

## THE LIST

## VENTURE CAPITAL FIRMS

Ranked by capital under management

















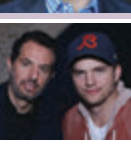
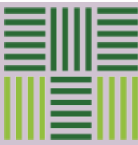











Rank	Firm • name • address • website	(\$ in millions)		Preferred Industries (partial list)	Companies Recently Funded (partial list)	Preferred Financing Stage(s)	Top Executive • name • title • phone
		Capital	Project Profile • minimum size • preferred size • investments <sup>1</sup>				
1	 <b>upfront</b> 1314 7th St., Suite 600 Santa Monica 90401; upfront.com	\$2,200	\$0 \$3-\$5 300	commerce, software, cybersecurity, health tech, fintech, climate/agtech	Clair, Pragma, Britive, Pragma	seed and series A	Yves Sisteron Mark Suster Kara Nortman Managing Partners (310) 785-5100
2	 <b>GREYCROFT</b> 1375 E. 6th St., Unit 1 Los Angeles 90021; greycroft.com	2,000	0 NA 395	fintech/insurtech, future of commerce, digital health, consumer internet, enterprise software	Pie Insurance, Pacaso, MyCarrier, Trullion	early, growth	Dana Settle Co-Founding Partner (213) 896-7126
3	 <b>FIFTH WALL</b> 6060 Center Drive, Floor 10 Los Angeles 90045; fifthwall.com	1,700	0 0 44	real estate, climate tech, fintech, software, retail	Gorillas, Notarize, Neighbor, Loft	all	Brad Greiwe Brendan Wallace Founding Managing Partners media@fifthwall.com
4	 <b>B Capital Group</b> 1240 Rosecrans Ave. Manhattan Beach 90266; bcapgroup.com	1,300 <sup>2</sup>	NA NA NA	consumer, financial, health, travel	Evidation Health, FalconX, Icertis, Clari	all	Raj Ganguly Partner (310) 698-1270
5	 <b>MARCH CAPITAL</b> 725 Arizona Ave., Suite 304 Santa Monica 90401; marchcp.com	1,050	1 2-30 50	enterprise AI software, infrastructure, cybersecurity, industrial technology and gaming	ActionIQ, Shiprocket, HMBradley, Forter	series A-C	Jamie Montgomery Sumant Mandal Gregory Milken Managing Directors (310) 460-7900
6	 <b>OMNINET</b> 9420 Wilshire Blvd., Fourth Floor Beverly Hills 90212; omninet.com	1,000 <sup>3</sup>	0 flexible NA	mobile applications, content, community, commerce, medical innovations	NA	series A and B	Neil Kadisha CEO info@omninet.com
7	 <b>STEAMBOAT VENTURES</b> 801 N. Brand Blvd., Suite 665 Glendale 91203; steamboatvc.com	701 <sup>2</sup>	2 10 NA	information technology, media, software technology	NA	early to mid-stage	John Ball Managing Director, Founder (818) 858-1890
8	 <b>CLEARSTONE VENTURE PARTNERS</b> 725 Arizona Ave., Suite 304 Santa Monica 90401; clearstone.com	650	1 1-5 104	technology	NA	early	Bill Elkus Managing Director (310) 460-7900
9	 <b>ANGELENO GROUP</b> 2029 Century Park East Los Angeles 90067; angelenogroup.com	525	1 10 40	clean energy and climate solutions technology	NA	growth equity	Yaniv Tepper Daniel Weiss Managing Partners (310) 552-2790
10	 <b>MUCKER CAPITAL</b> 202 Bicknell Ave. Santa Monica 90405; muckercapital.com	500	0 0.75 150	internet, software	Emotive, LeaseLock, Doorvest, Outer	seed and early stage	William Hsu Erik Rannala Omar Hamoui Managing Partners NA
11	 <b>WAVEMAKER PARTNERS</b> 1438 9th St. Santa Monica 90401; wavemaker.vc	485	0 0.5-1.5 372	Software, Data, Software, Internet	Yardsworth, Field Day, Alleyoop, Piestro	seed and early series A	Eric Manlunas Founding Managing Partner (310) 310-2410
12	 <b>PONTIFAX AGTECH</b> 2450 Colorado Ave., Suite 100E Santa Monica 90404; pontifaxagtech.com	471	0 10-30 25	food and agriculture technology	Pairwise, Provivi	series B and C	Benjamin Beldegrun Philip Erlanger Managing Partners (323) 306-9970
13	 <b>BONFIRE VENTURES</b> 725 Arizona Ave., Suite 400 Santa Monica 90401; bonfirevc.com	418	0.5 2 49	software, HR tech, security, logistics, marketing technology	Cube, ZeroTier Inc., Nobl9, Brightflow.ai	institutional seed	Mark Mullen Jim Andelman Founding Managing Partners (310) 579-6782
14	 <b>AVP</b> 225 Arizona Ave., Suite 200 Santa Monica 90401; anthemvp.com	400	0 1-5 90	internet, media, software, semiconductors, biotech, fintech	Jiko, NextCar, Exos, Q-Simulate, Karma, ImmunoVec	seed, series a, series b	Bill Woodward Managing Founding Partner (310) 899-6225
15	 <b>Pritzker Group Venture Capital</b> 11150 Santa Monica Blvd., Suite 1500 Los Angeles 90025; pritzkergroup.com	400	3 4-8 210	enterprise software, consumer internet	Tovala, Ocient, Dina Care, Apprentice.io	early stage	Chris Girgenti Managing Partner (310) 575-9400
16	 <b>ALPHA EDISON</b> 1025 Westwood Blvd., Second Floor Los Angeles 90024; alphaedison.com	300	0 NA 60	industry agnostic/tech-focused	UR Labs	seed, series A and B	Nate Redmond Nick Grouf Managing Partners (323) 579-2050

