

## > VentureDeal Fast Facts

### About VentureDeal

- VentureDeal provides comprehensive venture intelligence tools at an affordable price to service firms, technology companies and venture investors.
- Subscribers search, view and download information on financing, M&A transactions and related contact information dating from 1.1.2003 to present.

### Website

- [www.VentureDeal.com](http://www.VentureDeal.com)

### Geographical Focus

- United States

### Typical Subscribers

- Service firms, start-up companies, venture capital firms, angel investment groups.

### Team

- Don Jones, Founder, is a veteran of three startups, most recently Cogent Communications (CCOI), a Cisco-backed international all-optical telecom carrier. Don is a member of the Band of Angels. VentureDeal is Don's fourth startup.
  - 729 Solutions, site developer
  - Hi-Tech Export, BPO

### Competitive Advantages

- VentureDeal allows subscribers to quickly learn about today's deals and connect with dealmakers to reach their business opportunity, funding and investing goals.
- Priced as an affordable and flexible 'all you can eat' online service at \$25 per month, VentureDeal makes quality information available to a wide audience.

### Contact

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## About VentureDeal

VentureDeal provides comprehensive venture intelligence tools at an affordable price to service firms, technology companies and venture investors. VentureDeal subscribers receive full transaction information about companies that are getting funded and acquired, along with information about who is involved - right down to the individual decision maker, venture partner and company CEO.

### History

Founded by angel investor and venture industry veteran Don Jones, the company began full operations in October, 2006 by providing subscription-based access to its database at [www.VentureDeal.com](http://www.VentureDeal.com). Offering a subscription rate of \$25 per month, the site allows subscribers of all types full access to its exclusive database. Additional features include the ability to receive transaction notifications by email, tracking of due diligence processes on new investments, and self-administration for multi-user corporate accounts, allowing subscribers to customize their experience and maximize the benefits of this service.

The VentureDeal database is updated daily with all venture-backed transaction announcements in the United States. With thousands of transactions dating back to January 1, 2003, as well as thousands of companies and active venture investors, the VentureDeal database provides unparalleled historical searching as well.

VentureDeal has a wide range of subscribers from angel and VC investors to law firms with emerging company practices, financial firms that serve the venture and technology industries, and technology companies using the site during their funding search process.

### Don Jones, Founder

A member of the legendary funding firm Band of Angels and a veteran of three prior startups, Don most recently was with Cogent Communications (CCOI), a Cisco-backed international all-optical telecom carrier. His particular area of expertise is in early-stage business development and sales, with over 15 years of successful results in a variety of organizations.

His close relationships with investors, technology companies and professional service firms allow Don to provide the highest quality, detailed emerging company transaction information for business opportunity, funding search and venture investment needs.



# VentureDeal is listening.

Gain access to information about today's venture investment deals and put it to work for your business.

- Research venture investment and M&A transactions in critical markets.
- Locate and learn about venture investors, technology companies and service firms.

- Expand your web of professional contacts within technology and venture funding sectors.
- Track important industry trends before they hit the mainstream.

- Maximize marketing resources by targeting recently funded prospects.
- Minimize your time investment by using powerful download & notification tools.

Venture Intelligence Tools™ for:

Venture Investors  
Technology Companies  
Service Firms



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# Emerging Technology Firms Start with a Whisper.

They start quietly. When they finally make enough noise to get funding, most new companies are fortunate just to get a small mention in a business journal.

## VentureDeal Listens, and So Can You.

VentureDeal's Venture Intelligence Tools™ enable you to stay on top of today's venture investment activities. Venture Intelligence means knowing the transaction landscape in real-time, recognizing where emerging industries are headed and knowing which individuals and companies are getting deals done.

**With VentureDeal, you can have access to today's publicly available venture-backed investment and M&A news and data in one place, from anywhere.**



## ***Search: Create Your Foundation***

VentureDeal's Search tool was designed from the ground up to allow users to quickly reach critical information buried inside venture investment transactions. Powerful search tools allow you to find and sort transactions rapidly.

