

WRITING
THE CHECK
IS THE
EASY PART



SOMETHING VENTURED

RISK, REWARD, AND THE
ORIGINAL VENTURE CAPITALISTS

MIRALAN PRODUCTIONS PRESENTS A GELLER/GOLDFINE PRODUCTION
NARRATED BY PO BRONSON MUSIC BY LAURA KARPMAN EDITED BY JEN BRADWELL GARY WEIMBERG
EXECUTIVE PRODUCERS PAUL HOLLAND MOLLY DAVIS
PRODUCERS DAYNA GOLDFINE DAN GELLER CELESTE SCHAEFER SNYDER
DIRECTED BY DAN GELLER DAYNA GOLDFINE

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SOMETHING VENTURED

LOGLINE

Apple. Intel. Genentech. Cisco. Atari. SOMETHING VENTURED tells the story of a handful of risk-takers who alongside visionary entrepreneurs created these revolutionary companies. In the process they ignited the industry known as venture capital.

SYNOPSIS

Conceived by co-executive producer Paul Holland, SOMETHING VENTURED tells the story of the creation of an industry that went on to become the single greatest engine of innovation and economic growth in the 20th century. It is told by the visionary risk-takers who dared to make it happen: Tom Perkins, Don Valentine, Arthur Rock, Dick Kramlich and others. The film also includes some of our finest entrepreneurs sharing how they worked with these venture capitalists to grow world-class companies like Intel, Apple, Cisco, Atari, Genentech, Tandem and others. Beginning in the late 1950's, this small group of high rollers fostered a one-of-a-kind business culture that encouraged extraordinary risk and made possible unprecedented rewards. They laid the groundwork for America's start-up economy, providing not just the capital but the guidance to allow seedling companies to reach their full potential. Our lives would be dramatically different without the contributions that these venture capitalists made to the creation of PCs, the Internet and lifesaving drugs.

The film is directed by Emmy-Award-winning filmmakers Dan Geller and Dayna Goldfine, the film will be widely released in 2011. It is executive produced by Paul Holland of Foundation Capital and Molly Davis of Rainmaker Communications.

PRODUCER'S STATEMENT

Three years ago, a fateful lunch took place at the Left Bank restaurant in Silicon Valley. Bill Edwards, one of the true founders of venture capital, shared with me the back-story behind the early days at companies like Apple, Intel, Cisco and Tandem. Though I'd heard many of the tales before, it struck me that the original venture capitalists were now well into their 80's and no single record of their accomplishments existed.

Thus the idea for SOMETHING VENTURED.

We wanted to document how this small group of individuals built an industry that would go on to finance nearly every major technology advancement over the past 50 years. These pioneers laid the groundwork for our start-up economy, providing not just capital but guidance to help fledgling companies grow into global powerhouses. Our lives would be completely different without their contributions, from the PC and the Internet to life-saving drugs. As Atari creator Nolan Bushnell says in the film, without venture capital, "the future wouldn't happen nearly as quickly."

The recent scandals in big business are unpardonable. But for every Bernie Madoff, Enron or Lehman Brothers, there are hundreds of companies getting it right and having a blast doing it. We wanted to offer a peek into a lighter, but equally dramatic, side of business—especially at this critical time when encouraging innovation is key to preserving our competitive edge.

The lives and contributions of these original venture capitalists are a source of inspiration—not just for entrepreneurs and investors, but for anyone who has a dream and the passion to pursue it no matter the odds.

—Paul Holland, Executive Producer

THE CHARACTERS

THE VENTURE CAPITALISTS

Arthur Rock	Early investor in Fairchild Semiconductor, Intel, Apple and Teledyne
Tom Perkins	Founder of Kleiner Perkins Caufield & Byers, early investor in companies like Genentech and Tandem
Don Valentine	Founder of Sequoia Capital; early investor in companies like Apple, Cisco, Oracle, Electronic Arts and LSI Logic
Dick Kramlich	Founder of New Enterprise Associates, investor in companies like PowerPoint, Juniper Networks, Macromedia and Dallas Semiconductor
Reid Dennis	Founder of Institutional Venture Partners
Bill Draper	Founder of Sutter Hill Ventures; Founder of Draper Richards
Pitch Johnson	Co-founder of Draper and Johnson Investment; Founder of Asset Management Company
Bill Bowes	Founder of US Venture Partners
Bill Edwards	Founder of Bryan and Edwards
Jim Gaither	One of the early developers of the venture financing structure still in use today

