



Early Stage Funding
During COVID, Media
Coverage Analysis

OVERVIEW

An analysis of VC funding media coverage and a look at recent companies who have struggled to get coverage around their early stage round.

Analysis and commentary on early-stage funding

Since COVID19, early stage funding coverage has slowed down and reporters have focused on later stage funding as well as VC matters around Covid-19.

According to [Angus Loten](#) of the Wall Street Journal, “Capital from seed-stage funding... has declined by about 22% globally since January ... [and] .. the total private-market funding for startups [is] at \$67 Billion in the first quarter, down from an initial forecast of \$77 Billion.” And Ditto reached out to over a dozen Tier One media reporters - ranging from The New York Times to Forbes - who all noted they are not covering early stage funding right now.

1) Venture Capitalist Reporters

Alex Konrad - Senior Editor at Forbes

About

Alex is a senior editor at Forbes covering venture capital, cloud and enterprise software out of New York. He edited the Midas List, Midas List Europe, Cloud 100 list and 30 Under 30 for VC. He is a Fortune Magazine and WNYC alum.

Summary of coverage: Since COVID, Alex has continued to largely write on later stage VC funding while also writing stories on how the tech industry is contributing to pandemic response and recovery.

April - May 2020 Coverage

- [Check-In Startup Envoy Has \\$20 Million In Fresh Funds And A New Mission: Safely Reopening Offices](#)
- [Figma Eyes Acquisitions, New Tools With \\$50 Million In Fresh Funding At \\$2 Billion Valuation](#)
- [VC Firm Lightspeed Raises \\$4 Billion In Startup Landscape Shaken By COVID-19](#)
- [The Pandemic Could Produce A New Generation Of Startups Say VCs](#) (Video)
- [Is Softbank's \\$100 Billion Vision Fund In Danger After WeWork Investments?](#) (Video)
- [Zoom's Pandemic Story And The Rise Of A New Billionaire](#) (Video)

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Marc Vartabedian - Venture Capital Reporter at The Wall Street Journal

About

Marc Vartabedian writes about startups and venture capital on the WSJ Pro Venture Capital team, specializing in coverage of the future of cities, focusing on investing trends in transportation, robotics and urban affairs.

Summary of coverage: Marc is still writing primarily on startups and funding, but along with funding news, he has been writing about challenges facing these companies as a result of COVID.

April-May 2020 Coverage

- [Venture Debt Set to Take Prominent Role](#)
- [Intel's Venture Arm Acquires Minority Stake in Analytics Startup](#)
- [5G Startup Movandi Raises \\$27 Million as Sector Turns Hot](#)
- [No Face-to-Face Before the Deal? Venture Firms Are Struggling With That](#)
- [Data Analytics Startup Dremio Raises \\$70 Million](#)

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Erin Griffith - Startup and Venture Capital Writer at The New York Times

About

Erin Griffith is a New York Times journalist based in the San Francisco bureau, where she reports on technology start-ups and venture capital.

Summary of coverage: Since COVID began, Erin has written more about how technology is integrated into pandemic life. She's still doing some coverage on VC funding, but even those are more focused on a company's relation to COVID.

April-May 2020 Coverage

- [This Was Supposed to Be the Year Driverless Cars Went Mainstream](#)
- [The Results Are In for the Sharing Economy. They Are Ugly](#)
- [Start-Ups Pursue 'Free Money' With Relief Funds, Prompting Backlash](#)
- [SoftBank's Troubles Deepen With Warning of \\$16.7 Billion Writedown](#)
- [Airbnb Raises \\$1 Billion to Stockpile Cash in Pandemic](#)
- [Notion, Maker of Collaboration Software, Raises \\$50 Million](#)

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2) Recent Series A Funding Announcements

TL:DR: Most of the Series A funding during Covid19 has slowed down with major outlets more focused on covering pandemic related stories. There are some startups with a moderate amount of coverage but that is often because of large names tangential to the company or how their product/service can be related to pandemic response and recovery.

Workvivo

Workvivo is an internal communications platform enabling organizations to share announcements and employee recognition, while offering like-minded community spaces for employees to interact with colleagues in a social media-like setting.

[Leading US tech entrepreneur invests €500,000 in Cork start-up](#) (Irish Times)

[TechCrunch](#), [Silicon Republic](#), [The Times UK](#), [Crunchbase News](#)

Orca Security

Orca was founded just last year in Israel by former Check Point Software Technologies executives and architects. Delivered as SaaS, Orca delivers deeper visibility into AWS, Azure, and GCP in a fraction of the time and cost.

[Orca Security Secures \\$20M Series A To Provide 'Frictionless' Cloud Security](#) (Crunchbase News)

[TechCrunch](#), [Security Boulevard](#)

Tehama

Tehama, launched in 2018, is an Ottawa-based startup that provides a cloud-based software solution for remote teams.

[Tehama Raises \\$14 Million Cad As It Looks To Address Demand For Remote Working Solutions](#) (betakit)

[Crunchbase News](#)

3) Ditto Client: Vise

Vise, an AI powered portfolio management platform, secured \$14.5 million in Series A funding, bringing the startup's total to \$16 million.

TL;DR: While start-ups struggled to get coverage around their Series A, Vise has been written about in trade outlets as well as major publications, with **12 pieces of coverage total**. There has been excellent coverage across outlets resulting in much higher visibility for the company than most other companies that are also having early stage funding during the pandemic.

- [Trillions are at stake in the retirement wars, and Vise nets \\$14.5M from Sequoia to manage it](#) (TechCrunch)
- [Sequoia Capital Leads \\$14.5 Million Series A in Financial Advisory Startup Vise](#) (WSJ Pro VC)
- [Sequoia Capital is betting zero commissions will transform wealth management — and it's placing a big bet on an AI-based stock-picking startup for financial advisers](#) (Business Insider)
- [Portfolio Management Platform Vise Closes \\$14.5M Fundraising Round](#) (FA Magazine)
- [Portfolio management platform Vise lands \\$14.5 million in funding](#) (Investment News)
- [‘Three Incredible Tailwinds’ Help Vise Raise Sequoia Capital-Led \\$14.5 Million](#) (Institutional Investor, RIA Intel)
- [Sequoia Capital-led \\$14.5M Series A Brings Vise Out Of Stealth](#) (CrunchBase)
- [Sequoia bets on two teens to transform adviser relationships](#) (Bank Innovation)
- [Vise, which provides a AI-powered app for investment advisors that helps them choose and personalize investment options for clients, raises \\$14.5M Series A](#) (Techmeme)
- [AI-Heavy Investment Fintech Raises \\$14.5M In Funding Round](#) (Law360)
- [AI for financial advisors platform Vise raises \\$14.5 million](#) (Finextra)