

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 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 potential funding from a venture capital firm.

Service Solution & Implementation

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

- Preparing Medgraph's 30-page Business Plan, 2-page Business Plan Executive Summary, and 12-slide PowerPoint presentation. The business presentation materials were designed to help Medgraph make a convincing case, to venture capitalists, for private capital investment.
- Identifying and preparing a list of venture capital firms that invest in Medgraph's technology/product development area.
- Briefing Medgraph's president how to present the company's presentation materials (i.e., Business Plan, etc.) to identified venture capital firms.
- Contacting, on Medgraph's behalf, the identified venture capital firms.

Private Capital Fundraising Service Goal

The service goal was to help Medgraph gain an audience with a prospective venture capitalist so that the company could present its business opportunity which would lead to a capital investment.

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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) 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 assisting small high technology firms and aspiring technology entrepreneurs where to locate and how to secure investment capital.

Contact us today, at staff@eighteenventures.com, to learn how we can help your firm succeed in its search for capital investments.

¹ WFD Ventures was identified and contacted by Eighteen Ventures as a potential venture capitalist firm with a history of funding medical and health technologies like the Glucose Monitoring Systems.

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Private Capital Fundraising Service

Like Medgraph, 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 providers.

Free Information Service Packet

Learn the specific service procedures and service delivery details by downloading our free **Service Packet** from the **Services** web page at Eighteen Ventures' website (www.eighteenventures.com).

Regular Service Price & Service Price Discount

Regular Service Price:	\$3,000
<i>30% Service Price Discount</i>	\$900
Your Firm Pays:	\$2,100

Contact us today and learn if your firm qualifies to receive the **30%** service price.

Contact person

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