

DECEMBER 3-5, 2007

SEATTLE, WA

# GLOBAL07

## TOP 100 TECH STARTUPS IN THE WORLD

### AGENDA

#### Monday, December 3<sup>rd</sup>

7:00 – 9:30 Welcome Cocktail

3:30 – 6:00 Red Herring 100 Presentations

6:00 – 6:45 Breakout roundtables II

#### Tuesday, December 4<sup>th</sup>

07:30 – 08:30 Breakfast & Registration

08:30 – 09:00 Welcome Speech

09:00 – 10:30 Keynote Session

- Bruce Jaffe, Vice President, Corporate Development, Microsoft Corporation
- Michael Montgomery, President and Head of Media Banking, Montgomery & Co.
- David Chao, Managing General Partner, DCM
- Promod Haque, Managing Partner, Norwest Venture Partners

10:30 – 11:00 Coffee Break

11:00 – 12:00 Red Herring 100 Presentations

12:00 – 12:45 Breakout Roundtables I

- Room A: Digital Media
- Room B: Mobile

12:45 – 2:00 Lunch

2:00 – 2:45 Keynote Roundtable  
*Going Global*

2:45 – 3:15 Keynote Session

- Giles McNamee, Managing Director and Co-Founder, McNamee Lawrence & Co.

3:15 – 3:30 Coffee Break

- Room A: Entering the Chinese market
- Room B: Venture Capital: Sector Preference
- Room C: Security

7:15 – 10:00 Cocktail & Awards Dinner

#### Wednesday, December 5<sup>th</sup>

7:30 – 8:30 Breakfast & Registration

8:45 – 9:00 Opening Comments

9:00 – 9:30 Keynote Snapshots

- Goodmail Systems
- Saora
- Ring2

9:30 – 10:15 Keynote Roundtable  
*Exiting: IPO, M&A*

10:15 – 10:45 Coffee Break

10:45 – 12:00 Red Herring 100 Presentations

12:00 – 12:45 Breakout Roundtables I

- Room A: Entering the European market
- Room B: When Everything Connects: the Pervasive Internet

12:45 – 2:00 Lunch

2:00 – 2:45 Keynote Roundtable  
*Global Venture Capital*

3:00 – 4:30 Red Herring 100 Presentations

4:30 – 5:15 Breakout Roundtables II

- Room A: Web 2.0
- Room B: Enterprise Software

## **Digital Media - An Obvious Revolution's Shaky Business Plan**

Date/Time: Tuesday, December 4 - 12:00-12:45 - Room A

Moderator: Joel Dreyfuss, Editor-in-chief, Red Herring

### Speakers:

Atlas Venture, Ahmet Ozalp, Partner

Blyk, Antti Öhrling, Co-founder

ContextWeb Inc., Shanthini Sarkar, Sr. Vice President of Operations & Product Management

Zango, Keith Smith, Chief Executive Officer

### Synopsis:

The conversion of mass media to digital has been a fundamental revolution. From videos to photos to publications, digitization has caused a shift in the balance of power from traditional media to online and digital distribution. Print magazines and newspapers have lost advertising and readership to on-line publications and blogs. Unauthorized postings and sharing of copyrighted content have disrupted viewing patterns and concepts of fair use and ownership. The under-20 generation lives by the digital delivery and their switch has exposed the vulnerable business models of the old media. Power and influence are being redistributed from the old brand names to new online entities and blogs. Yet, the business models for this new medium are not clear. Just five percent of all ad spending globally went to the Web last year. Will creativity and quality falter? Can the new business models sustain the rich variety of fare that 21st century consumers expect? Will we fall back to a handful of media brands once the choices become exponential and unreliable?

## **Mobile - The Shifting Balance of Power**

Date/Time: Tuesday, December 4 - 12:00-12:45 - Room B

Moderator: Chris Bonnet, Director Research, Red Herring

### Speakers:

Bridgescale, Matthew Cowan, General Partner

Persistent Systems, Kiran Natarajan, Director Strategic Relationships

PixSense, Inc., R. Paul Singh, President, Chief Executive Officer

Transclick, Robert Levin, Chief Executive Officer

Fugumobile Ltd., Ravi Bose, Vice President

### Synopsis:

The iPhone – and Steve Jobs' chutzpah – shifted balance of power between application developers and carriers. There is hope now that more innovative applications will redefine the consumer's mobile experience. Google's Linux-based mobile operating system, Android, and its Open Handset Alliance are all efforts to give more clout to the handset makers. How will these initiatives concretely foster innovation and bring us the next killer app? Will mobile content providers gain be able to negotiate better revenue sharing relationships with the carriers? All sides are still seeking the business model that rewards both carriers and content creators?

