

Growth Capital To Help Technology Companies Scale

Bridgescale invests in high potential technology companies that could benefit from the firm's vast network of Silicon Valley relationships, the team's decades of investment and operations expertise and the team's insatiable desire to add value and make a difference.

As a Bridgescale portfolio company, you get access to not only the firm's investment principals who have invested in over 100 technology companies, but you will also get access to Bridgescale's extended network of hundred's of Silicon Valley's technology leaders and partners. At Bridgescale we expect to be that *Bridge to help you Scale*.

Our investment opportunities typically originate from the firm's proprietary sourcing techniques based on the firm's broad network of industry leaders and deep understanding of market trends and high growth technology sectors.

Our Investment Focus

- *Growth Equity & Venture Capital*
- *Buyouts, Corporate Spin-outs & Divestitures*
- *Category Rollups & Acquisition Financing*

Our Differentiation

- *Experienced technology investors that understand success*
- *Strong senior operation and board leadership experience*
- *Deep domain knowledge across all IT sectors*
- *Extensive Silicon Valley and global business network*
- *Team players*

Investment Focus

Bridgescale invests in US and Canada based private technology companies that are addressing high growth investment themes and have experienced passionate entrepreneurs and management teams with a desire to build something great.

Through interactions with hundreds of industry experts, the firm identifies key investment themes and related growth drivers for information technology spending. With this market analysis, the firm then leverages its proprietary sourcing techniques to identify high potential private companies that are addressing and benefiting from these growth drivers.

We are active across a broad range of technology sectors such as consumer Internet, digital media, communications hardware, software and related services. As a team, we bring specialized knowledge, experience and relationships across all areas of technology, which enables us to identify significant growth opportunities in this complex, dynamically changing industry.

Our typical investment company profile varies based on origination and stage. We have flexibility with respect to investment size, which enables us to lead financings into venture backed startups as well as lead investments into bootstrapped companies and corporate divestitures. In addition, we can expand the round through our large network of financial syndicate partners.

Target Sectors

We are active across a broad range of information technology, media and communication sectors based on the core investment themes for growth:

- *Enterprises will continue to own less IT assets*
- *Billions of people will be able to transact on their mobile device*
- *Mobile phones will overtake PCs as the most common Web access device*
- *Consumers will continue to have an insatiable demand for digital media*
- *Enterprises will adopt social collaboration tools*
- *Online advertising dollars will migrate from purely search based to social media*
- *Healthcare will continue to rapidly adopt information technology to manage healthcare costs and provide better care and services*
- *Analytic needs and security challenges drive the explosive growth in online data*

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Differentiation

History of Success Bridgescale investment team has a distinguished track record of company building and investment success. We have invested and operated in over 100 private technology companies of which 25 have achieved an IPO and 50 have been exited through an M&A. Our investment team brings years of senior operations and investment expertise combined with a large network of relationships with some of Silicon Valley's most successful technology executives.

High-Value Network

Through our years of investing, advising and operating we have built a broad and global network spanning the entire information technology industry ecosystem. With these proprietary and high-value relationships, we can help our portfolio companies with customer acquisition, business development, recruiting and M&A transactions.

Technology Focused

We are 100 percent technology focused, with deep vertical expertise in consumer Internet, digital media, semiconductors, communications hardware, software and related services. Bridgescale is strategically located on Sand Hill Road in Menlo Park, California. This location puts us in close proximity to the highest concentration of technology startups in the world and where the most active private company technology investors can be found. This focus and access to so many exciting investment opportunities gives Bridgescale a unique ability to identify leading investment prospects and also serves as a potential relationship channel for startups should they like to partner.

Flexible, Creative Deal Structuring

We have been involved with numerous transactions and are very experienced in structuring complex transactions. We can leverage this experience to be creative with structure and process so that we can accommodate all of our shareholders' interests. Our investment appetite, as measured in dollars, has the flexibility to accommodate the needs of the management teams, previous investors and the divesting corporation. We are comfortable with minority equity positions, full or partial recapitalizations, acquisition financings and buyouts.

Contact

Email: rcc@bridgescale.com

Phone: (650) 854-6100