

Indie Ventures investment firm opens Kansas City office

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Indie Ventures, a West Coast-based venture capital firm, has opened a Kansas City office so it can better evaluate potential investments.

The firm, which has locations in San Francisco and Seattle, opened the local office a month ago, managing partner **Joe Poletto** said.

Poletto, who has held management positions with **Time Warner**, **Viacom** and **Microsoft**, said the firm has six companies in its portfolio and focuses on startups in digital media and advertising.

“We’ve refined our business model over the last couple years,” he said. “Our focus is on media technology companies simply because that’s our background.”

He added that media companies typically require smaller investments and quickly reveal whether their business plans have legs.

Poletto said he was attracted to Kansas City after contracting with some local companies for technical services on other projects — including legal help from Polsinelli Shughart PC — and being encouraged by what he saw.

“We’ve met some really young entrepreneurs that have some really good ideas,” he said. “The old adage of the Midwestern work ethic was something that was also really appealing. Businesses and ideas, there’s a lot of them, but I think we put a premium on people, and that’s one of the things that really had an impact on us in taking a look at the Kansas City market.”

Bob Marcusse, CEO of the Kansas City Area Development Council, said Indie Ventures’ move is a victory for the agency’s [KCNext effort](#), which is aimed at building up the region’s technology base.

“We’ve had several life science venture firms come to Kansas City in the last year,” Marcusse said. “This is the first recruited here from outside the market that is not in life sciences. It is a very telling success.”