super{set}

Creating New Formations

At super{set}, we run **Signal** — a one-on-one collaboration for deliberate company creation. It's not an accelerator or a cohort, but a three-month collaboration in our San Francisco office, working on ideas that match your experience and curiosity.

{ You're the **DRI** (Directly Responsible Individual), and we co-pilot with you on ideation, product shaping, prototypes, and validation. Through regular check-ins and collaboration with other super{set} teams, the work is fast-paced, high-energy, and rewarding. }

The Signal Platform

Signal focuses on depth and rapid learning cycles. We work one-on-one with founders as co-creators to test ideas and uncover scalable opportunities — no demo days or pitch deadlines.

Each collaboration runs for three months, combining structured time, active support, and shared conviction to decide if there's a real company to build.

We run multiple Signal collaborations each year, with about one in four getting fully Seed funded from super{set}.

We apply the same process rigor for company building with the Signal group, concentrating on the first two milestone phases of Ideation and Discovery.
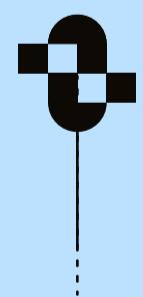
Ideate
Never abstract. Deeply explore pain points and use-cases and form strong hypotheses.
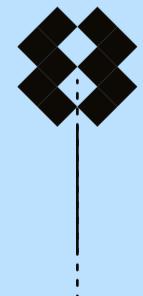
Discover
Explore and learn use-cases and the best product insertion point.
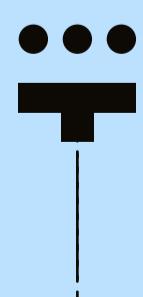
Fund
Go or no-go decision starts to form towards the end of 3 months together.
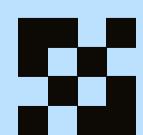
Scale
Once we hit the ground, we need a plan, budget and growth path.

Who We Look For

Founders with product, engineering, or operational backgrounds, ideally combining:

- **Tenacity** and intellectual honesty.

- **Clock speed** — the ability to move quickly and learn fast.

- **Deep domain expertise** and clarity on the problem space.

- **Unique technical knowledge** or differentiated insight.

We prioritize quick, informed "no" decisions over prolonged effort on the wrong "yes."

Timing & Outcome

Signal cycles last 3 months, with frequent in-person collaboration. Monthly stipends allow full focus. At the end we decide whether we have a viable company that is worth pursuing and launching.

Over that time, we seek clear market signals to critical questions as outlined in the flow below:

Market Pain	Use-cases	Existing approach	Product insertion	Path to revenue
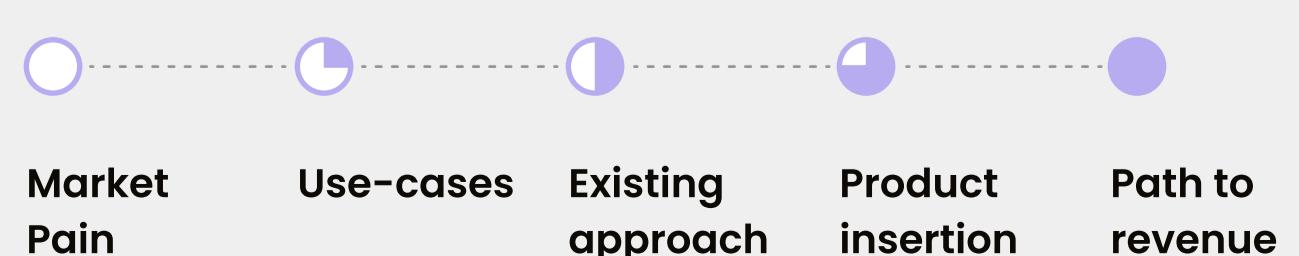
What's In It For You

You'll work directly with seasoned company builders — super{set} General Partners, product leads, engineers, and designers, to co-create something ambitious, investable, and ready for seed formation and capital.

You'll also develop a trusted working cadence, sharpen your founder muscle, and grow organically through the experience.

Why This Model Works So Well

Most accelerators are tonnage models and are detached. super{set}'s Signal optimizes for **fit and conviction.** By working one-on-one, we create space for true discovery, reduce noise, and build enduring partnerships.

The super{set} team has done this before and knows the windy paths to get there. Always humble and always learning because each new Signal is unique. The outcome isn't a pitch deck — it's clarity: is there something big enough we want to build, and do we want to build it together?
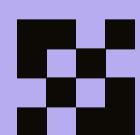
How to Apply

If you're an expert or operator that's curious about building your next company *deliberately*, we'd love to meet you.

Apply on the website:
superset.com/signal

or email:
signal@superset.com

General Partners

Tom Chavez
Founding General Partner

Vivek Vaidya
Founding General Partner

Jeremy Klein
General Partner

Omar Tawakol
General Partner

Peter Day
General Partner

super{set} represents a new approach to building startups and scaling AI-native and data-first solutions.

Led by a team of seasoned founders with multiple exits, super{set} operates within a people-first culture, bringing hands-on support to its portfolio companies from pre-seed stage through exit.

Founded in 2019 by Tom Chavez and Vivek Vaidya, serial entrepreneurs with a track record of building successful companies at the intersection of data and AI.

super{set} has $200M in managed funds and prior successful exits to LiveRamp, Microsoft, Salesforce, Oracle and Cisco.

We give startups an unfair advantage.

Peter Day, *General Partner*