



PENNELL

VENTURE PARTNERS, LLC

Pennell Venture Partners

Pennell Venture Partners (PVP) is an early-stage venture investor based in New York City. PVP was formed to meet the need for professional early-stage risk capital in New York and help fill the gap in the investor marketplace between angel investors and institutional venture capital funds.

Investment Focus

Typically, PVP takes an interest in companies that develop niche product offerings that i) increase corporate productivity or ii) manage non-core corporate functions. Accordingly, PVP invests in companies with software or services that enhance corporate performance in the following sectors:

- Business intelligence software
- Outsourced business services
- Administrative assistance software
- Data management and analysis tools
- Productivity enhancing software

Investment Criteria

PVP makes patient investments of up to \$1,500,000, primarily in emerging business-to-business software companies with:

- paying customers
- quantifiable value for the customer (measurable "payback" from the product)
- recurring revenue streams
- a clearly defined proprietary distribution channel
- a clear path to cash positive operations
- a protectable competitive advantage
- a rational valuation and
- a base in the New York metro area

Strong leadership and management, of course, are required.

PVP's Role

While PVP prefers to lead its investments, PVP will also participate in syndicates when the General Partner knows its co-investors. PVP has working relationships with a number of institutional and angel investors.

PVP's principals believe most early-stage companies are really in two businesses – their operating business and the capital-raising business. PVP provides entrepreneurs with practical business counsel, the early-stage funds necessary to execute and grow a business, and expertise in the venture financing process. After making an investment, PVP will generally be an active director of the company, attracting other resources and providing counsel to help foster the company's success.

Advisory Board

In addition to the resources of PVP, the PVP Advisory Board is a significant asset to portfolio companies.

The Advisory Board is comprised of a dozen individuals with expertise in banking, law, tax, accounting, investment banking, software, venture capital and establishing and running successful companies.

Contact

While we evaluate hundreds of opportunities, we invite you to call our attention to exceptional companies that meet the investment parameters described above. For more information, please contact:

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