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# Funding \$age

MEDIA PACKET

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***Enabling Startup Funding Success!***

FUNDINGSAGE, LLC  
2100 Reservoir Road, Kingsport, TN 37660  
[www.fundingsage.com](http://www.fundingsage.com) – [admin@fundingsage.com](mailto:admin@fundingsage.com)

## Letter of Introduction

We would like to introduce you to a new and powerful tool in the search for successful startup funding.

FundingSage is a cloud-based SaaS package that provides valuable information, tools and resources to entrepreneurs seeking to start, grow and fund a business, in order to reduce the time and resources required to obtain funding.

Startup funding is an intense process requiring a significant commitment of executive time and company resources. The funding process is onerous. There are numerous sources of information available; however, the information is disaggregated and highly fragmented. This can create data overload, greatly hindering the process.

FundingSage is the solution:

- FundingSage.com reduces the effort and resources needed by creating a logical efficient path to find critical information about the funding lifecycle.
- Our set of Premium Tools helps entrepreneurs focus their funding efforts on viable investors. In addition to finding likely Accelerators, these powerful search tools will allow targeted funding efforts, saving a great deal of time and greatly increasing the probability of successful funding initiatives.
- We also share our knowledge to help educate entrepreneurs seeking to start, grow and fund a scalable company through informative blogs and links.

FundingSage will become the authoritative source for entrepreneurs seeking funding.

FundingSage Team

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# Vision, Mission & Goals

## *Enabling Startup Funding Success!*

### Vision

FundingSage is the authoritative source for entrepreneurs seeking funding.

### Mission

FundingSage provides valuable information, tools and resources to entrepreneurs seeking to start, grow and fund a business, in order to reduce the time and resources required to obtain funding.

### Goals

*"Provide" "Enable" "Guide"*

- FundingSage.com - Blog/Lifecycle: **Provide** valuable information and resources to entrepreneurs seeking to start or grow a scalable company.
- FundingSage.com - Premium Tools: **Enable** entrepreneurs to focus their funding efforts on viable investors.
- TurboFunder: **Guide** entrepreneurs through the due diligence process to successful funding.

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## Corporate Overview

FundingSage Corporate Bottom Line: ***Enabling Startup Funding Success!***

Entrepreneurs face a serious problem. Startup funding is an intense process requiring a significant commitment of executive time and company resources. The duration of the funding process can be onerous. There are numerous sources of information available to address the issues encountered by the entrepreneur; however, the marketplace for these tools is disaggregated and highly fragmented.

FundingSage is here to help.

It is our vision to be the authoritative source for entrepreneurs seeking funding. We are accomplishing this by providing valuable information, tools and resources to entrepreneurs seeking to start, grow and fund a business, in order to reduce the time and resources required to obtain funding. We have made great strides in our first year of operation and will continue toward fulfillment of the vision as follows:

1. FundingSage.com Funding Lifecycle/Blogs (Complete/Ongoing): We set out to share our knowledge to help educate entrepreneurs.

Funding Lifecycle/Blogs Bottom Line: ***Providing valuable information and resources to entrepreneurs seeking to start or grow a scalable company.***

2. FundingSage.com Premium Tools (Complete/Ongoing): Once entrepreneurs begin to understand the funding lifecycle, they spend a great deal of time seeking out viable funding sources. We built a set of premium tools to assist entrepreneurs in targeting their funding efforts saving a great deal of time and greatly increasing the probability of successful funding initiatives.

Premium Tools Bottom Line: ***Enabling entrepreneurs to focus their funding efforts on viable investors.***

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3. TurboFunder (In Development): As entrepreneurs and Angel investors, we have seen many otherwise viable startups fail to obtain funding because they do not have a clear understanding and/or the time to invest in the due diligence process. TurboFunder is our answer to this problem.

