

Passionate Company Builders. Not just capital.

super{set} is a company builder that finds, funds, and builds AI and data-centric companies. We are proven entrepreneurs who find joy in solving B2B enterprise problems, fueled by \$200M in managed funds and deep operating commitment.

{ We are not a VC. We don't spray money across hundreds of companies or invest at a distance. We co-found and build. }

We partner with entrepreneurs — our co-founders — at the earliest stages, often pre-idea (we love that!). However we start working together, we stand at the whiteboard, shoulder-to-shoulder, solving critical business problems. Together we validate the problem, sell to customers, recruit a team, and build the company. We focus on one company at a time, with deep hands-on involvement from day one. We're with you every step of the way. We're emotionally invested in your success.



Proven Entrepreneurs in AI with Multiple Successful Exits

Our team has founded dozens of tech companies, created billions in value, and sold multiple businesses to Microsoft, Oracle, Cisco, and Salesforce. We know how to start — and exit — companies.

We've been building in AI for 20+ years. This isn't a trend for us. It's our core expertise. We focus on engineering AI to solve real business problems.

Together we'll identify customer pain and craft an insertion product with escape velocity. We'll stage and sequence a multi-stage product build-out to grow it into a durable company.

At a company's earliest stage, focus must be on building and selling. That's where we want our super{set} co-founders to spend their time. Our broader team supports with GTM, recruiting, accounting, and more.



Our Strategy is People, Customers, Product — in that order

"People" always comes first. Companies win because of exceptional people, aligned around shared values and collaboration. Success depends on bringing in and harnessing top talent.

Customers are the ultimate test. From day one, we work to sell, learn, and adapt with early design partners, ensuring that what we build truly matters in the market.

Product is our obsession. It's the central craft of everything we do. Exceptional products start with deep user empathy and design thinking. Every company we build begins with clarity of customer pain and crafting the right solution.



Community and Culture (the "Hive")

We believe we're better together. Each super{set} company is part of the Hive, our community of builders. Across the Hive, teams cross-pollinate best practices, share hard-won lessons, and support each other during the lonely moments of company building.

Our HQ is in San Francisco's SOMA neighborhood, in a beautiful 100+ year-old tower designed for deep connection and innovation.

Acquired by:





What Makes super{set} Different

- **One-at-a-time focus.** We commit full attention to a single opportunity — no peanut buttering.
- **We co-found, not coach.** We shape the plan, test the design, win first customers, and recruit the team.
- **Product design first.** We start with a [solution memo](#), clarify pain, and build a revenue product.
- **Proven playbooks.** We stage a multi-phase buildout, aligning GTM and product milestones for growth.
- **Capital that fits.** We fund from formation to Seed and continue beyond, pacing investment with product and customer proof.



Accelerating Your Success

- ▲ **Faster zero-to-one:** structured discovery, solution memo, insertion product, early design partners.
- ▲ **GTM firepower:** pricing, packaging, and pipeline mechanics — with hands-on help on early customer wins.
- ▲ **Hiring edge:** our networks and the Hive — a community of builders offering support and sharing lessons.
- ▲ **Company-building OS:** shared playbooks for product staging, metrics, hiring, and operating cadence.
- ▲ **Fundraising advantage:** Wing, Norwest, Acrew, Forerunner, and Snowflake Ventures have invested at mark-ups.
- ▲ **Higher odds of success:** proven patterns, wisdom from exits, and disciplined company building.



Curious, Humble, and Still Learning

We love being part of the startup community, sharing insights through our blog, closed {session} podcast, and by hosting events and meetups at our HQ with outside experts and thought leaders.

[{Closed} Session Podcast](#)

Unfiltered startup truths from founders, creators, and LPs.

[Blogs & Stories](#)

Tech and strategy insights, media updates and news.

[super{summit}](#)

Annual event to strengthen the community.



Tom Chavez
Founding General Partner



Vivek Vaidya
Founding General Partner



Omar Tawakol
General Partner



Peter Day
General Partner

