

## **Industry Veteran Joins YL Ventures as Venture Partner**

*25 year Industry Executive and Successful Early Stage Investor, Robert Goldberg partners with serial entrepreneur, Yoav Andrew Leitersdorf*

**San Francisco, CA – Amsterdam, Netherlands – Tel Aviv, Israel, March 7, 2008** --- [YL Ventures](#), a European and Israeli early stage technology venture capital fund announced today that it is appointing Robert Goldberg, a Silicon Valley Internet and digital media veteran, as a Venture Partner.

"As an early stage investor in developing markets, YL Ventures is focused on providing its portfolio companies with access to best practices, service providers, partners and potential acquirers," said Yoav Andrew Leitersdorf, YL Ventures' Managing Partner. "We focus our energies on improving product, promotion and access to markets in order to advance each company in the most capital efficient manner to achieve superior returns for both entrepreneurs and investors. Robert Goldberg is the perfect addition to the YL Ventures team – he brings two and a half decades of successful operating and investing experience within the very sectors in which we are most active today" Leitersdorf added.

Goldberg was the Managing Director at Idealab, an early stage investor and incubator. There he became an acknowledged expert and innovator in the capital efficient strategy of "milestone investing" which ties frequent operating milestones to successive capital investments. Some of Goldberg's investments include Clickshift, Brightmail, Snap, Insider Pages, X1, New.net/Vendare Media, Personal Bee, Trufina and Energy Innovations. Prior to joining Idealab, Goldberg spent more than 20 years in senior management and strategy positions at Internet, e-commerce and enterprise software companies, including NBCi, Looksmart, and Thinking Machines.

Goldberg's appointment is already in effect and he will be joining the board of YL Ventures portfolio company Clicktale. Goldberg commented: "I am thrilled to partner with Yoav Andrew Leitersdorf; his experience as an entrepreneur and investment philosophy closely mirrors my own. As we have had the chance to work together on a number of YL Ventures activities, I have become excited and convinced that there is an underserved opportunity in early stage venture that he has astutely identified in Europe and Israel. I think the combination of our experiences is very complimentary and will bring terrific value to both entrepreneurs and investors."

### About YL Ventures

YL Ventures is an early stage venture firm launched by successful serial entrepreneurs with a focus on investing in the emerging markets of Europe and Israel. YL Ventures addresses the opportunity presented by the changing landscape of early stage venture capital. Technology companies require less capital and more innovation in order to succeed. Many venture funds have grown too large to effectively deploy the smaller amounts of capital more appropriately required by early stage companies. This phenomenon has been especially true in Europe and Israel, the markets in which the fund operates. YL Ventures calibrates the amount of capital invested in early stage Internet, mobile and digital media companies to both milestones and the likely exits. This preserves the ability to reach a successful investment across a full range of exit scenarios and helps to keep the interests of the investors and entrepreneurs aligned. The fund also assists portfolio companies by maintaining relationships with potential partners and acquirer's in Europe and the US.