

## **OnRule Lands Series Seed Funding from Tough Things First Ventures**

### **Compliance Management SaaS Company Will Use Funding and Mentorship to Help Enterprises Launch Faster and Deliver Compliant Products**

**Santa Clara, California (May 11, 2016):** Tough Things First Ventures, the investing arm of Silicon Valley's longest serving CEO, has made a cash and mentoring investment with OnRule, a compliance management SaaS (Software As A Service) company.

OnRule is a SaaS application for managing and tracking compliance throughout the design, engineering, testing and release process. OnRule tackles the tough aspects of compliance by:

- Managing cross-functional collaboration within both the enterprise and the external value chain
- Tracking and publishing schedules, deliverables and costs of a new product being developed
- Providing visibility and sharing of information to all stakeholders
- Providing forward-looking business intelligence to drive decision-making

"Enterprises need to launch faster and deliver compliant products globally," said Cyril Mecwan, CEO of OnRule. "This requires sound management of development processes, product testing, and product records throughout the lifecycle, all while meeting the regulatory requirements for specific industries. These needs are addressed with OnRule."

"Not only does the leadership within OnRule really understand its customers' needs," said Ray Zinn, founding CEO of Micrel and the longest serving CEO in Silicon Valley. "OnRule's commitment reflects my belief in doing the Tough Things First. They know the value of building an enduring business, and not one they want to sell off in the early stages. That is where we invest – in enduring businesses led by people with long-term vision."

"The emergence and acceptance of cloud-based applications opens up a huge market opportunity for OnRule," said Mecwan. "The cloud allows enterprises to securely bridge both internal and external collaboration and compliance record-keeping. With a global economy, and with design,

engineering, testing and manufacturing possibly occurring anywhere on the planet, the OnRule SaaS approach is precisely what the market is demanding.”

“OnRule gets it,” said Zinn. “They understand the complexities of compliance management and reduce those complexities within a cloud-based service.”

In addition to the capital investment, Zinn invests via mentoring. Tough Things First Ventures coaches its portfolio companies on important sustainable business topics such as including servant leadership, crafting lasting corporate cultures, and creating companies that last the ages.

### About OnRule

Established in 2015 in Santa Clara, OnRule takes a unique approach to addressing the needs of a well-defined, yet under-served market segment, namely electronics manufacturing regulatory compliance. The company’s earliest customers include some of Silicon Valley’s notable and high-tech public companies. <https://www.onrule.com/>

### About Tough Things First Ventures

Established in 2015, Tough Things First Ventures is an extension of Ray Zinn’s 37 years as the longest serving CEO in Silicon Valley. Tough Things First Ventures seeks startups committed to building companies that last and to employing the humanistic leadership and conservative management expressed in Zinn’s book, *Tough Things First* (<http://amzn.to/1nzNuXN>).

<http://toughthingsfirst.com/venture/>

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