Los Angeles TECH COMMUNITY
What do you want to know about the LA Tech community?
Kat Yalung

@kattaque @BixelExchange
kyalung@lachamber.com
The Bixel Startup Launch Program is an impact driven tech incubator, arming ventures with non-equity and no cost incubation to launch and sustainably scale their companies. We are uniquely at the intersection of public, private, corporate and tech sectors and believe in making entrepreneurship accessible and inclusive.

Mission:
Our mission is to elevate all tech entrepreneurs in the greater LA tech ecosystem and inspire other communities to take the same vow. We strive to be a national and global model for how to create impact driven tech incubators that are anchored in community and driving diverse, thriving tech ecosystems worldwide.

Vision:
We envision a thriving and all-encompassing tech ecosystem both here in Los Angeles and beyond.
AnnenbergTech

AnnenbergTech is a three-pronged initiative that includes thought leadership, capacity building and pilot partnerships aimed at coordinating efforts between L.A.'s nonprofits, in need of greater technology resources, and tech titans seeking ways to engage with the city through philanthropy and civic leadership. As the Los Angeles technology community grows, AnnenbergTech and its partners will harness the city’s booming resources to positively impact diverse communities throughout the region.

1. Thought Leadership: The AnnenbergTech Leadership Series brings together L.A. tech with thought leaders who have broken new ground at the intersection of philanthropy and industry.

2. Capacity Building: Annenberg AlchemyTech is a six-month pilot program focused exclusively on technology capacity building for nonprofits in L.A. County. This program is specifically designed to give L.A. nonprofits guidance on best practices for building specific technology projects.

3. Pilot Partnerships: The Foundation has developed a series of pilot programs and partnerships for greater investment in Los Angeles through high impact, tech-focused philanthropy programs. Some examples include:
THE LENSE

LAUNCHPAD LA

GA GENERAL ASSEMBLY

LA Tech Digest

AMPLIFY
LA IS...

A REFLECTION OF THE WORLD

Los Angeles **metro** spans a 500-square mile area, made up of 114 neighborhoods.

Its 4 million residents are comprised of 37 nationalities.

Areas like Venice, Playa Vista, Century City, Hollywood, and Los Feliz are part of LA **city**.

Cities like Santa Monica, Culver City, Beverly Hills, Pasadena, and Hawthorne are part of LA **metro**.

LA **county** spans 4,000-square miles, 10 million residents.

LA's **5-county area** (Los Angeles, Orange, Ventura, Riverside and San Bernardino) has 18.5 million residents -- nearly half the state (38.8 million).

LA startups continue to attract more outside capital than any other U.S. metro.

<table>
<thead>
<tr>
<th>METRO</th>
<th>TOTAL VC FUNDS RAISED SINCE 2006 ($B)</th>
<th>TOTAL VC INVESTED SINCE 2010 ($B)</th>
<th>VC INVESTED TO FUNDS RAISED</th>
<th>NET OUTSIDE CAPITAL ($B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>2.7</td>
<td>21.3</td>
<td>789%</td>
<td>18.6</td>
</tr>
<tr>
<td>San Diego</td>
<td>1.5</td>
<td>9.4</td>
<td>627%</td>
<td>7.9</td>
</tr>
<tr>
<td>San Jose</td>
<td>35.5</td>
<td>43.3</td>
<td>122%</td>
<td>7.8</td>
</tr>
<tr>
<td>Chicago</td>
<td>3.4</td>
<td>8.3</td>
<td>244%</td>
<td>4.9</td>
</tr>
<tr>
<td>Austin</td>
<td>1.9</td>
<td>6.6</td>
<td>347%</td>
<td>4.7</td>
</tr>
<tr>
<td>Washington DC</td>
<td>4.8</td>
<td>8.2</td>
<td>171%</td>
<td>3.4</td>
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<tr>
<td>Seattle</td>
<td>7.7</td>
<td>8.4</td>
<td>109%</td>
<td>0.7</td>
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<tr>
<td>New York</td>
<td>43.6</td>
<td>33.9</td>
<td>78%</td>
<td>-9.7</td>
</tr>
<tr>
<td>Boston</td>
<td>41.2</td>
<td>30.7</td>
<td>75%</td>
<td>-10.5</td>
</tr>
<tr>
<td>San Francisco</td>
<td>117.8</td>
<td>101.4</td>
<td>86%</td>
<td>-16.4</td>
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*I'd definitely be short New York and long LA*  
— Peter Thiel, Managing Partner, Founders Fund

*Source: Pitchbook 2016*
# Venture Capital Landscape

<table>
<thead>
<tr>
<th>RANK</th>
<th>Global Startup Ecosystem</th>
<th>U.S. VC Activity by Year</th>
<th>Median Pre-Money Valuations by Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Silicon Valley</td>
<td>$100B</td>
<td>Seed</td>
</tr>
<tr>
<td>2</td>
<td>New York City</td>
<td>$80B</td>
<td>Series A</td>
</tr>
<tr>
<td>3</td>
<td>Los Angeles</td>
<td>$60B</td>
<td>Series B</td>
</tr>
<tr>
<td>4</td>
<td>Boston</td>
<td>$40B</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Tel Aviv</td>
<td>$20B</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>London</td>
<td>$10B</td>
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<td>7</td>
<td>Chicago</td>
<td>$50M</td>
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<td>8</td>
<td>Seattle</td>
<td>$40M</td>
<td></td>
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<tr>
<td>9</td>
<td>Berlin</td>
<td>$30M</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Singapore</td>
<td>$20M</td>
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**Source:** Compass Global Startup Ecosystem Ranking 2015
IT'S NO LONGER A DEBATE. LOS ANGELES HAS EMERGED AS A MAJOR TECHNOLOGY HUB.

