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KTEC invests in two Kansas City-area companies

Topeka — The Kansas Technology Enterprise Corporation (KTEC) has invested a total of \$250,000 from its Technology Commercialization Seed Fund in two Kansas City-area companies: SoftVu LLC, Lenexa, and iModules Software, Overland Park. The companies will match the investments with a total of \$1.1 million from other sources.

SoftVu LLC is focused on enhancing corporate communications through the use of rich media in business applications. KTEC's investment will provide funding needed by the company to take its product, Relay, to market. Relay, an e-mail marketing application, allows sales and marketing professionals to personalize, distribute and track rich media presentations delivered to customers and prospects via the Internet. Relay is a Web-based application available to companies on a subscription basis. SoftVu has matched the KTEC investment with \$750,000 from other sources.

"We are ecstatic to have KTEC as an investor, said Tim Donnelly, president and CEO of SoftVu. "Their funding will allow us to take our value proposition to market. Over the past four years we have had minimal resources to expand our business development efforts. Now that we have their funding, as well as a well-defined business development strategy in place, this will allow us to execute on our plan."

iModules Software creates online, hosted software solutions for educational and constituent-based organizations. The company will use its KTEC investment to expand its sales and marketing efforts, as well as enhance product development of two of its products, OCS and

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CMS. OCS is a web-based, interactive tool set for schools and other organizations to create ways to communicate online with their alumni or members. CMS is a Web-based application that allows non-technical staff members of iModules' client organizations to maintain and manage their Web sites. iModules has secured \$350,000 from other sources to match the KTEC investment.

"We are pleased that KTEC invested and helped close out this round of financing," said Tom DeBacco, president and CEO of iModules. "This allows us to accelerate our product development plans, both in enhancing our existing technology as well as new solutions our customers seek. We can also be more aggressive in sales and marketing to further accelerate our growth."

KTEC president and CEO Tracy Taylor noted that KTEC is enthusiastic about both investments.

"Both SoftVu and iModules are great examples of Kansas technology companies with talented management and innovative products that are in need of a capital boost to make it to the next level," Taylor said. "That's why we created the TCSF program."

The TCSF program was created in July 2003 to complement KTEC's existing investment program, the Applied Research Matching Fund (ARMF). While ARMF focuses on product development, TCSF is designed to provide funding to companies that are ready to commercialize their products and take them to market. The goals of both programs are to increase sales for the company and create jobs for Kansans.

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KTEC Background

Established in 1987, KTEC is a state-chartered corporation dedicated to stimulating technology-based economic development in Kansas. KTEC's goal is to commercialize emerging technologies and, in turn, create high-quality jobs and diversify the Kansas tax base. KTEC is funded by proceeds from the Economic Development Initiatives Fund, which consists of revenues from the Lottery and Racing Commission.

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