

The JumpFund

WOMEN INVESTING IN WOMEN

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JumpFund's First Investment in Woman-led Venture Pays Off

SuperFan Inc, a woman-led company which was [The JumpFund](#)'s very first investment, has been [acquired by PrestoSports](#), a leading provider in collegiate and high school streaming, website, social graphics, and stats technology.

[SuperFan](#), headquartered in Louisville, Kentucky, is a mobile fan engagement platform that offers rewards and incentivizes fan participation in high school and college/university athletics. PrestoSports sees this acquisition as an expansion of its suite of technology solutions. "By joining PrestoSports, we can enhance the solutions and services provided to our customers" explains Kayla Mount, who co-founded SuperFan, Inc. with fellow sports fan, Chris Nowak. "We can also accelerate the availability of a fully integrated platform for sports programs everywhere, empowering them to execute impactful fundraising and digital fan engagement."

The JumpFund, an early-stage, angel investment fund targeting women-led ventures in the Southeast U.S., saw great potential in SuperFan co-founder and CEO Kayla Mount. JumpFund's Managing Partner and SuperFan's Board Chair, Kristina Montague, believed in the value proposition of SuperFan's mobile platform from her work with university communications as an Assistant Dean at UT Chattanooga's Rollins College of Business. The all women general partners of The JumpFund also appreciate that their first investment was in a sports fan application, a space in which female investors might stereotypically not have an interest. "People expected this group of women to invest in fashion or consumer brands," says Kristina Montague, "instead, our first investment was in a high-powered, woman-led team revolutionizing sports marketing."

The JumpFund invested in SuperFan's early capital raise in 2014, alongside Bluegrass Angels, Kentucky Science & Technology Corporation, Connectic Ventures and other Kentucky-based angel investors. Kristina Montague joined SuperFan's Board of Directors and The JumpFund made additional follow-on investments in the company. While the financial terms of the deal are not being released, this acquisition represents a positive exit for the fund. SuperFan's founders and all employees will continue operating as part of the new company and will be called SuperFan powered by PrestoSports.

The JumpFund is an early-stage "angel" investment fund, headquartered in Chattanooga, TN, run by women for women. The Fund's mission is to "make the Southeast the BEST place for a woman to invest in or start a business." The JumpFund has invested in more than 30 women-led ventures, from clean energy technology to cybersecurity, across the Southeast U.S. since its founding in 2014. For more information please visit <https://www.thejumpfund.com/>

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