



TiE Angels Group Seattle (TAGS)

"Angel Investing Made Simple"

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TiE Angels Group Seattle (TAGS) Turns One

SEATTLE – April 3, 2014 – TiE Angels Group Seattle or TAGS (<http://tieangelseattle.org/>), the latest program of TiE Seattle, celebrated its first anniversary this month. Launched in February 2013, TAGS has established a strong foundation and gained considerable momentum and traction. Within the first year, TAGS members have already invested \$1.9 million in six companies, and co-investing partners have invested an additional \$2 million in those companies. TAGS has already become an integral part of the entrepreneur ecosystem and is already contributing to the local economy.

During the first year, TAGS has now grown to more than eighty-five members, primarily corporate executives and serial entrepreneurs. "I am truly honored and humbled to be the face of such a formidable group of individuals," said Haresh Ved, who launched and operates this program, and serves as the Chairman. Haresh is also a TiE Seattle Board Member.

On average, TAGS receives about 30 applications per month. These applications are carefully screened and vetted by the Screening Committee. Short-listed companies are invited to present to the membership during the TAGS Presentation evening event, which are held six to eight weeks apart. Subsequently, interested members form sub-groups and chose a member to lead the due diligence process. This member also becomes the primary liaison with the company. Throughout the process, TAGS provides the platform and the necessary support to these individual sub-groups during their due diligence processes, if and as required.

During TAGS' first year, TAGS members have invested in the following companies:

- **Minetta Brook** (<http://www.minettabrook.com/>) is a Big Data Intelligence company with their initial focus on the financial technology sector. Minetta Brook has developed their first application "KnewsApp" (<http://www.knewsapp.com/>) on their proprietary platform and technologies. This application synthesizes news and market data, providing real-time news indicators and modeling capabilities to help traders, analysts and portfolio managers generate trade ideas and manage risk.
- **Exponential Entertainment** (<http://exponentialent.com/>, <http://www.moviepong.me/>) is creating a marketing platform that enables companies to connect with their customers in relevant and engaging ways using social and mobile gameplay. Exponential Entertainment is already working with NBC/Universal, Sony, Lionsgate, IMDb and ABC Family. They will soon be launching the next phase of their platform, HollywoodPlayer, and are already in discussions with partners in India and China to expedite their expansion internationally.
- **Unify Square** (<http://unifysquare.com/>) is a leading provider of enterprise class management and analytic solutions for Microsoft Lync. Unify Square helps enterprises transform the way they do business, through the transformation of their communications. The company has already helped more than 150 enterprises worldwide succeed with their Lync strategy, design,

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deployment and operations. Over three million Microsoft Lync seats have been impacted through their products and services.

- **Versium** (www.versium.com) is a data technology company that operates a LifeData® predictive analytics scoring engine. These technologies enable organizations to be more data-driven by powering and creating solutions that help optimize consumer engagement, improve marketing efficiencies and better understand, retain and find new customers. Versium brings together disparate sets of observational data, comprised of over 300 billion real-life attributes and combines these insights with an organization's existing enterprise data to provide a richer, more actionable profile of each individual consumer and more intelligent analytic models.
- **BYNDL** (<http://byndl.com/>) provides Unattended Retail a comprehensive SaaS solution for payments, loyalty, offers, surveys, and access. Unattended Retail includes sales from vending machines, mobile apps, magazines, kiosks, and signs. Vending Operators want a single solution to process payments by credit, debit or mobile, while driving new revenues through loyalty and offers. BYNDL integrates processing for traditional payment methods and mobile payments with stored value, coupons and loyalty. BYNDL works with ecosystem partners, integrating readers and hardware, advertising and coupon delivery to provide an end-to-end solution. BYNDL reduces operating costs, drives greater margins and enables new revenue streams for Unattended Retail.
- **Resolution tube** (<http://www.resolutiontube.com/>) makes mobile collaboration dead simple with video chat and Augmented Reality white boarding. They bring knowledge to technicians instantly, right where and when they need it most.

"I am super excited about our growth and the opportunities that lay ahead of us," said Haresh. "The success of any program such as TAGS is possible only with the proactive participation of all the entities of the investment community, which includes entrepreneurs, investors, academia and corporations, all working together towards a common goal. I want to thank everyone involved for your continued support."

Please visit the TAGS website at <http://tieangelsseattle.org/>, or the TiE Seattle website (<https://seattle.tie.org/>) for more information.