

BARBARELLA
✦ VENTURES

The Journey!

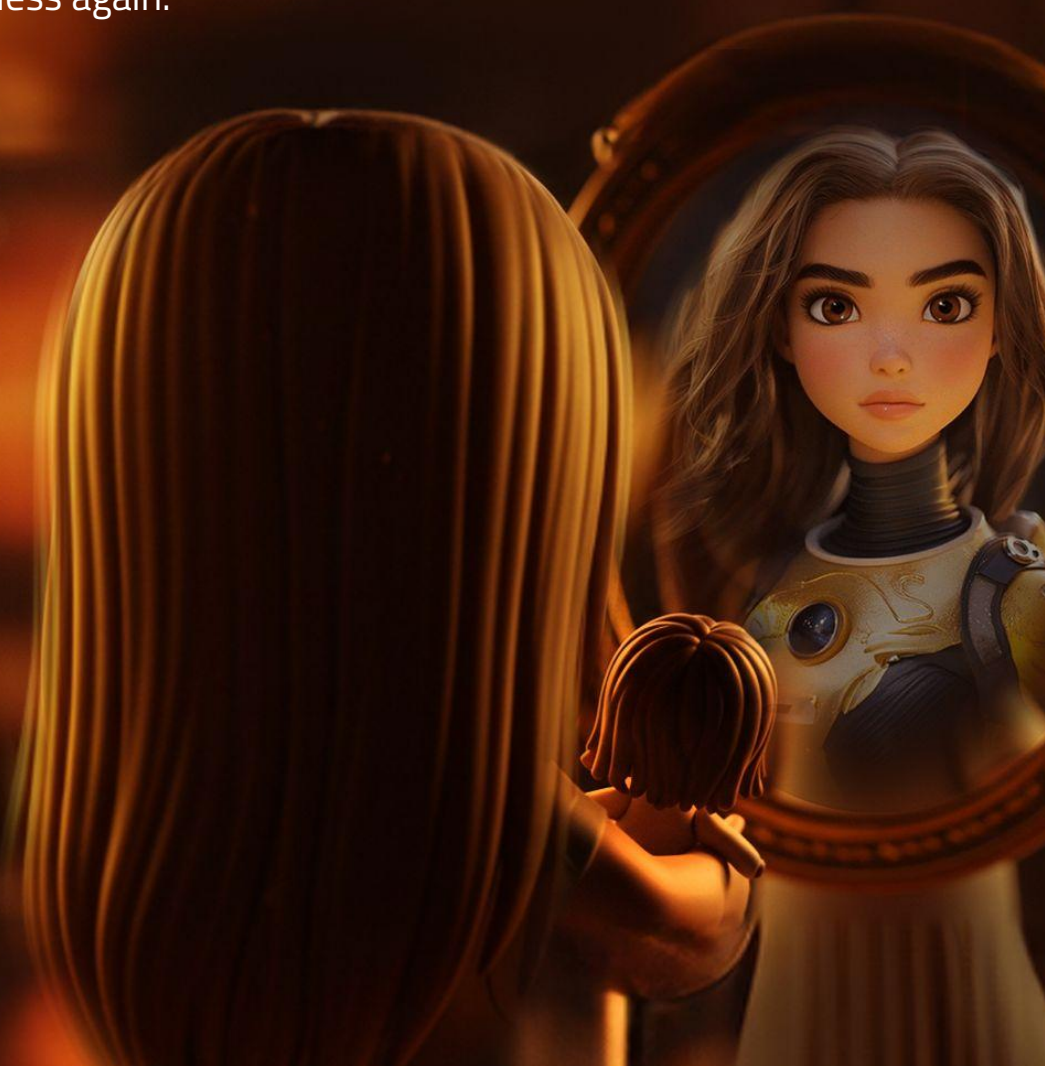




BARBARELLA didn't arrive on Earth with fanfare or cosmic displays.

