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## InsideVenture launches with Silicon Valley backers

InsideVenture Inc. has launched to help link qualified institutional buyers with companies.

Menlo Park-based InsideVenture said it will offer "premiere memberships to the industry's only direct private market for qualified institutional buyers seeking investments in late-stage venture backed companies."

The company, which has been in development for the past year, also named its own funders. InsideVenture received equity investments from Domain Associates LLC, which has an office in San Diego; Venrock, which has an office in Palo Alto; and DCM, New Enterprise Associates, Versant Ventures LLC and Frazier Healthcare Ventures, which all have offices in Menlo Park.

In addition, Silicon Valley Bank is a strategic partner and will sponsor the company's conference, scheduled for March.

"Stagnation in the IPO market has left institutional fund managers with little opportunity to invest in the next generation of innovative growth companies," said Mona DeFrawi, CEO of InsideVenture. "InsideVenture has changed that by providing confidential access to late-stage growth investments in the best private companies, as vetted by the top veterans of venture capital and public buy-side investing. We believe this direct model for buyers provides the best dealflow of venture-backed, pre-IPO companies anywhere."

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