

NEWS RELEASE

February 6, 2017

Boosterville Receives Investment to “Boost” Merchant Marketing Platform Growth

ZIONSVILLE, IN -- [Boosterville](#), an award-winning, card-linked marketing platform that seamlessly connects merchants with cause-driven buyers to raise funds for their favorite non-profit organizations, announces the completion of the company’s seed round of funding.

The round, which will be used to accelerate the rollout of the platform to new markets, totaled \$830,000 and was co-led by [316 Investments](#) and [VisionTech Angels](#) with a matching investment from [Elevate Ventures](#). Greg Willman, co-founder and CEO of 316 Investments who will be joining the Board of Directors, stated, “Our excitement for Boosterville stems from our long history in the retail space and understanding of the innovative marketing solution that Boosterville brings to merchants who want to support non-profit groups in their communities as well as grow their customer base.”

Boosterville works with all existing payment card processing and POS systems with no new hardware, integrations or training required. An immediate text message at the time of purchase notifies the buyer of the merchant’s contribution to their selected non-profit, resulting in increased engagement and loyalty for platform merchants.

Ben Pidgeon, executive director of VisionTech Angels, said, “Merchants have long been challenged by measuring return on investment of local marketing dollars spent. Boosterville has developed an elegant, yet powerful solution for businesses to engage with customers in supporting local causes, help local groups raise funds they need to be successful, and in the process, build a more loyal customer base. VisionTech Angels is pleased to have Boosterville as our first investment of 2017.”

Boosterville CEO Pam Cooper stated, “We’ve seen great interest this last year and are thrilled to have these leading retail and technology experts join our team. We’re excited that they recognize the value of our technology and the tremendous opportunity to help the millions of merchants across the country increase their revenues while enhancing their relationship with their local community and non-profits.” Cooper added, “It’s wonderful to join the rising tide of Indiana’s tech startup community and prove that founders don’t need to leave the state to secure angel investment or talent for their growing companies.”

During 2016, Boosterville established a technology partnership with one of the world’s largest credit card networks, secured agreements with national non-profit and faith-based organizations, was a finalist for the inaugural Dubai Future Accelerators program sponsored by the Crown Prince of Dubai, was selected for Facebook’s FbStart program, and visited with now-Governor Eric Holcomb to introduce Boosterville and discuss fostering entrepreneurial growth in Indiana. Most importantly Boosterville received overwhelmingly positive response during a pilot program in Zionsville after months of testing by local development partner merchants: WB Pizza, Cobblestone Grill, and JiffyLube of Indiana.

Prior to launching from Zionsville’s entrepreneurial and coworking center [zWORKS](#), Boosterville graduated from two tech accelerators — the [SeedHatchery](#) in Memphis, TN and [Prosper Women Entrepreneurs](#) in St. Louis, MO. The company is currently operating in previously vacant commercial space owned by the Town of Zionsville.

About Boosterville

Boosterville is a credit card-linked marketing platform which connects merchants to cause-driven buyers. The company was founded by successful serial entrepreneur Pam Cooper and husband Tom Cooper, a visionary data security and integrations expert who was founding CTO for several high growth companies.

Boosterville's technology a) converts charitable donation requests into increased revenue for participating merchants, b) acquires and retains new customers, c) provides multi-channel communications loop between merchants, non-profits and cause-driven buyers, and d) delivers a new funding source for school-based organizations and other non-profits.

About 316 Investments

[316 Investments](#) is a group of private investment companies focused on early stage opportunities with high potential companies with strong leadership/management. Our investments center on industries and niches where we have [expertise](#), including food and beverage, medical, consumer products, engineered solutions, manufacturing, real estate, entertainment/publishing, and technology.

About VisionTech Partners I VisionTech Angels

Founded in 2008, [VisionTech Partners](#) is a privately held company focused on linking investors to high-potential early-stage companies. Headquartered in Indianapolis, one of the nation's most vibrant innovation regions, VisionTech is where inventors, entrepreneurs, investors, universities, and strategic partners convene to share, fund, and launch innovative technologies. VisionTech Angels has chapters in Bloomington, Fort Wayne, Indianapolis, Lafayette, and an Affinity chapter, AngelBom.

Contact: Andy Weixler (317) 324-8004 or Pam Cooper (317) 689-8585