PROGRESS VENTURES

Q2 | 2019

QUARTERLY NEWSLETTER

Dear Friends,

We are pleased to provide you with an update on Progress Ventures for the second quarter of 2019.

Fund 1

Dstillery closed a $5.9 million funding round to build upon their audience data business with intention to increase their solutions portfolio, enhance the team and expand partnership footprints.

MediaMath partnered with Rubicon Project to enhance supply chain solution, aiming to create a direct and transparent programmatic delivery infrastructure.

Fund 2

Localytics launched two tools, the Stages of Personalization report and Personalization Performance Calculator, to help brands deliver more targeted, meaningful mobile experiences.

Pixability announced PixabilityONE, a first of its kind, all in one software platform powered by data science to be a solution for audience targeting, optimization, and reporting for YouTube, Facebook, Instagram, and Connected TV. This program will be used for running campaigns across the premier video advertising destinations, all in one place.

Skyword announced the hire of Roger Blanchette as Senior Vice President & Chief Financial Officer for Skyword, who has more than 20 years of experience in similar roles such as CFO of Ektron.

Fund 3

IRIS.TV partnered with Telaria to launch a Contextual Ad Targeting for Video solution, to access and analyze individual videos directly from publishers' content management systems and provide those categories to programmatic buyers.

LISNR was named to the CNBC's Disruptor 50 list, which is known for calling out the most impactful venture-backed companies, such as forward-looking start-ups that have made a massive impact in their category and boast impressive valuations.

Tru Optik launched a new solution, Political Data Cloud, for OTT and CTV to enable targeting political ads to programming on those platforms. The Data Cloud will aggregate voter registration and behavioral segments from providers.

Capture adds more colleges to its lists of partners - most recently partnering with Buffalo State College.

Venture Capital Market Update

The story of the second quarter of 2019 was liquidity, with 34 venture-backed IPOs creating exit value in excess of $138.3B. Meanwhile, there are another 14 notable VC-backed companies currently in IPO registration. Ultimately, looking at both public exits and M&A, the total venture-backed exit value for the first half of 2019 was $188.5B, making 2019 the most valuable liquidity year of all time for venture capital.

From an investing standpoint, activity picked up considerably from Q1 to Q2. According to the latest Pitchbook-NVCA Venture Monitor report, VCs invested over $66B across 4,868 deals in 1H2019, while PwC MoneyTree pegs the number at $55B across 2,771 deals. Both reports have venture activity on track to match or nearly match 2018's record numbers.

On the fundraising side of the market, 103 funds raised $20.6B in 1H2019. While already a healthy indicator, we expect these figures to increase significantly in 2H2019 given the amount of venture liquidity in the first half of the year.

Progress Ventures Update

Progress Ventures continues to maintain focus on investing specifically in advertising, marketing, and media technologies. In 1H2019, the value of this focus manifested itself most notably in the discovery of several nascent market sectors within MarTech and MediaTech, which we continue to research diligently.

We would also like to take this moment to welcome our most recent investment, Capture, to the Progress Ventures portfolio.

As always, if any opportunities or introductions of interest should arise within your network please feel free to share them with the firm.

We thank you for your continued support in our firm and venture fund. Please reach out with any questions, comments, or opportunities.

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MICHAEL BEEBE
Dstillery Co-CEO

Dstillery Closes Data-Driven $5.9 Million Funding Round

By Shoshana Wodinsky in AdWeek | June 12, 2019
http://bit.ly/2kiMewQ

Despite a news cycle that seems to equate "big data" with "bigger scandals," some businesses are proving that data-driven companies can still have legs.

This morning, buy-side-centric data provider Dstillery said it has closed a $5.9 million funding round, driven by Newspring Capital, Venrock and Contour Venture Partners. This funding, said the company, will build upon Dstillery's audience data business to increase its solutions portfolio, expand its partnership footprint and "enhance" its team.

