SHRUG CAPITAL

Shrug Capital invests in culturally relevant companies. The firm was founded in 2018 and is led by Niv Dror and Moshe Lifschitz. We manage over $125 million in AUM and invest across a variety of industries. We have unique access to business leaders, founders, executives, and celebrities who regularly co-invest and work with the companies we partner with. We are known to be super connectors, bridging the gap between leaders in tech and entertainment. More at ***shrug.vc***

Some of Shrug's investments include:

VARDA SPACE INDUSTRIES · SUPERPLASTIC · LEVELS · cameo · ANDURIL · SANDBOX VR · pipe · HADRIAN · EIGHT SLEEP · MainStreet · RTFKT · feastables · acquire.com · BLANK STREET · MoonPay · loyal · Living Carbon · Liquid Death MOUNTAIN WATER · mem · Genies · OVERTIME · LULA · PARADE · Sent via Superhuman · ALT

ValueAdd

$55M	$45M	$500k+	Drops
Current Fund	SPV AUM	Check Size *	Billboard
Early	∞	→	VC Puzzle
Stage	Network	Marketing	Shrug Calendar
			Socks | Snacks | Etc.



Email Us.

Select References:



"Niv and Moshe have created a fund that has great core values. They are nimble, creative, and put founders first. They have a unique style in building and growing great companies that differentiates them in the increasingly competitive VC market. I am thrilled to be an investor in Shrug, and I look forward to their success." **Steve Pagliuca,** Chairman of **Bain Capital** and owner of the **Boston Celtics**



"Shrug has a unique perspective on early-stage ventures, they hustle like none other, and use their network to provide critical early leverage to their portfolio. They are at the top of my list for favorite seed funds to partner with at Founders Fund." **Trae Stephens,** General Partner at **Founders Fund** and Co-Founder of **Anduril**



"One of my favorite things about Niv and the Shrug team is that if they are investors, you get not just an uber connector, but true presidents of your fan club. If you're building a product, can't imagine a better group in your corner at the seed than Shrug." **Sarah Tavel,** General Partner at **Benchmark**



"Niv and Moshe have an incredible network, and a rare talent for bringing the right people together. We've worked together for a number of years, and I've seen first-hand how they create buzz and momentum around the companies they invest in, while regularly bringing unique opportunities our way." **Michael Kives,** Founder/CEO of **K5 Global**

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“Niv and Moshe are excellent investors, partners, and people. It’s been an honor and pleasure to invest alongside them, and Breyer Capital couldn’t be prouder to back Shrug. We've heard from numerous founders in their portfolio that Shrug is the MVP on their cap table, and after seeing first-hand the lengths they go to in helping their companies, such feedback isn’t at all surprising. Every entrepreneur backed by Shrug has an unfair advantage.” **Jim Breyer,** Founder of **Breyer Capital**



“Niv and Moshe feel the pulse of tech and consumer behavior and have built an incredible network and brand that founders love. As a frequent collaborator, I admire Shrug’s relationships with teams and unique view on the industry.” **Scott Belsky,** CPO of **Adobe**



“Niv and the whole Shrug team are the brightest and hardest working seed investors in tech. As a founder myself, I would want them in my corner. You should as well.” **Kevin Hartz** Co-Founder of **A* Capital** and **Eventbrite**



"It's been a privilege to work with Moshe and the team at Shrug. They have been extremely helpful rolling up their sleeves to guide us on improving our product experience, thinking through top-of-funnel marketing initiatives, and assessing our fundraising strategy. We feel grateful to have them in our corner.” **Ellen DaSilva**, Founder of **Summer Health**



“Niv and Moshe were instrumental in helping build the hype for what Eight Sleep is building by bringing in amazing investors both directly and through the SPV that they put together which included people from tech, media, entertainment, sports and more. If you have the chance to have them on your cap table – take it.” **Matteo Franceschetti,** Founder of **Eight Sleep**



“Niv has a couple of the key ingredients of a great investor. First his network is very strong. He builds deep relationships with differentiated founders. Next, I think he has an entrepreneur's mind. He sees the potential in platforms that others may just see as toys. He doesn't undervalue the magic.” **Ashton Kutcher,** Actor and General Partner at **Sound Ventures**



“The team at Shrug is unparalleled when it comes to their ability to spot early trends and invest in them. Once part of their portfolio, they work tirelessly for you. A lot of people talk a good talk about being "value add", but for Shrug it’s the real deal.” **Cyan Banister,** Angel and GP at **Long Journey**



“Niv and Moshe are super connectors, bridging the gap between leaders in tech and entertainment. They're also one of the most thoughtful marketers for their portfolio – in public and private – with a strong pulse on how to capture attention in a tasteful, culturally relevant way.” **Ryan Hoover,** Founder of **Product Hunt** and General Partner at **Weekend Fund**



“I was introduced to Moshe by Mayor Suarez and since then we’ve become true friends. Moshe and Niv have gotten me into a bunch of inspiring companies since getting to know them. Their network is incredible, founders love them and most importantly they pull through with what they say they're going to do!” **David Grutman,** Founder of **Groot Hospitality**

Additional Founder References:



