



2026 GLOBAL CONFERENCE

LEADING IN A NEW ERA



BACKING WHAT'S NEXT: A CONVERSATION WITH SERENA WILLIAMS

Announcer 00:01

Please welcome Serena Ventures founder and managing partner, Serena Williams, and host and executive producer of The Deal, Jason Kelly.

Jason Kelly 00:22

All right. This is going to be fun.

Serena Williams 00:24

Yes.

Jason Kelly 00:25

How you doing?

Serena Williams 00:26

I'm doing—

Jason Kelly 00:27

—You were in New York last night?

Serena Williams 00:28

I was in New York last night. But that was last night.

Jason Kelly 00:30

Met Gala?

Serena Williams 00:31

Today is a new day, yes.

Jason Kelly 00:33

Thumbs up?

Serena Williams 00:34

Met Gala, but business awaits, right? So—

Jason Kelly 00:37

—Business awaits. All right. So I want to start by telling you a story about someone bringing up your name. You're going to think I made it up and I didn't.

Serena Williams 00:49

Uh-huh.

Jason Kelly 00:50

I get in an Uber coming from the Angel City game on Saturday night—

Serena Williams 00:54

—Mm-hmm—

Jason Kelly 00:55

—A team you're very familiar with, and get in the car, chatting with the driver. Her name is Nefertiti. And she's telling me all about her business. She doesn't know what I do. She doesn't know that this session is taking place.

Serena Williams 01:08

Right.

Jason Kelly 01:09

And she says "Well, I mean, the way I describe my ambition is I'm kind of a Serena Williams."

Serena Williams 01:17

Oh, wow.

Jason Kelly 01:18

I was like—

Serena Williams 01:19

—That's awesome—

Jason Kelly 01:20

—And so I said—

Serena Williams 01:21

—Yeah—

Jason Kelly 01:23

—You know, I'm a journalist. I was like, "Tell me what that means." And she said, "I'm tough, I work harder than everybody else, and I always want to win."

Serena Williams 01:29

Oh, I love that.

Jason Kelly 01:30

And I said, "Oh, like she did in tennis." And she goes—I swear I'm not making this up—she goes, "Nope. In business."

Serena Williams 01:38

Oh wow, yeah.

Jason Kelly 01:39

So—

Serena Williams 01:40

—I love that, I love it—

Jason Kelly 01:41

—So first of all, I was like “Are there cameras here? Is this a plant?” But it is the perfect setup for this conversation because you have made this very ambitious transition. We talked about it on our show, “The Deal,” you, me and Alex Rodriguez—

Serena Williams 01:55

—Right.

Jason Kelly 01:58

I want this audience to really understand why you chose this path to business, why you chose to be an investor, why you chose to put together a fund—

Serena Williams 02:07

—Mm-hmm—

Jason Kelly 02:08

—To invest in companies.

Serena Williams 02:10

Mm-hmm. Well, I kind of happened across investing. I was always a very curious individual or rather, I am a very curious individual. And I think curiosity leads to a lot of open doors. I'm a huge believer in that. And so I would see companies coming along, and I never understood why I didn't have an opportunity to invest in these large companies that were, in essence, shaping the way we live our lives. I mean, 10 years ago was so different than what we live our lives today. I'll rephrase it. A year ago is so different than what we live our lives today. So I was always very curious as to how I could be a part of such things that are changing and shaping our lives as we know it. And that's how I got into investing. I'm a type of person that I really buckle down when I want to do something. I try to do the best that I can.

Jason Kelly 03:07

Yeah.

Serena Williams 03:08

I'm a very hard worker, which goes unsaid. And so I just remember going out to SF at the time and spending a lot of time in California, up north, and just doing a lot of what I would call due diligence. Just learning about what things are, learning about technology, learning about new companies, learning about investing, really, and how to be a part of it. So I was an angel investor. I started out as an angel investor. But I realized that my platform and what I like to do and how I like to build businesses is a second career of mine, and that was into VC. And so that's how I landed in VC.

Jason Kelly 03:48

Right. So walk us through the process because there are a lot of people in this room who are general partners themselves or aspire to be. There are limited partners who invest in them. How would you describe yourself as a general partner? How do you go about building a team? How do you frame yourself in the context of an organization? Because being an angel investor is one thing. That's you—

Serena Williams 04:13

—Yeah. Being an angel investor is one thing.

Jason Kelly 04:15

Yeah.

