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KPG Ventures Announces KPG II Fund Dedicated to Seed-Stage, Consumer Internet Companies

San Francisco, Calif. (November 12, 2008)—[KPG Ventures](#)—a San Francisco-based venture capital firm specializing in seed-stage, consumer internet companies—today announced its second fund, KPG II.

KPG II is similar in structure to the firm's first fund, KPG I, which was established in September 2006. KPG I's portfolio included such categories as Internet video advertising, real time group interaction for entertainment, media consumption and social media.

KPG Ventures typically backs businesses that follow a tech-centric, capital-efficient business model; are managed by a founder grounded in the specific market being addressed; offer a smart solution for a hole or weakness in a specific market and are led by a passionate team. The firm concentrates its efforts on a small handful of companies in order to fully leverage the strategic and operating expertise of its general partners, Vince Vannelli and Dave Hills.

For more information, please visit www.kpgventures.com.

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