

salesforce ventures

15 YEARS OF SALESFORCE VENTURES

Since 2009, Salesforce Ventures has helped enterprising founders build industry-defining companies. As we look to the next 15 years of Salesforce Ventures, we reflect on how far we've come and how far we still want to go 🚀

DocuSign

algolia

ANTHROPIC

BetterUp

Dropbox

snowflake

Ironclad

ncino

odigos

ElevenLabs

twilio

Vlocity

WRITER

zoom

If necessity is the mother of invention, Salesforce Ventures came along at a necessary time for the technology ecosystem. Amid the Great Recession, numerous Salesforce partners were struggling to raise capital. Understanding how crucial these partners were to the technology ecosystem, CEO Marc Benioff and Head of Corporate Development John Somorjai came together to launch Salesforce Ventures – a venture capital arm for nurturing innovation critical to the enterprise ecosystem.

From our beginnings as an essential capital partner to upstart enterprise SaaS businesses, we never could've anticipated the significant impact we've been fortunate to have. From championing some of the most revolutionary startups of the cloud computing era to leading the latest platform shift to AI, we've built a foundation we're proud of by serving the world's most enterprising founders with patient capital, coveted community, and unparalleled access.

We're excited to continue redefining the VC landscape by playing the long game alongside the next generation of enterprising founders.

You don't know where you're going unless you know where you came from, so we're using this moment to reflect on our efforts to date. Thank you to all of our founders for believing in us as much as we believed in you. If the next 15 years are anything like the last 15, there will be plenty more extraordinary things to come.

Sincerely,

John Somorjai

John Somorjai

President, Salesforce Ventures

Khushboo Patel

Khushboo Patel

COO, Salesforce Ventures

Paul Drews

Paul Drews

Managing Partner, Salesforce Ventures



OVER 15 YEARS...

Salesforce Ventures provides patient capital, coveted community, and unparalleled access to help the world's most enterprising founders build industry-defining companies.

\$6B+
CAPITAL INVESTED

630+
COMPANIES
INVESTED IN

175+
ACQUISITIONS

35
IPOs

32
COUNTRIES
INVESTED IN

170
PLEDGE 1%
PORTFOLIO
COMPANIES

130K+
TOTAL ACTIVE¹
PORTFOLIO COMPANY
EMPLOYEES

¹ Employee count figure is directional and driven by Pitchbook data.

**WE'RE A DYNAMIC
TEAM OF INVESTORS,
RESEARCHERS,
ANALYSTS, AND
CREATIVES WORKING
COLLABORATIVELY
AROUND THE WORLD.**

**SAN FRANCISCO
NEW YORK
LONDON
TOKYO**

**39
TEAM MEMBERS**



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We've played an important role in technological innovation over the last 15 years.

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SALESFORCE VENTURES FOUNDED

'09

Investment in Certinia

docuSign

'10

Investment in DocuSign

Investment in Box

'11

Salesforce Ventures establishes Tokyo office



'12

Investments in Gusto, SurveyMonkey, and Zapier

'13

Investments in Adaptive Insights, Anaplan, Apttus, Gainsight, MongoDB, MuleSoft, and Sansan



Slack officially launches

\$100M Salesforce1 Fund announced

Salesforce Ventures makes 20th investment in Japan

Investments in Dropbox, nCino, and ThousandEyes

'15

Salesforce Ventures establishes London office



\$100M commitment to European startups fueling cloud innovation and customer success

Investments in Stripe, Twilio, and Vlocity

Box IPO

Twilio IPO

'16

Salesforce launches Einstein, an AI platform that supports Salesforce products

Salesforce Ventures begins sponsorship of Cloud100

Investment in Own Company



'17

\$50M System Integrator Fund announced

MuleSoft, MongoDB IPOs

\$50M Impact Fund launches

\$50M AI Fund launched

Slack Fund investment in Loom

Investments in Andela, Ellevest, FullStory, and Highspot

box

'18 \$100M Japan Trailblazer Fund announced

Dropbox, DocuSign, and SurveyMonkey IPOs

\$100M Canada Trailblazer Fund announced

Investments in Alation, Contentful, Copado, Forter, Guild, OSF Digital, and TechSee

'19 Salesforce Ventures celebrates 10 year anniversary

\$50M Australia Trailblazer Fund announced

\$125M Europe Trailblazer Fund announced

Sansan and Zoom IPOs

\$50M Consultant Trailblazer Fund announced

Slack Fund invests in Hightouch

Investments in Algolia, AllCloud, Automattic, BigID, Minit, Qualified, Snyk, Unite Us, Zoom, and Zoomin



