FORM D

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM D

NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D, **SECTION 4(6) AND/OR** UNIFORM LIMITED OFFERING EXEMPTION

OMB APPROVAL			
OMB NUMBER: Expires:	3235-0076 April 30, 2008		
Estimated average burden hours per response			

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Serial
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Name of Offering (check if this if Offer and Sale of Limited Partner Interest	is an amendment and name has changed, and indicate chang	re.)
Filing Under (Check box(es) that apply Type of Filing:	r): □ Rule 504 □ Rule 505 ☒ Rule 506 □ ☐ Amendment	Section 4(6) DIVINE
	A. BASIC IDENTIFICATION DATA	TO CONTROL OF THE PARTY OF THE
1. Enter the information requested abo	ut the issuer	JUI 3 10 3005
Name of Issuer (Check if this is an Bessemer Venture Partners VII Instituti	n amendment and name has changed, and indicate change.) onal L.P.	2 0 2007
Address of Executive Offices c/o Bessemer Venture Partners, 1865 P.	(Number and Street, City, State, Zip Code) almer Avenue, Larchmont, NY, 10538	Telephone Yingberghecluding Trea Code) (914) 833-5300
Address of Principal Business Operation (if different from Executive Offices)		Telephone Number (Including Area Code)
Brief Description of Business		
Investment fund focused on venture cap	pital and high growth investments.	PROCESSED
Type of Business Organization		other (please specify): PJUL 2 4 2007
□ corporation		other (please specify):
□ business trust	☐ limited partnership, to be formed	THOMSON
Actual or Estimated Date of Incorporat Jurisdiction of Incorporation or Organiz	0 5	FINANCIAL Service Stimated

GENERAL INSTRUCTIONS

Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6)

When to File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC.

Filing Fee: There is no federal filing fee.

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those state that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

ATTENTION

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

A. BASIC IDENTIFICATION DATA 2. Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer; Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. Check Box(es) that Apply: ☐ Promoter ☐ Beneficial Owner ☐ Executive Officer □ Director General Partner Deer VII & Co. L.P. Full Name (Last name first, if individual) c/o Bessemer Venture Partners, 1865 Palmer Avenue, Larchmont, NY, 10538 **Business or Residence Address** (Number and Street, City, State, Zip Code) ☑ General Partner of Check Box(es) that Apply: □ Promoter ☐ Beneficial Owner ☐ Executive Officer ☐ Director the General Partner Deer VII & Co. Ltd. Full Name (Last name first, if individual) c/o Bessemer Venture Partners, 1865 Palmer Avenue, Larchmont, NY, 10538 (Number and Street, City, State, Zip Code) Business or Residence Address Check Box(es) that Apply: ☐ Promoter □ Beneficial Owner ■ Executive Officer of Director of the ☐ General and/or general partner Managing Partner the general partner of the General Partner of the General Partner Colloton, J. Edmund Full Name (Last name first, if individual) c/o Bessemer Venture Partners, 1865 Palmer Avenue, Larchmont, NY, 10538 (Number and Street, City, State, Zip Code) Business or Residence Address ■ Executive Officer of □ Director ☐ General and/or Check Box(es) that Apply: □ Promoter ☐ Beneficial Owner Managing Partner the general partner of the General Partner Ring, Scott Full Name (Last name first, if individual) c/o Bessemer Venture Partners, 1865 Palmer Avenue, Larchmont, NY, 10538 Business or Residence Address (Number and Street, City, State, Zip Code) ☐ General and/or ■ Executive Officer of □ Director □ Check Box(es) that Apply: □ Beneficial Owner □ Promoter the general partner Managing Partner of the General Partner Grippo, Sandra Full Name (Last name first, if individual) c/o Bessemer Venture Partners, 1865 Palmer Avenue, Larchmont, NY, 10538 Business or Residence Address (Number and Street, City, State, Zip Code) Check Box(es) that Apply: ☐ Promoter ☐ Beneficial Owner ☐ Executive Officer Director of the ☐ General and/or general partner Managing Partner of the General Partner Chandra, Robin S. Full Name (Last name first, if individual)

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Bessemer Venture Partners, 1865 Palmer Avenue, Larchmont, NY, 10538

□ Promoter

c/o Bessemer Venture Partners, 1865 Palmer Avenue, Larchmont, NY, 10538

Business or Residence Address

Full Name (Last name first, if individual)

Check Box(es) that Apply:

Cowan, David J.

