

Kleiner**Perkins**Caufield**&**Byers

WHAT IMAGE SHOULD THE KLEINER PERKINS WEB SITE EVOKE?

RESULTS REPUTATION DIVERSITY
PASSIONATE APPROACHABLE
HARD WORK EXPERTISE
POWER OF NETWORK
GOLD STANDARD IN VENTURE CAPITAL
MAKING CONNECTIONS
SERVICE SPOTTING TRENDS
SYMBIOTIC RELATIONSHIP
CREATING SIGNIFICANT MARKETS

WHO WE ARE, WHAT WE DO, WHY IT MATTERS

Kleiner Perkins is the premier venture capital firm that helps entrepreneurs build world-class companies. Kleiner Perkins' ability to spot trends ensures these companies will be significant and even market-changing.

Entrepreneurs will find their relationship with Kleiner Perkins to be supportive, collaborative as well as symbiotic due to the vast network of industry connections and KP's wealth of experience.

PROGRAM OBJECTIVES

Develop a Web site that:

- Will focus on entrepreneurs
- Accurately represents Kleiner Perkins' position of leadership
- Is more friendly, accessible and intuitive
- Distinguishes Kleiner Perkins and expresses the firm's experience and track record of funding market-changing companies
- Appeals to entrepreneurs and becomes a destination for useful information
- Is new, fresh and interesting

TARGET AUDIENCE

Entrepreneurs with big ideas and CEOs of significant, world-class companies

Characteristics

- Ethnically diverse, highly educated
- Determined, intelligent and passionate about their ideas
- Focused on becoming the leading company in their industry
- Primarily looking for funding but often with an unrecognized need for strategy, recruiting, partnerships, and operation advice

CURRENT WEB SITE

Fails to communicate any of the stated goals or provide entrepreneurs with useful information or an accurate sense of Kleiner Perkins' industry expertise or legacy of success. It is cold, impersonal and does not inspire interest. There is no emphasis on the entrepreneurs.

COMPETITIVE LANDSCAPE

Sequoia • Benchmark • Accel

optionone

KPCB STYLE GUIDE

The Creative:

Web site Home Page

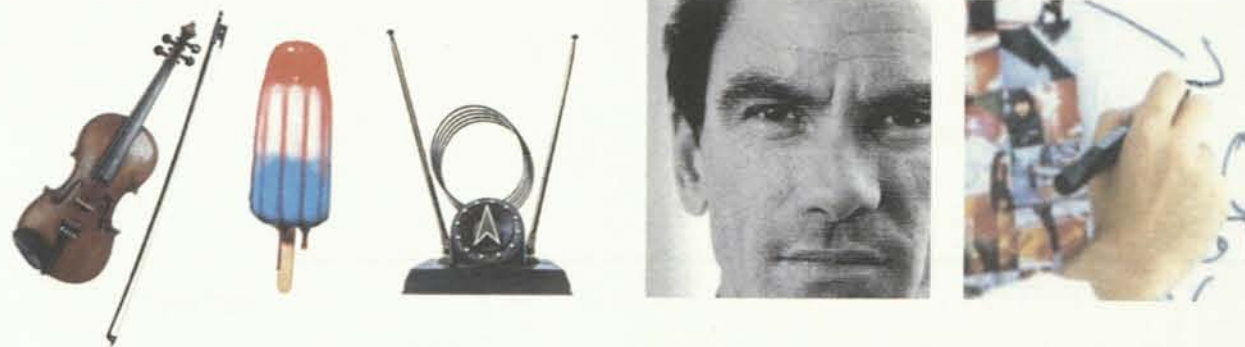


Web site Secondary and Tertiary Pages



Photography Style:

This web site uses a combination of iconic color photography, black and white portraiture and interestingly cropped abstract images.



INDIVIDUAL

The Concept:

Entrepreneurs are as individual as the companies they create. KPCB knows this and has, in turn, provided a unique partnership with these individuals ultimately helping them to change the world in which we live. This concept humanizes the success stories associated with KPCB by highlighting entrepreneurs as individuals with unique talents and interests. KPCB provides new entrepreneurs with inspiration, information, and support that is as individual as the entrepreneurs themselves.

Typography:

Berthold Akzidenz Grotesk Light
 Berthold Akzidenz Grotesk Regular
Berthold Akzidenz Grotesk Medium
Berthold Akzidenz Grotesk Bold

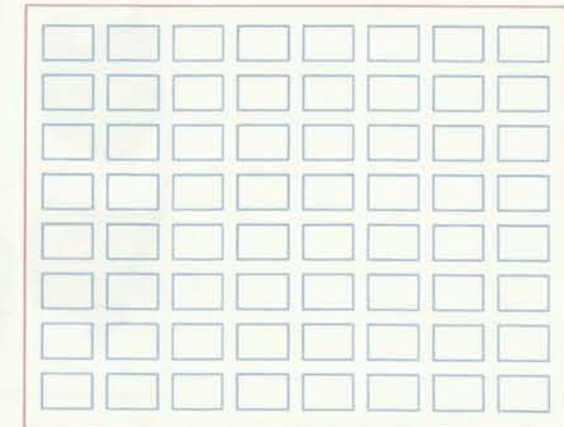
Verdana Regular
Verdana Bold

Color Palette:



The Grid System:

The grid is based on an eight column system.





Kleiner Perkins
Caufield
& Byers

TEAM

PORTFOLIO

FOR ENTREPRENEURS

HISTORY

PRESS

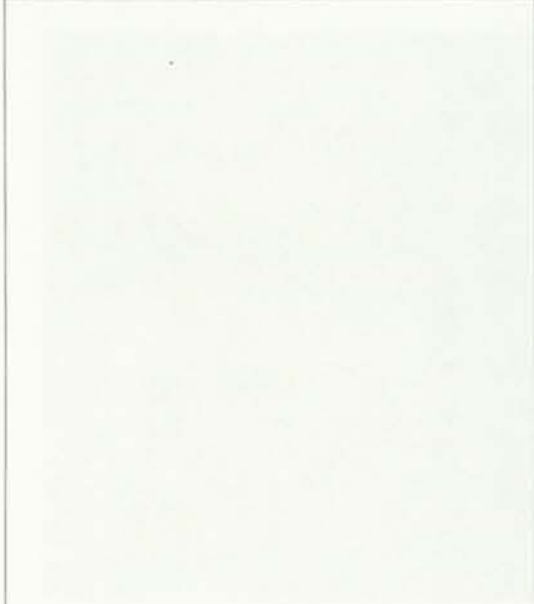
[sitemap](#) | [login](#) | [careers](#) | [contact](#)

SEARCH [GO](#)

INDIVIDUAL



ENTREPRENEURS ARE AS INDIVIDUAL AS THE COMPANIES THEY CREATE. IT IS THEIR BIG IDEAS THAT ULTIMATELY CHANGE THE WORLD, INVENTING BUSINESS CATEGORIES AND OPPORTUNITIES THAT NEVER BEFORE EXISTED. WE ARE HONORED TO BE A PART OF THE SYMBIOTIC PARTNERSHIP CREATED THROUGH INVESTMENTS WITH THESE ENTREPRENEURS. CLICK ON A PHOTOGRAPHIC ICON TO LEARN MORE ABOUT THESE RARE INDIVIDUALS.



ENTREPRENEURS ARE AS INDIVIDUAL AS THE COMPANIES THEY CREATE. IT IS THEIR BIG IDEAS THAT ULTIMATELY CHANGE THE WORLD, INVENTING BUSINESS CATEGORIES AND OPPORTUNITIES THAT NEVER BEFORE EXISTED. WE ARE HONORED TO BE A PART OF THE SYMBIOTIC PARTNERSHIP CREATED THROUGH INVESTMENTS WITH THESE ENTREPRENEURS. CLICK ON A PHOTOGRAPHIC ICON TO LEARN MORE ABOUT THESE RARE INDIVIDUALS.





