

## **IMPETUS CAPITAL LAUNCHES SMALL BUSINESS SERVICES INITIATIVE**

*Firm brings much-needed capital and advisory services to small, privately held concerns*

NEW YORK, OCT. 25, 2010 – Running a small business just got a little easier.

Impetus Capital – founded by veteran business and finance consultant Patrick Persons – has emerged from stealth mode and is now fully operational and focusing on the small business sector.

Impetus Capital will help these small businesses raise money while also providing an array of balance-sheet and operational advice not typically available to smaller-sized companies.

“Small business is the engine of the American economy,” says Persons, “but typically the high-quality operations and financial advisory and capital-raising goes to bigger enterprises. Starting today, all that changes.” The result, he adds, will be that small businesses will be better capitalized and structured, enabling them to compete successfully in their own markets as well as globally.

Persons’ background includes considerable operational and executive leadership within the small business sector. In addition, he has brought together a team with significant capital and advisory experience.

“This is a much needed practice” says David Mendez, who successfully sold a supply chain software company to i2 Technologies in May 2000. Mendez’s background includes capital raising and advisory in the small to mid-cap sector. He has worked in various industries including technology, consumer products, media, business services, manufacturing, and software.

Persons believes the new venture will also represent a lifeline for the investment community, many of whose members are skittish about the markets today and looking for alternative investment vehicles. Impetus’ advisory services will include capital and balance sheet advisory, business growth, operational and technical optimization, restructuring and deal sourcing.

Small businesses seeking high-caliber advisory – as well as sophisticated investors looking for access to high-impact, high-growth investment vehicles – are encouraged to visit [www.impetuscapital.com](http://www.impetuscapital.com) or contact the firm directly.

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