



Venture Capital

Menlo Park, Calif.

## **Morgenthaler Names Steve Loughlin As EIR**

By Tomio Geron

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Steve Loughlin, former chief executive of Affinity Circles Inc., has joined Morgenthaler Ventures as an entrepreneur in residence.

Loughlin joined Affinity Circles, a social networking software company, as the first non-engineer and was 23 at the time. He was soon promoted to CEO and built up the company. After five years at Affinity Circles, Loughlin is now in school at the Stanford Graduate School of Business.

At the same time, Loughlin has been active advising a number of companies, including Palantir Technologies Inc., Badgeville and Robotex Inc.

Asked how he chooses companies to advise, he said, "I'm excited about helping companies of friends or people I know who are solving really big problems."

Loughlin hopes to help Morgenthaler companies develop and avoid problems he had at Affinity Circles.

"I saw a lot of things in those years," Loughlin said. "I'd like to help others do things to avoid the mistakes we made."

As far as what kind of companies he himself is interested in starting, Loughlin said he is interested in a range of both consumer and enterprise software and services that "help people get things done."

The addition of Loughlin is a continuation of a trend that has seen Morgenthaler Ventures move more into Internet and consumer technology investing, after previously being more focused on tech infrastructure. In the last nine months the firm has promoted Rebecca Lynn to partner and hired Kyle Doherty as senior associate to advance those aims.