
Pass it Down™



**Pass It Down raises \$860,000
Seed Round led by
VentureSouth**

Today, we get to announce our big news! Pass It Down has raised over \$860,000 to revolutionize how cultural institutions and brands engage their visitors.

We are thrilled to be able to expand our team and continue to build a world class digital storytelling & exhibit platform. For our clients this means new features, new templates, and much more.

Thank you to everyone who has supported Pass It Down along our journey. Check out the press release below for more info!

- The Pass It Down Team

P.S. We just launched a brand new website and logo which will also give you a sneak peek at Pass It Down 3.0

Pass It Down Raises Seed Round Led by VentureSouth

Baton Rouge, LA., October 22nd, 2020 – Pass It Down, an award-winning digital exhibit builder platform, announced today that it closed an \$860,000 Seed Round with VentureSouth, one of the top 10 angel investment groups in North America. Pass It Down’s digital design platform enables organizations to create interactive online and touchscreen exhibits to boost visitor and customer engagement.

“Now more than ever, it’s a challenge for organizations to capture visitor

attention and engage their visitors,” said Cummings. “From the world’s most iconic brands, like Porsche, to large municipalities around the country, to forward-thinking libraries and museums, organizations around the globe are turning to Pass It Down to bring their exhibitions and stories to life.” Demand for the Pass It Down platform has accelerated rapidly and the startup is already powering experiences for multiple Fortune 500 Brands, universities, libraries, museums, and sports teams.

Leading the round is VentureSouth, an early stage venture firm that operates angel investment groups and funds comprised of more than 300 accredited investors across the Southeast. “We are appreciative of everyone at VentureSouth who believes in our vision to change the way that visitors interact with digital content. This round will be used to expand our software and marketing teams and advance our product roadmap to meet fast growing customer demand,” said Chris Cummings, founder & CEO of Pass It Down.

Matt Dunbar, Co-Founder and Managing Director of VentureSouth added “We are excited to partner with Chris and Pass It Down to help institutions bring great content to life digitally. The platform they are building is not only a timely solution to engagement challenges brought on by the pandemic, but it is also an enduring new way to drive valuable connections between organizations and audiences.”

About Pass It Down

Pass It Down is a digital exhibit design platform revolutionizing how organizations create interactive online and touchscreen experiences to drive visitor engagement. Pass It Down has been recognized globally as a leader in the field of digital storytelling and is a graduate of the 2019 Techstars Austin program, the 2018 Coca-Cola Innovation Accelerator BridgeCommunity,

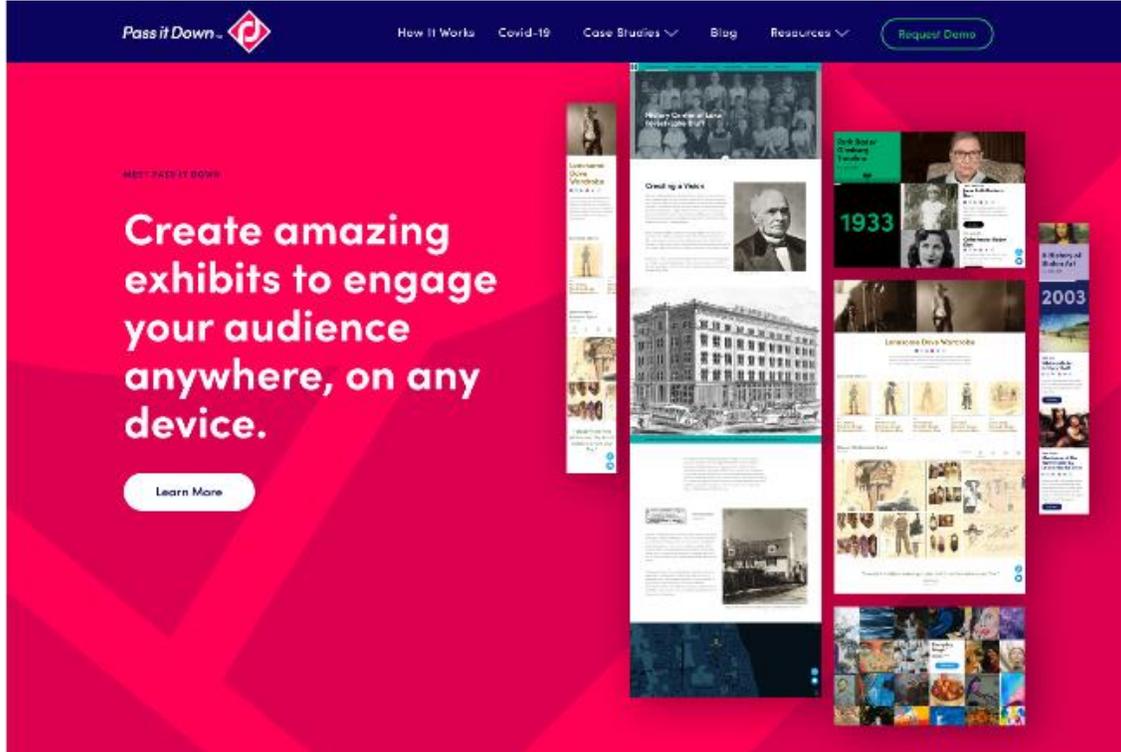
finished as one of the top 6 most innovative companies in the world from over 15,000 applicants in the Tap The Future Innovation Contest judged by Daymond John, and was recognized as one of the 100 most innovative startups in the world by Established in the Global Startup of the Year Contest.

