



Corporate Fact Sheet

The Company:

Webvanta was built by former Adobe web developers to make life easier for designers striving to create sophisticated websites quickly, cost-effectively, and without programming expertise.

The Webvanta platform helps designers break free of static designs and move beyond simple content management solutions to deliver all the benefits of structured content:

- Easy content maintenance
- Improved SEO
- Content reusability

Webvanta provides a reliable, flexible, and state-of-the-art hosted CMS that helps designers build and manage content-rich websites that grow their client base.

The Problem:

Designers constantly struggle with how to provide clients with sites that are dynamic & fresh, improve SEO, meet business needs, and are easy to maintain.

Popular hosted solutions, such as WordPress.com are very constraining — e.g.: use of only pre-approved plug-ins, no JavaScript, limited number of themes.

Simple self-hosted CMS systems, such as WordPress and Joomla! don't easily support custom database designs, and designers become frustrated by their inflexibility. More complicated systems, such as Drupal, are feature-rich but demand a steep learning curve that frustrates both designer and client.

The Opportunity:

Tens of millions of new web sites are built every year. Many solutions are available for the simplest sites, but for serious business sites, database-driven designs are needed, and designers have not had any efficient solution for meeting this need. Webvanta is focused on providing designers with a simple and powerful way to build database-driven websites.

The Solution:

With the Webvanta platform, web designers create pages using their favorite tools, then easily integrate their HTML, CSS and JS code into Webvanta's CMS and database system to construct the site. No more

struggling with PHP or MySQL. Webvanta allows designers to bring additional layers of capability — including a full blog system, commenting, photo galleries, calendars, and a membership system — that enrich the site. Webvanta's streamlined administrative interface and structured content support make it easier for clients to update their own sites while preserving the integrity of the design.

Webvanta's hosted CMS eliminates all the hassles of software updates, security risks, backups, and system administration.

Unlike open-source alternatives, Webvanta's system is supported by expert, responsive technical support and extensive documentation and examples.

Webvanta is the web designer's technology partner.

Customers:

Example sites include:

- www.postcarbon.org
- www.sapphireenergy.com
- www.osmosis.com
- www.commercialspacegateway.com
- www.alanfeniman.co.uk

and many more listed at www.webvanta.com/sites

HQTRS:

Sebastopol, California

Founded:

2007

Financing:

Angel Investors , including members of North Bay Angels

Management:

Webvanta is led by two former Adobe executives with extensive Silicon Valley backgrounds in web design, development, and technology management:

- Michael Slater, President and CEO
- Christopher Haupt, Chief Technology Officer

Board of Directors

- David Hehman, co-founder Spartina Ventures, LLC
- Greg Seal, former Deloitte Consulting partner

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