






# FORTUNE

What's Everyone Yelping About  
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## What's Everyone Yelping About?

Or is it digging? Or ninging? Zynga-ing? A rundown of some Web 2.0 startups getting a lot of buzz, if not necessarily a lot of revenues:

	WHAT IS IT?	WHO'S BANKROLLING IT?
<b>Digg</b>	Online-content-sharing site. Rumors persist that Google is interested in buying it.	\$11.3 million from Greylock and Omidyar Network 
<b>FriendFeed</b>	Customized content feed for your social-network page. Started by Google alumni.	\$5 million from company founders and Benchmark Capital 
<b>iLike</b>	Music recommendations and playlists on social-networking sites. Partnered with RealNetworks' music service Rhapsody.	\$13.3 million invested by Ticketmaster in 2006 
<b>Mint</b>	Free personal finance site. Think of it as a no-frills Quicken.	\$16.7 million from Benchmark, Shasta Ventures, and First Round Capital
<b>Ning</b>	Do-it-yourself social network—kind of like your own custom Facebook. Co-founded by serial entrepreneur Marc Andreessen.	\$104 million from Allen & Co. and Legg Mason 
<b>MyYearbook</b>	"Safe" social networking site for high schoolers.	\$18.6 million Norwest Venture Partners, US Venture Partners, and First Round Capital
<b>Yelp</b>	User-generated reviews and recommendations of restaurants, bars, and other local businesses. Now an iPhone application.	\$31 million from Benchmark and DAG Ventures 
<b>Zynga</b>	Free games—poker, blackjack, sudoku, and such—for Facebook, MySpace, and other social-networking sites.	\$29 million from various investors, including Kleiner Perkins and angel investor (and former MTV and AOL exec) Bob Pittman