

VC PortCo Keepers Compensation Survey

April 2017

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Over time, the world of venture capital has been evolving to best meet the needs of the entrepreneurs that investors support in their portfolio. One of the biggest components of this evolution has been the addition of staff to venture firms who are focused primarily on supporting these initiatives as non-investment professionals. The role is broadly considered a “platform” role within most firms, however each firm looks at these individuals and their responsibilities slightly differently.

A group of these individuals representing a variety of venture firms, called the “VC PortCo Keepers” has formed over the past 4 years to share best practices and collaborate with each other virtually through an email listserv and in-person through regular meetups and annual summits.

Given the relatively new nature of the “PortCo Keeper” role, the group decided to conduct a compensation survey to better understand the types of roles each individual has in their firm, and establish a benchmark for the average compensation across the industry. This report is the result of that survey, which was led primarily by Katie Frankel, Director of Community at ff Venture Capital.

The survey had a total of eight questions, covering individual salary, bonus, carry, attributes of their role, and years of professional experience. Surveys were completed anonymously, and all questions were options to provide further anonymity.

Participants

Over one week of data collection, there were 30 survey participants who represented a variety of venture firms.

Given the anonymity of the survey, we cannot identify exactly which firms had individuals participate in the survey. There were a total of 65 firms with individuals who were invite to participate. Those firms include:



Realizing the variety of firms that participated, it is important to note that one attribute which was not tracked in this survey, but will be tracked in future surveys, was the amount Assets Under Management (AUM) for each firm. Given the business model of venture firms, AUM could be seen as a determinant factor in the average compensation results, but at this point we cannot draw that correlation.

In addition to variety in the firms which participated, there was significant variety in the roles and titles of each individual who responded. Based on those individuals invited to participate in the survey, some of the most common titles include:

- Business Development Manager
 - Community Associate
 - Community Lead
 - Community Manager
 - Director of Business Development
 - Director of Community
- Director of Marketing
 - Director of Platform
 - Director of Talent
 - General Manager
 - Head of Business Development
 - Head of Content and Marketing
 - Head of Platform
 - Head of Talent
- Operations Associate
 - Platform Manager
 - Principal
 - Senior Marketing Manager
 - Talent Partner
 - Vice President

Overall Results

Of the survey participants, 28 individuals provided their compensation information. The majority of individuals (89.3%) had a compensation structure including a base salary and annual bonus. The average annual bonus was 17.4% of base salary.