Cisco acquires ThousandEyes

nCino and Snowflake IPOs

Salesforce acquires Vlocity

Second \$100M Impact Fund announced

Slack Fund invests in The Browser Company

Investments in Airkite.ai, AppsFlyer, Auth0, Airwallex, Coastal Cloud, Ironclad, Outreach, Starburst Data, and Snowflake

Salesforce Ventures establishes New York City office

Salesforce acquires Slack

Slack Fund folded into Salesforce Ventures as early-stage investment arm

Investments in Airtable, Astronomer, BetterUp, Databook, Databricks, Drata, Miro, Monday.com, Popmenu, Razorpay, Spiff, Sylvera, Vercel, Vivun, and Wiz

'22 Okta acquires Auth0

Innovation Advisory Board launched

Investments in Atlan, Balance, and Lyra Health

'20

PTC acquires ServiceMax

First annual Salesforce Ventures Elevate event in San Diego

Haveli acquires Certinia

\$250M Generative AI Fund launched

Generative AI Fund doubled to \$500M

Salesforce unveils the Einstein 1 Platform

Investments in Anthropic, Cohere, Hugging Face, Mistral AI, Protect AI, Runway, and You.com

'24

Second annual Salesforce Ventures Elevate event in San Diego

Generative AI Fund expanded to \$1B

Salesforce acquires Own Company

Salesforce acquires Zoomin

Salesforce debuts AgentForce

Investments in Eleven Labs, Ensemble AI, Second Front, Together AI, and Writer



Investments highlighted are select investments and do not reflect the complete investment activity of Salesforce Ventures in each year.



AS THE VENTURE CAPITAL ASSET CLASS TRANSFORMED, SO DID WE.

Venture capital has evolved from a niche, relationship-driven cottage industry to a sophisticated, multi-hundred-billion-dollar asset class – and Salesforce Ventures has evolved alongside it.

From writing small checks to big ones.

From participating in rounds to leading them

From keeping pace with the market to helping create it.

And from the cloud computing era straight through the agentic AI age.

It's fair to say we've covered a lot of ground in the last 15 years.

Today, Salesforce Ventures blends the value-add of a traditional VC with the stability and resources of a corporate partner. We've built a patient capital model, leading rounds from seed to growth, supporting companies with a deliberate focus on long-term impact, and delivering our full team's expertise. This approach ensures that founders can weather any market turbulence and scale sustainably.

The new era of venture capital is here.



Patient capital, from seed through growth.

- We invest from seed through growth, with a preference to lead deals.
- We make investments ranging from <\$5m for seed rounds to \$50M+ for growth-stage businesses.
- Over 30% of our active investments are in companies outside of the U.S.
- We've made investments in 32 different countries.
- 70% of our Impact Fund's portfolio companies have a female or underrepresented minority founder or CEO.

Select investment themes over 15 years.

Our investment themes to date represent our commitment to embracing major platform shifts early. We're excited to continue investing in new waves of innovation over the next 15 years, starting with generative and agentic AI.



FINTECH



SALES & SERVICE



COMMUNICATION
& WORKFLOW



SECURITY



MARKETING



GENERATIVE AI



INFRASTRUCTURE
& DATA



COMMERCE

SPOTLIGHT ON AI

Salesforce Ventures is committed to investing \$1 billion in visionary founders charting the future of AI, driving market-shifting innovation, and delivering strong returns while prioritizing our core values of trust and responsibility.

\$1B

AI FUND

\$550M

DEPLOYED

Notable AI Investments

ANTHROPIC



Hugging Face



runway

together.ai



cohere

ElevenLabs



MISTRAL
AI_

26

COMPANIES IN AI PORTFOLIO

Since our inception, providing value to the startup community has been part of our DNA and a critical piece of how we show up for founders. We have a responsibility to bridge gaps for and provide guidance to founders working to reinvent the way the world works. As our fund has evolved, we've strategically invested in formalizing our value add capabilities to ensure we're maximizing the impact to our portfolio.

Today, Salesforce Ventures boasts a mature Platform team spanning Financial Operations, Marketing, and Portfolio Development through which we offer meaningful services to help catalyze growth and foster community across our portfolio and beyond.



**WE STRIVE TO HAVE A
POSITIVE IMPACT ON OUR
PORTFOLIO SO THEY CAN
HAVE A POSITIVE IMPACT
ON THE WORLD.**

Creating value for our portfolio.