Serena Williams 04:16

Right? And so when I did decide to take on institutional money for our first fund, I spent at least three years. So when I first decided that when I wanted to invest, that was in 2013, and I started spending time out there and trying to understand what investment looked like. I made my first investment in 2014 and started doing a lot more starting 2015 on. So for me when I decided that okay, I want to take on institutional money, I want to be able to have large returns, I want to be able to I want to be able to put bigger checks into different places at an early stage, I understood that, you know what? It takes time. I was at a conference recently and Magic Johnson had said something very eye-opening. He said an athlete really understands that it takes time to build something new. And that really hit me, because I was like, that makes sense as to what I did, which I will share with you now, is I spent at least three years of getting to know founders, getting to know people, getting to know companies, investing a lot more, building up my cadence, building up my portfolio, which would be my track record, and being able to have a first fund, and just building up everything. And so with that, then we launched our first fund.

Jason Kelly 05:44

Right.

Serena Williams 05:45

And with just years of just being disciplined, going through the process, and understanding what we wanted to do.

Jason Kelly 05:54

And how do you recruit a team for that? Because—

Serena Williams 05:56

—Yeah, that's not easy.

Jason Kelly 05:57

Yeah.

Serena Williams 05:58

So with me spending a lot of time in SF, I got really close to Andreessen Horowitz at the time and lots of other firms, whether it was companies like Pinterest at the time, and just so many firms. And VC is a game of who do you know?

Jason Kelly 06:14

Yeah.

Serena Williams 06:15

Interestingly enough, I met my husband around this time. One of our first conversations was—somehow we started talking about what he did, and he just was moving on from Reddit, and he started doing a lot

more investing. And I was like, “Oh my gosh, I just started investing a couple years ago.” And so that was our conversation. So it’s interesting. So with that, just all the people that I hadn’t met prior, asking them, “Okay, I want to build a team. Recommendations, and what do you have?” Because I wouldn’t know what to do. I wouldn’t know how to start. I wouldn’t know how to build. This is all very fresh and very new. And so it was really—even as a firm, we’re an “elbows in” kind of firm, where we really love to have support and help for everyone else. Just early on even asking those questions like, “Who would be good for this? Who can help me build this out as I build my team?”

Jason Kelly 07:11

Right. And so part of what you clearly did over that period too, both as an angel investor and then as you get into raising institutional money, everybody wants to hear what are the key themes, what are the sectors you’re most interested in, and there are some really interesting sectors and sub-sectors in what you’re doing. How do you get to that point? Is it natural curiosity? Is it talking to other VCs? Is it all of the above? How do you narrow it down?

Serena Williams 07:43

So—it’s—curious in terms of narrowing it down. I just feel like I really try to focus on what’s going to be the best. So what’s going to be the best return? How are we going to get it? How does the product work? How does it look for us? Is it something in the market that’s needed? And so that’s kind of what we focus on.

Jason Kelly 08:09

Right. One of the interesting areas that I would love for you to tell this audience a little bit more about is your work around financial services.

Serena Williams 08:15

Mm-hmm.

Jason Kelly 08:16

There are several examples in your portfolio, as I was sort of going through it and trying to understand it. There’s a lot about technology-enabled financial services. And there’s also a lot about access to financial services.

Serena Williams 08:29

Yeah, yeah.

Jason Kelly 08:30

So when you look at a company like Esusu, which I know is one you invested in and have spent a lot of time on, tell us a little bit about that, because it feels like a representative Serena deal.

Serena Williams 08:41

What we do at our company, SV, we really try to focus on access. First of all, we love to invest in people that look like us, and to women and people of color, because that has underrepresented founders, underrepresented VC people. We've all always gone underlooked. So when we look at deals, we call it our sweetheart deals, a company that's really having a huge impact on the world, that is helping underrepresented people, and that's able to make a change in their lives as well. So Esusu does all of that in the financial landscape. They just changed how rent goes. For years you pay rent, it doesn't go for your credit score, which is something that I didn't know at the time and I thought that was quite interesting. And it really can change your trajectory if you're paying rent and you don't build credit from it. And so now what Esusu did, if you sign up for their program, you pay your rent on time, it helps your credit.

Jason Kelly 09:43

Right.

Serena Williams 09:44

It's huge. So imagine how many people that we're reaching throughout the country. There's only maybe a couple of cities that are metropolitan cities, but literally the entire country. This is such a large landscape. And so for us, that is a really cool sweet point for us in that sector and in that industry. But what they've done is really changed a lot of people and helped a lot of people's lives.

Jason Kelly 10:12

Right.

