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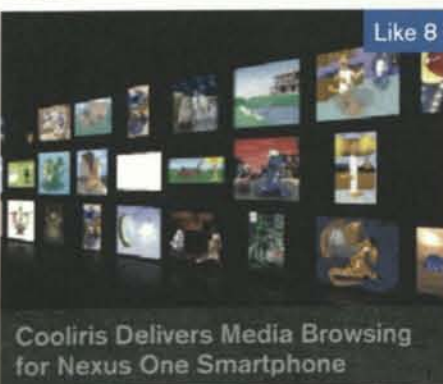
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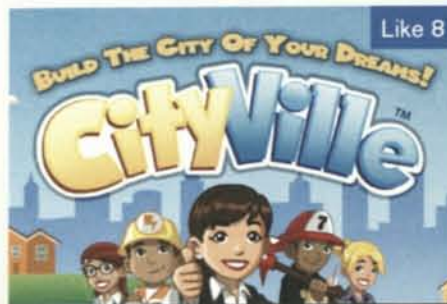
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07.22.2010

Julien Weston, *Editor*, WIREDvc

KPCB & Index Ventures invest \$10.5m in Flipboard: a "personal social magazine" iApp

Hot off the virtual iPress comes Flipboard, an iApp launched just two days ago following an investment of \$10.5m by Kleiner, Perkins, Caufield & Byers (KPCB) and Index Ventures, also backed by media innovators Jack Dorsey (co-founder of Twitter), Dustin Moskowitz (Facebook co-founder), Ashton Kutcher (actor, husband of Demi Moore and creative director of Ooma) and The Churnin Group. Quite a line-up, which is sure to give the Aspen, Colorado based start-up and major media boost!

But what Flipboard has seems to be a truly new app – and a highly effective one at that. It is described as a "personal social magazine" that "combines the beauty and ease of print with the power of social media." The new, free iApp is certainly enthusing iPad owners, who are raving about the presentation and the fact that Flipboard turns Facebook and Twitter feeds into something more like a glossy, customised magazine. Rather neat really!

Flipboard was founded by Mike McCue, previously CEO of Tellme and Evan Doll, formerly a senior iPhone engineer at Apple. Of the investors, WIREDvc has already covered three or four stories about KPCB this week, so let's take a look at the other leader of this deal – Index Ventures..

For WIREDvc readers who would like to see what Flipboard is all about, you can see a rather snazzy YouTube demo right here. Enjoy!

TAGS: Tempore, Soluta nobis, Est eligendi, Optio

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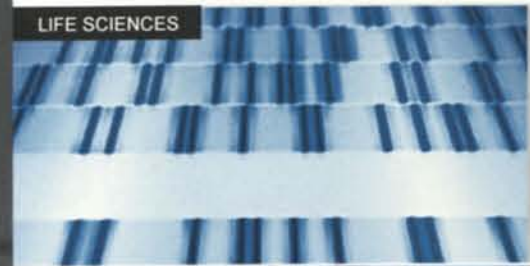
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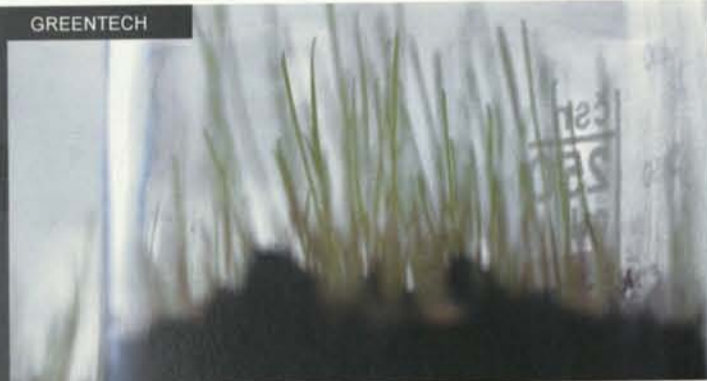
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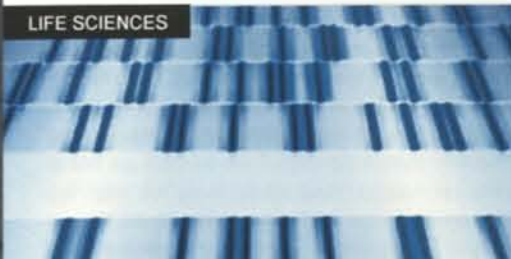
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Google Taps Cooliris To Enable Media Browsing On Nexus One

Big news for Cooliris this morning as Google unveiled its Nexus One "Superphone." You can read our review of the phone here. The search and technology giant has tapped the startup to enable media browsing on its shiny new phone. The startup has been pushing the limits of interactive photo and video browsing with its 3D Wall, a browser plug-in for Internet Explorer, Safari and Firefox that enables users to enjoy viewing their photos on Flickr or Facebook and their YouTube videos in a rich setting.



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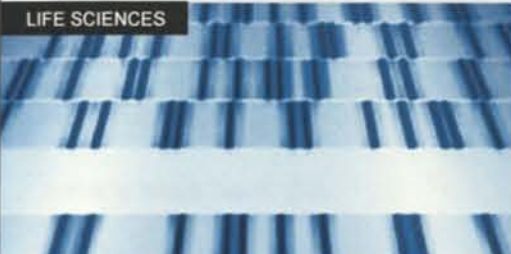
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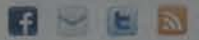
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MENLO PARK, Calif., May 1, 2008 – Kleiner Perkins Caufield & Byers (KPCB), the Silicon Valley venture capital firm, announced today it is launching a new \$500 million investment vehicle: the Green Growth Fund. The fund is intended to help speed mass market adoption of solutions to the world's climate crisis.

