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## Doppelganger Gets \$11M in New Funding

by Kristen Nicole

Doppelganger, the company that offers programmed virtual worlds for the teen demographic, has raised \$11 million in funding, led by new investor ComVentures, and existing investors Draper Fisher Jurveston, Trident Capital, Draper Richards, KPG Ventures and Greycroft Partners. That brings the grand total to \$25 million.

In addition, Michael Rolnick, a partner at ComVentures, has joined the Doppelganger Board of Directors. The company plans on using the funding for growing the business and gaining new members. Doppelganger is also seeking out relationships with media partners and brands.

It's most recently launched vSide, offering you a music virtual world for interacting with other users, sharing music, conversations and events in a digital creation. Similar to Second Life, you can make your own avatar and indulge in the city neighborhoods, public clubs, hotspots, stores, apartments, and studios for user interaction to take place in a virtual manner. vSide is even larger than Doppelganger's previous virtual world, The Music Lounge. Doppelganger is presenting itself to marketers as a niche environment to promote their brands, with virtual stores, including its community StarStyle.

StarDoll offers an online boutique for its virtual "paper doll" service, and Sears has recently partnered with Meez for a similar offering. VLES is another virtual world for the promotion of music artists.

The screenshot displays a web interface for vSide. At the top left, a video player shows a scene from a game with the text "Hang out at a club or party on the roof" and a "Download Now" button. To the right is a login form with fields for "Username" and "Password", a "Remember Me" checkbox, and a "GO" button. Below the login form is a red button that says "Click here to download vSide for free" with a target icon. The main content area has tabs for "Happening", "Playing", and "People". Under "Playing", there is a section titled "What's Playing in vSide" listing three games: "TINTAL (DELTA 1992) by Zahr Hassan" (1 user), "THINKS FR TH MEMES by Fall Out Boy" (101 users), and "THINKS FR TH MEMES (THE LINDENHALL PALACE REMIX) by Fall Out Boy" (4 users). On the left, there is a "kitson" logo and a "bridged new open" banner. On the right, there is a "NEW!" badge and a link "What's new in vSide? Click here".

<http://mashable.com/2007/08/13/doppelganger-funded/>