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Silicon Forest
News on Oregon tech companies from The Oregonian's Mike Rogoway

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ShopIgniter lands \$3 million in venture backing, plus a new CEO

By **Mike Rogoway, The Oregonian**
March 03, 2010, 5:15AM

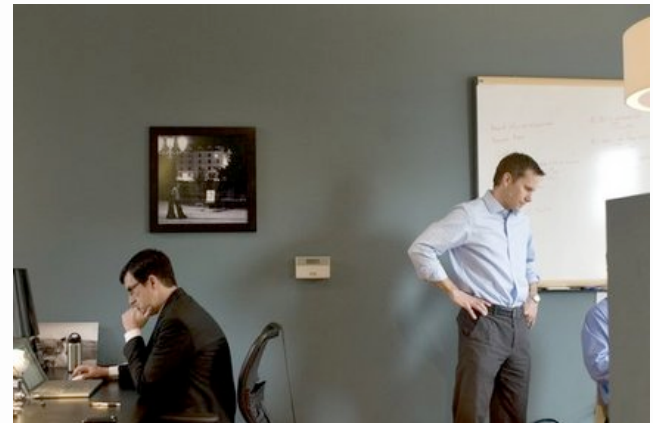


Photo by Beth Nakamura/The Oregonian

E-commerce startup ShopIgniter helps retailers track prospective customers on such sites as Twitter and Facebook. Alan Wizemann (left), one of the company's founders, and Matt Compton, its new chief executive, work out of an office in Southeast Portland.

Portland e-commerce startup **ShopIgniter** plans to announce this morning that it has landed \$3 million in venture investment to help market and expand its business.

ShopIgniter seeks to pair online retail with social networking, enabling retail clients to integrate their marketing with Facebook, Twitter and other popular social networking sites.

The funding is led by Seattle-based Madrona Venture Group, which was an early investor in Amazon.com among other online specialists. Madrona managing director Tom Alberg, who serves on Amazon's board, will also join ShopIgniter's.

In conjunction with the deal, Madrona venture partner Matt Compton, a former Yahoo vice president who moved to Portland in 2008, is leaving the venture firm to become ShopIgniter's chief executive.

"We think we're really going to shake up the online retail market," Compton said.

ShopIgniter helps retailers track prospective customers on Twitter and Facebook and offer them targeted discounts pegged to their social media portfolios.

ShopIgniter

Product: Online retail platform, specializing in marketing over social networks.

Founded: In 2008 by Jason Glover (design director), Dan Warner (chief technical officer) and Alan Wizemann (chief product officer). All three remain with the company.

Headquarters: Inner Southeast Portland.

Revenue: Not disclosed.

Employees: Nine.

New investment: \$3 million

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"We can bring retail right into Facebook," Compton said. "We really believe the social Web is the next (retail) channel."

NEW INVESTMENT. \$3 million in "Series A" funding, led by Seattle's Madrona Venture Group.

ShopIgniter, formerly known as Cularis Store, was founded two years ago by Alan Wizemann, Dan Warner and Jason Glover. All three will remain with the company following the deal.

As social networking has become increasingly popular online, a slew of related games and services have sprung up to tap into the emerging online communities.

For example, Portland-based Jive Software uses a social media format to facilitate collaboration within large businesses. A smaller Portland startup, Second Porch, helps vacation home owners market their properties on Facebook.

But business models around social media are still emerging, and even promising companies have a lot to prove. A venture-backed Portland company called **SplashCast shut down last year** after failing to land additional funding for its technology to stream video onto social media sites.

ShopIgniter will use its new funding to expand marketing and additional product features, according to Compton. The company has about 100 customers now and nine employees, he said, and wants to add significantly to each total this year.

"We have a product. We are ready to sell," Compton said. "The funding lets us ramp up sales and marketing and close on that business."

-- **Mike Rogoway**; twitter: [@rogoway](#)

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Posted by **travelanimal**
March 03, 2010, 9:05AM

I've never heard of ShopIgniter, but Madrona has an excellent track record. If this company can deliver targeted marketing opportunities to retailers--and the tool actually works--then they won't have any shortage of interested potential clients.

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Posted by **docmphd**
March 03, 2010, 3:21PM

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