

# THE LIST

## VENTURE CAPITAL FIRMS

Los Angeles County-based, ranked by capital under management

► **NEXT WEEK**  
The Largest Biotech/Biomedical Firms in L.A. County

### ► EXECUTIVE SUMMARY

**T**HE largest venture capital firms in Los Angeles County have a total of \$5.78 billion in capital under management. That number increased by \$380 million from a year ago. The firms have made a combined 678 investments in the lifetimes of their funds.

The most active firm listed is GRP Partners, which made 14 investments last year. It is followed by Siemer Partners, which made 13 new investments last year. Siemer made five new investments in the first quarter of 2012 and three follow-on investments. The firm was formed by a merger of Frontera Group and Siemer & Associates. It is based in Santa Monica. Eric Manlunas from Frontera and David Siemer are equal partners.

"We are an early stage venture-capital firm that makes modest-sized investments in Internet, mobile and software companies," said Manlunas, managing partner. "We have become one of the more active early stage venture firms in Southern California."

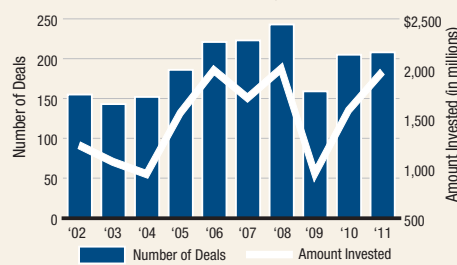
One firm on last year's list is no longer operating. Stone Canyon Venture Partners, an L.A. firm with \$80 million in capital saw its fund mature. The firm's managing director said that there are no plans to raise a new fund.

— David Nusbaum

### ► THE TRENDS

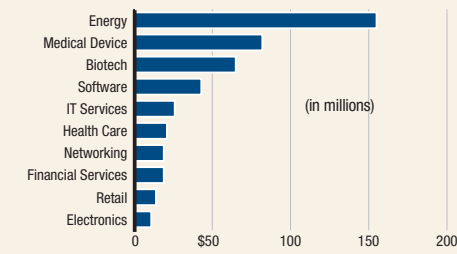
#### Venture Deals

Venture capital investment in L.A. and Orange counties.



#### Favorite Industries

Fourth quarter investments in L.A. and Orange counties.



Source: PricewaterhouseCoopers/Venture Economics/  
National Venture Capital Association Money Tree Survey

### ► THE PACESETTER

**G**RP Partners is the largest venture capital firm headquartered in Los Angeles County with \$1.22 billion in capital under management. The Century City firm has investments in 35 portfolio companies. It makes investments in three areas: financial services, digital media and retail innovation.

"We're looking for great teams and businesses that have the opportunity to become very large," said Steven Dietz, a partner at the firm.

One example of a successful investment that realized a large gain was Las Vegas-based HealthDataInsights. The company was sold for \$400 million in December.

Locally, GRP Partners has made recent investments in TrueCar and GumGum. Santa Monica-based TrueCar aggregates auto sales data to show buyers and dealers how much people actually paid for a particular car in their geographic area. It helps facilitate sales of more than 15,000 vehicles each month. GumGum is an L.A.-based advertising company that pairs advertisements with relevant images online. Ads appear when a user scrolls over a photo online.

GRP takes an active role in the management of its portfolio companies. "We always take a seat on the board and serve as a minority investor," said Dietz.

Since its founding in 1996, GRP has invested in some of the largest companies operating in Los Angeles. GRP said its funded companies employed 18,000 people in the county and 80,000 people in California as of Dec. 31.



