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## NEWS RELEASES

Events

Venture Communities Program



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MARCH 6, 2008

## Monterey Bay Capital Network Formed to Cultivate Innovation, Investment, and Growth Companies

News Category :  
Community News

**Monterey, CA February 4, 2008**— The Association for Monterey Bay Area Governments and Golden Capital Network ([goldencapital.net](http://goldencapital.net)) today announced a partnership to launch the Monterey Bay Capital Network at the West Coast Venture Capital Conference, March 10-11, at the Monterey Plaza Hotel and Spa in Monterey, CA.

The West Coast Venture Capital Conference will feature up to 40 promising early stage companies from throughout the western U.S. presenting to the largest gathering of accredited angel and venture capital investors ever to attend an event in the Monterey Bay region. ([www.goldencapital.net/events](http://www.goldencapital.net/events))

A number of Monterey Bay region companies will present at the event (see attached list of confirmed presenters) to make critical capital connections and vie for the recognition of “Most Likely to Receive Funding.”

Other regional entrepreneurial companies seeking networking, knowledge sharing, recognition and capital connections will participate in the launch of the Monterey Bay Capital Network initiative, part of Golden Capital Venture Communities ([montereybay.venturecommunities.com](http://montereybay.venturecommunities.com))

Venture Communities is a hub and spokes entrepreneur and investor network that cultivates innovation and sustainable growth companies for regional economic prosperity.

The Golden Capital venture event series is one of the longest running venture forum programs in the western U.S., with over 1000 entrepreneurs showcased and over \$1.2 billion in capital raised by presenters since 1999.

Golden Capital Venture Communities brings an event series, expert seminar content and powerful web based tools to promising regions to catalyze growth entrepreneurship, high value advising, and early stage investing.

AMBAG is a lead partner in the Monterey Bay Capital Network, which also includes the Marina Technology Cluster, City of Seaside, City of Santa Cruz, City of Salinas, City of Watsonville, Sand City, Soledad, County of Monterey and the Fort Ord Resuse Authority.

“It’s shocking how the Santa Cruz to Monterey corridor can be underserved with resources for entrepreneurs given its proximity to Silicon Valley,” said Jon Gregory, president and CEO of Golden Capital Network. “This event and the continued connection of the Monterey Bay Capital Network will hopefully serve as a catalyst to galvanize the incredible resources in this area.”

“We have excellent companies in this region that will benefit greatly from the connections this partnership can provide,” said Nick P., AMBAG guy. “The opportunities companies will have to create connections with advisors and capital will be very valuable for our regional economic development.”

Registration to attend the regional Central Coast Capital Network, which includes the featured seminar, “Entrepreneurs Guide to Angling for Angels and VCs”, is discounted for companies from the Monterey Bay region. Visit [www.goldencapital.net/events](http://www.goldencapital.net/events) for more information.

MARCH 25, 2008

## Marina Technology Cluster Companies Highlighted at West Coast Venture Capital Conference

News Category :  
Community News

MARINA, Calif., March 12, 2008 –

Three client companies of the City of Marina's Marina Technology Cluster (MTC) -- MacroNav Systems, Locavox and KF3 BioDiesel -- were featured at the West Coast Venture Capital Conference held March 10 and 11 at the Monterey Plaza Hotel and Spa.

The two-day event, featuring 42 early-stage companies from across the western U.S. and more than 40 leading venture capitalists and angel investors, was presented by Golden Capital Network (GCN) and sponsored by the City of Marina and the MTC, the Association of Monterey Bay Area Governments, the City of Watsonville, the City of Santa Cruz, the Economic Development Corporation of San Benito County and the City of Seaside.

"We are pleased that Marina's incubation program produces companies that qualify to present at a conference of this level," said MTC Director Susan Arcady Barich.

Arcady Barich moderated a panel on Monday evening that featured MTC client Steve Tamagni, CEO of MacroNav Systems, which produces both hardware and software for location-based navigation systems. Tamagni, whose software won Best of Show at the Consumer Electronics Show in Las Vegas in January, spoke along with Annie Morhauser of Annieglass, based in Watsonville, and Gary Hartman of International Horticulture, headquartered in Hollister, on the benefits of growing an international business in the Monterey Bay Area and surrounding region.

The panel was followed by a session entitled "Regional Companies to Watch" featuring 5-minute presentations by three local companies -- KF3 BioDiesel and Locavox, both from the MTC, and Predict Wall Street of Santa Cruz.

KF3 BioDiesel Founder and Chief Technologist Ray Kemp presented his business model for a proprietary line of bioDiesel production equipment and processes called the Hive System, which is scalable from personal to industrial production environments. The company earns additional revenue and R&D insight through its bioDiesel production unit. This unit sells bioDiesel and creates several valuable commodities that are byproducts of KF3's patent-pending bioDiesel production process. KF3 also markets a patent pending training program and a complete business model that optimizes the value of the production equipment.

Locavox Founder and CEO Alex Demushkane is a well-known figure in the region through his 8-year-old business Walkabout Maps, those lyrical picture maps of downtown Monterey, Marina, Pacific Grove and Carmel that appear in print in hotel lobbies, regional magazines and local restaurants.

