

## **CapitalRoad Appoints Dave Thomas and Ben Forcier as Venture Ambassadors to Promote National Access to Capital Programs**

Calgary, Alberta – September 2, 2011 – CapitalRoad, which operate Canada's premier access to capital programs, the Banff Venture Forum and Canadian Financing Forum, is pleased to announce that Dave Thomas of Rocket Builders and Ben Forcier of Horizon Ventures, have joined the CapitalRoad team as Venture Ambassadors in British Columbia and Atlantic Canada respectively. CapitalRoad's Venture Ambassadors are recognized leaders in the technology community and will actively work to increase the awareness of CapitalRoad's access to capital events and opportunities for CapitalRoad to build strong partnerships with key members of the local technology and private equity communities.

"CapitalRoad is thrilled to have the support of these regional luminaries who, through their vast networks within their communities and across Canada, will increase the awareness of our marquee events and auxiliary partner programs." says CapitalRoad President, CEO and Director, Don Kjosness. "These new roles have been introduced to reflect the commitment that CapitalRoad has made to improve the access to capital environment for technology entrepreneurs, while expanding on our national and international outreach activities." added Kjosness.

Dave Thomas, a veteran in the technology space and a senior partner at Rocket Builders, works closely with technology entrepreneurs and Venture Capitalists in BC and beyond. "I look forward to increasing the linkages between the BC technology and private equity communities and CapitalRoad. This appointment presents an excellent opportunity to further the prospects of BC's world class technology companies, by providing them access to the stellar programs that CapitalRoad has to offer", expressed Thomas. Ben Forcier, founding partner of Horizon Ventures and former Vice-President of Investment at Innovacorp, echoes these sentiments adding that "CapitalRoad's programs are a stepping stone for any technology based company seeking to expand its prospects and as a Venture Ambassador, I look forward to further engaging Atlantic Canada in these key programs."

### **About CapitalRoad**

CapitalRoad is a not-for-profit organization committed to improving the opportunities for early and growth stage Canadian technology companies to better access investment financing. CapitalRoad is a proud operator of events like the Banff Venture Forum and the Canadian Financing Forum. These events represent Canada's largest investment forum operation and are aimed at enhancing the access to capital environment for Canadian technology entrepreneurs. For more information, visit [www.thecapitalroad.com](http://www.thecapitalroad.com).

### **About Rocket Builders**

Rocket Builders is a market strategy and consulting firm focused on helping technology companies to capitalize on market opportunities. Since 2000, Rocket Builders has been engaged in market research, market planning, business development initiatives, strategic selling, and product launches for over 100 organizations. For more information, visit [www.rocketbuilders.com](http://www.rocketbuilders.com).

### **About Horizon Ventures**

Horizon Ventures provides advisory services to technology-enabled business entrepreneurs based in Atlantic Canada. Horizon supplements management teams by providing strategic advice and hands-on support with a focus on business development, capital raising and product positioning to achieve operational milestones.