

**1.00%**  
APY\*

A HIGH-YIELD SAVINGS  
ACCOUNT FROM  
AMERICAN EXPRESS

LEARN MORE NOW



**PERSONAL SAVINGS**  
from American Express

Accounts offered by American Express Bank, FSB. MEMBER FDIC

**THE WALL STREET JOURNAL.**

WSJ.com

AUGUST 29, 2011, 10:58 AM ET

## The Daily Start-Up: DOE Cloaks Controversial Project Costs

Top stories in today's [VentureWire](#):

**The Department of Energy has removed from the public eye** the total cost of renewable energy projects backed by billions of dollars in federal loans, in response to requests from recipients, [VentureWire has learned](#). The DOE tells VentureWire it's seeking to protect trade secrets, but some lawyers are skeptical of the move. The loan guarantee program, which has come under fire by a Republican-controlled Congress, has committed more than \$30 billion to 42 renewable energy projects since 2009.

**International Business Machines Corp. Chief Executive Samuel J. Palmisano** [came to Silicon Valley this month](#) to meet with top venture capital firms and explore new ways to take advantage of shifts in "big data." IBM has focused on the importance of data for several years—since 2005 it has acquired 25 data analytics companies—but lately that focus has become more intense, according to IBM Vice President Rod Smith.

Also in today's [VentureWire](#): **Anthem Capital Management is winding down**, but Partner William Gust's entrepreneurial career is winding upward...**app search site Quixey Inc. has raised a \$3.8 million A round** to address the bottleneck of apps arising from the growth of smartphones...and **Personal Capital Inc. said it has raised \$27 million** to build a technology-enabled, consumer-focused financial-advisor website.

*(VentureWire is a daily newsletter with comprehensive analysis of all the investments, deals and personnel moves involving start-ups and their venture backers. For a two-week trial, [click here](#).)*

Elsewhere around the Web:

**Perhaps SEOMoz chief executive and co-founder Rand Fishkin** shouldn't have been so transparent about his start-up's fund-raising. [In a series of posts around the Web](#), Fishkin had chronicled his attempt at fund-raising, uncovering his company's finances, detailing his feelings about the "arduous, never-racking process," blabbing about investor interest, even posting a picture of a term sheet's signature line to show a financing was imminent. While we applaud Fishkin's transparency, [in a blog post today](#) he reveals why the funding round ultimately unraveled.

**San Francisco has a new grilled-cheese restaurant** thanks to Flip digital camera founder Jonathan Kaplan. As All Things Digital's Liz Gannes [points out](#), The Melt opened last week on 115 New Montgomery Street — and [Yelpers](#) so far give the restaurant two cheesy thumbs up. For reference, [here's our post](#) about **The Melt and its funding from Sequoia Capital**.

**"Hi, I'm Joanna Rees. And I'm running for mayor."** The 49-year-old former venture capitalist is [riding Muni in San Francisco](#) asking for voter support.



Art by Mike Lucas

Copyright 2008 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our [Subscriber Agreement](#) and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit [www.djreprints.com](http://www.djreprints.com)