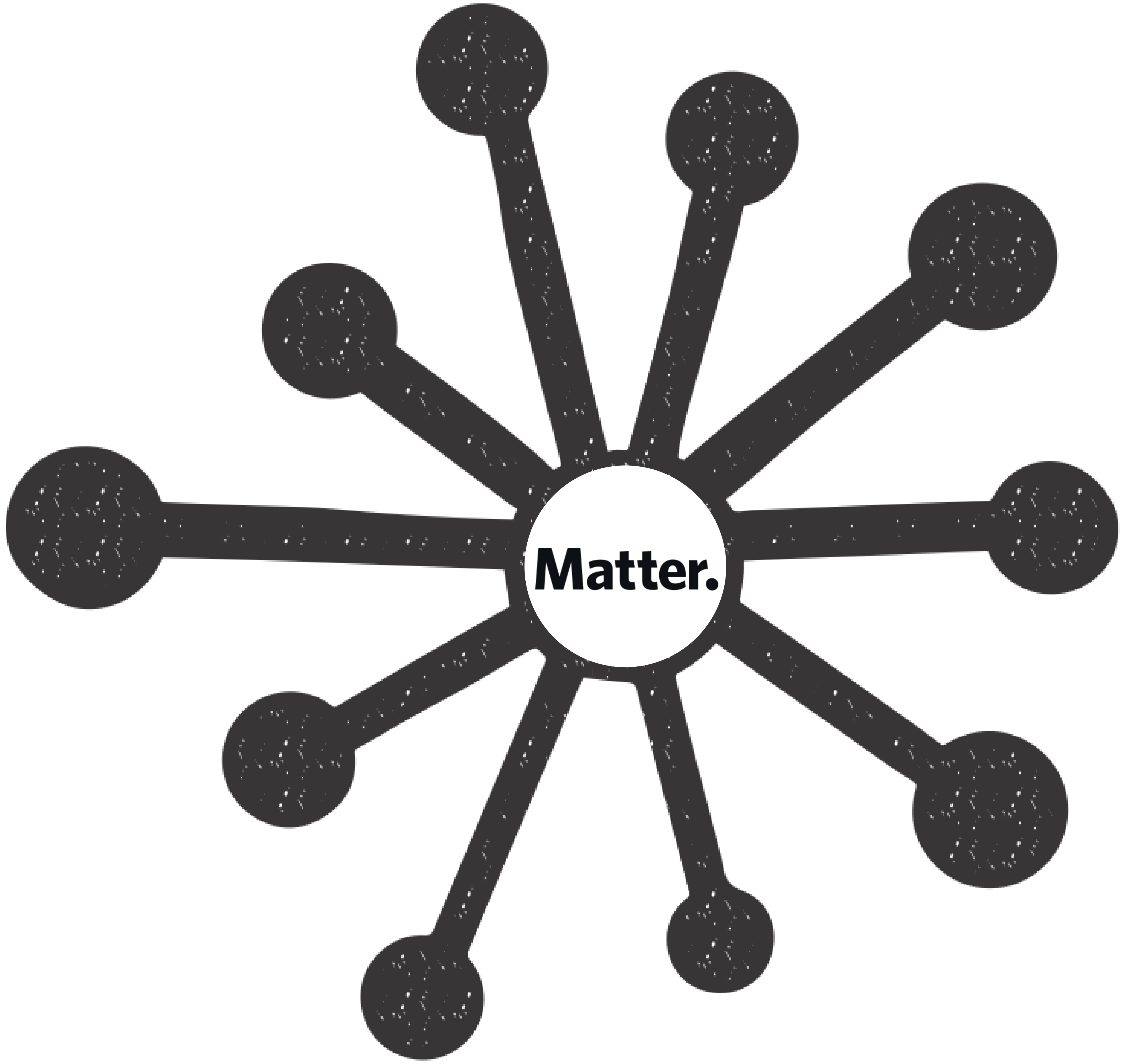
Let the product/demo illustrate the problem you're solving more
NETWORK EFFECT
TRACTION
DEFINE
PROFIT MODEL

Matter.

Investing In A Culture of Experimentation

Matter.

Entrepreneurs



Mission-

Aligned

Media Partners

Mission

Informed

Empathetic

Inclusive

Entreprenuer Program

Bootcamp

Speaker Series

Demo Days

BOOT CAMP

Design Review 0 *(both in SF)*

03

04

05

Design Review 1 *(sf)*

06

07

Design Review 1 *(nyc)*

08

09

Design Review 2 *(both in nyc)*

12

13

14

15

Design Review 3 *(nyc)*

16

Design Review 3 *(SF)*

17

18

19

DeMO DAY *(both in nyc & SF)*

20 weeks

Design Reviews

Workshops

Office Hours

Matter.

Parallel Program for Media Executives

Bootcamp

Partner Demo Day

BOOT CAMP

Design Review 0

3 04 05 06 07 08 09

Design Review 1 *(sf)*

Design Review 1 *(nyc)*

Design Review 2 *(both in nyc)*

12 13 14 15 16 17 18 19

Design Review 3 *(SF)*

Design Review 3 *(nyc)*

DeMO DAY *(both in nyc & SF)*

20 weeks

Design Reviews

Advising and Office Hours

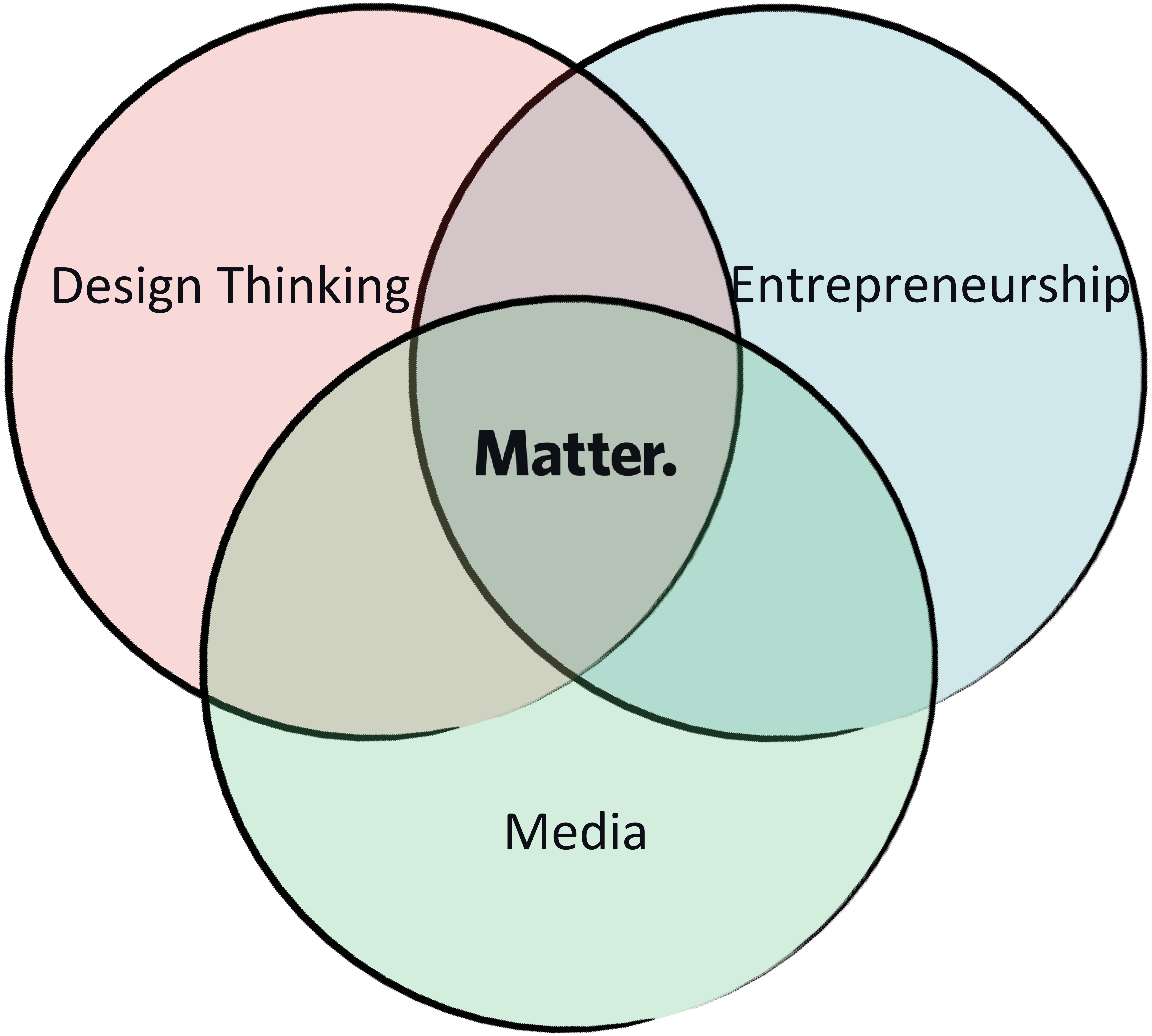
Matter.

Process

Scalable Media Ventures

Human Centered

Prototype Driven



Design Thinking

Entrepreneurship

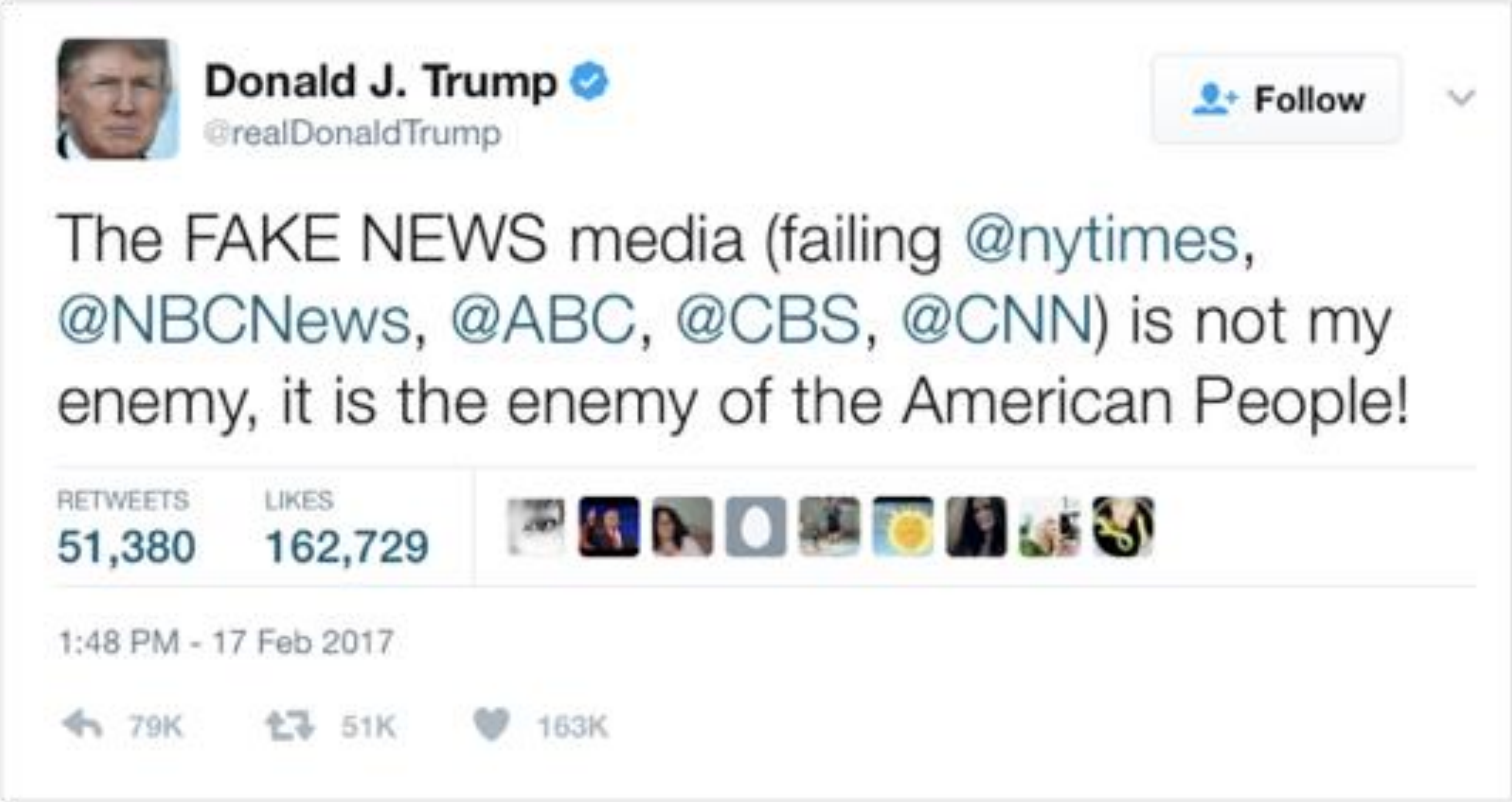
Matter.

Media

Media institutions are the bedrock of democracy.

Truth.
It's more important now than ever.
The New York Times
Truth.
It's more important now than ever.
The New York Times

But they are now under threat — politically.



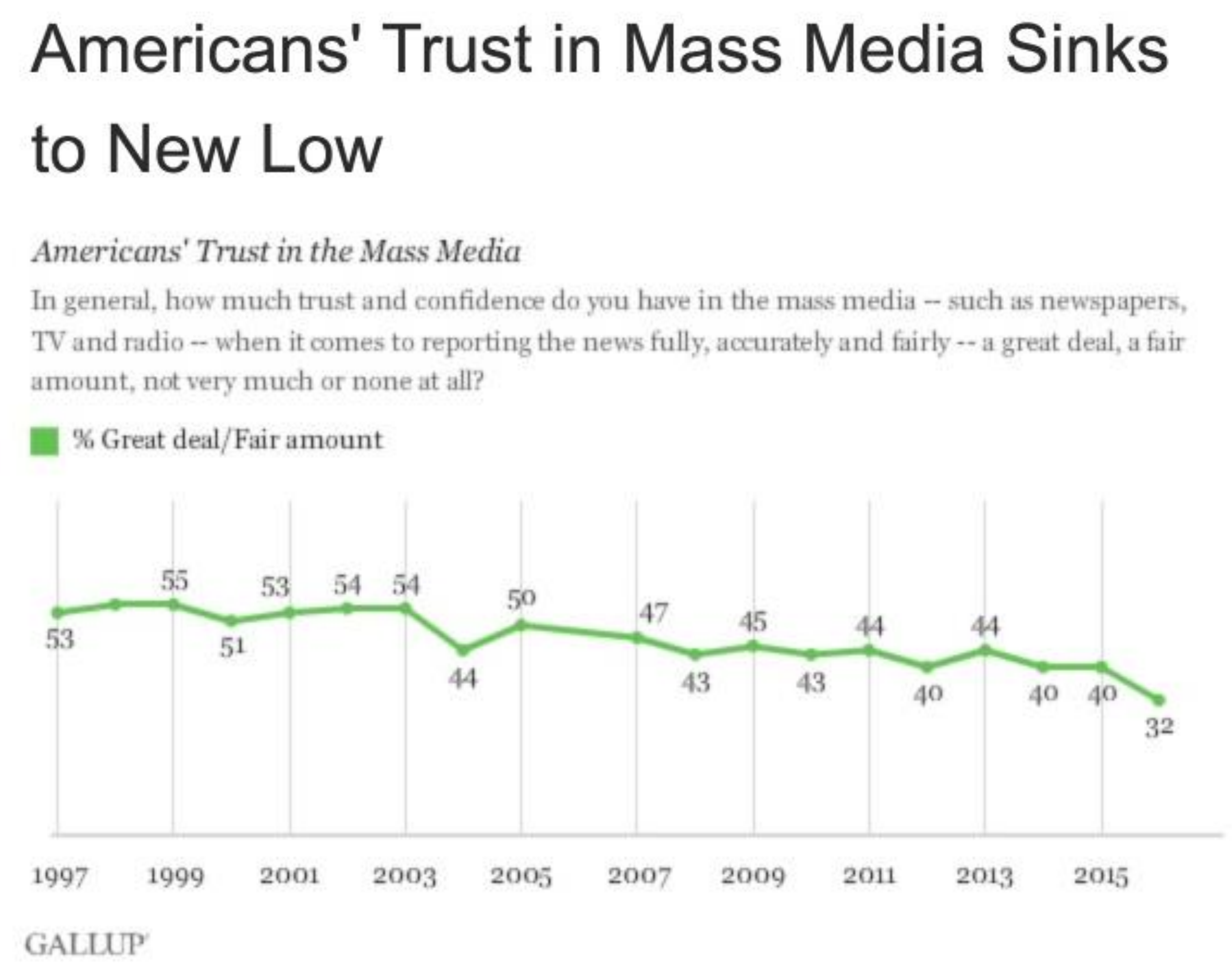
Donald J. Trump
@realDonaldTrump

The FAKE NEWS media (failing @nytimes, @NBCNews, @ABC, @CBS, @CNN) is not my enemy, it is the enemy of the American People!

RETWEETS 51,380
LIKES 162,729

1:48 PM - 17 Feb 2017

They are now under under threat — culturally.



Americans' Trust in Mass Media Sinks to New Low

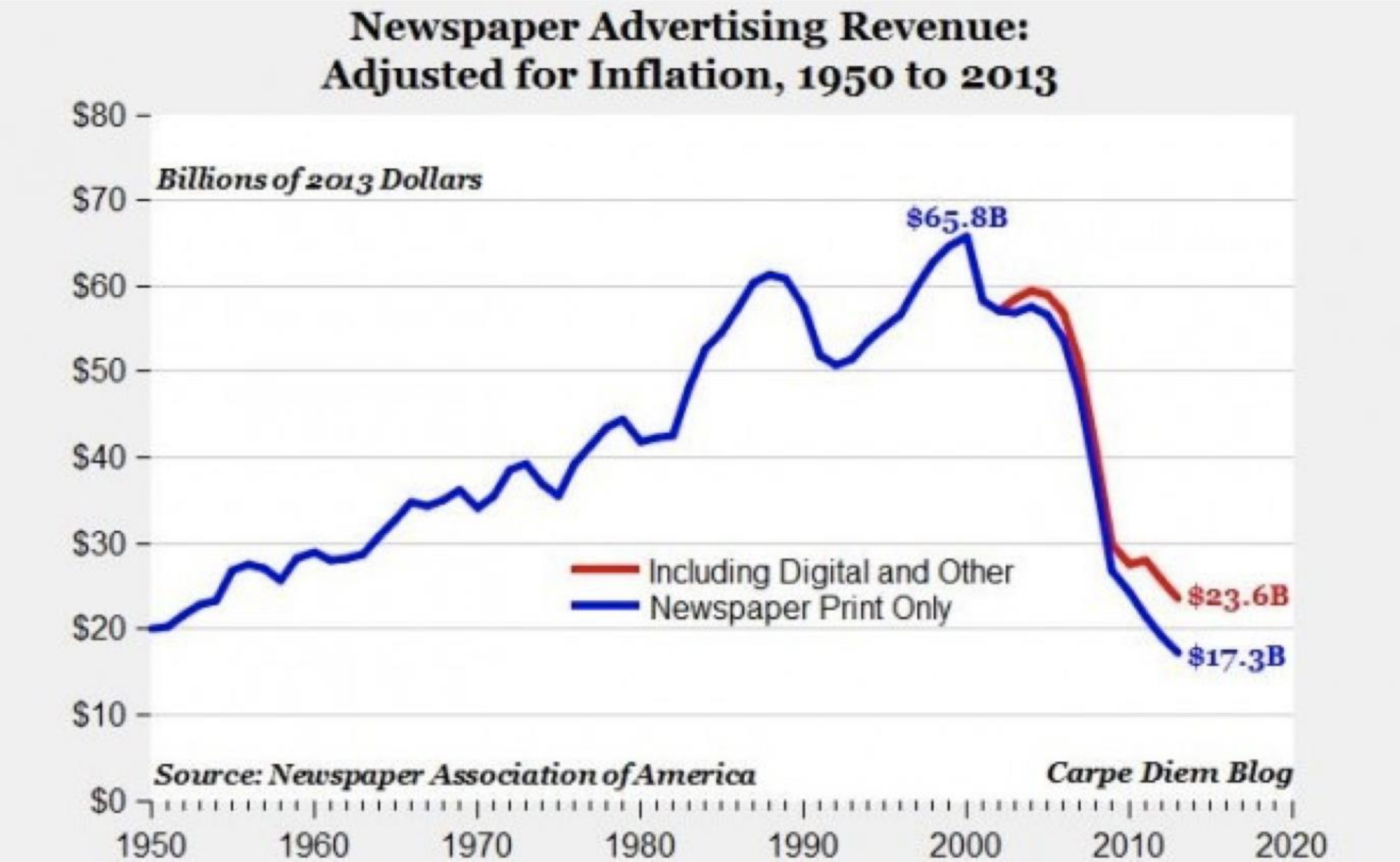
Americans' Trust in the Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

🟩 % Great deal/Fair amount

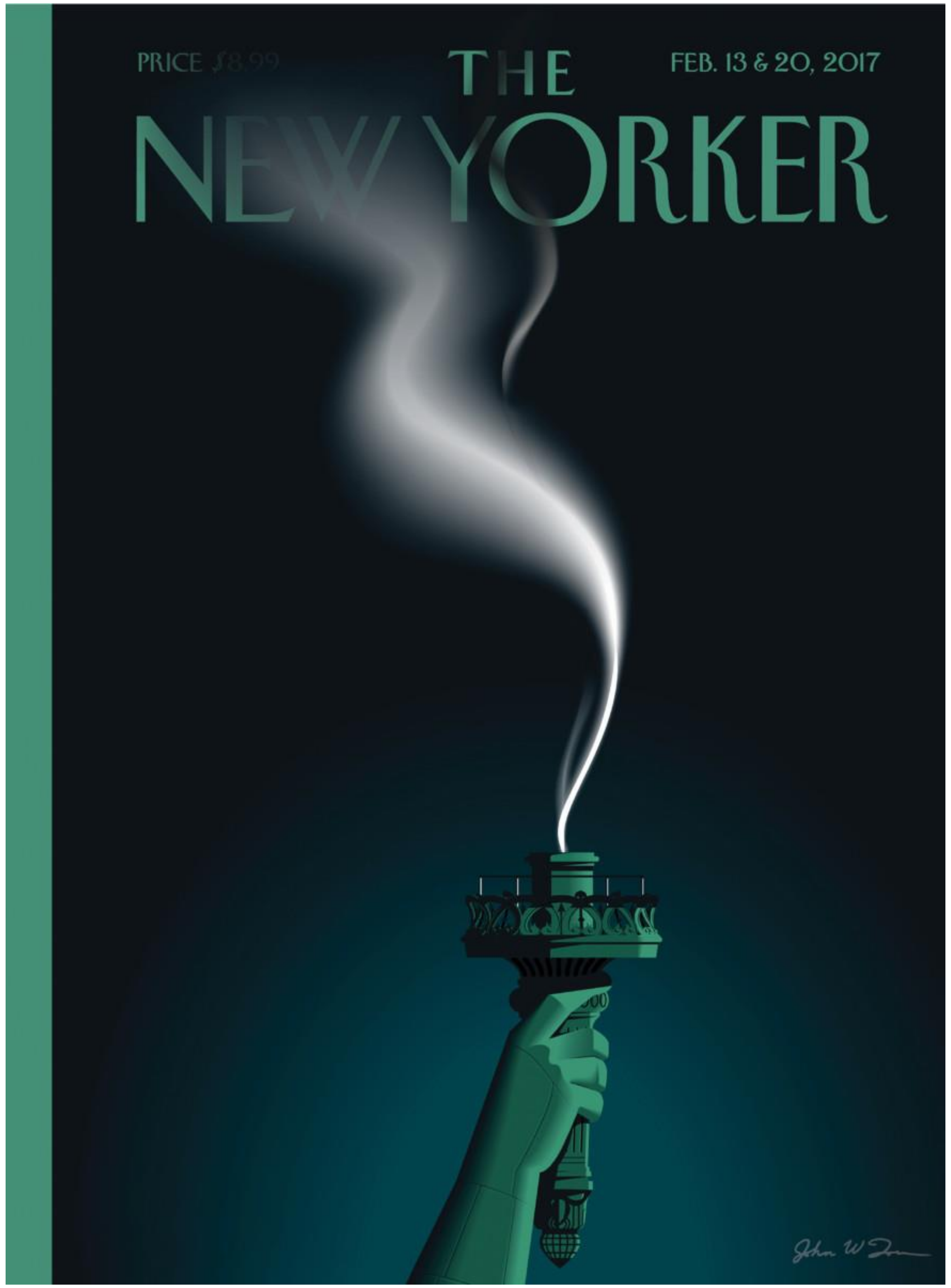
GALLUP

And they have been under threat — economically.

