



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help

10-4a GV

In 2009 Google formed Google Ventures, later shortened to GV, as a separate entity to provide funding for startup firms. The venture capital fund began with \$100 million in seed money and now manages more than \$2 billion in assets of its own. It invests this money in startup companies at the forefront of technological innovation. The money goes not only to firms that market Internet-based technologies or consumer electronics but also to green technology firms, biotechnology and life-sciences companies, and more. One of its best-known investments is popular ride-sharing company Uber. GV's goal is to invest in entrepreneurs that can change the world through technology by having "a healthy disregard for the impossible," mirroring what the Google X department is trying to do within Google itself.



STUDYDADDY

**Get Homework Help
From Expert Tutor**

Get Help