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TEAM

PORTFOLIO

FOR ENTREPRENEURS

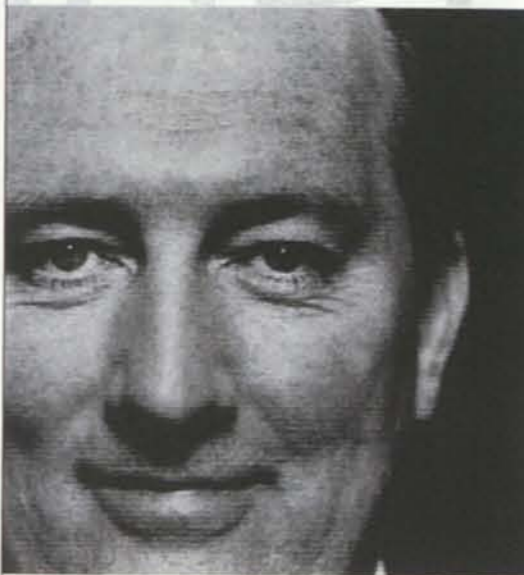
HISTORY

PRESS

[sitemap](#) | [login](#) | [careers](#) | [contact](#)

SEARCH

GO



"WHAT CAN I SAY? IF YOU HAVE A BIG IDEA
AND NEED HELP, YOU'VE FOUND THE
VENTURE FIRM YOU'RE LOOKING FOR."

CLOSE WINDOW

◀ MORE STORIES ▶

ENTREPRENEUR: Larry Page

COMPANY: Google

YEAR FOUNDED: 1998

IPO: 2004

PERSONAL CLAIM TO FAME: Able to hand-roll sushi like a pro.

THE STORY:

1998 | The search for a buyer

Larry and Sergey were working to perfect their technology through the first half of 1998. Following a path that would become a key tenet of the Google way, they bought a terabyte of disks at a bargain price and built their own computer housings in Larry's dorm room, which became Google's first data center. Meanwhile Sergey set up a business office, and the two began calling on potential partners who might want to license a search technology better than any then available. Despite the dotcom fever of the day, they had little interest in building a company of their own around the technology they had developed.

Among those they called on was friend and Yahoo! founder, David Filo. Filo agreed that their technology was solid, but encouraged Larry and Sergey to grow the service themselves by starting a search engine company. "When it's fully developed and scalable," he told them, "let's talk again." Others were less interested in Google, as it was now known. One portal CEO told them, "As long as we're 80 percent as good as our competitors, that's good enough. Our users don't really care about search." [READ MORE >](#)





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FOR ENTREPRENEURS

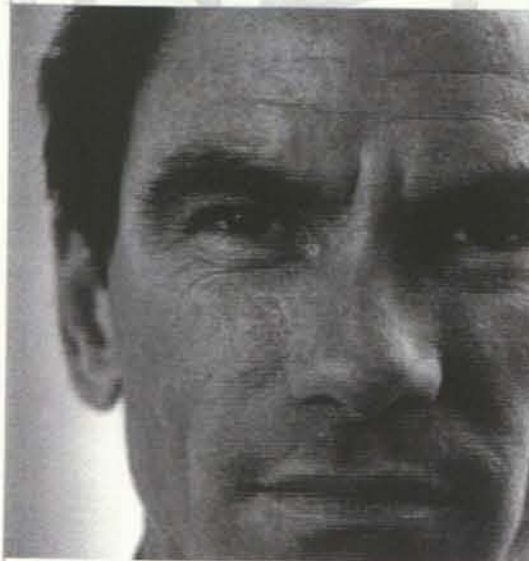
HISTORY

PRESS

[sitemap](#) | [login](#) | [careers](#) | [contact](#)

SEARCH

GO



CLOSE WINDOW

◀ MORE STORIES ▶



ENTREPRENEUR: Jeff Bezos

COMPANY: Amazon.com

YEAR FOUNDED: 1994

IPO: 1997

PERSONAL CLAIM TO FAME: Mastered the violin by age six.

THE STORY:

1994 | Amazon.com is Incorporated

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"KP IS THE ONLY VENTURE FIRM WITH ENOUGH EXPERIENCE TO TAKE AMAZON FROM IT'S HUMBLE ROOTS IN 1994 TO IPO. IN THREE SHORT YEARS, IN 1997. WE OWE MUCH OF OUR CONTINUED SUCCESS TO OUR PARTNERS AT KP."



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FOR ENTREPRENEURS

HISTORY

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SEARCH [GO](#)



TESTED KNOWLEDGE & EXPERIENCE

We understand just how hard it is to start a business. Each of our partners has hands-on experience in operating and managing companies. We've all served as managers with accountability for profits and losses and had responsibility for bringing products to market. We've learned these lessons over 30 years of assisting new ventures and serving in top management positions at revolutionary technology companies. We know that success is rarely a straight line.

Our past experience benefits today's entrepreneurs. Our approach is honest and committed. And, our energy, connections, and perseverance help make things happen for our entrepreneurs and executives.

"EVERY IDEA AND EVERY BUSINESS VENTURE IS UNIQUE. SO, RATHER THAN MAKE AN INVESTMENT BASED ON A STANDARD CHECKLIST, OR ASSUME THAT ALL NEW VENTURES REQUIRE THE SAME TYPE OF SUPPORT, WE EVALUATE YOUR OPPORTUNITY ON ITS INDIVIDUAL MERITS AND TAILOR OUR SUPPORT TO SUIT THE SPECIFIC NEEDS OF YOUR BUSINESS."

—Colin Powell
Former Secretary of State and General

GENERAL PARTNERS

Brook Byers	Beth Seidenberg	• Dana Mead
Randy Komisar	John Doerr	Trae Vassallo
Ellen Pao	Aileen Lee	Bill Joy
Kevin Compton	Russell Siegelman	Matt Murphy
Joe Lacob	Juliet Flint	Vinod Khosla
Ted Schlein	Doug Mackenzie	Ajit Nazre
John Denniston	Risa Stack	
Ray Lane	Will Hearst	

STRATEGIC PARTNER

Colin Powell
Former Secretary of State and General

GENERAL PARTNERS

Frank Caufield	Jim Lally	Bernie Lacroute
Floyd Kvamme	Eugene Kleiner	Tom Perkins



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FOR ENTREPRENEURS

HISTORY

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SEARCH

TEAM ENTREPRENEURS

JULIET FLINT

[BOARD SEATS]

- OnFiber
- Communications, Inc.
- PodShow
- Amazon.com
- Blue Nile
- drugstore.com
- Friendster

Juliet Flint joined Kleiner Perkins Caufield & Byers in 2001 as a Partner. Juliet works with the portfolio companies advising them on areas of Human Capital, including executive leadership, recruiting, compensation, corporate governance and team building.

Most recently, Juliet was a Managing Director of Ramsey Beirne Associates, a leading provider of executive searches to high growth, leading edge companies. Prior to that, Juliet was a Partner at Heidrick & Struggles, a global executive search firm, where she led CEO and VP searches. Juliet began her career with Procter & Gamble in the United Kingdom. She gained her bachelor's degree from the Newcastle Business School at Northumbria University, in the United Kingdom.

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"KPCB INVESTING STYLE LETS ME LEVERAGE THE OPERATING EXPERIENCE I GAINED WORKING IN COMPANIES AT ALL PHASES OF DEVELOPMENT."



Kleiner
Perkins
Caufield
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TEAM

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FOR ENTREPRENEURS

HISTORY

PRESS

[sitemap](#) | [login](#) | [careers](#) | [contact](#)

SEARCH

EXCELLENCE FOR ENTREPRENEURS

- ◀ [How We Work](#)
- [Where We Invest](#)
- [VC Participation](#)
- [Careers](#)
- [Submitting a Plan](#)
- [Entrepreneurs in Residence](#)



Entrepreneurs change the world. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam in tellus. Cras tristique, dui eu blandit facilisis, justo arcu consequat velit, id iaculis augue elit non dolor. Donec vestibulum dignissim ipsum. Aenean sit amet tortor. Suspendisse potenti. Cras eleifend posuere magna.

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optiontwo

KPCB STYLE GUIDE

The Creative:

Website Home Page



Home Page



Home Page (Rollover)



Home Page Refresh

Website Secondary Page



Team Page



Team Page (Bio)



For Entrepreneurs

Photography Style:

The site uses a mosaic of images that represent the dynamic culture of each of the highlighted companies.



THE REAL STORY

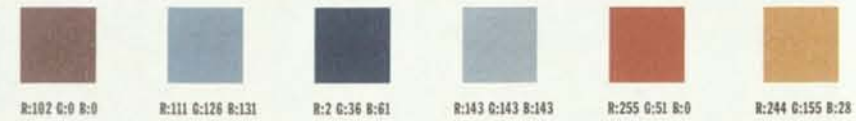
The Concept:

This concept gives the visitor a chance to get the “real story” behind so many great companies funded by KPCB. The home page refreshes with historical and current images to create a background for each of a selected group of entrepreneurs and their stories. The KPCB partnership is highlighted in each of these stories by the entrepreneurs.