THE CHARACTERS

THE ENTREPRENEURS

Gordon Moore	Founder of Intel; one of Fairchild Semiconductor's "Traitorous Eight"
Jimmy Treybig	Founder of Tandem
Nolan Bushnell	Founder of Atari
Dr. Herbert Boyer	Co-founder of Genentech
Mike Markkula	Early CEO of Apple
Sandy Lerner	Co-founder of Cisco
John Morgridge	Early CEO of Cisco
Robert Campbell	Founder of PowerPoint

ABOUT THE FILMMAKERS



SOMETHING VENTURED is directed by Emmy Award-winning filmmakers Dan Geller and Dayna Goldfine. For more than 20 years, Emmy-award winning directors/producers Dan and Dayna have jointly created critically acclaimed multicharacter documentaries that cover such diverse topics as the arts, education, history and culture. Their documentaries have screened theatrically and been broadcast in the US and internationally. Their films have also been recognized at major festivals around the world, including Sundance, Toronto and Berlin.

In addition to SOMETHING VENTURED, Geller and Goldfine's work includes *Ballets Russes* (2005) which was recognized as one of the top five documentaries of 2005 by both the National Society of Film Critics and the National Board of Review and appeared on a dozen critical "10 Best Films" lists, including those of *Time Magazine*, the *Los Angeles Times*, the *Hollywood Reporter*, the *San Francisco Chronicle* and *Slate*; *Now and Then: From Frosh to Seniors*, which premiered theatrically in 1999 and aired on PBS; *Kids of Survival: The Art and Life of Tim Rollins +K.O.S.* (1996) which aired on Cinemax and was the recipient of two national Emmy Awards; *FROSH, Nine Months in a Freshman Dorm* (1994); and the award-winning *Isadora Duncan: Movement from the Soul* (1988).

ABOUT THE EXECUTIVE PRODUCERS



PAUL HOLLAND is General Partner of Foundation Capital, a leading venture capital firm, where he leads the firm's CleanTech investment practice. Previously, Paul served as SVP of Worldwide Sales at Kana Communications. Before Kana, Paul was a VP and general manager for Pure Software, where he helped grow the company's market value to over \$1 billion. Paul is past president of the Western Association of Venture Capitalists and remains a member of its board of directors.



MOLLY DAVIS is a founding partner of Rainmaker Communications, a Silicon Valley marketing consulting firm. For almost 20 years, Molly has worked with technology companies—from startups to global industry leaders. She has also counseled venture capital firms, investment banks and strategy consulting firms.

SOMETHING VENTURED

PRODUCTION CREDITS

Executive Produced by
Paul Holland and Molly Davis

Directed by
Dayna Goldfine and Dan Geller

Produced by
Dayna Goldfine, Dan Geller and Celeste Schaefer Snyder

Edited By
Jen Bradwell and Gary Weimberg

Original Music By
Laura Karpman

Narrated by
Po Bronson

Cinematography
Dan Geller

Sound by
Richard Beggs

United States / 2011 / Documentary / English / 85 minutes
MORE INFORMATION: www.zeitgeistfilms.com/somethingventured



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The New York Times

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A Film About Capitalism, and (Surprise) It's a Love Story

By MICHAEL CIEPLY

LOS ANGELES — At the South by Southwest festival in Austin, Tex., next weekend, moviegoers can see what might be the rarest bird in the documentary world: a genuine love story about capitalism.

The film, "Something Ventured," is a frankly admiring look at those who went out on a limb to back upstarts like Atari, Cisco Systems, Genentech and Apple.

How the documentary fares may help tell whether a society that has been leery of big business since the financial collapse of 2008 is ready to soar with the entrepreneurs once again.

"This film is one of the green shoots after a long winter," said Paul Holland, an executive producer of "Something Ventured." Mr. Holland, who is a partner at the venture firm Foundation Capital, spent years developing the film with fellow producers and the directors Dan Geller and Dayna Goldfine, who made the dance documentary "Ballets Russes."

The idea, said Mr. Holland, was to create what Mr. Geller termed " 'Reds' for capitalism."