Demushkane presented his business model for the Locavox (local voice) next generation of newspapers that uses participation by the local community in an on-line news vehicle to write and produce a weekly hard-copy regional paper. The process brings community participation to the writing of newspapers while transferring production to the internet, greatly reducing costs. The business plans to take the regional concept national.

Both Kemp and Demushkane are supported at the incubator by the City's Community Development Block Grant funds from the State of California's Department of Housing and Community Development.

On Tuesday the City sponsored a Seed Stage-presentation session to venture capitalists and angel investors including Chris Soderquist of Golden Capital Venture Funds, private investor Damon Danielson, Steve Grizzell of InnoVentures Capital Partners, Steve Rothenberg of the Band of Angels, and Jim Schraith of DFJ Frontiers. Other funders participating in the conference included Interwest Partners, Rocket Ventures, Wavepoint Ventures, ONSET Ventures, Sacramento Angels, Kaiser Permanente, Terrapin Partners and Sierra Ventures.

Typically, angel investors are individual high-net-worth individuals who put the first, most risky \$100 thousand to \$1 million into a company to achieve basic milestones for company formation, initial marketing efforts and technology commercialization. Venture funds are institutions that manage pools of money raised from individuals into a fund of many millions of dollars. These monies are typically used to increase market penetration and support the growth of a company to profitability in about Year 3 and then its sale or public offering, typically in Year 5.

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MARCH 9, 2008

Marina Technology Cluster Client MacroNav Systems'  
Software Wins Best of Show in the Car Tech and GPS  
Category at the Consumer Electronics Show in Las Vegas

News Category :  
Company News  
Related Industry Sector :  
Consumer Goods / Consumer  
Electronics

MacroNav Systems partners with Azentech to offer a full-onboard PC and a rearview mirror on steroids.

MARINA, Calif., January 14, 2008 – Marina Technology Cluster client, MacroNav Systems, has written software for an on-board personal computer (PC) that won of Best of Show in the Car Tech and GPS category at the Consumer Electronics Show in Las Vegas, beating out well-established rivals Magellan and Garmin.

“To be perfectly honest,” said local entrepreneur and MacroNav CEO and Founder Steve Tamagni, “I never in my life expected this to happen. We’re really excited about this, and inquiries are coming in from all over the world for us to supply product.”

The on-board computer is a fully functional PC provided by Azentech. It runs Windows Vista and connects to the Internet. According to the CNET (check out <http://ces.cnet.com/best-of-ces/?tag=pm>), which makes the awards at CES, PC features include GPS navigation, Bluetooth cell-phone integration and audio and media playback. Both versions of the computer offer stereo features, 50-watt built-in amps, FM tuners and upgrade capability to XM or Sirius satellite radio. Screens are 6.5” and 7”.

MacroNav also featured at the show a rearview mirror that controls 4 cameras in and around the car. Three provide views outside the car for safety purposes, and one allow the driver to observe the backseat – kids, puppies, apple pies – without turning around.

-end-

APRIL 9, 2008

## Innovation pays off for three local firms

News Category :  
Event News

### A panel of experts and investors names them 'Fast Pitch Winners' at an Economic Vitality Corp. seminar Tuesday March 18th.

Three innovative, high-tech local companies—Aero- Mech Engineering, AgriWorld Exchange and Element Inc. — got a boost of support when they were judged “Fast Pitch Winners” at the second annual Economic Vitality Corp. Venture Capital seminar Tuesday March 18th.

The event, held in partnership with Golden Capital Venture Communities at the Alex Madonna Expo Center in San Luis Obispo, showcased around two dozen local companies and brought in as many as 17 venture capital companies and angel investors from across the state. About 150 people attended.

“This EVC resource, which also provides a connection for entrepreneurs throughout the year, is critical to providing access to capital and to educate entrepreneurs about the process,” EVC Executive Director **Mike Manchak** said. “A vital economy requires both banks and (venture capitalists) or angel investors as sources of capital to start and expand companies and create jobs.”

Aero-Mech Engineering designs and manufactures unmanned spy planes or “drones” for the U. S. military.

AgriWorld Exchange provides a global Internet market exchange for the fresh-produce industry.

Element Inc. provides localized Internet marketing tools for franchise companies. Both Aero-Mech and Element are based in San Luis Obispo.

AgriWorld Exchange is headquartered in Menlo Park near San Francisco, with offices in Paso Robles, Morro Bay and Arroyo Grande.

The judges included representatives from capital investment companies and experts in business development.

Other local companies in the fast pitch competition were Fleet Management Solutions, Flight Sciences, HauteSpot Networks Corp., Revolution Electric Cars and Inental Laboratory Inc.

“Mike Manchak and the EVC team managed to drive a lot of us ‘under the radar’ companies out of our corners,” said **Thomas Akers**, chief operating officer at Aero-Mech. “And we were very impressed with the caliber of investors at the event.”

A number of those investors have approached the company to explore potential funding, he added.