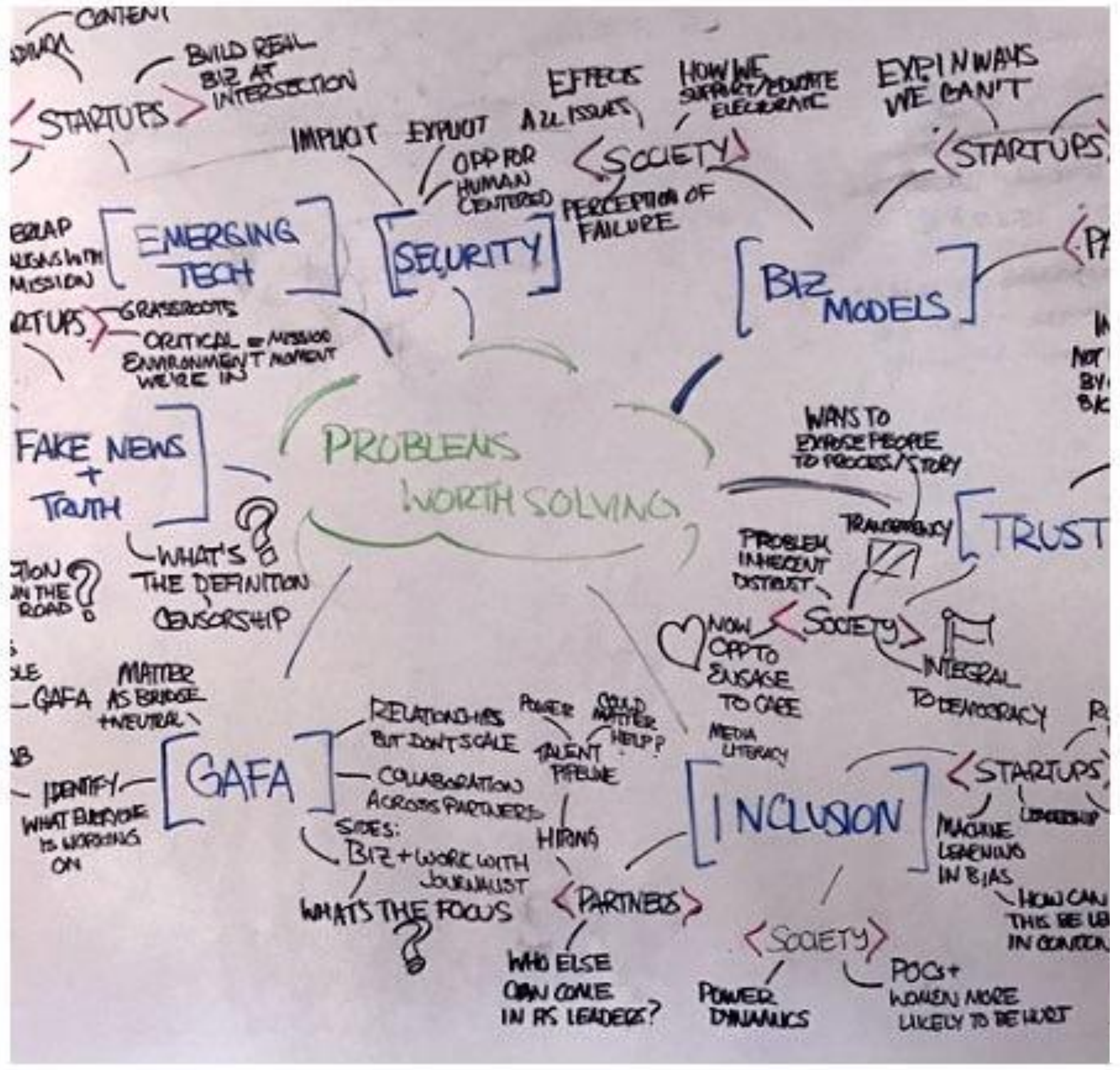


Matter.

The erosion of media extinguishes core democratic values.


PRICE $8.99
THE NEW YORKER
FEB. 13 & 20, 2017

We need strong media institutions now more than ever.


PROBLEMS WORTH SOLVING
EMERGING TECH
SECURITY
BIZ MODELS
FAKE NEWS + TRUTH
WHAT'S THE DEFINITION CENSORSHIP
GAFA
INCLUSION
TRUST
STARTUPS
SOCIETY
PARTNERS
WHAT'S THE FOCUS
WHO ELSE CAN COME IN AS LEADERS?
POWER DYNAMICS
POCs + WOMEN MORE LIKELY TO BE HURT

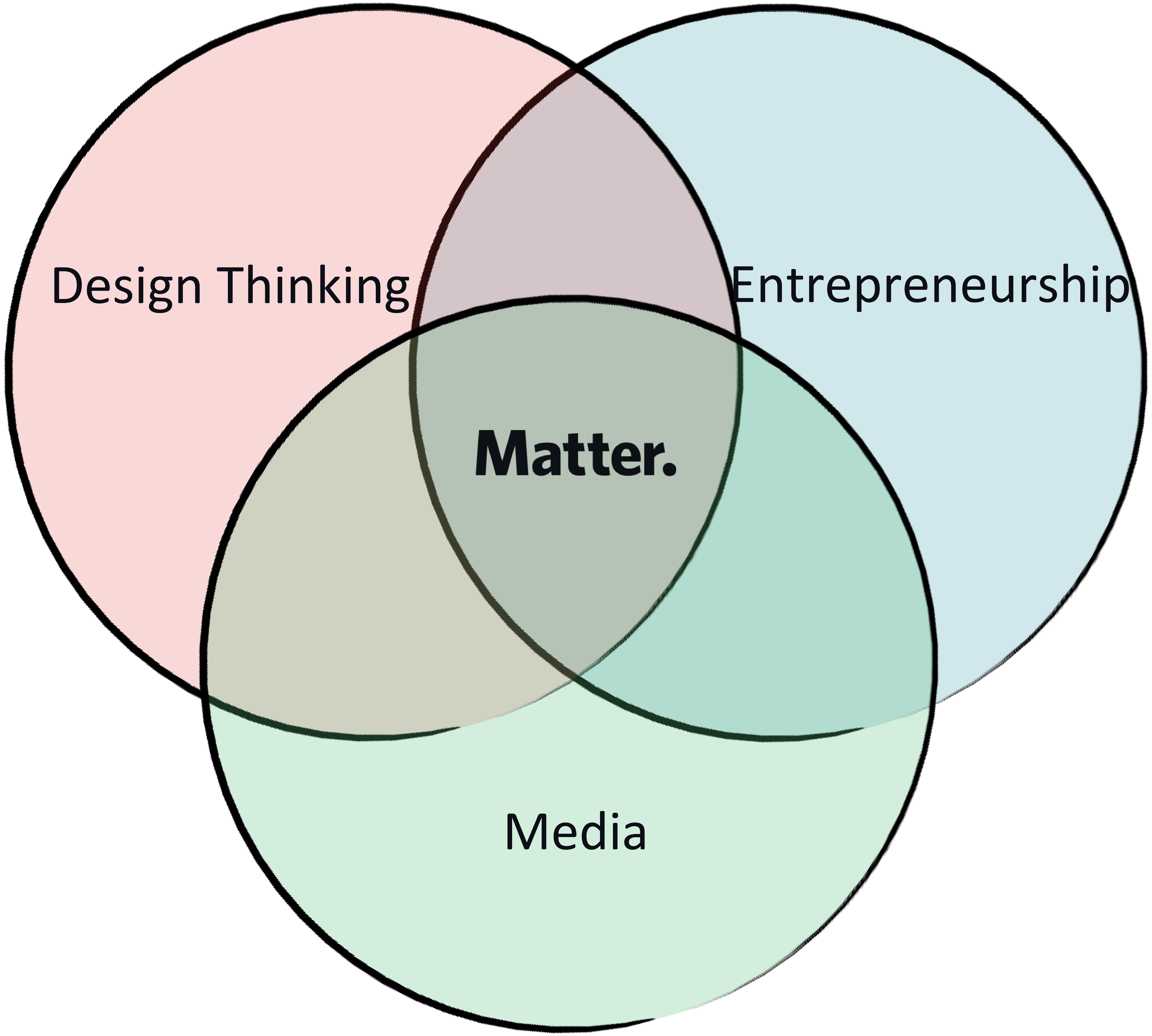
Build a more
informed society

EMPATHY
BRIDGING THE URBAN/RURAL DIVIDE
EMPATHY: BREAKING FILTER BUBBLES + OTHER HUMAN-CENTERED BRIDGE BUILDING
KB
Jeremy
Nick
Nick
Nick

Close the
empathy gap

HELP?
LITERACY
INCLUSION
LEADERSHIP
MACHINE LEARNING IN BIAS
HOW CAN THIS BE LEADING IN CONTENT?
TNERS
SOCIETY
POCs + WOMEN MORE LIKELY TO BE HURT

Support more
inclusive media



Design Thinking

Entrepreneurship

Matter.

Media

My Drunken Walk Path to Founding Matter

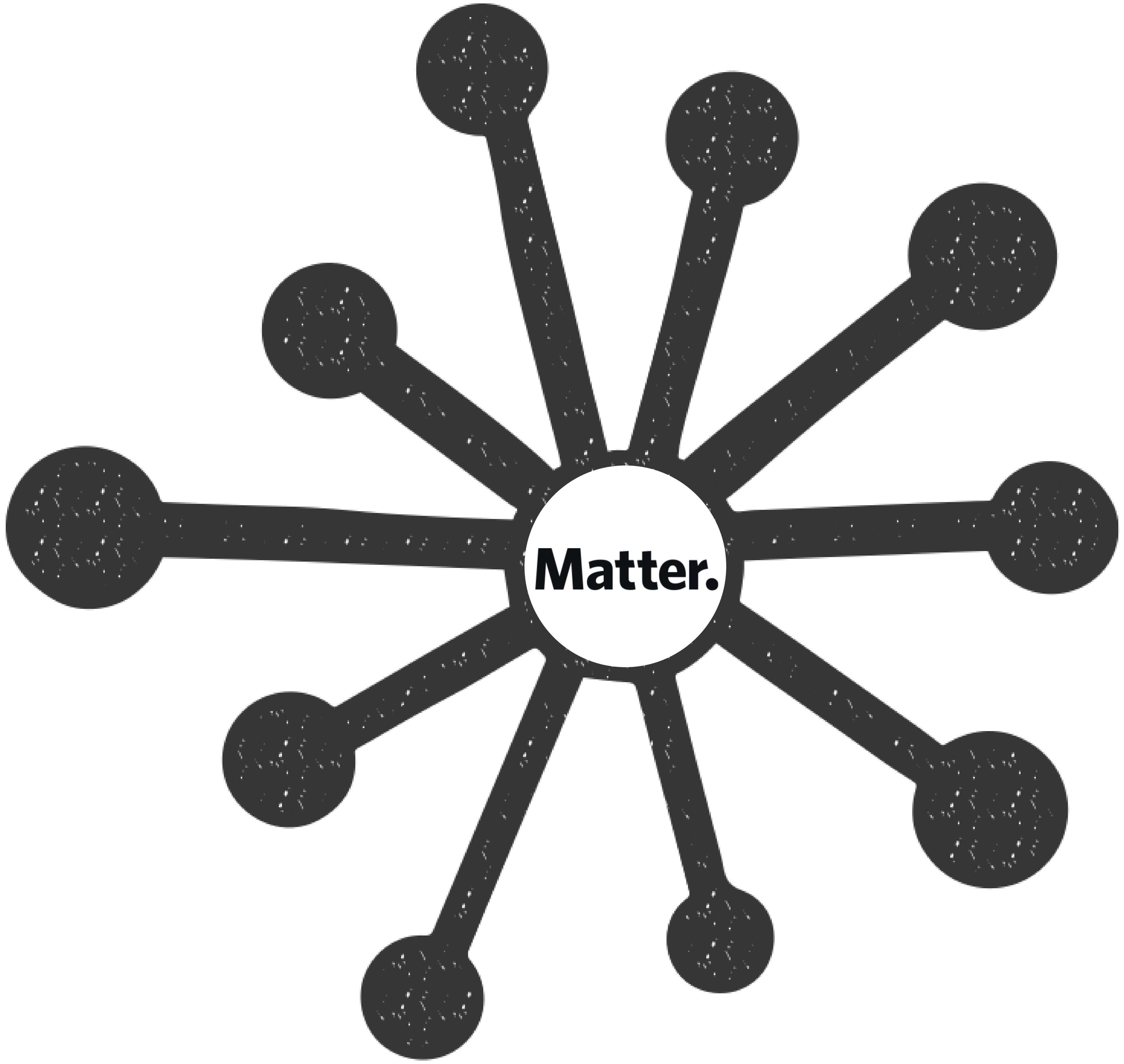
FRONTLINE → STANFORD GRADUATE SCHOOL OF BUSINESS → d. HASSO PLATTNER Institute of Design at Stanford → INNOVATION ENDEAVORS → Matter.

‘If the old model is broken, what will work in its place?’

The answer is: Nothing will work, but everything might.

Now is the time for experiments, lots and lots of experiments.

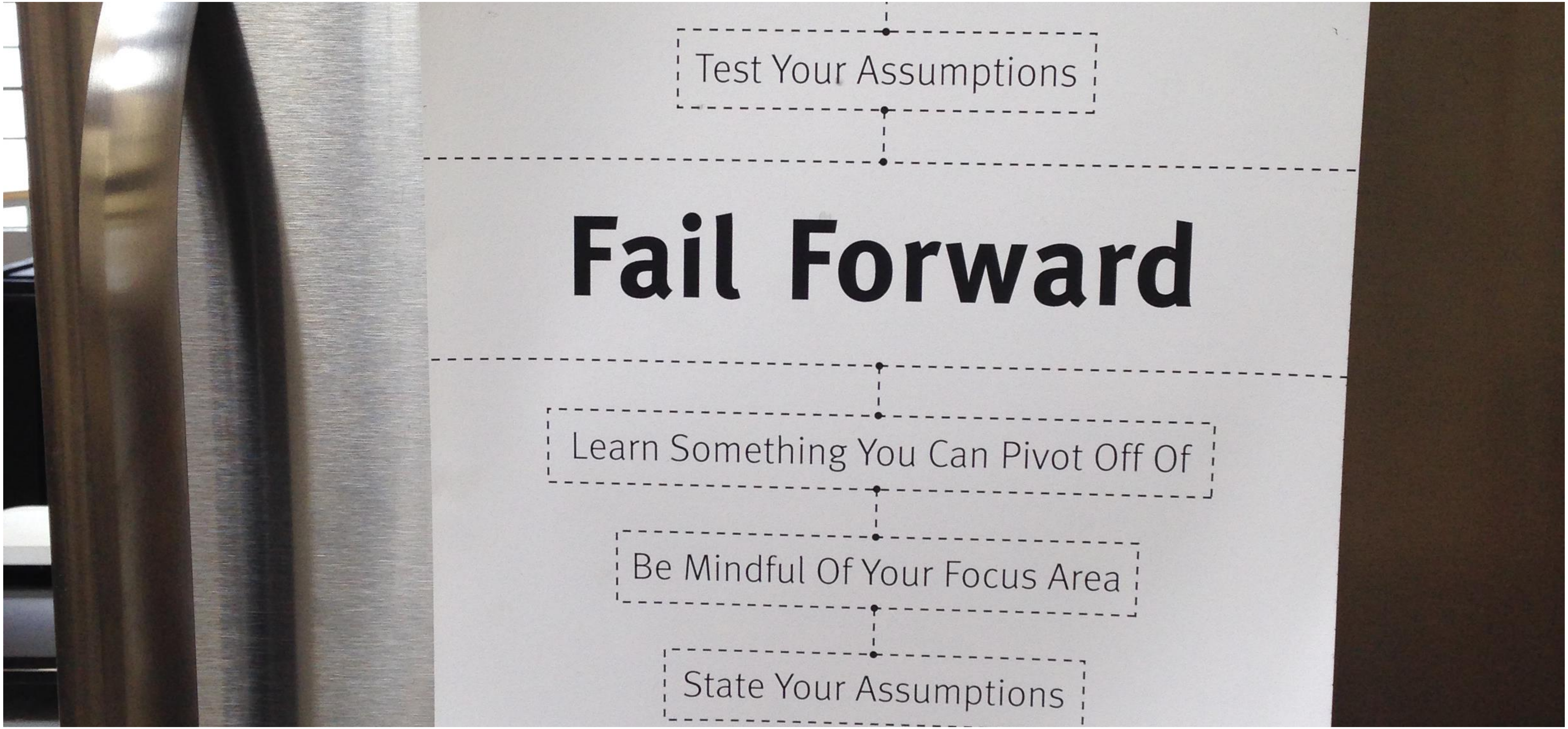
- Clay Shirky



Entrepreneurs

Mission-
Aligned
Media Partners

Culture of Experimentation


Test Your Assumptions
Fail Forward
Learn Something You Can Pivot Off Of
Be Mindful Of Your Focus Area
State Your Assumptions

Matter.

Launched in San Francisco, Expanded to New York City

The Entrepreneurship
Capital of the World

Launched Dec 2012

Matter.
SF
Matter.
NYC

The Media
Capital of the World

Launched June 2016

We started with three partners in Matter Fund I.

KQED

Knight Foundation

PRX

Matter Fund I - 19 Investments Across 3 Cohorts from 2013-2014

Matter 01	Matter 02	Matter 03
ChannelMeter	butler	EDUCRATE
Inkfold	beatroot	Known
Kickflip	connu	LocalData
MIXATION	Contextly	louder
POP	CREATIVE ★ACTION★ NETWORK	MUSEY
spokenlayer	MADE	STRINGR
	woopie	

We then expanded to 12 partners in Matter Fund II.

McClatchy

Google for Entrepreneurs

CNHI Community Newspaper Holdings, Inc.

KQED

tronc

A. H. Belo Corporation

Google News Lab

Knight Foundation

AP

The New York Times

PRX

Matter Fund II - 55 Investments Across 9 Cohorts from 2015-2018

Matter 04	Matter 05	Matter 06 SF	Matter 06 NYC	Matter 07 SF	Matter 07 NYC	Matter 08 SF	Matter 08 NYC	Matter Seed
enwoven	Huzza	ACONITE	BALLSTAR		DADA	Drop	compassnews	hoodline
HEARKEN	mingyian	CLEO	GOL LABS FOOTBALL CO	THE ESTABLISHMENT	grafiti	KERNING CULTURES	kweliTV	nuzzel
ARCHIE.AI	Pie	common	M	gretta	Multimer	LedBetter	OPTIMERA	Parlio
News Deeply	MOTHERLY	DISCORS	SCOUT	In The Room	PURPLE	nēdl	ovee	RADIO PUBLIC
NextRequest	REDIVIS data. (re) imagined.	Itavio	STELLA	Nametag	Rewire	scriptd	paytime	STRINGR
Personal Heroes	VERBATM	KIRAKIRA3D	TreePress	Smart Feed serving up better media for kids	VIGILANT	pixinote	rr reallyread.it	This.

