

San Francisco Business Times - July 15, 2008

<http://sanfrancisco.bizjournals.com/sanfrancisco/stories/2008/07/14/daily48.html>



Tuesday, July 15, 2008 - 2:57 PM PDT

## Physic Ventures raises \$159 million in its first fund

San Francisco Business Times - by [Mark Calvey](#)

**Physic Ventures** said Tuesday that it closed its first fund, after raising \$159 million to invest in consumer product companies focused on healthy living.

The fund-raising effort exceeded the firm's original goal of \$150 million.

The San Francisco venture firm got off to a good start when **Unilever**, one of the world's largest consumer products companies, stepped forward as an "anchor" investor.

That allowed the firm to make its first closing on the fund in April 2007 and begin building a portfolio that now includes **Pharmaca Integrative Pharmacy Inc.**, Espresso Fitness, **Elixir Pharmaceuticals**, **Dreamerz Foods** and **Novomer**.

Having a portfolio of companies to demonstrate the firm's investment strategy made it easier to attract other top-tier investors to the fund. Institutional investors coming on board included the California State Teachers' Retirement System, **Humana Inc.** and **Parish Capital Advisors** fund of funds.

"The substantial support we received from high caliber limited partners, both institutional and strategic, is a vote of confidence for our strategy to grow businesses that capitalize on major shifts in the health-care environment," said William Rosenzweig, a managing director at Physic Ventures.

The new venture firm sees its hometown of San Francisco as playing a greater role in the venture community, especially as more investors back startups tied to health care, the Internet and clean tech.

"The ecosystem in the whole Bay Area is conducive to innovation and entrepreneurship," Rosenzweig said. "We're seeing a greater concentration of investors in San Francisco."

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