



## Media Release

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FOR IMMEDIATE RELEASE

### **Tamiami Angel Fund I invests in Via Response Technologies**

#### ***FLORIDA'S ONLY ACTIVE ANGEL FUND ANNOUNCES ED TECH INVESTMENT***

(May 28, 2013- Naples, FL) The Tamiami Angel Fund I (TAFI) announces its investment in Via Response Technologies, Inc. (Via Response or the Company), an Orlando, FL based company that provides a cloud-based student/audience engagement platform for educational institutions. Via Response's student/audience engagement platform enables instructors to interact, poll, survey and assess learners through any mobile device or laptop.

To measure student performance and comprehension, instructors have been using asynchronous assessments, in the form of homework, for generations. With the rise of learning management systems (LMS) asynchronous homework and quizzes are now online assignments. In fact online engagement is becoming the norm and SW Florida adoption is underway. Dr. Kamela Patton, Superintendent of Collier County Schools', announced on May 6<sup>th</sup> 2013, the launch of Collier County School District's "Bring Your Own Device" BYOD program. By August 2014 all Collier County public schools will be participating in the BYOD program.

"As a way to support the BYOD movement, student engagement platforms like Via Response, when integrated with an LMS, allow students to access their assignments from any location through smartphones, tablets or laptops", says Timothy Cartwright, Chairman of the Tamiami Angel Fund. "By blending synchronous and asynchronous assessments, even for large hybrid or online courses, instructors can ensure students are actively participating throughout the term."

TAFI is the first Angel Fund in Southwest Florida and Via Response is its fifth portfolio investment. The Fund is investing \$200,000 in Via Response and its members have committed an additional \$55,000 of "sidecar" funding for a total investment of \$255,000 in the Series A Preferred Stock Offering. Sidecar funding is the optional add-on investment made by the individual members of TAFI. Investing alongside TAFI in the Series A is the Alabama based Angel Investment Management (AIM) group and a number of other individual Angels.

"The education industry, estimated by GSV Advisors to be a \$4.5 trillion market, the second largest industry in the world next to healthcare, is facing massive disruption. Educational outcomes are not keeping pace with the skill sets demanded by today's labor markets or the engagement appetite demanded by digital native learners", Cartwright said. "In Via Response,



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we see a talented management group that can take advantage of the Ed Tech revolution and grow quickly.”

“Via Response is enabling educators to assess and engage students in today’s classroom. Over 1/3 of all students in higher education have taken some sort of hybrid, blended, flipped, online or MOOC (massive open online course). Those numbers continue to scale rapidly” says Derrick Meer, President of Via Response Technologies, Inc. “All of these new experiences are no longer defined by the four walls of a physical classroom. Educators need a way to engage students on any device, any location at any time. Via Response is that solution. Tamiami Angel Fund shared our vision and focus on better education solutions. We are delighted to solidify a relationship with TAFI.”

TAFI has reviewed over 628 business plans and invited 46 companies to present to its members since its August 2010 inception. TAFI continues to seek quality investment opportunities. The Fund focuses on growth-oriented companies with revenue, where the principals and founders are highly committed. Entrepreneurs are encouraged to submit their business plans at the Fund's website, [www.tamiamiangels.com](http://www.tamiamiangels.com) <<http://www.tamiamiangels.com>>

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### ***About Via Response Technologies***

*Via Response provides a cloud-based student/audience engagement platform that enables instructors to interact, poll, survey and assess learners through any mobile device or laptop. Because Via is entirely cloud-based, students/audiences can interact in a live class from any location, on any device at any time. Markets include education, corporate training, tradeshows, and market research. Learn more at [www.viaresponse.com](http://www.viaresponse.com)*

### ***About the Tamiami Angel Fund I***

*The Tamiami Angel Fund is a for profit member-owned and member-managed limited liability company, organized to provide Members an opportunity for active involvement in a diversified investment process through a portfolio of emerging growth companies. The Fund's strategy is to leverage an investment committee approach and a mentorship philosophy, through which Angels, as successful executives and entrepreneurs, can be involved in business investing, value creation, and benefit from shared ideas and resources. Learn more at [www.tamiamiangels.com](http://www.tamiamiangels.com). The Tamiami Angel Fund I is a member of the Angel Capital Association*