Founded in 1999, Aero- Mech is hoping for \$4 million in its second round of investment capital funding.

The company has 85 employees, makes around \$7 million in annual revenue, and is growing on average about 80 percent a year, Akers added.

—Melanie Cleveland

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**GYDGET SELECTED AS “MOST VALUABLE PRESENTER” AT 2008 WEST COAST  
VENTURE CAPITAL CONFERENCE IN MONTEREY**  
*FORTY-THREE COMPANIES PRESENTED TO DOZENS OF INVESTORS AT GOLDEN  
CAPITAL-PRODUCED CONFERENCE*

**CHICO, California—MARCH 13, 2008—** Golden Capital Network today announced that San Francisco-based Gydget ([www.gydget.com](http://www.gydget.com)), creators of a social marketing platform that allows music groups, sports teams, non-profits and other organizations to reach their audiences where they congregate most, was selected at the “Most Valuable Presenter” at the 2008 West Coast Venture Capital Conference at the Monterey Plaza Hotel and Spa in Monterey, California on March 11, 2008.

Gydget was selected from 43 companies that presented their businesses during a marathon day of presentations, which began with each company showcasing the merits of their ventures for 10 minutes to panels of investors and industry experts before a final eight were selected as finalists to present again in a finalist showcase.

"Gydget represents the wide range of early stage companies from across the western United States that greatly benefit from exposure at our conferences," said Jon Gregory, President and CEO of Golden Capital Network. "Some of the finalists, like Gydget, have products in the market with paying customers, while others are looking for growth capital to catalyze their company but hopefully all benefited from their experience at the West Coast Venture Capital Conference."

Zero Motorcycles ([www.zeromotorcycles.com](http://www.zeromotorcycles.com)) of Santa Cruz, California, was selected as “Most Valuable Regional Presenter.” Zero Motorcycles designs, manufactures, and sells high performance all-electric motorcycles.

The other presenting companies selected as finalists

- Alter-G of Menlo Park, California – [www.alter-g.com](http://www.alter-g.com)
- BioTelligent
- HauteSpot Networks of San Luis Obispo, California – [www.hautespot.net](http://www.hautespot.net)
- Insera Therapeutics of Sacramento, California– [www.inseratherapeutics.com](http://www.inseratherapeutics.com)
- Online Video Service of Seattle, Washington – [www.onlinevideoservice.com](http://www.onlinevideoservice.com)
- TaxLifeBoat – [www.taxlifeboat.com](http://www.taxlifeboat.com)

For more information about the conference, a complete list of presenting companies and participating investors, please visit:

[http://www.goldencapital.net/Events/West\\_Coast\\_Venture\\_Capital\\_Conference.asp](http://www.goldencapital.net/Events/West_Coast_Venture_Capital_Conference.asp)

## **ABOUT GOLDEN CAPITAL NETWORK**

Golden Capital Network is a non-profit networking, training and consulting group that fosters growth entrepreneurship and early stage investing as an engine for economic growth.

Since 1999, GCN has coached and showcased more than 1000 companies to over 500 active, accredited angel and VC investors at our events. These are the largest and most robust events of their type. The GCN event formula has resulted in over \$1 billion raised by presenting companies. More information on Golden Capital is available at [www.goldencapital.net](http://www.goldencapital.net).

## EVENT PREPARATION

Meeting Agenda

Communications

Guidelines

Score Sheet

Roving Reporter Guidelines



## **Venture Island-Chico**

Committee meeting – January 15, 2008

### **Key Tasks/Activities**

1. Develop Sound Track
  - Island/Jungle theme
  - Movies/TV shows songs
  - Songs related to competition (Eye of the Tiger, as example)
  - Who will be in charge?
  
2. Develop Video
  - 45-second generic intro
  - “Bumpers” for episodes (the above, plus a “back end” piece for “credits”)
  - Screen Tests, Interviews, B-Roll
  - Edit into Episodes (6 minute max?)
  - Cost/contractor/volunteer?
  
3. Secure Keynote Speakers
  - Opening Night – Bill Reichert, Garage Technology Ventures (confirmed)
  - Finalist Showdown – need to secure for 6/26
  
4. Finalize Logo (need to ensure GCN Venture Communities brand is built into it)
  - Daniel B. is working on this
  
5. News Release (see article from Sunday E-R as a start)
  
6. Advertisement Design
  - Call for Contestants
  - Highlight Competitions and Progress
  - Highlight Showdown
  - Need to do w/in committee or approach LearningChange as in-kind sponsor
  
