



Contact: Arrun Kapoor, SJF Ventures
akapoor@sifventures.com, 212-209-3042

SJF Ventures Leads a \$2.75M Investment in FieldView Solutions

New York, NY and Edison, NJ – December 17 – SJF Ventures has led a \$2.75m Series A financing in FieldView Solutions. Milestone Venture Partners and Osage Partners participated in the financing round.

FieldView Solutions is an enterprise software company based in Edison, NJ that provides data center managers with a solution to enhance capacity planning, energy management, and risk mitigation for critical assets. FieldView’s customer list includes some of the world’s largest financial, insurance, co-location, and pharmaceutical companies. Customers benefit by avoiding millions of dollars of unnecessary capital expenditures, minimizing data center downtime through better load management, and reducing energy consumption and costs through consolidating assets.

“We are excited to be partnering with FieldView” said SJF Ventures’ Arrun Kapoor. “The company has emerged as a strong leader in data center management software. Data center managers are struggling with two separate problems that are becoming more severe. The first is the explosive amount of data that these strategic assets need to process and store. The second is the increasing energy demand necessary to maintain these assets. FieldView provides a user-friendly, scalable, browser-based, and hardware agnostic solution to address both of these market needs.”

Fred Dirla, FieldView CEO, added, “We believe SJF Ventures, Milestone Venture Partners and Osage Partners will be excellent partners to help grow our business. Their experience in software, data centers, energy management and cleantech companies will help us unlock a tremendous amount of value. We met SJF over a year ago at a Venture Association of NJ event and have worked very closely with them during that time to execute a successful spin-out and position ourselves for continued growth.” As a result of the financing, Arrun Kapoor of SJF Ventures, Nate Lentz of Osage Partners and Morgan Rodd of Milestone Venture Partners have joined the Company's Board of Directors.

About FieldView Solutions

FieldView’s software provides facilities managers and IT personnel that handle data centers with real time branch circuit and environmental monitoring, circuit alarm notification, and cabinet asset management for small and large data centers. The offering enables better infrastructure capacity and efficiency metrics for a single facility or across a global portfolio. Headquartered in Edison, New Jersey, FieldView was spun-out of Energy Options, a 30 year-old company that is a distributor and installer of building management systems. For more information visit www.fieldviewsolutions.com.

About SJF Ventures

SJF Ventures is a venture capital fund with offices in New York, NY; Durham, NC; and San Francisco, CA. The fund focuses on the IT and cleantech services sectors. SJF portfolio firms include MediaMath, MedPage Today, Truist, ServiceChannel, CleanScapes, groSolar, Ryla Teleservices, Salvage Direct, Ed Map, and BB Hobbs. For more information, visit www.sifventures.com.

About Milestone Venture Partners

Milestone Venture Partners, located in New York City, is an early-stage venture capital fund with \$70 million under management. Milestone’s investment strategy is focused on capital-efficient, technology-enhanced services businesses in the Greater New York region. Areas of expertise include media and marketing services, healthcare IT, and financial services IT. For more information about Milestone, visit www.milestonevp.com.

About Osage Partners

Osage Partners is a leading provider of venture capital to early stage technology and healthcare companies in the Mid-Atlantic region. Initial investments range from \$1-2 million. Additional information is available at www.osagepartners.com.