Typography:

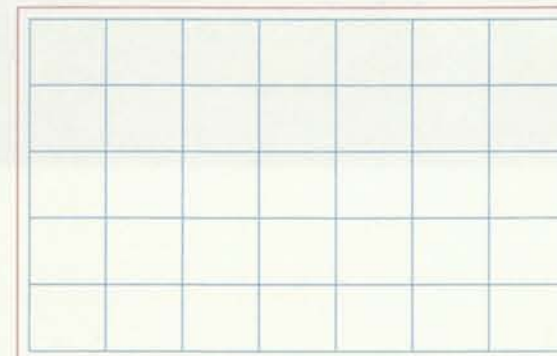
- Myriad Pro Regular
- Myriad Pro Semibold
- Myriad Pro Bold
- Myriad Pro Black

Color Palette:



The Grid System:

The grid is based on a seven column system.





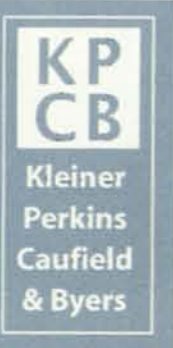
EVERY BIG IDEA HAS A STORY

- HOME
- ABOUT US
- PORTFOLIO
- OUR TEAM
- NEWS
- FOR ENTREPRENEURS
- ENTREPRENEUR STORIES

Google was founded in 1998 by Stanford University Ph.D. candidates Larry Page and Sergey Brin to create a new generation of powerful, scalable search engine products to improve the user experience of searching the web. The company also offers co-branded web search and site search solutions for information content providers. [▶ more](#)

Address:
1000 Page Ave
New York, NY 10028
Download: [Twitter](#) - [Facebook](#)

Home Page



WHEN A TREND
EVERY
BIG IDEA
HAS A
STORY

CONTACT US / SITE MAP / SEARCH >

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- PORTFOLIO
- OUR TEAM
- NEWS
- FOR ENTREPRENEURS
- ENTREPRENEUR STORIES

Google's funding partners include Kleiner Perkins Caufield & Byers and Sequoia Capital. The company announced in June that Michael Moritz, general partner of Sequoia Capital, and John Doerr, general partner of Kleiner Perkins Caufield & Byers, joined Google's Board of Directors. Moritz is currently director of numerous companies, including: Yahoo, eToys, Quote.com, eGroups, PlanetRx, Flextronics, and WebVan. Doerr was a co-founder of @Home, and is a director of several high-growth Internet companies, including: Amazon.com, DrugStore.com, Handspring, Healthon/WebMD, Homeshop.com, Intuit, and Sun Microsystems.

Google is a play on the word googol, which was coined by American mathematician Milton Sirotta to represent the figure 1 followed by 100 zeroes. Google's use of the term reflects the immense amount of information available on the Web.



Home Page (rollover)



Kleiner
Perkins
Caufield
& Byers

CONTACT US / SITE MAP / SEARCH

WHEN A TREND BECOMES A SIGNIFICANT BUSINESS

HOME ABOUT US PORTFOLIO OUR TEAM NEWS FOR ENTREPRENEURS ENTREPRENEUR STORIES

AOL was started 20 years ago with a single vision: to make the power of the online medium available to the average person. In the years since, America Online has grown to serve a community of nearly 27 million members worldwide – and to manage an AOL network of Web sites that draws more than 112 million monthly online users in the U.S. alone.

▶ more

- AMERICA ONLINE
- AMAZON
- COMPAQ
- GOOGLE
- GENENTECH
- JUNIPER
- SUN



IDEAS THAT CHANGE THE WORLD

CONTACT US / SITE MAP / SEARCH

- HOME
- ABOUT US
- PORTFOLIO
- OUR TEAM**
- NEWS
- FOR ENTREPRENEURS
- ENTREPRENEUR STORIES

TESTED KNOWLEDGE AND EXPERIENCE

We understand just how hard it is to start a business. Each of our partners has hands-on experience in operating and managing companies. We've all served as managers with accountability for profits and losses and had responsibility for bringing products to market. We've learned these lessons over 30 years of assisting new ventures and serving in top management positions at revolutionary technology companies. We know that success is rarely a straight line.

Our past experience benefits today's entrepreneurs. Our approach is honest and committed. And, our energy, connections, and perseverance help make things happen for our entrepreneurs and executives.

CURRENT PARTNERS

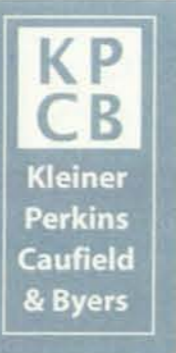
- | | |
|----------------|-------------------|
| Brook Byers | Risa Stack |
| Joseph Lacob | John Doerr |
| Ted Schlein | Russell Siegelman |
| Trae Vassallo | Ellen Pao |
| Randy Komisar | William R. Hearst |
| Kevin Compton | Doug Mackenzie |
| Jone Denniston | Aileen Lee |
| Vinod Khosla | Beth Seidenberg |
| Juliet Flint | Bill Joy |
| Ray Lane | Ajit Nazre |
| Matt Murphy | Dana Mead |

STRATEGIC LIMITED PARTNER

Colin Powell

PARTNERS EMERITUS

- | | |
|----------------|-----------------|
| Frank Caufield | Bernie Lacroute |
| Eugene Kleiner | Jim Lally |
| Floyd Kvamme | Tom Perkins |



IDEAS THAT CHANGE THE WORLD

- HOME
- ABOUT US
- PORTFOLIO
- OUR TEAM
- NEWS
- FOR ENTREPRENEURS
- ENTREPRENEUR STORIES



traev@kpcb.com

BOARD SEATING

- Palm One
- Fortify Software
- Good Technology
- Digital Chocolate

TRAE VASSALLO

Trae Vassallo joined KPCB in 2003. Trae's technology and product development background give her a unique perspective for working with companies that include both hardware and software systems and consumer-oriented technologies. Trae is focused mainly on new opportunities in consumer software and service, wireless, software security, and energy. She's directly involved with KPCB portfolio companies, including: Good Technology, Digital Chocolate, Fortify Software, and Palm One.

Prior to KPCB, Trae was a co-founder of Good Technology, a KPCB portfolio company that provides an end-to-end wireless corporate email solution. As a Product Manager, Trae orchestrated the development of the G100 handheld device and cultivated several key partnerships. Prior to Good Technology, Trae worked as a design engineer at IDEO Product Development where she developed a range of products including the PalmV, the Dell Latitude Docking station, and many others. Trae holds 13 patents.

Trae earned a Bachelor's and Master's in Mechanical Engineering from Stanford University and an MBA from the Stanford Graduate School of Business.

CURRENT PARTNERS

- | | |
|----------------|-------------------|
| Brook Byers | Risa Stack |
| Joseph Lacob | John Doerr |
| Ted Schlein | Russell Siegelman |
| Trae Vassallo | Ellen Pao |
| Randy Komisar | William R. Hearst |
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| Matt Murphy | Dana Mead |

STRATEGIC LIMITED PARTNER

Colin Powell

PARTNERS EMERITUS

- | | |
|----------------|-----------------|
| Frank Caufield | Bernie Lacroute |
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Kleiner
Perkins
Caufield
& Byers

CONTACT US / SITE MAP / SEARCH

TO BEGIN

- HOME
- ABOUT US
- PORTFOLIO
- OUR TEAM
- NEWS
- FOR ENTREPRENEURS
- ENTREPRENEUR STORIES

HOW WE WORK

We help make things happen. We know that it takes more than solid financial support to get off the ground. We've long recognized that collective strength and experience are essential to business. We deeply believe that teams win. We pioneered the idea 25 years ago of taking the work we work with into an informal network. Entrepreneurs gain access to our unmatched network of contacts and associations with global business leaders. These relationships are the foundation for partnership opportunities, and the sharing of insights to help build new ventures faster and with less risk. Think of it as "relationship capital."

