

History

By the early 1990s, much of the VC world was straying from traditional VC practices. We founded Saturn Partners in 1993 to return to practices that made earlier VC firms successful. While others are mired in overanalysis and financial engineering, we're working side by side with innovators to build groundbreaking companies.

To us, that means pursuing earlier-stage deals with greater risk. Making right-sized investments that are more appropriate for less mature companies. Not being overly formulaic in how we evaluate opportunities. And it's worked: Since our inception in 1993, Saturn has produced top venture returns.

Our investors include leading institutions, charitable foundations, family offices and high-net-worth individuals. We create and grow net worth for investors by identifying, developing and investing in innovative early-stage companies and special opportunities.

Saturn has consistently targeted companies offering technologies with game-changing potential, leading to success stories such as:

- **Twin Rivers Technologies**, North America's fastest-growing oleochemical supplier
- **FreeMarkets**, a pioneer in business-to-business online auctions for buyers of industrial parts, raw materials, commodities and services
- **BodyMedia**, the company who started the wearable technology revolution.
- **Constant Contact**, the global leader in email marketing

Our approach and focus have remained consistent over the years. Today, we continue to help build great companies like American Made, Axioma, Knopp Biosciences and Think Through Learning.

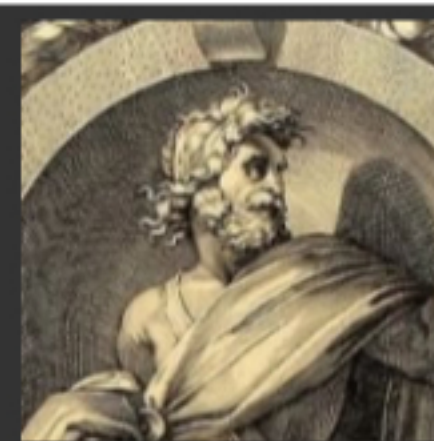
Please see the [Portfolio page](#) for more information on our companies.

More Than the Numbers

Although we're measured by our investment returns, many of the businesses in which we invest are change agents that are having a positive impact on society. Whether it is improving childhood education, restoring the environment or treating debilitating medical disorders, we are proud to help these companies make a difference.

The Inspiration Behind Our Name

In ancient Roman mythology, Saturn was the god of agricultural bounty whose reign was marked by peace and prosperity.



Strategy

Since 1994, Saturn Partners has taken an active role in the formation and management of seed and early-stage companies. These types of investments give us the best opportunity to influence a company's success — and can also produce very appealing returns.

How successful is our approach? It has helped us to consistently provide top-decile returns since our inception.

What We Look For:

- **An innovative solution** that presents a novel approach at the leading edge of industry trends
- **A disruptive technology** that changes industry dynamics and is hard to replicate or is patent-protected
- **A “painkiller”** that addresses a critical market need by alleviating a significant problem

Investment Criteria:

Market Product or Service Leadership Company Strategy

- Substantial market size and potential for recurring revenues
- “Funding gap” between angel investors and later-stage, larger sources of capital

Sectors

We seek companies with potential for significant growth primarily in information and financial technology, but also in advanced materials and healthcare technology. However, as opportunistic investors, we also look in other industries for companies with the potential to generate exceptional returns.

When we uncover opportunities outside our areas of expertise, we tap into our robust network of advisors and mentors who have expertise across various industries and competencies. This external network allows us to expand our investment universe — and creates a significant competitive advantage for our firm.

Geography

We specialize in identifying promising companies in locations that other VC firms don't. In addition to the usual suspects (e.g. Silicon Valley, Boston, New York), we focus on areas throughout the United States that are rich with startup opportunities but underserved by early-stage investors. We have a particularly strong presence in Los Angeles and Pittsburgh, with partners consistently and actively pursuing deal flow in these regions.

Why the broader outlook? Three key reasons:

1. Great ideas and strong talent aren't confined to traditional VC target regions.
2. These deals are typically priced more reasonably.
3. The companies are more receptive to outside guidance.

To learn more about partnering with Saturn Partners, please **contact us**.

Entrepreneurs

Why Partner with Us

The best entrepreneurs come to us because we're one of the most entrepreneur friendly firms. Since 1994, we have helped many early-stage companies succeed by offering financial support and brain power, making the right introductions and doing whatever it takes to help them succeed.

Investment Size

Our initial investments typically range from \$1 million to \$3 million, with reserve amounts varying based on each company's expected future needs.

What We Seek

We don't care where you're located (though if you're outside the usual VC hotspots, that's actually a bonus). We do care that you have a big idea and that you're leveraging technology to disrupt a given space and address an unmet need among enterprise customers. We also seek management teams that are accomplished, committed, visionary, disciplined and able to adapt to shifts in the competitive landscape.

And it doesn't hurt if you just seem like good people.

A Team That's Been There

Over the past two decades, Saturn Partners has earned a reputation for being a hands-on VC firm — in a good way.

We enjoy the challenge of rolling up our sleeves and teaming with creative entrepreneurs to build great companies. We're not the types to just take part in the board call each quarter. Rather, we're constantly touching base, tracking your progress, making recommendations and helping solve problems.

Our management team understands early-stage investing and has the skills and experience to assist in areas such as:

◦ Strategy	◦ Partnerships	◦ Financial forecasting
◦ Sales and marketing	◦ Operations	◦ Arranging financing
◦ Business development	◦ Recruiting	◦ Exit strategy

Don't think, however, that we're overbearing or overly meddlesome. In fact, we like to give entrepreneurs more autonomy than the typical VC firm. But when you need us, we'll be here with the capital and operational expertise necessary to unleash your company's potential. That's what we're all about.

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