

# Center *for an* Urban Future

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## 2012 NYC DIGITAL START-UP INDEX

This NYC Digital Startup Index was created by Nicholas Chung and Eric Blair-Joannou. The accompanying New Tech City report was written by Jonathan Bowles and David Giles. Additional research by Evan Lacher. Design by Ahmad Dowla.

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We also acknowledge the helpful support we received from the members of an advisory board created for this project. Advisory board members, who provided suggestions and guidance but were not asked to endorse the final study, included: John Borthwick, CEO, Betaworks; Maria Gotsch, CEO, NYC Investment Fund; Brad Hargreaves, co-founder, General Assembly; Jennifer Hensley, executive director, ABNY; Paul Hurley, CEO of ideeli; Jalak Jobanputra, managing director, RTP Ventures; Lawrence Lenihan, managing director, First Mark Capital; Hilary Mason, chief scientist, bit.ly; Heidi Messer, co-founder, Collective[i]; Danny Moon, CEO, UpNext; Andrew Rasiej, chair, NY Tech Meetup; Frank Rimalovski, managing director, NYU Innovation Venture Fund; David Rose, Founding Chair, New York Angels; and Marissa Shorestein, President, AT&T - New York.

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The Center for an Urban Future is an NYC-based policy institute dedicated to highlighting the critical opportunities and challenges facing New York and other cities, and providing fresh ideas and workable solutions to policymakers. The Center's primary focus is on growing and diversifying the local economy, expanding economic opportunity and targeting problems facing low-income and working-class neighborhoods. The Center does this through publishing fact-based research reports that are accessible to a wide audience and holding high-profile policy forums. For more information or to sign up for our monthly e-mail bulletin, visit [www.nycfuture.org](http://www.nycfuture.org).

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## ABOUT THE NYC DIGITAL START-UP INDEX

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This index provides a new level of detail about the explosion of digital start-ups founded in New York City over the past five years. We publish it at a time when there has been growing excitement about New York's tech sector, but very little data on how many tech start-ups there are in the city, how big they are and where they are located.

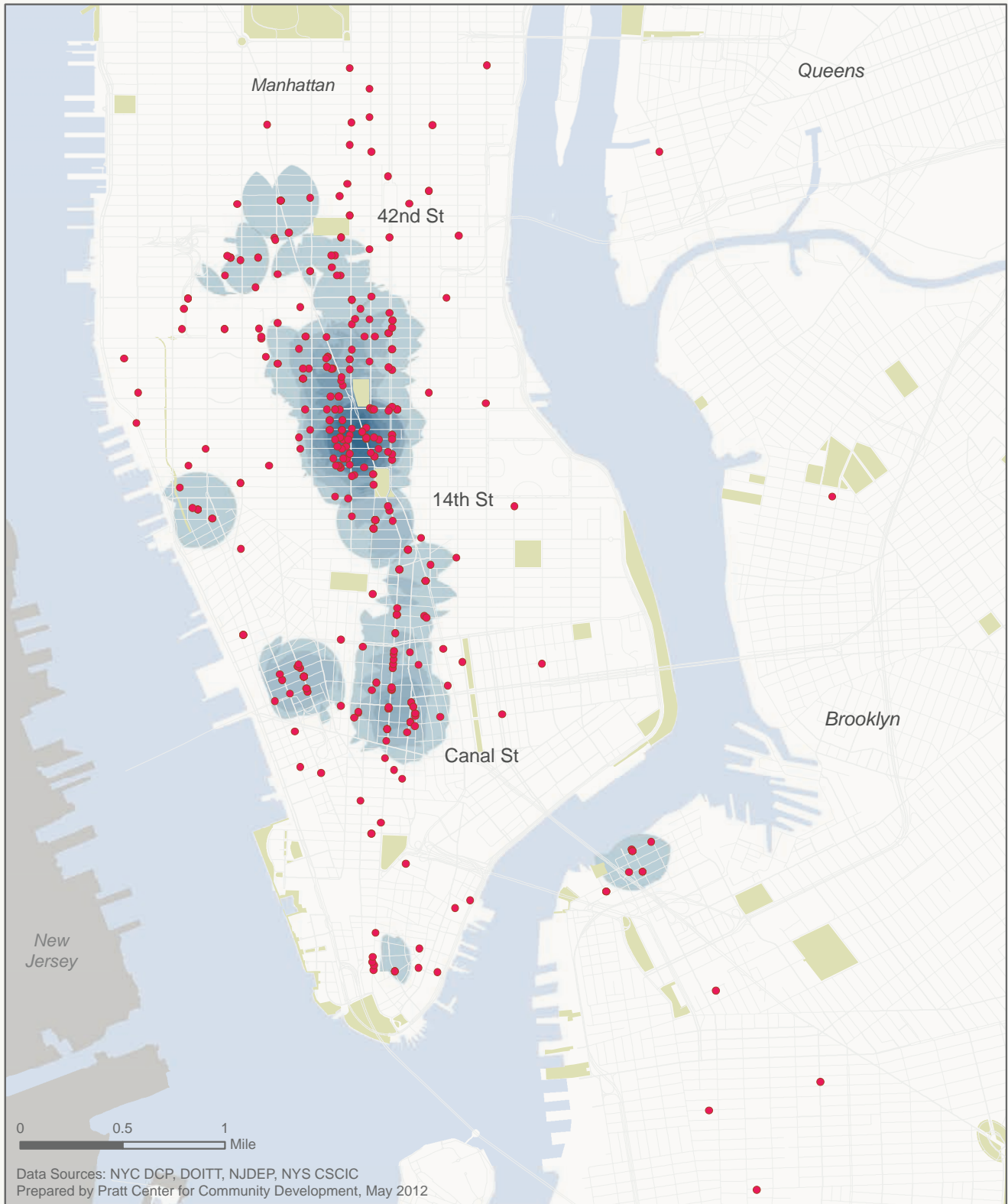
Our index includes 486 digital start-ups based in the city that were founded since 2007 and have received funding from angel investors, venture capitalists or other outside sources of capital. We decided to focus only on "funded" digital start-ups not because outside financing is the best indication of a start-up's success, but because we thought that narrowing the pool of companies would allow for better accuracy. As it is, we are sure our count missed a number of start-ups. A vast majority of these firms are still in existence, but a few of them have expired, were bought out by a bigger firm or changed names.

