

Online Advertising & Marketing

Netsertive

Based in the Research Triangle Park area near Raleigh, North Carolina, Netsertive helps small & medium businesses and their product manufacturers attract consumers and increase sales through its innovative online marketing technology. The company helps clients transform online discovery into offline sales using a proprietary, data-driven approach to online search & display advertising. Its patent-pending "learning engine" technology ensures that clients acquire the largest number of qualified clicks for a given advertising budget, through a vertical industry focus and continuous campaign improvements. Netsertive serves a wide range of local dealers/retailers/resellers in North America, as well as product manufacturers who leverage the local businesses for distribution.

Status: Active

CEO: Brendan Morrissey

Address:
1014 High House Road
Suite 200
Cary, NC 27513

Website: <http://www.netsertive.com>



Resonate Networks

Resonate Networks is an online advertising network that was created to address a single challenge: to help public affairs, political and brand advertisers and agencies more precisely target and reach web users, based on their attitudes and issue positions on a wide range of topics.

Status: Active

CEO: Bryan Gernert

Address:
12010 Sunset Hills Rd
Suite 410
Reston, VA 20190

Website: <http://www.resonatenetworks.com>



Ad.ly

Ad.ly is the celebrity micro-endorsement platform for digital media, reaching hundreds of millions of consumers online. It connects brands with consumers via today's most influential celebrities, athletes, artists and experts to deliver premium endorsements on Facebook, Twitter, MySpace and more. Based in Beverly Hills, Ad.ly has executed 19,000+ campaigns, gaining unique expertise in helping advertisers build awareness, drive engagement and achieve ROI online.

Status: Active

CEO: Arnie Gullov-Singh

Address:
8899 Beverly Blvd
Suite 909
West Hollywood, CA 90048

Website: <http://ad.ly>



Lucid Commerce

Lucid Commerce is a leading provider of on-demand business intelligence solutions for direct marketers. Their products enable direct marketers to maximize the returns on their marketing investments. Lucid Commerce delivers value to marketers by automatically attributing post-sale customer metrics to media purchases. With the attribution complete, Lucid Commerce is able to provide dashboards that report the true ROI of every media purchase a marketer makes.

Status: Active

CEO: Tyson Roberts

Address:
159 S. Jackson St.
Suite 200
Seattle, WA 98104

Website: www.lucidcommerce.com



Oggi Finogi

Oggi Finogi is a leading rich media advertising technology provider. Oggi Finogi features powerful and highly customizable rich media ad units that power online advertising campaigns for the world's largest brands.

Status: Active

CEO: Michael Hyman

Address:
13256 NE 20th St.
Suite 11
Bellevue, WA 98005

Website: www.oggifinogi.com



Buddy Media

Buddy Media is a marketing platform and content management system that allows brands to control and monitor their presences inside social media. Buddy Media currently powers the social media brand pages for hundreds of large companies around the world.

Status: Active

CEO: Michael Lazerow

Address:
1841 Broadway
Suite 802
New York, NY 10023

Website: www.buddymedia.com



Collective

Collective Media is one of the largest online advertising networks in the United States, and is comprised exclusively of tier-one publishers. Collective's innovative approach enables both brand and direct marketers to achieve superior results through sophisticated audience targeting technology, including contextual, behavior, geographic, and re-targeting.

Status: Active

CEO: Joe Apprendi

Address:
330 Madison Avenue
4th Floor
New York, NY 10017

Website: www.collective.com



HIP Digital

HIP Digital was merged with Doppelganger in December 2008. HIP Digital is a digital music marketing company that executes sophisticated digital music promotions. HIP offers a suite of solutions including on-pack incentives, music gift cards, direct marketing, retail bonuses and loyalty rewards. HIP connects digital music stores to online publishers of all types.