She came quietly, landing among the ordinary. The mission was clear from the beginning - though it would take years for her human self to remember it.

First, she was sent to **Brazil**, born with the identity of **Barbara**, a name that carried the weight of a land shaped by resilience and contradictions. She was given strength and health, two gifts she would need to survive and transform pain into power. She learned early that life could be both beautiful and brutal. As a child, she faced a world unprepared to protect her, surviving sexual abuse - an experience that would ignite a fire within her, a silent promise to never be powerless again.





Through the years, she built herself from the inside out, drawing on a force that was both deeply **masculine** in its drive and **feminine** in its grace. She walked into boardrooms and investment meetings wearing **black leather pants and 5.5-inch heels**, an enigma in a world built for men in suits. The **patriarchal system** in Brazil didn't quite know what to make of her.

But then came **Daniela Arruda** - the first mirror, the first partner in rebellion.

Together, they co-founded **InvestHaus**, an investment boutique in Brazil. They **walked into rooms side by side, leather-clad, heels clicking against marble floors**, defying expectations. Daniela wasn't just a co-founder - **she was a mentor, a sister, a guide into both finance and the unseen**. Through her, Ba took her first steps into spirituality, the unknown, and the forces that shape life beyond the material world.





Daniela's influence was a gateway, but the journey wasn't linear. It took time, more lessons, more guides.

And then came **Marcelo Quadros**, the mentor who would anchor her foundation, sharpening her mind, guiding her through the wisdom and discipline that would become the bedrock of her path.

Under Marcelo's guidance, she followed the signs. She left for the **USA** - not just as a leap of faith, but as a step **the unknown**, armed with conviction.

Her journey began in **Miami**, where she spent a year devouring **books, blogs, and every piece of knowledge she could find** on venture capital, impact investing, and the financial systems shaping the world.





But learning wasn't enough - **she had to be in the room where things happened.** So she moved to **San Francisco**, the heart of tech innovation, and launched her first **venture capital fund, BABEL Ventures** - the **first VC firm founded and led by a Latina and sole GP.** The world was shifting, and she moved with it.

The timing was **electrifying and defiant.** She raised BABEL's first fund in months - **at a moment when the U.S. had just elected a president who dismissed Latinos and women as unqualified humans.** She took the rage, the doubt, the invisible barriers, and turned them into fuel.





BABEL's mission was clear: be **the first check** into **consumer biotech companies reinventing the future**—not settling for what is, but creating what should be. Alongside **Ryan Bethencourt, Daniela Arruda, and Marcelo Valente**, BABEL invested in a portfolio of **visionary outliers**:

- **Cue Health**, a lifeline during COVID, going from first check to **IPO and liquidity**
- **GALY**, pioneering lab-grown cotton and reshaping sustainable fashion
- **Blueland**, Mission Barns, NABIS, Zbiotics... and more

Venture capital had opened the portal. But soon, another force called.





THE ALCHEMY OF IMPACT & WEALTH

A few months into deploying BABEL, Ba met someone who would change everything: Jeremy Gardner. Their connection – intellectual, disruptive, kinetic – led to the birth of AUSUM Ventures, a fund at the intersection of blockchain and social change.

Ausum wasn't just a fund. It was a manifesto, proving that financial returns and impact could be symbiotic. Fund 1 crushed expectations. Fund 2 outperformed. Outsized returns met world-shifting technology.





REMEMBERING THE MISSION: AWAKENING DORMANT CAPITAL

Money is energy.

She knew it now, deep in her bones. She wasn't here just to **accumulate** - she was here to **redirect, to activate, to awaken.**

UMANA was born.

Not a fund. Not a firm. A **family by conscious choice.** A **tribe of misfits, influential souls, rebels with financial wealth, seekers questioning everything.**

UMANA wasn't about transactions - it was about **intimacy, trust, and legacy.** It onboarded **best-selling authors, actors, musicians, athletes** - each chosen for the depth of their journey, not just the size of their bank account.