The index accompanies the Center for an Urban Future's study, "New Tech City." Together, we hope that our research and analysis has shed some light on this fast-growing and increasingly important part of New York's economy.



# MAPPING NYC'S DIGITAL START-UPS

The map below shows that the more than 400 digital start-ups on our NYC Digital Start-up Index where we could find company addresses are clustered in a handful of neighborhoods—mainly in Manhattan and Dumbo.



# NYC DIGITAL START-UP INDEX SUMMARY FINDINGS

Below are the summary findings from our New York City Digital Start-Up Index, a list of the digital start-ups based in the city that were founded since 2007 and have received funding from angel investors, venture capitalists or other outside sources of capital.

START-UPS BY YEAR	
Year	Start-ups Founded
2007	97
2008	87
2009	83
2010	118
2011	85
2012*	14

\* Through April 2012

NYC START-UPS BY SECTOR, 2007-2012	
Sector	Start-ups Founded
Ad Tech	63
Digital Media	121
E-Commerce	103
Ed Tech	20
Fin Tech	33
Health Tech	19
Social Networking	79

START-UPS BY BOROUGH	
Borough	Start-ups Founded
Manhattan	431
Brooklyn	27
Queens	5

STARTUPS BY ZIP CODE	
10010	56
10003	55
10013	51
10001	44
10011	36
10012	34
10016	27
10018	23
10014	20
10036	18
11201	18
10019	8
10004	7
10022	6
10017	5
10024	5
10005	4
10007	4
10023	4
10002	3
10038	3
10065	3
11101	3
11215	3
10006	2
10009	2
10021	2
10110	2
10020	1
10025	1
10026	1
10028	1
10128	1
10154	1
10178	1
10280	1
11206	1
11211	1
11217	1
11226	1
11231	1
11237	1
11368	1
11375	1

START-UP SECTOR COMPARISONS BY YEAR						
Sector	2007	2008	2009	2010	2011	2012
Digital Media	33	23	20	19	24	2
E-Commerce	14	13	20	27	26	3
Social Networking	10	15	9	25	18	2
Ad Tech	18	13	14	14	2	2
Fin Tech	6	10	5	8	3	1
Ed Tech	1	5	4	6	4	0
Health Tech	7	1	1	5	4	1

START-UPS THAT HAVE RECEIVED THE MOST FUNDING SINCE 2007	
Gilt Groupe	\$221M
Tumblr	\$125M
ZocDoc	\$95M
2tor	\$90.8M
Buddy Media	\$90M
Foursquare	\$71.4M
AppNexus	\$65.5M
ideeli	\$64.8M
Knewton	\$54M
Fab	\$51.3M

NYC DIGITAL START-UPS BY LEVEL OF FUNDING	
Over \$50M	10
Btwn \$25 and \$50M	13
Btwn \$10 and \$25M	59
Btwn \$5 and \$10M	56
Btwn \$1 and \$5M	152
Less than \$1M	99

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
10gen	Between 30 and 40	2008	Manhattan	10012	Other
20x200	Less than 1	2007	Manhattan	10012	E-Commerce
2tor	More than 50	2008	Manhattan	10011	Ed Tech
33Across	Between 20 and 30	2007	Manhattan	10001	AdTech
5minmedia	Between 10 and 20	2007	Manhattan	10011	Digital Media
72Lux - 2008	Less than 1	2008	Manhattan	10016	E-Commerce
ActivePath	Between 10 and 20	2007	Manhattan	10001	E-Commerce
Acustom	Less than 1	2011	Manhattan	10013	E-Commerce
AdaptiveBlue	Between 20 and 30	2007	Manhattan	10013	Social Networking
Adaptly	Between 1 and 10	2010	Manhattan	10010	AdTech
Adcentricity	Between 1 and 10	2007	Manhattan	10016	AdTech
AdKeeper	Between 40 and 50	2010	Manhattan	10016	Adtech
Admeld	Between 30 and 40	2007	Manhattan	10010	Adtech
AdoTube	Between 1 and 10	2007	Manhattan	10010	Adtech
AdSafe	Between 10 and 20	2009	Manhattan	10003	Adtech
ADstruc	Between 1 and 10	2009	Manhattan	10013	Adtech
Adtuitive	Between 1 and 10	2008	Manhattan	10016	Adtech
Aereo	Between 20 and 30	2012	Queens	11101	Digital Media
AfterSteps	Less than 1	2010	Manhattan	10001	Digital Media
AHALife	Between 1 and 10	2009	Manhattan	10012	E-Commerce
Aidin	Less than 1	2011	Manhattan	10013	Health Tech
Altruik	Between 1 and 10	2009	Manhattan	10018	E-Commerce
Amicus	Less than 1	2010	Manhattan	10010	FinTech
Anyclip	Between 1 and 10	2008	Manhattan	10003	Digital Media
Apaptly	Between 1 and 10	2010	Manhattan	10010	AdTech
AppAddictive	Less than 1	2011	Manhattan	10001	Social Networking
AppFirst	Between 1 and 10	2009	Manhattan	10011	E-Commerce
AppNexus	More than 50	2007	Manhattan	10010	AdTech
AppsSavvy	Between 10 and 20	2008	Manhattan	10012	AdTech
Appy Couple	Less than 1	2011	Manhattan	10036	Social Networking
art.sy	Between 1 and 10	2009	Manhattan	10010	Digital Media
ArtandSeek	Less than 1	2007			E-Commerce
Article One Partners	Between 1 and 10	2008	Manhattan	10022	Health Tech
Artists Wanted	Between 1 and 10	2007	Brooklyn	11237	Social Networking
Artspace.com	Between 1 and 10	2011	Manhattan	10001	E-Commerce
Assured Labor	Between 1 and 10	2008	Manhattan	10003	Social Networking
Aviary	Between 1 and 10	2007	Manhattan	10001	Other
AxialMarket	Between 1 and 10	2009	Manhattan	10003	FinTech
Bamboom Labs	Between 1 and 10	2011	Queens	11101	Digital Media
BankSimple	Between 10 and 20	2009	Brooklyn	11201	FinTech
Bantam Live	Between 1 and 10	2008	Manhattan	10012	FinTech
BaubleBar	Between 1 and 10	2010	Manhattan	10003	E-Commerce
Behind the Burner	Less than 1	2008	Manhattan	10110	Digital Media
Benchmark Solutions	Between 1 and 10	2011	Manhattan	10178	FinTech
BestVendor	Less than 1	2011	Manhattan	10013	E-Commerce

