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## Investors Find Value in SageMetrics Corp. Performance<sup>(2)</sup>

**N**ORTH Hollywood-based **SageMetrics Corp.** has received \$6 million in its second round of venture capital funding.

The company, which makes business software and analyzes online and off-line consumer data, completed its latest round of financing earlier this month, with **Ascend Venture Group** leading the round with \$3 million in capital.

Darryl Wash, managing partner for Ascend, said the company was attractive because it has been breaking even in a difficult economy and is poised to return to profitability within a year.

Other backers include **Bay Star Capital**, **Innisbrook Partners** and **GCWF Investment Partners**.

SageMetrics CEO E. Kenneth Nwabueze said the new funding will go toward marketing efforts and improving sales.

Already, SageMetrics has begun a number of new initiatives, including a strategic partnership in February with software maker **RedSherriff Inc.**, based in New York. The agreement allows the firms to offer a combined data analysis platform to serve their combined customers.

Wash said SageMetrics' biggest competition comes from **DigiMine Inc.**, based in Bellevue, Wash. That firm recently announced \$20.3 million in venture financing.