



Getting the Ball Rolling Pasadena company's services help new businesses

**By Kevin Smith Staff Writer
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JUMP-START EXPERTS: Andy Wilson, left, and Matt Ridenour are managing directors of Pasadena-based Momentum Venture Management. The company helps early-stage companies achieve quick results and develop credibility.

PASADENA - Building a business is no easy proposition - even if you have a good product. But Momentum Venture Management LLC has helped several Southland companies better position themselves for success.

The Pasadena-based firm's mission is to help early-stage companies achieve quick results and develop credibility, which helps them attract funding, transforming their ideas, technologies and products into sustainable, successful businesses.

"We're working with entrepreneurs who are primarily product and technology guys," said Andy Wilson, a co-founder and managing director with Momentum. "Their dilemma is that they think they need capital - which is correct - but what they really need is the business know-how to transform their product into a compelling business opportunity. If they can do that, the funding will come."

Momentum's staffing includes Wilson and Matt Ridenour, another managing director and co-founder, two associates, two venture partners and an administrative manager.

Momentum carefully screens its potential client companies, offering the vital missing pieces that can lift a business off the ground.

"We'll typically parachute in and take on the role of interim CEO," said Wilson, who formerly served as senior vice president of global product management & general manager of new ventures at Overture Services, a Pasadena-based advertising services and marketing company that was acquired by Yahoo for \$1.7 billion.

"We end up with a road map for execution. We set goals for the next six to nine months in terms of what are the proof points we need to achieve."

Momentum also develops a strategy for attracting venture capital funding, lining up key customers and "proving out the scalability of the company's technology."

Momentum offers bridge capital funding to its portfolio of companies to accelerate their initial momentum. When venture capital funding comes in from large institutional investors, the companies can secure full-time executives and build effective management teams to take their products to market, said Wilson, 40, who lives in Pasadena.

"We've done this seven times and have attracted more than \$30 million in venture capital," he said. "So far, we've had a 100 percent success rate in getting companies funded."

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Momentum Venture Management is a Los Angeles-based firm that helps early-stage companies achieve early business results and develop credibility in order to get funding and transform their ideas, technologies and products into sustainable, successful businesses.

For more information, please visit www.mvmpartners.com.



Eagle Rock-based TherMark Inc. is one of the success stories.

TherMark has developed a technology that allows manufacturers to place photographic-quality serial numbers, part ID numbers, logos and other permanent marks on virtually any hard surface material, including glass, metal, ceramics and plastics.

"It was pretty clear to us that what they were doing had incredible potential," Ridenour said. "At the same time, they had been in business for more than seven years and did not have the funding or full management team to really achieve lift-off."

TherMark founder and Chairman Paul W. Harrison said Momentum achieved exactly what the company's name implies.

"They did for us in seven months what we couldn't do for ourselves in seven years," Harrison said.