LOS ANGELES VENTURE CAPITAL
FUNDING RAISED IN L.A. & O.C.

$1B
$2B
$3B
$4B
$5B

$4.8 BILLION

2010 2011 2012 2013 2014 2015

SOURCE: PITCHBOOK

COMPANIES FUNDING (2015)

479

beats by dr. dre
Acquired by Apple ($3B)

AdColony
Acquired by Opera ($350M)

COMPANIES CALLING LOS ANGELES HOME

 Companies funded (2015)

479

beats by dr. dre
Acquired by Apple ($3B)

AdColony
Acquired by Opera ($350M)

Companies funding (2015)

67

Fullscreen
Acquired by AT&T ($300M)

Conversant
Acquired by Alliance ($2.3B)

L.A. GRADUATES MORE ENGINEERS THAN ANY OTHER METRO IN THE UNITED STATES.*

*ACCREDITATION BOARD FOR ENGINEERING & TECHNOLOGY

USC

UCLA

LMU

Harvey Mudd

Caltech
VENTURE CAPITAL IN LOS ANGELES

ACCELERATORS

TRADITIONAL ACCELERATORS
- SMASHd/labs
- AMPLIFY
- Make in LA
- Disney accelerator
- techstars

CORPORATE/VERTICAL ACCELERATORS
- HEALTHCARE ACCELERATOR (CEDARS SINAI)
- MUSIC ACCELERATOR

SEED

SEED FUNDS
- CROSS CUT VENTURES
- LOWERCASE CAPITAL
- Mucker Capital
- ARENA VENTURES
- wavemaker
- TenOneTen
- CANYON CREEK CAPITAL
- [TYLT] VENTURES
- M PARTNERS

MICRO VCS

SERIES A

SERIES A FUNDS
- GREYCROFT
- UPFRONT VENTURES
- MARCH CAPITAL PARTNERS
- BRYAN STIBEL
- PRITZKER GROUP
- WME
- CAA VENTURES

CORPORATE & FAMILY/EVERGREEN FUNDS
LEADING LA SECTORS IN TECH

**GAMING**

**CONTRIBUTING FACTORS**
- Film Industry
- Talent (Storytellers & animators)
- "Studio-style" investors
- Large diverse market

**LOCAL LEADERS**
- Activision
- Riot
- SGN
- Scopely

**KEY STATS**
- E3
  - E3 in Los Angeles is the world's preeminent gaming expo.

**ECOMMERCE**

**CONTRIBUTING FACTORS**
- Manufacturing Industry
- Access to influencers
- Financial infrastructure
- Pacific port city

**LOCAL LEADERS**
- DollarShaveClub
- The Bouqs Co.
- Winc

**KEY STATS**
- LA & Long Beach are largest two ports in the United States

**ONLINE MEDIA**

**CONTRIBUTING FACTORS**
- Hollywood/Film Studios
- Talent (actors, writers, editors)
- Access to influencers
- Access to content investors

**LOCAL LEADERS**
- Hulu
- Snapchat
- Fullscreen
- Maker

**KEY STATS**
- Investors poured over $900M into social media and consumer web startups in LA in 2015
CIVIC SUPPORT

Los Angeles has a number of private / public and city-related entities to foster growth, including LAEDC, LA2050, Civic Innovation Lab, Port Tech LA, Bixel Exchange, Innovate Pasadena, LAVA, and WeHoX.
LA IS...

#1 IN OPEN DATA and CIVIC INNOVATION

Mayor Eric Garcetti created the data dashboard for the private sector to create apps and businesses on top of over 300 sets of city data. [https://data.lacity.org/](https://data.lacity.org/)

In doing so, Los Angeles has gone from unranked to #1 in open data in less than three years.

With the help of CTO Peter Marx, Deputy CDO Lilian Coral, and City Controller Ron Galperin, LA is leading the way in data transparency, innovations, and partnerships.

WHY LA?

1. Large market
   Quick access to early users/customers — There are 179 million residents in the five-county area, and nearly 10 million in Los Angeles County

2. Large, well-trained workforce & a major center for higher education
   Access to talent — 8.8 million person workforce and 121 campuses of higher education

3. Excellent access to national and international markets
   The ports of Los Angeles and Long Beach are numbers one and two in the nation in terms of container traffic handled. In 2011, two-way trade flows through the Los Angeles Customs District totaled $387 billion

4. Diversified economic base
   Most people think of LA as the “three-legged” economy – aerospace, movies, and tourism. In reality there are 14 significant industry clusters

5. A leader in technology & engineering design
   Nearly 33,300 people work in computer systems design and software publishing activities. Four of the top ten design firms in the U.S. are located in Los Angeles County. These are supported by 9 engineering schools

6. A major force in apparel design and manufacturing
   LA is #1 in the nation in apparel manufacturing employment. Over 88,000 people work in apparel design, manufacturing and wholesaling

7. A leading design center
   In addition to apparel design, Los Angeles is also a center for the design of autos, furniture and home furnishings items, and toys

8. A major force in the entertainment industry
   The motion picture/TV production industry employs over 159,900 people, and generates receipts of $55.9 billion

9. A transportation leader
   LA is famous for its traffic so it’s no surprise that LA is a leader in “intelligent highways” technology and more

10. The weather and geography
    329 days of sunshine

Source: Los Angeles County Economic Development Corporation
AMA....Ask Me Anything

“Always pass on what you have learned”
@kattaque  @BixelExchange
kyalung@lachamber.com
bixelexchange.com

@dortiz@annenberg.org
https://www.annenberg.org/initiatives/community-partnerships/annenbergtech