



The Leading Investor in Expanding Information Technology Companies

Industry Focus: *Interactive Marketing & Digital Media Technology*



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"Traditional media has become decentralized. The current gap between online media consumption versus ad spend will continue to drive high growth. User generated content, digital media, personalization and media tools produce new communication and revenue channels.

- Joe Allegra, General Partner

There is cross industry adoption of ad/media technology - especially for solutions that streamline workflow, increase targeted distribution and enable the monetization of content."

- Ryan Ziegler, Investment Manager

Edison finances interactive marketing and digital media technology companies whose applications and infrastructure aggregate, streamline, monetize and measure new media and ad spend. This includes software, media exchanges and tech-enabled services that support the creation, publishing, advertising infrastructure and provisioning of content.

Promising Market Opportunities:

- Analytics and optimization solutions
- Content monetization, syndication & delivery platforms (media marketplace or exchange)
- Dynamic rich media solutions (advergaming, virtual simulation, video, widgets)
- Marketing and brand automation platforms
- Media planning & campaign management platforms (multi-channel)
- Mobile marketing solutions (enabling commerce)
- Social media and networking (enterprise and consumer networks)
- Targeted ad / media networks (branded/content, self-serve and enterprise platforms)

Investment Experience:

- **Cadient** - bio/pharmaceutical interactive agency
- **Fishbowl** - on-demand email marketing for restaurants
- **Exclaim** - wireless media platform for experiencing and sharing rich-media
- **Giant Realm** - targeted ad network at video game playing 16-34 year-old males
- **Innovetra** - local search software and services
- **Operative** - ad operations workflow software and services
- **Sonicbids** - online network connecting talent buyers and independent musicians
- **Vocus** (NASDAQ: VOCS) - on-demand corporate communications & public relations software

Management from active and exited marketing & media companies share industry trends and best practices.

Edison Venture Fund is actively investing.

We welcome investment referrals from intermediaries, investors, lenders and professional service providers.



More Than
Expansion
Capital...

Edison invests in information technology companies including: financial services, pharmaceutical IT, application software, interactive marketing, communications and business solutions. Edison initially invests \$4-10 million. We finance internal growth, management buyouts, acquisitions, corporate spinouts and secondary stock purchases. We invite growing companies in New York, New Jersey, Pennsylvania, Delaware, Maryland, DC, Virginia and Massachusetts.