



WILLOWGROWTH.COM

WILLOW GROWTH PARTNERS FUND II

HEADQUARTERS: Los Angeles, CA

FUND SIZE: \$91m

DATE CLOSED: 12/20/2024

PORTFOLIO COMPANIES A/O 12/31/2024: 1

Asset Class: Venture Capital

CREATIVE ECONOMY SECTOR: Sustainable Food, Ethical Fashion, Other Creative Businesses

INVESTMENT SIZE: \$1.5m

Description

Willow Growth Partners invests in entrepreneurs building the next generation of “better for you, better for the planet” consumer brands, and the disruptive technologies that support them.

Willow Growth Partner’s investment strategy focuses on early stage companies that offer innovative consumer staples that become “must haves” in consumers’ everyday lives. 50% of Fund I was invested within the creative economy across food, fashion, beauty and fragrance — and this alignment with the creative economy is expected to continue in Fund II. Willow Growth Partners invests primarily in the U.S.

The team works closely with portfolio companies on organizational design; recruiting and hiring the right team; connecting with strategic partners and service providers; and adopting appropriate technology solutions. Willow Growth’s operating partners bring deep experience in the food & beverage and home & apparel industries.

Willow Growth Partners is led by general partners Deborah Benton and Amanda Schutzbank, who bring both investment and C-suite level operating experience.

Impact Strategy

Willow Growth has a track record of backing diverse founders, and uses a diversity rider committing to engage diverse-led funds as co-investors where Willow is lead investor. In evaluating portfolio companies, Willow Growth prioritizes sustainability, non-toxicity, and democratizing access to healthier ingredients. Many Willow portfolio companies focus their own advocacy and philanthropy on a specific impact issue aligned with their product, like teen mental health or skin cancer prevention.

ACCESS TO CAPITAL	
QUALITY JOBS	
VIBRANT COMMUNITIES	
SUSTAINABLE CREATIVE LIVES	
AN INCLUSIVE CREATIVE ECONOMY	
ENVIRONMENTAL SUSTAINABILITY	



PRIMARY IMPACT



SECONDARY IMPACT

— NOT AN EXPLICIT
IMPACT PRIORITY

Impact Metrics

- Portfolio company leadership: 100% Female founders
- Jobs created in portfolio companies in 2024: 5

Additional impact metrics Willow Growth Partners plans to track for Fund II:

- Environmental Sustainability: sustainable sourcing, packaging innovation, long-term impact
- Product Impact: nutritional benefits, health improvements, cleaner ingredient lists
- Social Value Impact: jobs created, # of communities supported
- Community Empowerment: philanthropy, global health and access, # projects/ people served
- Consumer Education & Engagement: # educational campaigns, social media engagement

Portfolio Company Example



WWW.STANDARDPROCEDURE.COM

The Founder

Zepha Jackson is a third-generation sunscreen maker. Her company, Standard Procedure, builds off 40 years of the Jackson family's experience.

The Company

Born under the harsh rays Down Under, Standard Procedure is Australian-made sun care designed to endure the toughest elements. Each product reflects a deep commitment to quality and sun safety. The products' TGA-certification — Australia's gold standard for SPF regulation—ensures that every formulation meets the world's strictest testing protocols and protects under the harshest global UV conditions. Products include sunscreen, aloe vera gel and lip balm.

Impact Thesis

With a focus on cancer-prevention, Standard Procedure is redefining sunscreen as an effortless daily essential, ensuring everyone can enjoy the sun without compromising their skin health. The company seeks to make sun safety cool, effective, and accessible. By turning SPF into a habit, Standard Procedure empowers people to live freely under the sun, without the fear of skin cancer.

Impact Metrics

Standard Procedure is chemical-free and manufactured in a 100% solar-powered factory on the Sunshine Coast, Australia. The company plans to track the following impact metrics:

- Skin Cancer Prevention Awareness
- Educational Outreach
- Accessibility & Inclusion
- Dermatologist & Health Partnerships