<sup>1</sup> Number of companies invested in since inception.<sup>2</sup> Information from Crunchbase.<sup>3</sup> Business Journal estimate.

NA - Not available Note: Information on this list was provided by representatives of the firms and public filings. 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. 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 additions on company letterhead to the Research Department, Los Angeles Business Journal, 11150 Santa Monica Blvd., Suite 350, Los Angeles 90025. ©2021 Los Angeles Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Media (877) 652-5295.

**VENTURE CAPITAL FIRMS** *Continued from page 29*

Rank	Firm • name • address • website	(\$ in millions)		Preferred Industries (partial list)	Companies Recently Funded (partial list)	Preferred Financing Stage(s)	Top Executive • name • title • phone	Image
		Capital	Project Profile • minimum size • preferred size • investments <sup>1</sup>					
17	 <b>Touchdown Ventures</b> 10250 Constellation Blvd., Suite 100 Los Angeles 90067; touchdownvc.com	\$274	NA NA NA	industry agnostic	Athennian, Jackpocket, Steno, Kasa Living	all	Scott Lenet President info@touchdownvc.com	
18	 <b>Kairos Ventures</b> 9440 S. Santa Monica Blvd., Suite 710 Beverly Hills 90210; kairosventures.com	251	0.5 2-5 55	life and physical sciences	Actinia, AetherTouch, Amorphology, Behavioral Signal Technologies, FastDetect	seed, series A	Jim Demetriades Managing Partner (310) 271-1866	
19	 <b>Acre Venture Partners</b> 1512 16th St. Santa Monica 90404; acre.vc	250	0 3-5 NA	agtech, foodtech, consumer	Uplifting Results Labs, Back to the Roots, Meati Foods, Mori	seed, series A	Gareth Asten Lucas Mann General Partners hello@acre.vc	
20	 <b>CrossCut Ventures</b> 3110 Main St., PH Santa Monica 90405; crosscut.vc	221 <sup>2</sup>	0.5 1 NA	consumer internet, enterprise software and gaming	Fuzzy, HiveWatch, Teampay, Pacaso	seed, series A	Brian Garrett Brett Brewer Rick Smith Managing Directors (310) 450-2924	
21	 <b>Core Innovation Capital</b> 1680 Vine St., Suite 606 Los Angeles 90028; corevc.com	220	0 1-7 50	financial services, payments, specialty credit, future of work, health care, insuretech	Mighty Buildings, Yotta Savings, Brigit, Bestow	series A, seed, growth	Arjan Schutte Founding Managing Partner Kathleen Utecht Managing Partner (323) 951-1505	
22	 <b>PowerPlant Ventures</b> 832 Hermosa Ave. Hermosa Beach 90254; powerplantvc.com	207	0 5 20	plant-based food and beverage, food technology, agriculture technology	Zico, Rae Wellness	series A and B	Kevin Boylan TK Pillan Mark Rampolla Dan Gluck Partners info@powerplantvc.com	
23	 <b>Palisades Growth Capital</b> 11726 San Vicente Blvd., Suite 450 Los Angeles 90049; palisadesgrowth.com	200	5 5-7 23	software, mobile, technology-enabled businesses	NA	growth	Anders Richardson Managing Partner (310) 571-6214	
	 <b>California Technology Ventures</b> 670 N. Rosemead Blvd., Suite 201 Pasadena 91107; ctventures.com	200	0.5 2-5 49	information technology, life science	Clear Flow Inc., CyMedica Orthopedics Inc., Spencer Health Solutions Inc.	all	Alexander Suh William Hanna Managing Directors (626) 351-3700	
25	 <b>M13</b> 1920 Olympic Blvd. Santa Monica 90404; m13.co	188	NA NA 45	fintech, gaming, ecommerce, health care, housing, food	River Financial, Clash, Rho Business Banking, Prepared	seed, series A	Karl Alomar Managing Director press@m13.co	
26	 <b>Struck Capital</b> 2908 Colorado Ave. Santa Monica 90044; struckcapital.com	150	0 1 64	technology, fintech, SaaS, marketplaces	BlackCart, Mate Fertility, Verifiable, Marco	seed	Adam Struck Managing Partner ir@struckcapital.com	
	 <b>Sound Ventures</b> 9348 Civic Center Drive Beverly Hills 90210; sound-ventures.com	150 <sup>3</sup>	NA NA NA	technology, entertainment	Fondeadora, MainStreet, Vendr, Chums	all stages	Ashton Kutcher Guy Oseary Principals info@sound-ventures.com	
28	 <b>Tiller Partners</b> 10877 Wilshire Blvd. Los Angeles 90024; tillerpartnersllc.com	148 <sup>3</sup>	NA NA NA	health, food, consumer, technology	NA	all	Csaba Konkoly General Partner info@tillerpartnersllc.com	
29	 <b>Calibrate Ventures</b> 130 W. Union St. Pasadena 91103; calibratevc.com	143	NA 4-6 14	advanced software, automation and artificial intelligence technologies	HealthTensor, Parallel Domain, Diveplane, Talage	early	Jason Schoettler Kevin Dunlap Founding Partners (626) 639-8312	
30	 <b>Fika Ventures</b> 10960 Wilshire Blvd., Suite 1415 Los Angeles 90024; fika.vc	118	0.5 1-2 42	enterprise software, fintech, marketplaces, digital health	Formative, Backbone, Cerebrae	seed	TX Zhuo Eva Ho General Partners info@fika.vc	
31	 <b>MaC Venture Capital</b> 6255 Sunset Blvd., Suite 1060 Los Angeles 90028; macventurecapital.com	117 <sup>2</sup>	NA NA NA	edtech, fintech, ecommerce, health care, media	Stoke Space Technologies, Ox, Epsilon3, Preveta	early stage	Marlon Nichols Adrian Fenty Managing Partners NA	
32	 <b>Frontier Venture Capital</b> 100 Wilshire Blvd. Santa Monica 90401; frontiervc.com	102	0 0.03 81	mobile-driven technologies	NA	early	David Cremin Managing Partner (424) 354-2244	
33	 <b>Baroda Ventures</b> 245 S. Beverly Drive Beverly Hills 90212; barodaventures.com	100	0.1 0.1-1 74	information technology, internet, ecommerce, blockchain	NA	seed, early stage	David Bohnett Founder (310) 276-0005	