"Niv was the second person to invest, and he introduced me to at least half of the 30 or so investors that came into our seed round — including Bill Lee from Craft who led our Series A, Scooter Braun, Scott Belsky, Kevin Weil, and others I didn't know personally." **Paul Budnitz**, Founder of **Superplastic**



"Moshe was the second person to receive the pitch for the company that ultimately became Levels. He's incredibly responsive and generous with his time, which is something on which we index heavily when looking for investors. Shrug has also been helpful in spreading the word and generating revenue for us at Levels." **Sam Corcos**, Co-Founder and CEO of **Levels**



"Moshe was an early believer and helped pull together an amazing syndicate of investors, including an introduction to our lead. Shrug continues to be a trusted sounding board and mentors. I couldn't recommend better partners at the earliest stage of your journey." **Maggie Norris**, Founder of **Aidaly**



"Niv began to change our trajectory shortly after I met him. As soon as he joined our cap table he hit the ground running, seeding us to his networks, introducing us to investors and celebrities, and offering sound strategic advice. It's hard to quantify how much Shrug has done for us, but I can say it is miles above the average investor." **Helena Price Hambrecht**, Co-Founder of **Haus**



"Niv and the Shrug team were instrumental to Voiceflow raising our earliest rounds of funding. Niv coached us through the pitch, helped us refine our story, and ultimately made the introductions that led to True Ventures leading our Seed round. I couldn't recommend Shrug more highly as a fantastic partner to early-stage founders." **Braden Ream**, Co-Founder of **Voiceflow**



"Niv is simply one of my favorite investors and is the first person I recommend. If there were a pound-for-pound ranking in early stage investing, Shrug has gotta be at the top of that list. Niv is insanely connected - I know firsthand that he is personally responsible for a large chunk of deal flow into top tier funds. Having Niv on your cap table is a no-brainer." **Siqi Chen,** Founder of **Runway**



"Shrug has added as much if not more value than any investor on our cap table. Their network is unmatched for an early-stage startup looking to raise capital, acquire customers, or get the word out, and when they make a connection, people take notice." **Matt Smolin**, Founder of **Hang**



"Niv and Moshe are legends! They helped us navigate our round and gave us 10/10 intros. We said if we ran a fund, it would be like Shrug." **Steven Vasilev** Co-Founder of **RTFKT**



"Shrug is not your typical investor. They genuinely give a shit about helping their portfolio companies succeed — whether it be by making intros, giving advice, guiding you through negotiations, putting together your fundraise, etc. Niv and Moshe have been there for us 24/7. They've backed us multiple times through different rounds and are the true definition of "value add". If you're a founder you need them in your round." **Courtne Smith**, Co-Founder of **NewNew**



“To put it simply Shrug Capital is one of the rare funds that truly goes out of their way to help founders. They’re one of the biggest value adds on my cap table by a mile.” **Andrew Gazdecki,** Founder of **Acquire.com**



“Moshe and Niv are hustlers. They’re consistently proactive in finding new ways to add value and are thoughtful in how they partner with founders. They’ve collaborated with us on a super valuable marketing initiative to share our product via Shrug VIP and have introduced us to athletes, artists, and best in class operators to help us along our journey.” **Leore Avidar**, Founder of **Alt** & **Lob**



“Niv and Moshe have the Midas touch. They’re always one step ahead of culture which is almost always impossible in today’s generation’s ever-changing behaviors. To us, there’s no better indication on a deal than Shrug in it.” **Akash Nigam**, Co-Founder of **Genies**



“The Shrug team connected us to many of our earliest investors, which is so critical for an early-stage ambitious deep tech company like Living Carbon. Niv and the team are kings and queens of messaging and communication. They are number one in my book for helping us share our product with others and with the world.” **Maddie Hall**, Co-Founder of **Living Carbon**



“What more can I say about Niv and Moshe? Shrug was a large participant in our Seed Round, and ever since they've been phenomenal partners, strategists, fundraisers, network builders, and friends. I can confidently state that MainStreet would not be where it is today without Niv, Moshe, and the Shrug network.” **Doug Ludlow**, Co-Founder of **MainStreet**



“Moshe is a machine, and I love working with him. Straight to the point. Deep understanding of startup world. Loves creative problem solving. Insane rolodex. He's responsive and insightful, and deeply committed to Galvanick's success.” **Joshua Steinman**, Founder of **Galvanick**



“Niv understands that the process of building product sometimes takes years and success doesn’t happen overnight. He continued to back us when things got tough. Having someone in your corner that believes in you through thick and thin goes a long way.” **Alex Ma**, Co-Founder of **Poparazzi**



“Working with Niv and Moshe is one of the best things that happened Atoms. Their superpower is being able to connect founders with the right people, communicating expectations even if at times it is uncomfortable. Also, you don’t meet many investors who’d get a matching tattoo of your company logo.” **Sidra Qasim**, Co-Founder of **Atoms**



“Niv and Moshe have been fantastic partners to Supergreat from the early days of our company. I’ve seen firsthand how they work tirelessly for the founders they invest in, making relevant introductions – including to our Series B lead investor. Run, don't walk, if you have the chance to work with Shrug.” **Tyler Faux**, Co-Founder of **Supergreat**