

Ecosystem Venture Group Unveils New Brand Identity to Power the Next Generation of Global Innovation

The new identity marks EcoVG's growth into a connected ecosystem empowering entrepreneurs, investors, and Ecosystem Partners to create greater impact together.

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Innovation has never been about capital alone. It's about bringing together the right people, at the right time, with the right expertise and opportunities. That's the future we're building at EcoVG.”

Nathan McDonald, Managing Partner at Ecosystem Venture Group.

[\(EcoVG\)](#) today announced the launch of its new brand identity, reflecting a bold evolution in how entrepreneurs, investors, and Ecosystem Partners collaborate and accelerate business growth.

The rebrand represents more than a new visual identity. It signals EcoVG's continued commitment to helping founders and investors succeed in a community that increasingly depends on collaboration over transactions and ecosystems over isolated networks.

Guided by its new tagline, "Empowering the Next Generation of Global Innovation," EcoVG is redefining its role as a catalyst for collaborations. Their new logo is

inspired by interconnected nodes, with each node representing a participant within the ecosystem and every connection symbolizing the exchange of knowledge, opportunity, capital, and expertise. Together, they form a living system that grows stronger with every new relationship.

The rebrand extends beyond EcoVG to its family of brands, including PitchForce, PeopleConnect, Investment Syndication Network (ISN), and EcoVG Capital, all of which now share a unified visual identity rooted in the EcoVG ecosystem. The evolution also reflects an expanded portfolio of offerings designed to better serve entrepreneurs and investors, including the Educational Series, Investment Summits, strategic advisory services, talent solutions, and more initiatives that support innovation at every stage of growth.

"The rebrand isn't about changing who we are, it's about expressing who we've become. Every

element of our new identity reflects our belief that innovation needs holistic solutions from a resilient and purposeful community. As EcoVG continues to expand its ecosystem, our new identity gives us the clarity to support innovation and the spirit of entrepreneurship for years to come," said Clinton Pinto, Vice President of Marketing at Ecosystem Venture Group.

"Innovation has never been about capital alone. It's about bringing together the right people, at the right time, with the right expertise and opportunities. That's the future we're building at EcoVG. We believe the most successful companies of tomorrow will emerge from strong ecosystems, not isolated networks, and we're committed to creating the environment where those breakthroughs can happen every day," said Nathan McDonald, Managing Partner at Ecosystem Venture Group.



The new EcoVG

The new identity marks the beginning of EcoVG's next chapter—one focused on expanding opportunities for entrepreneurs, strengthening investor engagement, and creating new pathways for collaboration.

About Ecosystem Venture Group

Ecosystem Venture Group is a premier investment organization and the parent company of Keiretsu Forum Northwest & Rockies, PeopleConnect Staffing, PitchForce, and the NW Angel Fund. The firm is dedicated to supporting founders in building sustainable, scalable businesses while providing its investor network access to high-potential opportunities backed by rigorous evaluation. For more information, please visit ecovg.com.

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