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
Betterfly	Between 1 and 10	2010	Manhattan	10016	Social Networking
Betterment	Between 1 and 10	2008	Manhattan	10003	FinTech
Big Think	Undisclosed	2008	Manhattan	10011	Digital Media
BillGuard	Between 1 and 10	2010	Manhattan	10014	FinTech
BirchBox	Between 10 and 20	2010	Manhattan	10001	E-Commerce
Bit.ly	Between 10 and 20	2008	Manhattan	10014	Digital Media
Bondsy	Less than 1	2011	Brooklyn	11201	Social Networking
Boxcar	Less than 1	2009	Manhattan	10010	Digital Media
Boxee	Between 20 and 30	2008	Manhattan	10001	Digital Media
BragThis	Undisclosed	2008			Social Networking
Brilig	Between 1 and 10	2009	Manhattan	10013	Adtech
Buddy Media	More than 50	2007	Manhattan	10001	AdTech
BuyWithMe	Between 20 and 30	2009	Manhattan	10014	E-Commerce
Buzzd	Between 1 and 10	2007	Manhattan	10003	Digital Media
BuzzFeed	Between 20 and 30	2008	Manhattan	10010	Digital Media
BuzzTable	Less than 1	2011	Brooklyn	11201	E-Commerce
Callaway Digital Arts	Between 1 and 10	2010	Manhattan	10038	Other
CallTrackingFox	Less than 1	2012	Manhattan	10018	AdTech
CampGurus	Less than 1	2011	Manhattan	10018	E-Commerce
canv.as	Between 1 and 10	2010	Manhattan	10012	Social Networking
CarZen	Less than 1	2008	Manhattan	10001	E-Commerce
Catchpoint Systems	Between 1 and 10	2008	Manhattan	10001	FinTech
CB Insights	Less than 1	2009	Manhattan	10013	FinTech
Centrl	Less than 1	2008	Manhattan	10001	Social Networking
Centzy	Less than 1	2010	Manhattan	10002	E-Commerce
ChallengePost	Between 1 and 10	2009	Manhattan	10014	Social Networking
chango	Between 1 and 10	2008	Manhattan	10016	AdTech
ChartBeat	Between 1 and 10	2009	Manhattan	10014	Other
ChatID	Less than 1	2011	Manhattan	10003	Social Networking
ChloeandIsabel	Between 1 and 10	2011	Manhattan	10013	E-Commerce
Cinchcast	Between 1 and 10	2011	Manhattan	10017	Digital Media
Cinchifieds	Less than 1	2012	Manhattan	10036	E-Commerce
CipherHealth	Undisclosed	2009	Manhattan	10018	Health Tech
CityMaps	Between 1 and 10	2010	Manhattan	10065	Digital Media
CityPockets	Less than 1	2010	Manhattan	10001	E-Commerce
Classivity	Less than 1	2011	Manhattan	10018	Ed Tech
Clifton Charles	Undisclosed	2008	Manhattan	10013	E-Commerce
Clothes Horse	Less than 1	2011	Manhattan	10010	E-Commerce
Codecademy	Between 1 and 10	2011	Manhattan	10012	Ed Tech
Cognection	Less than 1	2010	Manhattan	10018	E-Commerce
Comixology	Less than 1	2007	Manhattan	10010	Digital Media
COMPANY	Between 1 and 10	2011	Manhattan	10011	Social Networking
Condition ONE	Less than 1	2010	Brooklyn	11206	Digital Media
Conductor	Between 10 and 20	2007	Manhattan	10003	Digital Media
Contently	Between 1 and 10	2010	Manhattan	10019	E-Commerce

