

News from: **City of Oakland**

**FOR IMMEDIATE RELEASE**

March 12, 2013

**Oakland Named Among Top 15 Cities for Tech Startups**

*Oakland, CA* — As recently reported in [CIO.com](http://CIO.com) (2/13/13), Oakland was ranked among the most attractive U.S. cities for tech startups according to a recent report by the [National Venture Capital Association](http://NationalVentureCapitalAssociation.org) (NVCA).

“The cost of living and creating a business is lower in Oakland than in San Jose and San Francisco...” said NVCA President Mark Heesen in the article, “Things are just cheaper in the East Bay than opposed to the city or San Jose or Silicon Valley areas.”

The NVCA list measures overall venture capital investment in each respective market to compile its ranking data. The report notes the sum of equity invested in companies based in the Oakland Metropolitan Division<sup>1</sup> (MD) at 95 deals totaling \$1.087 billion, resulting in the Oakland area ranked sixth in terms of total equity invested and tenth in terms of the number of deals. Of this total, companies located within Oakland attracted \$181.48 million in 13 deals. This Oakland-specific total is more than the total investments in the Raleigh-Durham-Chapel Hill, NC (\$156.48 million), Houston (\$126.22 million) and Portland-Vancouver, OR-WA (\$109.56 million) areas.

“The amount of investment provided to Oakland-based firms is a clear indication that our city is one of the Bay Area’s innovation centers,” said Oakland Mayor Jean Quan. “In addition to being more affordable, Oakland offers a central Bay Area location, great weather and a skilled workforce.”

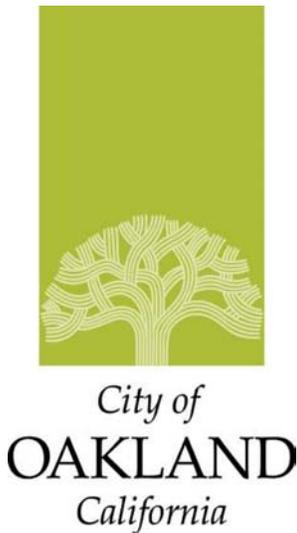
In the “VC Investments Q4 '12 - MoneyTree - Top Deals for Q4 and Full Year” Report on NVCA’s website (<http://bit.ly/vsVLVY>), Oakland-based [BrightSource](http://BrightSource.com) was noted as having the fourth largest venture capital investment – at \$83.6 million – in the U.S. for the fourth quarter of 2012.

Even more recent is [Sungevity](http://Sungevity.com)’s \$125 million, its largest funding round to date, in venture capital and project financing announced in January 2013.

In addition to BrightSource and Sungevity, other tech firms that have prospered in Oakland include [Pandora](http://Pandora.com), [Ask.com](http://Ask.com), [Lucid Design](http://LucidDesign.com) and [Livescribe](http://Livescribe.com). Symbolic of Oakland’s tech synergy, Sungevity is actively mentoring innovative firms, including [Mosaic](http://Mosaic.com) – a young company that combines powerful tools of web design, finance and community building to create an elegant “crowd-funding” model.

Another tech leader who has chosen Oakland is Mitch Kapor. The software titan and his wife, Freada Kapor Klein, were interviewed by San Francisco Business Times Reporter Blanca Torres in October (<http://bit.ly/Rnrr3I>) about the couple’s decision to move businesses, including the [Mitchell Kapor Foundation](http://MitchellKaporFoundation.org), from San Francisco to Oakland. In the article, Kapor is quoted as saying, “Oakland in particular is the next great South of Market. There’s lots of space, both to work and to live, lots of energy and lots of opportunity. People just sense potential.”

(more)



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Office of the City  
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While tech entrepreneurs are attracted by Oakland's affordable office rents and central Bay Area location, tech workers are attracted by downtown's vibrant, urban environment with hip restaurants, bars, art galleries and theaters as well as easy commutes by public transit or bike – U.S. Census data suggests Oakland has 7,000 biking commuters. In the *Fast Company* article from May 2012 entitled "Why Startups Hella Love Oakland" (<http://bit.ly/RO19u3>), Nancy Pfund from DBL Investors said, "If your workers want a rich urban experience, Oakland is a great choice."

Other factors in Oakland's favor include proximity to research institutions like the University of California - Berkeley and Lawrence Berkeley National Lab, a moderate climate and abundant green space including Lakeside Park, just steps from downtown.

Oakland's tech epicenter – downtown's Uptown district – was named among the nation's best hipster neighborhoods by *Forbes* in September 2012. That same month, Oakland was named among America's 50 Best Cities by *Bloomberg Businessweek*.

In September 2011, *Newsweek* looked at performance and progress in business development, sustainability, livability, transportation and infrastructure among the nation's 200 largest cities and proclaimed Oakland as the country's #2 "Can-Do" city.

More and more tech companies are thriving in this "Can-Do" city.

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<sup>1</sup> = The Oakland Metropolitan Division is defined by the U.S. Census Bureau as Alameda and Contra Costa counties.