Status: Active

CEO: Baris Karadogan

Address:
305 Lytton Avenue
Palo Alto, CA 94301

Website: www.hipdigitalmedia.com



Sometrics

Sometrics delivers high quality offers and surveys to global gaming companies with custom targeting and optimization. Through strong relationships and international offer expertise, Sometrics maintains a competitive inventory to ensure optimum conversion. The Sometrics Payment Manager seamlessly integrates multiple offer providers in a single offer wall that is managed from a central dashboard. Gaming companies can easily start multivariate testing with the option to use Sometrics' proprietary offer provider optimization for maximum revenue.

Status: Active

CEO: Ian Swanson

Address:
448 S. Hill Street
Suite 515
Los Angeles, CA 90013

Website: www.sometrics.com



uSamp

uSamp is one of the world's fastest growing online panel companies, providing survey panelists and technology for use in market research. The company's web-based panel platform is transforming the management and delivery of online panels for market researchers. uSamp's platform eliminates fraudulent, professional and duplicate survey takers while giving market researchers access to highly responsive, hard-to-reach panelists.

Status: Active

CEO: Matt Dusig

Address:
16501 Venture Blvd.
Suite 250
Encino, CA 91436

Website: www.usamp.com



Vizu

Vizu provides a dashboard for brands, agencies, and publishers to measure brand lift in real time. Vizu's AdCatalyst compares exposed versus control groups, and provides results by ad unit, frequency, and publisher website. For the first time advertisers can get statistically significant and actionable brand feedback around online ad campaigns.

Status: Active

CEO: Dan Beltramo

Address:
185 Berry Street
Suite 4805
San Francisco, CA 94107

Website: www.vizu.com



TagMan

“Tag Management System with Real-time Attribution”. A smart container for e-commerce sites, to manage online marketing tags/pixels (the pieces of code used by the digital advertising industry to track the performance of online campaigns) – and the data they provide – much more effectively, independently and with more control over privacy.

Status: Active

CEO: Paul Cook

Address:
260 W 35th Street
Suite 403
New York, NY 10001

Website: www.tagman.com



LocalResponse

LocalResponse is a social advertising platform that aggregates public posts and “check-ins” across multiple platforms to help brands and businesses reach their customers. Brands and agencies use LocalResponse to leverage real-time inventory for mobile activation. Local businesses use LocalResponse to manage their customer relationships through a self-serve web interface.

Status: Active

CEO: Nihal Mehta

Address:
37 West 28th Street
5th Floor
New York, NY 10001

Website: www.localresponse.com



Software-As-A-Service

etouches

etouches is a web-based software as a service (SaaS) provider to the \$3.0 billion global, meeting and event technology marketplace. The award-winning software solution enables clients to realize the benefits of consolidation and control with simple web-based tools for easy user adoption. Serving over 2,000 global event programs annually, the customer base includes top tier companies such as Volkswagen, Dell and The Financial Times.

Status: Active

CEO: Leonora Valvo

Address:
90 Grove Street
Ridgefield, CT 06877

Website: www.etouches.com



Tynt

Tynt Multimedia Inc. is focused on driving new revenue opportunities for content publishers by increasing traffic, increasing onsite user engagement, providing new methods of content discovery, offering a new option for ad delivery, and providing unique insights into user engagement. The Tynt patent pending technology is currently deployed on sites around the globe and has already tracked millions of user actions and recorded the copy of billions of words and images on hundreds of thousands of web sites.

Status: Active

CEO: Derek Ball

Address:
1214C 9th Ave SE
Calgary, AB, T2G 0T1

Website: www.tynt.com



Extreme Reach

Extreme Reach enables advertisers and agencies to manage, execute, and track advertising campaigns across all video mediums, including broadcast, cable, web, mobile, and VOD. Extreme Reach provides a single-source solution that includes both ad serving and point A to point B delivery.

Status: Active

CEO: John Roland

Address:
75 Second Avenue
Needham, MA 02494

Website: www.extremereach.com



LicenseStream

LicenseStream provides a licensing automation platform running as a managed service and on patent-pending technology. The company gives its clients completely automated control over the licensing and distribution of any digital content or mashup via website, download player, or triggered by any Web services-based event. LicenseStream is especially useful for sophisticated Web 2.0 social and advertising network environments which deliver a rich and wide variety of content types to various social groups and targeted demographics, and require a highly scalable and transactional process. These organizations typically use legacy or manual tools and processes to license and settle these transactions resulting in higher transaction costs, lower margins, and lower customer satisfaction rates.

