

AN8 launches in Toronto



Natasha Koifman, president of Toronto-based NKPR, and real estate developer Anthony Mantella have launched a new joint venture called AN8. The company will focus on providing investment to new businesses in the fields of fashion, beauty, lifestyle, retail, entertainment, technology and media. In addition to funding, the company will offer mentorship and networking support, as well as marketing and public relations services. Its first participants include packaged water company Flow Water and alcohol company Hounds Vodka.

"We are both, first and foremost, entrepreneurs and share that mindset in all of our professional endeavours," said Koifman. "We wanted to create an opportunity to support others who share that frame of thinking. Since founding NKPR 16 years ago, I have had the great fortune of working with a diverse portfolio of businesses both big and small, strategically connecting brands with their target audience to drive growth. Building upon this, our mission with AN8 is to invest in businesses' success in a meaningful way involving funding and sharing our market expertise."

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