

Skift Factsheet

May 15, 2013, Embargoed until 9 am ET.

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The announcement:

Skift has an additional \$1.1 million in seed funding. This brings the total funds raised to more than \$1.5 million.

Funds will be used to ...

- Double Skift's staff: hiring additional developers, audience development, editorial and sales professionals
- Expand Skift's current portfolio of news, insight, data, tools and services

This funding round is led by Lerer Ventures. It includes four other seed funds, a number of new angels, and expanded participation from some previous angels.

New funds: [Lerer Ventures](#), [Ironfire Angel](#), [MESA+](#), [Advancit Capital](#), [Growlab](#)+[LX Ventures](#) (investing together)

New angels (alphabetical): [Jason Calacanis](#), [Michael Cunniff](#), [Duncan Jennings](#), [Sean Keener](#), [Shakil Khan](#), [Martin Nisenholtz](#), [Paul Noglows](#), [Michael Yavonditte](#)

They join investors from last summer: [Chris Ahearn](#), [Luke Beatty](#), [Gordon Crovitz](#), [Craig Forman](#), [Jim Friedlich](#), [Tom Glocer](#), [Vishal Gondal](#), [Jason Hirschhorn](#), [Peter Horan](#), [David Lerner](#), [Alan Meckler](#), [Mohamed Nanabhay](#), [Sanjay Parthasarathy](#), [Amol Sarva](#), [Chris Schroeder](#), and few undisclosed investors.

Eric Hippeau, Managing Director, Lerer Ventures, on Skift's investment: "At a time when investors are leery of both travel companies and content companies, Rafat and the Skift team have created a model that's immediately viable and valuable. Skift sees the business of information differently and it's impressive that they are showing rapid traction."

Progress since launch:

Skift is well on its way to becoming *the* lingo in the travel industry.

Audience growth. The Skift brand will have more than half a million unique users in May 2013, across all platforms. A full 25% of Skift's audience traffic now comes from mobile; the new m.skift.com has been praised for its unique visual design and app-like reading experience.

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Audience influence. Skift users are more likely to be executives and managers from leading brands, such as Expedia, Priceline, JetBlue, Starwood, Loews, Kayak, Qatar Airways, Lonely Planet, Conde Nast, Amadeus, American Express, Sabre, Airbnb, American Airlines, Travel Channel, and more.

Brand impact. Since launch, Skift has broken every major story in online travel and travel media, and increasingly in the larger travel sphere as well.

Not surprisingly, Skift's reporting has been cited in every major English-language media brand, including *The New York Times*, BBC News, CNN, *Los Angeles Times*, *The Guardian*, *Sydney Morning Herald*, *Time*, NPR, *Washington Post*, *USA Today*, Engadget, Fox News and more. Skift's experts have been interviewed for television, radio, magazines, newspapers, and websites.



Skift has licensing and distribution partnerships with CNNTravel.com, NBCNews.com, LinkedIn, Advertising Age, Flipboard and Quartz.

Additional services. We've launched the first two in our series of new services.

- **Skift Reports.** In January, we launched the first Skift Report, the very well-received "[13 Global Travel Trends for 2013](#)"
- **SkiftSocial.** In February we launched [SkiftSocial](#) a new social data dashboard for brands in the global travel industry. The dashboard combines metrics from Facebook, Twitter, Instagram, Klout and YouTube.

Competitive position. After just nine (9) months, Skift is already among the top travel news and information industry sites. It will soon be the largest overall.

About Skift and the opportunity

Travel news and information offers a tremendous opportunity. With a \$6.5 trillion contribution to GDP and 260

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million jobs, **travel – made up of tourism, hospitality, transport & leisure – is the world's largest industry.**

Skift is a travel intelligence company that offers news, information, data and services to professionals in the travel industry and professional travelers to help them make smart decisions about travel. We're creating a next-generation data- and information-heavy crossover media company built to break out of the vertical media ghetto and scale to its true potential.

For more on Skift's vision, see "[Building a Business Information in 2013](#)." The presentation was originally given as a keynote to the American Business Media Association's 2013 annual conference. CEO Rafat Ali also writes on travel trends for [LinkedIn's Influencers program](#).



The Skift team:

Rafat Ali, founder and CEO, founded paidContent in 2002. The company grew from a blog-in-a-bedroom to 30 people, with four different sites and multiple conferences. It was sold to Guardian Media in 2008, and subsequently sold in 2012 to GigaOm group. Follow [@rafat](#).

Jason Clampet is an online travel specialist who ran Frommers.com's original content efforts and editorial partner relationships. Prior to Frommer's, Jason ran websites for Citysearch.com for almost six years and wrote guidebooks for Rough Guides. Follow [@jasonclampet](#).

Additional staff:

[Dan Nguyen](#), Head of Data; [Dennis Schaal](#), News Editor; [Samantha Shankman](#), Reporter