



Connecting Investors with Startups

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Hi {{ contact.FIRSTNAME }},

Today, we are showcasing three companies that we have enjoyed getting to know, and we believe they have great potential for the future. They are:

1. **Vasitum**, a tech start-up, reinventing the way you attract, shortlist, and engage candidates
2. **StoryBolt**, a SaaS platform connects organizations to authentic stories and storytellers
3. **Roboligent**, builds intelligent robots safe in all environment

Please check out their profiles and our one-on-one interviews with the founders below. If you would like to get in touch with these amazing founders, please reply to this email and we will be happy to make an introduction.

We are also taking this opportunity to highlight one of our favorite investors, [Dharti Desai, Investor at Bodhi Capital, Plum Alley, and President, TiE New York](#). In her interview, Dharti shares very important lessons for founders who are fundraising. Please check out her interview on our investors' page.

www.StartupSteroid.com

Featured Investor



Dharti Desai

Bodhi Capital, Plum Alley and TiE New York

Investor, Bodhi Capital, Plum Alley, and TiE New York

Dharti Desai is an entrepreneur, advisor, board member, and investor with more than

23 years of versatile global experience - spanning direct marketing, wines, printing, packaging, lifestyle industry, and not-for-profit organizations. Leveraging her extensive experience in innovative marketing and global leadership, her broad areas of expertise include deep data-driven analytics, marketing strategy enhancement, branding, digital communications, and team building.

Dharti holds a BA in Sociology from Mumbai University, India, a diplôme supérieur in French from the Alliance Française, and is enrolled in level 3 of the Wine & Spirits Education Trust (WSET) NY. She is the author of DM in India Guidebook and has been selected as jury for the Echo Awards of the DMA USA for 2017, 2018, 2019, and 2020. Dharti is also a Founder Ambassador of her family's non-profit trust Animedh Charitable Trust (ACT). ACT skill trains women from the underserved, impoverished and under-represented communities and places them in jobs matching their skills or trains them to be economically independent with their micro-enterprises. ACT also provides basic and higher education for underprivileged children, especially girlchild.

Dharti is an investor through Plumalleyco in NY – a syndicate focused on women and gender diverse founders. She also sits on advisory boards of companies in the digital marketing and Not for Profit sectors. She is an investor through Bodhi Capital (bodhicapital.com) in early-stage companies in fashion, Fin-tech, hospitality, and health-tech. She has been invited to judge and deliver keynote addresses at Start-up Pitch.

Dharti is President on the board of TiE NY (www.nytie.org - a global not-for-profit organization 'for entrepreneurs by entrepreneurs) and is the Co-Chair of TiE NY's Angel program. Dharti has mentored women entrepreneurs of AIRSWEEE 2.0 (All India Road Show for Women's Economic Empowerment through Entrepreneurship) - a project by TiE Global and funded by the US Department of State and now is the Co-Chair for TiE Women (tiewomen.org).

[Full Interview](#)[Highlight](#)

Angel Partners

Accredited Investors: [Click Here](#) To Get Featured

Startup Showcase



Vikram Wadhawan
CEO of Vasitum



Vasitum

Land A Job That You Love

We understand jobs & recruitment like nobody else. We are a tech start-up, reinventing the way you attract, shortlist, and engage candidates. We match the right talent to the right opportunity and accelerate the hiring process. Think of us as an extension of your recruitment team. We may not be able to throw a pizza party for the team, but we have the tools to help you make high-impact hiring decisions. Our holistic recruiting solution caters to recruiters and jobseekers alike.

