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## Announcing the Launch of Findaway Adventures

Robert U. Craven launches unique venture platform for impact entrepreneurs with the support of Netrush founders

Jupiter, Florida, September 23, 2019 — Announcing the creation of a unique platform that will bring money, strategy and retail expertise to help accelerate young, impactful, CPG companies. Findaway Adventures is led by Robert U. Craven, the former CEO of Garden of Life and MegaFood, with investment partners Brian Gonsalves and Chris Marantette of ecommerce solutions leader Netrush.

Craven, who serves as CEO of Findaway Adventures, says the venture's goal is twofold. "We seek to bring about more opportunities for small, change-the-world companies and their founders and to produce a steady stream of high-quality, impact-minded investments for venture capital and private equity."

At a time when innovation in the natural products industry far outpaces its conventional counterpart, startups may grow too big to continue attracting money from friends and family, yet remain too small to attract venture capital or private equity. Such companies, says Craven, "may need very specific resources and guidance from experts who have traversed this terrain before."

"We're excited to support Robert on this new venture," says Brian Gonsalves, Netrush's co-founder and CEO. "Nobody understands the natural retail environment better than he does, and Chris and I look forward to working with Robert to bring his vision to life."

In keeping with the theme of adventure, Findaway uniquely offers companies access to a national network of seasoned experts who serve as "advisory sherpas". The advisors include Marlo Fogelman, president and CEO of marlo marketing; Dane Halter, founder of the sales brokerage Bubbletree Naturals; Emily Kanter and Michael Kanter of Cambridge Naturals; Yadim Medore, founder and CEO of Pure Branding; Eric J. Pierce, Vice President for Business Insights for New Hope Network; and Amy Summers, President and owner of Pitch Publicity.

Unlike venture firms that furnish capital or accelerators that offer expertise, Findaway Adventures provides both to companies that fit its mission. "We're interested in the products you'd see in a typical health food store," says Craven, who says he's been dreaming about starting

this project for 15 years. “But we also want entrepreneurs who are purpose-driven because we believe they provide greater long-term value both to their communities and to investors.”

#### **About Robert U. Craven**

Robert U. Craven is known for building award-winning, high integrity products, brands and businesses focused on making a difference in the lives of other people. Specializing in start-up and “adolescent” companies, he has successfully worked with entrepreneurs, private equity, and large CPG companies to facilitate rapid and profitable growth.

#### **About Chris Marantette and Brian Gonsalves**

Chris Marantette (President) and Brian Gonsalves (CEO) founded the award-winning e-commerce company, Netrush in 2006. Prior to this, Gonsalves founded Extreme Sports Nutrition (ESN) with an initial investment of \$20 and went on to become a successful entrepreneur and CEO. Marantette followed financial advisory roles at Merrill Lynch and Wachovia Securities with co-founding two companies, Option Strategies and Labrix Clinical Services, before joining Gonsalves in their Netrush venture.

If you would like more information on Findaway Adventures, browse [findawayadventures.com](http://findawayadventures.com) or contact [info@findawayventures.com](mailto:info@findawayventures.com).