

ELI SAFAIE-KIA

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EDUCATION

University of Southern California | Marshall School of Business May 2024
Master of Science in Entrepreneurship & Innovation GPA 3.7

- Relevant Coursework: Investing in New Ventures, Negotiation and Deal Making, Marshall Catalyst Fund Fellow, Marshall Venture Fund, Venture Feasibility, Entrepreneurial Problem-Solving, Venture Initiation.

University of Southern California | Marshall School of Business May 2023
Bachelor of Science in Business Administration, *STEM (Emphasis: Entrepreneurship)* GPA 3.62

- Relevant Coursework: Venture Initiation, Operations Management, Data Analytics, Strategic Management, Business Finance, Microeconomics, Macroeconomics, Organizational Behavior, Financial Accounting, Managerial Accounting, Business Statistics.

EXPERIENCE

Seaside Ventures – Los Angeles, CA | **Associate** Jan 2023-Apr 2024

- *Deal Flow*: Responsible for all deal flow by reviewing pitch decks, taking first meetings, conducting due diligence, negotiating term sheets, and scouting outwards for approximately 30 companies a week.
- *Platform*: Created resources and partnerships to benefit Seaside portfolio companies by wiring SOPs, developing corporate relationships for discounts on frequently used services, and integrating new Seaside portcos into the Seaside Platform ecosystem.
- *Network*: Held roughly a dozen non-founder meetings a week with individuals like partners from other funds, industry experts, and operators to build a robust fund network.
- *LP Relations*: Created weekly LP updates to share the accomplishments of portcos, weekly deal flow highlights, and fund updates.
- *Events*: Planned events for members of the Seaside community to network and interact, ranging from cocktail hours to hikes.
- *Main takeaway*: *A small, early fund operates much like an early-stage startup — everyone does a bit of everything, and customer discovery is central to long-term success.*

Handle Delivery – Los Angeles, CA | **Chief Growth Officer, Founding Team** Jan-Jun 2022

- Ran daily operations and growth strategy for two locations, from launch to the close of our seed round (led by Valuetainment).
- Oversaw the hiring of over 200 employees across multiple locations, placing an emphasis on team culture.
- Led the purchasing of all company equipment, including, but not limited to, EV fleet, mobile offices, and 900+ SKUs of inventory.
- Successfully launched 2 new locations, overseeing financing, hiring, leasing, and permitting.
- Won first place in the 2022 USC TroyLabs DEMO Day, solidifying Handle as one of the most prominent startups at USC.
- *Main takeaway*: *Being on a founding team is hard work and comes with a lot of trial by fire (...and no work-life balance).*

Duffl – Los Angeles, CA | **Supply Manager** Sep 2021-Jan 2022

- Led customer discovery, interviewing hundreds of customers to inform growth and marketing decisions and their measure impact.
- Build a robust model to track store and company-wide performance, inventory, equipment, and growth data.
- Developed a company-wide SOP, training and onboarding over 50 new employees.
- Strategically ordered \$100,000+ of monthly inventory from over 25 distributors, allowing for the growth of customer segments.
- *Main takeaway*: *Having robust and durable procedures in place is crucial to creating a scalable (venture-backable) business.*

Telos Capital Management – San Diego, CA | **Finance Intern** May-Aug 2021

- Developed a thorough understanding of public securities (primarily stocks and bonds) investment strategies, portfolio risk management, tax advantage/planning, and client relationship management.
- Effectively learned to utilize financial programs like FactSet, Morningstar Advisor Workstation, Junxure, Tamarac, and eMoney.
- Shadowed and assisted portfolio managers during daily tasks to learn the methodology for conservatively trading a \$1B+ portfolio.
- *Main takeaway*: *Every role, even an investing role, is a sales job. I got really good at selling my ideas and learning humility.*

COMMUNITY LEADERSHIP

Pacific Palisades Community Council – Los Angeles, CA | **Member, Board of Directors** Oct 2022-Present

- Voting board member on the Pacific Palisades Community Council (PPCC), overseeing the Riviera & Polo Fields regions.

SKILLS AND INTERESTS

- Professional Skills: Portfolio Construction, Negotiation, Due Diligence, Valuations, and Pitch Deck Review.
- Languages: English (Native), Persian (Native), Spanish (Fluent).
- Interests: Venture Capital, Real Estate, Constitutional Law. Cycling, Running, Surfing, Hiking.