



### Editor's Note

This week's *Women's PE Briefs* features a slew of deals involving women backing women-founded companies. Among the investors in these deals are: Melinda Gates, Priscilla Chan, SJF's Cody Nystrom, Pfizer Venture Investments' Elaine Jones, Cormorant Asset's Bihua Chen, and the Women's Venture Capital Fund, whose co-founders and directors are Monica Dodi and Edith Dorsen. We also have stories on personnel moves at Foundation Capital and .406 Ventures, as well as the acquisitions of two more women-led companies.

– David G. Barry

### Video Voices



GGV Capital Managing Partner Jenny Lee wants to work with the .2% of entrepreneurs who are out to change the world. She finds these superstar disrupters in China, where GGV has invested \$100 million in more than 14 companies focused on Consumer Internet, SaaS and the Internet of Things.

Tune in for the [full interview](#).

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## In the Spotlight ...

For the third time in three years, **SJF Ventures** Managing Director **Cody Nystrom** backs a company focused on preventive health — one founded and led by **Brenda Schmidt**, and one that, Cody tells *Women's PE Briefs*, is “orchestrating a dialogue,” between insurers, doctors, non-traditional health providers and patients, “that will be enormously valuable over the next few years.” SJF joined existing investors, **BlueCross BlueShield Venture Partners** and **Sandbox Industries**, in providing \$4 million of Series A1 funding to **Solera Health**.

Based in Phoenix, Solera is a technology-enabled, personalized, preventive health network. The company raised \$3 million in Series A funding last fall — a financing that caught Cody's eye. “The concept and business model really resonated with me,” she commented. “Solera was solving some key issues with preventative health benefits and behavior change solutions.”

The company also fit with Cody's interest in preventive health and chronic condition management. In 2014, she led SFJ into Durham, N.C.-based **Validic**, which has developed a data platform for health care customers to better remotely manage patient populations by gaining access to real-time information, such as fitness activity and blood glucose levels. And, then, last year, Cody led SJF into the Series A financing for **Fit4D**, a New York-based digital platform that enables diabetes expert clinicians to expand their capacity to deliver personalized care, and payers to improve their members diabetes management.

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Solera, she said, offers insurers a means to provide covered preventative health benefits through a network of non-credentialed health providers, both community and virtual, to “address a variety of chronic conditions,” starting with prediabetes. Solera is currently working with the National Diabetes Prevention Program, which is led by the Centers for Disease Control and Prevention. Solera’s technology creates a marketplace that connects 86 million U.S. adults at risk for type 2 diabetes with the more than 850 CDC-recognized digital, national or community-based diabetes prevention programs. The company’s platform administers and streamlines referrals, manages reimbursement and payment, and aggregates data and reporting, thereby making enrollment simpler.

“The network model is really compelling for payers because it offers the member choices with geographic and cultural relevancy,” said Cody, pointing out that people may be directed to local Weight Watchers locations. She added that there may be an opportunity at some point for Solera and Fit4D to work together.

In addition to Fit4D and Validic, Cody also represents SJF on the boards of **Versify Solutions, Inc.**; **Community Energy, Inc.**; and **Vital Farms**. Cody joined SJF in 2007, after being at Ewing Bemiss & Co., a Richmond, Va.-based investment bank. She spoke at the 2015 **Women’s Alternative Investment Summit**. Brenda founded Solera last year, after being president and CEO of Viridian Health Management, a provider of comprehensive health management services to mid-market employers with diverse employee populations. Her background also includes serving as director of global marketing for Baxter Healthcare Corp. <http://www.soleranetwork.com>.