

Second Venture Corporation

SecondVenture.com
FundingPost.com
VentureWorthy.com

Second Venture Corporation was founded by serial entrepreneurs to address the needs of emerging companies and investors worldwide. Second Venture has developed a proprietary Venture Exchange Network to enable Venture Capital Funds and Angel Groups to better manage their deal flow. The Second Venture network utilizes proprietary Venture Exchange Technology to further empower entrepreneurs and to assist venture firms in managing their deal flow.

FundingPost.com

Funding (www.FundingPost.com) is a leading online Venture Exchange and community that showcases entrepreneurs to interested investors, while increasing their exposure and shortening their time to capital. FundingPost.com serves the needs of the investment and entrepreneur communities by providing information on quality deals to over \$14 Billion in capital.

VentureWorthy.com

VentureWorthy (www.VentureWorthy.com) is the newest service from Second Venture Corporation. VentureWorthy.com provides companies with a comparative analysis of o companies seeking capital. The VentureWorthy research platform is unique in its focus on emerging companies who are in the process of seeking capital, versus competitive research which only reviews companies after they have completed raising capital.

About the Second Venture Network:

- Web sites attract over 5,000 entrepreneurs a month - all principal level CXO decision makers
- Approximately 50% of the firms are located in the northeast area.
- An e-mail newsletter is sent several times each month, on a national scale, reaching over 6,000 highly targeted executives.
- FundingPost.com was launched in January 2001 by Second Venture Corporation as a vehicle for providing investors with a no-cost avenue for reviewing business plans. FundingPost is an informational network, not a broker dealer and does not charge a fee for any successful placements made as a result of using its service.
- FundingPost has grown its network substantially by partnering with industry leaders, and in sponsoring events including Silicon Alley Reporter (VentureReporter.net), New York Economic Development Corporation, Gaspedal Ventures, and NYNMA.
- Its founders are serial entrepreneurs who understand the needs of the market.

Sponsorship Packages can include the following:

- Logo on FundingPost.com welcome page (image/button provided by sponsor)
- Logo on top of appropriate business services category page of FundingPost.com
- Logo, text, and contact information on Partners page of SecondVenture.com
- Logo on all relevant pages of VentureWorthy.com
- Inclusion of Logo, noted as Sponsor, on materials distributed by Second Venture at all of the participating events, which Second Venture is a sponsor of during the time period.
- Sponsorship mention in all email newsletters for all months included in the package
- One dedicated email article published by the firm containing relevant content to our readers, including an overview and direct contact information of the firm, to entire network (one per month).

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Impact:

The Second Venture Network reaches principal level (CXO) management at emerging companies at the most important time in the company life cycle, when decisions on service providers and partners are made.

- 32% of network have stated they need an accounting firm / accounting assistance now.
- 16% of the network have stated that they need a law firm now.
- 33% of the network stated that they would need a law firm in the near future.
- 66% of the companies are at the startup stage, 24% are launched, and 10% are profitable. This is consistent with the emerging company goals of our network and its partners.
- It is interesting to note that it is no longer a “tech only” world. The network reaches a diverse array of companies intersecting almost every industry and market.
- Sponsorship and lead generation packages can be customized to meet the specific needs of each partner company.

Sponsorship of the FundingPost.com VC Pavilion at the Investment Expo, located at the Sheraton New York Towers, April 27-28, 2002. Packages are available please contact Joe Rubin at (203) 613-8242 for information.

Event Sponsorship Includes:

- FundingPost is exhibiting with 18 emerging companies. Your logo prominent on our booth banner. Distribution of your company materials in our booth.
- Sponsorship of one of two panels we are hosting on Venture Capital and Angel Investing. The moderator position at one of the panels.
- Featured two-page advertisement in our Pavilion directory, to be distributed in the show bag to all attendees.
- Prominent exposure as a lead sponsor of the event on our Web site and through all email newsletters and communication with our extensive network of media partners.

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There will be **5,000 to 6,000** conference attendees.

In addition, you will be among the top financial companies, sponsors: Fortune, Fortune Small Business, Financial Times, CNNfn, Infinity Promotions Group, The OIC, Manning Advanced Trading Seminars, Market Mavens, and The Bull and Bear Report

Format:

100 exhibits from top financial companies; 50 seminars and targeted tracks for your experts to participate on: Venture Capital and Angel Investing, online trading, options, REITS, annuities, longevity financial planning and so much more.

Exhibit features:

- Qualified leads with \$250,000+ portfolios
- Marketing & advertising campaigns to millions
- Thousands of interested investors
- Impressive sponsors, speakers and keynotes that draw in the crowds
- Focus on emerging companies within the FundingPost VC Pavilion

The opportunity to highlight your firm in front of over 5,000 attendees – a unique experience versus the typical small venue venture fairs.

Contact Information:

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The best time to build long-term and profitable relationships with new clients is early in their life cycle – We look forward to helping you reach your goals.