



in association with

Dow Jones VentureWire  
Technology Showcase



OCTOBER 13 - 14, 2009

SOFITEL SAN FRANCISCO BAY | REDWOOD CITY, CA

>> PRESENTER'S KIT

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## I. Positioning

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The Euro Tech Showcase is the annual matchmaking event bringing 50 of the most promising private European high-tech companies to the US to connect them with American technology leaders and investors. Organized by Avise Partners in association with the State of California and Dow Jones, it focuses on finding the right potential American partners, clients or investors for each European company selected, according to their US Strategy.

The event is held in association with the Dow Jones VentureWire Technology Showcase, Tuesday, Wednesday, October 13, 14, 2009 at the hotel Sofitel San Francisco Bay, Redwood City, California.

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## II. Value Proposition

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The Euro Tech Showcase is a corporate matchmaking conference connecting some of the best European tech companies with the right American partners and clients. A conduit for European IT firms looking to expand or already present in the United States, the Euro Tech Showcase will maximize the probability of success of an American expansion plan. It acts as a launch pad to enter the US market or as a growth accelerator for European companies that already have US operations.

Each European company will have the opportunity to present before an audience of senior business development and technology executives from large American companies and senior partners from American investment firms. Conference organizers will schedule hundreds of private one-on-one meetings between the European companies and potential American partners, clients and investors. These pre-arranged qualified one-on-one meetings are the *raison d'être* of the Euro Tech Showcase, guaranteeing that the event is productive for every participant.

The Euro Tech Showcase's association with the Dow Jones VentureWire Technology Showcase creates the best American tech venture event this fall, featuring over 100 of the most promising tech companies in the world: 80 from the US, and 50 from Europe. Both programs are fully integrated, allowing top American tech players to discover innovative tech companies from around the block or from across the Atlantic at the same time, right at their door step.

- **One-on-One Meetings**

The conference organizer will act as matchmaker by setting up at least five one-on-one meetings between each presenting European company and relevant American technology players and investors. The meetings are held in a private area. The matchmaking process ensures that every meeting is an exceptional business opportunity for the European companies—and an exciting proposition for the larger American partners or investors.

- **Company Presentations**

Each European company has 8 minutes to present itself to the conference attendees and discuss the market opportunity they are addressing. Please refer to section V for details on the audience. Companies are grouped by sector.

- **Showroom**

The showroom gives the opportunity to attendees to locate easily European presenting companies of interest and learn more about them. The high-tables set-up encourages dynamic high-level networking. It is the ideal location for journalists to discuss with the presenting company CEOs and discover new technologies. The showroom is accessible to all Dow Jones VentureWire Technology Showcase / Euro Tech Showcase attendees. It is centrally located between the keynote and break-out rooms. Only the European presenting companies will benefit from a showroom demo space.

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### **III. Preliminary Agenda**

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For the most updated agenda, please visit <http://www.eurotechshowcase.com>

#### **Tuesday, October 13, 2009**

08:00 - Registration  
& Networking Breakfast  
08:45 - Welcoming Remarks  
09:00 - Opening Panel  
09:50 - Keynote Interview  
10:20 - Networking Break  
10:45 - Panel Discussion  
11:30 - Company Presentations  
13:05 - Luncheon & Keynote Interview  
14:05 - Company Presentations  
16:45 - Panel Discussion

