



Press Release - embargo until 1 August 2012, 8am PST

## **Silk raises \$1.6MM in a seed round led by NEA**

**Amsterdam, The Netherlands – August 1, 2012** – Silk, a powerful way to visualize, store and share content-rich information, today announced the completion of a \$1.6 million seed funding round led by leading global venture capital firm New Enterprise Associates (NEA) with participation from existing Silk investor Atomico and three additional investors. The company will use this round of funding to further expand the team and scale up infrastructure and development efforts.

“We are working hard to make it easy to create and search structured information,” said Salar al Khafaji, CEO and co-founder of Silk. “We are thrilled that NEA has chosen to partner with us in this endeavor and that Atomico has followed up on their investment from last year. It is another exciting milestone for Silk in a year of rapid growth.”

Silk's technology has been in development since 2009. The company announced its first funding round in April 2011 and one month later won the “Best overall startup” award at The Next Web Conference. The service launched in open beta in May this year. To sign up for Silk, visit <http://silkapp.com>.

“In a time of information overload, it can be an overwhelming challenge to effectively share and search structured information,” said Pete Sonsini, General Partner, NEA. “We’re impressed with Silk’s vision and with the technology the team has developed, which we believe will have a great impact on the way people will use structured information.”

Mattias Ljungman, Partner at Atomico said: "Silk is fast, this is crucial in a world where people crave instant information."

Additional backers in the round are Anil Hansjee, a well known angel and advisor to many companies including Fon who previously served as Google's head of corporate development EMEA; Jens Christensen, a private investor best known for his role as CEO of Ellerdale (acquired by Flipboard); and Philippe Cases, an angel investor and entrepreneur, currently CEO of Spoke Software.

## **Silk**

Silk is a place to store, share and find information that is important to you. Share those special places in Madrid [1], the video games you are playing [2] or the length of your children as they grow [3]. Public transport companies can use Silk to find patterns in their delays. Human rights organizations can keep track of violations by governments. Investors like NEA use Silk to publish their investment portfolio [4].

The information in a Silk site is shared with those who are interested, but also remains available to be searched and used in the future. Silk helps you make sense of this information and thereby better understand the world around you.

[1] <http://madrid.silkapp.com>

[2] <http://mybacklog.silkapp.com>

[3] <http://is.gd/JZtXJH>

[4] <http://nea.silkapp.com>

## **NOTES TO EDITORS**

### **About Silk**

Silk is a web-based platform that allows users to store, share and find information that is important to them. It's a convenient way to keep track of your favorite places, movies or recipe, but also a place to store information related to a project. The information can be shared with

others in real-time, but can also be searched and visualized in advanced ways to generate specific overviews.

*Website: <http://www.silkapp.com>*

*Team: <http://www.silkapp.com/about>*

*Blog: <http://blog.silkapp.com>*

*Engineering blog: <http://engineering.silkapp.com>*

*Twitter: <http://twitter.com/silkapp>*

### **About New Enterprise Associates**

New Enterprise Associates, Inc. (NEA) is a leading venture capital firm focused on helping entrepreneurs build transformational businesses across multiple stages, sectors and geographies. With more than \$13 billion in committed capital, NEA invests in information technology, healthcare and energy technology companies at all stages in a company's lifecycle, from seed stage through IPO. The firm's long track record includes more than 170 portfolio company IPOs and more than 290 acquisitions, including investments in technology leaders like Data Domain, CareerBuilder, Diapers.com, Fusion-io, Groupon, Juniper, Macromedia, Salesforce.com, and TiVo. In the U.S., NEA has offices in the Washington, D.C. metropolitan area; Menlo Park, California; and New York City. In addition, New Enterprise Associates (India) Pvt. Ltd. has offices in Bangalore and Mumbai, India and New Enterprise Associates (Beijing), Ltd. has offices in Beijing and Shanghai, China.

*Website: <http://www.nea.com>*

*Twitter: <http://twitter.com/neavc>*

*Silk: <http://nea.silkapp.com>*

### **About Atomico**

Atomico is an international technology investment firm, focused on helping the world's most disruptive technology companies reach their full potential on a global scale. Founded by Niklas Zennström, the co-founder of Skype, Atomico has become the investor of choice for ambitious entrepreneurs due to the unique international network, and ability to help companies operationally. Headquartered in London with offices in Beijing, São Paulo, Tokyo and Istanbul, it has so far invested in more than 50 companies on four continents. Some of the team's investments include category leaders such as Rovio, Jawbone, Fab, Klarna and Skype.

*Website: <http://www.atomico.com>*

*Twitter: <http://twitter.com/atomicoventures>*

### **About Anil Hansjee**

Anil Hansjee was until recently Head of M&A for Google EMEA, responsible for over \$450m of deals. Anil closed deals such as BeatThatQuote, Global IP Solutions & Ubiquisys. Anil is currently an Advisor to LEPE Partners and the VC/PE funds EQT, Founders-Club and Creandum. He is an investor/advisor to FON, CultureLabel, StoryBricks, Fantasy Shopper, Grand Cru, Zattikka, Game Analytics, The Charity Engine, Bookingbug, Sine Wave Company, RollUp Media, Digital Vega FX, Seedcamp & 500 Startups. Prior to Google, he was at IDG Ventures, investing in Lionhead & Shazam. Anil has a BSc in AI, MSc in Finance and an Hon Doc in Computing. He is also a policy advisor to the BCS and a UK Government "techcity" champion.

*LinkedIn:* <http://www.linkedin.com/in/ahansjee>

*Twitter:* <https://twitter.com/ahansjee>

### **About Jens Christensen**

Jens Christensen is an entrepreneur and angel investor. His latest company, Ellerdale, developed cutting-edge real-time semantic technology and was acquired by Flipboard in 2010. Earlier, he co-founded PostModern Computing and served as its CEO for five years, until its merger with Visigenic where he continued on as CTO and board member through its IPO in 1996 and subsequent sale to Borland. He was also co-founder and first CEO of WebSwap. His angel investments, past and present, include Silk, Euclid Elements, Triposo, Castiron Systems (IBM), and SayNow (Google). Jens holds a PhD in computer science from Stanford University and a BA from Columbia University.

*LinkedIn:* <http://www.linkedin.com/pub/jens-christensen/0/849/820>

### **About Philippe Cases**

Philippe Cases is an entrepreneur as well as an investor, both as Venture Capitalist and Angel Investor. He spends his time at the intersection of the web, analytics and data with successful investments over time such as Rightpoint (acq. by Epiphany), Adknowledge (acq. by CMGI), Inquiria (acq. By Oracle), Vue Technology (acq by Tyco International). [Philippe](#) has been more recently CEO of Spoke Software, the business information company, and seats on the board of Jaspersoft, the world most widely used Business Intelligence software, and VentureBeat, which provides news for forward thinking entrepreneurs. Philippe attended the Engineering

School of Mines in Nancy, France and is a Sloan Fellow from the Stanford Graduate School of Business where he graduated with Master of Science in Management.

*Spoke: <http://www.spoke.com/people/philippe-cases-4db630fd91a343625900000b>*

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