Serena Williams 10:13

And I find that quite interesting when you can meet a founder that wants to only do good, but also help. They were really struggling to raise money, and we were one of their first and earliest checks, and definitely from an institution. And after they got money from us, they were able to raise their entire fund. Now they're a multi-billion dollar company.

Jason Kelly 10:35

Right.

Serena Williams 10:36

Yeah.

Jason Kelly 10:37

And so with a deal like that, how does that deal come to you? How are you sourcing deals generally?

Serena Williams 10:42

Yeah. Through our team, we'd source a lot of deals. And again this goes back to all the early work that I did early on. And also my team. And your team, you have to have people that are really strong on your team that are going to be able to source these deals. But if they get them and our GP sees them, or we see them and we don't invest in them, what's the point? So we work so well as a team. This is one of the things that we saw at Esusu, and we just really believed that there was a need for this. We could see the millions and millions of people that it could impact—

Jason Kelly 11:14

—Yeah—

Serena Williams 11:15

—just in this country alone. And honestly, it was a no-brainer to do.

Jason Kelly 11:21

Right. And so let's talk about your team a little bit, because you built teams before around you.

Serena Williams 11:30

This is different, but I think my experience in the past of building teams, I always know what I want. I don't expect anyone to work as hard as me, but boy is it a cherry on top when you get that. And our GP now, Beth Ferreira, she really does that. She works even harder than I do. So it's always really great to see. So I always say surround yourself with people in the room that are much smarter than you. And I want to be in a position where I'm always able to learn, or I'm always able to understand something new. I just want to feel like I left that day enhanced.

Jason Kelly 12:06

Yeah.

Serena Williams 12:07

And I try to also be that person, but it's also so important to surround yourself with that people. So, when we are building our team, that's what we look at. We look at experience, because that obviously really counts in this industry, but we also look at freshness as well.

Jason Kelly 12:21

Oh interesting.

Serena Williams 12:22

Yeah. Because you want to be able to understand AI, and you want to be able to understand where that landscape is going, and what companies that I haven't seen before. Like, does this make sense? Maybe I might not get it or someone else on the team might not get it, so we need to always have that aspect of people that are really thinking differently.

Jason Kelly 12:40

Yeah.

Serena Williams 12:41

You know, you have to have diverse thinkers on your team as well.

Jason Kelly 12:42

Right.

Serena Williams 12:43

And so when it comes to that, that's how we look at it.

Jason Kelly 12:49

It's interesting. I was thinking back to the conversation that you and Alex and I had for our show, and it was fascinating to see the two of you compare notes—and making that transition and understanding how each of you did and there's so many similarities. And one of the things he talked about and talks about a lot—and I think you do too, you referenced Magic Johnson earlier—Magic talks a lot about you can get into the room. Because, I mean, you're Serena Williams. People want to meet you.

Serena Williams 13:22

But—

Jason Kelly 13:22

—But—

Serena Williams 13:23

But—

Jason Kelly 13:25

So talk about the “but.”

Serena Williams 13:26

Yes. Getting into the room is one thing, right? But it's really getting people to understand your vision, what do we do? We at SV, Starfire Ventures, we really build and support founders in ways that legendary firms does. And so for us, that's what really makes a difference. So yeah, we can get into these rooms, we can have all these meetings, but we want people to see our competitive edge and what we do. And even when we're trying to win a deal with founders, we need them to see what makes us different—and why choose us. And so we actually just won a really incredible deal over a really large firm, but they understood that we would be able to work really close with them, and we'll be able to open doors and quite frankly, get them to where they need to be faster.

Jason Kelly 14:18

Right.

Serena Williams 14:18

And so I think a lot of founders are now seeing that we do have this really incredible competitive edge— of we're going to make key introductions that only the largest of firms can do, and we're going to open the doors and we're going to—not only on the introduction side, but my partner Beth, she has over 15 years of operating experience.

Jason Kelly 14:43

Right.

Serena Williams 14:44

And so for her and what she's built with the platforms that she was at before, Etsy and such, very early on she understands what it takes to build a business. She understands what it means and how to grow and how to scale.

Jason Kelly 14:58

Right.

Serena Williams 14:59

And so when you're doubling down—and other partner in our firm as well—but when you're doubling and tripling down on all that and having that access, I think that makes us different.

Jason Kelly 15:12

Well, and I would love to hear more about that access piece because again, there's an element on the front end of, we can get into the room.

Serena Williams 15:19

Yeah.

