



CORPORATE OVERVIEW

DECEMBER 2023



WHO WE ARE



Riverhill Group is a boutique investment bank focused on servicing early-stage companies by providing critical strategic resources to founders as they navigate their companies through pivotal inflection points.

THE RIVERHILL ADVANTAGE



Driving Value Through Diverse & Complementary Experience

Riverhill Group assists founders from all industries and stages with financial, strategic, and operational solutions.

Our team consists of **operators, founders, and investors** with over 75 years of relevant leadership experience. Grounded in our experience, Riverhill has developed a platform that delivers an adaptable, **personalized approach each client, resulting in effective advisory and placement services**. Our platform leverages our direct network of investors, banks, and other service providers to achieve high-value outcomes for each engagement.

In addition to fundraising, we also collaborate with our clients to develop key messaging, corporate materials, and communication strategies that resonate with investors.



THE RIVERHILL APPROACH



Before The Raise: Planning, Preparing & Positioning

Investors don't invest in slide decks, they invest in **confident teams**, **persuasive stories**, and **future opportunities**. Relentless preparation is essential for a successful financing.

Riverhill conducts deep, immersive diligence to identify our clients' strengths and weaknesses, in order to provide thoughtful, actionable advice and straightforward planning that will enable successful fundraising. This provides the framework needed prior to launching investor outreach. Riverhill's broad expertise, relationships and dedication enables us to provide solutions that advance the ball toward the goal line, while allowing our clients to focus on running their business.



Synthesizing Investment Thesis



Value Proposition Narrative Development



Organizational Infrastructure Support



Transaction Size, Valuation & Composition



Investor Presentation & Material Drafting



Financial Model Readiness

THE RIVERHILL APPROACH

Execution of the Raise: Selling the Story to the Right Investors

Our relationships with the most active and relevant early, mid, and late-stage investors allow us to convey your story to institutional and family offices. Riverhill's constant discussions with venture capital firms, corporate venture arms and family offices allow us to maintain awareness of the investments those potential investors are interested in.

By leveraging our direct, personal relationships with investors, we deliver relevant messaging along with both timely and concise feedback. Riverhill partners with its clients at every step of the process to ensure a seamless and successful transaction resulting in the continued growth of the company.



THE RIVERHILL APPROACH

After The Raise: Scaling, Expansion & Company Growth

Preparing for the next stage of a company's growth begins while shaping the narrative presented to investors. Closing a successful transaction is the first milestone in our long-term relationship with a client. It is now time to execute on the company's next stage of strategic initiatives.

In addition to our deep relationships with the buy-side, Riverhill has strong relationships with sell-side equity research analysts, investment banks, specialty salespeople, marketing and public relations firms, and operational vendors. Riverhill leverages these relationships on behalf of its clients to build a path forward towards the future. This is all strategically designed to accelerate the growth fueled by the previously executed round to allow for future fundraising.

Support of Strategic Team Expansion

Identification and Introduction to Strategic Partners

Board & Investor Communication

Additional Banking Services

PR Opportunities

Longer Term Capital and Growth Strategy Development

FEATURED CLIENTS



THE RIVERHILL TEAM



STEPHEN SHERIFF

Co-Founder & Partner



Stephen has held roles across several sectors. Most recently, Stephen worked at Inflection Partners as a Managing Partner, where he spearheaded the firm's early-stage capital markets and investor relations efforts.

Prior to Inflection Partners, Stephen worked at Solebury Trout, a leading life sciences investor relations and capital markets firm based in New York City, where he oversaw the firm's day-to-day business development initiatives in addition to providing strategic support to clients.

Concurrent with his time at Solebury and Inflection, Stephen managed Riverhill Ventures, where he constructed a significant portfolio of venture start-ups for a family office primarily focused on quick-and-full-service restaurants (both franchise and independent), mental health technology, and CPG & retail.

Stephen has also spent considerable time on the operating side of several ventures since 2014, including as the largest franchisee group of one of the fastest growing quick service restaurant franchise chains in the country, Playa Bowls.

Stephen graduated from Delaware Valley University with a B.S. in Counseling Psychology.



KRIS TOMASULO

Co-Founder & Managing Partner



Kris Tomasulo is a seasoned professional with over 25 years of extensive experience as an investor, banker, and operator across diverse industries, spanning from asset management to hospitality. Embarking on his career journey at Cowen & Company during his tenure at Northeastern University, Kris honed his finance expertise through a co-operative learning experience. His trajectory took an entrepreneurial turn as he collaborated with a former client to establish the hedge fund startup, Troubh Partners. Transitioning through notable roles, Kris assumed a pivotal position in the Healthcare Fund at The Galleon Group, eventually taking the reins as the fund's manager. Managing a team of six investment professionals and overseeing a portfolio exceeding a quarter billion dollars in healthcare investments, Kris solidified his reputation in the finance landscape. His journey continued with impactful contributions to hedge funds such as Trafelet Delta Funds, Scoggin, and Merus Capital. Kris then lent his expertise to the capital markets group at Laidlaw & Company, a healthcare-focused investment bank. In 2016, Kris pivoted from his Wall Street career to venture into entrepreneurship. He founded the Royal Hospitality & Specialty Group and spearheaded the development, launch, and operation of The Mansion Inn—a nine-room boutique inn, restaurant, and event space. During his tenure at The Mansion Inn, Kris forged a significant partnership that laid the groundwork for Riverhill Group. Riverhill reflects Kris's cumulative 25 years of experience in capital markets and operational excellence. Committed to bringing curated capital and resources to growth-stage companies.

