



GoldenDeer

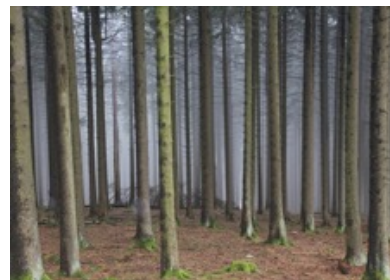
*From Capital to Relationship in
Investing*



Today's Economy Is Built on Extraction

Today's economic system is **extracting from nature and people.**

Climate change and rising inequality are becoming an **existential threat to humanity.**



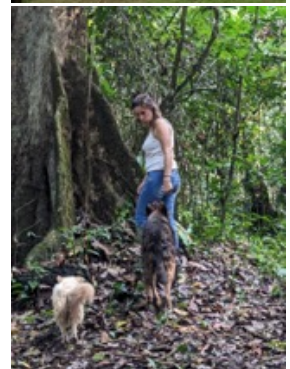
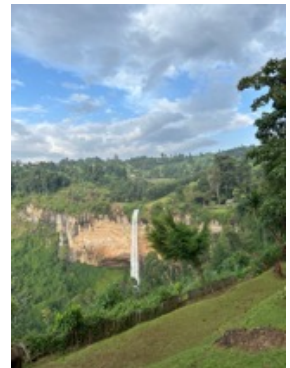
This System Is Created Through How Capital Flows

These patterns are systemic; they are created through how capital flows every day.

Relationships become transactional rather than based on partnership, with hidden power dynamics and mistrust.

Portfolios are driven by financial pressure, prioritizing short-term returns over systemic health.

Decisions are driven by fear, control and urgency, leading to misalignment between intentions and actions.

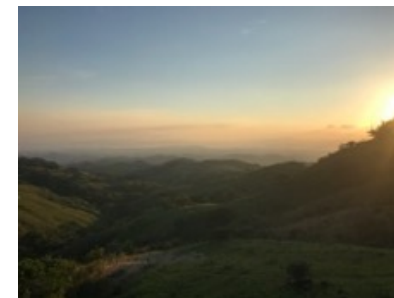
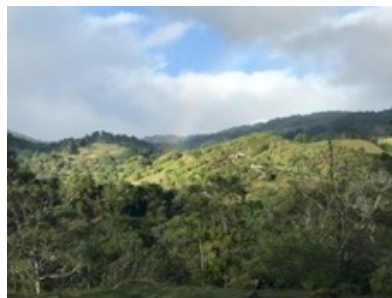
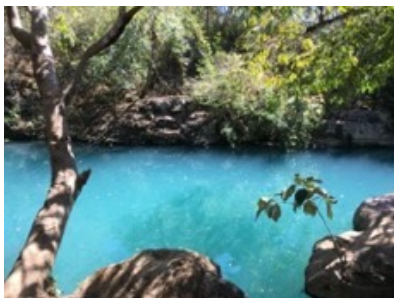


This is where we intervene: Architecting Regenerative Capital Systems



Working at the intersection of investors and entrepreneurs, GoldenDeer reshapes how capital is deployed, governed and experienced.

Integrating investment practice, relational awareness, and systems thinking.