And there came Adrian Grenier.

Their connection was different. Raw, deep, and healing. If Jeremy influenced her mind, Adrian cracked open her heart. They bonded through trauma, unspoken wounds recognizing each other, and in that reflection, they both grew. He became a chosen brother - a witness to her evolution, just as she became his.

The wealth was abundant, but something deeper was stirring. Ba had seen behind the veil.





And **with UMANA came more than just partnerships—it brought a new meaning to the word family.** Some of them would shape **who Ba was becoming as a leader, an investor, and a human.** **Diego Azevedo, Gabriel Gil, Mariana Serrano, Douglas Silveira, Bia Carminati, Lee Silverstone, Aditya Goyal**—each one a **mirror, a catalyst, a confirmation.** They saw her essence, her **protection, her guidance, her strength, her weaknesses,** and offered unconditional love, respect and care, they gave her the nickname **Mama Bear** - a name that would take on even greater meaning when she became an actual mother.





And when **Ba's greatest gift arrived - her son, Ocean - her mission crystallized.** Not just as a calling, but as a **clear sense of purpose, priorities, and legacy.** What had once been about **redefining wealth** through UMANA **evolved into something even greater.**

Honoring the **ancestors and future generations,** the insights that would soon become **B. A Good Ancestor DAF** started to take form. The **family office had served its purpose,** but it was time to **go beyond** - beyond managing wealth, beyond investing only for returns.





She **discontinued UMANA in its original form** and **transformed her investment model into something unprecedented**. No longer just a venture capitalist, **she became a steward of capital**.

Through **single LP funds**, she designed **bespoke investment theses** for her **chosen sisters and brothers** - selecting **world-changing ventures**, **negotiating deals**, and **managing capital with a vision that stretched far beyond financial returns**.

And now - **she is stepping into her highest power**.





BARBARELLA, THE STEWARD OF CAPITAL

The journey **has led here** - to a place where capital **flows freely, consciously, powerfully.**

Barbarella Ventures is no longer just about investing. It is about **activating, directing, and redistributing wealth where it can create the most impact.** With the launch of **B. A Good Ancestor DAF**, she is taking her mission **even further:**

- **Unlocking \$261B in dormant philanthropic assets**
- **Channeling capital into ventures, impact investments, and conscious giving**
- **Using AI to create radical efficiency in philanthropy, making the impossible possible**





And all of this **was only possible because of the path she walked, and the tribe of guide and supported she found along the way.** Every chapter, every challenge, every loss and victory **was necessary** for Barbarella to **fully arrive.** They say **the full awakening happens when you come across the Goddess - the real healer - and the Warrior - the one who strengthens your body and sharpens your mind.**

Ba was gifted with three humans who embodied the most beautiful energy she had ever experienced: Bruce Fabric and Dea Rayol, who guided her through deep healing, and Fabinho, her warrior, who trained her mind and body for the path ahead.

And through it all, **Ceci was there. Not just a nanny, but a chosen sister, a protector, a witness to every moment.** She was by Ba's side during pregnancy, holding space as Ocean arrived, and she has been there ever since - **family in every sense of the word.**





This is no longer just about **wealth**.

This is about **releasing**.

This is about **breaking patters**.

This is about **becoming a good ancestor**.

This is about **honoring the future generations—the ones we may never even have the chance to meet**.

And it is also about the **new generation already here, the ones looking up to us, learning from how we choose to show up today**.






These souls arrived at the perfect moment - **to shape, to guide, to help her release all that no longer served her, and to fortify her for the journey to come.** They illuminated the ultimate truth:

Every decision is made from either **love** or **fear**.

And **every day, Ba chooses love.** ❤️

 **Ready to co-create?**

 **Connect to explore investment opportunities.**

BARBARELLA
 VENTURES

www.barbarellaventures.com