THE PACESETTER

Yves Sisteron

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 investees 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 GunnCam. 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. GunnCam 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.

— David Nusbaum
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*Number of companies invested in since inception.
**WNI - Would Not Disclose Rate: 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, companies/series 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 accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or submissions to company letterhead to the Research Department, Los Angeles Business Journal, 5700 Wilshire Blvd., Suite 170, Los Angeles, 90036. ©2012 Los Angeles Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reproductions are available from the YBE Group, (800) 290-5465 ext. 100.

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