Grounded in 18+ years of deploying and shaping capital

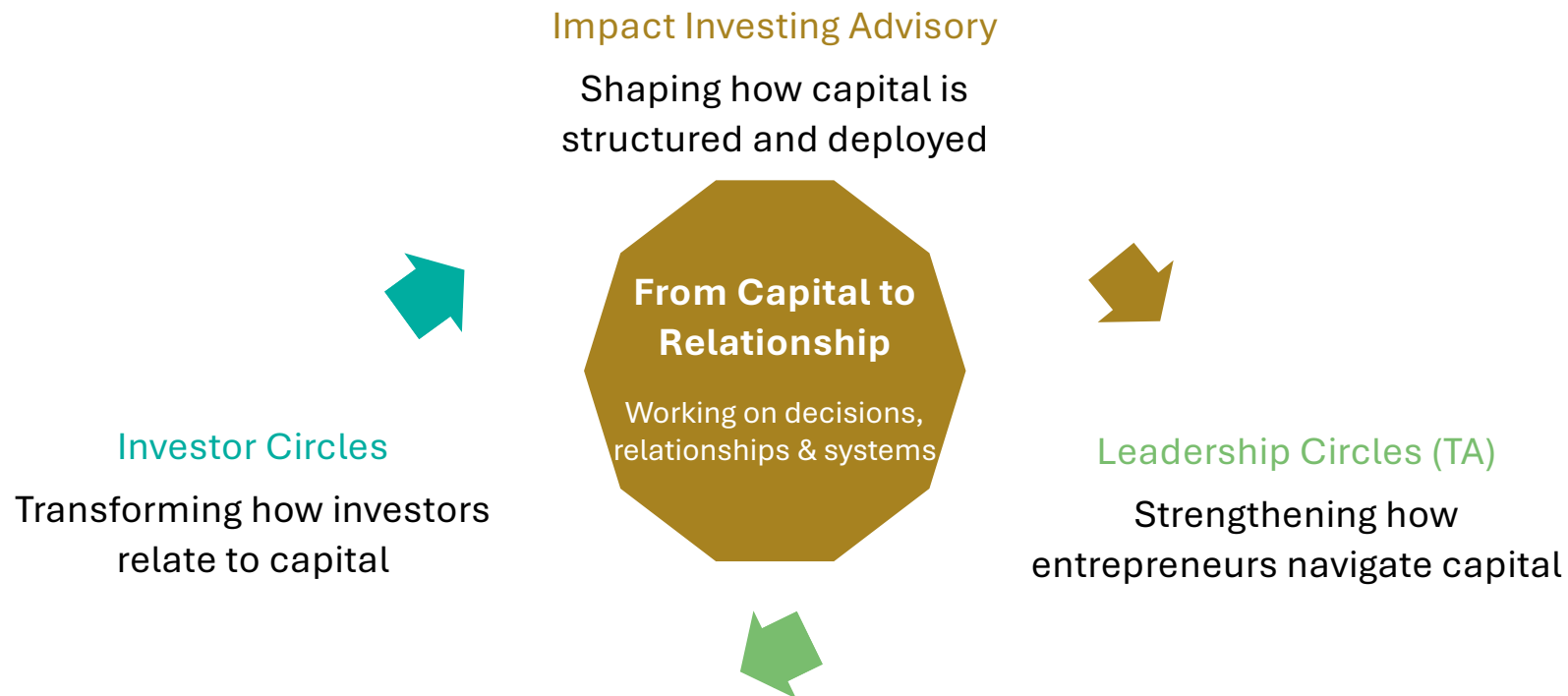


Nina Cejnar is an economist with 18+ years of experience in impact investing and venture building across Europe, the US, and East Africa.

- Deployed capital across funds and ventures globally: > \$ 90M
- Built and supported impact businesses: 60+ deals
- Worked closely with investors and entrepreneurs in real transactions
- Trained in systemic constellations and compassion-based practices, bringing a deeper understanding of human dynamics into investment and governance

She integrates investment practice with systemic and relational approaches to decision-making (full portfolio in the Appendix)

Shaping how capital flows across the system



Impact Investing Advisory

Shaping how capital is structured, deployed, and managed in real transactions

Investment strategy & positioning

Aligning capital with purpose, risk-return, and context

Deal analysis & structuring

Assessing opportunities and shaping how capital enters business

Portfolio support & investment management

Supporting businesses through growth and challenging situations in investor–entrepreneur alignment

Impact integration & reporting

Ensuring capital contributes to business and system-level outcomes for investors and portfolios



Working on real transactions: from structuring new deals to navigating investor–entrepreneur tensions in existing portfolios

Investor Circles

Transforming how investors relate to capital, make decisions, and engage in investments

Decision-making under complexity

Strengthening clarity and judgment in real investment situations

Relationships, power & capital

Working on how investors relate to entrepreneurs, co-investors, and capital itself

Peer circles & real investment practice

Working on live deals and portfolios in a trusted group of investors

One-on-one coaching & integration

Deepening individual reflection and embedding insights into investment practice

Systemic and regenerative investing

Aligning capital with long-term, life-serving outcomes



Investors bring real deals, dilemmas, and tensions into the circle and work through them in real time.

Leadership Circles (TA)

Strengthening how entrepreneurs lead, decide, and navigate relationships in building their businesses

Leadership & decision-making under pressure

Strengthening clarity and grounded decision-making in complex situations

Relationships, power & capital

Navigating investors, teams, and partners with greater trust, clarity, and alignment

Peer circles & real-time reflection

Working on live business situations in a trusted group of entrepreneurs

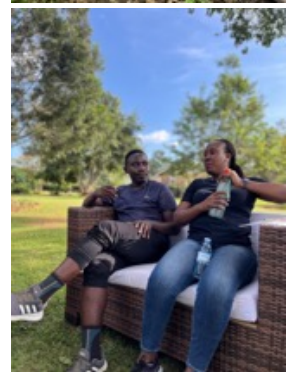
One-on-one coaching & integration

Deepening individual leadership and embedding insights into daily business practice

Building for long-term and regenerative outcomes

Aligning business decisions with purpose, sustainability, and shared value creation

Entrepreneurs work on real business situations, from investor pressure to team conflict to critical strategic decisions.





Let's work on how capital serves life!

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