7. Finalize Schedule (Screen Tests, Challenges, Showdowns )
  - Venues and Dates (see attached from Tracey)
  
8. Pricing Plan (Bob, Jon to schedule meeting ASAP to finalize)
  - Attendees
  - Members
  - Sponsors
  
9. E-Marketing Communications

- Useable by committee, partners, sponsors, to promote Venture Island
    - Recruit contestants
    - Recruit judges
    - Recruit sponsors
    - Recruit attendees
  - Need final logo to insert to provide sustained branding
10. Finalize Tag Line (see Ken Naas initial thoughts)
  11. Web Page (Integrate w/Venture Communities web portal)
  12. Online Registration
    - Mark Zetter, Amplify Ventures, to do as a “freebie” for us
  13. Joint Bank Account w/CEPCO (done w/Butte Comm Bank)
  14. Titles for Entrepreneur Challenges (see attached from Steve Nilan as a starting point)
  15. Recruit Judges
    - Mark Zetter, John Strisower, Steve Hoke, Bill Reichert contacted so far
  16. Prize Plan
    - Bob to provide update on meeting with North Valley Community Foundation
  17. Media Partner(s) – need to finalize
    - Print
    - Broadcast
    - Online
  18. Stage/Setting
    - Props?
  19. Merchandising
    - Shirts
    - Hats
    - Other?
  20. Assignments at Events
    - Roving Reporter
    - Host
    - Videographer
    - A/V and Stagehand

21. Advising/Mentoring
  - Seminars in-between events
  - One on one or small group counseling?
  
22. “Hold Harmless” Legal Form

Our screening committee has reviewed your executive summary and we would like to invite you to participate in the 2-minute “screen test” competition at the Venture Island kick-off next Thursday, February 21 from 4:30-7:30 p.m. at Manzanita Place in Chico!

This venue represents an excellent opportunity for promising companies to gain traction and make key contacts for their fundraising efforts, generate visibility, and receive expert insight from esteemed panel of judges made up of CEOs, technology executives, sales and marketing executives, angel investors and venture capitalists.

Importantly, we need all invited companies to undergo a dress rehearsal “coaching session” in advance of Thursday’s presentations. We have set aside next Tuesday afternoon from 1:00-5:00 p.m., or Wednesday from 10 a.m. to 5:00 p.m. for this. Please call Karen or Jon (893-8828), or email [Karen@goldencapital.net](mailto:Karen@goldencapital.net) at your earliest convenience to pick a 30-minute time slot from within the window of time identified above. We’ll slot people on a first-come, first-served basis.

The dress rehearsals will occur at the GCN offices at 101 Salem Street, Suite 200 in downtown Chico (above Celestino’s restaurant). Please come prepared to make a 2-minute elevator pitch about your business. We will also review with you all that will happen on February 21 at the kick-off event, as well as, any other questions you may have about Venture Island-Chico. Your 2-minute pitch should concisely convey the key items from your executive summary. For guidance, please visit the link below. We have found that using brief personal stories or analogs than enable listeners to gain a quick understanding of your business are particularly effective ways to start your 2-minute pitch.

[http://www.goldencapital.net/Entrepreneurs/ExecSumm\\_and\\_Slideset\\_Guide.asp](http://www.goldencapital.net/Entrepreneurs/ExecSumm_and_Slideset_Guide.asp)

Please call with any questions.

Best regards,  
Karen McHenry  
Business Manager  
Golden Capital Network  
893-8828

To: Venture Island Contestants

From: Karen McHenry

A couple key items:

1. Online Registration: Please feel free to register up to 10 people to attend the April 24 Trading Post competition using the “no charge” link below. Please make sure they are registered in advance so we have an accurate head count and name badges prepared.

(insert registration link)

2. Slides: You may use slides as part of your 4-minute presentation during the opening segment of the Trading Post competition.
3. Coaching Session: If you have not scheduled a coaching session yet to practice your presentation, please do so.

Thank you.

**To: Presenting Companies at Venture Island**

**From: Golden Capital Network Team**

**Re: Key Items for your participation:**

1. The event is tomorrow (Thursday, February 21) from 4:30-7:30 p.m. at 1705 Manzanita Avenue (The Elks Lodge)
2. **GET YOUR NO MORE THAN 200 WORDS BUSINESS SUMMARY VIA E-MAIL TO [JIM@GOLDENCAPITAL.NET](mailto:JIM@GOLDENCAPITAL.NET) BY NO LATER THAN 9 A.M. THURSDAY** (These will be part of the handouts provided to attendees)
3. To maximize the value of your participation on Venture Island do the following:
  - a. Create a top-notch 2-minute pitch (practice, practice, practice!)
  - b. Use the Venture Communities web portal capabilities for generating visibility. Go to [chico.venturecommunities.com](http://chico.venturecommunities.com), register for the site, and create a company profile. You can use this profile in a variety of ways in conjunction with the event. More details to come.
  - c. Remember that only 8 companies will proceed with the formal competition after tomorrow based on the judges and audience vote, but all companies who participate tomorrow can attend all our business seminars, use the web portal to gain visibility for your business, and access our team for help in any way we can!
4. Presentation timing: We will set a speaker timer for 2:10, giving you a 10-second buffer. Once the timer beeps, you get one last sentence before you wrap.
5. If you wish, come to the GCN offices between 11:30 a.m. and 1:00 p.m. on Thursday and we will be happy to listen to your 2-minute pitch one more time and provide final comment!
6. Hold Harmless Form (we will have at the registration desk at the event; you will need to sign before getting on stage on Thursday!)

