

For Immediate Release
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Rock River Capital Partners Makes First Investment Wisconsin-based Start-up Gravy to Receive Funds

Madison, Wis. – Roughly two weeks after Rock River Capital Partners closed its first fund, Rock River Capital Partners Fund I, they announced their first investment. Rock River Capital Partners announced capital investment in the Madison-based start-up Gravy (gravy.live).

“Gravy is a disruptive eCommerce company that has the potential to reshape the way we discover and shop for new products on our mobile phones. We have looked at nearly 200 businesses as possible investments and Gravy stood out as an innovative company with a strong leadership team and solid growth potential,” said Andy Walker, one of two partners of Rock River Capital Partners.

Gravy is a social shopping platform that uses gamification to turn boring eCommerce shopping into fun, live mobile shopping events. Every night at 8:30ET, Gravy hosts a shopping show that features a new, innovative product. The live audience has the chance to win cash prizes, and compete for deals on the featured product in a unique dropping price shopping game.

“The investment by Rock River Capital Partners gives Gravy a strong Wisconsin-based partner to help us continue to accelerate our growth,” said Brian Wiegand, CEO and co-founder of Gravy. “As part of this investment round, Gravy has also secured funding from MSA Capital, one of China’s leading social eCommerce investment firms, which gives us a fantastic set of resources both here in Wisconsin and globally.”

MSA Capital, a \$1+ billion dollar investment firm headquartered in Beijing (<http://www.msacap.com/>), has a strong track record in mobile entertainment and shopping, with investments in Meituan (the eCommerce service giant in China), Mogijie (the Pinterest of China), and Chongdingdahui (the HQ trivia of China), among others. MSA Capital has been named the “Top 10 Fund in China” by the Hunting Cloud Venture Capital Awards.

Rock River Capital Partners, a Badger Fund of Funds partner, was created by Andy Walker and Chris Eckstrom with the belief that the next decade of great companies and returns will happen in the Midwest. Rock River Capital Partners strive to find great entrepreneurs that believe in the Midwest as well as want to partner to build great companies. Both partners have significant operational and investing experience.

About Rock River Capital Partners

Rock River Capital Partners invest in early stage companies whose products fit a market need and have disruptive technology with high growth potential. Typically, Rock River Capital Partners look for earlier stage companies where they can partner with entrepreneurs to best provide value to the companies and accelerate growth. Initial investments typically are between five hundred thousand and one million dollars with additional capital reserved for follow-on rounds. Rock River Capital Partners will look to partner with other local and national venture capital firms to provide follow-on capital and expertise. For more information visit www.rockrivercapital.com

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