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
Cookstr	Undisclosed	2008	Manhattan	10038	Digital Media
Coursehorse	Less than 1	2011	Manhattan	10036	Ed Tech
Covestor	Between 10 and 20	2007	Manhattan	10018	FinTech
Craft Coffee	Less than 1	2010	Manhattan	10019	E-Commerce
CreativeWorx	Less than 1	2011	Manhattan	10024	Digital Media
CREOPoint	Undisclosed	2008	Manhattan	10022	Social Networking
CrispyGamer	Between 1 and 10	2008	Manhattan	10018	Digital Media
CrowdTap	Between 1 and 10	2009	Manhattan	10003	Digital Media
CrowdTwist	Between 1 and 10	2009	Manhattan	10010	Other
DailyWorth	Between 1 and 10	2009	Manhattan	10003	FinTech
Datadog	Less than 1	2010	Manhattan	10001	Other
DateMySchool	Between 1 and 10	2010	Manhattan	10004	Social Networking
Demdex	Between 1 and 10	2008	Manhattan	10001	FinTech
Designer Pages	Less than 1	2008	Manhattan	10001	E-Commerce
Dibsie	Less than 1	2010	Manhattan	10016	Social Networking
Dispatch.io	Less than 1	2011	Manhattan	10011	Other
Docracy	Less than 1	2011	Brooklyn	11201	Digital Media
DoodleDeals	Between 1 and 10	2009	Manhattan	10012	E-Commerce
DOTGO	Between 1 and 10	2007	Manhattan	10023	Other
DoubleVerify	Between 40 and 50	2009	Manhattan	10001	AdTech
Drama Fever	Between 1 and 10	2009	Manhattan	10018	Digital Media
Dramafever	Between 1 and 10	2009	Manhattan	10018	Digital Media
Drop.io	Between 1 and 10	2007	Brooklyn	11201	Social Networking
EachScape	Between 1 and 10	2009	Manhattan		Other
EcoLogic Solutions	Undisclosed	2008	Manhattan	10013	Other
Ecological	Between 1 and 10	2010	Manhattan	10013	Other
EnergyHub	Between 10 and 20	2007	Brooklyn	11215	Other
Enterproid	Between 10 and 20	2010	Manhattan	10018	FinTech
Escapeer	Less than 1	2008	Manhattan	10036	Digital Media
Estimize	Less than 1	2011	Manhattan	10128	FinTech
Evidon	Between 1 and 10	2009	Manhattan	10036	AdTech
Evisors	Less than 1	2010	Manhattan	10014	Social Networking
Ex.fm	Between 1 and 10	2010	Manhattan	10012	Digital Media
Examville	Between 1 and 10	2007	Manhattan	10004	Ed Tech
Exclusively.In	Between 10 and 20	2010	Manhattan	10003	E-Commerce
Expert Planet	Less than 1	2008	Manhattan	10003	AdTech
Extension Entertainment	Between 1 and 10	2010	Manhattan	10012	Digital Media
EyeView	Between 10 and 20	2007	Manhattan	10003	AdTech
Eyeviewdigital	Between 1 and 10	2007	Manhattan	10011	Digital Media
Fab	More than 50	2011	Manhattan	10018	E-Commerce
Fancy Hands	Between 1 and 10	2010	Manhattan	10013	E-Commerce
FanFeedr	Less than 1	2008	Brooklyn	11201	Digital Media
FashionStake	Acquired	2010	Manhattan	10018	E-Commerce
Fashism	Between 1 and 10	2010	Manhattan	10010	Social Networking

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
Fast Society	Less than 1	2009	Manhattan	10003	Social Networking
Fasterpants	Less than 1	2010	Queens	11368	E-Commerce
Fig Food Co.	Less than 1	2009			E-Commerce
Finomial Corporation	Between 1 and 10	2012	Manhattan	10001	Other
FITiSt	Less than 1	2010	Manhattan	10011	Health Tech
FledgeWing	Less than 1	2007	Manhattan	10003	Digital Media
FluidInfo	Between 1 and 10	2010	Manhattan	10014	Other
Fondu	Less than 1	2010	Manhattan	10001	Digital Media
Food52	Less than 1	2009	Manhattan	10010	Digital Media
For Your Imagination	Between 1 and 10	2007	Manhattan	10001	Digital Media
Forgetful Gentleman	Less than 1	2008	Manhattan	10016	E-Commerce
FourSquare	More than 50	2009	Manhattan	10012	Social Networking
Frame	Less than 1	2011			E-Commerce
Fridge	Less than 1	2010			Social Networking
Friendslist	undisclosed	2011			Social Networking
GameChanger	Between 1 and 10	2009	Manhattan	10003	Other
General Assembly	Between 1 and 10	2010	Manhattan	10010	Ed Tech
GetGlue	Between 20 and 30	2009	Manhattan	10011	Social Networking
Gilt Groupe	More than 50	2007	Manhattan	10016	E-Commerce
Go Try it On	Between 1 and 10	2009	Manhattan	10011	Social Networking
Gojee	Between 1 and 10	2011	Manhattan	10013	E-Commerce
Good Health Advertising	Between 1 and 10	2007			Adtech
Goodsie (HiiDef)	Between 1 and 10	2009	Manhattan	10280	E-Commerce
GramercyOne	Between 10 and 20	2010	Manhattan	10010	E-Commerce
Group Commerce	Between 20 and 30	2010	Manhattan	10012	E-Commerce
Grouper	Less than 1	2010			Social Networking
GroupMe	Between 10 and 20	2010	Manhattan	10010	Social Networking
Grovo	undisclosed	2010	Manhattan	10011	Ed Tech
H.Bloom	Between 1 and 10	2010	Manhattan	10010	E-Commerce
Hashable	Between 1 and 10	2010	Manhattan	10011	Social Networking
Healogica	Less than 1	2007			Health Tech
Health Guru	Between 1 and 10	2007	Manhattan	10012	Health Tech
Hitviews	Between 1 and 10	2007	Manhattan	10003	AdTech
Honestly Now Inc.	Undisclosed	2010	Manhattan	10001	Social Networking
Hot Potato	Between 1 and 10	2009	Brooklyn	11211	Social Networking
Hotlist	Less than 1	2010	Manhattan	10013	Social Networking
HowAboutWe	Between 10 and 20	2010	Brooklyn	11201	Social Networking
Howcast	Between 10 and 20	2008	Manhattan	10012	Social Networking
Hunch	Between 10 and 20	2007	Manhattan	10010	AdTech
HyperPot	Less than 1	2008	Manhattan	10019	Other
Hyperpublic	Between 1 and 10	2010	Manhattan	10014	Digital Media
I Had Cancer	Less than 1	2011	Manhattan	10001	Health Tech
Icouch	Less than 1	2010	Manhattan	10013	Health Tech
ideeli	More than 50	2007	Manhattan	10013	E-Commerce



