

# FIFTH ERA

*Focused on Innovation*

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## **SILICON INSIDERS RELEASE BOOK: *BUILD YOUR FORTUNE IN THE FIFTH ERA***

### **Authors Share Industry Secrets on How to Participate in New Era**

SAN FRANCISCO, CA--(April 14, 2017) – In their new book, *Build Your Fortune in the Fifth Era*, Silicon Valley insiders [Matthew C. Le Merle](#) and [Alison Davis](#) reveal invaluable insights on how to participate and prosper in the Fifth Era – this coming age of unprecedented innovation and change.

“The Internet didn’t even exist 30 years ago, and now billions of people are connected to the web every day, and remarkable new technologies have been invented that will dramatically change the way humans exist on our planet,” said Alison Davis, co-founder of Fifth Era ([www.fifthera.com](http://www.fifthera.com)), a San Francisco-based firm focused on innovation, investing and advising. “This emerging playing field is not well understood and so we have attempted to demystify it for everyone.”

Today’s most valuable companies are Fifth Era companies—built in the spirit of entrepreneurialism and technological innovation. Likewise, many of the richest people in the world today are first generation technology entrepreneurs or investors in innovation. This book identifies ways to build a fortune during this time of extraordinary wealth creation opportunities.

“Despite the dramatic pace of change and the enormous wealth being created, most people are missing out,” said Matthew C. Le Merle, co-founder of Fifth Era and managing partner of Keiretsu Capital, the most active venture investor in the US. “The tens of millions of households in the US and around the world who could participate in early stage companies - which provide the highest returns to venture and angel investors - hardly ever do.”

The book, has earned the accolades of Silicon Valley entrepreneurs and investment icons:

“The authors have been focused on innovation for most of their working careers. This book shares the lessons they have learned as investors, advisors and board directors.”

**Tony Hsieh,  
NY Times Bestselling Author, CEO  
Zappos.com**

"People are constantly asking me questions about angel investing and venture capital. Read this book if you want to understand the capital that fuels the entrepreneurs and technology innovation changing the world."

**Keith Rabois  
General Partner Khosla Ventures**

“No one can read this book and not be left struck by the uniqueness of our time, the potential for wealth creation, and the importance of embracing change.”

**Eric Stang, Chairman/CEO Ooma**

“Build Your Fortune in the Fifth Era is a timely and important read. Alison and Matthew share their deep and broad experience to encourage broader participation in the investment opportunity that is one of the most unique, and potentially rewarding, of our lifetime.”

**Tracey Brophy Warson  
North America Private Banking Head**

The book will be officially launched industry-wide at the [Bay Area Angel Capital Expo](#), a premier gathering of the angel investment community, bringing together investors and entrepreneurs. Attendees include more than 500 investors, venture capitalists, and CEOs. Book co-authors Le Merle and Davis are among the keynote speakers.

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## **ABOUT THE AUTHORS AND FIFTH ERA**

**Alison Davis** is co-founder of Fifth Era ([www.fifthera.com](http://www.fifthera.com)). She is a global strategist, finance professional, public company board director and active investor in growth companies. She was CFO at BGI (Blackrock), GP at Belvedere Capital, and a strategy consultant at McKinsey and A.T. Kearney. Alison has degrees from Cambridge (MA/BA) and Stanford (MBA). She was born in Sheffield, UK and now lives in the San Francisco Bay Area with her husband, Matthew C. Le Merle, and their five children. [www.alisondavis.com](http://www.alisondavis.com)

**Matthew Le Merle** is co-founder of Fifth Era ([www.fifthera.com](http://www.fifthera.com)) and managing partner of Keiretsu Capital, the world's largest angel network and most active US venture investor. Matthew is a sought-after speaker and innovation consultant having worked at McKinsey, A.T. Kearney, Monitor, Booz and Gap. Matthew has degrees from Christ Church, Oxford (MA/BA) and Stanford (MBA). He was born in London, UK and now lives in the San Francisco Bay Area with his wife, Alison Davis, and their five children. [www.matthewlemerle.com](http://www.matthewlemerle.com)

**Fifth Era** invests in and incubates early stage technology-enabled companies. The managing team also advises companies and conducts development initiatives to support innovation and growth strategies. For more information, visit [www.fifthera.com](http://www.fifthera.com).

***Book available on Amazon April 20, 2017***

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