☐ Executive Officer

☐ General and/or

Managing Partner

Director of the

of the General Partner

general partner

(Number and Street, City, State, Zip Code)

□ Beneficial Owner

		A. BASIC IDENTIF	ICATION DATA		
 Each beneficial owner securities of the issuer 	issuer, if the issuer having the power ; and director of co	has been organized with to vote or dispose, or di reporate issuers and of co	hin the past five years; rect the vote or disposition orporate general and man		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Own	er 🔲 Executive Officer	☑ Director of the general partner of the General Partn	☐ General and/or Managing Partner ner
Goodman, Robert P.					
Full Name (Last name first, if ir	ıdividual)				
c/o Bessemer Venture Partners,	1865 Palmer Aver	nue, Larchmont, NY, 10.	538		
Business or Residence Address	(Num	ber and Street, City, Sta	ite, Zip Code)		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner	☐ Executive Officer	☑ Director of the general partner of the General Partn	General and/or Managing Partner
Stavis, Robert M.					
Full Name (Last name first, if ir	idividual)				••
c/o Bessemer Venture Partners.					
Business or Residence Address	(Num	iber and Street, City, Sta	ite, Zip Code)		

				B. INFO	ORMATIC	N ABOUT	OFFERD	NG				
											Yes	No
1. Has the iss	suer sold, o	r does the is	ssuer intend	i to sell, to	non accredi	ted investor	s in this of	fering?				⊠
	Ans	wer also in	Appendix,	Column 2,	if filing un	der ULOE.						
2. What is the minimum investment that will be accepted from any individual?							\$_10,000	<u>,000*</u>				
*The General	Partner, in	its sole dis	cretion, ma	y accept a l	ower invest	ment amou	nt.					
											Yes	No
3. Does the o	ffering per	mit joint ow	vnership of	a single un	it?			***************************************			×	
4. Enter the i remuneration agent of a bro persons to be Full Name (L	for solicita ker or deal listed are a	tion of pure er registered ssociated p	chasers in c d with the S ersons of st	onnection v SEC and/or	vith sales of with a state	securities or states, l	in the offer	ing. If a pe of the broi	rson to be l ker or deale	isted is an r. If more	associate than five	d person or (5)
Business or R	lesidence A	ddress (Nu	mber and S	treet, City.	State, Zip (Code)						
				,		,						
Name of Asso	ociated Bro	ker or Deal	er									
States in Whi		Listed Has S or check ind										All States
[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	(FL)	[GA]	(HI)	(ID)
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	[MI]	[MN]	[M\$]	[MO]
[MT]	[NE]	[NV]	[NH]	[NJ]	[NM]	[NY]	[NC]	[ND]	[OH]	(OK)	[OR]	[PA]
[RJ]	[SC]	[SD]	[TN]	[TX]	[UT]	(VT)	[VA]	[WA]	[WV]	[WI]	[WY]	[PR]
Full Name (L	ast name fi	rst, if indiv	idual)						-			
Business or R	Residence A	ddress (Nu	mber and S	treet, City,	State, Zip C	Code)						
Name of Asse	ociated Bro	ker or Deal	ег									
States in Whi												·
•		or check ind		·							· · · · ·	All States
[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[HI]	[ID]
[IL] [MT]	[NE]	[IA] [NV]	[NH]	[NJ]	[NM]	[NY]	[MD] [NC]	[MA] [ND]	[MI] [OH]	(MN) [OK]	[MS] [OR]	[MO] [PA]
[RI]	[SC]	[SD]	[TN]	[XT]	(UT)	[VT]	[VA]	[WA]	[WV]	[W]	[WY]	[PR]
Full Name (L				[17]	[01]	[**)	[+7]	[07]	[***]	[** 1]	[***)	[110]
Tun Nume (E	ast name it	131, 11 11.01	iodui)									
Business or R	Residence A	ddress (Nu	mber and S	Street, City,	State, Zip C	Code)						
				. •	•							
Name of Asse	ociated Bro	ker or Deal	ег									
States in Whi								. <u>.</u> .				
		or check ind		-				IDO:				All States
[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[HI]	[ID]
[IL]	[IN]	[IA]	[KS]	[KY]	[LA]	[ME]	[MD]	[MA]	[MI]	[MN]	[MS]	[MO]
[MT]	[NE]	[NV]	(NH)	[NJ]	[NM]	[NY]	[NC]	[ND]	[OH]	[OK]	[OR]	[PA]
[RI]	[SC]	[SD]	[TN]	[TX]	[U!]	[VT]	[VA]	[WA]	[WV]	[WI]	[WY]	[PR]