"The feedback that we're getting from the market is that what we do is different—and that's because we've been putting a heavy investment in computing, data infrastructure and people," said Dstillery CEO Michael Beebe. "Instead of approaching an agency and selling it as a managed service on a campaign-by-campaign basis, what we're really doing is approaching agencies on a high level and selling ourselves as an enterprise data solution. And that's something that I don't see others doing."

Though originally a DSP-driven ad-tech business, Dstillery has rebranded itself this year as an "audience solutions partner," said Beebe. Its pitch, in a nutshell, is building custom campaign targeting strategies using an in-house AI built off of roughly 10 million audience attributes.

This AI continuously scores and rescores hundreds of millions of potential audience members on a daily basis, ensuring that the brands and agencies using Dstillery's targeting for their programmatic campaigns are offered the most up-to-date pool of potential customers possible. Through the company's proprietary Audience Studio, agencies can combine their own first-party data with these in-house offerings to better customize campaigns.

"We're not just capturing web-visitation type behaviors, and I think that's what sets us apart, " Beebe said. "We're capturing a much more holistic view of what consumers are doing, and sometimes that means looking beyond the click-through rate."

Aside from this in-house AI, Dstillery also offers a "portfolio" of prebuilt audience segments around target behavior, like in-store visitation, consumer location and demographics courtesy of partnerships with location data providers and SDK vendors. It's a move that not only gives a fuller view of the consumer journey but also allows advertisers to sidestep some of the limitations—and precariousness—that come bundled with cookie-based advertising in a post-GDPR world.

The approach has been successful enough to catch the attention of companies like Tremor Video and Appnexus, both of which came on board as Dstillery partners in recent month. The company also boasts ex-Apple exec Charlie Oppenheimer as a recent staff addition as Dstillery's executive chairman.

Dstillery is hardly the only data-fied company to rake in serious cash. Earlier this week, the mobile-driven measurement company Adjust announced $227 million in funding.

JOE ZAWADZKI
MediaMath CEO

MediaMath Partners with Rubicon Project to Enhance Supply Chain Solution

MediaMath Press Release | June 21, 2019
http://bit.ly/2Iz3LB7

MediaMath partnered with Rubicon Project to create an accountable and addressable supply chain through an alliance of agencies, brands, technology companies and publishers.

New York: MediaMath, acclaimed independent programmatic company for marketers, announced today that it is launching an effort to create a reimagined supply chain that works better for the entire industry. The company has partnered with Rubicon Project, the global exchange for advertising, to architect a direct and transparent programmatic delivery infrastructure. Havas is the first agency to join the effort. The collaboration is the first in a series of initiatives that MediaMath will be pursuing.

"The current media supply chain is failing advertisers, publishers and consumers," said Joe Zawadzki, Founder & CEO, MediaMath. "We're taking the first step to create necessary change by partnering with Rubicon Project and Havas. A more accountable and addressable ecosystem, with the right values and purpose, will only come if a motivated and united alliance of leading marketers and agencies, with the right tech companies and publishers, working together."

Marketing News: Coveo AI Announces Its Availability On AppDirect's Subscription Commerce Platform

MediaMath partnered with Rubicon Project to create an accountable and addressable supply chain through an alliance of agencies, brands, technology companies and publishers. This clean digital media supply provides long-term sustainable solutions featuring end-to-end fee transparency, direct connections between buyers and sellers and focuses on the availability of brand safe, fraud-free, viewable inventory.

To drive improved buyer outcomes and publisher yield, MediaMath is developing advanced supply valuation algorithms along with ingesting Rubicon Project's machine-learned bid guidance models. Rubicon Project will also receive MediaMath signal inputs to feed guidance models with advertiser and campaign specificity. This closed-loop system builds upon the complementary bid guidance algorithms that MediaMath and Rubicon Project have each been operating for more than a year.

"We are pleased to partner with MediaMath to create a direct and transparent programmatic delivery infrastructure," said Michael Barrett, CEO, Rubicon Project. "Havas continues to pioneer the next generation ecosystem that is both clean and open as the first agency partner for this effort. In working together, we hope to lead the industry in removing the bad actors and negative headlines with SPO and addressable supply chain. Modernizing how the supply chain operates will impact and benefit the entire ecosystem."

