

# Angela Chou and Joseph Pizzolato join Felix Capital

Just days after Mirakl (a SaaS commerce platform backed by Felix at early stage in 2015) announced a massive \$300M round and Unicorn status, Felix Capital reinforces its SaaS expertise with the addition of two new team members.

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Prior to joining [Felix Capital](#), Angela was a Product Marketing Manager for Facebook's first SaaS product, Workplace. Before Facebook, Angela worked in Marketplace Strategy at eBay, where she designed and implemented several trading, marketing, seller management and inventory strategies for eBay's European businesses. She started her career as a consultant at McKinsey & Company. Curious about modern brands and community-driven platforms, Angela also co-founded a jewellery brand.

Joseph was previously with Vitruvian Partners, a growth equity fund, where he specialised in B2B software, fintech and consumer internet businesses. He was involved in a number of high-profile investments across countries, including Pindrop, Ebury, Standish and Farfetch. Prior to Felix Capital, he also co-founded a fashion & e-commerce marketplace startup, where he has gained valuable experience in operations and scaling enterprises. Joseph started his career as a structural engineer in Sydney, Australia, before moving into investment banking M&A at Rothschild, where he spent several years working across the Sydney and London offices.

# COVID, an accelerator to the digital lifestyle investment thesis

The unprecedented times we are living since the start of 2020 have reinforced Felix's thematic-focus approach. The COVID-19 virus has fostered the adoption of new digital behaviours in our everyday life, impacting the way we eat, shop, work, take care of ourselves, etc. Through its consistent strategy of investing thematically into consumer-facing brands and enabling technologies, Felix has partnered with entrepreneurs building companies well positioned to support the transformation of our lives via technology. As an example, on the brand side, Peloton – the largest interactive fitness platform in the world with a loyal community of more than 3 million members, has kept on growing at a very fast pace over the past months. On the enabling technology side, the spectacular growth of Mirakl, culminating with a \$1.5B valuation for its latest round, illustrates the acceleration of eCommerce adoption.

Five years after the launch of its first fund, Felix Capital is now managing \$600M, including \$300M announced earlier this year, a portfolio of 36+ companies and growing. The Felix investment team has been busy over the past few months, with the Mirakl's series D round, enabling the company to enter into the Unicorn club, and new investments, at both early and later stages, including YFood in Munich, Lick Home in London and VanMoof in Amsterdam. With an expanded team, Felix will continue to invest in a mix of Consumer and B2B businesses, both at early and growth stages, across Europe and selectively in the US. The full Felix team, now comprised of 7 investors and 14 venture advisors, is looking forward to the next decade!

*“Angela and Joseph join Felix at an exciting time. They both come with a mix of industry expertise and entrepreneurial experiences which will blend well with the culture we have at Felix. As we turn 5 years old, we look forward to the 2nd part of our 1st decade and to continue backing exceptional creative founding teams as they build the brands of*

*tomorrow and related enabling technologies.” –  
Frederic Court, Founder and Investor at Felix Capital*

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10 lessons learned from seed-funding our new portfolio unicorn, Mirakl

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Article by MADDYNESS