Jason Kelly 15:20

They want to meet you.

Serena Williams 15:21

Yeah.

Jason Kelly 15:23

And they want to take a selfie and they're like "Oh, I met Serena today, no big deal." But the notion of once you're an investor—

Serena Williams 15:30

—Mm-hmm—

Jason Kelly 15:31

—Essentially unleashing your network, which is—utterly unique. Just given not just where you're invested, but sort of the network that you've built. How do you go about executing that as Serena?

Serena Williams 15:48

Yeah, so I feel like I've worked many years to build this network.

Jason Kelly 15:48

Yeah.

Serena Williams 15:54

Right? And a lot of this stuff doesn't come—well, none of this stuff comes for free. All this stuff comes from a tremendous amount of hard work and years and years. Did I drop my little clicker? Oh, there we go.

Jason Kelly 16:05

Did you literally drop the mic? Okay.

Serena Williams 16:07

No. I will at the end. Mic drop. So really just getting them to understand that we are that "but." We are that person that can make such a big difference. But it does on both ends, right? Our company, and when we're meeting even with LPs, we need them to understand that okay, it's great to meet me and all, I guess, I suppose, I don't know. I don't think I'm all that cracked up to what people say.

Jason Kelly 16:37

I think people would disagree with that, but go on.

Serena Williams 16:39

But at the end of the day, I'd like for people to see and hear my story and see how we are making a change in VC, how we are effective in VC, and what our process are and what we do.

Jason Kelly 16:52

Right.

Serena Williams 16:53

And so, for us, too, it's about closing our deals when it comes to LPs, and then when founders come to us, it's also about us having an opportunity. You know what's funny? I feel like I owe it. We've started something really special at Starfire. We used to be Serena Ventures, but now we're Starfire Ventures. We started something really, really special. This whole process started when I was at a huge conference, and I learned that less than two percent of VC money went to women, and that's why I initially decided to get into this space.

Jason Kelly 17:24

Right.

Serena Williams 17:25

I never thought I was going to change that. I never tried to change that, but I just wanted to change people writing the checks. I think if the same people are writing the same checks, it's always going to go back to the same person. It's always going to be this circle that continues. But when you shake up that, it's not to me about setting aside a certain percentage to go to women, to go to underrepresented founders. I feel like it's just changing the landscape of the top of the funnel.

Jason Kelly 17:57

Right.

Serena Williams 17:59

And that's what we did. And so now, like I said, I feel a responsibility. I feel like Esusu wouldn't—they would probably exist, but they had a much easier run because of our firm.

Jason Kelly 18:12

Right. You accelerated them, no question.

Serena Williams 18:13

Yes, because of our firm. There's so many companies in our portfolio, Rebel, that are doing so well because of us, they're going to be massive, massive companies because of what we bring to the table. And so for us, when we are talking to LPs, I feel this responsibility of, there's so many more companies out there that are doing really large things, that have great strategies, they have very clear approaches of what they want to do and what they want to build, and they just need someone like our firm to see it first, and then everyone else follows.

Jason Kelly 18:50

Right.

Serena Williams 18:51

It's like the butterfly effect.

Jason Kelly 18:52

Yeah.

Serena Williams 18:52

And so I feel like it's so important for us to continue to have that effect and continue to bring, like I said in the beginning, the reason I started this before we started taking on institutional money was I was curious. We have an opportunity to shape how we live our lives, how our kids live their lives, and this opportunity never existed before. And with everything that's happening in AI today, we need to be looking at these opportunities. We need to make sure that we also are investing in that, because this is as big, if not bigger, than the Industrial Revolution.

Jason Kelly 19:38

Right. And so how does the strategy change? So in the same way that you evolved from an angel investor to someone taking on institutional money, now you have a successful fund. You have a pretty sizable portfolio.

Serena Williams 19:53

Yes.

Jason Kelly 19:54

So, over your careers—you have evolved, you have pivoted, you have done what you needed to do to get to the next level or see around the corner.

Serena Williams 20:04

Right.

Jason Kelly 20:05

What are you looking at around the corner now, as you think about your next fund, as you think about things like AI—how do you reshape or refine what you're doing?

Serena Williams 20:14

Yeah. I think every firm has reshaped and refined what they're doing. We look at everything with "AI first" angle. Not just only to invest in the next big AI, but also to make sure that our companies, or companies that we're looking at are integrating that into their systems to make sure that they're not overrun by AI, or why would we invest in you when this is something that—is not going to exist in the future. So, I think that's one way that we are kind of looking at the landscape going forward. We are writing very meaningful checks, but doubling down with this new fund on our winners. One thing that we want to do is really just focus on delivering consistent long-term results, which I think, obviously, everyone looks for. Yeah, so I think that—did I answer your question? I feel like I got a little sidetracked.

