



EMBARGOED: November 8, 2021, 8 am EST

For Them Raises \$2M Pre-Seed Round to Diversify the Wellness Market for a Growing Queer Consumer Base

(New York, NY) For Them has announced a \$2M pre-seed round from a diverse group of investors, led by Resolute Ventures. The funds will be used to expand For Them's product development and talent acquisition, with an eye towards creating a diverse team that mirrors the community they aim to serve.

For Them is a community-driven, holistic wellness brand that transforms ordinary moments through thoughtful, well-designed products that their customers actually want and need. Based on the belief that the queer community should have products that help them thrive across all dimensions of wellness, For Them's first two products launching in 2021 include a breathable binder and multi-use intimacy serum.

Founder Chloe Freeman started For Them because, as a queer, non-binary POC, they see thousands of companies focusing on products and services that do not serve nor reflect their and their peers' lived experiences. When connecting with the queer community, they discovered a huge gap in the market that For Them could fill, with curated products and an educational and community-driven platform to match.

[Resolute Ventures](#) led the pre-seed round; while participating investors include **Yes VC** (Caterina Fake, Co-Founder, Flickr), **Animo Ventures**, **Gaingels Spark Fund**, **Toyin Ajayi** (Co-founder and President, Cityblock Health), **Lindsay Ullman** (Co-founder, Umbrella, acquired by IAC), **Ashley Mayer** (former VP of Comms at Glossier), **Jackie Rice** (co-founder, Tribe AI), Caroline Whitton (CMO, Spanx), **Bracken Darrell** (CEO, Logitech), **Mike Smith** (President and COO, StitchFix), **Josh Abramson** (Founder, College Humor and TeePublic), **Leif Abraham** (Founder, Public), and **Ruzwana Bashir** (Founder, Peak).

For Them's Advisors and Board Members include **Henrik Werdelin** (Founder, BARK); **Nicholas Thourne** (Partner, Prehype); **Matt Meeker** (Founder, Meetup; Co-founder, BARK); **Carly Strife** (Co-Founder, BARK); **Melanie Travis** (Founder, Andie Swim); and **Meeta Gournay** (Founder, Three Spirit).

Quote from Chloe Freeman, CEO & Founder, For Them

"Our mission is to redefine what it means to be well—tailored to the unique needs of the queer community, especially those who live outside the gender binary. With this funding, we have the opportunity to fill the gaps in the wellness market by offering products and services that elevate ordinary moments for a totally unserved group. We've built our team with a focus on partnering with those strongly aligned with this vision. I'm super excited by the group of investors and advisors joining us, who each understand the vitality of this mission and what it will take to bring it to life."

Quote from Toyin Ajayi, Co-founder and President, Cityblock Health

"Even as the wellness space has boomed, the needs of queer individuals and communities have remained overlooked and underserved. I'm so excited to support Chloe as they launch and

scale For Them, a holistic wellness brand that reflects and celebrates the diverse needs of the queer population.”

Quote from Henrik Werdelin, Founder, BARK

"I always gravitate to founders who have a perfect fit with the customers they aim to serve. Chloe is not just an amazing entrepreneur, they are building a company for an incredible community that is dynamic and underserved."

About Chloe Freeman

Chloe Freeman is an actor, producer, and entrepreneur who comes from decades of experience across industries. On the business side, Chloe completed an entrepreneur-in-residence program at prehype, where they helped scale a D2C makeup brand and project-managed the launch of a cyber security platform while preparing to launch For Them. In the entertainment world—in addition to being a renowned theater and screen actor—Chloe founded a production company, Boycott Entertainment, that has raised more than \$1M to date for underrepresented creators.

About Resolute Ventures

Resolute Ventures is a lead seed and “pre-seed” investor focused on backing and connecting a community of Founders who share an entrepreneurial spirit and energy. As a community, they are driven by a need to work on things that matter, and to both give and receive help along the way. Their founders and partners have worked on companies including Automattic, Bark & Co, Clutter, Dogpatch Labs, Greats, Greenhouse Software, Open Door, Orbitera (acquired by Google), Sunrise (acquired by Microsoft) and Trackr.