By building on existing granular transparency to MediaMath supply chain costs and insight into take rates, agencies like Havas are now able to empower clients with log-level transparency for end-to-end supply chain costs. Enriched by MediaMath's audience product, advertisers can now understand the true

cost of media for each impression and evaluate eCPM ranges across a diverse portfolio of publishers who have opted into publisher fee transparency with Rubicon Project. All of these transactions will take place over highly-efficient dedicated connections to publishers for MediaMath demand.

Localytics

Localytics is the leading mobile engagement platform. We give companies the insights and tools they need to improve their mobile app acquisition, engagement and retention efforts. Our secret sauce is in the data. We use all the data surrounding users to deliver highly targeted and personalized engagement campaigns, including push and in-app messages. We then use performance data to measure and optimize those efforts toward the metrics that drive businesses forward. Our platform is used in more than 37,000 apps on more than 2.7 billion devices by companies such as ESPN, Fox and The New York Times. We are headquartered in Boston, MA with offices in San Francisco and London. Investors include Sapphire Ventures, Foundation Capital and Polaris Partners.

For more information, visit: www.localytics.com.

JUDE MCCOLGAN
Localytics CEO

Localytics Launches Stages of Personalization Report and Personalization Performance Calculator to Help Brands Deliver More Targeted, Meaningful Mobile Experiences

Localytics Press Release | April 3, 2019
http://bit.ly/2IE7FbD

Localytics, the leading end-to-end mobile engagement platform, today announced the launch of its Stages of Personalization report and Personalization Performance Calculator to help brands better understand the sophistication level and impact of their mobile personalization efforts. With the Personalization Performance Calculator, enterprises can test how different combinations of personalization methods impact message performance and discover new techniques to deliver more effective mobile messages.

Through the creation of the Stages of Personalization report, Localytics is capitalizing on the company's extensive data set to assess the inherent benefits of moving through the stages of personalization in terms of increased open rates and impressive conversion rates. The report was created through an analysis of 23 billion push notifications sent by Localytics customers in 2018.

"Many brands, as well as technology vendors, treat personalization like it's a black and white concept — a message is either personalized or it isn't. Nothing could be further from

the truth," said Stephen Mello, Localytics' VP of Product and Strategy. "At Localytics we have found that the combination of audience, message and timing is what drives a truly personalized experience. The key for companies is to strike a balance across each of these elements to create truly engaging personalization on a consumer-by-consumer basis and our Personalization Performance Calculator can help."

Moving through the Stages of Personalization Drives Strong Business Results:

When customers move from Stage 1 to Stage 2 they experience an increase of 6% open rate and an increase of 48% conversion rate.

When customers move from Stage 2 to Stage 3 they experience an increase of 43% open rate and an increase of 31% conversion rate.

Four Stages of Personalization:

Beginner (Stage 1): Brands usually start out broadcasting their campaigns, meaning every customer receives the same message. Messages in this stage are similar to billboards, as the message is shown to every possible recipient and it isn't personalized for the viewer in any way. Many brands like broadcast messages because they are efficient — a large number of customers can be reached with minimal effort.

Intermediate (Stage 2): In Stage 2, there's a dramatic change as brands almost completely abandon broadcast messages and start to take their first steps in delivering a personalized experience

by using an Audience for almost every message they send. In Stage 2, the Audiences tend to only use one type of data. Some brands in Stage 2 build their Audiences using only Profile data, while other brands use only Behavioral data.

Advanced (Stage 3): After working through profile-only and behavior-only targeting, customers reach a point of mastery in one of two methodologies:

The Dynamic Content Methodology — A profile heavy strategy where 3 profile attributes is the norm and around one in five campaigns utilize dynamic content through Liquid personalization capabilities (19%).

The Combination Methodology — A powerful mix of Behavioral/ Profile targeting (72% of campaigns) and A/B testing (30%).

