



## Momentum Venture Management Makes Two Investments DOW JONES VENTUREWIRE

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Los Angeles -- Momentum Venture Management, which helps take early-stage technology companies through the commercialization process, said it has made two more investments in start-ups.

The firm has invested in VantageLLM Inc., a provider of an integrated lender/leasing management software platform for finance firms, banks, leasing companies and credit unions. It also made an investment in Brown Bag Naturals Inc., a company that partners with natural and organic food manufacturers to deliver healthy lunches to school children throughout Southern California.

Momentum Principal Andy Wilson will serve as interim chief executive of Los Angeles-based VantageLLM. The company's software platform helps manage sub-, non- and prime loans and portfolios for the entire life of the loan and the entire operations of a lender.

Brown Bag Naturals, also based in Los Angeles, is headed by founder and Chief Executive Adam D. Zauder. Momentum Partner Stu MacFarlane will serve as chief marketing officer of Brown Bag Naturals. The company says it uses all natural ingredients, fresh fruit and vegetables, and whole grain breads to create fresh meals for kids.

Momentum was co-founded by Wilson and Matt Ridenour in 2005 to work full-time with an early-stage company's founders to shape their business plan, find credible management, finish a product and gain customers - a process that typically takes them about nine months to complete. At that point, they shop the company to VCs with hopes of securing a \$4 million to \$5 million Series A round. Momentum, which also takes small equity stakes in these companies, has brought more than a dozen early-stage companies through this process.

By September, Zauder plans to be in at least two more Southwestern cities as part of an attempt to become a national brand. By 2009, he estimates that the company will be making \$8 million to \$12 million in revenues.

### Media Contact:

Rich Berman for Momentum Venture  
Management, LLC  
Email: richard@mvmpartners.com  
Tel: 415-359-4906

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](http://www.mvmpartners.com).