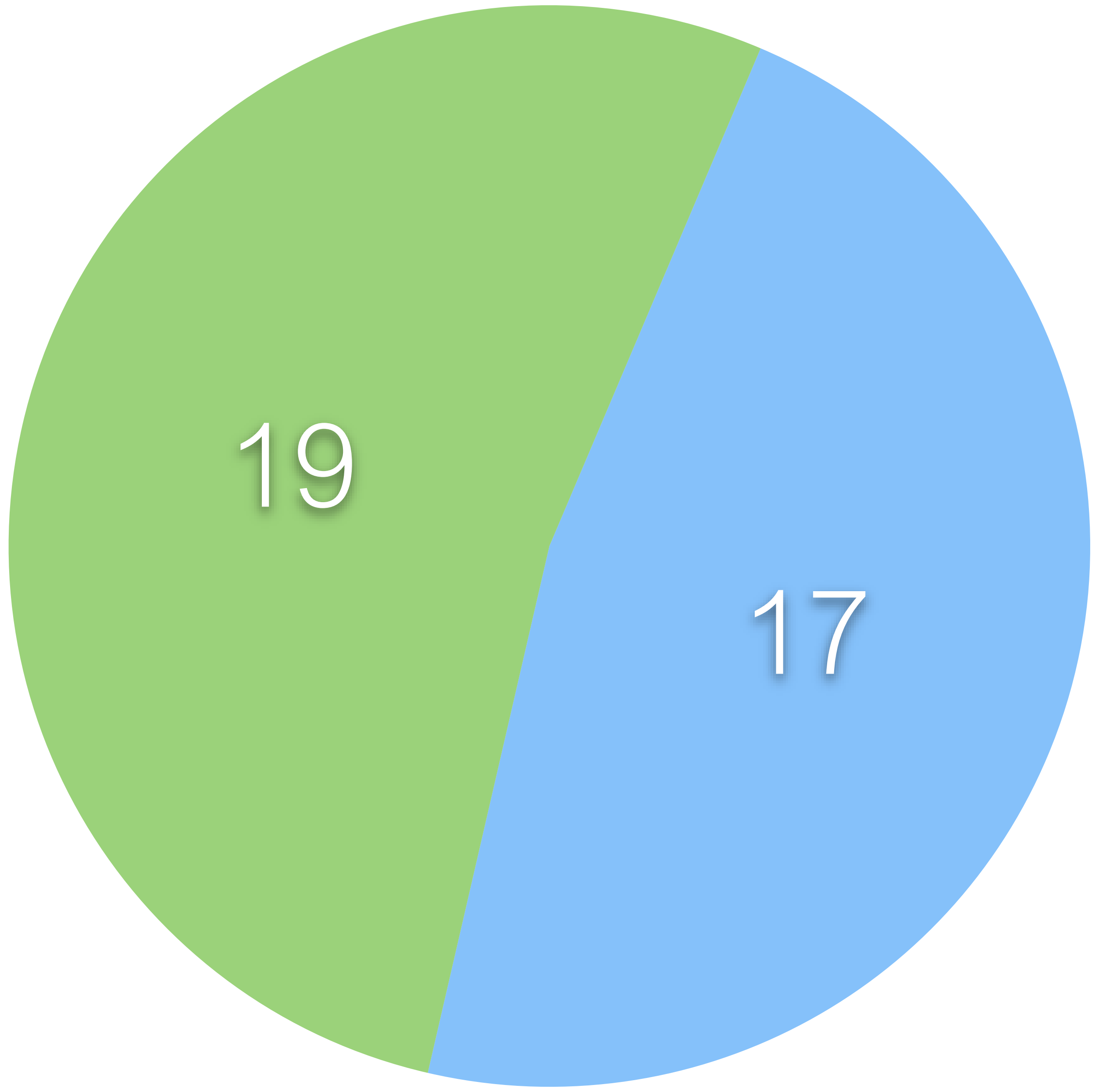
Matter.

168 Entrepreneurs

Matter.

Fund II: 53% of Accelerator Company CEOs are Women

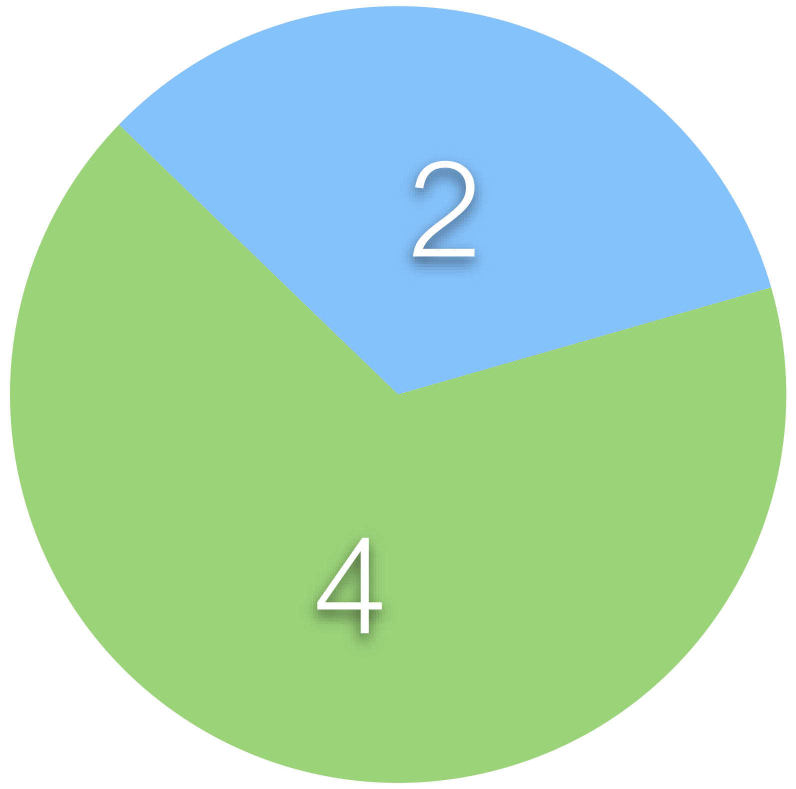
Accelerator CEOs



53%

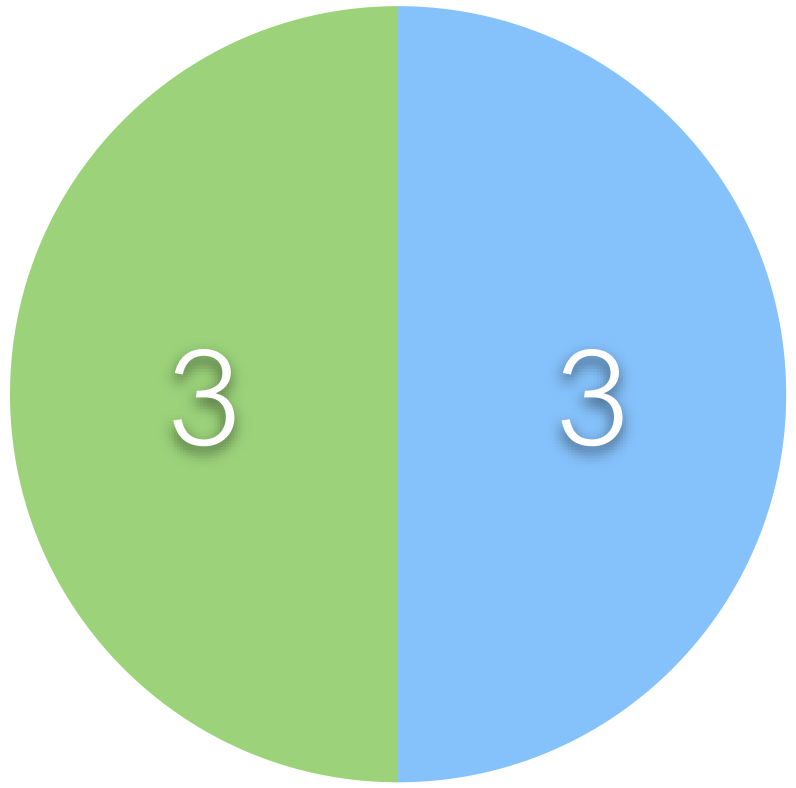
🟦 Men 🟩 Women

Matter 04



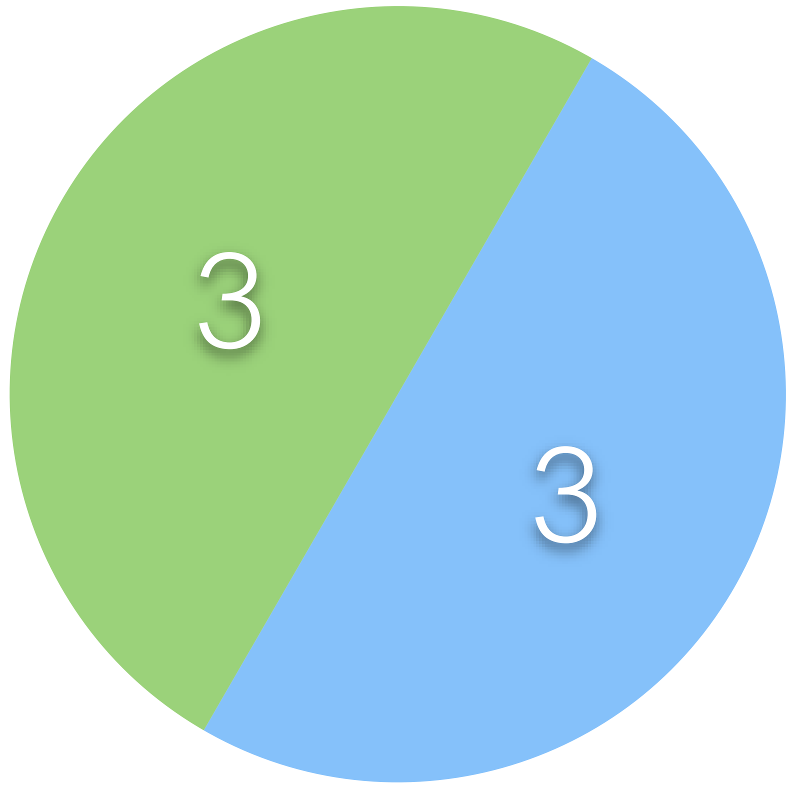
67%

Matter 05



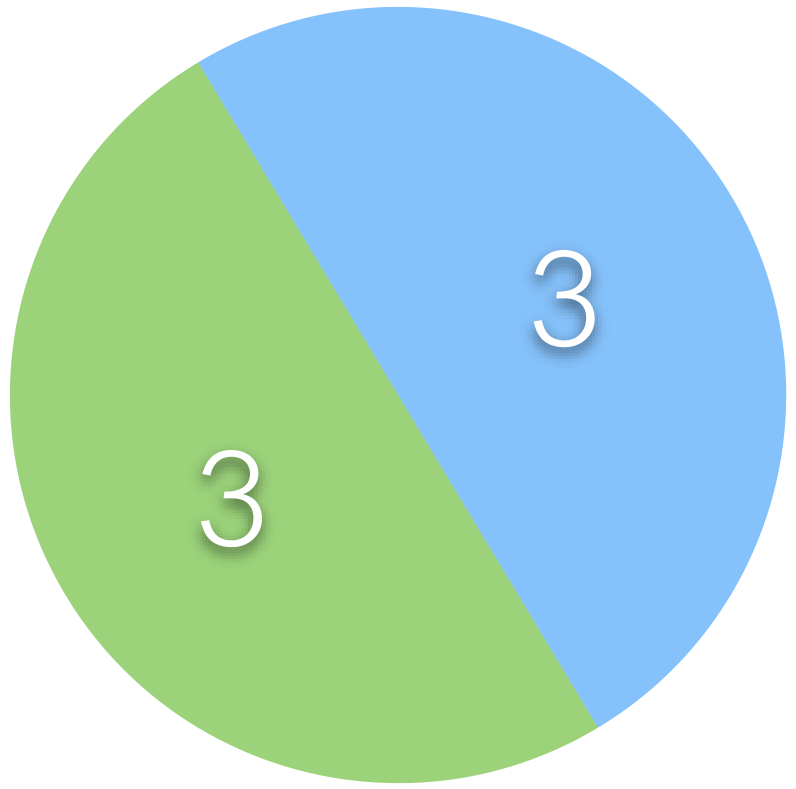
50%

Matter 06SF



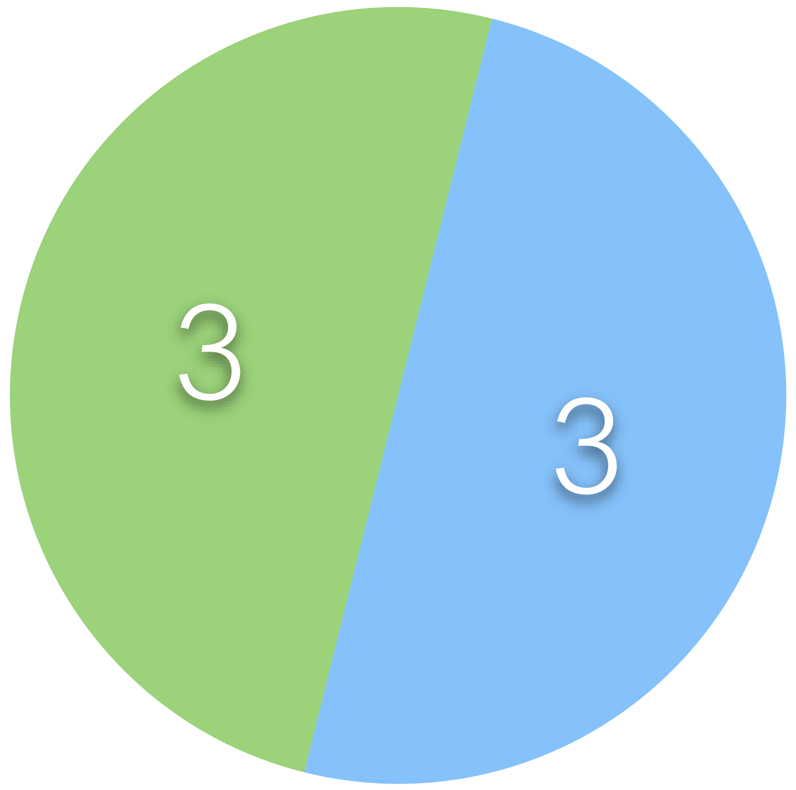
50%

Matter 06NY



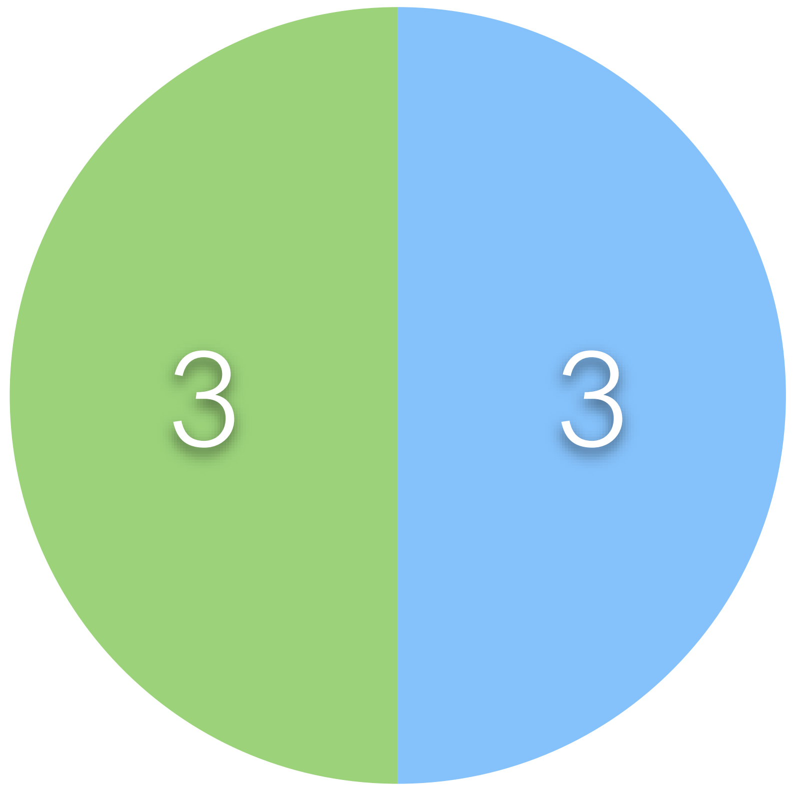
50%

Matter 07SF



50%

Matter 07NY

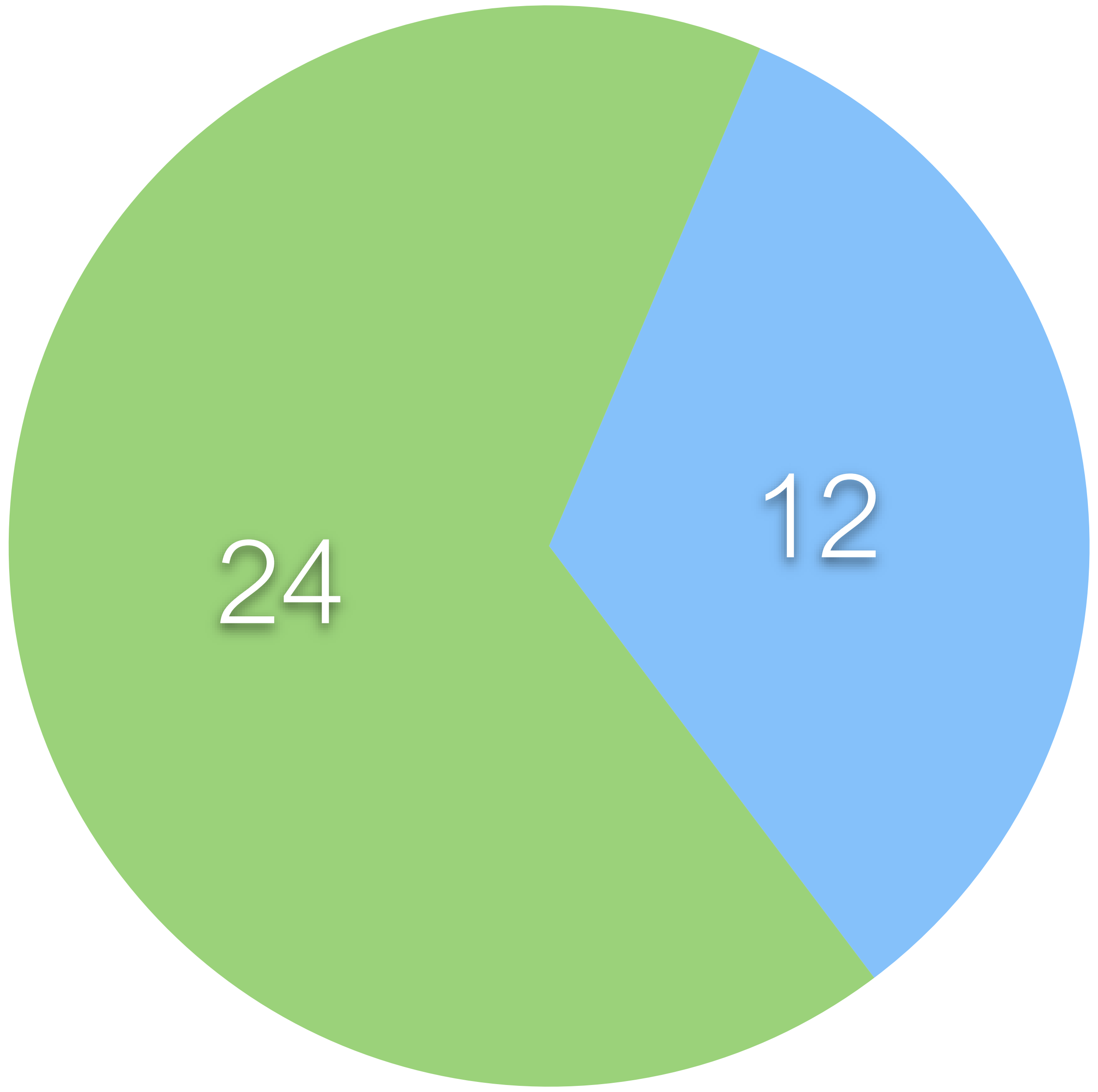


50%

Note: This is not self-reported data. We are gathering self-reported data now.