THE RIVERHILL TEAM



JULIA PAULESCU-KALE

Partner 

Julia's background stems from creative strategy and marketing for beauty & fashion brands like Lancôme, wet n wild beauty, Giorgio Armani Beauty and more, to finance, investment and strategic operations within the private equity and venture capital space.

After working in private equity in the consumer and logistics space, she found a deep love for technology, ways to create efficiencies within businesses and sustainability and joined Resonance. Founded by the former founder of Firstmark Capital, the intelligent platform and venture studio focused on re-imagining the world of fashion by reducing inventory to unit-of-one production. At Resonance, Julia worked with the Chairman and CEO sourcing and investing in brands, creating financial and growth analytics systems, and an action-oriented customer acquisition platform that helped profitably scale luxury D2C fashion brands like Rebecca Minkoff, THE KIT, Tucker NYC, Pyer Moss, and Little Minkoff.

In 2019, she joined a venture studio, Supply Factory Brands, as Chief of Staff to help disrupt consumer industries by focusing on building and investing in CPG brands. There she helped create and bring to market Sunday II Sunday, a healthy hair brand for curly haired women, raising three rounds of capital funding, growing the brand over 300% YOY over 3 years, and helping the brand enter 800+ Ulta, Target and BlueMercury stores, as well as online at Sephora, Saks, Bloomindales, Macy's, Violet Grey, and more.

Julia loves staying involved in judging startup pitch competitions focused on female founders; most recently for Women Who Tech and is actively involved working with Women in VC.



MICHAEL MORIN

Managing Partner 

Michael brings nearly two decades of Robotics and MedTech experience to the team. He has led product launches on 6 continents, set-up distribution networks and joint ventures internationally. He enjoys working with founders to scale companies, control cost and align commercial strategies with cross discipline engineering teams.

Michael has worked for multiple MIT spin-off companies from idea stage through commercialization and team scaling efforts. He loves partnering with CEOs at fast paced startups and solving challenges. As COO he has built rapidly growing teams, +100,000sq ft of facility space and led a plethora of departments. He has co-led multiple deals with large multinational strategics. As an investor and operator he brings a unique outlook to the team on strategy and operational excellence.

Michael holds an Engineering Degree from Benjamin Franklin Institute of Technology and attended business graduate classes at Boston University.

THE RIVERHILL TEAM



KEVIN COX, PH.D.

Managing Director 

Kevin Cox has a Ph.D. in Entrepreneurship from Florida Atlantic University. Prior to pursuing his Ph.D., Kevin received his degree in Management, with minor in Entrepreneurship as well as a Master of Science in Entrepreneurship from the University of Florida. Currently, he serves as the Associate Director for the Adams Center for Entrepreneurship at FAU, and Senior Entrepreneurship Instructor, Lead Instructor for the new venture accelerator at FAU's Tech Runway, Designer, Developer, and Primary Instructor/Trainer for FAU's Adams Centers Signature Entrepreneurship Bootcamp practical founder training program, and Program Manager Lead Instructor for FAU's Veterans Florida Entrepreneurship Program. Kevin also volunteers his time as a professional mentor at FAU's Tech Runway Accelerator and TechStars®.

To date Kevin has taught, mentored, and worked with more than 500 hundred startups and early-stage ventures across all industries, providing expert advice and consultation to support the survival, growth, and performance of these early-stage businesses. He has also published an entrepreneurship training workbook The New Venture Launchpad 2.0, more than 20 peer research papers and book chapters, as well as dozens of conference papers on entrepreneurship.



JOEL OLUJIDE

Analyst 

Joel began his career in the food & beverage industry at HUNGRY, a chef-to-table catering company, where he worked with both management and local chefs to ensure menu creation, gain new clients, and assist operations. While taking courses in Corporate Finance at the Wharton School, he ignited a profound curiosity about the financial dynamics driving the food industry forward. After working with consumer brands including Rita's, The Outset, and Moon, within the private equity space, Joel honed his passion for food with Siddhi Capital, an operationally-focused food & beverage growth equity firm. Joel looks forward to continuing to hone his investment experiences through his time at Riverhill, and he is set to work as a Strategy Analyst at Accenture in Spring 2024. He graduated from the University of Pennsylvania with a B.S. of Economics, concentrating in Finance and Entrepreneurial Management.



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