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- HOW WE WORK
- WHERE WE INVEST
- VC PARTICIPATION
- CAREERS
- SUBMITTING A PLAN
- ENTREPRENEURS IN RESIDENCE
- SPEAKWARE LOGIN



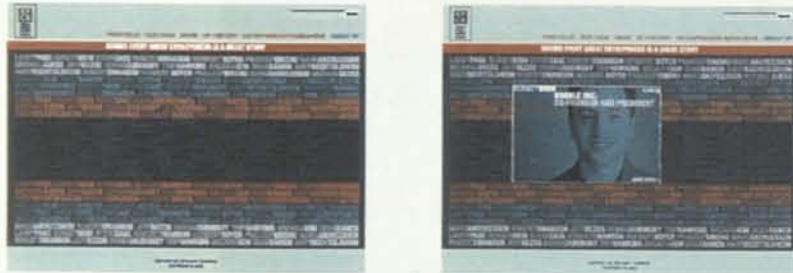
For Entrepreneurs

optionthree

KPCB STYLE GUIDE

The Creative:

Website Home Page



Website Secondary Page



Photography Style:

Annie Leibovitz style, classic, black and white portraiture



THE "WOW" FACTOR

The Concept:

The home page is dedicated to the legendary entrepreneurs that KPCB has funded. The impact of seeing all of these phenomenal names and the stories behind each one (coupled with the KCPB partnership) says more than any boiler plate about the firm ever could.

The typography has a sophisticated, edgy, high impact feel, setting this site apart from any in the venture community. The names on this home page, after all, speak for themselves and KPCB's reputation.

Typography:

Helvetica Neue Thin
 Helvetica Neue Light
 Helvetica Neue Roman
Helvetica Neue Bold
Helvetica Neue Heavy

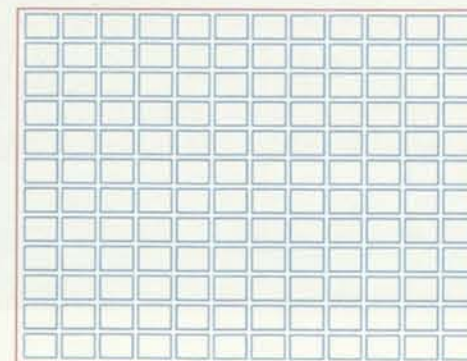
Helvetica Neue Thin Condensed
 Helvetica Neue Light Condensed
 Helvetica Roman Condensed
Helvetica Neue Bold Condensed
Helvetica Neue Heavy Condensed

Color Palette:



The Grid System:

The grid is based on an twelve column system.





[PORTFOLIO](#) [OUR TEAM](#) [NEWS](#) [KP HISTORY](#) [ENTREPRENEUR RESOURCES](#) [ABOUT KP](#)

BEHIND EVERY GREAT ENTREPRENEUR IS A GREAT STORY

LARRYPAGE SERGEYBRIN STEVECASE ROBERTSWANSON HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN
 MICHAELGUESS JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIKIM DEANKAMEN ANDYBECHTOLSHEIM
 ANDYBECHTOLSHEIM ROBERTSWANSON HERBERT BOYER PRADEEPSINDHU MARCANDREESSEN MICHAELGUESS
 ARCADIKIM DEANKAMEN HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN ANDYBECHTOLSHEIM
 GORDONEUBANKS SERGEYBRIN STEVECASE ROBERTSWANSON ANDYBECHTOLSHEIM PRADEEPSINDHU
 MARCANDREESSEN ROBERTSWANSON JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIKIM DEANKAMEN
 LARRYPAGE SERGEYBRIN STEVECASE MARCANDREESSEN HERBERTBOYER PRADEEPSINDHU ROBERTSWANSON
 MICHAELGUESS JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIKIM DEANKAMEN ANDYBECHTOLSHEIM
 ANDYBECHTOLSHEIM ROBERTSWANSON HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN MICHAELGUESS
 LARRYPAGE SERGEYBRIN STEVECASE ROBERTSWANSON HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN
 ROBERTSWANSON JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIKIM DEANKAMEN ANDYBECHTOLSHEIM
 LARRYPAGE SERGEYBRIN STEVECASE ROBERTSWANSON HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN
 MICHAELGUESS JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIKIM DEANKAMEN ANDYBECHTOLSHEIM
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 ROBERTSWANSON JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIKIM DEANKAMEN ANDYBECHTOLSHEIM

[CONTACT US](#) | [SITE MAP](#) | [CAREERS](#)
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Home Page
Wall of entrepreneur names that lead to picture and a link to their story.



Search

PORTFOLIO OUR TEAM NEWS KP HISTORY ENTREPRENEUR RESOURCES ABOUT KP

BEHIND EVERY GREAT ENTREPRENEUR IS A GREAT

- OUR PROCESS
- TOOLS FOR BOARD MEETINGS
- RAISING THE NEXT ROUND

LARRYPAGE SERGEYBRIN STEVECASE ROBERTSWANSON HERBERTBOYER MARCANDREESSEN
 MICHAELGUESS JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIAKIM DEANKAMEN ANDYBECHTOLSHEIM
 ANDYBECHTOLSHEIM ROBERTSWANSON HERBERT BOYER PRADEEPSINDHU MARCANDREESSEN MICHAELGUESS
 ARCADIAKIM DEANKAMEN HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN ANDYBECHTOLSHEIM
 GORDONEUBANKS SERGEYBRIN STEVECASE ROBERTSWANSON ANDYBECHTOLSHEIM PRADEEPSINDHU
 MARCANDREESSEN ROBERTSWANSON JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIAKIM DEANKAMEN
 LARRYPAGE SERGEYBRIN STEVECASE MARCANDREESSEN HERBERTBOYER PRADEEPSINDHU ROBERTSWANSON
 MICHAELGUESS JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIAKIM DEANKAMEN ANDYBECHTOLSHEIM
 ANDYBECHTOLSHEIM ROBERTSWANSON HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN MICHAELGUESS
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 LARRYPAGE SERGEYBRIN STEVECASE ROBERTSWANSON HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN
 ROBERTSWANSON JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIAKIM DEANKAMEN ANDYBECHTOLSHEIM
 MARCANDREESSEN ROBERTSWANSON JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIAKIM DEANKAMEN
 LARRYPAGE SERGEYBRIN STEVECASE ROBERTSWANSON HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN
 ROBERTSWANSON JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIAKIM DEANKAMEN ANDYBECHTOLSHEIM