Please call (893-8828) or email us if you have any questions. We look forward to seeing you tomorrow evening!

# Details for Venture Island Competitors



A field of innovative, high-growth potential start-up and existing companies compete to build their businesses and win \$25,000 in cash and prizes! During their 3-month stay on Venture Island, company founders benefit from executive mentoring and advising, peer-to-peer networking, and high visibility for their businesses in the community and beyond - all the while raising awareness about the importance of homegrown entrepreneurship to the local economy.

To apply, contestants must submit a no-more-than 3-page executive summary to [entrepreneur@goldencapital.net](mailto:entrepreneur@goldencapital.net). Subject: Venture Island. Deadline for submissions is August 11, 2008. All proposal submissions are kept confidential and no one sees them except Golden Capital Network (GCN) internally; GCN does not sign nondisclosure agreements. GCN reviews the executive summaries for eligibility and invites up to 25 to participate in the next step.

Venture Island kicks-off with an initial round of screen tests on August 19<sup>th</sup> and 21<sup>st</sup>. Up to 25 contestants receive executive coaching and film their pitch at the Smart Business Resource Center in Redding. This is not a public event. Entrepreneurs should come prepared to make a 2-minute elevator pitch about their business and will be asked to sign a release allowing this and future film segments to be used in the competition and on the Venture Island website. This will give entrepreneurs a chance to view their performance and make modifications. GCN will also work with entrepreneurs to develop their business profile and upload it onto the web portal which generates visibility for participating entrepreneurs.

Prior to the competitions starting in September, general admission advance tickets will be sold through the Cascade Theatre Box Office, \$20 for adults and \$10 for students for each event. Advance purchase of seats at all four competitions run \$60 for adults and \$30 for students.

The competition begins with Challenge One, **"The Trading Post"** on September 4<sup>th</sup> at the Cascade Theatre. Entrepreneurs will have prepared a no-more-than 250 word summary narrative in advance which will be provided to the judges and attendees at this event. Entrepreneurs will make their 2-minute elevator pitch to the judges and the audience (this is strictly timed) and the presentation will be filmed. No slides are allowed, but presenters may use a prop. Up to one minute is allowed afterwards for a clarifying question by a judge. At the conclusion of all pitches, the judges will rank the presenters. Audience members rank only their top 3 presenters. Judges scores =80%, audience score =20%. During the networking break, scores are compiled. After the break, entrepreneurs are called up one at a time to receive feedback from the judges (no more than three minutes each) and to learn whether they have been selected as one of the ten who will participate in the next challenge. Eliminated contestants should not view this as a win-lose competition, but as an opportunity to refine and enhance their business models and presentations.

September 23, 2008: Contestants receive executive coaching at the Smart Business Resource Center.

Challenge Two, **"The Snake Pit"** takes place at the Cascade Theatre on September 25<sup>th</sup>. This event will challenge contestants to dig deep to answer some of the most critical business validation questions that face an early stage company or an established company seeking to introduce a new product or service. Entrepreneurs will create one or more slides to address each of these areas: Value Proposition, Competitive Landscape and Product/Service Differentiation, and Target Market Segmentation. Entrepreneurs will have no more than 90 seconds per topic to present their slides plus a 30-second introduction, for a total of five minutes per company. Judges will ask questions and provide feedback for up to five minutes each. Total time per company: 10 minutes. At the conclusion, the judges will rank the presenters. Audience members rank only their top 3 presenters. Judges scores =80%, audience score =20%. During the networking break, scores are compiled. After the break, entrepreneurs are called up one at a time to learn whether they have been selected as one of the seven who will participate in the next challenge.

October 14, 2008: Contestants receive executive coaching at the Smart Business Resource Center.

Challenge Three, **"Make or Break Beach"** is held on October 16<sup>th</sup> at the Cascade Theatre. This challenge will require contestants to answer some of the most critical questions relating to generating prospective customers and ultimately sales – the fuel for growing a company. In Part One, entrepreneurs will have four minutes to present an elevator pitch/overview (60 seconds), a sales strategy (60 seconds), a pricing structure (60 seconds), and a sales/revenue forecast (60 seconds). Each presentation will be followed by up to four minutes of questions from the judges. From this segment, the contestants will be narrowed from seven to five by the judges. In Part Two, the five remaining entrepreneurs will role-play a negotiation with a prospective customer. It will be the contestant's job to close the sale using whatever elements of suitable persuasion and business skills are available to them. At the conclusion, the judges rank the presenters. Audience members rank their top 3 presenters. Judges scores =80%, audience score =20%. During the final networking break, scores are compiled. After the break, entrepreneurs are called up one at a time to learn whether they have been selected to be part of the final three.

October 30, 2008: Contestants exhibit their products or services at a **Meet the Entrepreneurs** event.

November 4, 2008: Contestants receive executive coaching at the Smart Business Resource Center.

