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The Daily Start-Up: Revenue Is Sexy

Save The Boobs - Very few Internet start-ups actually do good for society, but one company, SocialVibe, is set up simply to fill the coffers of charities. [Witness its latest campaign](#) called Men For Women Now, which through a Facebook application encourages people to send a message that pledges them to help fight against women's cancer, or what the campaign says, "save boobs." For every pledge that is accepted in this campaign, SocialVibe gives 25 cents to fund women's cancer research. Where does the money come from? Advertisers. It's worth noting that SocialVibe is a for-profit company backed by venture firms that takes a small cut of the funds to support its business.