Status: Active

CEO: Kurt Garbe

Address:
1750 Bridgeway
Suite A100
Sausalito, CA 94965

Website: www.imagespan.com



Marketbright

Marketbright is an on-demand marketing automation platform that enables self-service campaign execution, automated lead scoring, qualification, and closed-loop marketing analytics. Marketbright is the market leader with award-winning flexibility and seamless integration into existing CRM platforms.

Status: Active

CEO: Dom Lindars

Address:
1150 Bayhill Drive
Suite 215
San Bruno, CA 94066

Website: www.marketbright.com



Panvideo

Panvideo is a pioneer in cloud computing-based solutions for online video. Panvideo developed the first on-demand transcoding and syndication platform for professional content, and now enables the ingest-to-publish workflow for content owners, agencies, advertisers, and direct response marketers.

Status: Active

CEO: Chris Cali

Address:
245 W. 17th Street
11th Floor
New York, NY 10011

Website: www.panvideo.com



WideOrbit

WideOrbit provides advertising infrastructure software (primarily traffic, sales and billing systems) to television and radio broadcasters, cable and digital display networks, and handheld video.

Status: Active

CEO: Eric Mathewson

Address:
2 Harrison Street
Suite 600
San Francisco, CA 94105

Website: www.wideorbit.com



Digital Content & Syndication

Glam Media

Glam Media is the pioneer and global leader of Vertical Media - a revolutionary new media model that combines our flagship properties with curated publisher sites and their passionate, engaged audiences. By pairing our 1400+ publishers worldwide with our own large and growing properties: Glam.com for women; Brash.com for men; and Tinker.com for real-time conversations on social media sites across the Web, our vertical media model enables premium brands to connect with millions of passionate audiences online.

Status: Active

CEO: Samir Arora

Address:
2000 Sierra Point Parkway
Suite 1000, 10th Floor
Brisbane, CA 94005

Website: www.glammedia.com

The logo for Glam Media, featuring the words "Glam Media" in a bold, white, sans-serif font centered on a solid black rectangular background.

Fanhattan

Fanhattan is an entertainment discovery service for the connected consumer, starring an immersive and revolutionary user experience — in the living room and on the go. Fanhattan inspires entertainment discovery by combining movies and TV shows with an expansive world of related content that bring entertainment to life: including reviews, ratings, recommendations, trailers, movie tickets, soundtracks, fan gear, cast and crew bios, celebrity news and more. Upon finding a movie or TV show, Fanhattan gives consumers a choice on where and how to watch across the top digital media services and beyond. By indexing on demand content, Fanhattan provides a simple starting point for discovering all the world's entertainment. Fanhattan will initially be available on iPad, followed by other screens (big and small).

Status: Active

CEO: Gilles BianRosa

Address:
4 W. 4th Avenue
Suite 401
San Mateo, CA 94402

Website: <http://www.fanhattan.com>

The logo for Fanhattan, featuring the word "Fanhattan" in a bold, black, sans-serif font. Above the letter "a" are three stylized, multi-pointed starburst icons in a light purple or blue color.

Babble Media

Babble Media is a leading modern parenting site. Babble offers extensive resources for parents with strong writing, interactive tools, and a growing community. The company has carved out a large and underserved market in the online parenting space by introducing an intelligent, edgy voice and addressing a broad range of parenting-related content.

Status: Active

CEO: Rufus Griscom

Address:
520 Broadway
9th Floor
New York, NY 10012

Website: www.babble.com



Vitals

Vitals is the largest and most accurate physician database on the web. Vitals is free for consumers and contains up-to-date information on over 750,000 physicians across the US, including physician reviews, insurance coverage, published literature, hospital affiliation, education and medical specialty. Vitals provides consumers, through the Vitals Passport, with a comprehensive tool to manage all medical relationships.

