



MEMBER SPOTLIGHT

25madison

June 2024



25madison

Overview

25madison is a leading venture platform focused on incubating companies, investing in early-stage startups, and propelling brands into their next phase of growth.

25madison consists of 25m Health, 25m Supply Chain, and 25m Evolve—three dedicated incubation studios. Two affiliate businesses—Madison Point Capital, a Seed through Series A investment fund, and Creature, a brand, marketing, and UX design agency—complement the 25madison business-building infrastructure.

Leveraging a collaborative approach, world-class functional talent, and an irreplaceable network, 25madison catalyzes early-stage businesses into category-defining companies.

25m Evolve is an enterprise software venture studio dedicated to incubating AI native applications. Evolve incubations leverage the latest advancements in artificial intelligence to help companies, including Apollo Global Management and other strategic Private Equity partner portfolio companies adapt to an ever-changing digital landscape, equipping them with the tools to drive operational improvements and better compete and disrupt within and across industries.

25m Health was formed in November 2021 by a joint venture between Lifepoint Health, 25madison and Apollo Global Management. Its portfolio of startups all target enhancing the delivery of care across the healthcare continuum and advancing value-based care. 25m Health-backed companies are active in numerous hospitals and communities, serving tens of thousands of patients. 25m Health has co-invested alongside healthtech venture investors, including Integrity Growth Partners, Frist Cressey Ventures, Felicis Ventures, Afore Capital, SemperVirens Venture Capital, CU Healthcare Innovation Fund and Shields Health Innovations.

Notable U.S.-U.A.E. Partnerships

In 2023, 25madison joined the capital network of Abu Dhabi's Hub71 tech ecosystem, where, amongst other initiatives, we serve as a key screener for accelerator applications. 25madison's regional investments include OvaSave, a Hub71 startup based in the U.A.E. that provides next-generation, accessible fertility testing for women in GCC countries.

25madison's Director for the Middle East, Max Neuberger, is based in Abu Dhabi and is always looking to build relationships and create value within the burgeoning tech ecosystem.

Fast Facts



Founded In
2018



Innovation

25madison has three dedicated venture studios spanning Health, Supply Chain, and AI SaaS. 25m studios combine deep technical and functional expertise, real-time building, and institutional resources from Apollo Global Management and other key Private Equity and Corporate partners.



Investing

Madison Point Capital is an early-stage investment fund combining decades of institutional venture investing, a cohort of real-time operators, and a close integration with Apollo Global Management.



Branding

Creature is a preeminent brand, marketing, and UX agency that partners with companies at defining moments, creating brand experiences with immediate impact and long-term equity.

APOLLO

Apollo Global Management is one of 25madison's largest strategic Private Equity partners.

Leadership



Steven Price
CEO, Founder

Founder, Chairman and CEO,
Townsquare Media

Senior Managing Director,
Centerbridge Partners

Managing Director,
Spectrum Equity

Co-Founder & CEO,
PriCellular Corporation

Deputy Assistant Secretary of
Defense, The Pentagon

Columbia Law School (JD)

Brown University (BA, Phi Beta
Kappa, Magna Cum Laude)



Matt Fremont-Smith
President, Founder

Partner, Goldman Sachs

COO, Goldman Sachs Bank USA

COO, Goldman Sachs
Asia Pacific

Head of the worldwide Strategy
Group, Goldman Sachs

The Tuck School of Business at
Dartmouth (MBA)

Hamilton College (BA)



Michael Lynton
**Chairman of Board of
Directors, Founder**

Chairman of the Board,
Warner Music Group

Chairman, Snap Inc.

Chairman & CEO,
Sony Entertainment

CEO, AOL Europe

CEO, Penguin Group



Kirk Posmantur
**Chief Partnership
Officer, Board Member,
Founder**

Founder and CEO,
Access Worldwide

Serial entrepreneur

Early Investor/Co-Founder: Fiji
Water, Tequila Avion, Captivate,
Ring, Flexport, Professional Fight
League, Sharecare, One Hope

Founder, The Great American
Turkey Co. & Great American
Plant Co.

University of Nevada, Las Vegas
(BA), The William F. Harrah
College of Hotel Management

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