Expert (Stage 4): In Stage 4, brands fully embrace Profile + Behavioral Audiences as well as the use of dynamic content through Liquid personalization. In addition, brands in Stage 4 make prodigious use of triggered and location-based messaging, not to mention continued use of A/B testing. All of these factors combine to deliver a potent personalized experience that sets these brands apart from its competition.

In conjunction with the release of the Personalization Performance Calculator, Localytics also launched The Stages of Personalization eBook, which gives readers an in-depth look at how the four stages of personalization can work for any brand.

PIXABILITY

DAVID GEORGE
Pixability CEO

Pixability Announces PixabilityONE, an all-in-one solution for audience targeting, optimization, and reporting for YouTube, Facebook, Instagram, and Connected TV

Pixability Press Release | June 27, 2019

http://bit.ly/2kiH97I

Video advertising software and insights leader Pixability announces the launch of PixabilityONE, a first-of-its-kind software platform powered by data science, used for running campaigns across the premier video advertising destinations, all in one place. Those destinations include YouTube, Facebook, Instagram, and Connected TV platforms like Amazon. The PixabilityONE platform can be used by brands and agencies as a self-service solution to run their own campaigns, and is also used for all campaigns that Pixability manages for major brands such as Puma, Ford, KIND, L'Oréal and Bose.

Analyst firm eMarketer and others are estimating that YouTube, Facebook, Instagram and Connected TV will represent over 75% of the ad market for video next year. Yet brands and agencies often have siloed teams to manage, measure and report on campaigns run on each platform. PixabilityONE provides a unified view of campaigns across these premier channels for a more holistic, efficient approach to video advertising.

"With PixabilityONE, we can, for the first time, run in-house campaigns across major video ad channels through one

platform. At the same time, the platform also delivers campaign performance that's well above what we see when we run campaigns individually on native platforms," commented Mark Williams VP of Distribution from Fullscreen, a social content company and a strategic partner of Pixability.

The PixabilityONE platform includes Audience Builder, for audience targeting; the Campaign Optimization Engine (COE) for campaign optimization; and a 24/7 reporting interface that details results across all platforms cohesively.

Audience Builder provides a single interface for establishing targeting parameters across premier platforms like YouTube and Facebook. It includes pre-bid campaign brand-safety/suitability filtering; vertical level benchmarks to help with planning; AI-built stock audiences to launch campaigns faster; the ability to save and share audiences across teams; and a creative library to host video ads.

The Campaign Optimization Engine (COE) uses data science to auto-optimize over 37,000 times a day across all campaigns. Whereas most video ad campaigns are still manually run by humans and may only be able to optimize dozens of times in a day, Pixability automatically optimizes hundreds of times per day per campaign. It's also the only campaign engine that optimizes to multiple KPIs.

Finally, the PixabilityONE Dashboard allows brands and agencies to manage video reporting holistically across multiple native platforms. While marketers often miss opportunities for cross-platform learnings by managing and reporting on each platform independently, Pixability is the only platform that reports on

results from YouTube, Facebook, Instagram and CTV all in one interface. Through integrations with 3rd party measurement partners, it can also report on metrics like brand lift and store visits and break down results on a granular geographic basis.

"Using PixabilityONE to execute — and ultimately optimize — our cross-platform video ad campaigns enables us to connect with consumers at every stage in their journey with our brand, ultimately leading us to achieve the greatest impact," said Hermann Hassenstein, Head of Marketing Planning, Global Marketing at PUMA.

"One of the biggest challenges brands and agencies face today is the siloed management of video campaigns across the most important video platforms, resulting in missed opportunities and a failure to optimize," commented David George, CEO of Pixability. "Our market-first platform unifies campaign management all in one place, allowing marketers to better assess and allocate their investments to maximize results."

Skyword liberates brands from ineffective marketing practices and inspires them to create deeper connections with their audiences. The Skyword Platform makes it easy to produce, optimize, manage and promote content at any scale to create meaningful, lasting relationships. Skyword also provides access to a community of thousands of freelance writers and videographers, an editorial team and program managers who help move clients' content marketing programs to new levels of creative excellence. Skyword is a privately held company headquartered in Boston, Mass. The company's technology center is located in Pittsburgh, Pa. Investors include Cox Media Group, Allen & Company, Progress Ventures and American Public Media Group.