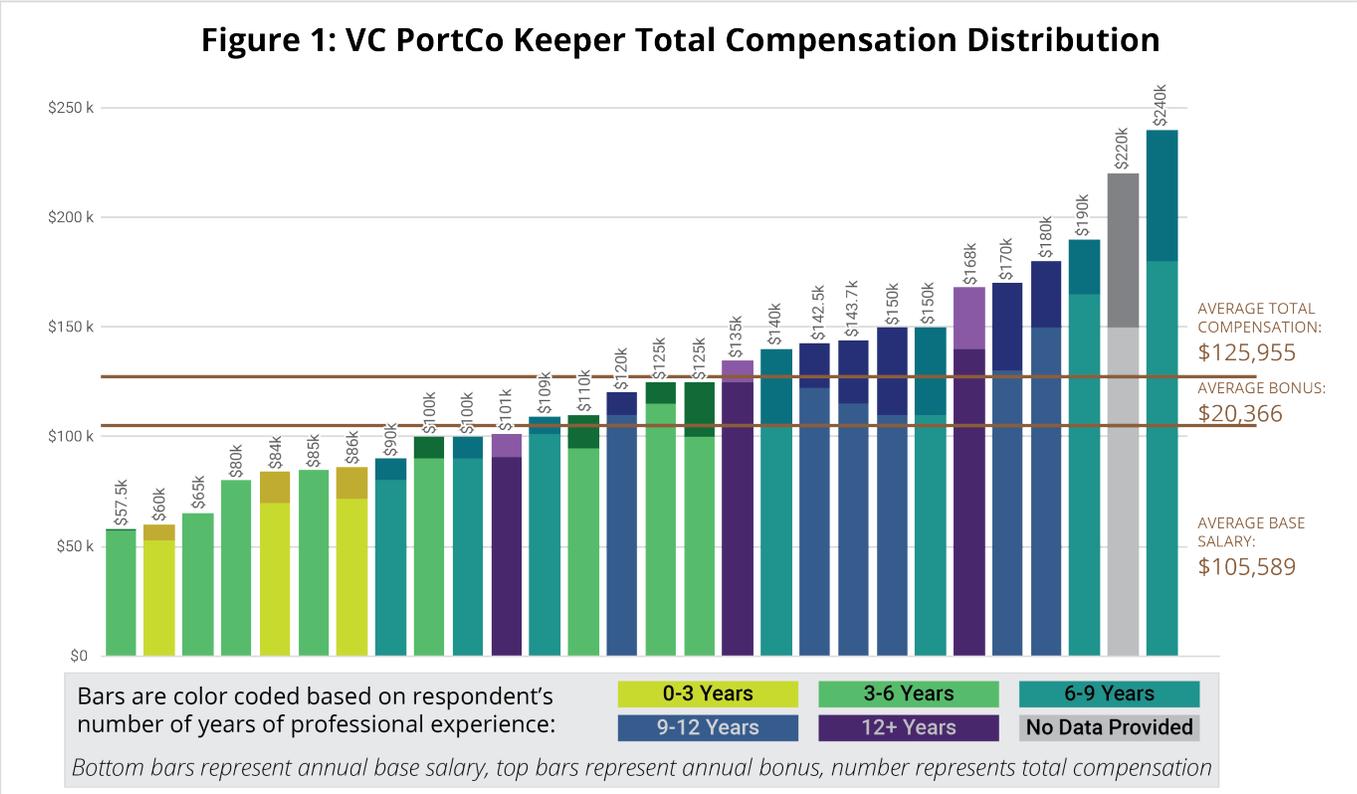


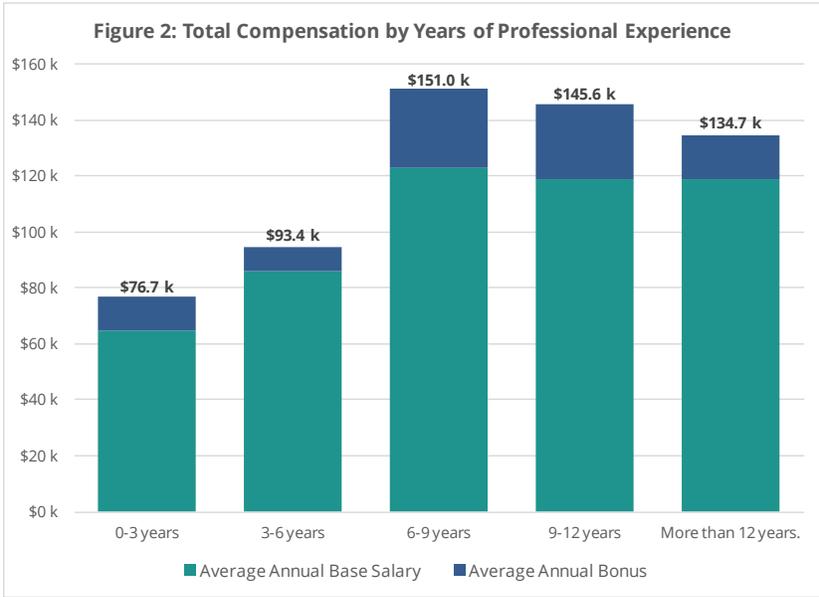
Figure 1 displays a distribution of all respondents' total compensation (base salary plus bonus). The chart is color coded to identify respondents by number of years of professional experience.

Across all respondents, the average annual base salary was \$105,589 and the average annual bonus was \$20,366 – with the average total compensation being \$125,955.

Compensation by Years of Professional Experience

One factor that correlates to an individual's total compensation is the number of years of professional experience that an individual has. However, as illustrated in Figure 2, the correlation of total compensation to years of professional experience is not directly linear.