Full Interview

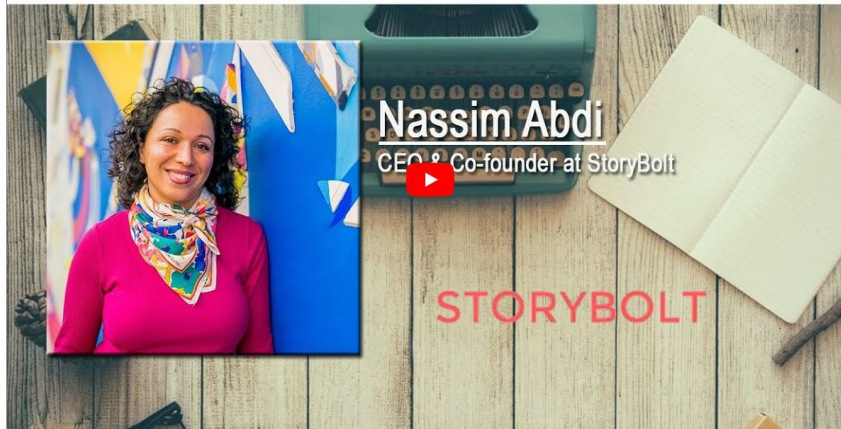
Highlight

5-in-5 Interview

Pitch

Company Profile

Founders: [Click Here](#) To Register on Startup Steroid



StoryBolt

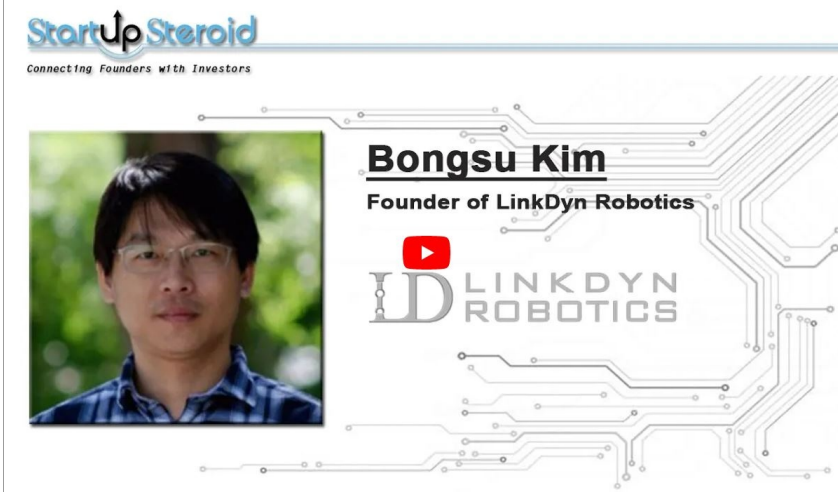
Diversity, Inclusion, and Belonging

StoryBolt SaaS platform connects organizations to authentic stories and storytellers (currently: documentary filmmakers) and helps them each get access to improve employee belonging and engagement. Through a network of 4100+ filmmakers from 112 countries, StoryBolt enables impactful DEI conversations around award-winning documentaries that tell real stories. Inspire sustainable change by unpacking Implicit Bias, Gender Equity, Mental Health, and more. Our platform provides companies with credit-based subscription access (like an Audible for B2B) to book a series of virtual sessions for employee engagement and belonging. The sessions include a short documentary screening following by live Q&A with the filmmaker. StoryBolt succeeded in onboarding Google, United Airlines, Amazon, Discover, Paylocity, and Ameriprise as

paying clients and we're in conversations with Panasonic, Intel, Toyota, and many others.

[Full Interview](#)[Highlight](#)[5-in-5 Interview](#)[Pitch](#)[Company Profile](#)

Founders: [Click Here](#) To Create Your Profile For Investors



[Roboligent](#)

Intelligent Robots Safe In All Environment

LinkDyn's team has the talent and tenacity to bring this technology to market and succeed in market share with future members. After four years of methodic work with limited resources, the team successfully developed unprecedented technology and a vast exploration of viable business models. Now, the team is ready to transition to an acceleration mode.

[Full Interview](#)[Highlight](#)[5-in-5 Interview](#)[Pitch](#)[Company Profile](#)

Founders: [Click Here](#) To Get Featured On Next Showcase

About Startup Steroid

The SaaS Platform That Connects Investors with Startup Founders

- We help founders organize their information once, and get in front of thousands of investors.
- Investors can get a curated list of startup companies that match their needs to invest in the most promising startups.
- We provide angel investor groups a platform to help them seamlessly manage the startup investment process through various stages.

Investors & Angel Groups

- Customized deal flow that matches Investor investment criteria
- We provide angel investor groups a platform to help them seamlessly manage the startup investment process through various stages.
- Easy to consume profiles that speed up the screening and review process
- Groups can organize members and track commitments for investments
- Post investment communication through platform

Startup Founders

- We help founders organize their information once, and get in front of thousands of investors

- Save time by creating one profile and connecting with many investors
- Meet investors who specialize in your industry and startup stage
- A central repository of documents to eliminate duplication of effort
- Trusted service providers
- One stop shop for all services needed for success
- Bundled discount pricing for key services

Sponsors



Stradling Yocca Carlson & Rauth

Stradling is a leading business law firm with more than 110 lawyers providing experienced counsel in critical transactions and disputes from 10 offices across California, Colorado, Nevada and Washington.

Optizm Global is a global recruitment firm specializing in executive and IT search. We help Growing Businesses & Startups Find The Best Talent!



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Tech-Synergy is a leading provider of call center, transcription, remote support and virtual assistant solutions to customers around the world.



RepuGen helps healthcare organizations proactively manage their online reputation and improve the patient experience.



REPUGEN

SkeegTen is a full-service digital marketing agency serving businesses of all kinds with ROI based online marketing services.



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Calling All Startup Founders!

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