

Tom Wheeler
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

August 24, 2014

RE: MB Docket No. 14-57

Dear Chairman Wheeler:

I am the CEO of Versa, a startup innovating on business models for news with the first native marketing platform that allows brands and organizations to share substantive messages, instantly, within the context of relevant news. It's the power placement of an op-ed with the immediacy of a tweet.

We believe a thriving press is essential to an informed and engaged public. That's why we enable organizations of all sizes and publishers from blogs to newspapers to engage readers with high-quality, content-driven perspectives from issue experts and thought leaders. We are a burgeoning young company making a difference.

I am proud to say that Versa is funded by Comcast Ventures' Catalyst Fund, a venture fund investing in early-stage technology startups led by minority entrepreneurs. The Catalyst Fund is a pioneer. With incredible leadership at its helm, it is unique in its ability not only to make a difference through its investments in the communications landscape of our future, but also in how the doors of opportunity are opened to the breadth of thinkers, creators, doers, and makers who are looking to turn ideas into reality.

Through the Catalyst Fund, Comcast has made an invaluable commitment to our success, not only with its capital but also with its investment of time, networks, mentorship and insights. As a company it has demonstrated its commitment to supporting startups and innovative businesses, recognizing the value of new business models and the need to evolve ahead of the marketplace.

I ask the Commission to consider these comments as you evaluate the decision before you.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Keya', with a long, sweeping flourish extending to the right.

Keya Dannenbaum
CEO
Versa