## **Going Global - How Do You Succeed in a “Flat World”?**

Date/Time: Tuesday, December 4 - 14:00-14:45 - Room Keynote

Moderator: Joel Dreyfuss, Editor-in-chief, Red Herring

Speakers:

BlueRun Ventures, Kwan Koon, Partner

Orolix, Nagib Georges Mimassi, Chief Executive Officer

Beijing Huaqi Information & Digital Technology Co., Ltd, Jun Feng, President

GRP, Brian McLoughlin, Partner

Synopsis:

In today's “world is flat” global economy, any technology start-up that wants to become an industry giant has to have global aspirations. The ability to execute a global strategy and conquer foreign markets rapidly becomes a key to the company's success. But when is it a good time for a startup to go global? Should a startup first secure a strong presence in its domestic market, or simultaneously tackle international markets? Is the timing of expansion dependent on the industry sector? What are the most successful strategies for a technology startup to go global? Are international joint-ventures, partnerships or acquisitions viable options for a technology startup to expand globally?

## **Entering the Chinese market - OK. How Do You Reach 1.3 Billion People?**

Date/Time: Tuesday, December 4 - 18:00-18:45 - Room A

Moderator: Joel Dreyfuss, Editor-in-chief, Red Herring

Speakers:

Apexone Microelectronics, James Gao, Founder, President & Chief Executive Officer

Augmentum, Yuan Lee, Senior Vice President of Worldwide Sales & Marketing

Etology, Brock Purpura, Chief Executive Officer

General Catalyst, William Kung, Principal

Synopsis:

China remains the mother of desire for many startups. After all, with the biggest mobile market in the world, the largest Internet audience after the U.S., and a rapidly expanding middle class, what tech entrepreneur wouldn't want to be there. Well, there are also the pitfalls of finding the right partner, negotiating regulations that are not always transparent and understanding the local culture. How do you deal with lax enforcement of intellectual property rights? Which technology sectors present the best market opportunities? What should you expect from the local competition? Entrepreneurs and experts with experience in China will share their views in the best strategies for conquering the world's fastest growing large market.

## **Venture Capital: Sector Preference - Where Should You Put Your Money?**

Date/Time: Tuesday, December 4 - 18:00-18:45 - Room B

Moderator: Chris Bonnet, Director Research, Red Herring

Speakers:

Fidelity Ventures, Rob Ketterson, Managing Partner

NeoCarta Ventures, Inc., Paul Hsu, Principal

U.S. Venture Partners, Paul Matteucci, Partner

Woodside Fund, Daniel Ahn, Managing Director

Synopsis:

While most venture dollars chase software and life sciences companies, the cleantech wave is drawing growing commitments from venture capitalists. Investments in other sectors, like IT security and financial services are falling off. Are there sectors where venture capital has less of a role to play? What about emerging sectors like robotics and nanomaterials? This panel will explore why some sectors are rising while others are waning, and which emerging technologies are sufficiently mature to warrant venture investment.

## **Security - Can We Break Out of the Hackers' Rat Race?**

Date/Time: Tuesday, December 4 - 18:00-18:45 - Room C

Moderator: Sean Wolfe, Redherring.tv Editorial Producer, Red Herring

Speakers:

Goodmail Systems, David Atlas, Sr. Vice President Worldwide Sales & Marketing

Qualys, Inc., Philippe Courtot, Chairman & Chief Executive Officer

ScanSafe Inc., Roy Tuvey, Co-Founder & President

Synopsis:

As the push grows for a ubiquitous Internet and true seamless mobility, establishing security for the myriad innovative devices and technologies becomes increasingly important – and ever more complicated. Most consumers rarely give a second thought to the consequences of device theft, Bluetooth hacking, or the weak links in VoIP, Wi-Fi and instant messaging. Emerging technologies, such as WiMAX, and the ubiquity of on-demand applications pose new challenges to security vendors. Are we doomed to a permanent security arms race, with security companies and entrepreneurs playing catch-up with incrementally more complex hacks being developed by an increasing number of criminal minds? Are there fundamentally new approaches that can confirm identities, identify new threats by behavior rather than signatures, and do a better job of protecting us? What will a secure Internet look like? What are the foundations that need to be put in place now, in order to prevent current security threats from spiraling out of control?

## **Exiting: IPO, M&A - IPOs Are Back But Are They the Best Exits?**

Date/Time: Wednesday, December 5 - 09:30-10:15 - Room Keynote

Moderator: Alex Vieux, Chairman, CEO and Publisher, Red Herring

Speakers:

Capitol Acquisition Corp, Mark Ein, Chairman and Chief Executive Officer

Safeguard Scientifics, Peter Boni, Chief Executive Officer

East Peak Advisors, David DeRuff, Managing Partner, Founder

VeriSilicon, Wayne Dai, Chairman & Chief Executive Officer

Synopsis:

Despite all the complaints about Sarbanes-Oxley Act, the sharp decline of IPOs blamed on increased regulation has ended. According to research group VentureOne, the number of U.S. venture-backed companies going to the public markets in the second quarter of this year was the highest since 2000. This summer, very successful IPOs such as VMware seem to confirm a renewed interest in IPOs. Is going public fashionable again? In the current market, should a company consider exiting through an IPO or M&A? What is the impact of the credit crunch on these exit strategies? From a global perspective, how viable are cross-border IPOs and M&A initiatives?