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Home Page
Rollover Sample

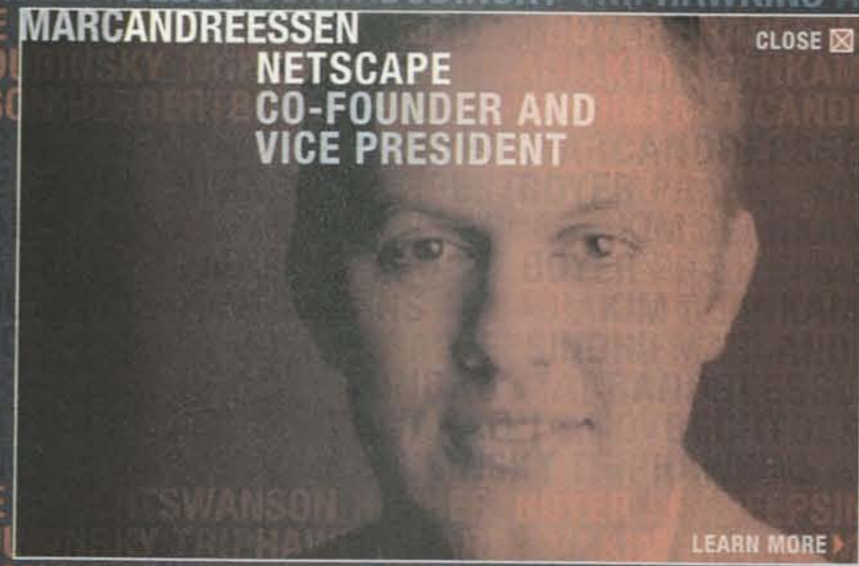


Search

PORTFOLIO OUR TEAM NEWS KP HISTORY ENTREPRENEUR RESOURCES ABOUT KP

BEHIND EVERY GREAT ENTREPRENEUR IS A GREAT STORY

LARRYPAGE SERGEYBRIN STEVECASE ROBERTSWANSON HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN
 MICHAELGUESS JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIAKIM DEANKAMEN ANDYBECHTOLSHEIM
 ANDYBECHTOLSHEIM ROBERTSWANSON HERBERT BOYER PRADEEPSINDHU MARCANDREESSEN MICHAELGUESS
 ARCADIAKIM DEANKAMEN HERBERTBOYER PRADEEPSINDHU MARCANDREESSEN ANDYBECHTOLSHEIM
 GORDONEUBANKS SERGEYBRIN STEVECASE ROBERTSWANSON ANDYBECHTOLSHEIM PRADEEPSINDHU
 MARCANDREESSEN ROBERTSWANSON JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ARCADIAKIM DEANKAMEN
 LARRYPAGE SERGEYBRIN STEVECASE MARCANDREESSEN
 MICHAELGUESS JEFFBEZOS DONNADUBINSKY TRIPHAWKINS NETSCAPE
 ANDYBECHTOLSHEIM ROBERTSWANSON HERBERT BOYER CO-FOUNDER AND
 VICE PRESIDENT
 LARRYPAGE SERGEYBRIN STEVECASE ROBERTSWANSON PRADEEPSINDHU MARCANDREESSEN
 MICHAELGUESS JEFFBEZOS DONNADUBINSKY TRIPHAWKINS ANDYBECHTOLSHEIM
 ANDYBECHTOLSHEIM ROBERTSWANSON HERBERT BOYER PRADEEPSINDHU MARCANDREESSEN MICHAELGUESS
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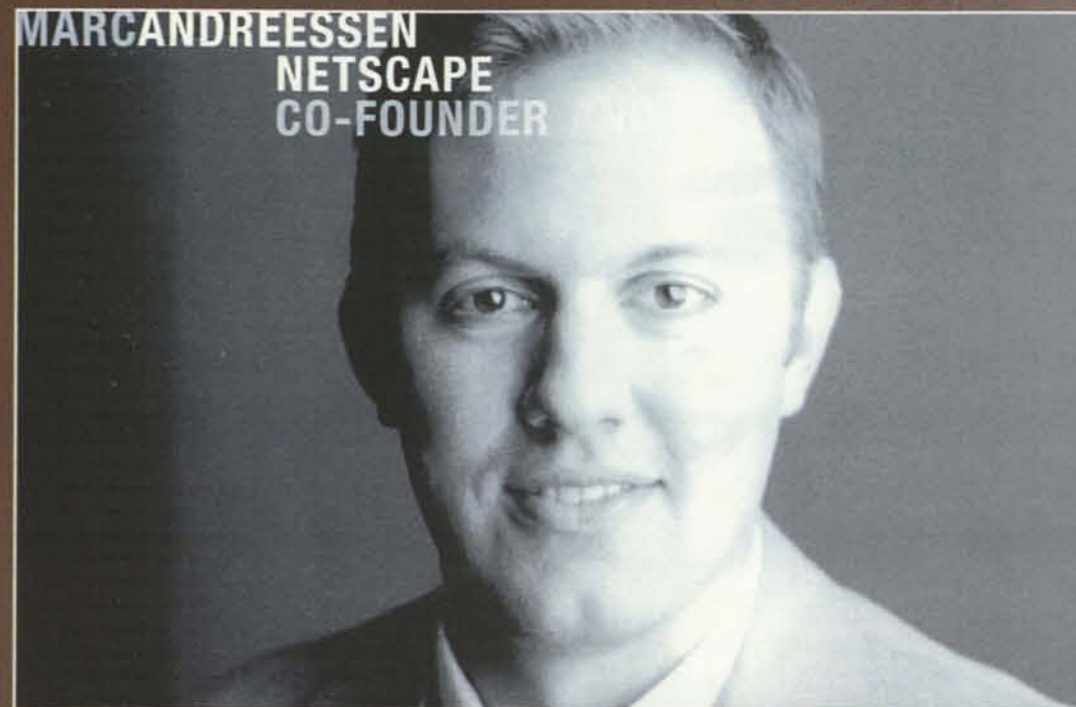
Home Page with Entrepreneur Pop-up
(When a name is selected, a picture and a link to the entrepreneur's bio will appear.)

 Search

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MARKET MAKER

EVERY BIG IDEA HAS A BEGINNING



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Popularly known as the "Father of Netscape." As a student Andreessen worked part-time at the National Center for Supercomputing Applications (NCSA) at the University of Illinois. The World Wide Web was just beginning to take off.

In 1993 Andreessen, with fellow NCSA employee Eric Bina, developed a Web browser that was more sophisticated, easier to use and graphically richer than any of its predecessors. They called it Mosaic. It became enormously popular, and by attracting more users and content producers, igniting the exponential growth of the Web.

After graduation, Andreessen moved to California. In mid-1994 he launched Mosaic Communications Corp. The company developed a new Web browser, Netscape. Mosaic Netscape was posted for download on the Internet in October 1994. Its rise was meteoric. By 1996, 75 percent of Web users used Netscape.

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Entrepreneur Biography Page
("Market Maker" is an example of a personalized title that should fit the role and personality of each entrepreneur.)

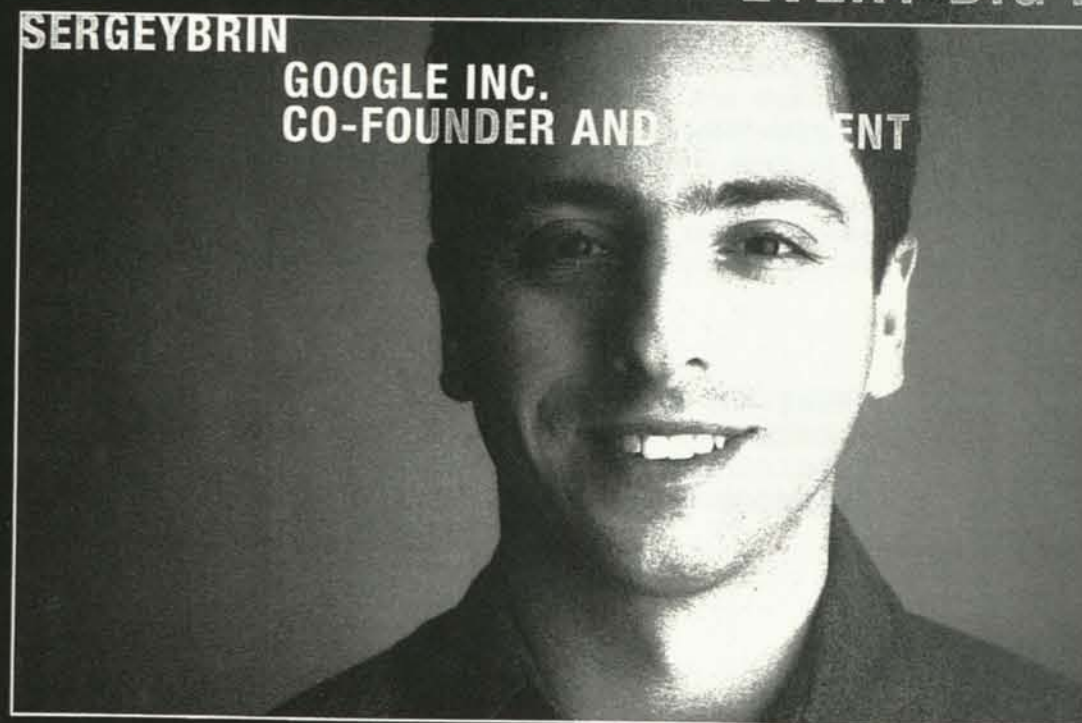


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GENIUS

EVERY BIG IDEA HAS A BEGINNING



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Sergey Brin, a native of Moscow, received a bachelor of science degree with honors in mathematics and computer science from the University of Maryland at College Park. He is currently on leave from the Ph.D. program in computer science at Stanford University, where he received his master's degree. Sergey is a recipient of a National Science Foundation Graduate Fellowship as well as an honorary MBA from Instituto de Empresa. It was at Stanford where he met Larry Page and worked on the project that became Google. Together they founded Google Inc. in 1998, and Sergey continues to share responsibility for day-to-day operations with Larry Page and Eric Schmidt.

Sergey's research interests include search engines, information extraction from unstructured sources, and data mining of large text collections and scientific data. He has published more than a dozen academic papers, including *Extracting Patterns and Relations from the World Wide Web*; *Dynamic Data Mining: A New Architecture for Data with High Dimensionality*, which he published with Larry Page; *Scalable Techniques for Mining Casual Structures*; *Dynamic Itemset Counting and Implication Rules for Market Basket Data*; and *Beyond Market Baskets*.

