



MacArthur Trek Accelerator Fund

Catalyzing Breakthrough Innovation Across the
Health Conscious Consumer Products Value Chain

Fund Overview

The **MacArthur Trek Accelerator Fund** is a \$100 million global consumer platform designed to identify, accelerate, and scale next-generation brands and technologies reshaping the way consumers live, shop, and connect.

Structured as a multi-vehicle “spoke & hub” investment platform, the Fund integrates capital deployment with shared operational resources to drive efficiency, innovation, and transformative growth.

THE S I S

The MacArthur Trek Accelerator Fund is a purpose-built platform to catalyze breakthrough innovation across the consumer and retail value chain.

By investing at the intersection of AI/retail technology, CPG products and services, and consumer experience, the Fund drives transformative growth in both B2B2C and direct-to-consumer (DTC) models.

Within our “spoke & hub” model, the Fund accommodates multiple focused investment vehicles—each benefiting from a centralized shared services platform including data analytics, operational support, brand incubation, and distribution networks.

This structure enhances scalability and accelerates value creation across the portfolio.

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Investment Structure

TOTAL FUND SIZE: \$100 MILLION

Vehicles: Three specialized \$30 Million verticals + shared services infrastructure

1. Total Beverage & Alcohol Fund – \$30 Million

Focused on the rapidly evolving beverage landscape, this vehicle invests in:

- Functional and low/no-alcohol beverages
- Cannabis-infused and adaptogenic drink innovations
- Emerging spirits brands leveraging digital-first consumer acquisition
- Scalable, tech-enabled distribution and retail partnerships

Objective: Lead the next generation of beverage brands positioned for mainstream and premium growth.

2. Health & Beauty Fund – \$30 Million

This vehicle targets disruptive beauty and wellness brands transforming the personal care and cosmetics industries.

- Clean, sustainable, and inclusive formulations
- AI-driven personalization and retail technology integration
- Scalable DTC beauty and wellness platforms

Objective: Build a portfolio of brands aligned with modern consumer values—transparency, sustainability, and self-expression.

3. Better-For-You Snack Food Fund – \$30 Million

Investing in the fast-growing “better-for-you” food sector, focusing on brands reimagining everyday snacks through nutrition, taste, and conscious sourcing.

- High-protein, plant-based, and functional snacks
- Clean-label and low-sugar alternatives
- Scalable CPG brands with omnichannel growth strategies

Objective: Capture share in the global health-conscious snack revolution through high-impact, scalable innovation.

Shared Services Platform (Hub)

Each vehicle leverages a centralized MacArthur Trek Shared Services Platform, providing:

- Brand development & operational expertise
- Retail and distribution infrastructure
- Consumer data & analytics
- AI/technology integration
- Marketing, design, and strategic support

This integrated ecosystem enhances speed to market, reduces overhead, drives synergies, and compounds investor returns across categories.

STRATEGIC VISION

The **MacArthur Trek Accelerator Fund** aims to be the premier global platform for innovation-led consumer growth—delivering both financial and social returns through responsible, future-forward investing in the next generation of brands.

Investor Pro Rata Allocation Model – \$100M Fund

Component	Total Allocation	Description
Beverage & Alcohol Fund	\$30,000,000	Functional, low/no-alc, and premium beverage innovation
Health & Beauty Fund	\$30,000,000	Clean, tech-integrated beauty and wellness brands
Better-for-You Snack Fund	\$30,000,000	High-growth, health-focused snack and food brands
Shared Services & Management	\$10,000,000	Platform operations, data, and support infrastructure
Total Fund Size	\$100,000,000	

MINIMUM INVESTMENT: \$500K

- **\$500,000 minimum per investor**
- Investors receive **pro rata equity shares** in the Fund's master holding entity, MacArthur Trek Accelerator Fund LP
- Allocations across sub-funds are **proportionate (1/3 each)** in the three \$30M vehicles

PRO RATA SHARE FORMULA

- Investor Share (%) = Investor Amount / \$100,000,000
- Pro Rata Allocation per Sub-Fund = Investor Amount / 3

Example Investment Table

Investor Name	Investment	Fund % Ownership	Beverage	Health & Beauty	Snack	Shared Services
Investor A	\$1,000,000	1.00%	\$300,000	\$300,000	\$300,000	\$100,000
Investor B	\$5,000,000	5.00%	\$1,500,000	\$1,500,000	\$1,500,000	\$500,000
Investor C	\$10,000,000	10.00%	\$3,000,000	\$3,000,000	\$3,000,000	\$1,000,000
Totals	\$16,000,000	16.00%	\$4,800,000	\$4,800,000	\$4,800,000	\$1,600,000

Investor Returns (Illustrative)

Scenario	Fund IRR	MOIC (Multiple on Invested Capital)	Investor Return (\$1M Example)
Conservative	12%	1.8x	\$1,800,000
Base Case	18%	2.3x	\$2,300,000
Optimistic	25%	3.0x	\$3,000,000

DISTRIBUTION FRAMEWORK

- **Preferred Return:** 8% annualized (cumulative)
- **Carried Interest:** 20% after preferred return
- **Profit Split:** 80/20 (Investor/GP)
- **Liquidity:** 5–7 year horizon with secondary liquidity options via fund-of-funds or structured exits.

FAMILY OFFICE & INSTITUTIONAL APPEAL

- Diversified exposure across three high-growth CPG categories
- Shared infrastructure minimizes overhead and enhances operational leverage
- Clear pro rata ownership visibility
- Institutional-grade governance and reporting structure



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