The Finale, **The Whole Pina Colada!** is held at the Cascade Theatre on November 6<sup>th</sup>. The three finalists will have made it to the base camp of Kahuna Mountain. Entrepreneurs will tell the judges and audience about themselves and their business venture (90 seconds), provide a self-examination of their strengths and weaknesses and how those will be addressed (90 seconds), present their understanding of the tools and resources that are necessary to their success as they grow their business (90 seconds), and recognize their fellow competitors and explain why they are certain they will come out on top (90 seconds). This competition will test the contestants' ability to communicate articulately and concisely, react under duress, and to change course quickly where necessary. It will also test their understanding of the market and its competitive conditions. Finally, it will test their ability to act with grace under pressure and their commitment to the region. After each presentation, the judges will comment and ask questions. At the conclusion, the judges and the audience will rank the competitors. Judges scores =80%, audience score =20%. During the networking break, scores are compiled. After the break, entrepreneurs are called up to learn whether they have been selected as the Big Kahuna.

Venture Island will raise visibility about key issues local entrepreneurs face in starting and growing their businesses (talent acquisition and retention, access to capital, regulatory issues, facilities, local exposure, etc.) and put our region on the map as a community known for its support of entrepreneurs. The challenges serve as a celebration of entrepreneurship, and a "can't miss" networking event for entrepreneurs, CEOs, technologists, executives, investors, and others seeking to build the next wave of market-leading companies in the North State!

## Venture Island-Chico

### *Climbing Kahuna Mountain*

*Sierra Nevada Big Room, June 26, 2008*

Finalists. You are to be commended. After a series of 4 Entrepreneur Challenges, you are the only 3 entrepreneurs who have made it to the base camp of ***Kahuna Mountain***, where the Venture Island Chico “finale” will take place. The ***Climbing Kahuna Mountain*** competition will test your ability to communicate articulately and concisely, your ability to react under duress, and your ability to change course quickly where necessary. It will also test your understanding of the market, and its competitive conditions. Finally, it will test your ability to act with grace under pressure, and your commitment to the region should you arrive at the top of Kahuna Mountain ahead of your competitors.

Your virtual climb up ***Kahuna Mountain*** will last no more than 6 minutes this evening, though it represents a metaphor for the full lifecycle of your business. After your presentation, our expert judges may pose some questions about your climb.

Let's get started. You are now at the base camp of ***Kahuna Mountain***, which means you had to get here from somewhere else. In no more than 90 seconds tell us a little about yourself and your business venture, and your journey to arrive at this point. In this introduction you should concisely reveal to us your business's value proposition, and any significant milestones or developments that have occurred in the past 3 months. After all, no business can succeed while standing still.

Next, climbing ***Kahuna Mountain*** involves a long, arduous – and sometimes grueling – journey. You will have to overcome your weaknesses, and rely upon your strengths to overcome many obstacles you will encounter along the way. Please take a minute or two and provide a self-examination of your weaknesses as a business executive – and weaknesses of your business or business model, and then, conversely, describe how you intend to address them, and where appropriate, identify some of your strengths that will enable you to do so successfully.

The climb up ***Kahuna Mountain*** is an experience few before you have encountered, includes many terrain shifts, and trails that often are hard to find – much less follow. You will surely need to adjust your path on multiple occasions as you traverse the mountain. With that in mind, please take a moment and help us understand the competitive market your business operates in, and demonstrate that you have thought through alternative courses of action that may be required as competitors and/or new technologies and products enter the market, and market conditions or regulations change the environment you operate within. Give us a sense that you understand things a year from now may be very different than they are today, and that you have the fortitude and mental toughness to successfully adapt to changing conditions.

Successfully navigating the climb up ***Kahuna Mountain*** requires a series of specialized tools (like a pick axe) and resources (a canteen and tent are a couple examples).

Similarly, your ascent to business success cannot be done solely on your own. In no more than 90 seconds, give us confidence that you understand what types of tools and resources are critical elements you'll need to succeed as you grow the business. If there are things those of us watching from base camp can help you with, take a few seconds to let us know.

Finally, ***Climbing Kahuna Mountain*** is a competition. By definition, only one competitor can make it to the top first. An important part of competing is having respect for, and dignity towards, your competitors. In your final 60 seconds, tell us why you are certain you will make it to the top of Kahuna Mountain ahead of the other finalists, while acknowledging the attributes of your fellow climbers. Wrap things up by helping us understand what it will mean for this community and region when your business achieves the vision and goals you have for it today.

Though you may vary your length of comment on the topics described above, you must address each of them. And, in total your presentation should last no more than 6 minutes.

Thank you.



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## Elevator Pitch Guidelines

Companies participating in an Elevator Pitch event (like Venture Island) should submit a company profile via the Venture Communities web portal for screening.

1. Go to <http://venturecommunities.com>  
Register as an entrepreneur in your region (or on the global portal if none of the regions are applicable)
3. Login
4. Create New Company
5. Complete the Profile fields to the best of your current knowledge
6. If you have an existing Executive Summary, you can attach it to your profile for additional information

If applicable, companies that clear the initial Executive Summary screening will be invited to "pitch practice" (date, time and location TBA). This is just the 2-minute pitch (no slides).

