



PRESS RELEASE

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Midior Supports Women Entrepreneurs: Assumes Lead Sponsorship for Springboard

Cambridge, MA - - October 24, 2001 - - Midior, a management consulting firm based in Cambridge, MA, signed on as a lead sponsor for the New England Springboard Venture Forum for woman entrepreneurs. Springboard is a national initiative that identifies and showcases women entrepreneurs to the investment community. Midior, a firm that specializes in helping both large and small companies become better innovators through improved product development and product management capabilities, has come out as a strong supporter of investment in new business. Midior is committed to this sponsorship despite experiencing a slowdown in spending from its own client base this year. As Susan Loconto Penta, co-founder and managing partner of Midior explained, "Many of us at Midior have started companies or worked at start-ups in the past and speaking from personal experience, I know how challenging it can be to raise capital as a female entrepreneur. We recognize that the support of Springboard and funding for new ventures is key to a revived New England economy, and so with this sponsorship, we see ourselves actively investing in our own future."

Penta is not only supporting the Springboard event as a sponsor, but is also volunteering her time as an executive coach. In preparation for the day-long presentation of business plans to the investment community on November 9, Springboard pairs up each woman entrepreneur with an experienced executive coach. Starting with an all day bootcamp training program, followed by one-on-one coaching sessions, the executive coach rigorously reviews and challenges the assumptions supporting the entrepreneur's business model and helps the business owner fine-tune her business plan for presentation to the investment community.

During last year's inaugural Springboard event in New England, participating businesses received \$85 million in funding. Midior sponsored and was involved with Springboard 2000 and based on the initial positive experience, has increased its commitment level this year.

Midior provides product-focused management consulting services to organizations in the technology and financial services sectors. Its client list ranges from start-ups to the Fortune 500 and includes State Street Corporation, Openreach, and Schools for Children, among others.

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