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## **Tech Coast Venture Network Teaches Entrepreneurs How to Raise Money - And Asks Whether Business Plans Have Become “So 20th Century?”**

**- Event to be held at the Irvine Marriott Hotel on July 27, 2006 at 6:00 p.m. -**

**TUSTIN, Calif.—July 19, 2006** – At this month’s Tech Coast Venture Network’s Forum, Matt Ridenour, Managing Director of Momentum Venture Management, LLC ([www.mvmpartners.com](http://www.mvmpartners.com)), a Los Angeles-based company that helps entrepreneurs transform their products and technology into viable, well-funded businesses, will lead a presentation on how today’s entrepreneurs can raise money. In particular, he will explore whether business plans have fallen out of favor. Tech Coast Venture Network’s July forum will be at the Irvine Marriott Hotel in Irvine on July 27, 2006 at 6:00 p.m.

According to TCVN chairman Bart Greenberg of Manatt, Phelps & Phillips, LLP ([www.manatt.com/](http://www.manatt.com/)), the Forum program, entitled “Raising Money: Business Plans Don’t Raise Money...What Does?” will provide guidance from Ridenour, a highly respected entrepreneur, who has been down this path many times before. “In our prior Forums, we have heard a difference of opinion on the continuing use and relevancy of business plans. Matt has seen what works and what does not work in today’s market, and he plans to share that advice with our guests.”

“The program will address a contrarian perspective on the value of a business plan,” Greenberg explains, and instead provide the planning tools that are required to guide start-up efforts, what objectives should entrepreneurs be trying to achieve in the first two years; and what documents are really needed to raise money.”

Ridenour has been a principal in more than 25 private market transactions with an aggregate value of more than \$200 million and has been active in private equity and venture capital and as a successful CEO in early stage companies. Ridenour will draw upon his experiences as a serial entrepreneur, including serving or having served as CEO for Sendio, a company currently in the VC process; TherMark, recently funded by TCA and Pasadena Angels; Academy123, recently sold to Discovery Channel; Powerfile, company backed by Sequoia; and UNX, a company backed by host of VCs including Goldman Sachs and UBS.

## Event Information

Admission for the TCVN Forum is \$45 for registration through July 21, and \$55 at the door. For further information, contact Tech Coast Venture Network via e-mail at [execdir@tcvn.org](mailto:execdir@tcvn.org), by phone at 714-258-8347, by fax at 714-669-9341 or on the Web at <http://www.tcvn.org>.

TCVN Corporate Mentors include Daly-Swartz PR ([www.dsprel.com/](http://www.dsprel.com/)) and Search-Optimization.com ([www.search-optimization.com/](http://www.search-optimization.com/)). Benefactors include Blakely, Sokoloff, Taylor & Zafman, LLP; Business Wire; Jackson DeMarco Tidus Peckenpaugh; Manatt, Phelps & Phillips, LLP; Momentum Venture Management LLC; and TriNet Total HR Services.

*The Tech Coast Venture Network (TCVN) is a not-for-profit corporation dedicated to assisting, educating and connecting entrepreneurs and emerging companies with capital and resources. TCVN has been directly or indirectly responsible for the establishment and growth of a significant number of early-stage businesses.*

*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. The company was formed by former Dartmouth and Harvard Business School classmates Matt Ridenour and Andy Wilson. For more information, please visit [www.mvmpartners.com](http://www.mvmpartners.com).*

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