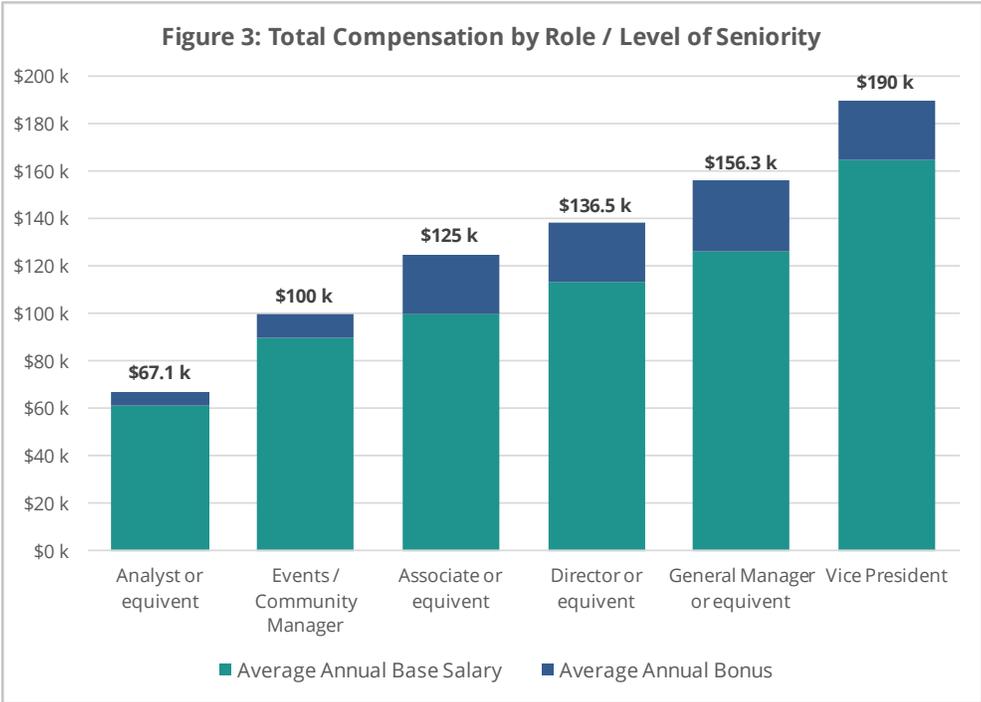
On average, an individual's base salary has a steady increase from 0 to 6+ years of professional experience. For individuals with 6+ years of professional experience, the base salary levels out at approximately \$120,000. For those individuals, their average bonus seems to be highest for individuals with 6 - 9 years of experience and decrease for individuals with additional years of professional experience.



	Average Base Salary	Average Annual Bonus	Average Total Compensation	Number of Respondents
0-3 years	\$64,833	\$11,833	\$76,667	3
3-6 years	\$85,875	\$8,643	\$93,438	8
6-9 years	\$122,917	\$28,125	\$151,042	6
9-12 years	\$118,786	\$26,786	\$145,571	7
More than 12 years	\$118,667	\$16,000	\$134,667	3

Compensation by Role / Level of Seniority

Within the group of “PortCo Keepers” the role and level of seniority of respondents within their firm has a significant amount of variety. As expected, the average total compensation for respondents is directly correlated to their role and level of seniority in their firm.



	Average Base Salary	Average Annual Bonus	Average Total Compensation	Number of Respondents
Analyst or equivalent	\$61,625	\$5,500	\$67,125	4
Events / Community Manager	\$90,000	\$10,000	\$100,000	1
Associate or equivalent	\$100,000	\$25,000	\$125,000	4
Director or equivalent	\$113,400	\$24,696	\$136,450	15
General Manager or equivalent	\$126,250	\$30,000	\$156,250	2
Vice President	\$165,000	\$25,000	\$190,000	1

Compensation by Major Responsibilities

As the “platform” function in venture capital continues to evolve, the individuals who fill this role each have unique responsibilities that they manage as major components of their job, which vary by firm. Most respondents have two to four areas of responsibility

that represent a majority of their role. Respondents were asked to identify responsibility areas that consume great than 25% of their role on a regular basis.

As the chart below outlines, respondents who primarily focus on business development initiatives and marketing typically are the highest compensated.

	Average Base Salary	Average Annual Bonus	Average Total Compensation	Number of Respondents
Talent	\$99,962	\$17,042	\$115,692	13
Community & Expert Network	\$99,447	\$18,111	\$116,605	20
Event Planning	\$107,325	\$18,750	\$125,138	20
Content Creation, Marketing & PR	\$107,563	\$20,667	\$126,938	16
Business Development & Partnerships	\$107,125	\$23,386	\$128,563	14

Compensation by Geography

While most of the respondents represent similar geographic regions in terms of cost of living in areas with major tech and venture capital firms, the variance in cost of living was a factor that was analyzed.

There were not enough respondents from Silicon Valley / SF Bay Area to determine a geographic average for that region. There were 13 respondents from New York City, with an average total compensation of \$141,192. The next tier of respondents was group together based on similar cost of living and generally similar compensation, which included Boston, Chicago and Washington DC.

	Average Base Salary	Average Annual Bonus	Average Total Compensation	Number of Respondents
Silicon Valley	<i>Not Enough Data</i>			
NYC	\$114,654	\$26,538	\$141,192	13
Boston, Chicago, Washington DC	\$107,500	\$15,667	\$123,167	6
Other/Not Disclosed	\$89,500	\$13,750	\$101,531	8

Additional Compensation through Carry

It seems that the practice of providing carry to individuals in a “platform” role varies significantly from firm-to-firm. Approximately half of the respondents did not have any allocation of their fund’s carry as part of their compensation package.

Of the other half of respondents that did have a carry incentive, the actual percentage ranged from 0.5% to 3.0%. A future survey may be needed to better understand the carry allocation across multiple funds and how funds allocate carry over time, including vesting timelines.