**Company Backgrounder**

**For Editorial Use**

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**Summary**

MicroVentures gives start-ups and existing small businesses access to early-stage capital investment, creating peer-to-peer lending in the venture capital space for a unique synergistic lending structure. Based in Austin, TX, the firm provides exclusive opportunities for investors, facilitating access to well-vetted entrepreneurs (and their concepts) who are in need of capital funding. This matchmaking process is facilitated online through MicroVenture’s website, connecting investors with businesses looking for capital.

**Business Model**

MicroVentures evaluates prospective early stage companies based on defined criteria of suitable risk, likelihood of profitability, and other key due diligence factors, and then matches them with investors for a unique venture capital hybrid based on peer-to-peer lending. This innovative, one-of-a-kind model connects entrepreneurial concepts with individual investors, allowing participation in the funding of startup opportunities typically not readily available outside the traditional venture capital model. Investments initially total $50,000 to $250,000 per deal; individual investors can invest from $250 to $5,000.

Microventures funds a wide range of industries, including technology, consumer products and services, healthcare, media and entertainment, and telecommunications.

**Leadership**

**William M. Clark**

CEO/Designated Principal and Founder

With more than a decade of top level management experience in the credit risk management and financial services industry, Mr. Clark brings to the company key strategic focus and critical evaluation skills essential to the both the investor and startup business components of Microventures.

As Risk Manager at a online payment processing company, Mr. Clark’s responsibilities included managing risk on the merchant side of the business. His comprehensive approach to the company stems from key experience previously helping managing a billion dollar portfolio of small business accounts as Credit Risk Manager in the Small Business Risk Management Division of a captive financial institution. He holds a BS in finance from Michigan State University as well as Series 7, 24, 63 and 79 licenses.

**Scott Rhode**

Vice President of Technology and Co-Founder

Scott has over 15 years experience in financial services, and has held a variety of roles in IT project management. He brings an expertise in project management, process improvement, customer experience and loyalty, public relations and operations management to the company.

Scott has held a variety of roles at an Austin captive financial institution over the past decade. Most recently he served as a Sr. Risk Manager in the Risk Management division where he was responsible for project management, credit policy and bank relationships, management of the credit bureaus, management of the IT developers, management of Business Enterprise Testing, and Controls for the Risk Management group.

In the past Scott served as a City Councilmember for the City of Round Rock, Texas, where he was the elected official responsible for City budget, legislation, strategic direction, and oversight.

**The Value of MicroVentures**

MicroVentures is positioned as the future of venture capital funding, facilitating investment in tenable entrepreneurial ventures. Entrepreneurs can access a broader range of investors, increasing their chances of getting funded, and investors can invest smaller amounts than typically expected in traditional venture capital situations. This opens up early access and spreads investor risk, while benefitting from a review and due diligence process similar to that of other venture capital companies.

**MicroVenture’s Origin**

Intrigued by the peer-to-peer lending model, and inspired by Austin’s entrepreneurial climate, Mr. Clark created MicroVentures to facilitate getting capital to small businesses and early stage concepts. Unlike most VC funding, which are in the $1-10 million range, MicroVentures combines peer-to-peer lending with the VC model, allowing the individual investor early access to private opportunities at a significantly smaller investment.

**How The MicroVentures Process Works**

*For Companies:*

Businesses interested in the MicroVentures funding platform complete an application, and submit a business plan and a $100 fee. MicroVentures reviews the plan, and the company is then notified if approved for a more detailed second phase review. Following the detailed review, suitable companies are listed on Microventures’ investment / offering platform.

*For Investors:*

Interested investors [complete a questionnaire](http://mvm.nconklin.wliondev.com/investors/questionnaire) to determine if MicroVentures’ private offering investments are suitable based on internal MicroVentures guidelines for investment. Upon notification of acceptance, investors have the opportunity to evaluate and purchase the company’s exclusive private offerings. There is no obligation to invest and no fee required.

For additional information on the company, please visit [www.microventures.com](http://www.microventures.com).