



Howard Cao · 2nd 

F&F Form & Fiction Ventu

Founder & CEO | Creative Advisor | Startup Investor

San Francisco, California · 500+ connections · [Contact info](#)

Experience



Founder & CEO

Form & Fiction Ventures

Jan 2019 – Present · 1 yr 8 mos

San Francisco

At Form & Fiction Ventures, we believe in profit with purpose.

As a full-stack venture studio, we incubate startups and early stage companies that focus on socially responsible initiatives. We advise and empower entrepreneurs who strive to make a positive impact on the world.



Co-Founder & Chief Creative Officer

Form & Fiction

Feb 2013 – Present · 7 yrs 7 mos

San Francisco

At Form & Fiction, we are more than just a shortcut for your creative needs. As champions of collaboration, we study your concerns & advocate your ideas as we walk the line between what is certain & what could be. The ampersand embodies our philosophy & passion, an ideology of partnerships in harmony. [...see more](#)



Co-Founder

**Ki Partners**

Nov 2018 – Present · 1 yr 10 mos

San Francisco Bay Area

Connecting Novel Therapeutic Cannabinoid IP with Strategic Capital.

**Founder & CEO**

KOKORO Spirits

Jun 2018 – Present · 2 yrs 3 mos

San Francisco

2020 San Francisco World Spirits Winner: Gold Medal - Tequila

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Pending Certified B Corporation

[...see mor](#)**Investor & Advisor**

Fresh Victor

Dec 2016 – Present · 3 yrs 9 mos

San Francisco

Fresh Craft Cocktails Made Easy

[Show 5 more experiences](#) ✓**Education****Stanford University Graduate School of Business**

Executive Program in Social Entrepreneurship

2020 – 2020

**Stanford University Graduate School of Business**

Advanced Leadership Program for Asian-American Executives

2019 – 2019

**Brooks Institute**

Bachelor of Arts - BA, Advertising Photography

1995 – 1998

[Show 1 more education](#) ✓**Licenses & Certifications****Cultivating Creative Collaboration**



IDEO U

Issued 2019 · No Expiration Date

Skills

Creative Strategy

Social Entrepreneurship

Early Stage Companies

[Show more](#) 



