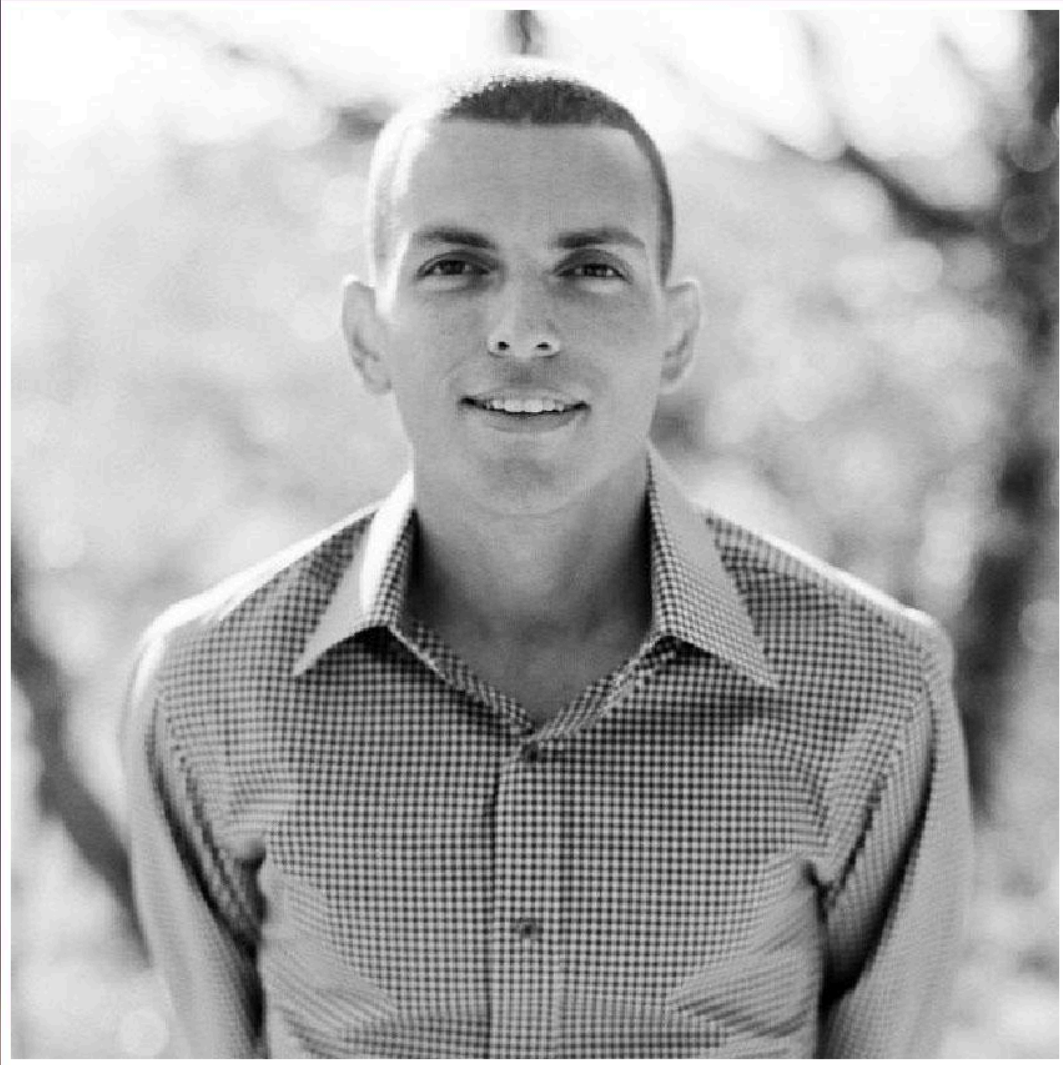


Biography of Adam Adler



Adam Adler is a Charleston entrepreneur, investor and founder of The Adler Fund, a Lowcountry-based private equity group with holdings in sustainable development, real estate, technology and high-growth startups. For more than two decades, he has woven together hands-on operations, disciplined investing, and a forward-looking vision to create businesses that endure and scale.

From Athlete to Entrepreneur

Adam's journey began on the tennis court. He spent his formative years training at the Rick Macci Tennis Academy in South Florida and later received a scholarship to play tennis for the University of South Carolina. He graduated in 2007 with honors, double-majoring in Sports & Entertainment Management and Business.