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OUR TEAM

RELATIONSHIPS KNOWLEDGE AND EXPERIENCE

OUR PERSPECTIVE

We understand just how hard it is to start a business. Each of our partners has hands-on experience in operating and managing companies. We've all served as managers with accountability for profits and losses and had responsibility for bringing products to market. We've learned these lessons over 30 years of assisting new ventures and serving in top management positions at revolutionary technology companies. We know that success is rarely a straight line.

PARTNERS

**BROOKBYERS KEVINCOMPTON JOHNDENNISTON JOHNDOERR
JULIETFLINT WILLHEARST BILLJOY VINODKHOSLA RANDYKOMISAR
JOELACOB RAYLANE AILEENLEE DOUGMACKENZIE DANAMEAD
MATTMURPHY AJITNAZRE ELLENPAO TEDSCHLEIN BETHSEIDENBERG
RUSSELLSIEGELMAN RISASTACK TRAEVASSALLO**

STRATEGIC LIMITED PARTNER

COLINPOWELL

PARTNER EMERITUS

**FRANKCAUFIELD FLOYDKVAMME KIMLALLY EUGENEKLEINER
BERNIELACROUTE TOMPERKINS**



RUSSELL SIEGELMAN

John Denniston came to KPCB from Salomon Smith Barney, where he was a Managing Director and head of Technology Investment Banking for the Western U.S., and also served on the Investment Committee for Salomon's direct investment venture fund and its venture capital fund-of-funds. Prior to Salomon, John was a Partner with the law firm Brobeck, Phleger & Harrison, where he was the head of Brobeck's Venture Capital Practice Group, Co-head of its Information Technology Practice Group and a member of the Investment Committee for its venture capital fund.

EMAIL RSIEGELMAN@KPCB.COM

BOARD SEATS

**DIGITALCHOCOLATE FRIENDSTER LILLIPUTIANSYSTEMS
MOBILYGEN QUORUMSYSTEMS RAZORGATOR**

 Search

ENTREPRENEUR RESOURCES

RELATIONSHIPS START WITH AN INTRODUCTION

FOR ENTREPRENEURS

We like to invest in new, rapidly-growing markets where customers have enthusiasm for the company's products. We focus on early stage companies in the Components, Systems and Software industries. No matter the industry category, we always evaluate a new investment with the criteria outlined below. We consider these critical to the success and sustainability of all companies, young and old.

INVESTOR PERSPECTIVE

ENTREPRENEURIAL PERSPECTIVE

GETTING STARTED

[HOW TO GET AN INTRODUCTION](#)

[HOW MANY PROPOSALS WE GET](#)

[HOW MANY INVESTMENTS WE MAKE](#)

[HOW WE MAKE DECISIONS](#)

[HOW SOON WE DECIDE](#)

[HOW TO FORMAT A PLAN](#)

[WHERE TO SUBMIT YOUR PLAN](#)

FREQUENTLY ASKED QUESTIONS

HOW TO GET AN INTRODUCTION

The most effective introduction is from someone who knows you and knows us. We frequently get introduced to new companies and entrepreneurs by people employed by existing Kleiner Perkins Caufield & Byers companies, by lawyers, accountants, commercial bankers, investment bankers and executive recruiters.

optionfour

KPCB STYLE GUIDE

The Creative:

Website Home Page



Website Secondary Page



Photography Style:

Simple, black and white portraits with close up crop.



IN SEARCH OF THE NEXT BIG IDEA

The Concept:

This home page says it all. If you have a big idea, call us. When you type anything into the search field it will only search the site. If you type a word that is not searchable in the site it will send a classic "could not be found" page. If you type a partner's name into the field a page with all references to the partner will come up and give the viewer options.

This is a bold and provocative site that would definitely stand out in the venture world.

Typography:

Adobe Jenson Pro Light
 Adobe Jenson Pro Light Italic
 Adobe Jenson Pro Regular
 Adobe Jenson Pro Italic
 Adobe Jenson Pro Bold
 Adobe Jenson Pro Bold Italic

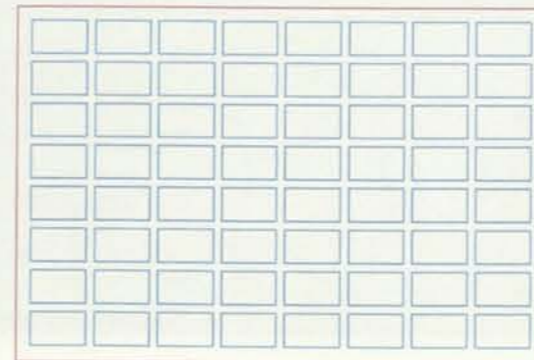
Gill Sans Regular
 Gill Sans Italic
Gill Sans Bold
Gill Sans Bold Italic

Color Palette:



The Grid System:

The grid is based on an eight column system.



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PORTFOLIO

OUR TEAM

ENTREPRENEUR STORIES

NEWS

ENTREPRENEUR RESOURCES

ABOUT KP

Amazon.com
AOL.com
Compaq
Genentech, Inc.
Google
Juniper Networks
Netscape.com
Sun Microsystems

In Search of the Next Big Idea

Search

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Netscape.com

Amazon.com
AOL.com
Compaq
Genentech, Inc.
Google
Juniper Networks
Netscape.com
Sun Microsystems



Marc Andreessen

THE INTERNET LEGEND

Popularly known as the "Father of Netscape." As a student Andreessen worked part-time at the National Center for Supercomputing Applications (NCSA) at the University of Illinois. The World Wide Web was just beginning to take off.

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[ABOUT KP](#)

Knowledge & Experience

PARTNERS

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Kevin Compton
John Denniston
John Doerr
Juliet Flint
Will Hearst
Bill Joy
Vinod Khosla
Randy Komisar
Joe Lacob
Ray Lane

Aileen Lee
Doug Mackenzie
Dana Mead
Matt Murphy
Ajit Nazre
Ellen Pao
Ted Schlein
Beth Seidenberg
Russell Siegelman
Risa Stack
Trae Vassallo

STRATEGIC LIMITED PARTNER

Former Secretary of State and General
Colin Powell

PARTNERS EMERITUS

Frank Caufield
Eugene Kleiner
Floyd Kvanme
Bernie Lacroute
Jim Lally
Tom Perkins

OUR PERSPECTIVE

OUR PAST EXPERIENCE BENEFITS TODAY'S ENTREPRENEURS. OUR APPROACH IS HONEST AND COMMITTED. AND, OUR ENERGY, CONNECTIONS, AND PERSEVERANCE HELP MAKE THINGS HAPPEN FOR OUR ENTREPRENEURS AND EXECUTIVES.

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Knowledge & Experience

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Colin Powell

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Frank Caufield
Eugene Kleiner
Floyd Kvamme
Bernie Lacroute
Jim Lally
Tom Perkins



Juliet Flint

Juliet Flint joined Kleiner Perkins Caufield & Byers in 2001 as a Partner. Juliet works with the portfolio companies advising them on areas of Human Capital, including executive leadership, recruiting, compensation, corporate governance and team building.

Most recently, Juliet was a Managing Director of Ramsey Beirne Associates, a leading provider of executive searches to high-growth, leading-edge companies. Prior to that, Juliet was a Partner at Heidrick & Struggles, a global executive search firm, where she led CEO and VP searches. Juliet began her career with Procter & Gamble in the United Kingdom. She gained her bachelor's degree from the Newcastle Business School at Northumbria University in the United Kingdom.

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option five

KPCB STYLE GUIDE

The Creative:

Website Home Page



Website Secondary Page



Photography Style:

The website uses provocative journalistic-style photography that captures an interesting perspective on the business activities of each selected company.



BIG PICTURE, BIG IDEAS

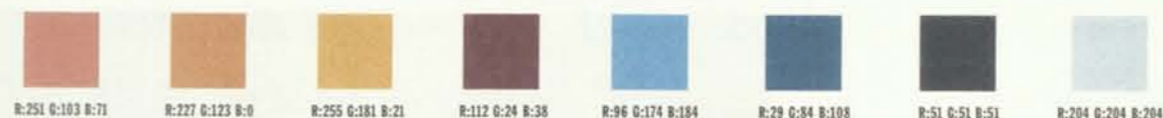
The Concept:

This concept focuses on KPCB's entrepreneurs. The site will feature companies with world-changing ideas to reinforce KPCB as a venture company with integrity, experience, leadership and the willingness to take risks on "big ideas." Provocative headlines and abstract, edgy photography that focuses on the entrepreneurs are used to emphasize the relevancy that these market-changing companies have in today's business environments.

