

## Industry Focus: Revenue Generation Software



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*"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

*"Cross industry adoption of ad/media technology - especially for solutions streamlines workflow, increases targeted distribution and enables monetization of content."*

- Ryan Ziegler, Principal

Edison finances revenue generation software technology companies whose applications and infrastructure aggregate, streamline, monetize and measure new media, ad spend and customer relationship management. This includes contact management, salesforce and marketing automation, 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
- **Dendrite** - CRM for pharmaceutical sales
- **Exclaim** - wireless media platform for experiencing and sharing rich media
- **Fishbowl Marketing** - interactive marketing for restaurant industry
- **Giant Realm** - targeted ad network for video games
- **Gomembers** - CRM for non-profit organizations
- **Innovectra** - local search software and services
- **Operative** - ad operations workflow software and services
- **Sonicbids** - online network connecting talent buyers and independent musicians
- **Vocus** - on demand corporate communications and public relations software

*Management from active and exited CRM, 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 \$5-10 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.