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**CRITICALLY ACCLAIMED BUSINESS DOCUMENTARY  
“SOMETHING VENTURED” LAUNCHES ON DVD**

**Film Highlights Founders of Venture Capital  
And the Rise of Innovation in Silicon Valley**

San Francisco, CA (May 15, 2012) —Thecritically-acclaimed business documentary *SOMETHING VENTURED* was released on DVD today by distributor Zeitgeist Films. A crowd-pleaser at major festivals including South by Southwest, Seattle and San Francisco, this entertaining and inspiring documentary maps the creation of venture capital, an industry that went on to become the single greatest engine of innovation and economic growth in the 20th century.

Directed by Emmy Award-winning filmmakers Dan Geller and Dayna Goldfine, *SOMETHING VENTURED* is told by the visionary risk-takers who dared to make it happen—investors including Arthur Rock; Sequoia Capital founder Don Valentine; and Kleiner Perkins Caufield & Byers founder Tom Perkins. The film also features entrepreneurs with whom these investors partnered to start and grow groundbreaking companies like Intel, Apple, Cisco, Atari, Genentech and Tandem Computers.

“We wanted to make a film that showed how a few fearless people built an industry that went on to finance nearly all of the major technology advancements of the past 50 years,” said co-executive producers Paul Holland (the originator of the film concept) and Molly Davis.

*SOMETHING VENTURED* also offers a peek into a lighter side of business:

- The famous entrepreneur who turned down Steve Job’s offer to sell him a third of Apple for \$50,000 in 1977
- The venture capitalist who raised \$3 million to start Intel with just a one-page, typo-filled business plan
- The first genetically engineered bacteria being transported from Los Angeles to San Francisco in a Genentech investor’s pocket

*The New York Times* said that the film’s “interlocking tales of ambition, wealth and occasional heartbreak will capture imaginations.” *The Austin Chronicle* called it a “chronicle of cutting-edge innovation” and *The San Francisco Chronicle* called it “surprisingly entertaining and a breath of fresh air.”

The DVD (\$29.99 SRP) is available at [www.zeitgeistfilms.com](http://www.zeitgeistfilms.com) and from iTunes, Netflix and Amazon.com. It features five “deleted scenes”, including additional interviews on Steve Jobs and Apple, and English subtitles for hearing impaired.

**More Information:**

- Film website/trailer: [here](#)
- Wholesale orders: [ian@zeitgeistfilms.com](mailto:ian@zeitgeistfilms.com)

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