



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Digital Media Center Incubator Adds Four New Residents Community College District's Incubator Is Now Full

(Santa Ana)—Rancho Santiago Community College District's [Digital Media Center \(DMC\) Business Incubator](#) has added four new residents at its Santa Ana facility. The new resident emerging digital media businesses are [JUST ENJOY, LLC](#), developer of an award-winning new mobile application for the hospitality industry, and [Nuvolo, LLC](#), developer of full-service digital signage solutions. With their addition, there are now nine digital media companies housed at the DMC.

In addition, two companies offering financial services to the business community have joined the DMC Business Incubator family. They are [ProFormance Capital, Inc.](#), a hybrid venture capital investment bank, and [Private Capital Network](#) (PCN), an angel investor association.

According to JUST ENJOY President and Co-founder Juan Guevara, their patent-pending application opens the door to social dining. In essence, consumers can do everything from the JUST ENJOY mobile phone application from locating a restaurant that meets their needs to placing their dinner order before arriving at the restaurant, inviting their friends to join them, or eventually even making new friends in the restaurant they have selected. The JUST ENJOY application remembers user preferences and is continuously learning and categorizing their likes and dislikes across restaurants using the JUST ENJOY service.

“The DMC offers the benefits of a business incubator without the drawbacks,” said Guevara. “Other incubators require that you give away part of your company equity and control. The DMC gives us the extra credibility that we’re here to stay and allows us to rub elbows with other entrepreneurs. We’re looking forward to interfacing with the students—they’re our target market.”

Nuvolo President Calvin Chan is enthusiastic about the company’s move to the DMC. Thanks to angel investors, the two-year-old firm, Nuvolo had previously been located in an Irvine office park where the firm felt more and more isolated due to shrinking occupancy. As with JUST ENJOY, Chan was looking to interact with other entrepreneurs. “We are excited about establishing more ties with Rancho Santiago Community College District and drawing student interns to our firm,” said Chan.

Nuvolo’s core business is helping businesses promote themselves via streaming video in real time over LCD monitors in large retailers and trade shows. Other markets that are a fit for Nuvolo’s

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transportation, and health care. With Santa Ana College's television and video communications program on the first floor of the DMC, the company's new location just makes good business sense to Chan.

According to Executive Director and Founder Doug Pennington, PCN is Southern California's fastest growing angel investor group. "We invest in early stage companies with a proven track record and product, existing customers and a need for capital to fund expansion," he said. PCN members meet monthly to view presentations from two to three companies selected from the various business plans and executive summaries submitted for consideration. Only the very best are funded. PCN plans on offering monthly talks, webinars, and boot camps at the DMC to help entrepreneurs. The DMC resident businesses will have free entry to all PCN events at the DMC.

Likewise, ProFormance CEO Brian Jue said that he has set up shop at the DMC to assist the companies there with the funding process. "We want to make sure that they understand the different kinds of funding available to entrepreneurs," he said. "An entrepreneur needs to be open to active investors, as often the right strategic investor can greatly accelerate the business." Beginning in January, ProFormance plans on offering weekend boot camps for entrepreneurs at the DMC. The DMC residents will be able to attend these events free of charge. Since 2002, ProFormance has assisted a range of businesses from start-up, pre-revenue companies to private small- to mid-market companies and micro cap to small cap publicly traded companies.

The DMC Business Incubator, an economic development program of [Rancho Santiago Community College District](#), is a dynamic workspace for emerging digital media companies offering a full range of amenities and business support services, including CPA services and access to business consulting and mentoring from legal experts, strategic information technology specialists, strategic marketing authorities, social media strategists, strategic IT business development leaders, and investor groups; discounted memberships and free access to networking organizations; monthly CEO roundtables; and on-site educational opportunities.

"Thanks to the overwhelming interest in the DMC Business Incubator, we have reached capacity," said Gustavo Chamorro, DMC director. "In early 2010, we will unveil a new affiliate program for emerging digital media companies."

For more information, call (714) 241-5836 or visit www.dmc-works.com.

About the Digital Media Center

The [Digital Media Center](#) (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.

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