We provide our portfolio companies with exclusive, curated, and tailored exposure to customers, peers, and thought leaders via Salesforce Ventures ecosystem events:

- **DEMO DAYS**
Curated 1:1 time with enterprise customers where portfolio founders can pitch their solution.
- **INNOVATION FORUMS**
Networking events arranged for individual founders to meet with a group of enterprise customers.
- **DREAMFORCE**
Salesforce's annual conference bringing together all members of the Salesforce community for three days of learning, philanthropy, and celebration.
- **GLOBAL AGENTFORCE TOURS**
One-day events in cities around the world showcasing the latest Salesforce innovations.
- **COMMUNITY WORKSHOPS**
Persona-based workshops hosted by enterprise thought leaders for members of the Salesforce Ventures portfolio.

- **ELEVATE**
Our annual CEO summit featuring portfolio founders, Salesforce executives, and enterprise leaders.
- **PORTFOLIO DINNERS**
Intimate founder dinners featuring fireside chats with enterprise leaders and members of the Salesforce Ventures portfolio.
- **CLOUD 100**
Our annual celebration for members of the Forbes Cloud 100 – a yearly ranking of the top enterprise software companies in the world.



Select Innovation Advisory Board Members



WASTE CONNECTIONS, INC.



The impact of our Impact Fund.

45.8M

Climate tech portfolio companies helped 45.8 million people gain access to clean energy in 2023.

7.5M

Edtech portfolio companies helped 7.5 million students, 7 million adult learners, and 3.4 million low-income learners gain access to quality education in 2023.

12.7M

Climate tech portfolio companies reduced 12.7 million metric tons of CO2 in 2023.

6.1M

6.1 million individuals received access to financial services and 6.3 million individuals received career support through fintech portfolio companies dedicated to financial inclusion in 2023.

35.1M

35.1 million patients received access to expanded healthcare services via our health tech portfolio companies in 2023.

\$72.8M

Impact Fund portfolio companies facilitated \$72.8 million in grants and donations in 2023.

Our work makes headlines.



**NVCA
AWARD**



**“How
Salesforce
became Silicon
Valley’s best
late-stage tech
investor”**



**CLOUD
100**

Inc.

**“Tech essentials
for startup
success”**

TC TechCrunch

**“Salesforce
Ventures ups its
AI fund to \$1B,
doubling it
again”**

Bloomberg

**“Salesforce
Ventures’ New
\$500M AI Fund”**

**\$1B
AI FUND**



DON'T JUST TAKE OUR WORD FOR IT.

Hear what our founders and partners have to say about their experience with Salesforce Ventures.



“Salesforce Ventures is really unique in the value they bring to us in that they can really help to raise awareness of our solution on the global stage and help us to become a thought leader in our emerging industry.”

Sonia Kastner
Co-Founder & CEO, Pano AI

“When enterprises see we’re backed by Salesforce Ventures it instantly changes the dynamic of the conversation.”

Sean Williams
Founder and CEO, AutogenAI

[→ Read the Case Study](#)



“Salesforce Ventures is a remarkably engaged investor, constantly seeking opportunities to play a role in making us better. Their partnership has been crucial to our growth.”

Paul Mulé
CFO, Arcadia

[→ Read the Case Study](#)



“What’s unique about Salesforce Ventures is everything they bring beyond capital.”

Kraig Swensrud
Co-Founder and CEO, Qualified

[→ Read the Case Study](#)





“Salesforce Ventures is a different kind of VC. They generate strong financial returns, build the best companies, and stand by their values every step of the way.”

Adam Evans

SVP Product, Salesforce AI Platform

“Strategic relationships are everything. That’s what Salesforce Ventures is all about.”

Keith Krach

Former CEO, DocuSign



“Salesforce Ventures brings the best of both worlds for us. They offer the financial rigor and alignment with the founding team you’d expect from a traditional VC, but also the practical enterprise approach you get from a corporate investor.”

Clement Delangue

Co-Founder & CEO, Hugging Face



“Having someone who is invested in you, who you can trust, and who can help you find mutual successes is great and we got that from the beginning with Salesforce Ventures as they were helping us meet with the right people at the right time.”

Neerav Kingsland

Head of Business Development, Anthropic

VISION FOR THE FUTURE

Salesforce Ventures is a proven, dedicated, long-term partner to the world's most enterprising founders and ideas. We're privileged to be able to play a role in the future of technological innovation. While we can't predict what comes next, we know the formula that will drive success for us and our founders: values-based investing, data-driven decision-making, patience, empathy, and the support of the best ecosystem of partners in the business.

THE WORK CONTINUES!

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JOIN US AS WE CHART THE NEXT 15 YEARS

Salesforce Ventures is actively investing in enterprising founders across data and infrastructure, GTM, impact, security, industry verticals, and generative and agentic AI.

For more information about Salesforce Ventures, [visit our website.](#)

To get in touch, email us at salesforceventures@salesforce.com.