Fund II: 33% of Accelerator Company CEOs are Non-White

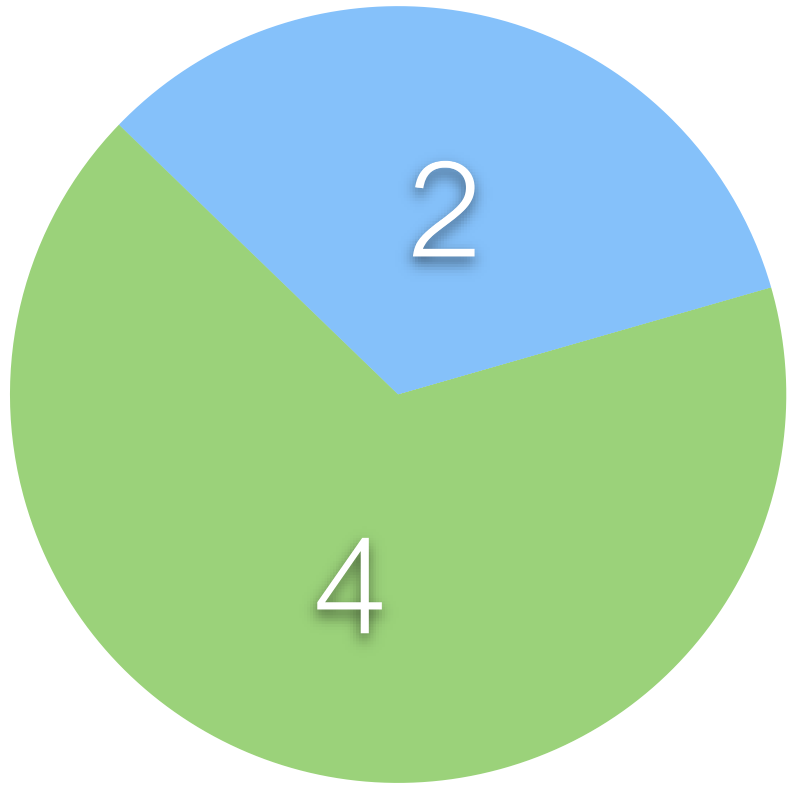
Accelerator CEOs



33%

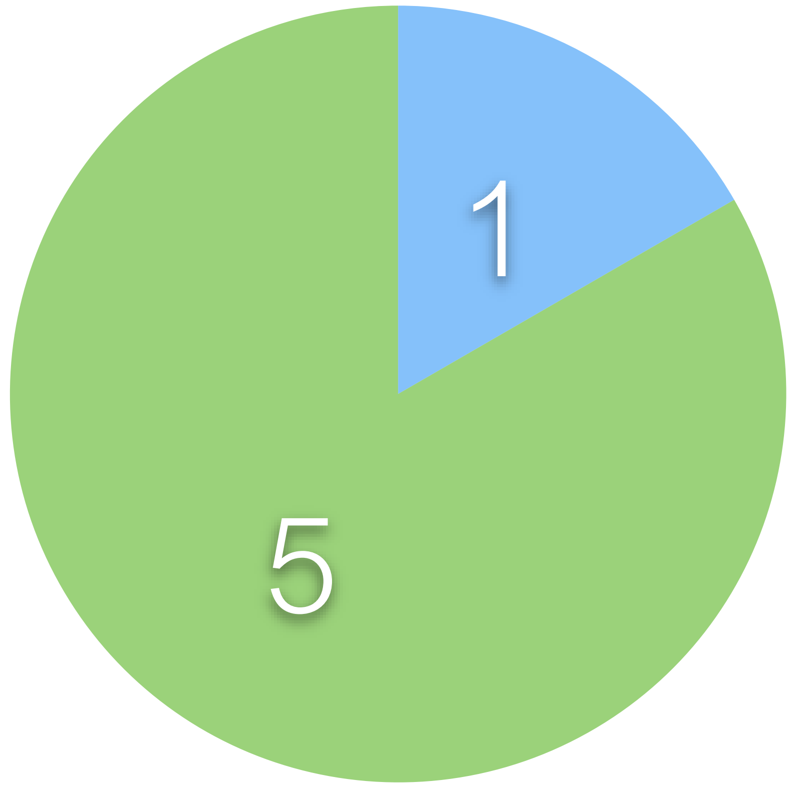
🟦 Non-White 🟩 White

Matter 04



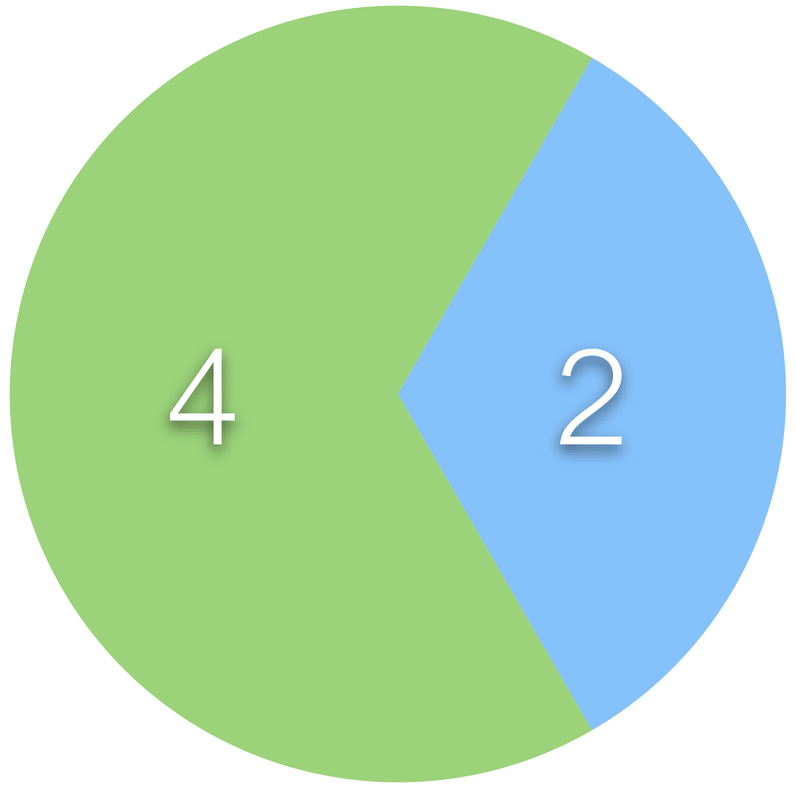
33%

Matter 05



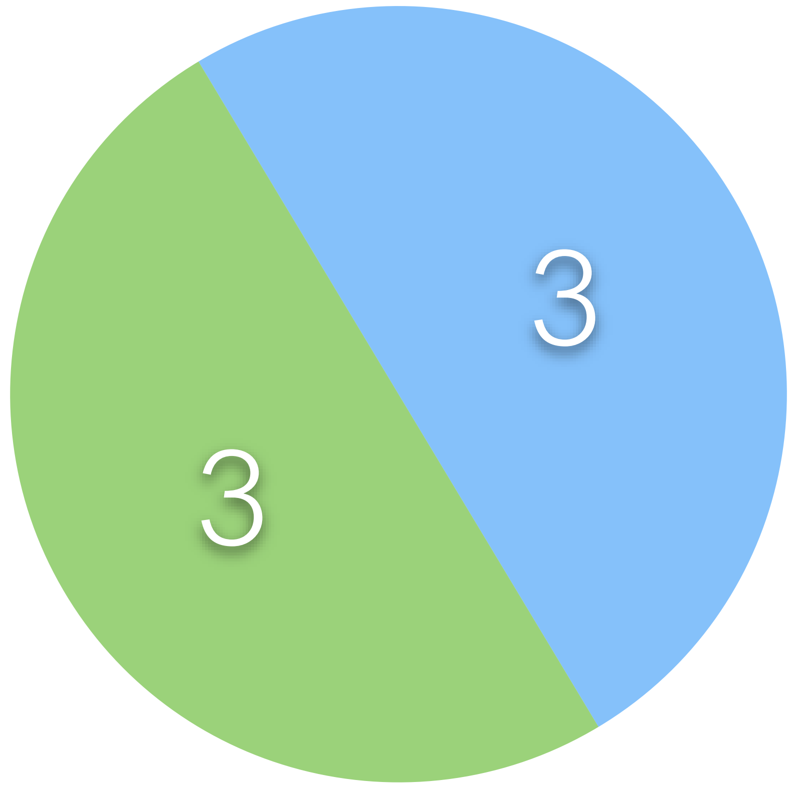
50%

Matter 06SF



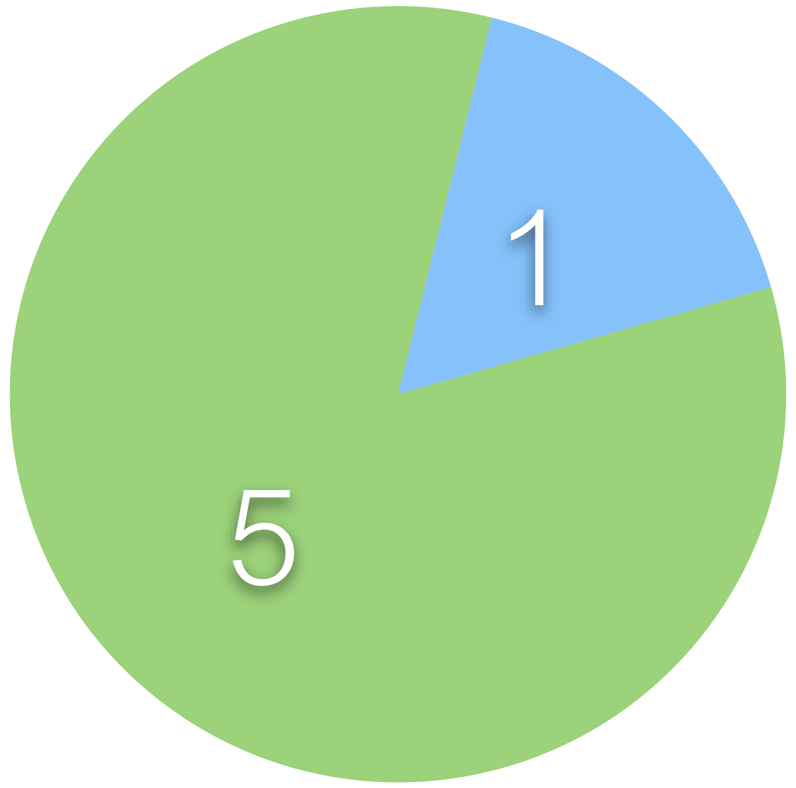
33%

Matter 06NY



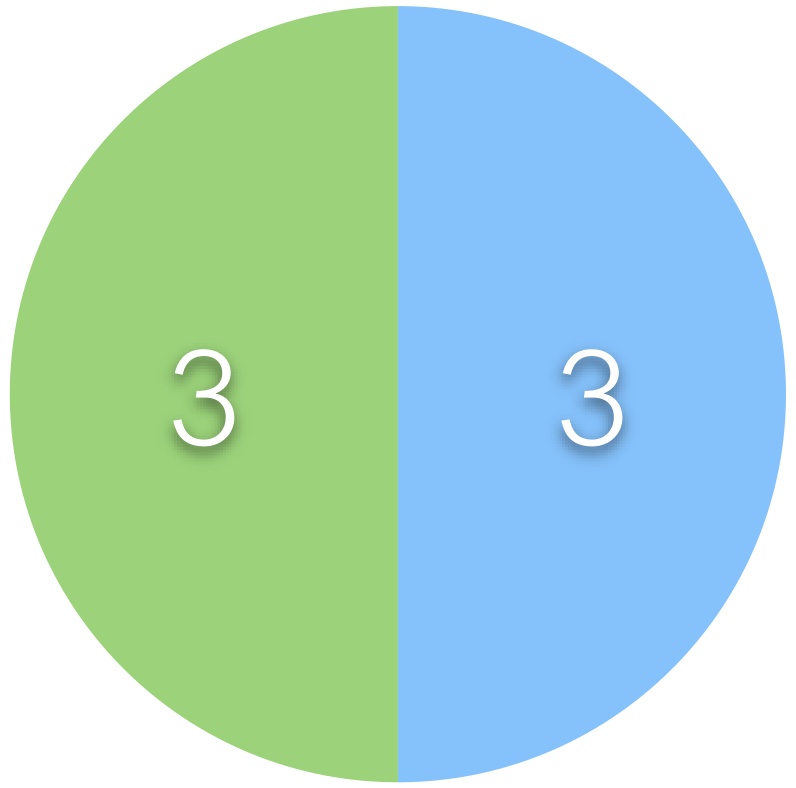
50%

Matter 07SF



17%

Matter 07NY



50%

Note: This is not self-reported data. We are gathering self-reported data now.

BuzzFeed

KICKSTARTER

Quora

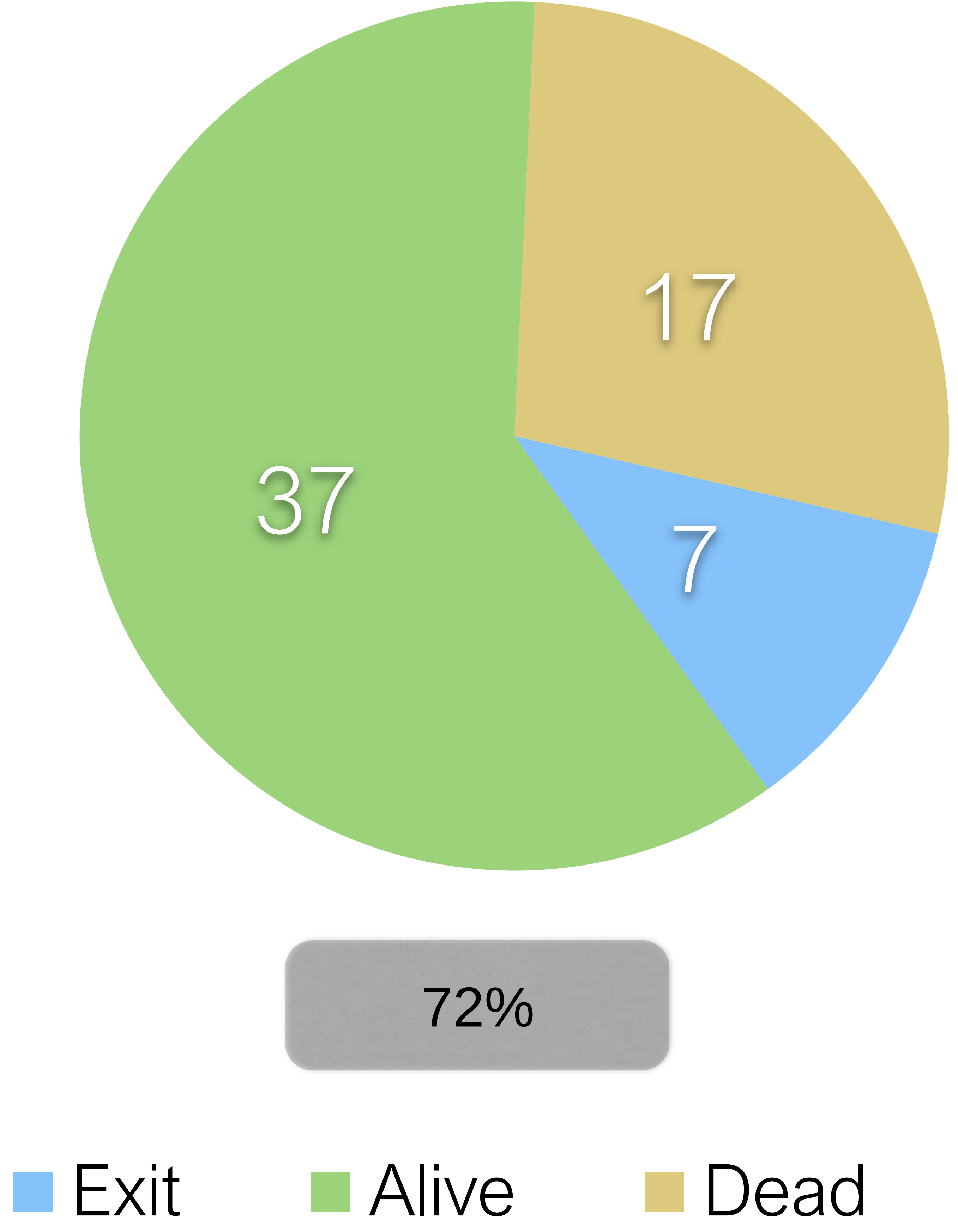
TOP SECRET

M Medium

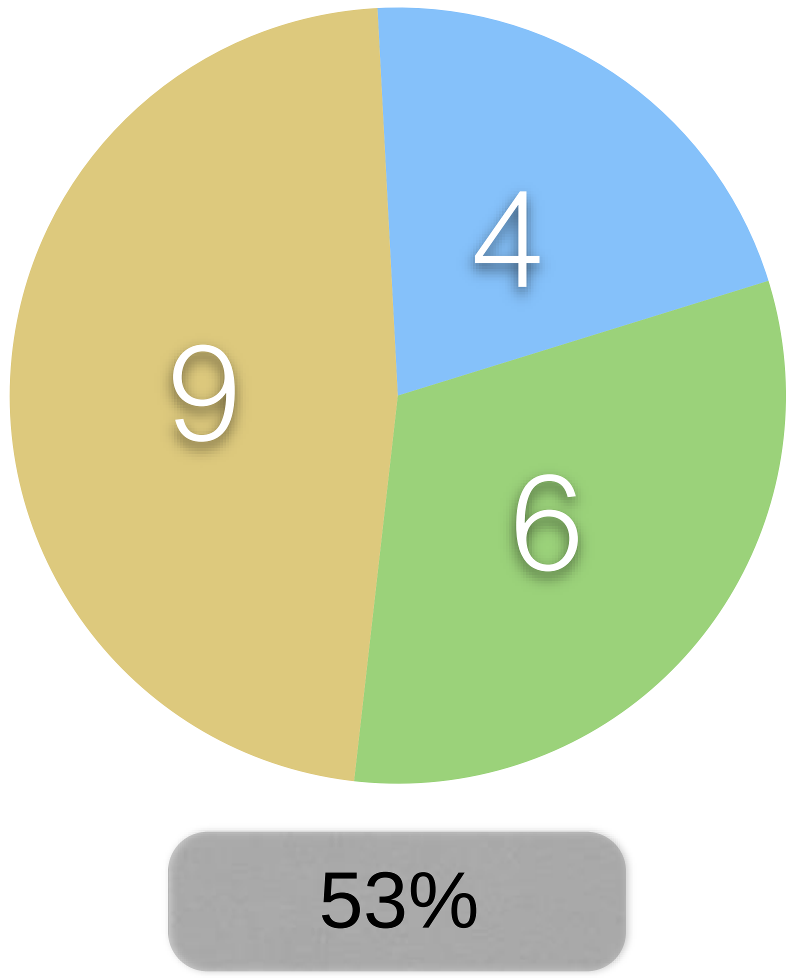
change.org

After 5+ years, 72% of Investments Are Alive or Have Exited

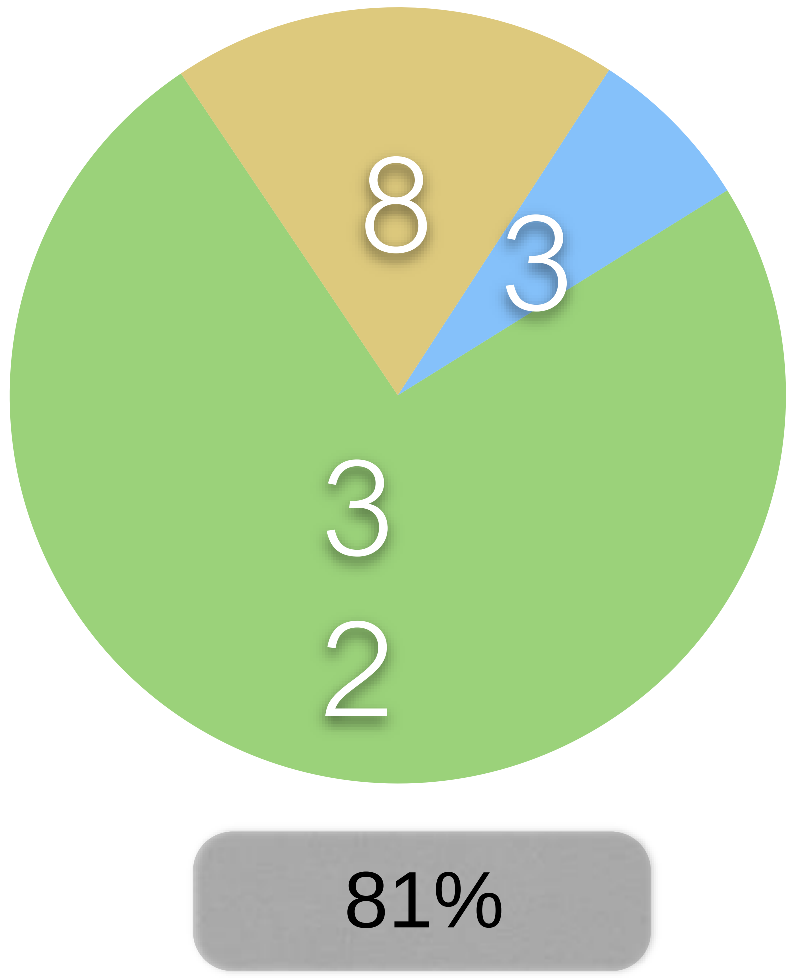
Total Matter Portfolio



Fund I



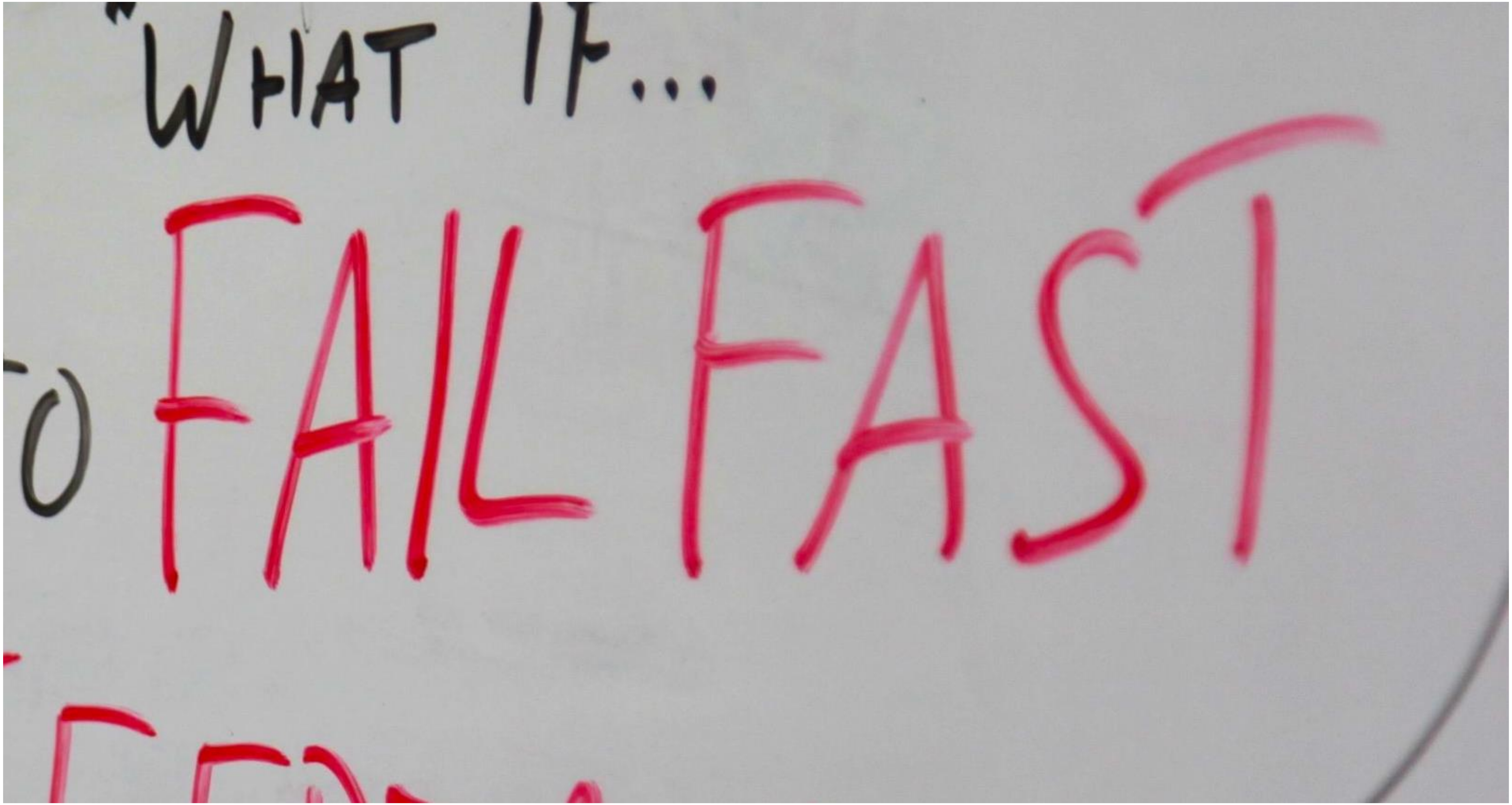
Fund II



Our portfolio of startups has raised…

$50,899,526

Our most successful startups have one thing in common:


"WHAT IF...
O FAIL FAST

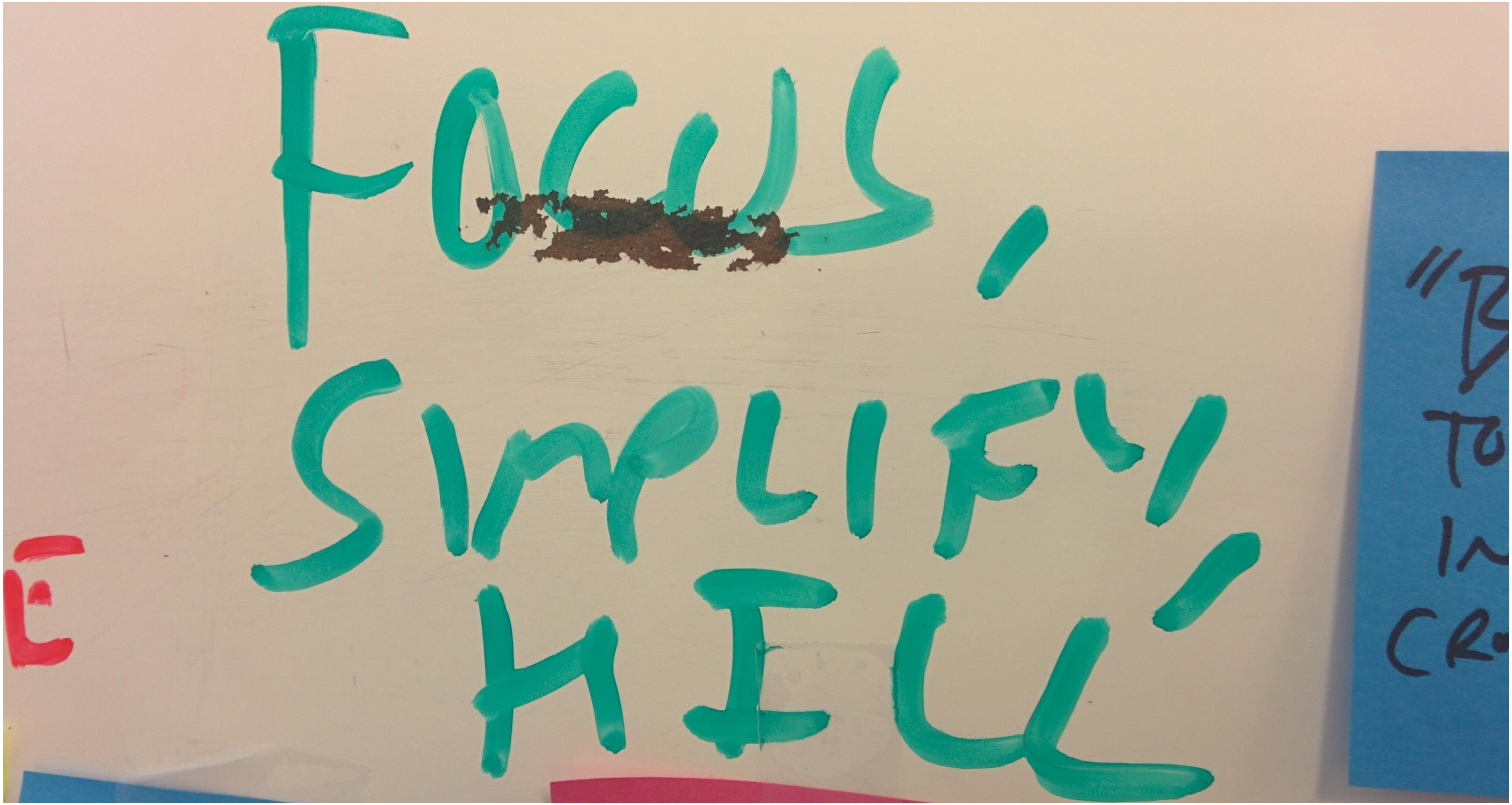
Matter.

ZEEGA

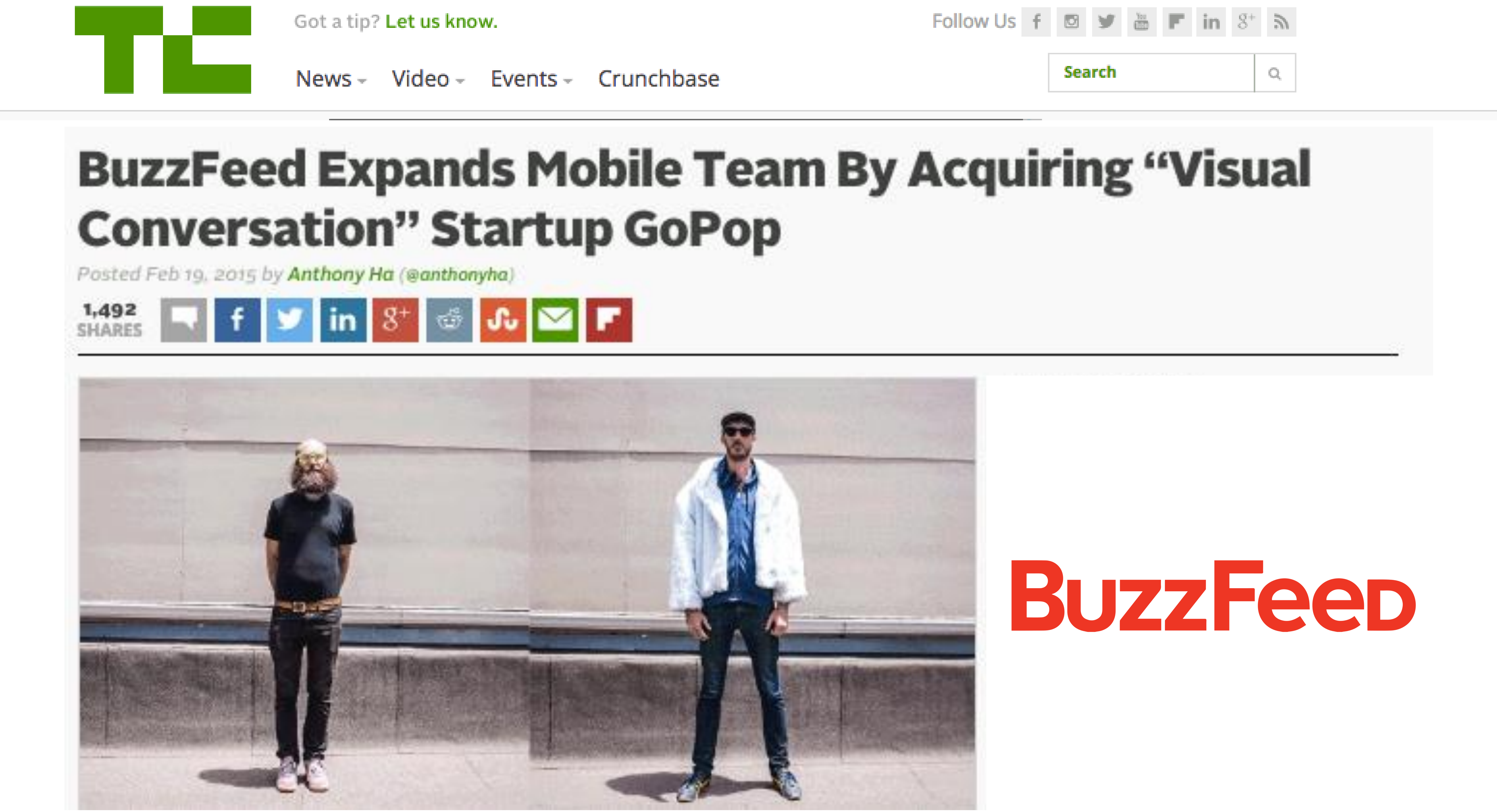
Matter.

Give Feedback
Chris
Be critical
Chris
Provide Support
Provide Wisdom/Advice
Provide Direction
Provide Connections
Honesty
Rich
Criticism
Rich
still
R concept
chrissy
Tell us when we're going in the wrong direction
chrissy
Discuss openly
?!??!!

ZEEGa


FOCUS,
SIMPLIFY,
HILL
E
"B
TO
IN
CR

POP


Got a tip? Let us know.
Follow Us
News
Video
Events
Crunchbase
Search
1,492 SHARES

BuzzFeed Expands Mobile Team By Acquiring "Visual Conversation" Startup GoPop

Posted Feb 19, 2015 by **Anthony Ha** (@anthonyha)

BuzzFeed

Huzza

Matter.

Matter.

Huzza

Baseline

Top Down + Bottom Up

Product

Business Model + Growth Hypothesis +
Sustainable Competitive Advantage

7.13
Design
Review
1

9.21
Design
Review
3

6.4-6.11

6.12

10.20

SF

NYC

Bootcamp

Design
Review
0

03

04

05

06

07

08

09

10

Design
Review
2

12

13

14

15

16

17

18

19

Demo
Day

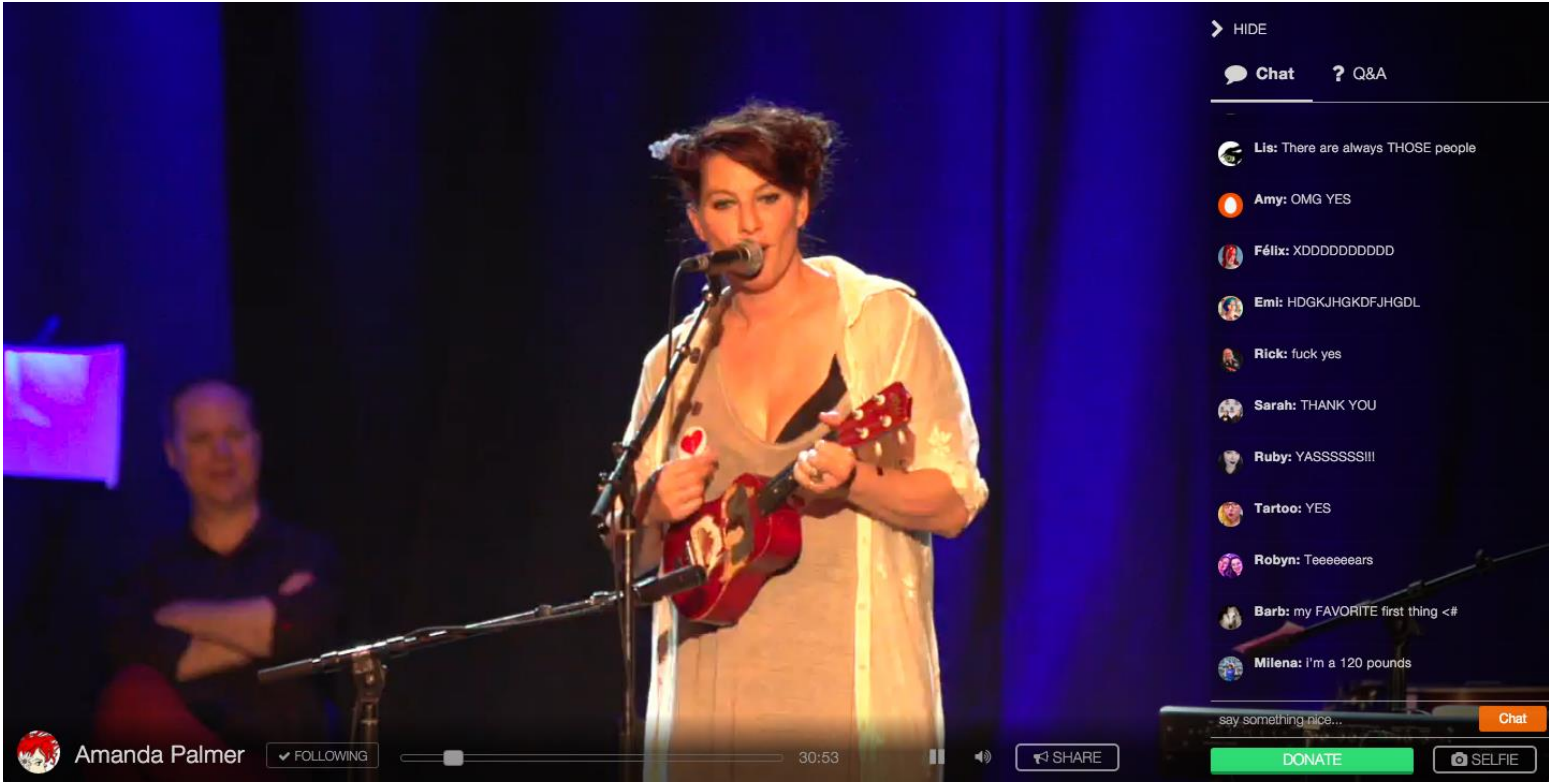
Design
Review
1
7.20

8.17

Design
Review
3
9.14

10.17

Matter.


HIDE
Chat
Q&A
say something nice...
Chat
Amanda Palmer
FOLLOWING
30:53
SHARE
DONATE
SELFIE

Lis: There are always THOSE people

Amy: OMG YES

Félix: XDDDDDDDDDD

Emi: HDGKJHGKDFJHGDL

Rick: fuck yes

Sarah: THANK YOU

Ruby: YASSSSSS!!!

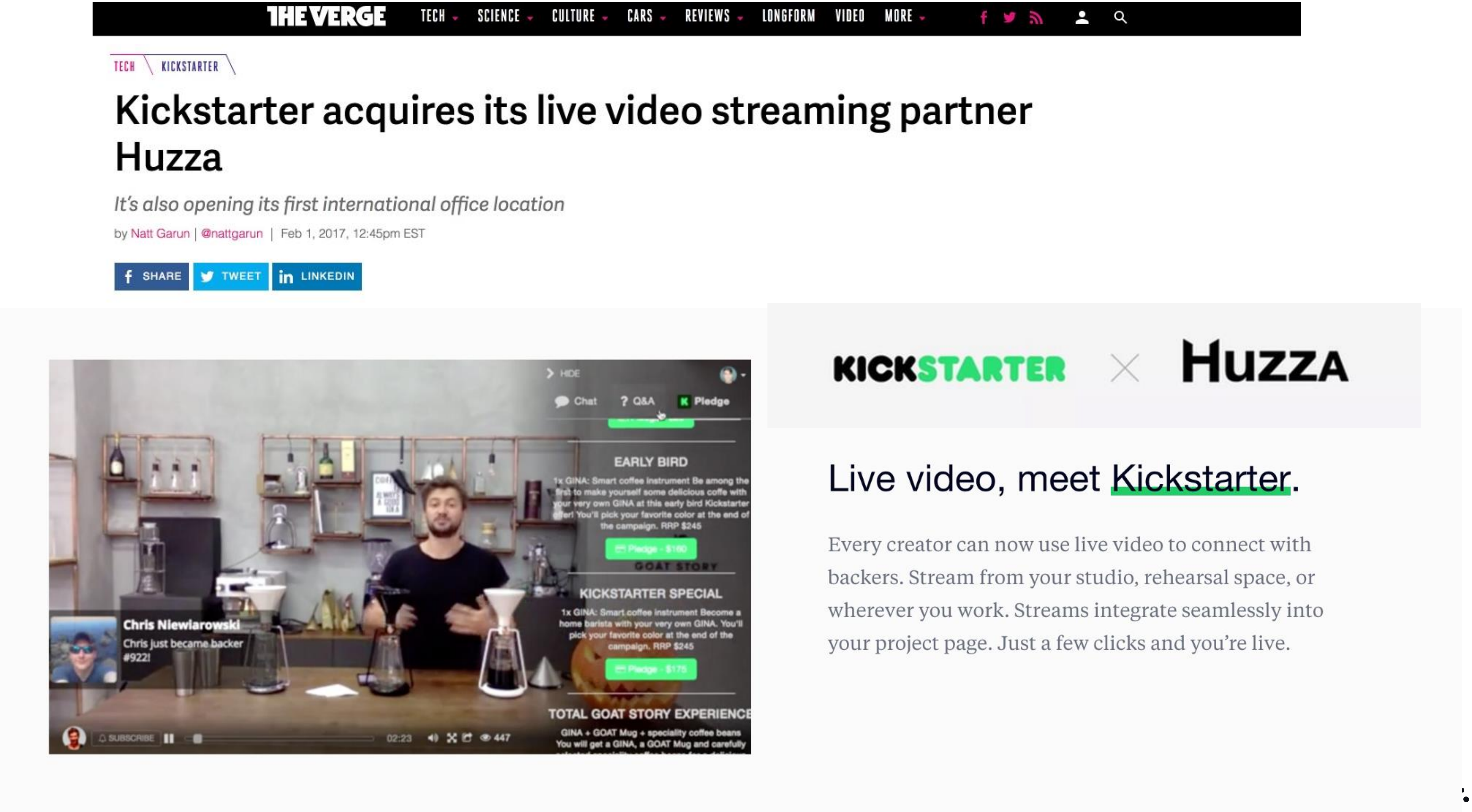
Tartoo: YES

Robyn: Teeeeeears

Barb: my FAVORITE first thing <#

Milena: i'm a 120 pounds

Google


THE VERGE
TECH
SCIENCE
CULTURE
CARS
REVIEWS
LONGFORM
VIDEO
MORE
TECH
KICKSTARTER

Kickstarter acquires its live video streaming partner Huzza

It's also opening its first international office location

by Natt Garun | @nattgarun | Feb 1, 2017, 12:45pm EST

SHARE
TWEET
LINKEDIN
HIDE
Chat
? Q&A
Pledge

EARLY BIRD

1x GINA: Smart coffee instrument Be among the first to make yourself some delicious coffe with your very own GINA at this early bird Kickstarter offer! You'll pick your favorite color at the end of the campaign. RRP $245

Pledge - $160
GOAT STORY

KICKSTARTER SPECIAL

1x GINA: Smart coffee instrument Become a home barista with your very own GINA. You'll pick your favorite color at the end of the campaign. RRP $245

TOTAL GOAT STORY EXPERIENCE

GINA + GOAT Mug + speciality coffee beans You will get a GINA, a GOAT Mug and carefully

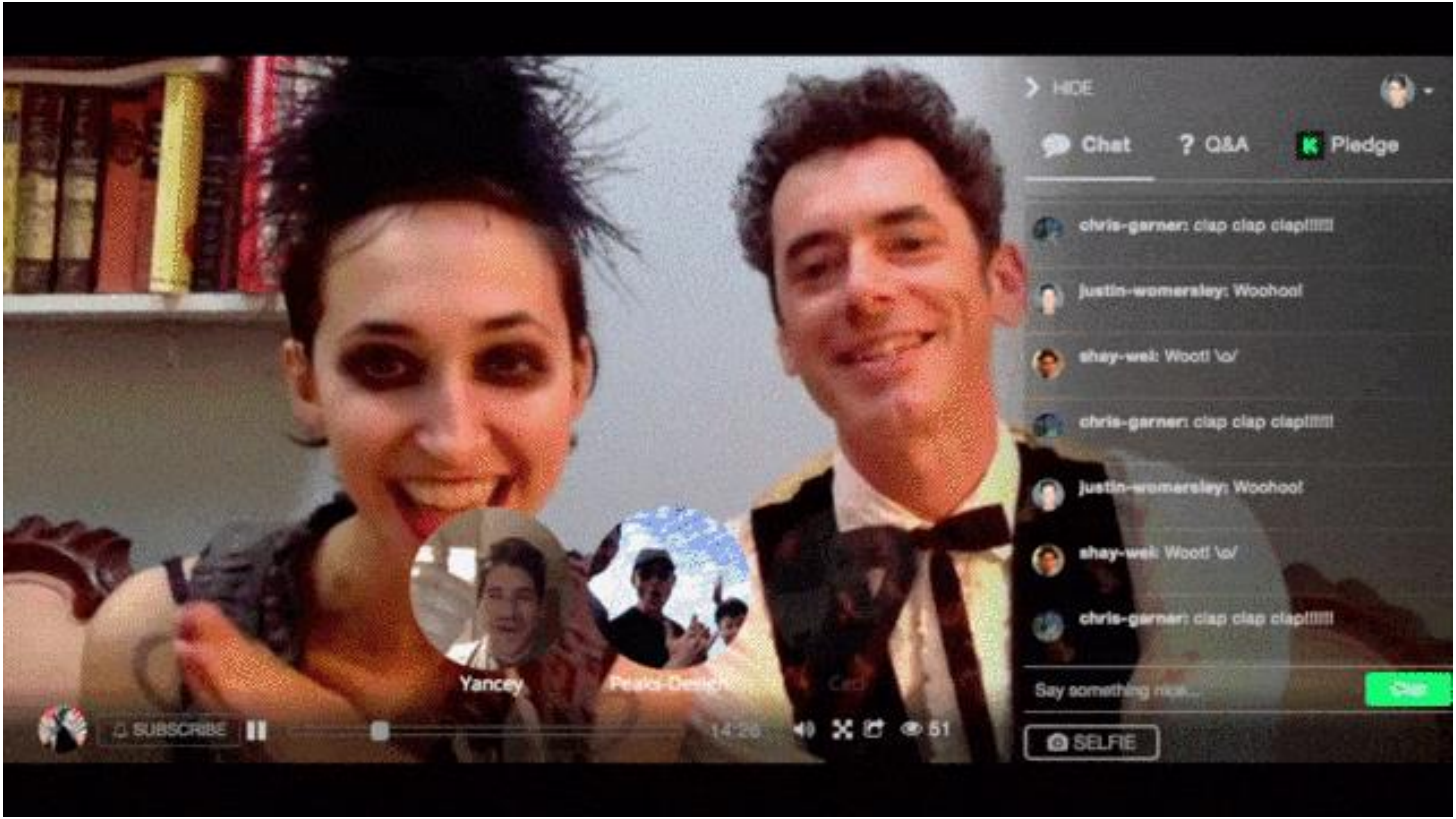
Chris Niewiarowski

Chris just became backer #922!

