

Google startup investment arm reaches to Europe

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The Silicon Valley-based Internet titan said Thursday that it is setting up a Google Ventures office with a mission of backing European entrepreneurs and putting \$100 million into its account as a start.

"Our goal is simple: we want to invest in the best ideas from the best European entrepreneurs, and help them bring those ideas to life," Google Ventures managing partner Bill Maris said in a blog post.

"We believe Europe's [startup](#) scene has enormous potential."

Google Ventures launched five years ago in the United States and blends cash backing with access to the tech titan's talents when it comes to engineering, design, marketing and other aspects of building winning companies.

It has a portfolio of more than 250 startups in areas including health care and solar energy.

"We've seen compelling new companies emerge from places like London, Paris, Berlin, the Nordic region and beyond," Maris said of the decision to extend Google's venture capital arm to Europe.

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