

15 Startups With \$100 Million+ Valuations That Hardly Existed Last Year

12. Beachmint



Estimated Value: \$150 Million

Date founded: Late 2010

Business: Social commerce company where celebrities launch lines and products.

Location: Santa Monica, CA

More Info: [About Beachmint](#)

CEO: Josh Berman

Investors: New Enterprise Associates, Trinity Ventures, Lightbank, Scale Venture Partners, Stanford University, Anthem Venture Partners,



Beachmint founders Josh Berman and Diego Berdakin

Image: PR Newswire

Analysis: The startup raised \$23.5 million in June at a reported \$150 million valuation.

<http://www.businessinsider.com/15-valuable-startups-no-one-knew-about-last-year-2011-9#12-beachmint-4>