Status: Active

CEO: Mitch Rothschild

Address:
1200 Wall Street West
Lyndhurst, NJ 07071

Website: www.vitals.com



Worldwide Biggies

Worldwide Biggies is a digital entertainment studio with offices in New York and Los Angeles that creates intellectual property and immersive experiences for young adults, kids, and families. Worldwide Biggies launches properties online, but designs them for multiple media platforms. Existing multi-platform hits include: The Naked Brothers Band, Worldwide Fido, and the Video Game Awards. WWB also creates programmed virtual worlds on behalf of brands that focus on casual gaming.

Status: Active

CEO: Albie Hecht

Address:
545 W. 45th Street, 5th Fl
New York, NY 10036

Website: www.wbiggies.com



Klout

Klout is the standard measurement of influence across the social web.

Klout allows users to track the impact of their opinions, links and recommendations across the social graph. Data is collected about the content users create, how people interact with that content, and the size and composition of their networks. Klout identifies influencers and provides tools for influencers to monitor their influence.

Status: Active

CEO: Joe Fernandez

Address:
795 Folsom, 1st Fl
San Francisco, CA 94103

Website: www.klout.com



Maker Studios

Maker Studios is one of the largest creators of episodic, entertainment-focused, web video content online. The studio provides production resources and marketing assistance to a strong roster of YouTube talent, garnering hundreds of millions of video views per month. Through its early entrance into YouTube, the Company has developed unique insights into what kind of content works best with YouTube audiences and how to cross-promote and move audiences around its network.

Status: Active

Website: www.makerstudios.com



Mobile Content & Services

OnePIN

OnePIN is the world leader in social address book solutions for mobile operators. OnePIN's software, commercially known as CallerXchange, allows subscribers to automatically send, insert, and update contact information in their mobile phonebooks. CallerXchange is currently in use by major operators worldwide.

Status: Active

CEO: Feyzi Celik

Address:
2200 West Park Drive
Westborough, MA 01581

Website: www.onepin.com



Pulse

Pulse is an elegant news reading application for iPhone, iPad and Android devices. It incorporates colorful panning story bars and fills them with content from your favorite sources. Pulse redefines news, giving you the opportunity to experience the news you desire from traditional sources, your favorite blogs and social networks – all in one beautiful interface.

Status: Active

CEO: Ankit Gupta

Website: www.alphonsolabs.com



Infrastructure

MatchBin

Matchbin's Content Management System is an unparalleled online publishing solution that is transforming hundreds of community newspapers, radio stations, and TV stations from "traditional media" to "new online media" success stories. Local online advertising is growing at over 40% per year and will reach \$22B over the next 4 years. Matchbin's technology platform and business directory solution ensures our media partners can quickly capture a significant market share of local online advertising revenue.

Status: Active

CEO: Reed Brown

Address:
420 W. 1500 S.
Suite 200
Bountiful, UT 8401

Website: www.matchbin.com



Joyent

Joyent is the premier Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS) provider offering cloud computing solutions worldwide since 2004. Delivering billions of page views per month, Joyent's Smart Technologies improve performance, scalability, manageability and security for thousands of web and mobile applications. Serving a network of service providers and thousands of customers, Joyent is the only company that runs a major public cloud infrastructure, builds the technologies that power that infrastructure, and uses those technologies to enable multiple third-party public, private, and hybrid clouds.

Status: Active

CEO: David Young

Address:
345 California Street
Suite 2000
San Francisco, CA 94104

Website: www.joyent.com



Crowd Fusion

Crowd Fusion is an open source content management system that enables the rapid development of scalable, vertical publications.

Status: Active

CEO: Brian Alvey

Address:
235 West 48th Street, Suite 36J
New York, NY 10036

Website: www.crowdfusion.com



M5 Networks

M5 Networks, one of the country's leading outsourced IP phone system providers, provides small and medium sized businesses with the flexibility of a high-end Voice over IP (VoIP) phone system, without the expense, maintenance and obsolescence of an on-premise phone system. Businesses save time and money while seamlessly bringing together offices, remote office workers, telecommuters, and road warriors.

