

Architecture. Execution. Capital.

BAILIWICK VENTURES, INC.

Michael Atkinson

BAILIWICK VENTURE STUDIO

Architect + validate

BAILIWICKVIBE

Engineer + commercialize

01

BV pre-seed

Fund the venture

02

Studio

Architect + validate

03

Vibe builds

Develop the MVP

04

MVP ready

Proof for Seed

05

Seed round

Project investing

06

GTM

Launch + scale

BV pre-seed funding

BV capital + governance

Bailiwick Venture Studio

MVP development

BailiwickVibe / MVP

Stage 5 Seed

Outside Seed investors

Selected venture / SPV

Fund market entry

PORTFOLIO

OrderScape

Winwork

IM Hungry

StarBar

QuikFix

FohBoh

STRATEGIC ADVISORY / Michael-led counsel through Bailiwick Ventures

BV funds pre-seed development. Outside investors are invited at Stage 5 Seed after the MVP.

Seed participation is in a selected venture through a project-specific vehicle, not equity in BV or the Studio.

Built from thesis to market.

Bailiwick Ventures combines venture architecture, operating execution, and capital to develop businesses at inflection points.

BV funds the pre-seed work

Bailiwick Ventures supplies the initial capital and governance. Within Bailiwick Venture Studio, that investment supports the venture thesis, architecture, and proof of concept before development advances through BailiwickVibe.

Vibe develops the MVP

BailiwickVibe engineers and develops the project into an MVP. BV funds this early work so the venture can reach a concrete product milestone before outside investors are invited to participate in its Seed round.

CEO recruitment spans the Seed stage

The recruited CEO may join before or after the Seed round. Recruitment and the leadership transition therefore span the pre-Seed and post-Seed period, supporting the move from MVP development into commercialization and go-to-market execution.

Outside investors join after MVP

Project investing begins at Stage 5, following MVP completion at Stage 4. Outside investors join the selected venture at Seed through a project-specific vehicle. Seed capital funds Stage 6 commercialization and GTM. Participation does not confer equity in BV or the Studio.

Explore a venture. Understand the next milestone.

The portfolio shown includes OrderScape, Winwork, IM Hungry, StarBar, QuikFix, and FohBoh. Contact Michael Atkinson to discuss a selected project, its development stage, and the work that capital would fund.