

## EDISON VI RAISES \$258 MILLION



The General Partners announced raising \$258 million for Edison Venture Fund VI, surpassing our \$200 million goal. The limited partners include pension funds, financial institutions, endowments, family offices and fund of funds.

Edison VI has made seven investments. CorasWorks, Fishbowl Marketing, Miria Systems, M5, NeatReceipts, Optinuity and Scivantage fit Edison's profile:

- \$5-20 million revenue
- Information Technology and Business Services
- NY, NJ, PA, DE, MD, VA, MA
- \$4-7 million initial investment

The financing purposes span venture capital, expansion, acquisitions, management buyouts, recapitalizations and secondary stock. Edison specializes in financial technology, pharma business solutions, interactive marketing and application software

Edison has invested in 151 companies. Exit transactions total 14 IPOs and 85 company sales. The active portfolio includes 48 companies. Edison appoints two or more directors. An Edison Partner is joined by an executive from a prior investment success in a related market.

Edison VI is 82% larger than Edison V. John Martinson observed, "Limited Partners were attracted by our proven strategy, deep team, and strong track record. Edison discovers capital efficient software companies and guides their rapid expansion toward a premium exit."

Edison VI Limited Partners include pension funds for Denver, New Jersey and New York public employees. Their advisors are Alignment Capital, Capital Dynamics, Credit Suisse, GKM and SIS. Insurance companies include Zurich, Lincoln Financial, Sentry, MetLife, Prudential, Advantus, Ameritas and Phoenix Life. Merrill Lynch, SunTrust, HSBC, US Trust, Comerica and Silicon Valley Bank made corporate investments in Edison VI. Lehman Crossroads, HarbourVest, Landmark, Hirtle Callaghan and Auda manage fund of funds.

## THE QUARTERLY NEWSLETTER OF THE EDISON VENTURE FUND

### EXITED TRANSACTIONS

Automatic Data Processing (ADP) purchased VirtualEdge, the leading enterprise recruiting software. Edison realized 8X return on initial investment. Starting in 2000 Edison invested three times. The proceeds were utilized to expand product development, marketing and sales.

Based in Yardley, PA, VirtualEdge provides next-generation "talent acquisition" software for large enterprises. Their robust, recruiter-friendly technology is highly configurable, enabling rapid deployment and lower cost.

Joe Allegra, General Partner and Jim Petersen, Edison Director Network member served on the Board of Directors. Petersen founded Best Software, an Edison investment, which has the largest installed customer base in human resources software. [www.virtual-edge.net](http://www.virtual-edge.net)



Check Point purchased NFR Security based in Rockville, MD. NFR provides network intrusion detection and prevention software.

Edison achieved 2X return on the investment. The financings in 2004-2006 extended the product line while increasing marketing and sales.

Ross Martinson, General Partner, served on the Board of Directors with Greg Cottichia, Edison Director Network member. Greg was an Executive Vice President with two Edison portfolio companies, Axent and Janus. [www.nfr.com](http://www.nfr.com)



### NEW INVESTMENTS

Edison invested \$4.0 million in CorasWorks, based in Reston, VA. The company's industry leading software enables application builders to create integrated solutions on Microsoft's SharePoint collaborative platform.

Gary Golding, General Partner, serves on the Board of Directors along with Edison Director Network member, Tim Davenport, former CEO of Best Software. Orlando Mendoza, Associate, and Lenard Marcus, Investment Manager, led Edison's due diligence. [www.corasworks.net](http://www.corasworks.net)



Edison invested \$7.0 million in Fishbowl Marketing, based in Alexandria, VA.

Fishbowl is the leader in permission-based email marketing solutions for the restaurant industry. Founded in 2000, Fishbowl has over 150 active restaurant chain clients with 14,000 locations and 17 million opt-in customers. The company recently launched Fishbowl Local to target small chains and independent restaurants.

Gary Golding, General Partner, serves on the Board of Directors with Steve Vintz, Edison Director Network member. Vintz is the CFO of another Edison success, Vocus (NASDAQ: VOCS). Michael Kopelman, Vice President, Tom Vander Schaaff, Vice President, and Orlando Mendoza, Associate, conducted Edison's due diligence. [www.fishbowlmarketing.com](http://www.fishbowlmarketing.com)



Edison invested \$4.8 million in Games Media Properties headquartered in New York City. Games Media is the producer of the World Series of Video Games.