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— David Nusbaum

Rank	Firm • name • address • website	(\$ in millions)		Preferred Industries (partial list)	Companies Recently Funded	Preferred Financing Stage(s)	Source of Funds	Top Local Executives • name • title • phone
		Capital	Project Profile • minimum size • preferred size • investments <sup>1</sup>					
1	<b>GRP Partners</b> 2121 Avenue of the Stars, Suite 1630 Los Angeles 90067 grppartners.com	\$1,220	\$0.5 \$2 - \$10 101	digital media, financial services, mobile, cloud, retail innovation	awe.sm, Burstly, DataSift, LittleBlackBag, textPlus, ZestCash	startups to later-stage	institutional investors	Yves Sisteron managing partner (310) 785-5100
2	<b>Clearstone Venture Partners</b> 1351 Fourth St., Fourth Floor Santa Monica 90401 clearstone.com	650	1.0 1 - 5 83	technology	WND	early	institutions, universities, pensions	Bill Elkus managing director, founder (310) 460-7900
3	<b>Steamboat Ventures</b> 3601 W. Olive Ave., Suite 650 Burbank 91505 steamboatvc.com	575	2.0 10 39	information technology, media, software technology	WND	early- to mid-stage	corporate investor	John R. Ball managing director (818) 566-7400
4	<b>Palomar Ventures</b> 233 Wilshire Blvd., Suite 900 Santa Monica 90401 palomarventures.com	525	0.3 2 - 5 75	enterprise software, wireless, semiconductors, network telecom/datacom, consumer services	Ace Metrix Inc., BubbleMotion Inc., Damballa Inc.	early	institutional investors, pension plans	James Gauer managing partner (310) 260-6050
5	<b>Rustic Canyon Partners</b> 100 Wilshire Blvd., Suite 200 Santa Monica 90401 rusticcanyon.com	500	0.1 1 - 10 50	Internet, digital media, software, clean technology	Science, Amplify, Paperlinks, Urban Sitter, Mertado	seed, series A, series B	institutions, investors	Nate Redmond/Tom Unterman managing partner/ founding partner (310) 998-8000
6	<b>Kline Hawkes &amp; Co.</b> 11726 San Vicente Blvd., Suite 300 Los Angeles 90049 klinehawkes.com	300	2.0 5 40	interactive entertainment, Internet services, defense technology, business services, consumer services, health care services	WND	series A and B	institutional investors	Frank R. Kline managing partner (310) 442-4700
7	<b>Anthem Venture Partners</b> 225 Arizona Ave., Suite 200 Santa Monica 90401 anthemvp.com	250	1.0 1 - 4 30	Internet, media, software, semiconductors	WND	seed, early	institutional investors	William Woodward/Samit Varma/ Brian Mesic managing partners (310) 899-6225
8	<b>Pacific Venture Group</b> 16830 Ventura Blvd., Suite 244 Encino 91436 pacven.com	210	1.0 4 WND	health care services, medical devices, biomedical, health care IT	WND	early	private limited partners	Layton R. Crouch/David L. Dennis managing directors (818) 990-4141
9	<b>California Technology Ventures LLC</b> 670 N. Rosemead, Suite 201 Pasadena 91107 ctventures.com	200	0.5 2 - 5 39	IT and life science	Clear Catheter, Accendo Therapeutics	all	private investors	Alex Suh/William Hanna founding managing director/ managing director (626) 351-3700
10	<b>Shelter Capital Partners</b> 10880 Wilshire Blvd., Suite 1850 Los Angeles 90024 sheltercap.com	180	1.0 WND WND	media content and technology convergence, enterprise software, application services, wireless and other communication technologies	WND	early	private institutions and individuals	Arthur Bilger managing member (310) 234-2300

<sup>1</sup> Number of companies invested in since inception. WND - Would Not Disclose Note: Information on this list was provided by representatives of the firms themselves. In order to qualify, venture capital firms must be headquartered in Los Angeles County. Firms are ranked by the amount of capital under management companywide and the number of projects completed since inception, respectively. To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the

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11	<b>Vicente Capital Partners</b> 11726 San Vicente Blvd., Suite 300 Los Angeles 90049 vicentecapital.com	\$165	\$5.0 5 - 15 6	business services, consumer services, specialty manufacturing	VXi Corp.	late-stage venture, growth/expansion	institutional investors	Jay Ferguson managing partner (310) 826-2255
12	<b>ITU Ventures</b> 1900 Avenue of the Stars, Suite 2701 Los Angeles 90067 itu.com	150	0.0 5 WND	communications, media, semiconductors, software	WND	all	pension, corporate	Jonah Schnel managing partner (310) 777-5900
13	<b>Baroda Ventures</b> 245 S. Beverly Drive Beverly Hills 90212 barodaventures.com	100	0.1 0.1 - 1 35	IT, Internet, e-commerce	WND	seed, early stage	cash	David Bohnett/Peter Lee founding managing partner/ partner (310) 276-0005
14	<b>DFJ Frontier</b> 15260 Ventura Blvd., 20th Floor Sherman Oaks 91403 dfjfrontier.com	80	0.1 0.5 45	software, information services, biotech, nanotechnology, alternative energy	Seismic Games, MomentFeed	seed, early	investors	David Cremin/Scott Lenet managing directors (424) 354-2244
15	<b>Palisades Ventures</b> 11726 San Vicente Blvd., Suite 450 Los Angeles 90049 palisadesventures.com	75	0.0 3 - 5 WND	wireless, communications, broadband, enterprise software	WND	growth	institutional investors, high net-worth individuals	Paul D'Addario sr. managing director (310) 571-6214
16	<b>Arcturus Capital</b> 199 S. Los Robles Ave., Suite 535 Pasadena 91101 arcturusvc.com	32	0.2 .5 - 1 16	wireless, IT, software, Internet, biotechnology, optics	WND	early	foundations, family office, high net worth individuals	Donald Hall/Stevan Birnbaum managing directors (626) 578-5700
17	<b>Siemer Ventures<sup>1</sup></b> 1333 Second St., Suite 600 Santa Monica 90401 siemervc.com	30	0.1 0.5 - 0.75 60	Internet, mobile, software	StyleHaul	early stage	high net worth individuals, family offices	Eric Manlunas/David Siemer managing partners (310) 861-2100
18	<b>CrossCut Ventures</b> 1918 Main St., Second Floor Santa Monica 90405 crosscutventures.com	25	0.3 0.75 17	Internet, mobile, ecommerce and gaming	Shoedazzle, MyGlam, GumGum	seed or series A	dedicated fund	Rick Smith managing director (310) 650-4777
19	<b>6Pacific Capital LLC</b> 10940 Wilshire Blvd. Los Angeles 90024 6pacificpartners.com	15	0.5 2 7	consumer health, consumer products	VR Laboratories LLC	growth stage	high net worth	John Barrymore chairman (310) 746-5420

<sup>1</sup> Number of companies invested in since inception.<sup>2</sup> Formerly Frontera Group.

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