SUBSCRIBE
02:23
447
KICKSTARTER × HUZZA

Live video, meet Kickstarter.

Every creator can now use live video to connect with backers. Stream from your studio, rehearsal space, or wherever you work. Streams integrate seamlessly into your project page. Just a few clicks and you're live.



HIDE
Chat
? Q&A
Pledge
Yancey
Peaks-Design
SUBSCRIBE
14:26
51
Say something nice...
Chat
SELFIE

chris-garner: clap clap clap!!!!!!

justin-womersley: Woohoo!

shay-wei: Woot! \o/

chris-garner: clap clap clap!!!!!!

justin-womersley: Woohoo!

shay-wei: Woot! \o/

chris-garner: clap clap clap!!!!!!

Thankroll

Matter.

Matter.

THANK YOU!
INE Up
PITCH-STOP
IS.
LEO (SF)
OUT (NYC)
RA KIRA (SF)
ELLA (NYC)
CORS (SF)
LLSTAR (NYC)
LABS (NYC)
UIO (SF)
PRESS (NY)

Thankroll

Baseline

Top Down + Bottom Up

Product

Business Model + Growth Hypothesis +
Sustainable Competitive Advantage

SF

NYC

6.4-6.11
Bootcamp

6.12
Design Review 0

03 04 05 06 07 08 09 10

7.13
Design Review 1 (SF)

7.20
Design Review 1 (NYC)

Design Review 2
8.17

12 13 14 15 16 17 18 19

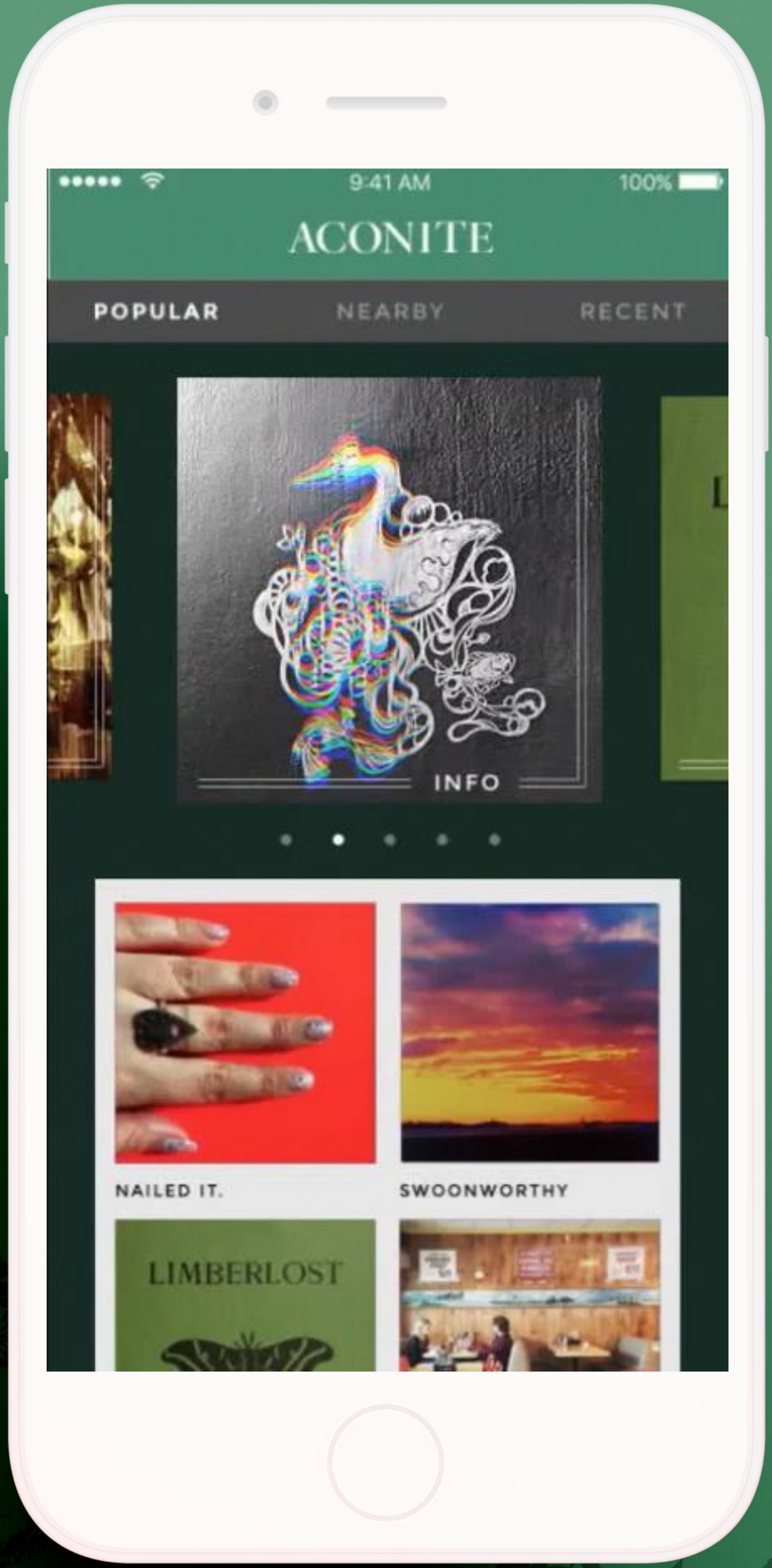
9.14
Design Review 3 (NYC)

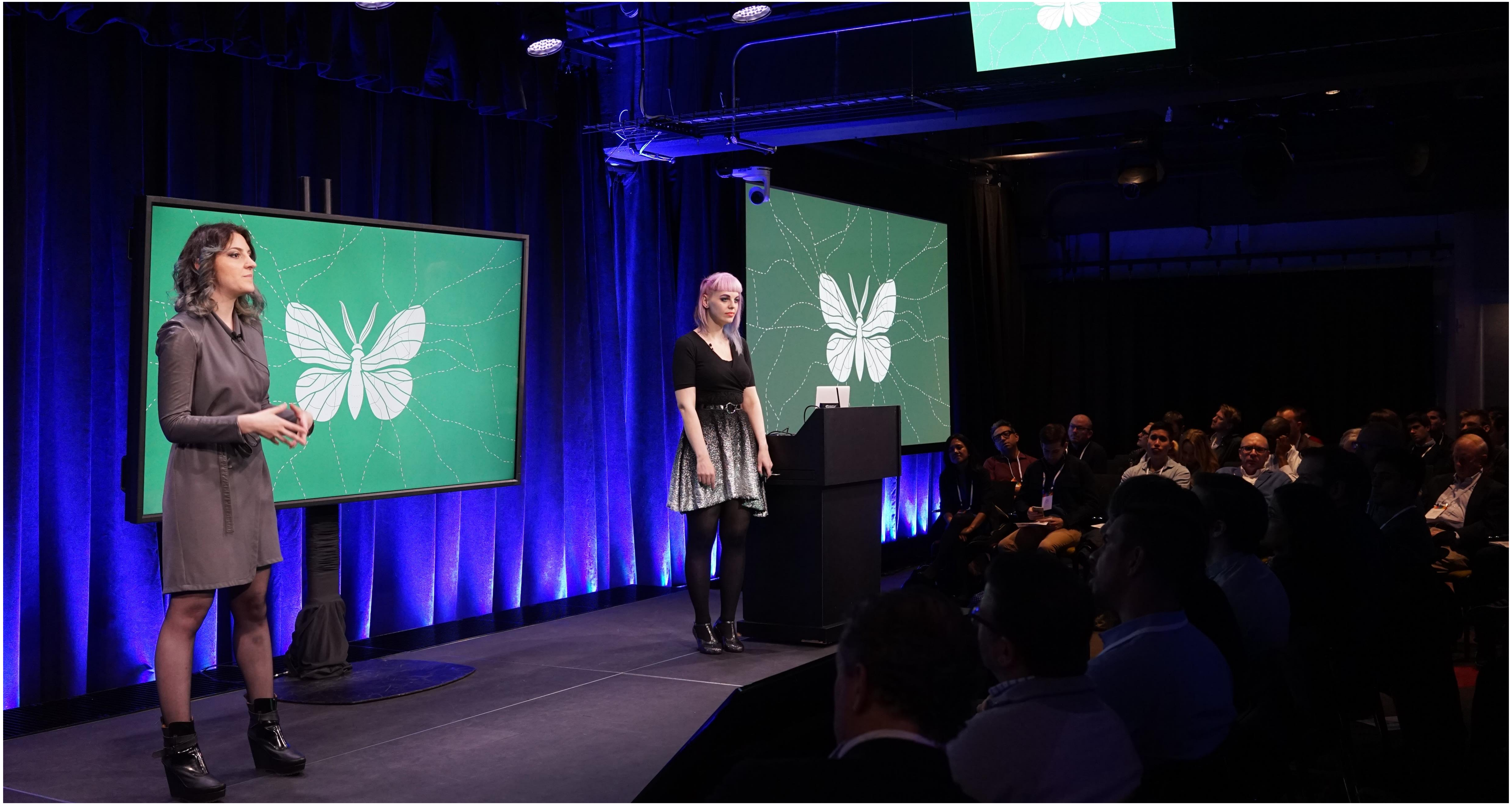
9.21
Design Review 3 (SF)

10.17 (NYC)
10.20 (SF)
Demo Day

Matter.

ACONITE

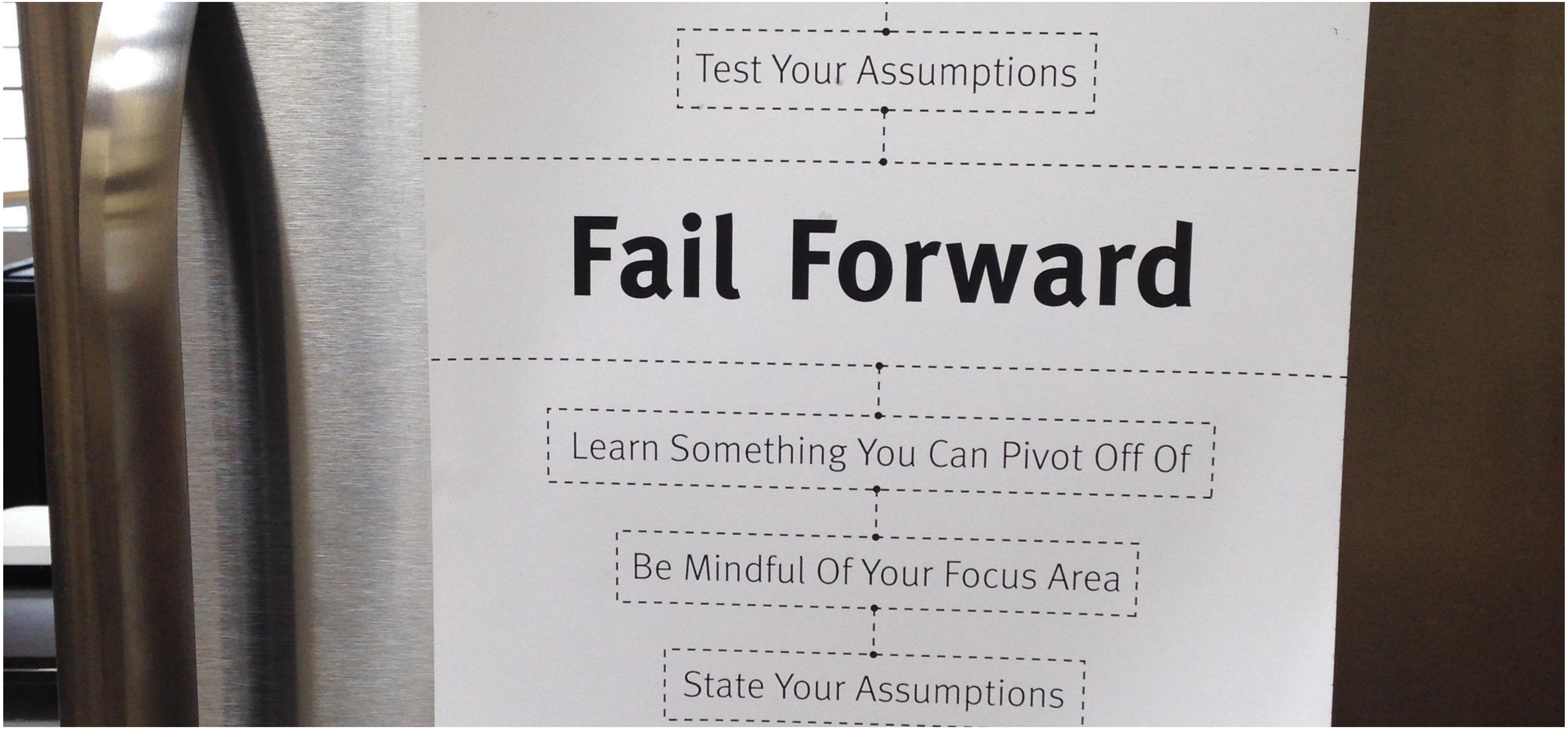

9:41 AM
100%
ACONITE
POPULAR
NEARBY
RECENT
INFO
NAILED IT.
SWOONWORTHY
LIMBERLOST



Matter.

How do we help our startups fail fast?

Build A Culture of Experimentation



Test Your Assumptions

Fail Forward

Learn Something You Can Pivot Off Of

Be Mindful Of Your Focus Area

State Your Assumptions

Matter.

How to Invest in a Culture of Experimentation:

1) Bet on People, Not Ideas

   - The Mini Project

2) Build Culture Through Experiential Learning

   - Bootcamp

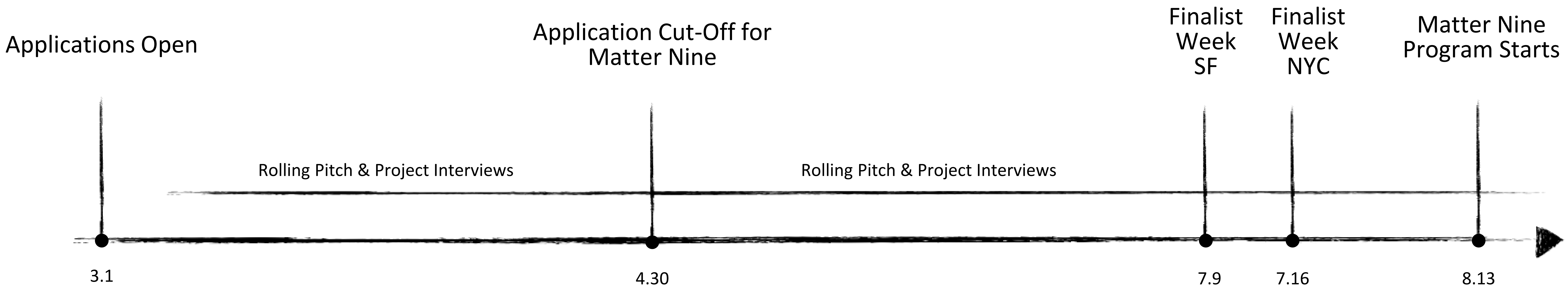
3) Create a Safe Space to Regularly Fail Fast

   - The Design Review

Matter.

Bet on People, Not Ideas

Our application process



Applications Open

3.1

Rolling Pitch & Project Interviews

Application Cut-Off for Matter Nine

4.30

Rolling Pitch & Project Interviews

Finalist Week SF

7.9

Finalist Week NYC

7.16

Matter Nine Program Starts

8.13

Submit Application

Rolling

Interested candidates submit a short application with a pitch deck and some info about their team.

Applications are continuously open. Startups who apply before April 30 will be considered for Matter Nine.

Pitch

Rolling

A 10-minute pitch & demo, followed by 10 minutes of Q&A from the Matter Team.

Project

Rolling

Our mini-project is designed to push entrepreneurs’ thinking on the desirability, viability, and feasibility of their venture. Candidates will present their results in an hour-long interview.