His early exposure to competition and high stakes extended straight out of college. While at USC, Adam co-founded an early social networking platform, Ultimate Social Networking Inc., as well as the first digitally native modeling network, Ultimate College Model. These experiences gave him a foundation in tech, product building and community engagement he would take with him into every subsequent chapter.

Innovating in Biotech

Post-graduation, Adam focused on sports and biotech, bringing together a team of molecular scientists (a few were formerly biochemists at Merck and Amgen) to found Fuse Science. In Oxnard, California, they built a 30k sq. ft. FDA- and cGMP-certified facility to house their headquarters and labs.

As CEO, Adam led the team in developing an entirely new nutrient delivery system that uses sublingual, buccal, and transdermal absorption to bypass the digestive tract, enabling far quicker uptake than capsules.

Adam self-funded the company in its early days, developed the technology, secured IP, and assembled a senior leadership team that included executives from Fortune 25 companies. He also formed strategic partnerships with some of the world's most celebrated athletes, including Tiger Woods, Andy Murray, David Ortiz, Jose Bautista, Tyson Chandler, Paul Pierce, Andre Ward and Paul Rodriguez to accelerate Fuse's growth and secure product placements. Adam also brought on Shark Tank's Daymond John to create global awareness. He increased Fuse's valuation from approximately \$500k to over \$100M.

Mastering the Art of Risk

Adam's competitive spirit extends beyond investing. He's become a feared opponent, final tabling multiple World Series of Poker events and cashing for repeated scores deep in major World Poker Tour tournaments. He made his biggest splash yet when he played his way to the televised final table of the 2022 WPT Championship, one of poker's most grueling and prestigious events.

Adam also has a proven track record of success in the highest-stakes cash games in the world. The skill set required, such as risk assessment, dealing with variance, and making decisions in real-time, correlates to his approach as an investor: calculating, unflinching, and dauntless under fire.

The Adler Fund: Strategy, Sustainability, and Scale

When Adam founded The Adler Fund, he brought together his three core passions: real estate, technology, and early-stage innovation. Headquartered in Charleston, South Carolina, the firm is a preeminent strategic investor in real estate development, AI, and emerging companies, applying institutional rigor with entrepreneurial flexibility. Still led by Adam himself as the Managing Partner, The Adler Fund is the embodiment of execution excellence; clinically precise and success redefining.

In real estate, Adam's focus is on sustainable development in the Lowcountry, where he seeks investments at the intersection of long-term environmental impact, design quality and community value. On the tech side, his early bets are on founders willing to think big and take risks, whether in biotech, cyber, or child-centered education.

One recent Adler Fund investment is Wyzly- a learn-to-earn app where kids earn screen time by completing educational challenges. Wyzly was actually the brainchild of Adam's 7-year old daughter, Isla. Wyzly is more than a product; it's a mission to change how families interact with technology. The app is backed by his network/operational experience, and by a deep conviction in meaningful innovation.

Hands-On Leadership

Adam is not a passive investor. He takes a deeply involved role in the companies he backs. Whether it's stewarding a real estate development or helping companies through the growth stage, Adam leverages his founder experiences along with his athlete mindset and ability to thrive under pressure.

In his words, the Adler fund invests in "passion projects", not just "things that are Altrending". He wants to help shape how buildings are built and to develop technology, in particular for health and education.

His network is still a powerful lever. Years ago, he signed global athletes to build a brand around his nutrition-tech venture. Today, he applies that same relationship-driven thinking to influence, to partnerships, and to growth.

Personal Drive

Underneath Adam's boardroom poise lies a deeply personal drive. Adam says that much of his work ethic and ambition has been instilled by his background; growing up in an environment where deals were done, with a father who was a prolific and insanely successful day trader, he understood early the rewards that persistence could bring.

To him, "it's not the scale of the successes that defines you, it's how you deal with those failures and setbacks along the way." You also need a team that understands similar principles and aligns on expectations between the investor and the entrepreneur.

Looking Ahead

Adam Adler isn't done making an impact on Charleston's skyline or the tech ecosystem. With the Adler Fund, he aims to acquire more real estate, build relationships with companies in the AI space, and align investments with value rather than just returns.

His story is not about building wealth for wealth's sake. It's about building with purpose and using capital, creativity, and community to create something that outlasts you. From the streets of Charleston, South Carolina, Adam stands out as a thoughtful and deliberate investor and founder who is not afraid to shake things up.