To prepare your pitch, it helps to write it down (450 – 500 words MAX). Practice for smooth delivery and to get it down to time. You don't have to read it verbatim at the elevator pitch event (in fact, it's probably better if you don't), but this exercise will help you get all of your ideas squeezed into the timeframe.

If applicable, schedule a 30-minute practice time block. Come to the session for practice and to get a time check. Make edits/adjustments onsite with input from coaches. Pitch again for the camera so you can upload the pitch to your company profile.

These are the topics you should plan to cover in your 2-minute pitch:

### **What you do**

- Your name and name of company
- Single sentence overview of company
- Market problem or market need that your company addresses
- Your solution and differentiation (product, why it's better)
- Your customers (who do you sell to)
- Size of your target market (the more specific you can get, the better)
- How you make money (business model)

### **Who you are**

- Key management experience
- Any spots needing to fill

### **Current status**

- What you have accomplished
- Where your company stands in business development

**What your next steps are**

- Next milestone(s) your company will accomplish

**What you need to get it done**

- Resources you need to get it done framed as a "Call to Action" (i.e. Looking for: capital, management talent, strategic relationships, etc).

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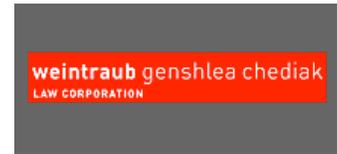


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## How to Apply for Screening & What to Include in Investor Pitch Materials

### The Golden Capital Guide to Executive Summaries, Investor Slidesets & One-Sheets

Submitting your company for screening at a Golden Capital Network Venture Community event is an easy three step process:

- ▶ Register as an Entrepreneur, or Login with an existing Entrepreneur account, on the [Venture Communities Web Portal](#) ;
- ▶ Complete your online Company Profile and select the "Apply" button.
- ▶ You will be directed to a screen that asks you to choose your event, and you can submit the profile and any accompanying documents for screening.

#### [Register, Login and Create a Company Profile on the Venture Communities Application Portal](#)

The company profile asks for the type of information typically found in a good executive summary, and you can upload the summary and other documents to supplement your screening application.

If your application clears screening and you are invited to present at a GCN event, you will need a few other pieces of communication collateral, including:

- ▶ **10-Minute (12-15 page) slide presentation** that communicates the high level aspects of your business;
- ▶ **One-sheet company summary** to include in the event book; and
- ▶ **Two-minute elevator pitch** to introduce yourself during the power introduction and networking sessions.

**These materials all communicate essentially the same information, just in varying levels of detail.**

The GCN Venture Communities event format typically allows companies to present their complete slide set in 10-minutes or less (uninterrupted), followed by around 5 minutes of feedback and Q&A from an investor panel. This keeps the audience engaged and is plenty of time to hit the important parts of your business plan. Think of the 10-minute presentation as a resume. It doesn't get you the job, but it does get you the interview. That's what you are looking for here: interest and interviews.

The other format we often use is the two-minute elevator pitch. For guidelines on how to prepare for the pitch, see our [Two-Minute Pitch Guide](#).

On this page you will find some format tips for both the executive summary and the slideset, along with a link to download the template GCN recommends for the One-Sheet Summary.

**Format is important, but content is king, so recommendations about WHAT you include in your Executive Summary and your slideset are outlined in some detail below.** If you follow these simple instructions, you will be much farther along on your way to clearly and concisely communicating your business opportunity.

#### General Executive Summary Format Tips -- You can upload your summary as part of your profile for screening

- ▶ **Keep it to the 3-page limit** - Yes you can include a contact cover page, and that does not count against the 3-pages (see next bullet)
- ▶ **Include Contact Information** - Seems simple, but many entrepreneurs somehow neglect to do it.
- ▶ **Use common document formats**, such as Word or PDF
- ▶ Name the document you submit something other than Executive\_Summary. We get hundreds of submissions. **Include your COMPANY NAME in the document title**
- ▶ If you "track changes" in editing, clear the notations before you submit
- ▶ Cover all the content areas outlined below

**General Slide Presentation Format Tips:**

- ▶ **Large Font Size** - Use 24 point or larger text for readability at the back of the room
- ▶ **Use Minimal Text** - You don't want the audience reading your slides, but rather listening to you. Keep the text short and speak to the concepts
- ▶ **One Slide Per Topic** - Use one slide for each topic in the executive summary. A couple of topics might require two, but be concise.
- ▶ **Minimize bells and whistles** - Keep the audience focused on what you are saying, not the fact you can use PowerPoint animation wizards. Animation is great, but make it work and make it count.
- ▶ **Use Clean Design and a Folio** - Slides should be clean and compelling (dark text, light background or vice versa) with some "folio" including company name and logo on each slide.
- ▶ **Make A Statement with Your Headings** - Headings on slides are more effective if they represent the conclusion you want the audience to draw from the slide, versus a generic statement about the slide subject
- ▶ **End with Contact Slide** - End your presentation with a contact information slide that stays on the screen while you address audience questions.