Search for transactions, venture investors, technology companies or other service firms using precise criteria:

- Regions
- Industries
- Company Name
- Individual Name
- Transaction Type
- Investor Type
- Funding Round
- Transaction Date Range
- Funding Amount Range

The screenshot displays the VentureDeal search interface with the following elements:

- Search for\* (Choose One):** A dropdown menu set to "Transactions".
- Regions (ctrl-click for multiple):** A list box containing "All", "Northern California", "Northeast", and "Entire US".
- Industry (ctrl-click for multiple):** A list box containing "Shipping", "Software", "Storage", and "Technology".
- Company Name:** A text input field.
- Individual Name (first | last):** Two text input fields.
- Transaction Type (ctrl-click for multiple):** A list box containing "All", "Venture Equity", "M&A", and "Debt".
- Investor Type (ctrl-click for multiple):** A list box containing "All", "Venture Capital", "Corporate", and "Corporate M&A".
- Funding Round (ctrl-click for multiple):** A list box containing "All", "Series A", "Series B", and "Series C".
- Date Range (mm/dd/yyyy):** Two text input fields, the first containing "01/01/06".
- Funding Range:** Two text input fields, the first containing "1,000,000" and the second containing "20,000,000".
- Buttons:** "Submit" and "Clear Form" buttons at the bottom.

<b>Company Name</b>	Hyperic Inc.
<b>CEO</b>	Javier Soltero
<b>Industry</b>	Software IT
<b>Information Release Date</b>	6/27/2006
<b>Transaction Type</b>	Venture Equity
<b>Transaction Amount</b>	\$3,800,000
<b>Transaction Round</b>	Series A
<b>Proceeds Purpose</b>	The company will continue developing its product and building out a community of open-source developers around its product.
<b>Source Url</b>	<a href="#">Click here</a>
<b>Transaction Investors</b>	
<b>Accel Partners</b>	
<ul style="list-style-type: none"> <li>• Kevin Efrusy (Board member)</li> <li>• Kevin Efrusy (Venture partner)</li> </ul>	
<b>Benchmark Capital</b>	
<ul style="list-style-type: none"> <li>• Peter Fenton (Board member)</li> <li>• Peter Fenton (Venture partner)</li> </ul>	

## Interact: Transform Data into Decisions

**Refine** results by drilling through transactions to learn more about specific companies and investors.

**Contact** C-level decision makers at newly funded companies, venture capital and service firms.

**Download** records into your own contact or spreadsheet software for further follow up or analysis.



## Customize & Automate: Modify Tools to Suit Your Needs

**Transaction Alerts** allow you to receive automatic email notifications about transactions that meet your research specifications.

**Get Me Current!** is a unique one-click feature that lets you automatically search new transactions completed since your last search.

A **Company Profile** can be created in the Profile section to market your company or services.



Get Me Current!



## Administer: Easily Manage Your Account



**Database Subscription**  
Annual [ [Update](#) ]



**Record Download Status**  
30 records downloaded  
(970 downloads remaining)



**Corporate Account Management**  
[ [Update](#) ]

**Access** VentureDeal immediately once you've subscribed.

**Choose** one of three flexible subscription choices (annual, quarterly or monthly) and select from individual or multi-seat license plans.

**Self-Serve** administration tools let managers create or delete multi-user accounts as staffing needs change.

## Content Coverage

VentureDeal is updated daily with fresh information from articles, press releases and first-hand reports about venture-backed investments and M&A deals across the United States and Israel.

VentureDeal contains thousands of transactions dating back to January 1, 2003. Thousands more of technology companies and verified active venture capital and private equity firms, corporate investors and angel groups are included in the database. Hundreds of records are added monthly as they are announced.

## Find Out More

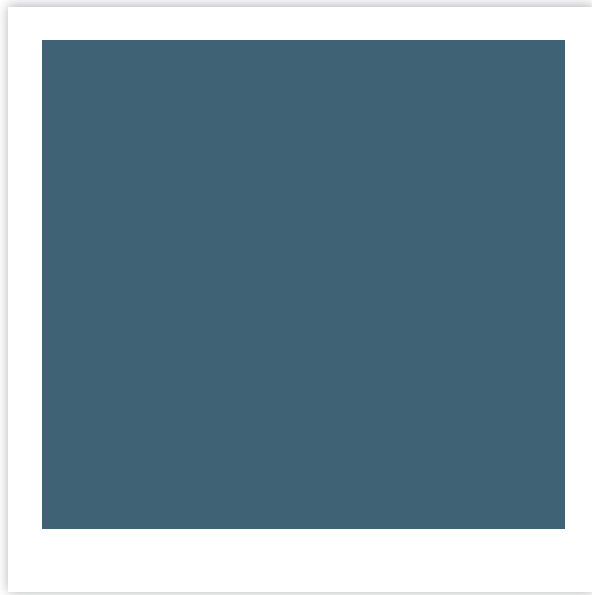
Take our online tour at [www.VentureDeal.com/Tour](http://www.VentureDeal.com/Tour), or call us for more information at (800) 986-5149.