START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
i-ella	undisclosed	2010	Manhattan	10013	E-Commerce
Ignighter	Between 1 and 10	2008	Manhattan	10003	Social Networking
iLevel	Between 1 and 10	2008	Manhattan	10154	FinTech
Image Space Media	Between 1 and 10	2008	Manhattan	10003	AdTech
Imbookin	Undisclosed	2008	Manhattan	10011	E-Commerce
Immersive Labs	Less than 1	2010	Manhattan	10007	AdTech
inbed.me	Between 1 and 10	2011	Manhattan	10019	Social Networking
InBedMe	Between 1 and 10	2011	Manhattan	10010	E-Commerce
Indaba Music	undisclosed	2007	Manhattan	10012	Social Networking
Indiewalls	Less than 1	2011	Manhattan	10018	E-Commerce
Innovid	Between 10 and 20	2007	Manhattan	10012	AdTech
Instinctiv	Between 1 and 10	2007	Manhattan	10013	Digital Media
Intelligize	Between 1 and 10	2007	Manhattan	10016	FinTech
Intent Media	Between 1 and 10	2009	Manhattan	10014	AdTech
Interclick	Between 10 and 20	2007	Manhattan	10011	AdTech
InTheGlo	Less than 1	2008	Manhattan	10001	E-Commerce
Introspectr	Between 1 and 10	2010	Brooklyn	11201	Social Networking
Irrive	undisclosed	2011	Manhattan	10001	Digital Media
ITB Holdings	Less than 1	2008	Manhattan	10013	FinTech
jango	undisclosed	2007	Manhattan	10012	Digital Media
JetSetter	Between 1 and 10	2009	Manhattan	10011	Digital Media
JIBE	Between 1 and 10	2010	Manhattan	10011	Other
JinglePunks Music	Less than 1	2008	Manhattan	10010	Digital Media
Jobulous	Less than 1	2008	Manhattan	10036	Social Networking
Joor	Between 1 and 10	2011	Manhattan	10010	E-Commerce
Jux	Between 1 and 10	2011	Manhattan	10013	Digital Media
Kapitall	Between 1 and 10	2008	Manhattan	10003	FinTech
Kaptur	Between 1 and 10	2011	Manhattan	10001	Digital Media
KeepIdeas	Less than 1	2011	Manhattan	10014	Social Networking
Kickstarter	Between 1 and 10	2009	Manhattan	10002	FinTech
Kingfish Labs	Less than 1	2011	Manhattan	10012	Social Networking
Knewton	More than 50	2008	Manhattan	10003	Ed Tech
Know Your Meme	Acquired	2008	Manhattan	10012	Digital Media
Kogeto	Less than 1	2010	Manhattan	10013	Digital Media
Kroll Bond Rating Agency	Between 10 and 20	2010	Manhattan	10022	FinTech
Krossover	Between 1 and 10	2008	Manhattan	10023	Digital Media
Kwiclick	Undisclosed	2008	Manhattan	10021	Digital Media
LearnVest	Between 20 and 30	2007	Manhattan	10003	FinTech
LetGive	Less than 1	2011	Manhattan	10036	E-Commerce
LetMeGo	undisclosed	2007	Manhattan	10019	E-Commerce
Let's Wombat	Less than 1	2012	Manhattan	10036	Social Networking
Letsgiftit	Less than 1	2010	Manhattan	10001	Social Networking
Lexeem	Less than 1	2010			Other
LifeBooker	Between 1 and 10	2007	Brooklyn	11201	Health Tech

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
LifeEnsured	Less than 1	2010	Manhattan	10013	Health Tech
Live Gamer	Between 30 and 40	2007	Manhattan	10012	E-Commerce
LiveIntent	Between 10 and 20	2009	Manhattan	10007	AdTech
Livestream	Between 10 and 20	2007	Manhattan	10011	Digital Media
LocalBonus	Less than 1	2011	Manhattan	10013	E-Commerce
LocalResponse	Between 1 and 10	2010	Manhattan	10001	Adtech
LocalVox	undisclosed	2010	Manhattan	10005	AdTech
LongTail Video	undisclosed	2007	Manhattan	10011	Digital Media
Loosecubes	Between 1 and 10	2010	Brooklyn	11201	Social Networking
Lore	Between 1 and 10	2010	Manhattan	10013	Ed Tech
Lot18	Between 10 and 20	2010	Manhattan	10016	E-Commerce
Lover.ly	Less than 1	2011	Manhattan	10003	Digital Media
Lua Technologies	Less than 1	2010	Manhattan	10036	Social Networking
LuckyChic	Less than 1	2012	Manhattan	10013	E-Commerce
m6d	Between 20 and 30	2007	Manhattan	10003	AdTech
MadMimi	Less than 1	2008	Brooklyn	11215	AdTech
Magnetic	Between 1 and 10	2008	Manhattan	10036	AdTech
MakerBot	Between 1 and 10	2009	Brooklyn	11217	Other
Market Factory	Between 1 and 10	2007	Manhattan	10013	FinTech
Marketsharing	Between 1 and 10	2011	Manhattan	10001	E-Commerce
Markover	Less than 1	2011	Manhattan	10003	Social Networking
Matchbook	Less than 1	2010	Manhattan	10010	Digital Media
Meddik	Less than 1	2011	Manhattan	10013	Health Tech
MediaLets	Between 1 and 10	2008	Manhattan	10011	AdTech
MediaMath	Between 20 and 30	2007	Manhattan	10018	AdTech
MediaMorph	Between 1 and 10	2007	Manhattan	10001	Digital Media
Medivo	Between 1 and 10	2010	Manhattan	10004	Health Tech
meetMoi	Between 1 and 10	2007	Manhattan	10012	Social Networking
Mixel	Less than 1	2011	Manhattan	10003	Social Networking
Moat	Between 1 and 10	2010	Manhattan	10017	AdTech
Mob Intent	Less than 1	2010	Manhattan	10010	AdTech
Mobli	Between 1 and 10	2010	Manhattan	10006	Digital Media
Moda Operandi	Between 1 and 10	2010	Manhattan	10016	E-Commerce
Modelinia	Between 1 and 10	2008	Manhattan	10010	Digital Media
Moogi	Less than 1	2008	Manhattan	10013	Digital Media
Movable Ink	Between 1 and 10	2010	Manhattan	10010	AdTech
Moveline	Less than 1	2012	Manhattan	10003	Other
MoviePass	Between 1 and 10	2011	Manhattan	10012	E-Commerce
My Damn Channel	Between 1 and 10	2007	Manhattan	10018	Digital Media
My eShoe	Less than 1	2008	Manhattan	10010	E-Commerce
MyCityWay	Between 1 and 10	2009	Manhattan	10014	Digital Media
MyNines	Less than 1	2009	Manhattan	10016	E-Commerce
MyStudiyo	Between 1 and 10	2007	Manhattan	10024	E-Commerce
MyWealth	Between 1 and 10	2008	Manhattan	10005	Ed Tech