Joe Allegra, General Partner, serves on the Board of Directors along with Edison Director Network Member, Mike Leo, CEO of Operative. Tom Vander Schaaff, Vice President Analysis, and Ryan Ziegler, Investment Manager led Edison's due diligence. [www.thesvg.com](http://www.thesvg.com)



Edison invested \$4.0 million investment in Optinuity, based in Bethesda, MD. Scott Stouffer, CEO, was the founder of prior Edison success, Visual Networks, which returned 25X after an IPO.

Optinuity provides Run Book Automation and Operations Process Management software for data center operations. The solution is installed in over 130 customer sites worldwide.

Joe Allegra, General Partner, serves on the Board of Directors. Orlando Mendoza, Associate, and Lenard Marcus, Investment Manager, led Edison's due diligence. [www.optinuity.com](http://www.optinuity.com)



## FOLLOW-ON INVESTMENTS

In Person Payments received a \$1.5 million follow-on investment. Edison's cumulative investment reached \$6.3 million. The proceeds will enhance merchant services plus expand sales and marketing.

The bill payment platform supports a network of independent neighborhood-based convenience stores and national grocery store chains. IPP provides reliable electronic payment services to cash paying customers. The Company also offers prepaid and stored value cards, plus other financial services. [www.ippays.com](http://www.ippays.com)



## EDISON OUTINGS

The Edison team held our first poker tournament. Utilizing a disciplined style, Dahlia Kang, Business Development Associate, was top winner. She learned to play superbly from reading a book. Employing more aggressive styles, Donna Usiskin, Director Business Development and Chris Sugden, Partner were prize winners.



**TEXAS  
HOLD'EM**



Everyone enjoyed a barbeque dinner in keeping with the Texas Hold'em poker game.

*Our next Edison Team competition will be skeet shooting. Aim . . . . Fire!*



**O**ur next Edison Outing is a Manhattan trip to see *Jersey Boys* at the August Wilson Theatre, on Saturday, May 19, 2007. This Broadway musical was the 2006 Tony Award winner. *Jersey Boys* is the story of Frankie Valli and The Four Seasons who became an American pop music sensation. They composed songs, invented a unique sound and sold 175 million records worldwide - all before the age of 30!

# EDISON NEWS

## WELCOME



Edison welcomes **KRISTI CZARTORYSKI**,(L) **TINA MAZZILLI** (M) and **FARRAH LANYI** (R) to the Administrative Team.

Farrah is our new Receptionist in the Lawrenceville, NJ headquarters. She was previously Director of Admissions for Katharine Gibbs College. Farrah attends Thomas Edison State College in the evening.

Tina Mazzilli assists the expanding Analysis Team. She also supports the Pennsylvania investment professionals. Tina was previously a Talbots store manager. She is a magna cum laude journalism graduate of Florida International University.

Kristi Czartoryski serves as Executive Assistant to the Managing Partner & CFO. She is a graduate of Mercer County Community College. Kristi held positions in financial businesses including Princeton eCom where she assisted Chris Sugden.

### **MICHAEL CICHOWSKI** BD ASSOCIATE



Michael focuses on generating investment opportunities and conducting analysis of emerging information technology companies in Pennsylvania and Delaware. He also specializes in Customer Relationship Management (CRM), Supply Chain Logistics and Security.

Mike has over five years experience in information technology. He was a consultant at Monitor Group in Cambridge, Massachusetts building financial models. Mike developed a web-based management application for a video sharing startup in NJ. He also managed several client reporting initiatives while serving as an Assistant Vice President with Merrill Lynch Investment Managers.

Mike earned a M.S. from Columbia University and B.S. from Rutgers University both in computer science.