KPCB separately announced today the formation of KPCB XIII (view KPCB XIII press release), a \$700 million fund that will invest in greentech, information technology and life sciences ventures. Within the greentech sector, KPCB XIII will mainly back earlystage entrepreneurs, while the Green Growth Fund will support companies that have already entered their growth phase.

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posted by **KPCB**
May 1, 2008

Tags: Green Growth Fund, Silicon Valley, Menlo Park, invest

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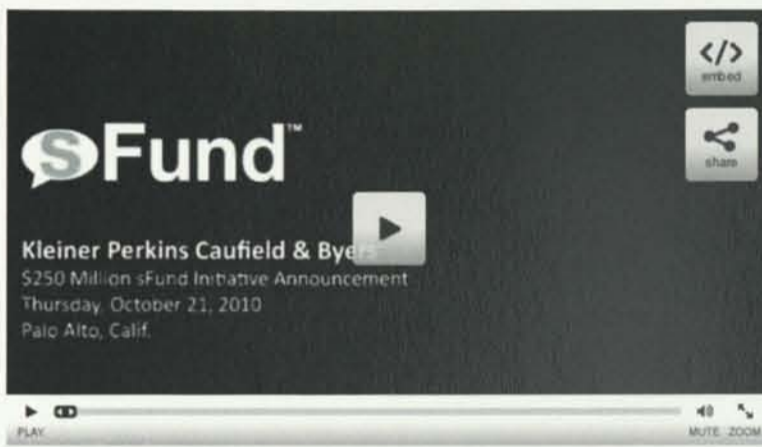
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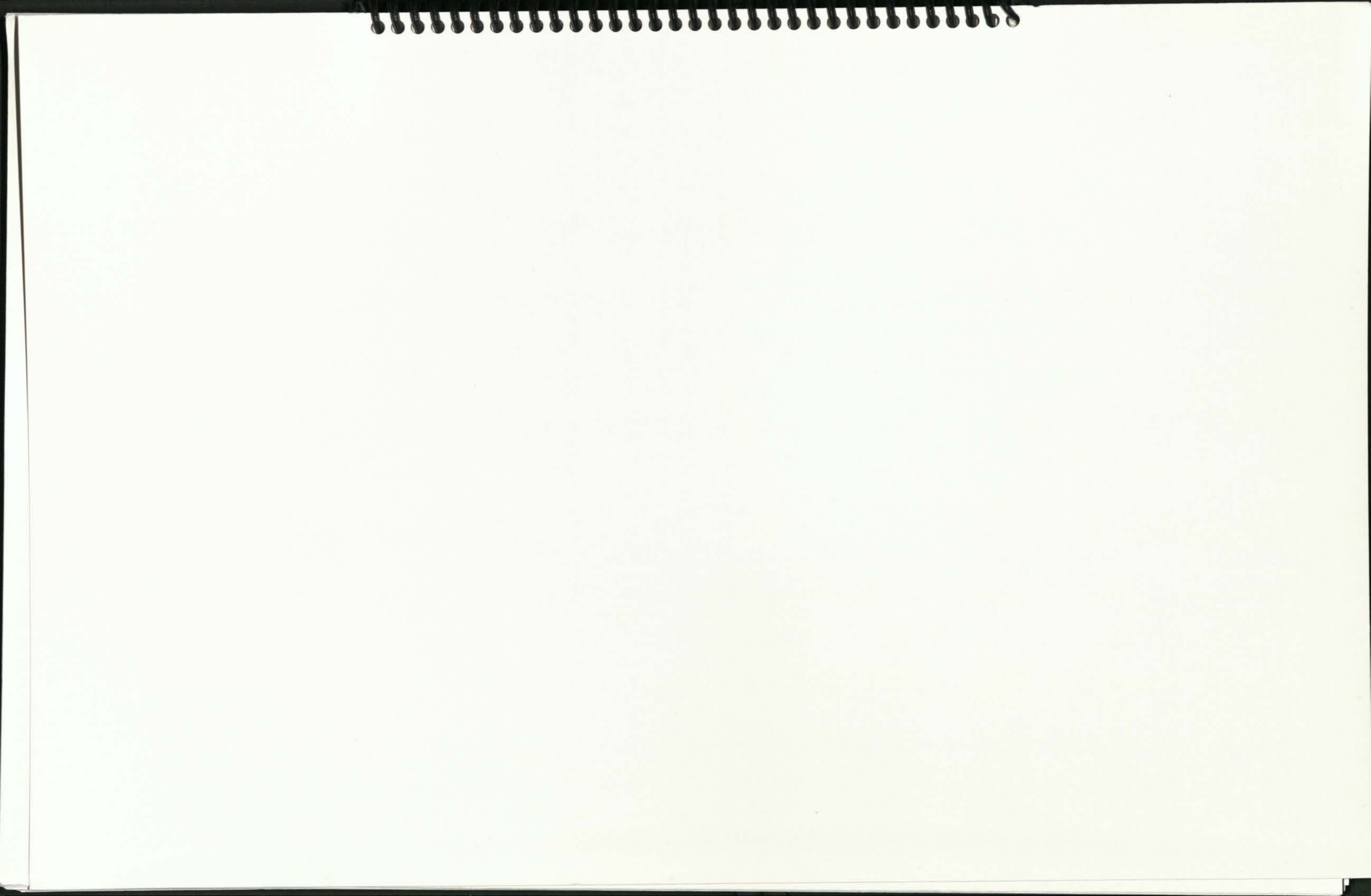
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