

## Investing in the Future of Work | 1.20.23 | [EPISODE PAGE](#)

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### The Ecosystem

- 6-10 firms dedicated to investing in the Future of Work; more early stage funds that invest in Future of Work-related firms as part of generalist approach
- The increasing role and wider accessibility of AI is creating a uniquely ripe environment for innovation
- FoW will be major source of investment in the next 5-10 years
- Major tech layoffs could spark a wave of innovation as future founders may be among those laid off
- In 2020-2022, excessive capital drove a rush of funding not rooted in fundamentals; we are seeing a correction and reversion to fundamentals
- Most funding difficulties are happening at later startup stages because those later stages more closely approximate public markets, which are more conservative with multiples and valuations; at the seed stage, there is an abundance of capital for good ideas and talented teams
- Good teams and good ideas will always see interest

### Thesis, Innovation

- VITALIZE: People first, data driven, big ideas that transform how work is done
  - HR tech (30%): new hiring solutions, learning and development, employee engagement, retention and analytics
  - Infrastructure powering the freelance economy
  - Transformative workflows at the enterprise software level
- Bloomberg Beta: pioneer FoW focused fund in 2013; full stack, from infrastructure to media applications
  - People-focused: re-skilling, learning and development
  - Hybrid work: tools required to optimize and enhance the experience
  - Modernizing existing tools/processes

### Founder Advice

- Focus on fundamentals - product/market fit, revenue generation
- Listen: to your customers, to your employees, to the market

[Future of Work](#) | [Spotify](#) | [Apple](#) | [Amazon](#)

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