Jason Kelly 21:09

Yeah. No, to your point—every firm that is out there fundraising obviously has to answer the AI question. I do wonder, do you—

Serena Williams 21:22

—But lean into that, right? Because it's so important in every business. If we talk to founders nowadays, and they don't have some sort of AI involved in what they're doing, and we get so much deal flow, but we have different ways of how to go through that in a more productive way because of the tools that we're using. So, there's so many different ways it can be used, and so when we're talking to founders, and even our current portfolio, we're calling them up and saying "You cannot be dismissed. How are you going to change? How are you going to evolve? What are you doing?" And we're pushing our founders and asking them what are they doing to make sure that they are evolving in particular when it comes to AI.

Jason Kelly 22:15

Right. And you think about all the financial services pieces that you have and some technology, health and whatnot, all of those things are obviously being radically changed.

Serena Williams 22:24

Yeah. Financial services are being radically changed. And so we want to make sure that they don't become dust.

Jason Kelly 22:31

Yeah.

Serena Williams 22:32

They need to continue to grow.

Jason Kelly 22:34

All right. So the shift, which seems meaningful, from Serena to Starfire, how does that come about? Do you just walk in one day like, "Hey guys, taking my name off the door and we're putting"— What's the—

Serena Williams 22:45

—Yeah, that's a good question.—

Jason Kelly 22:47

—what's the process?

Serena Williams 22:48

You know what? What I'm building and what I'm doing—

Jason Kelly 22:49

—Because by the way, Serena, pretty powerful brand.

Serena Williams 22:52

It's okay.

Jason Kelly 22:53

That's it.

Serena Williams 22:54

Well, what I'm building and what I'm doing is way bigger than Serena could ever be. And not to speak third person, but it is. And like I said earlier, I feel a responsibility—when it comes to different companies that are coming out in the future that are going to be discovered this year, next year. I feel a responsibility they'll end up at our firm, and they'll be who they are, and they'll be the companies that we've been talking about that are shaping the world because of us, and that's way bigger than me. And like I said, I never felt like I'm going to change the landscape of that number of two percent or less than two percent actually. But I feel like my platform can really be a huge part to help other people hear about it.

Jason Kelly 23:36

Right.

Serena Williams 23:37

And help other people understand that it is not only underrepresented founders, it's also underrepresented ideas—and companies that are really going after middle America, so to say, in so many different areas, that is an insane large, large, large, large market, like billions of billions of dollars market value. And so we want to make sure that that's not being forgotten, in particular when it comes with this new technology that we're seeing. We want to make sure those aren't being forgotten. So yeah. So I feel like Starfire came from—if you do a little research on Starfire, it's a very powerful entity of women, actually. Super powerful superheroes, I would say. And I wanted to keep SV.

Jason Kelly 24:48

Yeah.

Serena Williams 24:29

I didn't want to go too far from it, but this part of my career is going to be much bigger than anything I've ever done before.

Jason Kelly 24:36

Yeah. And so to that point, I was thinking as I was preparing for this conversation about a story you told about your very first endorsement deal with Puma. And your dad insisting that you physically be—

Serena Williams 24:52

—Yes—

Jason Kelly 24:53

—at the table.

Serena Williams 24:53

That was crazy.

Jason Kelly 24:54

To the point, you were—

Serena Williams 24:55

—Yeah—

Jason Kelly 24:56

15?

Serena Williams 24:56

I was 15.

Jason Kelly 24:57

You're 15 years old—

Serena Williams 24:58

—Yes—

Jason Kelly 25:00

—You literally pass out from exhaustion, but you're at the table.

Serena Williams 25:03

A little background. I was 15. My dad is still to this day, I think, the smartest man I've ever met in my life. He's incredible. He's a genius. He wanted me to sit down in my negotiations with my first multi-million dollar contract with Puma, and I was so young, and I shouldn't have been in that room with all these execs around this huge board table, but he sat me there, and he made sure that I was understanding business.

And that has really shaped what I do now, what I do every day, how I teach my children, how I talk to founders, how we invest in companies. And so, yeah. So I'll just give a little background of that.