<sup>1</sup> Number of companies invested in since inception.

<sup>2</sup> Information from Crunchbase.


















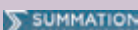


<sup>3</sup> Business Journal estimate.

NA - Not available Note: Information on this list was provided by representatives of the firms and public filings. 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. 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 additions on company letterhead to the Research Department, Los Angeles Business Journal, 11150 Santa Monica Blvd., Suite 350, Los Angeles 90025. ©2021 Los Angeles Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Media (877) 652-5295.



## VENTURE CAPITAL FIRMS

Rank	Firm • name • address • website	(\$ in millions)		Preferred Industries (partial list)	Companies Recently Funded (partial list)	Preferred Financing Stage(s)	Top Executive • name • title • phone	Image
		Capital	Project Profile • minimum size • preferred size • investments <sup>1</sup>					
34	 <b>Plus Capital</b> 578 Washington Blvd., Suite 1700 Marina del Rey 90292; pluscapital.com	\$75	\$0 \$1-\$5 100	consumer products, consumer technology, enterprise technology	BetterUp, Weee!, Workrise, Lyra	series B-D	Adam Lilling Managing Director (310) 577-6700	
	 <b>Smash Ventures</b> 6555 Barton Ave., Second Floor Los Angeles 90038; smashventures.com	75	NA NA NA	consumer, Internet, technology	NA	late stage	Eric Garland Evan Richter Founding Managing Partners info@smashventures.com	
36	 <b>BAM Ventures</b> 2042 Armacost Ave. Los Angeles 90025; bam.vc	72	0.5 0.5 133	consumer	Insync.AI, TomoCredit, FourFront, Hazel	seed, preseed	Brian Lee Richard Jun Shamin Walsh Managing Directors info@bam.vc	
37	 <b>Clocktower Technology Ventures</b> 225 Santa Monica Blvd., Floor 10 Santa Monica 90401; clocktowerventures.com	70 <sup>2</sup>	NA NA NA	fintech	Lockstep, Flink, TripleBlind, M1 Finance	early stage	Steve Drobny Managing Partner (310) 458-2003	
38	 <b>TYLT Ventures</b> 1158 26th St., Suite 325 Santa Monica 90403; tyltventures.com	60	0 0.5-1 65	robotics, fintech, AI, hardware, logistics	Palantir, Ka-Pop, Esports, KiwiBot, Klickly	late seed	Gerard Casale Managing Member, Co-Founder Rami Rostami Managing Member (310) 434-1921	
	 <b>TenOneTen Ventures</b> 8163 Melrose Ave. Los Angeles 90046; tenonet.net	60 <sup>2</sup>	0 0.5-1 NA	data, mobile, enterprise, AI, machine learning, internet	Daily.co, Vested Finance, Emotive	seed	David Waxman Managing Partner info@tenonet.net	
40	 <b>Amplify</b> 1600 Main St. Venice 90291; amplify.la	55	0 0.5 90	enterprise SaaS, marketplaces, health care, ecommerce, fintech, development tools	Washington Abstract, Clover App, Zumo Labs, Sourcetable, Strike Graph	preseed	Paul Bricault Managing Partner (424) 261-2676	
41	 <b>Unicorn Venture Partners</b> 9125 W. Sunset Blvd. West Hollywood 90069; unicornvp.com	50	NA NA 30	technology and consumer-focused	Assemble	early stage, seed	Jonathan Hung Dave Lin Managing Partners hello@unicornvp.com	
