

## Social Networking Goes Corporate

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Given the success of social-networking sites, it's no surprise that company executives in more conventional industries are looking to reach out to their customers using some of the slick features that have made the likes of Facebook so popular.

That's the premise behind [HiveLive](#), which on Wednesday closed a \$5.6 million first round of venture funding to help grow its business-focused social-networking software.

"Companies are looking for ways to engage their customers in meaningful long-term relationships," said HiveLive chief executive John Kembel in a statement.

The Boulder, Colorado, startup said its software helps businesses build "customer communities," improve communication with those customers, and strengthen brands.

Grotech Capital Group led the round, which brings HiveLive's total funding to \$7.8 million, and Grotech Partner Joseph Zell will join the startup's board of directors.