

Eighteen Ventures' Client Success Story

Medgraph, Inc., Rochester NY SBIR Program 2007 Tibbetts Award Recipient

Medgraph's Private Capital Need

After successfully developing its Glucose Monitoring Systems (GMS) through the Small Business Innovation Research (SBIR) program, Medgraph, Inc. was actively seeking private capital investment. Medgraph's goal was to raise approximately \$2.5 million, from a venture capital firm, for the full development and commercialization of its Glucose Monitoring Systems.

Mr. Ed Schlueter, Medgraph's founder, President & CEO, contacted Eighteen Ventures for assistance in developing a strategy to help his company attract the attention of and gain potential funding from a venture capital firm.

Service Solution & Implementation

Eighteen Ventures worked closely with Medgraph's representatives in implementing its Private Capital Fundraising consulting service. In particular, the Private Capital Fundraising consulting service implementation included:

- Preparing Medgraph's 30-page Business Plan, 2-page Business Plan Executive Summary, and 12-slide PowerPoint presentation.
- Identifying and preparing a list of venture capital firms that invest in Medgraph's technology/product development area.
- Briefing Medgraph's president on how to successfully present the company's presentation materials (i.e., Business Plan, PowerPoint presentation, etc.) to venture capitalists.
- Contacting, on Medgraph's behalf, venture capital firms from the list of potential investors.

Private Capital Fundraising Service Goal

The Private Capital Fundraising consulting service goal was to help Medgraph gain an audience with a prospective venture capitalist so that the company could present its business opportunity.

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Service Results

After mailing Medgraph's 2-page business plan executive summary to the identified, targeted venture capital firms, Eighteen Ventures followed-up with emails and faxes urging the firms to contact Ed Schlueter for more information about Medgraph's funding needs and to request a copy of Medgraph's business plan.

WFD Ventures¹, a New York City venture capital firm, contacted Eighteen Ventures to express interest in potentially providing financing to Medgraph. In addition, WFD Ventures requested a copy of Medgraph's PowerPoint presentation. More importantly, the WFD representative scheduled a phone conversation with Mr. Schlueter, which enabled Mr. Schlueter to present Medgraph's business funding proposal.

Eighteen Venture's *Private Capital Fundraising Service* succeeded in helping Medgraph:

- (1) Develop an effective strategy in organizing and implementing its fundraising search;
- (2) Prepare and package a persuasive business opportunity presentation;
- (3) Identify potential capital investors who specifically invest in Medgraph technology product sector; and
- (4) Present its business opportunity to a venture capital firm interested in providing investment funding.

About Eighteen Ventures

Eighteen Ventures (EV) is a business advisory and consulting firm. In particular, our firm specializes in advising and helping small high technology firms find and secure investment capital.

Contact Mr. Darrell Williams today, at darrell@eighteenventures.com, or (207) 347-1214 to learn how we can help your firm succeed in its search for investment dollars.

¹ WFD Ventures was identified and contacted by Eighteen Ventures because the firm had a history of funding medical and health technologies like Medgraph's Glucose Monitoring Systems.

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Private Capital Fundraising Service

Like Medgraph, Inc., Eighteen Ventures is ready to help your company today locate and present your business information to potential capital investors.

Service Description

This service is designed to help your company identify, contact and present information to potential private capital investors.

Regular Service Price & Service Discount Price

Regular Service Price:	\$3,000
<i>20% Service Price Discount</i>	\$600
Your Firm Pays:	\$2,400

Contact Darrell Williams today and learn if your firm qualifies to receive the **20%** service price discount.

Eighteen Venture's Contact Person

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