## EDISON AMONG ACTIVE 2006 INVESTORS

Edison was named among the top 60 most active venture investors nationally in 2006. The Money Tree Report is compiled by PriceWaterhouseCoopers and National Venture Capital Association. Edison Venture was the only NJ-based firm recognized as a national leader. Only five firms in the Mid-Atlantic were listed. 🔑

### EDISON OFFICES

**NEW JERSEY (HQ):** 1009 LENOX DRIVE #4, LAWRENCEVILLE, NJ 08648  
**NEW YORK:** ONE PENN PLAZA, SUITE 4115, NEW YORK, NY 10119  
**PENNSYLVANIA:** 1025 ANDREW DRIVE, SUITE 100, WEST CHESTER, PA 19380  
**VIRGINIA:** 8405 GREENSBORO DRIVE, SUITE 210, MCLEAN, VA 22102

MORE THAN CAPITAL...

## Management & Financial Counsel

### MANAGEMENT EDUCATION PROGRAMS

Edison organizes educational programs which are designed to share best practices among portfolio executives. The programs provide opportunities for networking with peers and experts.

Edison also coordinates programs sharing best practices among key functional leaders of portfolio companies:

- Sales & Marketing peer groups
- CFO peer group
- CTO peer group

Executives highlight trends in their industry sectors:

- Financial Technology
- Pharmaceutical Business Solutions
- Communications

They discuss partnering, recruiting and other common topics.

See Calendar for description and registration for portfolio company executives, EDN members and Limited Partners  
[www.edisonventure.com](http://www.edisonventure.com)

Edison Director College brings business school faculty and experienced BOD members together with CEOs. Edison invites all directors from every portfolio company.

Edison publishes newsletters and conducts education programs for Board of Directors. Best practices are shared for governance, decision making, compensation, strategic planning and other BOD responsibilities.

### UPCOMING EDUCATION PROGRAMS:

- Edison Director Network
  - Marketing Workshop
  - CTO Roundtable
  - CFO Networking Meeting
- Pharma IT Executive Meeting
  - Communications Summit
  - Fintech Roundtable
  - Edison Director College

## WWW.EDISONVENTURE.COM

### MANAGING PARTNER & FOUNDER:

John Martinson, 609-896-1900  
 JohnM@edisonventure.com

### LP RELATIONS & ADMINISTRATION:

Sandi Barber, 609-896-1900  
 Sandi@edisonventure.com

### CFO AND GENERAL PARTNER:

Ross Martinson, 609-896-1900  
 RMartinson@edisonventure.com

### NJ/NY TEAM:

Ph: 609-896-1900

Joe Allegra, General Partner  
 Joe@edisonventure.com

Chris Sugden, Partner  
 Chris@edisonventure.com

Ryan Ziegler, Investment Manager  
 Ryan@edisonventure.com

### PA/DE TEAM:

Ph: 609-896-1900

Doug Petillo, Partner  
 Doug@edisonventure.com

Michael Kopelman, Vice President  
 Kopelman@edisonventure.com

### BUSINESS DEVELOPMENT TEAM:

Ph: 609-896-1900

Donna Usiskin, Director, BD  
 Donna@edisonventure.com

Tricia Bradley, Marketing Manager  
 Tricia@edisonventure.com

Somak Chattopadhyay, BD Manager  
 Somak@edisonventure.com

Rob Finn, BD Associate (VA/MD/DC)  
 Rob@edisonventure.com

Dahlia Kang, BD Associate (NJ/NY)  
 Dahlia@edisonventure.com

Mike Cichowski, BD Associate (PA/DE)  
 mike@edisonventure.com

### VA/MD/DC TEAM:

Ph: 703-903-9546

Gary Golding, General Partner  
 GGolding@edisonventure.com

Lenard Marcus, Investment Manager  
 Lenard@edisonventure.com

### ANALYSIS TEAM:

Tom Vander Schaaff, VP, Analysis  
 Tom@edisonventure.com

Orlando Mendoza, Associate  
 Orlando@edisonventure.com

Joy Whitney, Research Analyst  
 Joy@edisonventure.com



Edison Venture Fund  
 1009 Lenox Drive #4  
 Lawrenceville, NJ 08648  
 (609) 896-1900

[www.edisonventure.com](http://www.edisonventure.com)

PRSRT STD  
 U.S. Postage  
 PAID  
 New Brunswick, NJ  
 Permit No. 1