"Reds," a paean to old Bolsheviks, was directed by Warren Beatty and received 12 Oscar nominations in 1982.

The stories in "Something Ventured" are told by and about a clutch of investors and innovators whose encounters in the 1960s, '70s and '80s made Silicon Valley and its environs a hotbed of technological change, business growth and job and wealth creation.

It can be tart. The music includes four versions of the song "Money (That's What I Want)," including a sassy, era-appropriate 1979 cover by the Flying Lizards.

But the film's beating heart is captured by Tom Perkins, whose Kleiner Perkins Caufield & Byers company backed the gene-splicing technology of Genentech, among other things. "It's great if you can make money and change the world for the better at the same time," said Mr. Perkins, who appears at one point in a lavender shirt, black T-shirt and silvery striped jacket that look suitable for attending discos that no longer exist.

Other stars of "Something Ventured" include Nolan Bushnell of Atari; Sandy Lerner of Cisco; Jimmy Treybig of Tandem Computers; and a string of venture capitalists, among them Don Valentine, Dick Kramlich, and Arthur Rock.

Many who appear joined dozens of other business people to finance the picture's roughly \$700,000 cost with contributions of a few thousand dollars each, Mr. Holland said.

In becoming involved, several participants said they wanted to rekindle an entrepreneurial spirit that had either waned or changed since the rough-and-tumble years when, by the film's telling, Atari was started with \$250 but needed capital to push Pong, and Mr. Bushnell



Paul Holland and Molly Davis, producers of a new documentary, "Something Ventured," that gives an admiring look at innovators and investors from the past.

passed up a chance to own a third of Apple, started by his employee Steve Jobs, for \$50,000.

"The target audience I hope for is every high school senior, kids about to choose a college," said Mr. Valentine, who still works through Sequoia Capital (which did back Apple).

Mr. Valentine, who spoke on Sunday, said entrepreneurship had not ended — his company was a force behind Google — but it is less often coming from those born in the United States.

"You don't understand what you have here" is a constant refrain, he said, from Southeast Asian and Indian innovators who are sometimes mystified by an American disdain for its own business culture.

Mr. Kramlich, also speaking on Sunday, speculated that overreaching during the dot-com boom tarnished the venture business in the eyes of many.

"We're just getting back to that old-time religion," he said, pointing toward social networking as an example of innovation still being born.

Interviewing potential filmmakers for his project was initially awkward, said Mr. Holland, given the disdain for big business that has been a mainstay of documentaries like "Enron: The Smartest Guys in the Room," from Alex Gibney; "The Greatest Movie Ever Sold," from Morgan Spurlock; "Inside Job," from Charles Ferguson; and "Capitalism: A Love Story," from Michael Moore.

"Here I am, dealing with fairly typical filmmakers, with very liberal sensibilities," Mr. Holland, who shares executive producing credits with Molly Davis, said of his conversations.

Ms. Goldfine and Mr. Geller, who are married, were concerned that movers and shakers

like Mr. Rock and Mr. Valentine, linchpins of the film, might be too wrapped up in wealth and business to be watchable. "Would they be vulnerable? Would they open up?" Mr. Geller said he wondered.

In fact, most did. A turning point in the documentary involves Ms. Lerner's emotional recounting of her firing from Cisco, a company she co-founded.

On camera, Mr. Valentine, one of those who fired her, said he did not believe he had ever been forgiven. On Sunday, he said he had struggled to keep Ms. Lerner in the company, but was cornered by an employees' rebellion. "She was too tough a grader," he said.

Such will be the tensions on display in Texas, and later, in commercial theaters, when Zeitgeist Films releases "Something Ventured." No release date is set.

Mr. Holland, raised in Virginia, became fascinated with the venture crowd when he was introduced to many of them in the early 1980s by his wife, Linda Yates, who was acquainted with the old-school investors through her family. He later became a board member of the Western Association of Venture Capitalists, a connection that helped the film.

With luck, he said, the film's interlocking tales of ambition, wealth, and occasional heartbreak, will capture imaginations — or at least get the movie world to acknowledge that business does have a better side.

"If you want to be picky, yes, there are a bunch of rich old guys in this film," Mr. Holland said.

But "these are very pointed stories about American companies that actually build things."