Status: Active

CEO: Dan Hoffman

Address:
245 West 17th Street
9th Floor
New York, NY 10011

Website: www.m5networks.com



Gaming

K2 Network / “Gamersfirst”

K2 Network is a leading publisher of Massively Multiplayer Online Games (MMOG). Current titles include War Rock, Sword of the World, Knight Online and Runes of Magic. Using a free-to-play model, they have grown to over 28 million players in 160 countries, making them one of the largest networks in the Western Hemisphere.

Status: Active

CEO: Joshua Hong

Address:
6440 Oak Canyon
Suite 200
Irvine, CA 92618

Website: www.gamersfirst.com



GameSalad

GameSalad brings 2D game creation for mobile and web to the masses.

GameSalad's software client offers users a drag-n-drop editor for creating and publishing 2D games on the iPhone, iPad, Mac, and Web. With its GUI-based game editor, GameSalad allows consumers, regardless of programming or creative experience, to create and publish a game to the App Store and Internet.

Status: Active

CEO: Steve Felter

Address:
10557-D Jefferson Blvd
Culver City, CA 90232

Website: www.gamesalad.com



eCommerce

Ixtens

Founded in 2004 as an e-commerce solutions provider, over the last 6 years Ixtens has transformed its business from offering broader e-commerce implementation services to being the leading name in multi-channel eCommerce SaaS enablement. Ixtens provides the necessary infrastructure for a merchant to turn their online store into a marketplace, leveraging partner product catalogs and distribution channels to Amazon, eBay, Overstock, Buy.com, Shop.com, and others.

Status: Active

CEO: Tommaso Trionfi

Address:
162 West Waterview Street
Northport, NY 11768

Website: www.ixtens.com



Health Plan One

HealthPlanOne offers an online platform for consumers to easily research and purchase individual, small group, and Medicare health insurance plans. Consumers can receive free quotes and compare features from a wide range of plans by leading national carriers. HPO provides both online and offline support from nationally licensed sales representatives who are trained to help consumers navigate the difficult process of selecting a health insurance plan.

Status: Active

CEO: William Stapleton

Address:
1000 Bridgeport Ave
4th Floor
Shelton, CT 06484

Website: www.healthplanone.com



9flats

9flats is a European-based marketplace for short term stay rentals, to facilitate smarter and more local travel. It is a platform for private individuals to rent shared rooms and apartments for extra income. 9flats launched in February 2011 and currently lists accommodations ranging from a place on a couch to a luxury apartment.

Status: Active

CEO: Stephan Uhrenbacher

Address:
39 Mission GmbH
Ritterstrasse 12-14
Berlin, Germany

Website: www.9flats.com

The logo for 9flats.com, featuring the number '9' in a bold blue font, followed by 'flats.com' in a black sans-serif font.

Select Past Investments

The Huffington Post

Acquired by AOL, Inc. (NYSE: AOL)

Huffington Post is an Internet newspaper founded by Arianna Huffington and Kenneth Lerer. It covers Politics, Media, Business, Entertainment, and Living content with a roster of professional writers and bloggers. It is one of the most highly trafficked news and information sites on the web, with over 40mm monthly unique visitors.

Status: Sold

Former CEO: Eric Hippeau

Website: www.huffingtonpost.com



Digisynd

Acquired by The Walt Disney Company (NYSE: DIS)

Formed by a team of Internet veterans, DigiSynd is an outsourced packaging, syndication, and marketing solution that enables digital studios and other content creators to get the most value out of their content online., with a comprehensive tool to manage all medical relationships.

Status: Sold

Former CEO: Oliver Lockett

Website: www.digisynd.com



Adenyo

Acquired by Motricity, Inc. (NasdaqGS: MOTR)

Adenyo is a fully integrated mobile marketing company. Their advanced software platform has delivered thousands of successful mobile campaigns and billions of mobile ad views, enabling their customers – both large and small – to make the mobile channel a vital part of their marketing and advertising investments.

Status: Sold

Former CEO: Tyler Nelson

Website: www.adenyo.com

