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Prior to joining SeedInvest, Aaron co-founded a mobile app company. He quickly recognized the problems associated with raising money for a twenty-first century startup within a twentieth-century regulatory framework. Aaron's positive entrepreneurial experience and desire to help small companies with their own fundraising hurdles led him to SeedInvest. Previously, he worked at Goldman Sachs as an analyst on the firm's NYSE Designated Market Maker desk. There he provided situational advice to traders and developed pitch books for prospective issuers resulting in wins worth over \$100 billion in aggregate market capitalization. Before joining Goldman Sachs, he worked as a private equity analyst at a small-cap fund where he was primarily responsible for analyzing investment opportunities and conducting due diligence. He graduated summa cum laude from NYU's Stern School of Business with a BS in Finance and Marketing. Aaron spends most of his free time reading, cooking and cheering on the New York Rangers.