42	 <b>Embark Ventures</b> 610 Santa Monica Blvd., Suite 226 Santa Monica 90401; embark.vc	45 <sup>2</sup>	0.3 0.5-1 NA	robotics/AI/ML, health technology, advanced manufacturing and materials	Jiko, Syntiant, Optimal Dynamics, Kebotix	preseed, seed	Peter Lee Founding Managing Partner NA	
43	 <b>Arena Ventures</b> 2607 Patricia Ave. Los Angeles 90064; arenavc.com	37 <sup>2</sup>	NA 10-50 43	health, finance	Mati	series B or later	Paige Craig Jeff Lo Founding Managing Partners info@arenavc.com	
44	 <b>Backstage Capital</b> 2236 S. Barrington Ave. Los Angeles 90064; backstagecapital.com	36 <sup>2</sup>	NA NA 127	women, person of color, LGBTQ	West Tenth, Healthy Roots Dolls, Loop, Kiira Health	early stage, seed	Arlan Hamilton Founding Managing Partner NA	
45	 <b>Arcturus Capital</b> 199 S. Los Robles Ave., Suite 535 Pasadena 91101; arcturusvc.com	32	0.2 0.5-1 16	optics, wireless, information technology, software, internet, biotechnology	NA	early	Donald Hall Stevan Birnbaum Managing Directors (626) 578-5700	
46	 <b>Halogen Ventures Partners</b> 3019 Wilshire Blvd., Suite 223 Santa Monica 90403; halogenvc.com	31 <sup>2</sup>	NA NA NA	women, consumer technology	Preemadonna, Trust & Will, Vurbl, Vivoo	early stage	Jesse Draper Founding Partner hello@halogenvc.com	
47	 <b>Draper Goren Holm</b> 1112 Montana Ave., Suite 384 Santa Monica 90402; drapergorenholm.com	25 <sup>2</sup>	NA NA NA	fintech, blockchain	Kalamint, LunarCrush, Tezos Stable Technologies, Giftz	early stage	Josef Holm Alon Goren Founding Partners info@drapergorenholm.com	
	 <b>Vamos Ventures</b> 333 S. Grand Ave., Suite 3310 Los Angeles 90071; vamosventures.com	25 <sup>2</sup>	NA NA NA	technology	Stix, Repeat	early	Marcos Gonzalez Founding Managing Partner info@vamosventures.com	
49	 <b>Summation Health Ventures</b> 320 Golden Shore Ave., Suite 120 Long Beach 90802; shv.io	20 <sup>2</sup>	NA NA NA	health care	Well Health	series A and B	Brant Heise Senior Managing Director NA	
50	 <b>Alive Ventures</b> 3800 Kilroy Airport Way, Suite 400 Long Beach 90806; aliveventures.co	12	NA NA NA	companies, products and services to help older adults	NA	early, growth	John Zapolski CEO hello@aliveventures.co	

<sup>1</sup> Number of companies invested in since inception.

<sup>2</sup> Information from Crunchbase.

<sup>3</sup> Business Journal estimate.

NA - Not available Note: Information on this list was provided by representatives of the firms and public filings. 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. 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 additions on company letterhead to the Research Department, Los Angeles Business Journal, 11150 Santa Monica Blvd., Suite 350, Los Angeles 90025. ©2021 Los Angeles Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Media (877) 652-5295.