#### **Wednesday, October 14, 2009**

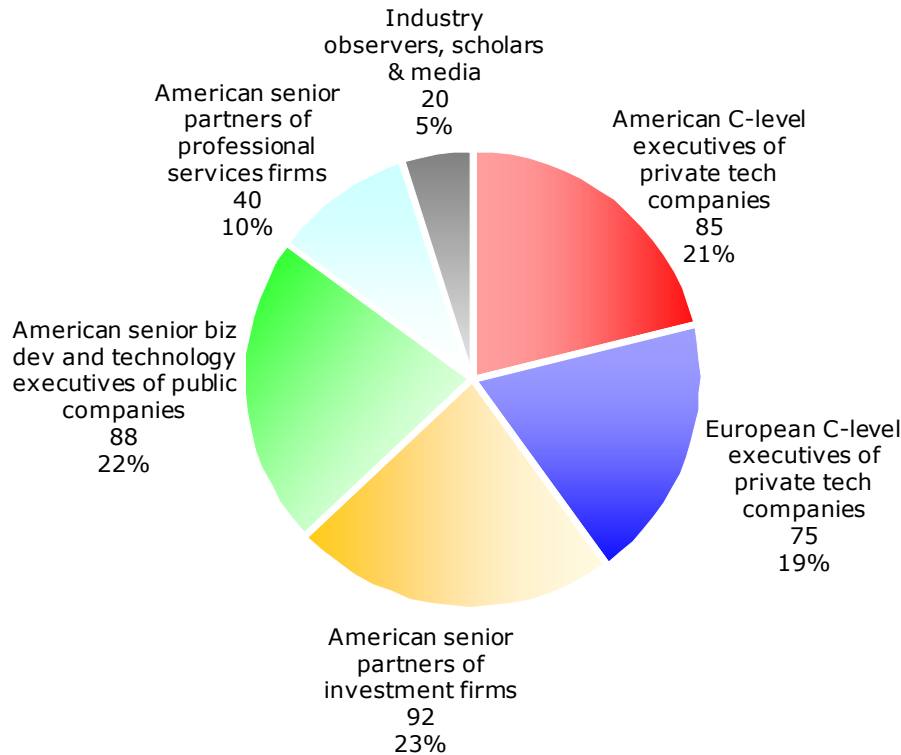
07:45 - Registration  
& Networking Breakfast  
08:30 - Welcome & Introduction  
08:45 - Panel Discussion  
09:35 - Keynote Interview  
10:05 - Networking Break  
10:30 - Company Presentations  
12:00 - Luncheon & Keynote Interview  
13:35 - Company Presentations  
15:10 - Panel Discussion  
16:00 - Conference Conclude

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## IV. Audience

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The Dow Jones VentureWire Technology Showcase / Euro Tech Showcase 2009 is expected to gather over 400 high-level delegates, distributed as follows:



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## V. Selection Process

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- **Presenter's Profile**

Privately owned companies matching the following criteria are eligible to apply:

- **Geography:** Headquarter in a country from the European Union (27 countries), Switzerland, Norway or Israel.
- **Industry Sector:** Sectors from across the high-tech industry including Security, Enterprise Applications, Telecom & Wireless, Computing/Networking/Hardware, Entertainment & Media and Internet & Services.
- **Development Stage:** Early Stage, Growth/Expansion Stage, Late Stage  
The event presenting fundraising, partnerships and business deals opportunities, it is relevant for companies from early stage, looking for VC funding, partners/clients up to later stage companies possibly looking for an exit through acquisition by a large American tech player.
- **US Market Status:** From no presence to a fully operational branch.  
The event gathers diverse key technology players that can help a European company launch in the US market or significantly accelerate their US revenue growth for the ones that already have US operations.

- **Selection Committee**

To ensure that only the most promising European companies are presenting, a selection committee is in place to review company's applications and choose the one that have strong potential in the US market.

The selection committee is composed of senior technology and business development executives from American large corporations and venture capitalists.

- **Application Process**

To apply, please fill out the 7 page PowerPoint application form downloadable at [www.eurotechshowcase.com/apply](http://www.eurotechshowcase.com/apply) and send it by email to [jbrazier@avisepartners.com](mailto:jbrazier@avisepartners.com). Upon receipt, the application will be sent to the selection committee for review. The applicant will receive an answer within 10 days. Upon approval, the applicant will have 10 days to register. Applications are reviewed and approved on an on-going basis. Only 50 applicants will be retained. Applicants are encouraged to send their applications early as availability might run out quickly.

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## **VI. Participation Benefits & Fees**

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The European presenting company package is designed to maximize the interaction of European companies with the right American delegates that can concretely help them expand or accelerate their business in the US. This format has proven to be productive in similar events in generating tangible business deals, partnerships and investments. The participation benefits are the following:

- Minimum of 5 pre-arranged qualified one-on-one meetings with American investors, potential clients or partners
- 8 min presentation in front of the audience
- Exhibition space in the Euro Tech Showcase showroom
- 2 conference passes for the company's CEO and another member of the executive team

The participation fee for presenting company including all the above benefits is **5000 EUR**.

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## VII. About the Organizer

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Avisé partners is a consulting firm that has been helping for 18 years private technology companies from Europe and the US to enter or expand on the other side of the Atlantic. Avisé Partners helps European companies start or accelerate their business in the US.

