



## **Knowpreneur Allies With Financing Intermediary To Anchor Funding Access Service for Knowledge-Based Organizations**

VANCOUVER, BC -- Knowpreneur Consultants, a boutique management consulting firm that collaboratively serves knowledge-based organizations, has joined with an Eastern Canada financing intermediary to anchor a specialty financing service that helps small and medium size businesses and associations gain access to new funding sources.

The alliance between **Knowpreneur** and **7 Park Avenue Financial** of Oakville, Ont. will provide western-Canada knowledge based organizations with access to a previously hidden lending channel.

These "private" lenders are often independent financing firms, non-traditional banks or boutique divisions of traditional lending institutions.

Intermediaries such as 7 Park Avenue help position organizations requiring growth or bridge financing to gain access to this hidden market. "An intermediary knows which lenders are looking for what kind of deals," says 7 Park Avenue President Stan Prokop, who logged 20 years in banking, credit, finance and equity venture for large technology and energy companies.

Generally, hidden lending is only a few more interest points higher than traditional lines of credit. However, lending terms are often more flexible – typically providing operating capital based on cash flow, future financing, or receivables -- and don't always demand business or personnel assets as collateral.

"Traditional institutions almost always lend on assets and/ or personal guarantees -- taking a mortgage on your house, for example-- which has limits," says Mr. Prokop. "Often this private market provides more financing, and financing that is more flexible."

## **A New Service To Meet a New Need**

The alliance with 7 Park Avenue anchors a new Knowpreneur service that will help knowledge-based organizations gain access to various forms of financing. This financing may include vehicles such as grants, loans, government financing and tax credits, private investment from angels and venture capital, partnerships, and licensing.

Knowpreneur Principal Tony Wanless said a need for the new service has emerged as knowledge-based business has grown. Such organizations are traditionally difficult to finance, and the financial system has not changed to keep pace with the need.

“Surveys, and our own anecdotal evidence, have shown that obtaining financing is constantly top of mind among knowledge-based organizations,” said Mr. Wanless. “Young organizations often find themselves in what’s known as the ‘valley of death’ when it comes to commercializing their knowledge, while more mature organizations can have difficulty convincing traditional financiers regarding the value of their knowledge-based product or service.

“The traditional financing system has retreated to slam-dunk style of deals because there’s more profit and less risk associated with them. Other financing vehicles have emerged, but knowledge entrepreneurs must be much more targeted and creative in accessing them if they hope to achieve much needed funding that will help them grow.”

## **About Knowpreneur Consultants**

Knowpreneur is a unique consulting firm that marries traditional management consulting processes with modern marketing methods to collaboratively help knowledge-based small and medium sized businesses and organizations move through inflection points such as start-up, growth, and organizational transition.

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## **Grant Developer Joins Knowpreneur To Help Small and Medium Sized Organizations Achieve Financing**

VANCOUVER, BC – Veteran grant and funding developer Sativa Quinn is joining the Knowpreneur team to help small and medium sized businesses and organizations gain access to an emerging area of financing.

Ms. Quinn has more than a decade's experience helping First Nations communities and other organizations in Alaska and the US Pacific Northwest prepare business plans and proposals for grants and other types of government and agency funding. Throughout that time, Ms. Quinn has raised millions of dollars for non-profit and for-profit groups.

Now in Vancouver, where she undertook doctoral studies at the University of British Columbia, Ms. Quinn will guide non-profit and member driven organizations involved in social entrepreneurship and small and medium sized entrepreneurial businesses in seeking alternative funding.

“There is an increasing emphasis in the world today on alternative financing,” Ms. Quinn said. “Government and other agencies are targeting SMEs and social entrepreneurial groups as the economic driver of the future and so are providing financing in various forms to these sectors. But many in those sectors don't know this funding is available or how to access it.”

Ms. Quinn will also be involved in writing services for Sentare Information Services, a Knowpreneur division that supplies complex documents, reports, educational and marketing materials for knowledge-based organizations.

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## **Knowpreneur Principal Places on Management Consulting Honour Roll**

VANCOUVER, BC – Knowpreneur Consultants founder and principal Tony Wanless has placed on the Management Consulting honour roll for Canadian consultants writing certification examinations through the Canadian Association of Management Consultants (CAMC).

Nearly 100 Canadian consultants wrote the rigorous examinations that lead to the internationally recognized designation of Certified Management Consultant (CMC), awarded annually by Institutes of Management Consulting around the world. In Canada, the CAMC is the recognized umbrella institute for provincial institutes who sit the examinations.

The CMC examinations test management consultants' competencies in the six functional areas of management – Strategy, IT, Finance, Human Resources, Operations and Marketing. Consultants taking the November 2006 examinations were required to achieve a score of 60 per cent to pass. The average mark was 63 per cent. Mr. Wanless' score was 79 per cent.

“Obviously, I’m thrilled to be given a place on the CAMC honour roll,” Mr. Wanless said. “Preparation for and writing of the CMC exams is an arduous process that is not approached lightly, so it’s significant to me that I am in august company. More importantly, the examination process helps me to better serve the interests of Small and Medium Sized businesses who are too often ignored by the management consulting industry.”

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## **Knowpreneur Consultants Creates Division to Produce Knowledge-Based Business Materials**

VANCOUVER, BC -- Knowpreneur Consultants, a boutique management consulting firm that collaboratively serves small and medium sized businesses, primarily knowledge-based, has created a division to provide “persuasion” materials to businesses with complicated products or services.

[Sentare Information Services](#) is an information-flow specialty service that combines copywriting with design to help organizations disseminate complex information and knowledge that influences the thinking of investors, prospects, existing customers/clients, and employees.

The service is targeted at associations that want to influence policy or serve members, and health, science and technology organizations that must convey complicated information in an understandable way.

Sentare collaborates with these organizations to publish print and digital documents that include:

- Thinking Material such as development plans, reports and position papers, marketing plans, and financing materials
- Communications Material such as copy written white papers, case studies, books and e-books and multi-media material such as pictograms, Flash product tours, and rich Power Points
- Guidance Material such as knowledge banks, educational guides, HR training material and rich Power Point manuals.

“Business is increasingly being driven by complex thought and knowledge,” explained Knowpreneur Principal Tony Wanless. “But this knowledge has to be communicated properly to stakeholders. Clients told us they were having difficulty finding communications companies that were capable of understanding, and therefore accurately producing this material.

“In some cases, they were trying to do it themselves, but it wasn’t their expertise and didn’t produce the desired results. We realized there was a need for this service.”

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