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
Nabfly	Less than 1	2011	Manhattan	10010	Digital Media
Nestio	Less than 1	2011	Manhattan	10003	Digital Media
Neverware	Undisclosed	2010	Manhattan	10019	Other
News.me	Undisclosed	2011	Manhattan	10014	Digital Media
NewsCred	Between 1 and 10	2008	Manhattan	10010	E-Commerce
Next New Networks	Between 20 and 30	2007	Manhattan	10010	Digital Media
Nodejitsu	Less than 1	2010	Manhattan	10003	Other
nRelate	undisclosed	2009	Manhattan	10013	Other
numberFire	Less than 1	2010	Manhattan	10003	Digital Media
Offerpop	Between 1 and 10	2009	Manhattan	10018	AdTech
Ogmento	Between 1 and 10	2009	Manhattan	10012	Other
Olapic	Less than 1	2010	Manhattan	10013	Social Networking
Onepager	Less than 1	2011	Manhattan	10013	E-Commerce
OneTxt	Between 1 and 10	2007	Manhattan	10016	AdTech
OneWire	Between 10 and 20	2007	Manhattan	10022	Other
OnSwipe	Between 1 and 10	2010	Manhattan	10011	AdTech
OpenSky	Between 10 and 20	2009	Manhattan	10011	E-Commerce
Ordr in	Less than 1	2010	Brooklyn	11231	E-Commerce
organized wisdom	Between 1 and 10	2007	Manhattan	10023	Health Tech
OwnEnergy	Between 10 and 20	2007	Brooklyn	11201	Other
Oyster	Between 20 and 30	2007	Manhattan	10021	Digital Media
Paddle8	Between 1 and 10	2011	Manhattan	10013	E-Commerce
Pandaly	Less than 1	2011			E-commerce
Panelfly	Undisclosed	2008	Manhattan	10014	Digital Media
Parvidea	Between 1 and 10	2007	Manhattan	10001	Digital Media
Paperless Post	Undisclosed	2008	Manhattan	10011	Digital Media
parse.ly	Between 1 and 10	2009	Manhattan	10018	AdTech
Path101	Less than 1	2008	Manhattan	10010	Other
Patient Communicator	Less than 1	2012	Manhattan	10013	Health Tech
Payfone	Between 30 and 40	2008	Manhattan	10010	E-Commerce
PayPerks	Undisclosed	2008	Manhattan	10010	FinTech
Peek	Between 20 and 30	2007	Manhattan	10011	Other
Percolate	Between 1 and 10	2011	Manhattan	10012	AdTech
PerformLine	Undisclosed	2008	Manhattan	10010	AdTech
Pickie	Less than 1	2012	Manhattan	10003	Social Networking
Pictela	Between 1 and 10	2008	Manhattan	10003	AdTech
Pictorious	Less than 1	2011	Manhattan	10065	Digital Media
Pictour	Less than 1	2011	Manhattan	10022	Social Networking
Picturelife	Less than 1	2012	Manhattan	10012	Digital Media
Piictu	Less than 1	2011	Manhattan	10003	Digital Media
Pinch Media	Less than 1	2008	Manhattan	10010	AdTech
Pingg	Between 1 and 10	2007	Manhattan	10003	Digital Media
Pixable	Between 1 and 10	2009	Manhattan	10013	Digital Media
Pixel Paddock	Between 1 and 10	2011	Brooklyn	11226	Digital Media

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
PlaceVine	Less than 1	2007		10007	AdTech
Playmatics	Between 1 and 10	2009	Manhattan	10011	Digital Media
plyfe	Between 1 and 10	2011	Manhattan	10013	Digital Media
PontiFlex	Between 1 and 10	2008	Brooklyn	11201	AdTech
PopDust	Between 1 and 10	2011	Manhattan	10010	Digital Media
Poppin	Between 1 and 10	2009	Manhattan	10011	E-Commerce
PostHelpers	Less than 1	2010			Social Networking
Precision Health Media	Between 1 and 10	2007	Manhattan	10016	Health Tech
Pricing Engine	Less than 1	2011	Manhattan	10014	AdTech
Producteev	Between 1 and 10	2008	Manhattan	10065	Other
Profitably	Between 1 and 10	2010	Manhattan	10010	FinTech
Public Stff	Less than 1	2010	Manhattan	10022	Other
Q-Sensei	Between 1 and 10	2007	Brooklyn	11201	Digital Media
Quirky	Between 20 and 30	2009	Manhattan	10012	Social Networking
Qwiki	Between 10 and 20	2009	Manhattan	10003	Digital Media
RCRDLBL	Between 10 and 20	2007	Manhattan	10013	Digital Media
RealDirect	Between 1 and 10	2009	Manhattan	10010	Other
rebel monkey	Between 1 and 10	2007	Manhattan	10011	Digital Media
RecordSetter	Between 1 and 10	2008	Manhattan	10003	Digital Media
Red Rover	Less than 1	2008	Manhattan	10010	Ed Tech
Reducify	Less than 1	2010			Other
Rent the Runway	Between 30 and 40	2009	Manhattan	10013	E-Commerce
Rentenna	Undisclosed	2011	Manhattan	10014	Digital Media
RentHop	Undisclosed	2009			Digital Media
ReviewSpotter	Less than 1	2007	Manhattan	10036	E-Commerce
Rewind.me	Less than 1	2011	Manhattan	10003	Other
RightsFlow	Between 1 and 10	2007	Manhattan	10011	FinTech
Risktail	Less than 1	2010			Other
Roboinvest	Undisclosed	2010	Manhattan	10013	FinTech
Rock the Post	Less than 1	2010	Manhattan	10013	Social Networking
Rocketboom	Between 1 and 10	2007	Manhattan	10024	Digital Media
Roomorama	Between 1 and 10	2008	Manhattan	10003	E-Commerce
Sailthru	Between 1 and 10	2008	Manhattan	10003	Social Networking
SalesCrunch	Between 10 and 20	2010	Manhattan	10003	Social Networking
Savored	Between 1 and 10	2010	Manhattan	10011	E-Commerce
SawhorseMedia	Undisclosed	2007	Brooklyn	11201	Social Networking
Schoolology	Between 1 and 10	2009	Manhattan	10001	Ed Tech
Scientific Media	Between 1 and 10	2007	Manhattan	10023	Digital Media
Scoop St.	Acquired	2009	Manhattan	10003	E-Commerce
ScrollMotion	Less than 1	2008	Manhattan	10001	Digital Media
Seamless Receipts	Between 1 and 10	2009	Manhattan	10016	AdTech
SeatGeek	Between 1 and 10	2009	Manhattan	10013	E-Commerce
SeeToo	Between 1 and 10	2007		10001	Digital Media
Send the Trend	Between 1 and 10	2010	Manhattan	10110	E-Commerce