For more information, visit: www.skyword.com.

TOM GERACE
Skyword CEO

Skyword Names Roger Blanchette as New Chief Financial Officer

Skyword Press Release | May 21, 2019

http://bit.ly/2k3rAR6

Skyword, the leading content marketing software and services company, today announced it has appointed Roger Blanchette as Senior Vice President and Chief Financial Officer. Blanchette joins Skyword from NuoDB, a database cloud provider, where he served as Chief Financial Officer.

With more than 20 years experience, Blanchette was also the Chief Financial Officer of Ektron, a cloud provider of web content management software. While there, he managed the integration of finance, legal and IT functions following the company's merger with Episerver, a Sweden-based cloud software company. Blanchette also has served as CFO at medical device companies, Dune Medical and Cadent, both based in Israel. Prior to Cadent, he was CFO of DataSynapse, a New York-based internal cloud software provider.

"I am excited to have Roger join our team to help drive Skyword's next phase of growth," said Skyword CEO Tom Gerace. "Roger's extensive experience scaling established, high-growth SaaS companies, along with his strategic leadership, will be instrumental in executing our vision to deliver a content marketing solution to enterprise brands."

Blanchette succeeds Tyler Hoffman who has served as Chief Financial Officer of Skyword since 2010. Hoffman will remain through mid-July to assist with transition and then plans to turn his focus on earlier stage SaaS companies.

"We are grateful to Tyler for the crucial contributions he made during the company's formative years," said Gerace.

IRIS.TV

FIELD GARTHWAITE
IRIS.TV CEO & Co-Founder

IRIS.TV and Telaria Execute Contextual and Brand-safe Ad Targeting for Programmatic Video

IRIS.TV Blog Post | June 20, 2019

http://bit.ly/2lyYSl6

Path set for precise and safe video ad targeting in a privacy-first, post GDPR and CCPA world

Marketers need to optimize the reach and frequency of their ads but are coming up against the increased scrutiny over user privacy and advertising brand-safety issues faced by the media and technology industry. With a cookieless digital media environment upon us, the industry is not yet prepared to provide scalable solutions.

There are three major issues the industry has to contend with: Increased Government Regulation, Brand safety, and Scalability.

Within this context, IRIS.TV created a solution to access and analyze individual videos directly from publishers' content management systems and provide those categories to programmatic buyers. IRIS.TV's recently launched Contextual Ad Targeting for Video solution enables the creation and execution of contextual data through programmatic video channels. These capabilities are now available in market with IRIS.TV's first official supply-side-platform partner Telaria. Utilizing Telaria's leading Video Management Platform buyers can curate and execute private marketplace deals across Telaria and IRIS.TV's publisher partners. Telaria will give premium video publishers the ability to present video inventory using both contextual and brand-safety

segmentations, enabling brands to reach their target audiences through relevant programming.

LISNR

RODNEY WILLIAMS
LISNR CEO & Founder

LISNR® is the new standard for device connectivity using sound as the leading global provider of data-over-audio technology. LISNR®'s proprietary data-over-audio protocol is being used across the connected world to power over 30 million devices and counting. Founded in 2012, LISNR®'s near-ultrasonic protocol sends data over audio — enabling proximity engagement, seamless and secure methods of authentication, and device-to-device data transmission for automation and connectivity.

For more information, visit: www.lisnr.com.

LISNR Brings the Future of Payments to 2019 CNBC Disruptor 50 List

LISNR Press Release | May 17, 2019
https://prn.to/2jZbeJ5

LISNR today announces that they were named to CNBC's Disruptor 50 list—2019 edition. In their seventh year of picking out the most impactful venture-backed companies, CNBC looked out for forward-thinking startups that have made a massive impact in their category and boast impressive valuations. In aggregate, this roundup of companies, including Grab, Robinhood and Stripe, has raised over $46 billion in venture capital, with valuation topping $266 billion.

