**Cheddar Startup Brings Tech News, Stocks to Millennials**

Former Buzzfeed President Jon Steinberg is launching Cheddar, a media startup that delivers tech and stock news to business-savvy millennials. Early Snapchat backer Jeremy Liew joined Homebrew, WGI Group and others in contributing $3 million in funding for the company, which is focused on signing distribution deals with streaming services instead of banking on advertising revenue.

***Business Insider 2/19/16***

<http://www.businessinsider.com/jon-steinberg-launches-cheddar-tv-2016-2>