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## **CrossRoads 2008** **The Largest Venture Fair in the Northeast**

**Fairfield, CT (February 27, 2008):** The Connecticut Venture Group (CVG) today announced that the fifteenth annual **CrossRoads Venture Fair**, the largest venture fair in the northeast, will take place in Stamford, CT at the Stamford Marriott on April 29-30.

The two day event showcases qualified high potential growth companies in the IT, biotechnology, and life sciences sectors seeking investment partners. The event is attended by leading venture capital and private equity firms and accredited angel investors seeking investment opportunities.

“With a fifteen year track record of bringing together innovative entrepreneurs and experienced investors, it is no surprise that CrossRoads has become known for its success in connecting opportunity with capital,” said Tom Freed, a partner with the law firm of Edwards Angell Palmer & Dodge LLP and Chairman of CrossRoads. Freed added that CrossRoads has become a must attend event for venture capital and private equity firms because of the quality of the entrepreneurial and emergent growth firms that exhibit and make presentations to the assembled investors. “Firms participating in CrossRoads have raised over \$2 billion in capital,” said Freed, “and for many regional entrepreneurs, CrossRoads is their first significant exposure to the national investment community.”

CrossRoads 2008 will showcase 70 to 80 pre-selected and qualified firms at different stages of growth and development. Matt Smith of Connecticut Innovations, a lead sponsor of CrossRoads, says that venture capital investors “know that the early stage, pre-revenue companies that participate in CrossRoads have been selected and qualified by a panel of experienced investors and business development experts.” According to Smith, many of these firms have patented technology or intellectual property that may generate profits in coming years. Later stage or post-revenue companies have established markets and are looking for investment partners to sustain their growth trajectory and to provide the capital necessary to achieve an exit in the future.

CVG’s experience in selecting quality entrepreneurial firms to present to investors is the key to the success of CrossRoads. “The process is selective and CVG’s focus on high growth potential and emerging technology firms is what attracts the investment community,” commented CVG Board member Owen Davis, a Partner with Pricewaterhouse Coopers. Investors at CrossRoads typically represent over \$10 Billion in capital. The result is a win-win for both the entrepreneur and the investor as companies exhibiting at CrossRoads attract new capital and investing firms find new opportunities to expand their portfolio.

CrossRoads is now accepting applications from companies looking to raise capital. Companies will be mentored through the process as they refine their pitch to investors at CrossRoads. “The goal,” says Davis “is to help the companies through the funding process and to make participation in CrossRoads a factor in their future success.” CVG’s network of investors, business development experts and advisers becomes a tangible resource for the entrepreneurs seeking to establish their markets and grow their business. The selection process is intended to match the companies with the right investment partners, based on their market focus, life-cycle stage, location and the amount of capital they are seeking.

The online application process, available at [www.crossroads-cvg.org](http://www.crossroads-cvg.org), is tailored to the life-cycle stage of the entrepreneurial firm: pre-revenue or early stage firms and those with revenues or previous rounds of investment. The two day event is structured around presentations by firms in either category. Firms interested in participating in CrossRoads 2008 should submit their application prior to March 15. Selected firms will be invited to participate in a financing workshop and orientation on April 17 so as to optimize their opportunity to attract new investment.

CrossRoads 2008 is made possible by the generous support of sponsors and underwriters committed to contributing to economic growth, value creation and employment growth in Connecticut by connecting entrepreneurial opportunities with investment partners. The Connecticut Venture Group is a non-profit association of venture capitalists that has served to connect members with high-growth, emerging companies in Connecticut for over 30 years. For additional information contact CVG online at [www.cvg.org](http://www.cvg.org) or by calling 203-256-5955.