LISNR, #41, was chosen because of its innovation in mobile payments and starts a list of company announcements driving ultrasonic payments across the customer journey for mobile devices. LISNR's proprietary data over audio solutions have been fueling connections across mobility, ticketing and IOT since 2012. In 2017, LISNR started to significantly enhance their technology offering to capture mobile payment opportunities. LISNR now powers payments for merchants enabling secure one-to-one and one-to-many transactions—offering frictionless checkout experiences from all mobile devices.

Current acceleration in mobile payments is being driven by retailers with over 62% of mobile wallet transactions attributed to retailer branded wallets. These wallets use QR codes, which introduces unwanted friction and transaction limitations or higher fee structures, due to it being considered an ecommerce transaction.

LISNR's ultrasonic technology allows retailers to bypass this friction and create seamless and secure payment scenarios with better fee structures. LISNR also increases the throughput capacity of checkout experiences with the ability to detect and transact at a distance. With NFC transactions accounting for only 38% of total mobile transactions, LISNR is poised to standardize its payment method as a card present solution to capitalize on the fastest growing segment in mobile payment—retailer wallets.

The implications of LISNR in mobile payments is tremendous as a card present solution that lives outside of the terminal infrastructure and in turn can allow any device to transact. LISNR's opportunity spans across retail, mobility, transportation and ticketing. Joining this prestigious list of CNBC Disruptor 50 companies in 2019 is LISNR's fourth inclusion in the past five years and the second consecutive year.

"This Disruptor list continues to showcase the power of using ultrasonic solutions to pay in more ways and places than ever before. We're challenging the world of merchants and financial service providers to test and compare LISNR to other methods for your mobile wallets. We offer a superior product. As the flexibility of payment scenarios continue to grow, LISNR is positioned to be an integral component," says Eric Allen, CEO of LISNR.

LISNR

May has been an action packed month for the LISNR team, as just last week they announced their participation in the METRO Target Retail Accelerator, Certified by Techstars. And last month LISNR was featured as a company driving the future of business by the CNBC team as part of their 30th-anniversary celebration. LISNR's inclusion in the Disruptor 50 is a continuation of their recognition as a leading company in the connectivity space that is moving the needle in financial services and beyond.

TRUOPTIK

Tru Optik is a digital media intelligence company providing audience insight and advertising solutions that empower brand marketers and media companies to fully monetize audience and consumer demand. Armed with the largest census-level measurement of global over-the-top media consumption, Tru Optik's proprietary data, advanced technology, and unmatched focus make us the preferred partner of many of the world's largest media companies, brands, and agencies as they navigate the millennial led shift to OTT.

For more information, visit: www.truoptik.com.

ANDRE SWANSTON
Tru Optik CEO

Tru Optik launches a Political Data Cloud for OTT and Connected TV

By Barry Levine in ClickZ | June 20, 2019

http://bit.ly/2IyZltQ

Tru Optik, a data management platform for over-the-top (OTT) and connected TV (CTV), has announced the launch of its Political Data Cloud for targeting political ads to programming on those platforms.

Chief Strategist David Wiesenfeld told ClickZ that "nobody else has the ability to do this level of granular targeting" for political campaigns on OTT and CTV.

Streaming audio
Over-the-top TV is video programming delivered via the Net to TVs and other devices, through such applications as Netflix, Amazon Prime, Hulu and Crackle that can reside in external devices like Roku. CTV refers to TV sets that have an Internet connection, and which often include those OTT apps inside the set.

The ad targeting is focused on ad-supported OTT services, such as those offered by Sony's Crackle or the basic Hulu subscription. The Data Cloud aggregates voter registration and behavioral segments from such providers as L2, Comscore and Dataline, as well as nearly a dozen providers affiliated with the two major US political parties.

The new Data Cloud, part of Tru Optik's OTT Data Marketplace

for targeting by regular ads, can also target streaming audio through Tru Optik partnership's with digital audio platform Triton.