Pass It Down has offices in Austin, Chattanooga, and is head-quartered in Baton Rouge. To learn more about Pass It Down, please visit

www.passitdown.com

About VentureSouth

VentureSouth is an early-stage venture firm that operates one of the largest and most active angel investment networks in the United States. Through its network of angel groups and funds, VentureSouth has invested over \$50M in more than 75 ventures across the Southeast. To learn more about VentureSouth, please visit www.venturesouth.vc.



Check out our new website

It's been five years since we started Pass It Down and our team felt like it was time for a refresh. We wanted our platform and brand to align behind our mission to create a world class digital exhibit design platform that will revolutionize the way organizations engage their visitors.

With our website, we wanted to honor the stories that our clients have created with Pass It Down by showcasing their hard work front and center. Throughout the site, you will see snapshots of the amazing exhibits that our clients around the world create.

In addition, over the last two months we started work on a new version of the

Pass It Down platform. One that would take all the lessons we've learned from our clients over the last two years and combine it with our new development team to make something incredible. **Coming soon in 2021.**

Check out our new website that launched today to explore the future of [Pass It Down.](#)

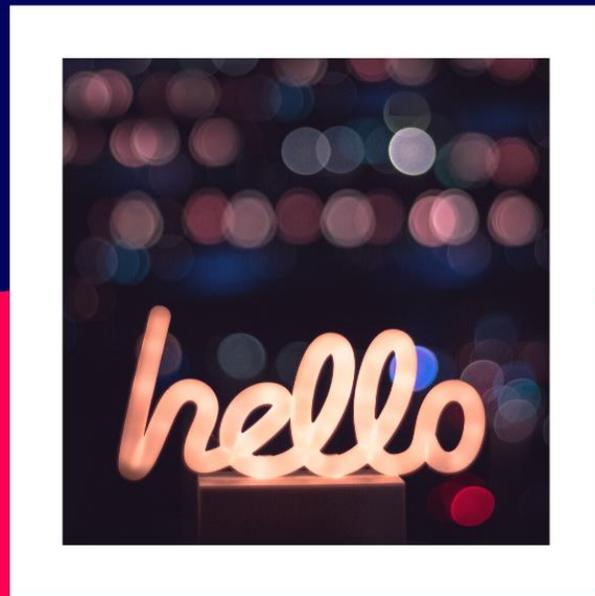
[Explore the new site](#)

Pass it Down TM



With our new logo, we wanted to simplify the mark while refreshing the color palette to match our future as a digital design platform.

Request Demo



Want to see the future of Pass It Down?

[Connect with the Pass It Down team for a personal demo.](#)



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Thanks for being a part of our journey to change the world through storytelling.

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