START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
Shapeways	Between 10 and 20	2007	Manhattan	10016	E-Commerce
Shelby.TV	Between 1 and 10	2011	Manhattan	10010	Digital Media
ShopKeep	Between 1 and 10	2008	Manhattan	10004	FinTech
ShopKeep.com	Between 1 and 10	2008	Manhattan	10004	E-Commerce
ShowMe	Less than 1	2009	Manhattan	10010	Ed Tech
ShuttleCloud	Less than 1	2010	Manhattan	10007	Other
SideTour	Between 1 and 10	2011	Manhattan	10001	Digital Media
SignPost	Between 1 and 10	2009	Manhattan	10013	E-Commerce
Silicon Alley Insider	Between 1 and 10	2007	Manhattan	10010	Digital Media
SimpleReach	Between 1 and 10	2010	Manhattan	10010	Social Networking
SimulMedia	Between 10 and 20	2008	Manhattan	10012	AdTech
Single Platform	Between 1 and 10	2009	Manhattan	10004	Digital Media
Sitesimon	Between 1 and 10	2010	Manhattan	10016	Digital Media
Skillshare	Between 1 and 10	2010	Manhattan	10013	Ed Tech
SkillSlate	Between 1 and 10	2009	Manhattan	10001	AdTech
Skymarker	Less than 1	2010			Other
Slader	Between 1 and 10	2009	Manhattan	10012	Ed Tech
Smallknot	Less than 1	2012	Brooklyn	11201	FinTech
Smartling	Between 10 and 20	2009	Manhattan	10016	Ed Tech
Snapette	Between 1 and 10	2011	Manhattan	10003	Social Networking
Social Amp	Acquired	2009	Manhattan	10013	AdTech
SocialBomb	Less than 1	2008	Manhattan	10010	Social Networking
SocialFlow	Between 1 and 10	2009	Manhattan	10014	Other
SocialGuide	Between 1 and 10	2010	Brooklyn	11201	Social Networking
Sociocast	Between 1 and 10	2010	Manhattan	10001	AdTech
Sojo Studios	Between 1 and 10	2010	Manhattan	10003	Digital Media
Sollega	Less than 1	2009	Manhattan	10013	E-Commerce
Solvate	Between 10 and 20	2007	Manhattan	10013	E-Commerce
Solvemedia	Undisclosed	2009	Manhattan	10001	AdTech
Someecards	Less than 1	2007	Manhattan	10003	E-Commerce
Sonar.me	Less than 1	2010	Manhattan	10001	Social Networking
Songza	Undisclosed	2007	Queens	11101	Digital Media
SpaBooker	Less than 1	2007	Manhattan	10001	E-Commerce
SpeakerText	Less than 1	2008	Manhattan	10026	Digital Media
Spling	Less than 1	2011			Digital Media
SponsorHub	Less than 1	2010	Manhattan	10003	E-Commerce
Spontaneously	Less than 1	2011	Manhattan	10011	Social Networking
SpotlessCity	Less than 1	2011	Brooklyn	11201	E-Commerce
SpotOn	Less than 1	2010	Manhattan	10036	Digital Media
Sprinklr	Between 1 and 10	2008	Manhattan	10001	Social Networking
Stack Exchange	Between 10 and 20	2008	Manhattan	10006	Social Networking
Stamped	Between 1 and 10	2011	Manhattan	10003	Social Networking
STELLAService	Between 1 and 10	2009	Manhattan	10011	E-Commerce
StepOut	Between 1 and 10	2008	Manhattan	10003	Social Networking

