



JRrocket Benefit:

Speed

APV Technology Partners Get Facts Fast

APV Technology Partners is a private venture capital firm focusing on early stage investment in privately held, information technology companies. Based in Palo Alto California, APV is gaining dominance among a shrinking number of venture capital funds that provide Series A financing for tech start-ups. With a track record that validates their hands-on approach, APV offers their companies a rich network of contacts and resources, coupled with a wealth of business development expertise.

A critical juncture approached for one of the companies in the APV portfolio; a start-up offering a solution suite in the business intelligence/knowledge management market. APV Principal Paul Sestili needed key market feedback. "This company is operating in a very challenging space," he said. "We were considering an insider round of financing. But before making that commitment, we wanted as much market intelligence as we could get. That's why we contacted JRocket Marketing."

APV's nimble young companies make quick decisions. Sestili knew he had a good fit with JRocket Marketing, which distinguishes itself by working fast. "We gave JRocket a ridiculously tight schedule; assigned a Friday afternoon project for Monday delivery. Judith Rothrock, the company's President, delivered it by Sunday night. A half-hour after we called her, she called back confirming two analyst conference calls had been set up for that same afternoon! We were more than a little impressed by the breadth of JRocket Marketing's network of contacts and the

company's ability to gain key technology analyst cooperation with no notice."

Venture capital firms like APV Technology Partners also benefit in other ways from the unique components of due diligence that JRocket – with its expertise in investigative journalism, company messaging and market differentiators – can provide. As it did for APV, JRocket elicits and aggregates critical input from industry thought leaders and provides funding managers with a timely, lucid, and detailed overview.

It worked for Paul Sestili, who noted, "The feedback was on target. It was just what we were looking for. I was also frankly pleased with JRocket's ability to come up to speed on new technologies so quickly. Rothrock understood what we were trying to do, understood the space, did the research, and presented the analyst's comments distilled into coherent responses and recommendations."

**JRocket Marketing
comes up to speed
so quickly.**

- Paul Sestili

With the help of JRocket's efforts, APV had the confidence to proceed with the round of financing. Before moving on the next project, Sestili summarized: "Rothrock is a quick learner and an absolute go-getter. We need more people like her in every organization. JRocket Marketing will pick up the phone and tear into a new project."