80 million households
Wiesenfeld said there are about 95 million households in the US that can access ad-supported OTT programming, and the new Political Data Cloud can see about 80 million of them. In the last two federal elections of 2018 and 2016, he said, there were some targeted OTT and CTV ads, but they were selected by geography or by context, such as the type of TV program.

The granularity for the new Political Data Cloud is household level, defined by IP address and device ID that are mapped by third-party data providers to other data sets. As a result, this Cloud can determine how many registered Democrats, Republicans or independents live in each household, based largely on voter registration.

Political advertisers can then target and deliver their ads programmatically at program inventory in those ad-supported OTT networks, for those households that contain the targeted voter(s). The Data Cloud can't tell who is watching Hulu, for instance, in a household that may contain both a registered Democrat and a registered Republican.

Additionally, he said, the Cloud contains probabilistic issue-oriented models that can target such segments as registered independents who are likely to support gun control, and those segments are also available for ad targeting.

capture

Capture Higher Ed uses big data and cutting-edge technology to attract, engage, and recruit mission-fit students. Capture maximizes engagement at the most influential times, delivering a better ROI to its partners. Capture's technology provides highly customizable, on-demand data, to easily measure outcomes in real time.

For more information, visit: www.truoptik.com.

STEVE HUEY
Capture CEO

Capture Welcomes New Partner Buffalo State College

Capture Blog Post | May 22, 2019

http://bit.ly/2Ix5LtC

Introducing one of Capture Higher Ed's newest partners, Buffalo State College.

The largest comprehensive, four-year college in the State University of New York (SUNY) system, Buffalo State serves nearly 10,000 undergraduate and graduate students through 79 undergraduate majors, 64 graduate programs and several minors and certificates.

Established as the Buffalo Normal School, the institution opened its doors in 1871 with the sole purpose of training teachers to serve Buffalo's rapidly growing public school system. Over its first 30 years, the school's enrollment increased from 86 to 828.

By 1925, the "normal course" became a four-year program leading to a bachelor of science in education degree; its enrollment had ballooned to 3,000 in regular, summer and extension classes. Three years later, the school broke ground on a new campus to accommodate the surging enrollment. During about the same time, the college established its Art Education Department — the first one in the United States maintained under state auspices.

Throughout the 20th century, the school continued to grow and expand its programs while constantly change its name. The

evolution went something like this: Buffalo Normal School ... State Teachers College at Buffalo ... New York State College for Teachers at Buffalo ... The State University College for Teachers at Buffalo ... State University College of Education at Buffalo ... and finally Buffalo State College – SUNY.

With a worldwide alumni population of more than 100,000, the college today is known for its strong community connections and its enduring commitment to providing high-quality, lifelong learning opportunities. In athletics, the college is a member of NCAA-Division III with eight men's and 11 women's varsity sports. The Bengals compete in the State University of New York Athletic Conference, the Liberty League and the Northeast Women's Hockey League.

Buffalo State's mission is to be "a diverse and inclusive college committed to the intellectual, personal and professional growth of its students, faculty, staff and alumni. Our mission is to empower students to succeed and to inspire a lifelong passion for learning. Buffalo State is dedicated to excellence in teaching, research, service, scholarship, creative activity and cultural enrichment." ➧

PROGRESS VENTURES INVESTMENTS

FUND I | Seed investments in Ad-tech Ecosystem Pioneers (2008-2010)

ClickFacts — Automated Risk Discovery
CLOSURE

Crunched
ACQUIRED

dstillery

IAS Integral Ad Science
ACQUIRED

MediaMath

FUND II | Seed/Series A investments in next-gen Digital Ad Ecosystem (2010-2014)

everyscreen media
ACQUIRED

Localytics

PIXABILITY

Qualia
ACQUIRED

Simpli.fi
ACQUIRED

skyword Moving stories. *Forward.*

TRUST METRICS

FUND III | Series A investments in Emerging Digital Marketing Technologies (2014-2017)

cravelabs

IRIS.TV

LISNR

massive
ACQUIRED

TRUOPTIK

capture

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