

Wall Street Journal: Venture Capital Dispatch

The Daily Start-Up: OMG, Are You Watching This Show?

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With people now regularly tweeting and Facebooking while they watch TV shows, “It’s turning the entire world into a focus group,” says the CEO of Bluefin Labs Inc., [which just raised a \\$6 million Series A](#) led by Redpoint Ventures. The company hopes to use all that real-time content to help advertisers better target their audiences.

Cervin Ventures used to be called Matterhorn Ventures, until partners found out about an Indian firm with the same name. With that mountain safely turned into a molehill, the firm is [raising its first institutional fund](#), targeting \$20 million. The Fremont, Calif.-based firm will invest \$500,000 and up in companies that are “two guys and a PowerPoint.”

Also, Verve Wireless has acquired Deconstruct Media in the latest mobile-ad consolidation move, Spiracur Inc. has raised \$35 million for its wound treatment, and Battery Ventures Partner Ramneek Gupta has left the firm to pursue other interests, causing a shift in how the firm will handle its India investments.

(VentureWire is a daily newsletter with comprehensive analysis of all the investments, deals and personnel moves involving start-ups and their venture backers. For a two-week trial, [click here.](#))

Elsewhere around the Web:

A study says it costs marketers \$1.07 to acquire a Facebook fan, which gives brands permission to market directly to that Facebook user, [reports Wall Street Journal blog Digits.](#)

Former Facebook executive Dave Morin has fresh capital for his social networking site [Path](#), which describes itself as a “personal network,” enabling people to interact with a small group of close friends and family. Index Ventures and Kleiner Perkins Caufield & Byers jumped aboard for the [start-up’s \\$8.65 million Series A round.](#)

Demand for H-1B visas, issued to skilled foreign workers whom many start-ups court, [was the slowest in seven years.](#) Weaker demand from employers as well as more jobs and higher salaries for tech workers in India are to blame. Onerous rules for visa applicants are also a factor.

Clean-technology investing in the U.S. rose 8% in 2010, to nearly \$4 billion, according to [the latest Ernst & Young LLP analysis](#) of Dow Jones Venture Source data. This was a bit below the overall growth rate for U.S. investment in venture-backed companies, [which grew 11%](#), according to VentureSource.