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

 Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged. 		
,	Aggregate A Offering Price	mount Already Sold
Debt	\$ 0	\$_0
Equity	\$ <u>0</u>	\$0
□ Common □ Preferred		
Convertible Securities (including warrants)	\$ 0	\$ 0
Partnership Interests		
Other (Specify)		\$ 0
Total		\$375,000,000
Answer also in Appendix, Column 3, if filing under ULOE.	377,000,000	\$ <u>373,000,000</u>
* Bessemer Venture Partners VII Institutional L.P. was formed to co-invest with Bessemer Venture Partners principally with capital from Bessemer Securities Corporation, the Phipps family office. Together, both vehinvestments of \$1.0 billion, with \$350 million dedicated to investments in India.		
2. Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under <u>Rule 504</u> , indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."	Number Investors	Aggregate Dollar Amount of Purchases
Accredited Investors	18	\$375,000,000
Non-accredited Investors	_0	S _0
Total (for filings under Rule 504 only)	N/A	\$ <u>N/A</u>
Answer also in Appendix, Column 4, if filing under ULOE.		
3. If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C - Question 1	N /A	4
Type of offering	Type of Security	Dollar Amount Sold
Rule 505		\$
Regulation A		s
Rule 504		s
Total		s
4. a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
Transfer Agent's Fees		\$N/A
Printing and Engraving Costs		\$ <u>N/A</u>
Legal Fees		\$ \$750,000
Accounting Fees		\$ \$98,000
Engineering Fees		
Sales Commissions (specify finders' fees separately)		\$N/A
Other Expenses (identify) Blue Sky Filing Fees, telecopy, phone and other miscellaneous expenses		\$_\$2,000
Total		\$ \$850,000

b. Enter the difference between the aggregate offering price given in response to Part C - Question 1 and total expenses furnished in response to Part C - Question 4.a. This difference is the "adjusted gross proceeds to the issuer." Indicate below the amount of the adjusted gross proceeds to the issuer used or proposed to be used for each of the purposes shown. If the amount for any purpose is not known, furnish an	² ayments to Officers,	\$ <u>374,150,000</u>
	Officers,	
estimate and check the box to the left of the estimate. The total of the payments listed must equal the adjusted gross proceeds to the issuer set forth in response to Part C - Question 4.b above.	Officers,	
	Directors, & Affiliates	Payments To Others
Salaries and fees	<u>. </u>	\$ <u>0</u>
Purchase of real estate	<u> </u>	\$_0
Purchase, rental or leasing and installation of machinery and equipment	<u> </u>	\$_0
Construction or leasing of plant buildings and facilities	<u> </u>	<u>\$_0</u>
Acquisition of other businesses (including the value of securities involved in this offering that may be used in exchange for the assets or securities of another		
issuer pursuant to a merger)	<u> </u>	\$ <u>0</u>
Repayment of indebtedness	S_0	\$_0
Working Capital	<u> </u>	\$ <u>0</u>
Other (specify): Investment in venture capital and high growth investments.	<u>0</u>	S_**
Column Totals	·	S**

S \$374,150,000

Total Payments Listed (Column totals added)

^{*} Annual Management Fee to an affiliate, amount to be paid, number of years to be paid and extent to be paid out of adjusted gross proceeds unknown at this time.

^{**} Unknown at this time.

The issuer has duly caused this notice to be sig following signature constitutes an undertaking its staff, the information furnished by the issue	by the issuer to furnish to the U.S. Secu	person. If this notice is filed under Rule 505, the rities and Exchange Commission, upon written request of t to paragraph (b)(2) of Rule 502.
Issuer (Print or Type)	Signature	Date
Bessemer Venture Partners VII Institutional L.P.	\ \dagger	7/10/07
Name of Signer (Print or Type)	Title of Signer (Print or Type)	
J. Edmund Colloton	Chief Operating Officer and Director Partner of the Issuer	of Deer VII & Co. Ltd., the general partner of the General

-D. FEDERAL SIGNATURE

END