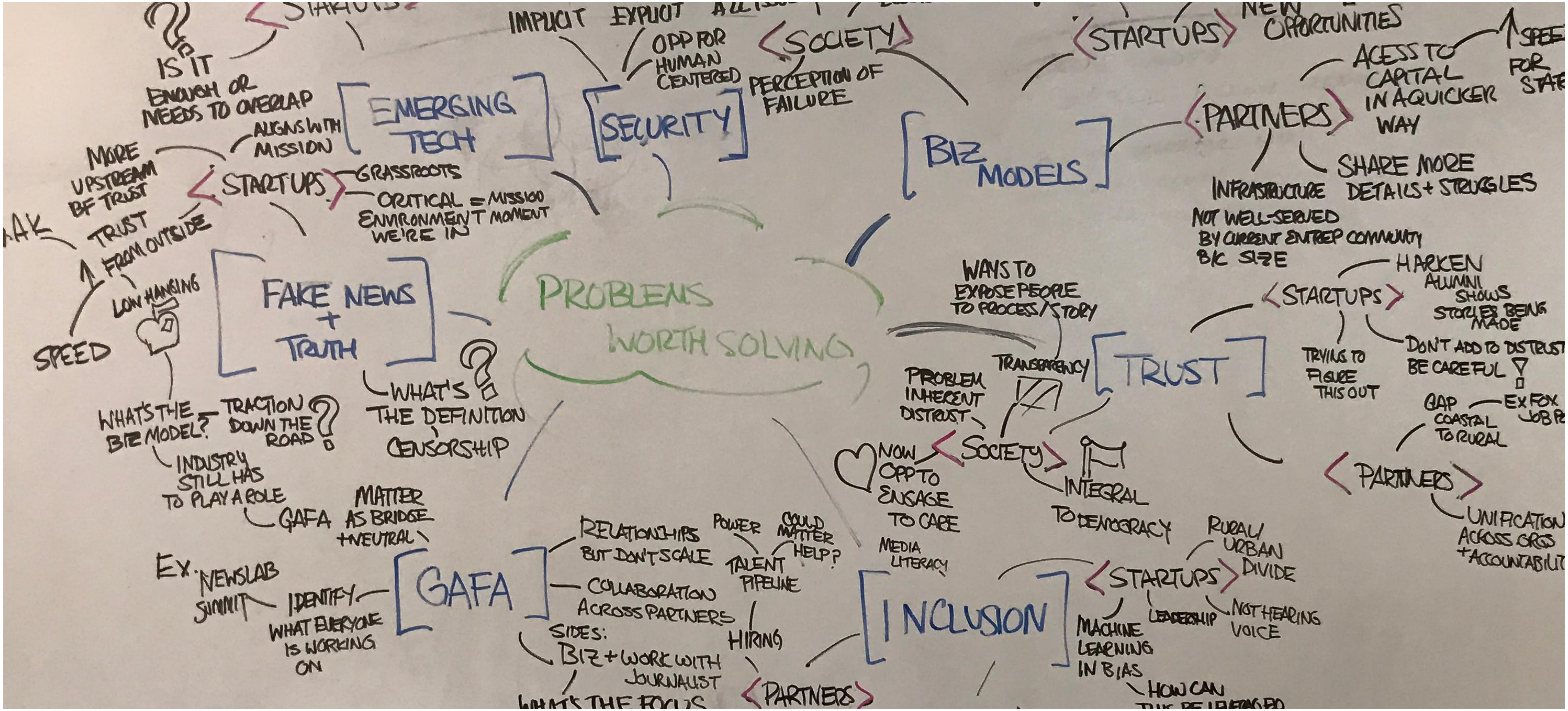
Finalist

Matter nine: July

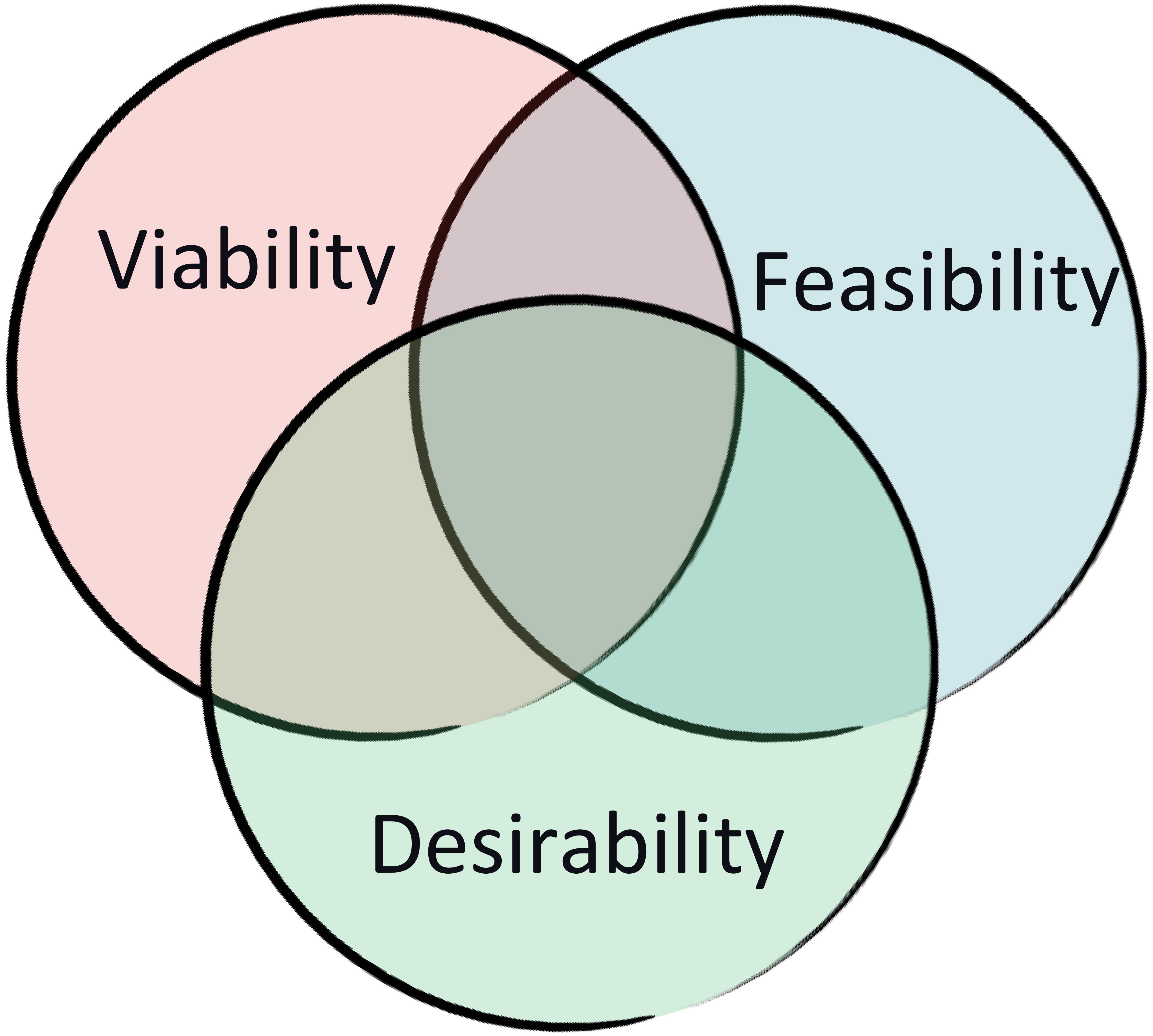
After going through a due diligence process, successful candidates will move on to the finalist round with key members of our community including alumni, media partners, and mentors in a two-hour final interview.

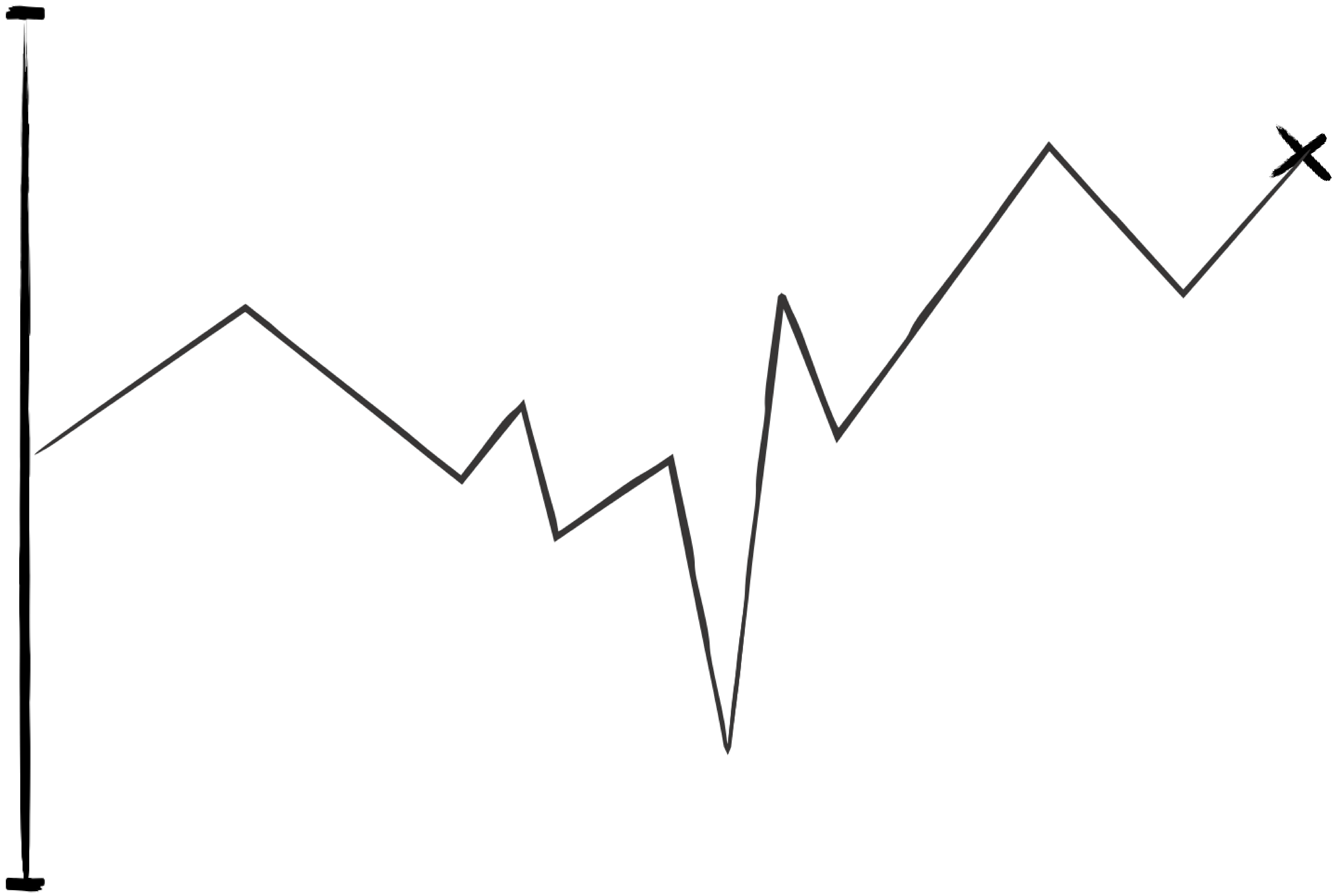
Matter.

Bottom Up Sourcing Guided By Top Down Themes


PROBLEMS WORTH SOLVING
IS IT ENOUGH OR NEEDS TO OVERLAP
ALIGNS WITH MISSION
EMERGING TECH
MORE UPSTREAM OF TRUST
STARTUPS
GRASSROOTS
CRITICAL = MISSION ENVIRONMENT MOMENT WE'RE IN
AK
TRUST FROM OUTSIDE
LOW HANGING
SPEED
FAKE NEWS + TRUTH
WHAT'S THE DEFINITION
CENSORSHIP
WHAT'S THE BIZ MODEL?
TRACTION DOWN THE ROAD
INDUSTRY STILL HAS TO PLAY A ROLE
GAFA
MATTER AS BRIDGE +NEUTRAL
EX. NEWSLAB SUMMIT
IDENTIFY WHAT EVERYONE IS WORKING ON
GAFA
RELATIONSHIPS BUT DON'T SCALE
COLLABORATION ACROSS PARTNERS
SIDES: BIZ + WORK WITH JOURNALIST
WHAT'S THE FOCUS
POWER
COULD MATTER HELP?
TALENT PIPELINE
HIRING
PARTNERS
IMPLICIT
EXPLICIT
OPP FOR HUMAN CENTERED
SECURITY
SOCIETY
PERCEPTION OF FAILURE
BIZ MODELS
STARTUPS
NEW OPPORTUNITIES
ACESS TO CAPITAL IN A QUICKER WAY
SPEE FOR STA
PARTNERS
INFRASTRUCTURE NOT WELL-SERVED BY CURRENT ENTREP COMMUNITY B/C SIZE
SHARE MORE DETAILS + STRUGGLES
WAYS TO EXPOSE PEOPLE TO PROCESS/STORY
TRANSPARENCY
TRUST
STARTUPS
HARKEN ALUMNI SHOWS STORIES BEING MADE
TRYING TO FIGURE THIS OUT
DON'T ADD TO DISTRUST BE CAREFUL!
GAP COASTAL TO RURAL
EX FOX JOB
PARTNERS
UNIFICATION ACROSS ORGS +ACCOUNTABILIT
PROBLEM INHERENT DISTRUST
SOCIETY
NOW OPP TO ENGAGE TO CARE
INTEGRAL TO DEMOCRACY
MEDIA LITERACY
INCLUSION
STARTUPS
RURAL/URBAN DIVIDE
MACHINE LEARNING IN BIAS
LEADERSHIP
NOT HEARING VOICE
HOW CAN

The Matter Mini-Project: Testing for A Learning Mindset


Viability
Feasibility
Desirability



How to Invest in a Culture of Experimentation:

1) Bet on People, Not Ideas

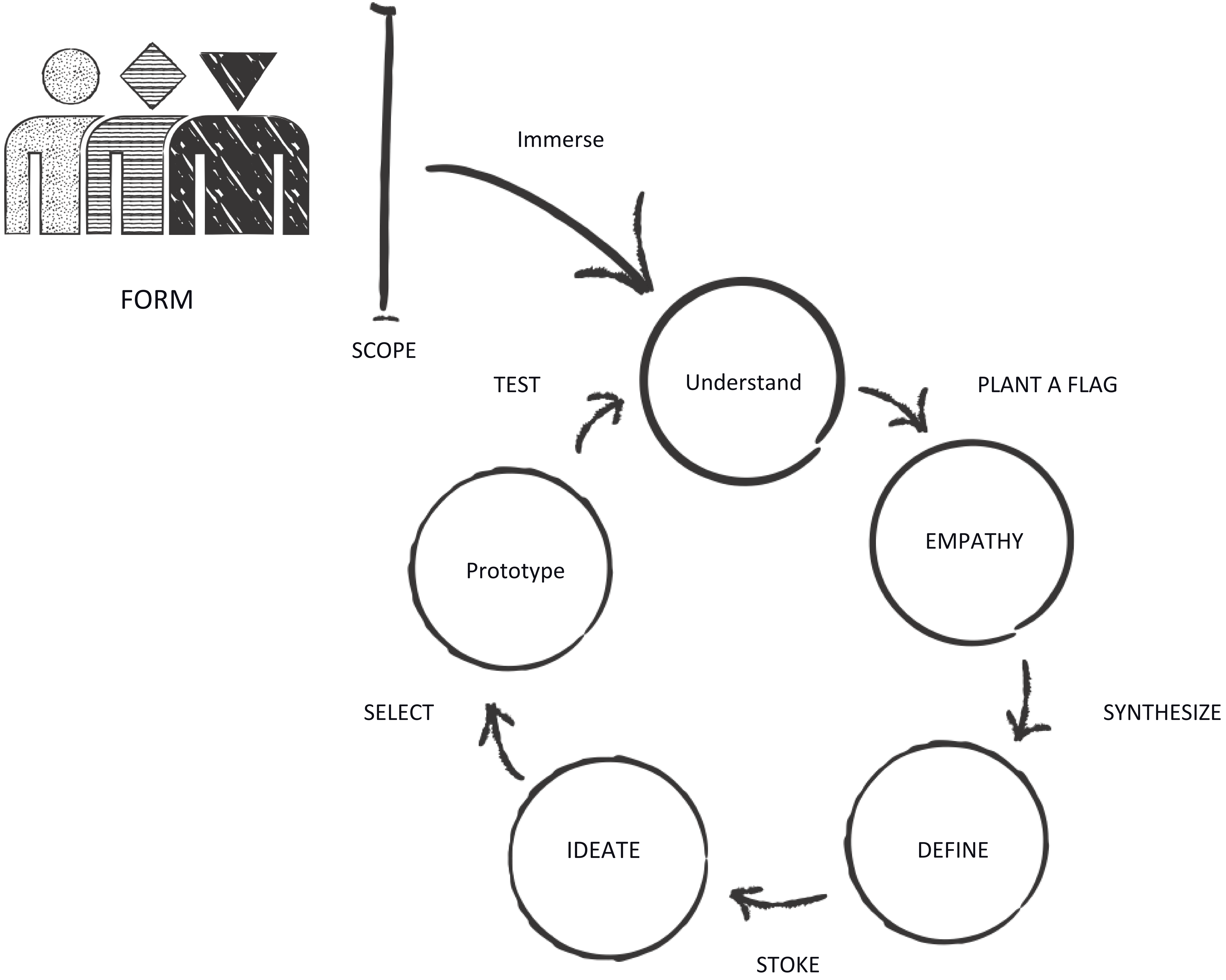
2) Build Culture Through Experiential Learning

Build Culture Through Experiential Learning

Test & Select a POV
WELCOME
BOOTCAMP DAY
Karen, a middle class, educated 60 year old woman needs a way to stay engaged in society in a way that makes her feel useful and gives her purpose
Karen
Jesse, a low-income 60-year-old man, needs a way to maintain his engagement with s
Robin, a y
ring retire
the most
afford
fee

Bootcamp: A One Week Immersion in Design Thinking

Matter.



FORM

SCOPE

Immerse

Understand

PLANT A FLAG

EMPATHY

SYNTHESIZE

DEFINE

STOKE

IDEATE

SELECT

Prototype

TEST

Stories
Take Photos
User Content + Need + Insight
GOLDEN YEARS
65+

Open

Matter.

Open Matter Local News Bootcamps

Matter.

+

Google News Lab

The City University of New York
CUNY GRADUATE SCHOOL OF JOURNALISM

- April 23-25
- Applications due Mar. 7

rji DONALD W. REYNOLDS JOURNALISM INSTITUTE
School of Journalism
University of Missouri

- May 7-9
- Applications due mar. 21

UC Berkeley GRADUATE SCHOOL OF JOURNALISM
ADVANCED MEDIA INSTITUTE

- June 26-28
- Applications due May. 14

James M. Cox Jr. Institute for Journalism Innovation, Management & Leadership
Grady College of Journalism and Mass Communication
UNIVERSITY OF GEORGIA

- June 26-28
- Applications due May. 14

Apply at matter.vc

How to Invest in a Culture of Experimentation:

1) Bet on People, Not Ideas

2) Build Culture Through Experiential Learning

3) Create a Safe Space to Regularly Fail Fast

The Design Review: A Safe Space to Regularly Fail Fast

Matter.

A 20-Week Program Built Around Monthly Design Reviews

Baseline

Top Down + Bottom Up

Product

Business Model + Growth Hypothesis +
Sustainable Competitive Advantage

7.13
Design Review 1

9.21
Design Review 3

6.4-6.11

6.12

10.20

SF

NYC

Bootcamp

Design Review 0

03

04

05

06

07

08

09

10

Design Review 2

12

13

14

15

16

17

18

19

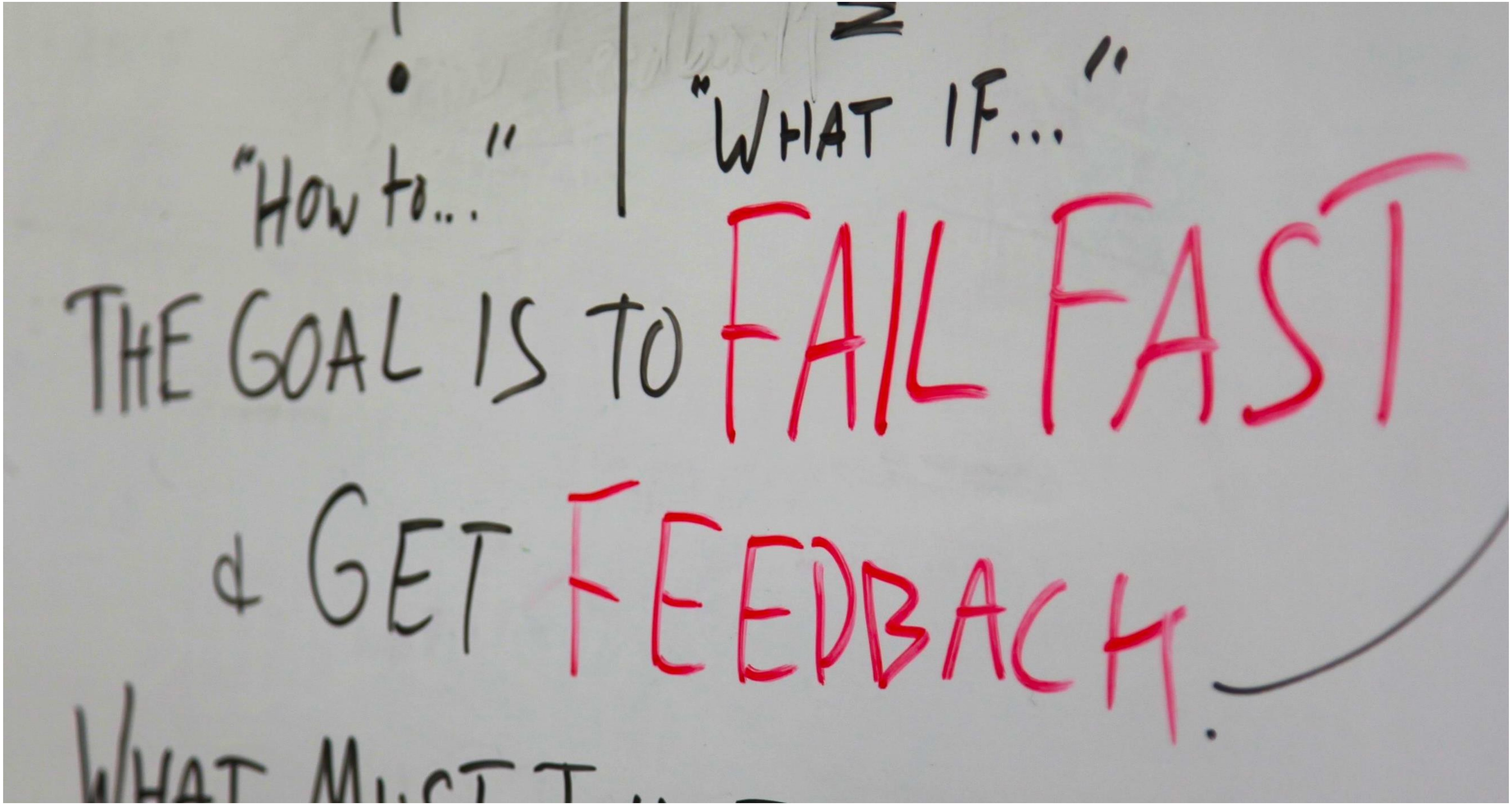
Demo Day

Design Review 1
7.20

8.17

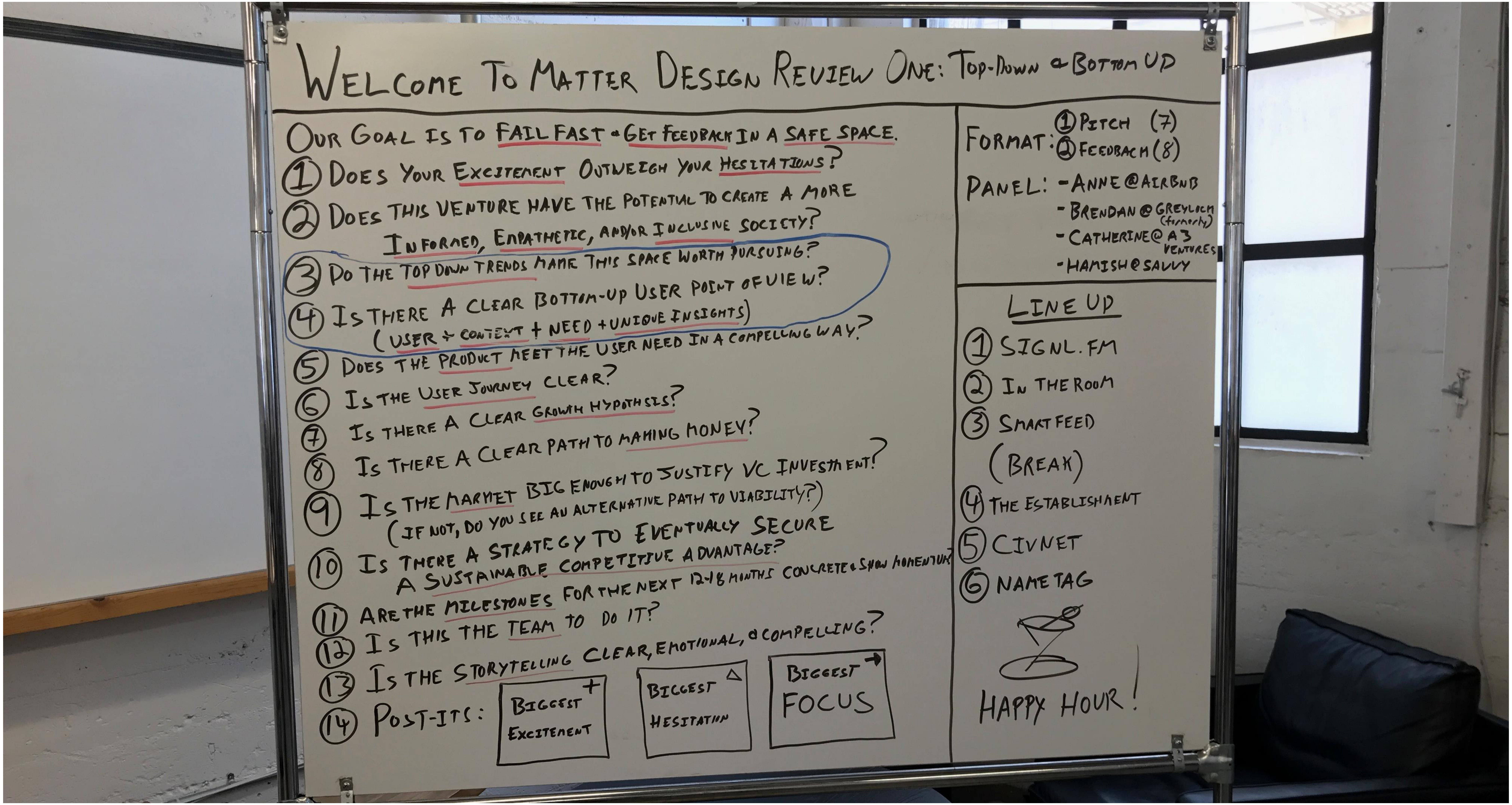
Design Review 3
9.14

10.17


"How to..."
"WHAT IF..."
THE GOAL IS TO FAIL FAST
& GET FEEDBACK.