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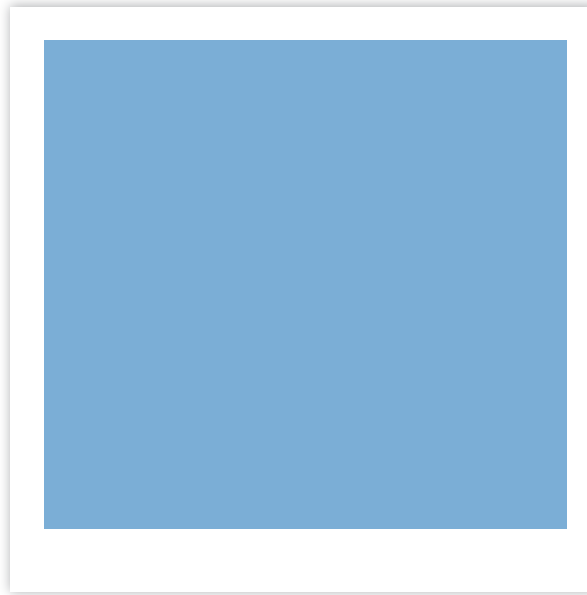


**PANTONE 534**

RGB 52 70 90

CMYK 83 67 45 32

HEX #34465A

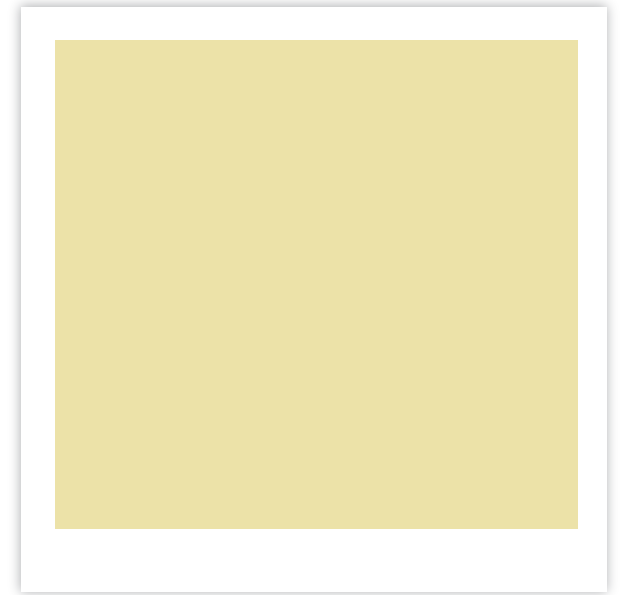


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HEX #82A6CE



**PANTONE 614**

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CMYK 3 2 29 3

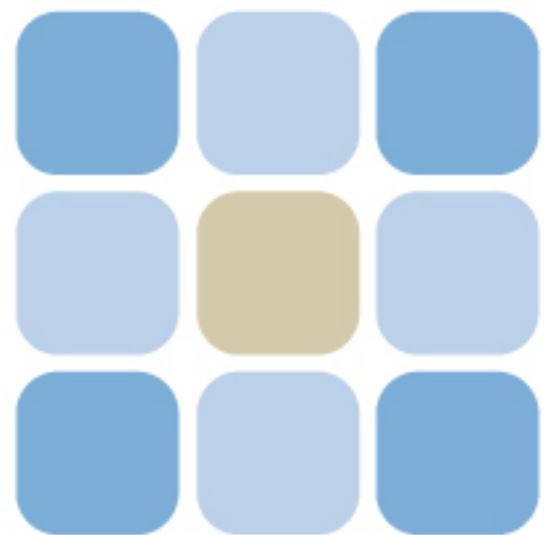
HEX #E1DEAE





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