



The Leading Investor in Expanding Information Technology Companies

## Industry Focus: *Wireless Business Solutions*



Joe Allegra  
 General Partner  
[jallegra@edisonventure.com](mailto:jallegra@edisonventure.com)  
 609-896-1900 ext. 56

**"Mobile workers and mobile assets are a growing target of enterprise automation. New mobile workflow applications and the 'mobilization' of existing applications are exciting growth areas for entrepreneurs."**

*Joe Allegra  
 General Partner*

Edison finances wireless application software, content, and services companies that provide business solutions utilizing wireless technologies. Mobile sales, service and logistics personnel, as well as asset tracking, are all opportunities for automation.. Key investment themes include mobile workflow solutions, monitoring and controlling physical assets and GPS enabled cell phone applications. Edison's experience in enterprise applications and communication software helps entrepreneurs to accelerate growth and build value.

### Edison Investment Experience With Leading Wireless Business Solution Companies

<b>dotPhoto</b>	Wireless application for sharing photos on cell phones	<b>PCS One</b>	Personal Communication Services
<b>Essential Technologies</b>	Emergency reponse and environmental management software	<b>Portable Internet</b>	GPS-based mobile workforce management solutions
<b>Fiberlink</b>	IP based virtual private networks	<b>Voxware</b>	Interactive voice based solutions for logistics and distribution
<b>Maptuit</b>	Wireless real-time routing, fuel and location alerts for transportation industry		

### Promising Market Opportunities

Mobile Workforce Monitoring/Managment Workflow Solutions for Mobile Workers	Asset Tracking Controlling/Managing Smart Assets Directions / Routing	GPS-based applications Locations-based Services
---	---	--

*Management from active and exited Wireless Business Solution 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.