



January 2007 Table of Contents

- [Welcome](#)
- [News from Advantage](#) Mark Lewis joins firm, Augury Capital alliance announced
- [News about Advantage Investments](#) Monroe Motor Speedway, Adventure Central, TomoTherapy
- [About Us](#)

Welcome

Welcome to Advantage Capital Partners' electronic newsletter for January. We think you and other opinion leaders in business, finance, government, economic development and higher education will find this month's news to be informative.

News from Advantage

Advantage welcomes Mark Lewis as principal

Veteran venture capitalist Mark B. Lewis has joined Advantage Capital's St. Louis office as a principal. Lewis is part of the firm's Investment Group and initially will be responsible for investments and portfolio companies in Missouri, Hawaii and the Gulf Coast states.



Lewis most recently served as a partner at Two Rivers Associates and its predecessor firm, Gateway Associates, in St. Louis. He also is an adjunct professor at the John M. Olin School of Business at Washington University in St. Louis, lecturing on private equity and venture capital finance and contributing to the university's entrepreneurial activities and commercialization efforts. Lewis earned his MBA from Washington University's John M. Olin School of Business and a bachelor's degree in government from Georgetown University. For more about Mark, go [here](#).

Advantage teams with Augury Capital for life sciences and financial services IT investments

Advantage Capital Partners and [Augury Capital Management](#) of St. Louis have formed an alliance to increase the amount of private capital flowing into companies involved in life sciences and financial services information technologies. Advantage will dedicate up to \$10 million of its capital to invest directly into companies in which Augury invests, provided that the investments meet Advantage's investment committee and New Markets Tax Credits criteria, policies and guidelines.

The partnership combines Augury's specific industry focus in two high growth areas with Advantage's broader perspective, capital and economic development expertise. "This relationship with Augury will enable us to find unique opportunities in highly specialized industry segments," said Scott A. Zajac, senior managing director at Advantage. "Augury principals

Dave Truetzel and Bob Wetzel are experienced entrepreneurs and operators, as well as investors in both fields. Their in-depth expertise is invaluable considering the growth potential of these types of businesses.”

Read more about the partnership with Augury partnership [here](#).

News about Advantage Investments

Advantage’s BizCapital invests in Monroe Motor Speedway

With the closing of a \$4.5 million investment from [BizCapital](#), construction for the Monroe Motor Speedway will begin early this year with the first races planned for early 2008. In addition to 45 race weekends annually, the speedway will offer events such as concerts and open air markets with family friendly amenities from a super-sized playground to an ice cream parlor and large game room.

BizCapital, Advantage Capital’s wholly owned non-depository financial institution that offers competitive loans to small and medium-sized companies, is providing financing for the new speedway through a small business lending fund Advantage established to provide financing for entrepreneurs in communities that qualify under the federal [New Markets Tax Credits](#) program.

“This new race track will have a significant economic impact on Monroe and the surrounding communities in the form of jobs, tourism dollars and increased tax revenue,” said John M. Brocato, president of BizCapital. For more on the investment, go [here](#).

Advantage invests in Colorado online travel firm Adventure Central

[Adventure Central](#), which provides online booking and travel inventory management services for adventure tour operators, has closed on a \$3.5 million Series B funding round from Advantage Capital, Allegis Capital and Wolf Ventures. The investment will help accelerate the Denver-based company’s growth, expand sales and marketing efforts, and enhance product development.

As more travelers prefer to book their vacations online, demand continues to grow for adventure and experiential travel arrangements. Adventure Central’s comprehensive e-commerce infrastructure enables tour operators to serve their customers and move their businesses to a higher level by allowing them to market and manage trips in real-time, simplify operations, and track prospects. “This investment is further validation of our leadership position in providing valuable solutions to our customers,” said Adventure Central’s CEO, Dick Schulte.

Advantage first invested in Adventure Central in 2005, in connection with Colorado’s Certified Capital Companies program. Read more about the Series B round [here](#).

Wisconsin’s TomoTherapy extends reach to India

[TomoTherapy Inc.](#) of Madison has expanded its geographic reach to India with its first partnership there. TomoTherapy will work with Kirloskar Theratronics Ltd. to distribute its innovative TomoTherapy Hi-Art System throughout India and surrounding countries.

The Indian radiotherapy market is growing, with an estimated 700,000 to 900,000 new cases of cancer diagnosed each year and fewer than half of an estimated 1,000 radiotherapy units available to fulfill treatment demands. The first installation of the Hi-Art System, which combines image guidance with highly targeted radiation to attack a tumor and avoid healthy tissue, will be at Tata Memorial Centre, a comprehensive care center in Mumbai.

“This is yet another major milestone for TomoTherapy,” said Dr. Fred Robertson, chief executive officer. Advantage invested in TomoTherapy in 2000 in connection with Wisconsin’s Certified Capital Companies program. For more on TomoTherapy’s latest partnership, go [here](#).

About Us

[Advantage Capital Partners](#) is a private equity firm focused on investing in promising companies in connection with federal, state, and local economic development efforts. With offices in New Orleans, St. Louis, New York, Austin, Washington, D.C., Tampa, Madison, Denver and Huntsville, Advantage has raised more than \$750 million in institutional private equity since 1992 and has invested in companies and projects located in states and communities underserved by traditional venture capital.



Forward to a Friend

This email was sent to: traftery@advantagecap.com

This email was sent by: **Advantage Capital**
7733 Forsyth Blvd. St. Louis, MO, 63105 USA

Go [here](#) to leave this mailing list or [modify](#) your email profile.
We respect your right to privacy. [View](#) our policy.

Powered by

Brighton.
Inbox