Over the years, Avisé partners has built a strong network with leading business and technology executives on both side of the Atlantic and has used it to help over 100 private tech companies. Using its networks in a collective fashion, Avisé partners has already a good track record of producing successful strategic events including the French Technology Showcase in California in 2005, the California Technology Showcase, an annual event that had its 3<sup>rd</sup> edition in June, in La Baule, France, where some of the most promising California start-ups meet and develop contacts with major European technology players and investors. The Euro Tech Showcase is going into its second edition. Last year's edition (Euro Tech Showcase 2008) was a great success.

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## VIII. Testimonials from European Presenters

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Please find below a few testimonials from the Euro Tech Showcase 2008 presenting companies:

*"Many thanks for the opportunity to attend the conference. Overall, Cristobal and I found the event very positive and informative."*

**Marc Ian Rose, Head of Market Development, mmChannel**

*"Thank you for a very useful conference.(...) we had good participation at the event."*

**Peter Smyth, CEO, RedMere**

*"The whole event turned out to be very fruitful for us and I thank you for having had the opportunity to present ourselves for this audience!"*

**Hans Brons, CEO, iRex Technologies**

*"Thanks for having us at the show. It was a good event and ran very professionally. We appreciated the opportunity to participate."*

**Todd Woodstra, Global VP Unified Communications and Emerging Markets, SpinVox Ltd**

*"The Euro Tech meetings were very productive for Ubiquibe. We received many introductions into customer organizations in which we interested. I thought the environment you created facilitated useful interactions that may indeed be profitable."*

**Laton Palmer, VP Sales, North America, Ubiquibe**

*"Thank you very much for excellent arrangements and we are very happy from the discussions and new contacts received during the Showcase event. We definitely believe these two days in the valley will accelerate remarkable our business."*

**Petri Salonen, CEO, BlueGiga**

*"Let me thank you all of you for the organization of this event which was absolutely perfect!"*

**Sherley Brothier, CTO, Open Trust**

*"Thank you for those two days very interesting (...). The organisation and the welcome were perfect."*

**Jacques Bourgrinaud, CEO, Wyplay**

*"Thank you to yourself and team for well-organized event, especially the 1on1 sessions."*

**Marcel Karssen, CFO, Q-go**

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## IX. Testimonials from American Executives

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Please find below a few testimonials from American executives that attended the Euro Tech Showcase 2008:

*"Thanks for the invite we met some very interesting companies yesterday."*

**Hans van Rietschote, Senior Director, Technology Scouting Group, Symantec**

*"I was very enthusiastic about the quality of the company I met yesterday. I would love to be updated on follow-up events."*

**Philippe Botteri, Vice President, Bessemer Venture Partners**

*"Thanks for inviting me to join. I enjoyed my interaction with the companies and was actually quite impressed with the quality of the European attendees and their technologies."*

**Nicolas El Baze, Partner, Partech International**

*"Thank you for setting up the conference. I enjoyed meeting the companies (...). You guys did a good job of putting the company list together."*

**Johnny Chen, Manager, New Business Development, Google**

*"Thanks for setting up the meetings for me. Great conference!"*

**Bridget McMahon, Director, Strategy and Development, CBS Interactive**

*"I found the companies with whom I met to be of the highest quality and capability. It was a pleasure to meet them and talk with them. In both cases I learned quite a bit in a very short time. Thanks for putting on a very good event."*

**Jim Simmons, Managing Director, Simmons-Goodspeed Ventures**

*"Thank you very much for organizing this event. I had very good meetings and enjoyed the conversations. You and your team did a great job putting this together. Thanks again."*

**Andreas Weiskam, Partner, SAP Ventures**

*"I congratulate you and your team on a great job on the Euro Tech Showcase. We look forward to participating in future events."*

**Quinn Li, Senior Manager, Qualcomm Ventures, Qualcomm**

*"Thanks again for inviting me to the event. It was one of the highest ROI event of the year for me."*

**Baris Aksoy, Associate Investment Manager, Intel Capital**

*"Thank you giving me the opportunity for taking part in the Tech Show. I definitely met some interesting companies and will be following up on some."*

**Hitesh Anand, Senior Manager, Technology Scouting & Corporate Business Development, Nokia**

*"Thank you very much for the invite (...). It was a refreshing experience for me to see all the innovations coming out of Europe, particularly in the mobile space."*

**ChenLi Wang, Associate, New Enterprise Associates**

*"Thank you for inviting me and congratulations on such a quality event."*

**Tarun Kalra, Investment Professional, Battery Ventures**

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