Jason Kelly 25:43

Yeah, no. But I'm struck by this notion of being at the table. Because Justin Tuck was on our show a year or so ago, and he had a great line that his grandfather actually told him, that "If you're not at the table, you're on the menu." And this notion of—

Serena Williams 26:00

—I love that. Yeah.

Jason Kelly 26:01

Don't you love that? And I'd never forget that.

Serena Williams 26:03

That's powerful.

Jason Kelly 26:03

It's really good. And—

Serena Williams 26:06

—But that's what we've been seeing. We've been seeing that so much. We've been seeing that we have been on the menu, and it's time. That's why I like to change at the top of the funnel.

Jason Kelly 26:14

Right.

Serena Williams 26:15

The table.

Jason Kelly 26:16

Yeah.

Serena Williams 26:18

Right? We're talking about that's the top of the funnel. Who's sitting at that table? And that's what we're doing, and that's how we're changing that landscape.

Jason Kelly 26:27

And are you seeing that change? Anecdotally, day-to-day, again, you now have this track record. You're going out to raise. Are the conversations different because you can say "Look, this is my resume. These are the founders we backed. These are the returns." Are the conversations different?

Serena Williams 26:43

VC is a long game.

Jason Kelly 26:44

Yeah.

Serena Williams 26:45

The conversations are different, and I can show them a lot of track record in the 16 unicorns that I've had under my belt, and decacorns, and just show them a little bit of what that is. But VC is definitely a long-term play. We're starting to see things pop up that we've invested in four ago. They're finally starting to show because we do such early-stage investing. It's a different ballpark and it's a different game. So those conversations are different, and then with Beth, her track record is from the past, from so many companies. We work—the list goes on and on. We can show what we've done and what we're capable of doing, and most of all what we're capable of spotting and finding. Finding winners and understanding that this is going to be something in the future. And so that's what I think it helps.

Jason Kelly 27:47

That's where it's different.

Serena Williams 26:48

That's where it's different.

Jason Kelly 27:49

Is that you're showing up. Do you feel like you're showing up with more confidence now as an investor?
How do you feel going into these rooms now?

Serena Williams 27:57

More clarity.

Jason Kelly 27:58

Yeah.

Serena Williams 27:59

A lot more clarity as an investor. A lot more confidence. It's like life. You go out, you date a little bit, and then you get to really understand what you're looking for in a partner, and that's what we do. We dated a little bit early on, but now we understand exactly what we want, what we're looking for, what to expect, and honestly, we can tell faster and faster.

Jason Kelly 28:22

Yeah.

Serena Williams 28:23

And we make decisions faster and faster. And as we continue to build our team and build it out more, it just becomes obviously easier because you have more people. But it's been really, really good to see us grow.

Jason Kelly 28:37

Yeah. It seems like you're having fun as we wrap up. I've sort of watched this journey a little bit.

Serena Williams 28:43

Yeah, yeah. I enjoy this, as you know. I love what I do. I wake up every day excited to do what I do now. And when I started the firm, I was so involved in so many different aspects of the firm, and now I like to say I leveled up and I do lots of more things that are way more important, like introductions and just everything, and having an opportunity to actually bring really big deals to the table—and set that stuff up. So it's just seeing how our firm started and grow. It's just we were a startup and just growing, and the impact that we have had in the past and that we continue to have is it is exciting to be a part of and it is exciting to say “Oh my god, I invested in that product that everyone is using, and that didn't even exist before.” That is something that not many people get to say—and be a part of, and to have ownership in that is really, really, really exciting. So.

Jason Kelly 29:49

It's fascinating too, as we wrap, to think about this journey that you're such a huge part of as we think about athletes who have really gone on to do these things. Magic is sort of the OG—

Serena Williams 30:03

—Yeah—

Jason Kelly 30:04

—In a lot of ways. And A-Rod, as I mentioned before, he was a predecessor too. And now you have this opportunity to really pay it forward, which I think you're doing in such a magnificent way. So I will close only by saying I was so excited to see you and so excited for this opportunity. I was telling my family what I was doing out here at Milken and I said, “I'm doing this and that and then of course I'm interviewing a GOAT.” And my wife, who's a huge tennis fan and very successful business person in her own right, said “Correction, THE GOAT.” So anyway, thank you very, very much—

Serena Williams 30:40

—Thank you so much—

Jason Kelly 30:41

—for this time. And thank you, everyone.

Serena Williams 30:43

Thank you everyone.

Disclaimer: This transcript was reviewed by individuals for accuracy and serves as a reference. However, it may still contain errors or omissions. Please verify any critical information independently.