Midway's Security Line
Reportedly a Mile Long
Sunday Morning
Seek Unique Insights
Dive Deep
Plant a Flag
Become An Expert
Teach Us
CURIOUS NATION
Matter.

Matter.



WELCOME TO MATTER DESIGN REVIEW ONE: Top-Down & BOTTOM UP

OUR GOAL IS TO FAIL FAST & GET FEEDBACK IN A SAFE SPACE.

① DOES YOUR EXCITEMENT OUTWEIGH YOUR HESITATIONS?
② DOES THIS VENTURE HAVE THE POTENTIAL TO CREATE A MORE INFORMED, EMPATHETIC, AND/OR INCLUSIVE SOCIETY?
③ DO THE TOP DOWN TRENDS MAKE THIS SPACE WORTH PURSUING?
④ IS THERE A CLEAR BOTTOM-UP USER POINT OF VIEW? (USER + CONTEXT + NEED + UNIQUE INSIGHTS)
⑤ DOES THE PRODUCT MEET THE USER NEED IN A COMPELLING WAY?
⑥ IS THE USER JOURNEY CLEAR?
⑦ IS THERE A CLEAR GROWTH HYPOTHSIS?
⑧ IS THERE A CLEAR PATH TO MAKING MONEY?
⑨ IS THE MARKET BIG ENOUGH TO JUSTIFY VC INVESTMENT? (IF NOT, DO YOU SEE AN ALTERNATIVE PATH TO VIABILITY?)
⑩ IS THERE A STRATEGY TO EVENTUALLY SECURE A SUSTAINABLE COMPETITIVE ADVANTAGE?
⑪ ARE THE MILESTONES FOR THE NEXT 12-18 MONTHS CONCRETE & SHOW MOMENTUM?
⑫ IS THIS THE TEAM TO DO IT?
⑬ IS THE STORYTELLING CLEAR, EMOTIONAL, & COMPELLING?
⑭ POST-ITS: BIGGEST EXCITEMENT + | BIGGEST HESITATION △ | BIGGEST → FOCUS

FORMAT: ① PITCH (7)
② FEEDBACK (8)

PANEL:
- ANNE @ AIRBNB
- BRENDAN @ GREYLOCK (formerly)
- CATHERINE @ A3 VENTURES
- HAMISH @ SAVVY

LINE UP

① SIGNL.FM
② IN THE ROOM
③ SMART FEED
(BREAK)
④ THE ESTABLISHMENT
⑤ CIVNET
⑥ NAME TAG

HAPPY HOUR!

Matter.

Matter.

MATTER DESIGN REVIEW #1 TOP DOWN & BOTTOM UP?
13 weeks to Demo Day
The goal is to FAIL FAST & GET FEEDBACK in a SAFE SPACE
CRITICAL QUESTIONS
① Does your excitement outweigh your hesitations?
② Do the top down trends make the space worth pursuing?
③ Is there a clear bottom up user POV? (user + need + context + unique insight)
④ Does the product meet the user need in a compelling way?
⑤ Is there a clear growth hypotheses?
⑥ Is there a clear path to making money?
⑦ Is there a strategy to eventually secure a sustainable competitive advantage?
⑧ What are the 3 critical next steps this team must focus on?
FORCE RANK ON POST ITS
MOTHERLY
Delivering a timeline based journey to women transitioning to motherhood
Matter.

Matter.

NETWORK EFFECT
TRACTION
B2B USER
Clarify network effect features
DEFINE NETWORK EFFECT + BENEFITS
Show traction w/real #'s of users
PRODUCT w/ FINAL USER
PROFIT MODEL

Baseline

Top Down + Bottom Up

Product

Business Model + Growth Hypothesis +
Sustainable Competitive Advantage

SF

NYC

6.4-6.11
Bootcamp

6.12
Design
Review
0

7.13
Design
Review
1

9.21
Design
Review
3

10.20

03
04
05
06
07
08
09
10

Design
Review
2
8.17

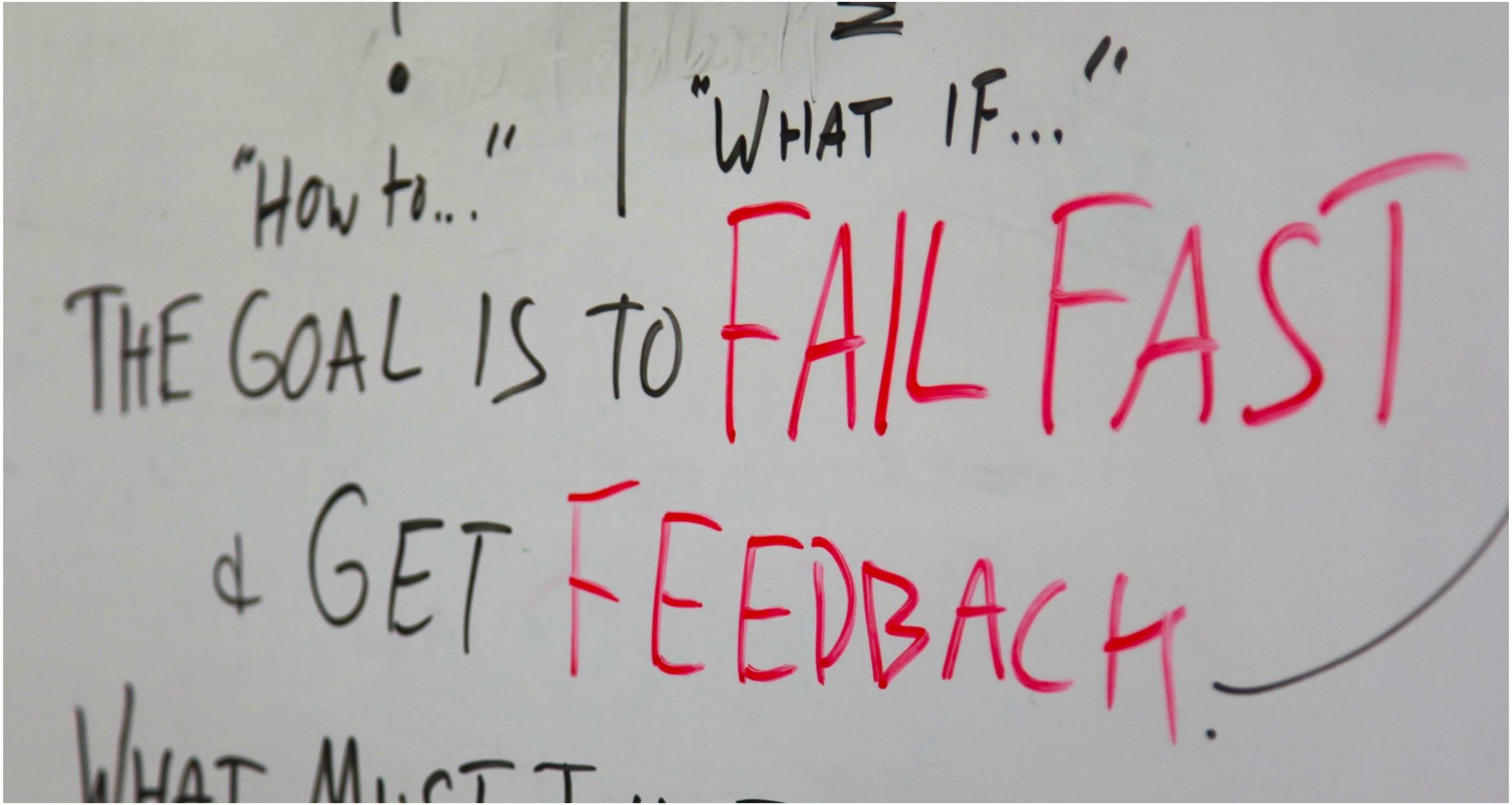
12
13
14
15
16
17
18
19

Demo
Day

Design
Review
1
7.20

Design
Review
3
9.14

10.17



"How to..."

"WHAT IF..."

THE GOAL IS TO FAIL FAST & GET FEEDBACK.

WHAT MUST I

Papero

Matter.

Papero
the content network.

WELCOME TO MATTER DESIGN REVIEW ZERO: BASELINE
THE GOAL IS TO FAILFAST & GET F
IN A SAFE SPACE.
CRIT QUESTIONS
LINE UP
7 MIN PITCH
8 MIN FEEDBACK
① PAPERO
MOTHERLY
ERBATM
REAK)
HUZZA
REDIVIS
MINGYIAN
ITEMENT OUTWEIGH YOU
RENDS MAKE THI
R BOTTOM
XT + NEE
E USER
ROWTH H
PATH TO M
RATEGY TO E
ABLE COMPETITI
YTELLING C
3 CRI
MUST

Papero

Baseline

Top Down + Bottom Up

Product

Business Model + Growth Hypothesis +
Sustainable Competitive Advantage

SF

NYC

6.4-6.11

Bootcamp

6.12

Design Review 0

03

04

05

06

7.13

Design Review 1

07

Design Review 1

7.20

08

09

10

Design Review 2

8.17

12

13

14

15

Design Review 3

9.14

9.21

Design Review 3

16

17

18

19

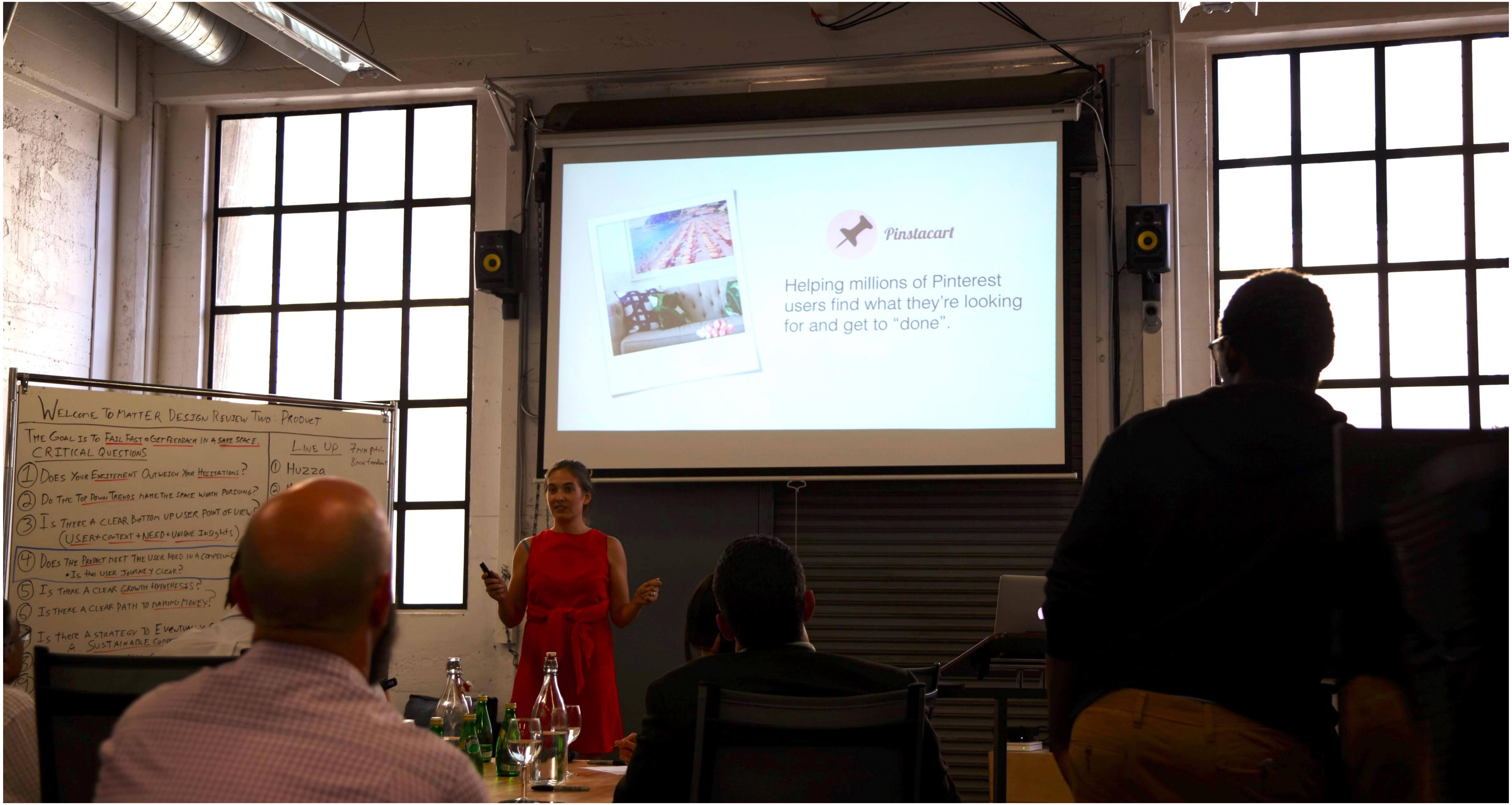
10.20

Demo Day

10.17

Matter.

Pinstacart


WELCOME TO MATTER DESIGN REVIEW TWO: PRODUCT
THE GOAL IS TO FAIL FAST & GET FEEDBACK IN A SAFE SPACE.
CRITICAL QUESTIONS
① DOES YOUR EXCITEMENT OUTWEIGH YOUR HESITATIONS?
② DO THE TOP DOWN TRENDS MAKE THE SPACE WORTH PURSUING?
③ IS THERE A CLEAR BOTTOM UP USER POINT OF VIEW?
(USER + CONTEXT + NEED + UNIQUE INSIGHTS)
④ DOES THE PRODUCT MEET THE USER NEED IN A COMPELLING
• IS THE USER JOURNEY CLEAR?
⑤ IS THERE A CLEAR GROWTH HYPOTHESIS?
⑥ IS THERE A CLEAR PATH TO MAKING MONEY?
IS THERE A STRATEGY TO EVENTUAL
A SUSTAINABLE COMP
LINE UP
7 MIN PITCH
8 MIN FEEDBACK
① HUZZA
②
Pinstacart
Helping millions of Pinterest users find what they're looking for and get to "done".

Welcome To Matter Design Review Two: Product
Line Up
7 min pitch
8 min feedback
① Huzza
② Motherly
③ Mingyian
(Break)
Happy Hour!
Oct 30
Oct 20
Results / Time Frame

Pinstacart

Baseline

Top Down + Bottom Up

Product

Business Model + Growth Hypothesis + Sustainable Competitive Advantage

SF

NYC

6.4-6.11 Bootcamp

6.12 Design Review 0

03

04

05

06

7.13 Design Review 1 (SF)

07

7.20 Design Review 1 (NYC)

08

09

10

8.17 Design Review 2

12

13

14

15

9.14 Design Review 3 (NYC)

16

9.21 Design Review 3 (SF)

17

18

19

10.17 / 10.20 Demo Day

Matter.

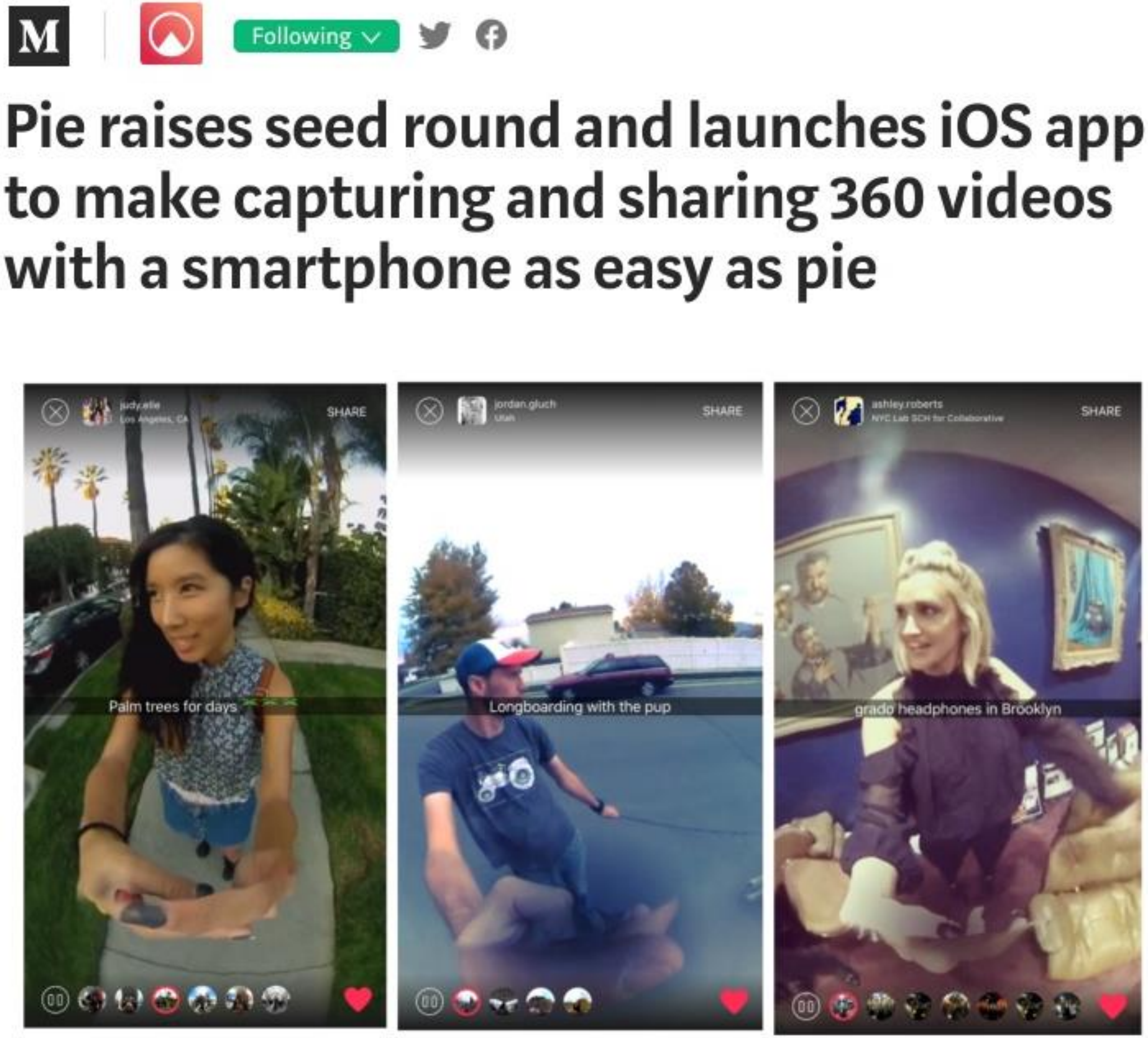
Metta

er.
Matter.
@mattervc
#matterdemoday

Matter.

Metta

Pie


M
Following
judy.elle
Los Angeles, CA
SHARE
Palm trees for days
jordan.gluch
Utah
SHARE
Longboarding with the pup
ashley.roberts
NYC Lab SCH for Collaborative
SHARE
grado headphones in Brooklyn

Pie raises seed round and launches iOS app to make capturing and sharing 360 videos with a smartphone as easy as pie

lilit.barseghyan
Financial District South, San Francisco
SHARE
say something...

Papero → Pinstacart → Metta → Pie

This is failure by design.

How to Invest in a Culture of Experimentation:

1) Bet on People, Not Ideas
    - The Mini Project
2) Build Culture Through Experiential Learning
    - Bootcamp
3) Create a Safe Space to Regularly Fail Fast
    - The Design Review

Matter.

Open

Matter.

Open Matter Local News Bootcamps

Matter.

+

Google
News Lab

The City University of New York
CUNY GRADUATE SCHOOL OF JOURNALISM

- April 23-25
- Applications due Mar. 7

rji
DONALD W. REYNOLDS JOURNALISM INSTITUTE
School of Journalism
University of Missouri

- May 7-9
- Applications due mar. 21

UC Berkeley
GRADUATE SCHOOL OF JOURNALISM
ADVANCED MEDIA INSTITUTE

- June 26-28
- Applications due May. 14

James M. Cox Jr. Institute for Journalism Innovation, Management & Leadership
Grady College of Journalism and Mass Communication
UNIVERSITY OF GEORGIA

- June 26-28
- Applications due May. 14

Apply at matter.vc

Let the product/demo illustrate the problem you're solving more
NETWORK EFFECT
TRACTION
DEFINE
PROFIT MODEL

Matter.

Investing In A Culture of Experimentation