

# Canaan

## Hootan Rashidifard

Principal / East Coast  
Since 2017

Hootan co-leads Canaan Beta, the firm's consumer seed program, and focuses on blockchain investments. He also works closely with the fintech, SaaS and consumer portfolio.

Prior to Canaan, Hootan spent three years on LinkedIn's business operations team in Silicon Valley, building his operational skills on the mobile and feed consumer product teams. As the company's mobile business operations lead, he contributed to and oversaw LinkedIn's flagship mobile growth from 30% to 70% of total site engagement. Additionally, in 2015, he collaborated with executive and R&D leadership to execute the launch of Project Voyager, LinkedIn's newly built flagship app and largest app release ever.

Prior to LinkedIn, Hootan was an investment banker at GCA Savvian in NYC, advising high-growth technology companies on M&A and private capital raising for enterprise software, adtech, and online content companies.

Hootan graduated cum laude from Northwestern University with a B.A. in Mathematics and Economics and also holds a certificate in Financial Economics from the Kellogg Certificate Program for Undergraduates.

## About Canaan

Canaan is an early stage venture capital firm that invests in entrepreneurs with visionary ideas. With \$5B under management, a diversified fund and over 200 exits to date, Canaan has invested in some of the world's leading technology and healthcare companies over the past 32 years. Canaan's focus areas include fintech, enterprise/SaaS, consumer, frontier tech, biopharma, digital health and medtech. To learn more about our people and our portfolio, please visit [canaan.com](http://canaan.com).