TurboFunder Bottom Line: ***Guiding entrepreneurs through the due diligence process to successful funding.***

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## Corporate Milestones

- March 5, 2014 – Wyvern Group, LLC chartered in the State of Tennessee
- October 23, 2014 – Wyvern Group, LLC reorganized to Funding Sage, LLC in the State of Tennessee
- January 23, 2015 – Funding Sage, LLC received additional dba as Turbo Funder in the State of Tennessee
- January 29, 2015 – Wyvern Group name reassigned to new company Wyvern Capital Group, LLC and chartered in the State of Tennessee
- April 15, 2015 – Funding Sage MVP website activated

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## Internet & Social Media Accounts

Website:

- [fundingsage.com](http://fundingsage.com)

Twitter:

- [twitter.com/fundingsage](https://twitter.com/fundingsage)

LinkedIn:

- [linkedin.com/company/fundingsage](https://linkedin.com/company/fundingsage)

Facebook:

- [facebook.com/fundingsage](https://facebook.com/fundingsage)

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## Management Contact Information

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Matthew W. Cleek  
Co-founder, VP & CIO  
[matthew@fundingsage.com](mailto:matthew@fundingsage.com)

Anthony R. Lettich  
Co-founder, President & CEO  
[tony@fundingsage.com](mailto:tony@fundingsage.com)

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## **David S. Clark**

Co-founder and COO of FundingSage

A seasoned entrepreneur, Dave has been a founder or principal in over a dozen start-up companies including computer services, medical personnel and services, restaurant, and consulting.

In addition to FundingSage, Dave is the President of Clark & Company, a real estate development and construction services company and Managing Partner of Katharine Square Partnership a commercial real estate venture based in Kingsport, Tennessee.



He served a four-year term to the Kingsport Board of Mayor and Aldermen. Other service includes: Kingsport Regional Planning Commission, the Economic Development Council; a Mountain States Healthcare Advisory Board; and the regional Bank of America Advisory Board. He also served as a Chamber Vice-President and Chairman of the Kingsport Office of Small Business and Entrepreneurship (KOSBE). Writes a bi-weekly opinion column for the Kingsport Times-News.

Dave is a graduate of the U.S. Military Academy at West Point and received an MPA from the Woodrow Wilson School at Princeton University.

He served for 23 years in the U.S. Army in various command and staff positions. As an Associate Professor at West Point, he taught Strategy and National Security Policy. He retired from U.S. Army Reserves as a Lieutenant Colonel.

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## **Matthew W. Cleek**

Co-founder and CIO of FundingSage

Matthew has a background ranging from hard labor to executive management. He has worked with many industries including construction, chemical, coal, power, manufacturing, radio and Information Technology.

Matthew career began with Eastman Chemical Company in general operations. During his time with Eastman, Matthew became a trainer and custom application programmer creating systems to automate many manual processes. In 1999, Matthew took an opportunity working with Tele-Optics to develop a high-end technology division.



Mr. Cleek is an entrepreneur involved in multiple, active ventures including:

- theEclassifieds – a regional classifieds organization
- Theme Spectrum – an online shop for premium WordPress themes
- Spectrum 20 – a managed hosting services company

In addition to FundingSage, Mr. Cleek serves as President and co-owner of Intellithought. Matthew was a founding member of Intellithought in 2001. Intellithought is an award winning multifaceted firm based in Kingsport, Tennessee providing IT services and solutions to companies throughout the Southeastern United States.

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## **Anthony R. Lettich**

Co-founder, President & CEO of FundingSage

Active in the investment arena, he also serves as Chairman of the Board, Carrier, Maurice & Webb, Wealth Advisors, and Managing Director of The Angel Roundtable, an angel network which provides investment capital, strategic advice and mentoring to late seed and early-stage companies. In addition, he currently serves as an Advisory Board Member of Angel Syndicates Central, a Member of the ETSU Intellectual Property Advisory Committee, and a Mentor for the AccelNow business accelerator.



Tony has an extensive background in Private Equity Investing, Mergers & Acquisitions and Finance. He served as Vice President & CFO of CP Kelco, overseeing the company's global financial operations from July 2007 – July 2009. Prior to CP Kelco, Mr. Lettich served as Director, Corporate Financial Analysis & Group Business Controller, Developing Businesses at Eastman Chemical Company. Mr. Lettich has also held positions within Eastman's Corporate Venturing, M&A and Licensing groups.

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