



PROINFLUENCE

ProInfluence Startup Spotlight: Episode #8

Startup Spotlight features new, consumer-based startup companies and their passionate founders.

Spotlight On: Kelvin Beachum – NY Jets, Angel Investor & Philanthropist



Please tell us about yourself.

I'm a country boy from Mexia, TX who was drafted out of SMU by the Pittsburgh Steelers. I am currently in year 6 of my NFL career, playing for the New York Jets. I am a football player, an investor, a professional speaker, and philanthropist. I focus my charitable efforts on STEM education and ending hunger, and have a strong passion for business and investing and learning.



What initially sparked your interest in angel investing?

For me, it was being exposed to the startup scene coming out of Carnegie Mellon in Pittsburgh. It continued during my time in San Francisco leading up to Super Bowl 50 going on tech tours put on by NFLPA.



How has your NFL career assisted your journey into angel investing? Is there any overlap in the skills you use?

The easy answer is that the NFL has provided an unbelievable platform. It offers a certain level of recognizability, and ultimately makes me an ideal candidate for companies to approach for investing. But deeper than that, both football and investing require strategy and preparation. I am an offensive lineman, and my job is to protect the quarterback. I am a father and a husband, and my job is to protect my family and our financial future. I am protective of my finances and my time, so I am extremely thorough in my research and strategic in my decision making.

What are your goals in the Venture space?

It's exciting to see the potential of a company and help bring a vision, product, or service to fruition. Ultimately, the goal is generational wealth and success. But in investing, typically you're supporting a product or service that solves a specific need, so the other goal is to see your investment make a significant impact.





PROINFLUENCE

What resources do you use to evaluate investment opportunities? Does the NFL or NFLPA provide education or other support?

I have a stellar network I lean on for advice and mentorship. I am passionate about learning and perfecting different skills, so I think it's important to connect with those who are smarter and more successful than me. I value the people in my network for who they are and what they have achieved. They are receptive to offering insight when I need it, and as I continue to grow



in business and investing, I learn the right questions to ask, the key factors to look for, immediate red flags, and other clues that ultimately lead to my decision making. I am an advisory board member of the NFLPA OneTeam Collective, which is a business accelerator connecting players to investment opportunities, and leveraging licensing relationships. This has been a catalyst in the growth of my network and the number of presented investment opportunities.

What industries or sectors do you focus your investment interests in?

Right now, I am passionate about robotics, drones, agtech, edtech, esports, big data, and IT. These are the industries I tend to focus on.



How active are you in the startup companies you invest in?

Our I try to be as active as I can. Some are later stage companies so they don't really need my help. It's more exposure and networking at play. With other companies, I try to stay as close as possible and add value where I can.

If people want to follow your journey, where can they find you?

@kelvin.beachum.jr @KelvinBeachumOfficial @KelvinBeachumJr

Listen to the podcast on SoundCloud, iTunes or Stitcher <http://bit.ly/2proinfluence-StartupSpotlight-KelvinBeachum-podcast>



Steve Schwartz, Founder

sschwartz@proinfluencellc.com ▪ 206 992-3554

@ProInfluenceLLC @ProInfluence

