



This Week's Deal Review

November 6, 2017

Here's a review of some recent deals in the media sector:

Tosca Musk-founded startup raises \$4.8 Million

Passionflix is the provider of a \$5.99-per-month streaming service focused on romance films. The company, which launched its product in September, was co-founded by Tosca Musk, the sister of Elon Musk. Kimbal Musk—the third Musk sibling and a fellow entrepreneur—participated in the new \$4.75 million funding, per TechCrunch.

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Vice Launches Broadly Films to Finance Female Filmmakers

The multimillion-dollar initiative will place an emphasis on providing financing and distribution for projects from Middle Eastern filmmakers. Vice Media is planning to invest in female filmmakers through a new multiyear initiative to finance and distribute projects from women around the world.

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Brat Raises \$10 Million

Brat announced that it has closed a \$10 million funding round led by A. Capital. NBA star Kevin Durant has invested in Brat through his The Durant Company, while previous investors also contributed to the latest round, including Lerer Hippeau Ventures, Advancit Capital, and BoxGroup — who had previously invested \$2.5 million in a seed round, according to Recode.

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CNN Plans to Offer Subscriptions for Digital News Next Year

Two years ago, an employee in CNN's digital news group in New York decided to attach rearview mirrors to her desk near the team's "war room," where a real-time display shows web traffic to CNN.com stories. She wanted to be ready just in case network president Jeff Zucker decided to drop by.

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Here's a review of some recent deals in the IoT sector:

Broadcom offers to acquire Qualcomm for \$70 per share

Following rumors over the weekend, chipmaker Broadcom has today confirmed it has approached wireless chipmaker Qualcomm with an acquisition offer that values the company at \$130 billion (including \$25 billion of net debt).

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Apple offers more bonds to finance its \$300 billion capital return program

Apple just started selling new bonds in order to finance a share buyback program and dividends for shareholders, as Bloomberg spotted in a filing. This is counterintuitive, as Apple is sitting on a big pile of cash and probably doesn't need to issue bonds. But most of the company's cash is outside of the U.S.

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Snap picks up VC-backed adtech company

Snap has reportedly acquired adtech startup Metamarkets. Founded in 2010, the company's platform allows marketers to measure the performance of ad campaigns. The startup had raised roughly \$43 million in equity financing from the likes of Founder Collective and Khosla Ventures. Shares of Snap (NYSE: SNAP) gained 5% Friday.

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Ayla Networks raises \$60 million in Series D funding

Ayla Networks, a Sunnyvale, Calif.-based Internet of Things platform-as-a-service company, raised \$60 million in Series D funding. Run Liang Tai Fund and Sunsea Telecommunications Co. Ltd led the round.

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Instart Logic raises \$30 million in funding

Instart Logic, a Palo Alto, Calif.-based company focusing on cloud, web and mobile application performance, raised \$30 million in funding. ST Telemedia led the round.

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Lunar Wireless raises \$4.1 million in funding

Lunar Wireless, a Detroit, MI-based mobile carrier that offers a data plan with no monthly fees, has launched nationwide with \$4.1M in funding. 8VC led the round.

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Testim raises \$5.6 million in Series A funding

Testim, a provider of machine learning-based test automation software, has raised \$5.6 million in Series A funding. Lightspeed Venture Partners led the round.

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3YourMind raises \$12 million in Series A funding

Berlin-based 3YourMind, a provider of software solutions for industrial 3D printing, has raised \$12 million in Series A funding. Unternehmertum Venture Capital Partners led the round.

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Arbe Robotics closes \$9 million funding round

Tel Aviv and Tokyo-based Arbe Robotics, a provider of high-resolution radar for self-driving cars, has closed \$9 million in funding. O.G. Tech Ventures and OurCrowd led the round with participation from return backers Canaan Partners, iAngels and Taya Ventures.

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Vemba raises \$6 million in Series A round

Video distribution platform Vemba has raised \$6 million in a series A-1 round, bringing its total funding to \$11 million. The new round was led by Time Warner Investments and SpotX, with existing investors Upfront Ventures and Bertelsmann Digital Media Investments participating as well.

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