## **Entering the European Market - Does the Single Market Really Exist?**

Date/Time: Wednesday, December 5 - 12:00-12:45 - Room A

Moderator: Joel Dreyfuss, Editor-in-chief, Red Herring

Speakers:

EuroStart Capital Partners, Jean-Bernard Guerrée, Managing Director

Solid Ventures, Floris Van Alkemade, Founder

YL Ventures, Yoav Andrew Leitersdorf, Managing Partner

Synopsis:

With 25 countries making up the expanded European Union, there are many opportunities for companies from North America and Asia to expand a technology business into a market of some 300 million individuals. The Single European Act removes many obstacles for European expansion once a company has entered one of the EU countries. But if legal boundaries have been reduced, is Europe truly a single market? What are the strategies to enter this region? What are the cultural barriers? Entrepreneurs and experts share their successful strategies for conquering this important market.

## **When Everything Connects: the Pervasive Internet - Internet v3.0?**

Date/Time: Wednesday, December 5 - 12:00-12:45 - Room B

Moderator: Sean Wolfe, Redherring.tv Editorial Producer, Red Herring

Speakers:

Colligo Networks, Inc., Barry Jinks, President & Chief Executive Officer

Saora Inc, Aruna Rohra, Chief Executive Officer

Airspan Networks, Chad Pralle, Chief Technology Officer

Synopsis:

We are moving inexorably towards a fully connected world, where it's not just people who are linked but most devices as well. In the pervasive net the coffee maker will start when your alarm clock rings, but so may windmills and harvesters. Your car will automatically order a part that is going bad and tell you when it has arrived at your auto repair shop. It is often called "The Internet of Things", "the pervasive Internet" or even "Internet v3.0" where device networking would be the next step after people networking. Will Internet as the common network be scalable, manageable and secure, given the vast number of devices that could be connected? What will be the common standards? Which wireless technologies will win out? How will we deal with privacy, identity and security issues with heterogeneous devices on the network? What business models and services will justify the cost?

## **Global Venture Capital - Can VCs Be Global?**

Date/Time: Wednesday, December 5 - 14:00-14:45 - Room Keynote

Moderator: Sean Wolfe, Redherring.tv Editorial Producer, Red Herring

Speakers:

Almaz Capital Partners, Alexander Galitsky, General Partner

Casenove Private Equity, Tod Bensen, Founder and Former Chief Executive Officer

SV Life Sciences, Michael Ross, General Partner

GRP, Mark Suster, Partner

Synopsis:

Globalization has changed venture capital. VCs can no longer boast that they won't invest if the company is more than an hour away. Some VCs have set up joint ventures in India and China; others have dispatched partners and junior staffers. What is the impact on the entrepreneurs who have long depended on VCs not just for money but for introductions and access to their networks? A panel of investors from around the globe will discuss the new landscape and share their perceptions of how their mission have changed with the globalization of the economy. How are they sourcing and vetting companies? How do their investment interests vary by region? How valuable are cross-borders investments?

## **Web 2.0 - From Web Destination to Operating Platform**

Date/Time: Wednesday, December 5 - 16:30-17:15 - Room A

Moderator: Chris Bonnet, Director Research, Red Herring

Speakers:

Picnik, Jonathan Sposato, Chief Executive Officer

Wealink.com, Ian Chin, President and Chief Operating Officer

Oak Pacific Interactive, James Liu, Chief Executive Officer

Synopsis:

Suddenly, the social network is an operating system. At least, sites like Facebook and MySpace would like us to think so. And by opening their sites to external developers and letting them share the ad revenue from their applications, they are attempting to shift from providing applications to being a development platform. For Web 2.0 companies, letting other companies develop new widgets keeps surfers interested, increases traffic and, ultimately, grows ad revenue. Facebook's success has spurred its competitors. In November, an alliance around Google released a set of standards called OpenSocial that allows software developers to write applications that work with any social network that conforms to its rules. Participants include LinkedIn, Ning, hi5, Friendster, Xing and Plaxo. What will be the impact of this alliance on the Web 2.0 community? Are we in the midst of Internet Bubble 2.0 or a significant shift of the Internet paradigm?

## **Enterprise software - Coping With the New On-Demand World**

Date/Time: Wednesday, December 5 - 16:30-17:15 - Room B

Moderator: Sean Wolfe, Redherring.tv Editorial Producer, Red Herring

Speakers:

Adaptive Planning, Bill Soward, President & Chief Executive Officer

Aztecsoft, Shirish Netke, President

Greenplum, Bill Cook, Chief Executive Officer

Synopsis:

Several shifts are occurring in enterprise software. The most important one is the transition from "monolithic applications" to "services." Software as a Service, (SaaS) applications available over the Internet is the biggest threat to the status quo for the traditional enterprise software companies like Microsoft, Oracle, and SAP. According to Gartner Research, SaaS will grow seven times faster than on-premise software deployments during the next three years. Not limited to applications anymore, offerings of web-based operating systems have flourished in the last few months. How will this affect the market? At which pace will this continue? How should software companies prepare themselves? Is the sector poised for more consolidation? What will the landscape for enterprise software look like going forward?