Typography:

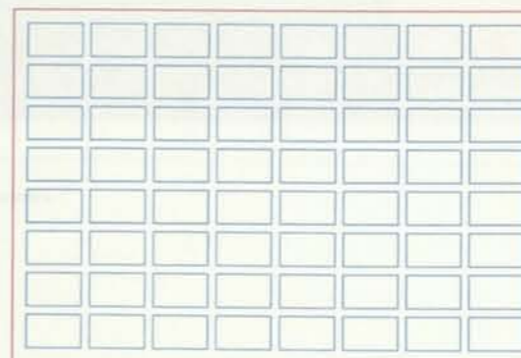
- Corporate Light
- Corporate Regular
- Corporate Bold**
- Corporate Extra Bold**

Color Palette:



The Grid System:

The grid is based on an eight column system.



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Google

In search of the **big idea.**

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Search



**“If you have a big idea, and you need help
building a company, you can get it at KP.”**

Sergey Brin, Co-Founder & President, Technology
Google, Inc.

[Entrepreneur Experiences >>](#)

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Home Page 1
(A new success story will refresh each time the user goes to the site.)

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Google

We believe in market makers that break the mold.

Google lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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Search

Sergey Brin, Co-Founder & President, Technology
Google, Inc.

- Amazon.com
- AOL
- Electronic Arts
- Genentech
- Google
- Juniper
- Netscape

[More Stories >>](#)

User can scroll through list for more stories

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Parkins
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amazon.com

Delivering tall orders and big returns.

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“KP has become a trusted advisor and an integral part of our business. They are a key element to our success.”

Jeff Bezos, President, Chief Executive Officer & Chairman of the Board
Amazon.com

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The screenshot shows a website layout for Kleiner Perkins. At the top right is the America Online logo. On the left is the KP CB logo with the text 'Kleiner Perkins Caufield & Byers'. The main content area features a large image of a CD-ROM with the text '175 Hours FREE' and 'PopSpeed™ Technology! Surf up to 5X FASTER!'. A quote is overlaid on the image: "We've got money." Below the image is a navigation menu: 'About KP // Our Team // Portfolio Companies // Recent News // Entrepreneur Resources // KP History //'. To the right of the menu is a search box with the word 'Search' and a magnifying glass icon. Below the navigation is a large quote: "KP has the professional expertise, the contacts, and the cachet to assemble the right people to create shareholder value." Below the quote is the name and title: 'Jonathan Miller, Chairman & Chief Executive Officer, America Online'. At the bottom right of the quote area is a link: 'Entrepreneur Experiences >>'. At the very bottom of the page is a footer: 'Contact Us // Site Map // Careers'.



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Our Team

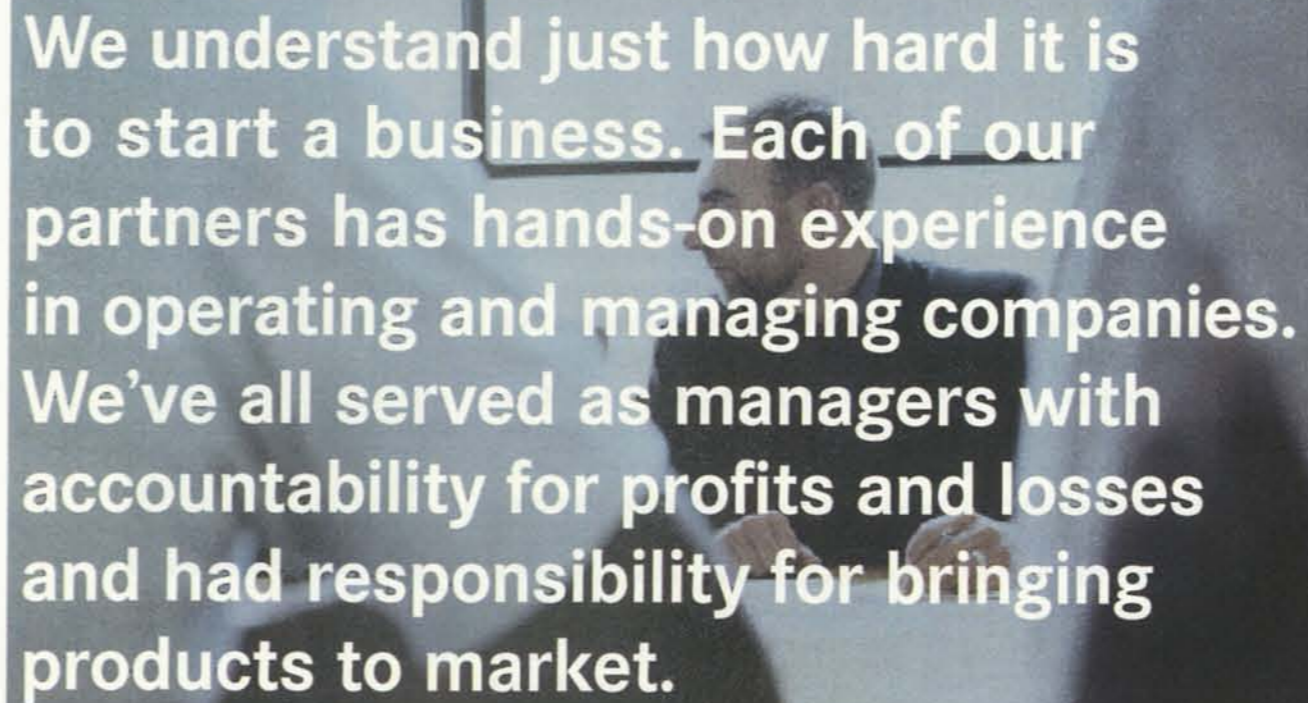
General Partners

Brook Byers	Aileen Lee
Kevin Compton	Doug Mackenzie
John Denniston	Dana Mead
John Doerr	Matt Murphy
Juliet Flint	Ajit Nazre
Will Hearst	Ellen Pao
Bill Joy	Ted Schlein
Vinod Khosla	Beth Seidenberg
Randy Komisar	Russell Siegelman
Joe Lacob	Risa Stack
Ray Lane	Trae Vassallo

Strategic Limited Partner
Colin Powell

Partner Emeritus

Frank Cauffield	Bernie Lacroute
Eugene Kleiner	Jim Lally
Floyd Kvamme	Tom Perkins



We understand just how hard it is to start a business. Each of our partners has hands-on experience in operating and managing companies. We've all served as managers with accountability for profits and losses and had responsibility for bringing products to market.

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Our Team

“The right team—combined with vision, planning and aggressive execution—is unstoppable. That’s why I enjoy working with early-stage companies.”

General Partners

- | | |
|--------------------|-------------------|
| Brook Byers | Aileen Lee |
| Kevin Compton | Doug Mackenzie |
| John Denniston | Dana Mead |
| John Doerr | Matt Murphy |
| Juliet Flint | Ajit Nazre |
| Will Hearst | Ellen Pao |
| Bill Joy | Ted Schlein |
| Vinod Khosla | Beth Seidenberg |
| Randy Komisar | Russell Siegelman |
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| Ray Lane | Trae Vassallo |

Strategic Limited Partner

Colin Powell

Partner Emeritus

- | | |
|----------------|-----------------|
| Frank Caufield | Bernie Lacroute |
| Eugene Kleiner | Jim Lally |
| Floyd Kvamme | Tom Perkins |



William R. Hearst III

General Partner
whearst@kpcb.com

William R. Hearst III is a partner with Kleiner Perkins Caufield & Byers, a venture capital firm located in Menlo Park, California. Hearst joined KPCB in January, 1995, and currently serves on the boards of: Akimbo, Applied Minds, Juniper Networks, Oblix, OnFiber, and RGB Networks. In addition to his portfolio company boards, he is also a director of the Hearst Corporation, and Hearst-Argyle Television. Hearst is a fellow of the American Association for the Advancement of Science, and a trustee of: The Hearst Foundation, Carnegie Institution of Washington, Mathematical Sciences Research Institute, California Academy of Sciences, and Grace Cathedral in San Francisco. Will Hearst was editor and publisher of the San Francisco Examiner from 1984 until 1995. He is a 1972 graduate of Harvard University, holding an AB degree in Mathematics.

