

# INCITE Co-Investment Fund Announces New Round of Venture Capital for Local Businesses

*Funding Helps Companies Grow, Creating Jobs and Economic Growth*

**Nashville, TN** – The INCITE Co-Investment Fund today announced a new round of co-investments to support high-growth companies across the state of Tennessee. The INCITE Fund provides funding to supplement investments in Tennessee companies made by venture capital funds and investors from across Tennessee and around the country. Companies to receive a total of nearly \$3.8 million in private and public funding include:

- Internet recipe platform **American Hometown Media, Inc.** (Franklin)
- Automatic crash notification system developer **Cyber Physical Systems, Inc.** (Nashville)
- Athletic networking platform **OverDog, Inc.** (Nashville)
- Freight and cargo security company **TrakLok Corporation** (Knoxville)

**American Hometown Media, Inc.** (Franklin) operates the website [justapinch.com](http://www.justapinch.com), an Internet recipe platform that features everyday American home cooks as the celebrity. Utilizing its newspaper and magazine lineage, AHM is also a large syndicator of editorial content celebrating home cooks to community newspapers, magazines and other media around the country. Currently some two million households receive the AHM syndicated columns weekly. For more information, visit <http://www.americanhometownmedia.com>.

“As the ‘Facebook’ of recipes, our users are posting recipes at a rate of 40,000 or more annually,” said Dan Hammond, Founder and CEO of American Hometown Media, Inc. “No online recipe site enjoys volume anywhere close to this level. We are now the largest database of user posted recipes on the Internet. This round of funding will help us continue to grow, creating economic growth right here in Tennessee.”

<b>American Hometown Media, Inc.</b>	<b>Type</b>	<b>Amount</b>
TN Angel Fund, LP	Lead Investor	\$ 239,389.70
TN Community Ventures Fund, LLC	Participating	\$ 319,183.83
Peter Samuel Brodsky	Participating	\$ 159,588.26
Solidus-TNInvestco, LLC	Participating	\$ 63,832.38
Fred Curtis Goad, Jr.	Participating	\$ 50,000.00
Germain Boniface Boer	Participating	\$ 50,000.00
Jimmy Dale Keever	Participating	\$ 50,000.00
<b>INCITE Co-Investment Fund Participation</b>		<b>\$ 465,997.09</b>
<b>TOTAL INVESTMENT</b>		<b>\$ 1,397,991.26</b>

**Cyber Physical Systems, Inc.** (Nashville) created a user-installable, vehicle-independent, automatic crash notification system called splitsecnd. splitsecnd is the easiest way to ensure that someone is there to help should the user suffer a car accident. The device dials an emergency response center and puts the user in touch with emergency responders who send help immediately. For more information, visit <http://www.splitsecnd.com> (launching in mid-September).

“This funding will help our company expand and create jobs,” said Christopher Thompson, CEO of Cyber Physical Systems, Inc. “Specifically, we’re focusing this investment to produce our first round of inventory, launch online sales and add employees to our growing team. These funds will help our company grow much more rapidly than we could have done otherwise.”

<b>Cyber Physical Systems, Inc.</b>	<b>Type</b>	<b>Amount</b>
Tennessee Community Ventures Fund	Lead Investor	\$ 1,000,009.29
<b>INCITE Co-Investment Fund Participation</b>		<b>\$ 499,991.96</b>
<b>TOTAL INVESTMENT</b>		<b>\$ 1,500,001.25</b>

**OverDog, Inc.** (Nashville) connects fans and professional athletes via video games. With over 3,000 athletes already registered, OverDog is poised to become one of the primary online access points to professional, Olympic and National Collegiate Athletic Association (NCAA) athletes. For more information, visit <http://www.theoverdog.com>.

“We’re very excited to receive this round of funding during the early stages of our company,” said Steve Berneman, co-founder and CEO of OverDog, Inc. “This investment will go directly to the hiring of new employees and the further development of our technology. With a thriving infrastructure in sports and high-tech - not to mention being home to the Titans, Predators, and Commodores - Nashville is the perfect place for us to grow our company.”

<b>OverDog, Inc.</b>	<b>Type</b>	<b>Amount</b>
Tennessee Community Ventures Fund	Lead Investor	\$ 299,964.23
<b>INCITE Co-Investment Fund Participation</b>		<b>\$ 149,982.11</b>
<b>TOTAL INVESTMENT</b>		<b>\$ 449,946.34</b>

**TrakLok Corporation** (Knoxville) is in the business of commercializing cargo security products and services that will revolutionize the global shipping industry. TrakLok products provide physical security and global visibility for mobile cargo containers through the GeoLok™ and TrakLog™ solutions. For more information, visit <http://www.traklok.com>.

“This funding round will help us expand our marketing efforts into the Chemical Distribution sector,” said Tom Mann, President of TrakLok. “Since September 11, 2001, chemical manufacturers have added enormous security at their facilities; however, when they ship products, their security options have been limited to a simple padlock and tracking device. They've utilized the best technology available, but now they have a more secure option with the TrakLok system.”

<b>TrakLok Corporation</b>	<b>Type</b>	<b>Amount</b>
Innova Fund II LP	Lead Investor	\$ 91,304.92
Joseph A. Hollingsworth, Jr.	Participating	\$ 208,695.62
TOTAL All Approved Investors		\$ 300,000.54
<b>INCITE Co-Investment Fund Participation</b>		<b>\$ 149,999.60</b>
TOTAL INVESTMENT		\$ 450,000.14

To date, the INCITE Fund has partnered with the private sector to invest over \$17.4 million to help local companies grow, creating jobs and economic growth.

The INCITE Fund is a key component of LaunchTN, a five-year strategic plan to make Tennessee a national leader in innovation and entrepreneurship to encourage job creation and economic growth. LaunchTN is designed to coordinate statewide entrepreneurial efforts; expand access to capital and private investment; enhance the state's commercialization efforts; and host world-class events that bring together entrepreneurs, mentors, researchers and investors from across the country.

Backed entirely by a \$29.7 million award through the U.S. Department of Treasury's State Small Business Credit Initiative, the INCITE Fund is expected to spur additional private-sector investment of up to \$300 million to accelerate the expansion of Tennessee's economy. The Fund is open to qualified investors on a first-come, first-serve basis. For more information, visit <http://www.tntechnology.org/incite/>.

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*LaunchTN is a five-year strategic plan to make Tennessee a national leader in innovation and entrepreneurship to encourage job creation and economic growth. For more information, visit [www.LaunchTN.org](http://www.LaunchTN.org) and friend us on Facebook ([www.Facebook.com/LaunchTN](http://www.Facebook.com/LaunchTN)), Twitter ([www.Twitter.com/LaunchTN](http://www.Twitter.com/LaunchTN)), YouTube ([www.YouTube.com/LaunchTN](http://www.YouTube.com/LaunchTN)) and Flickr ([www.Flickr.com/LaunchTN](http://www.Flickr.com/LaunchTN)).*