



# Venture Farm and Frontera Group Enter into a Strategic Partnership

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*Frontera will co-invest in Venture Farm's early-stage funding and execution initiatives.*

PR9.NET February 19, 2008 - Irvine, CA – Venture Farm, an early-stage funding and execution firm and Frontera Group, a boutique venture capital firm, today announced that they have entered into a strategic alliance wherein Venture Farm and Frontera will co-invest in emerging companies that fall into the Venture Farm model. Aside from the funding support that Frontera will provide, the two firms will also engage in various collaborative initiatives which are designed to further build Venture Farm's unique model. Financial terms of the transaction were not disclosed.

"The Venture Farm model is very attractive since it's designed to identify promising companies early on in their development cycle. It's a unique way to generate proprietary deal flow which is an important competitive tool in the highly competitive early-stage venture capital space. In my opinion, Venture Farm's approach could develop into a type of best practices for venture firms that are determined to identify early on the next generation of top performers in the technology arena," said Eric Manlunas, Frontera Group's Managing Director.

"This strategic partnership is much more than a financial arrangement. It is a relationship built on a set of common principles focused on identifying capable entrepreneurs with creative ideas and aggressively helping them succeed. Frontera shares our vision of innovation in venture capital / Angel investment and with their proven success record will be joining Venture Farm in building great companies. Together, I am confident, we will be a positive participant in the venture capital ecosystem." said Sid Mohasseb, Managing Partner of Venture Farm.

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## **About Venture Farm**

Venture Farm is a funding and execution entity.

We are focused on delivering value to entrepreneurs and early stage companies through direct investments and execution assistance. Venture Farm combines managed capital with focused execution and domain expertise.

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