



### **Generate Lands \$6 Million in Funding**

By Daisy Whitney

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New-media production studio and talent management shop Generate said it has secured \$6 million in its first round of funding. The round was co-led by Velocity Interactive Group and MK Capital.

Generate will use the cash to fund new productions and to hire employees.

Specifically, the company is looking to expand its sales staff and to hire a director of sales, as well as business affairs and legal executives, said Jordan Levin, CEO of Generate.

In addition, the money will help fund new digital production, including the second installment of the popular Web series "Pink," about a female assassin. The show drew 4 million views in its first season, although Generate was not involved with it then.

"We think it's a concept that can extend beyond broadband," said Mr. Levin. "We are not shooting to be the highest volume supplier, but we want to be the highest-quality supplier of content."

With the new funds, Generate is producing two Web comedies, "LaQuisha" and "Knockers."