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
stickK	Between 1 and 10	2007	Manhattan	10016	Other
StickyBits	Between 1 and 10	2009	Manhattan	10003	Digital Media
StockTouch	Less than 1	2011	Manhattan	10003	FinTech
Stray Boots	Less than 1	2008	Manhattan	10036	E-Commerce
Style For Hire	Between 1 and 10	2010	Brooklyn	11215	E-Commerce
StyleCaster	Between 1 and 10	2007	Manhattan	10001	Digital Media
Stylt	Less than 1	2011	Manhattan	10036	Digital Media
Sulia	Between 1 and 10	2009	Manhattan	10011	Digital Media
Svpply	Less than 1	2009	Manhattan	10013	E-Commerce
Synaptic Digital	Between 1 and 10	2010	Manhattan	10017	AdTech
Taboola	Between 10 and 20	2007	Manhattan	10014	Digital Media
TagMan	Between 1 and 10	2007	Manhattan	10001	AdTech
Tapad	Between 1 and 10	2010	Manhattan	10018	AdTech
TapFame	Less than 1	2011	Manhattan	10036	Digital Media
TargetSpot, Inc.	Between 10 and 20	2007	Manhattan	10010	AdTech
TasteSpace	Less than 1	2007	Manhattan	10016	E-Commerce
TayKey	Between 10 and 20	2009	Manhattan	10011	AdTech
Texting.ly	Less than 1	2010	Manhattan	10009	AdTech
The Daily Meal (Spanfeller Media Group)	Between 1 and 10	2010	Manhattan	10010	Digital Media
The Echo System	Undisclosed	2010	Manhattan	10010	E-Commerce
The Fancy (ThingD)	Between 10 and 20	2011	Manhattan	10013	Digital Media
ThinkEco Inc.	Between 1 and 10	2008	Manhattan	10016	Other
Thumb	Between 1 and 10	2010	Manhattan	10011	Social Networking
Thwapr	Between 1 and 10	2007	Manhattan	10014	Social Networking
Tiger Trade	Undisclosed	2010	Manhattan	10013	FinTech
Timehop	Between 1 and 10	2011	Manhattan	10010	Social Networking
Tip or Skip	Between 1 and 10	2012	Manhattan	10018	E-Commerce
TiqIQ	Between 1 and 10	2009	Manhattan	10010	E-Commerce
TotSpot	Acquired	2008			Digital Media
Totsy	Between 1 and 10	2009	Manhattan	10011	E-Commerce
ToVieFor	Less than 1	2009	Manhattan	10005	E-Commerce
TraceVector	Between 1 and 10	2010	Queens	11375	Other
Tracx	Between 1 and 10	2008	Manhattan	10019	Social Networking
TravelMuse	Between 1 and 10	2007	Manhattan	10004	Digital Media
Triple Lift	Less than 1	2012	Manhattan	10036	AdTech
TrustCloud	Less than 1	2009	Manhattan	10036	Digital Media
Truveris	Between 10 and 20	2011	Manhattan	10013	Health Tech
Tumblr	More than 50	2007	Manhattan	10016	Digital Media
TuneSat	Between 1 and 10	2007	Manhattan	10019	Digital Media
Turf	Less than 1	2011	Manhattan	10014	Other
TurnTable.fm	Between 1 and 10	2011	Manhattan	10003	Social Networking
TurnTo Networks	Less than 1	2007	Manhattan	10024	Social Networking
Tutorspree	Between 1 and 10	2010	Manhattan	10024	Ed Tech

START-UP/ COMPANY	INVESTMENT (IN MILLIONS)	YEAR FOUNDED	BOROUGH	ZIP CODE	CATEGORY
TV Interactive Systems	Undisclosed	2009	Manhattan	10020	Digital Media
Umami	Between 1 and 10	2010	Manhattan	10018	Digital Media
Unigo	Between 1 and 10	2008	Manhattan	10016	Ed Tech
Upcompany (Rakedin)	Between 1 and 10	2008	Manhattan	10018	FinTech
UpNext	Less than 1	2007	Manhattan	10009	Digital Media
Urban Cargo	Less than 1	2011	Manhattan	10014	E-Commerce
Urban Interns	Less than 1	2009	Manhattan	10017	Social Networking
Urgent Career	Undisclosed	2007	Manhattan	10016	Other
Urgent Group	Less than 1	2007	Manhattan	10016	Fintech
Urtak	Less than 1	2008	Manhattan	10002	Digital Media
UsherBuddy	Less than 1	2011			E-Commerce
Vaultive	Between 10 and 20	2009	Manhattan	10005	Other
Veri	Less than 1	2011	Manhattan	10011	Ed Tech
VisualRevenue	Between 1 and 10	2010	Manhattan	10001	Digital Media
Vostu	Between 40 and 50	2007	Manhattan	10003	Social Networking
Voxy	Between 1 and 10	2010	Manhattan	10003	Ed Tech
VYou	Between 1 and 10	2009	Manhattan	10012	Social Networking
Wander	Between 1 and 10	2011	Manhattan	10003	Social Networking
WanderFly	Between 1 and 10	2009	Manhattan	10013	Digital Media
WANT! (skymarker)	Less than 1	2012			Other
Wantworthy	Between 1 and 10	2010	Manhattan	10038	Digital Media
WarbyParker	Between 10 and 20	2010	Manhattan	10012	E-Commerce
Watchitoo	Undisclosed	2007	Manhattan	10018	Social Networking
Webook	Between 1 and 10	2007	Manhattan	10016	Digital Media
WebThriftStore	Less than 1	2010	Manhattan	10011	E-Commerce
WebVet	Undisclosed	2007	Manhattan	10028	Health Tech
Wee Web	Less than 1	2008	Manhattan	10010	Social Networking
WeShow	Between 1 and 10	2007	Manhattan	10017	Digital Media
WeWork Labs	Between 1 and 10	2011	Manhattan	10013	E-Commerce
Wind Analytics	Between 1 and 10	2008	Brooklyn	11201	Other
Winito Athletics	Less than 1	2010	Manhattan	10025	Other
Wizpert	Less than 1	2011	Manhattan	10036	Digital Media
Workube	Less than 1	2008	Manhattan	10012	Social Networking
Xtify	Between 1 and 10	2009	Manhattan	10012	Digital Media
Yapp	Undisclosed	2011	Manhattan	10001	Other
Yelli, Inc.	Between 1 and 10	2011	Manhattan	10012	E-Commerce
Yieldbot	Between 1 and 10	2010	Manhattan	10010	Digital Media
Yipit	Between 1 and 10	2010	Manhattan	10010	E-Commerce
YouAre.tv	Between 1 and 10	2009	Manhattan	10010	Digital Media
YouGift	Between 1 and 10	2010	Manhattan	10010	E-Commerce
Zaarly	Between 10 and 20	2011	Manhattan	10010	E-Commerce
Zeel	Between 1 and 10	2010	Manhattan	10003	Health Tech
zipmark	Between 1 and 10	2010	Manhattan	10010	FinTech
Zoc Doc	More than 50	2007	Manhattan	10012	Health Tech

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