

## **GroundWork Equity, LLC Facilitates \$2.7 Million Round for Cognition Technologies**

Los Angeles, California, July 14, 2008 – GroundWork Equity, LLC announced, Senior Partner, Peter Cowen served as a corporate advisor in the \$2.7 million round of funding for Cognition Technologies, from Draper Associates, Tim Draper, Fingerhut Ventures, and the firm's CEO, Scott Jarus. Once known as Meaning Master, Cognition Technologies is developing semantic natural language processing technology, which uses concepts and meaning in web pages to improve search results. GroundWork Equity accelerates the growth of companies by providing strategic planning, execution and access to investment capital.

Cognition Technologies, based in Los Angeles, has developed a revolutionary Semantic Natural Language Processing (NLP) technology which adds word and phrase meaning and “understanding” to computer applications, enabling them to be more human-like in their processing of information. Cognition's Semantic Map, the underlying technology developed over the past 23 years, is the largest and most extensive in existence. Applications and technologies which utilize Cognition's Semantic NLP™ technology are positioned to take full advantage of Web 3.0 (the Semantic Web).

### **About Groundwork Equity, LLC**

Groundwork Equity, LLC accelerates the growth of companies by providing strategic planning, execution and access to investment capital. The firm often invests directly in companies or takes the lead in funding efforts by partnering with venture capital or accessing its network of private investors.

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## GroundWork Equity Facilitates Funding for Cognition Technologies

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With decades of operating experience, the GroundWork Equity team supports entrepreneurs by applying business experiences to avoid costly mistakes, while utilizing a wealth of strategic partners and vast contacts. GroundWork Equity works primarily with technology-based companies and has a special interest in consumer products, software, online, network, new media and communication industries. For information call 818.707.0074 ext. 103 or log-on to [www.GroundWorkEquity.com](http://www.GroundWorkEquity.com)

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