Board Seats

Akimbo // Applied Minds // Juniper Networks // Oblix // OnFiber // RGB Networks //

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[Our Process](#)
[Tools for Board Meetings](#)
[Raising the Next Round](#)

[Working with KP >>](#)

[Who We Invest](#)

[Our Role](#)

[Submitting a Plan](#)

We work best with entrepreneurs who welcome our involvement as well as our venture capital funding; those whose vision and sense of mission is both compelling and pragmatic. We value entrepreneurs who identify emerging market opportunities and are not afraid to go after them. We look for those who inspire and attract other first-class people.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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optionsix

KPCB STYLE GUIDE

The Creative:

Website Home Page



Website Secondary Pages



Photography Style:

The Timeline section showcases a band of historical imagery, photos, and logos to visually guide the viewer through the company's history. These images are cropped and placed in interesting and intriguing ways to spark interest.



The partner photos found in the Team section are friendly and inviting images in unstaged, natural work environments.



THE NUMBERS SPEAK FOR THEMSELVES

The Concept:

All companies need big numbers to survive and stay competitive in today's marketplace. These numbers on their own, however, are unfulfilling measures of success. Kleiner Perkins funds companies that will not only produce the big numbers, but more importantly, funds companies that will have a profound impact on the world. The 5,000,000,000 plus hits Google has received would mean nothing without the 1 risk taken by KP in 1998. The 30 years that Genentech has been at the forefront of the biotech industry would mean little without the 1 symbiotic relationship between them and KP. The result is a simple, powerful yet understated message that illustrates KP's past and present success while humanizing and softening the company's overall image. The graphical timeline used further enhances this idea by following the growth of some of the world's largest companies from their infancy to their current states today.

Typography:

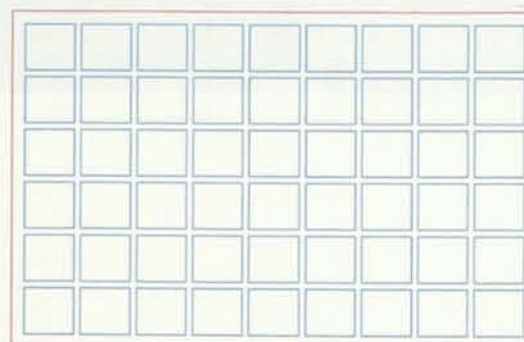
- Helvetica Neue Light
- Helvetica Neue Roman
- Helvetica Neue Bold**
- Helvetica Neue Heavy**

Color Palette:



The Grid System:

The grid is based on a nine column, six row system.





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SEARCH

[GO](#)



400,000

Units sold in it's first 6 months

1

Great Risk Taken

Google
AOL
Amazon
> Palm
Genentech

"I could not have achieved what I have without KP's hard work, powerful insight, and incredible loyalty. They are like a second family to me."

Donna Dubinsky, CEO, Palm, Inc.

[KP HISTORY](#)

[OUR TEAM](#)

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400,000

Units sold in it's first 6 months

1

Great Risk Taken

May 1999
Palm achieves 73% of US market & 68% worldwide for handheld products (IDC)

“I could not have achieved what I have without KP’s hard work, powerful insight, and incredible loyalty. They are like a second family to me.”

Donna Dubinsky, CEO, Palm, Inc.

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Our Team

General Partners

Brook Byers
Kevin Compton
John Denniston
John Doerr
Juliet Flint
Will Hearst
Bill Joy
Vinod Khosla
Randy Komisar
Joe Lacob
Ray Lane

Aileen Lee
Doug Mackenzie
Dana Mead
Matt Murphy
Ajit Nazre
Ellen Pao
Ted Schlein
Beth Seldenberg
Russell Siegelman
Risa Stack
Trae Vassallo

Strategic Limited Partner

Former Secretary of State
and General Colin Powell

Partners Emeritus

Frank Caufield
Eugene Kleiner
Floyd Kvamme

Bernie Lacroute
Jim Lally
Tom Perkins

529

Combined Years of Experience

1

Family

Our approach is honest and committed. Our energy, connections, and perseverance help make things happen for our entrepreneurs and executives.

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Our Team main page with rollover



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General Partners

Trae Vassallo



Trae Vassallo joined KPCB in 2003. Trae's technology and product development background gives her a unique perspective for working with companies that include both hardware and software systems and consumer-oriented technologies. Trae is focused mainly on new opportunities in consumer software and service, wireless, software security, and energy. She's actively involved with KPCB portfolio companies

including: Good Technology, Digital Chocolate, Fortify Software, and Palm One.

Prior to KPCB, Trae was a co-founder of Good Technology, a KPCB portfolio company that provides an end-to-end wireless corporate email solution. As a Product Manager, Trae orchestrated the development of the G100 handheld device and cultivated several key partnerships. Prior to Good Technology, Trae worked as a design engineer at IDEO Product Development where she developed a range of products including the PalmV, the Dell Latitude Docking station, and many others. Trae holds 13 patents.

Trae earned a Bachelor's and Master's in Mechanical Engineering from Stanford University and an MBA from the Stanford Graduate

EMAIL

traev@kpcb.com

BOARD SEATS

Akimbo
 Applied Minds
 Juniper Networks
 Oblix
 OnFiber
 RGB Networks

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Entrepreneur Resources

357

Companies funded since 1972

1

Proven Company

Our Process

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WHO WE INVEST

WORKING WITH KP

OUR ROLE

PLAN SUBMISSION

> Our Process

Tools for Board Meetings

Raising the Next Round

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optionseven

KPCB STYLE GUIDE

The Creative:

Website Home Page



Website Secondary Page



Photography Style:

Tightly cropped familiar corporate identities will be used as imagery.



THE MARKET MAKERS

The Concept:

Behind every great company, there is an entrepreneur with a big idea. This concept uses familiar corporate identities to emphasize that fact by showing the many industry-changing companies Kleiner Perkins has funded. Each one, essentially created a new market in the its industry. Companies like Google and Amazon have become such a part of everyday life that their logos are recognizable even when partially obscured. Behind each big idea, of course, there are also entrepreneurs and their stories will be highlighted as well.

Typography:

Helvetica Neue Light Condensed
 Helvetica Neue Medium Condensed
 Helvetica Neue Heavy Condensed

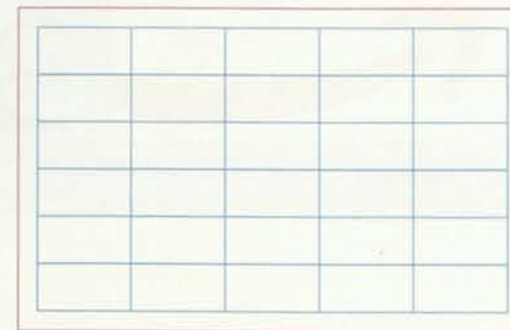
Arial Regular
 Arial Italic
 Arial Bold

Color Palette:



The Grid System:

The grid is based on an five column system.





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THAT CHANGE
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After positioning themselves as a major force in the Internet culture, Google founders Sergey Brin and Larry Page took their company public in 2003, pulling in huge profits and guaranteeing Google's place in the lives of millions of daily users.



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- Ellen Pao
- Ted Schlein
- Beth Seidenberg
- Russell Siegelman
- Risa Stack
- Trae Vassallo**

Trae Vassallo

BOARD SEATS
 Good Technology
 Digital Chocolate
 Fortify Software
 Palm One



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Trae earned a Bachelor's and Master's in Mechanical Engineering from Stanford University and an MBA from the Stanford Graduate School of Business.

Trae can be reached via email using traev@kpcb.com.

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ENTREPRENEURS

On your way to a successful business

As you begin building your business, you will undoubtedly have many questions. At KPCB we want to provide as many answers as possible so that your journey to success is smooth and confident.

To access the resources below, you will need to enter your password:

- Introduction**
- How we Work
- What we Invest in
- Submitting a Plan
- FAQ

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OUR TEAM

Tested Knowledge and Experience

We understand just how hard it is to start a business. Each of our partners has hands-on experience in operating and managing companies. We've all served as managers with accountability for profits and losses and had responsibility for bring products to market.

We've learned these lessons over 30 years of assisting new ventures and serving in top management positions at revolutionary technology companies. We know that success is rarely a straight line. Our past experience benefits today's entrepreneurs. Our approach is honest and committed. And, our energy, connections, and perseverance help make things happen for our entrepreneurs and executives.



eleven**eighty**five**design**