[One-Sheet Template](#) - Download this template to submit your company one-sheet to the printer for inclusion in the book that all attendees receive at a GCN event. It can be front and back if necessary.

**Slideshow and Executive Summary Content Components**

Your presentation should cover these elements. They do not necessarily have to be in this order, but you should address all of them within the 10-minute timeframe.

**HINT: Spend Less Time on the Tech, More Time on the Business****1. Company Overview**

- ▶ Be sure to tell your audience what you do and what business you are in. This is a good place to hit highlights of your presentation, but very quickly (i.e. we have paying customers, we have met the milestones from our first round of capital, we have a management team with stellar credentials, etc. -- whatever is strongest)

**2. Customer Pain / Problem Addressed / Market Need**

- ▶ Discuss this in specifically and succinctly. How painful is the problem. How strong is the need.

**3. Product/ Solution / Technology**

- ▶ How you address the problem/need. For the most part, your investor audience in this format will grant you that your technology does what you say it does (though always expect rigorous due-diligence). Often, graphics and/or diagrams are particularly useful here.

**4. Market Size & Addressable Market Segment**

- ▶ How large is the market, and what portion of that market is your addressable segment. Be as specific as possible and show the overall potential.

**5. Customers**

- ▶ If you have customers, who are they (logos are good). If you don't have them yet, who will they be and what do they say now (you had better be talking to them). Paying customers establish proof that someone is willing to pay for your product or solution.

**6. Competition / Competitive Advantage**

- ▶ Who are they, why are you different and better. How will you establish and maintain a sustainable competitive advantage. Often communicated in a scatter graph or features comparison grid.

**7. Management**

- ▶ Include names and brief credentials and achievements of important members of the team, board of directors and advisory board who add value to the enterprise because of what they have achieved.

**8. Financial Projections**

- ▶ What are the assumptions your "hockey stick" is based on. Bottoms up revenue analysis is strongest.

**9. Execution or Go-to-Market Strategy**

- ▶ We've seen the hockey stick, now describe how you will do it.

#### 10. Funding Stages & Milestones

- ▶ Milestones are significant value-creating events: product, revenue, customers. Include those you have achieved so far (so we know where you are in your business development) and those you project to achieve with each subsequent funding round (so we see how you get where you want to be). Funding rounds should be based on milestones achieved.

#### 11. Capital Required, Uses of Capital and Exit Strategy

- ▶ How much you are looking for now, what you plan to use it for, and what are potential exits for investors. This is not a venue for discussion of terms. You can discuss amount of capital required to execute your plan, what you will use it for, and whether you will need additional capital in the future.

The items above are presented in one potentially logical order, but the order in which you communicate them will depend on your strong points.

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# **Venture Island Chico Scoring Procedures**

## **1. Entrepreneurs Make 2-minute pitches**

No slides are allowed though presenters may use a “prop”. Pitches may be no more than 2 minutes and ten seconds max, then our timer goes off. Up to one minute will be allocated afterwards for a “clarifying” question by a judge – but the extra time is limited to that purpose only.

## **2. Scoresheets for Comments and Rankings by Judges**

A one-page scoresheet has been prepared for the judges to make brief written comments about each presenting company. At the conclusion of the 17 pitches, the judges select the top 8 companies from their perspective in rank order.

This is a subjective evaluation and the individual ranking is based on the quality of the presentation, and the likelihood of business success as perceived by the judge.

During the 2nd networking break, Golden Capital Network staff will compile the scores of each of the judges, which will account for 50% of the final scoring this evening.

## **3. Scoresheets for Audience Members**

The same score sheet will be made available to audience members who want

to cast their vote in the process as well. However – this is an important point audience members are to rank only their top 3 presenters. If you select more than that your scoresheet will be disqualified.

Golden Capital Network staff will collect the scoresheets, compile it during the networking break, and this too will account for 50% of the final scoring.

In future Venture Island competitions beginning in March, audience members will cast their votes via text messaging technology.

#### 4. **Final Selection and Comments**

After the final break, each company will be called up one by one to receive brief comments by judges (a maximum of 3 minutes per company) and to learn whether they have been selected as part of the group of 8 who will go on to compete in the first full season of Venture Island Chico. When companies are selected, they take a seat at one of the eight chairs that will be placed on the stage and receive their Venture Island Chico shirt which should be part of their dress code in the future competitions! The other entrepreneurs will need to vacate the stage after receiving their input from the judges. To add some extra drama, the last two presenting companies will come up to the stage together with only one remaining slot to fill. Does this remind anybody of some other TV show?

Importantly, all presenting entrepreneurs – whether they make the final 8 or

not – are provided the opportunity to participate in the ongoing educational seminars, mentoring and Internet visibility that Venture Island will offer.

Those that are not selected as part of the 8 should not view this as a win-lose competition, but as an opportunity to refine and enhance their business models and presentations.

The 8 selected companies will continue on in 3 subsequent competitions (The Snake Pit; Make or Break Beach; and the Trading Post) leading to the final showdown called Climbing Kahuna Mountain which will occur as part of the annual CEPCO Awards dinner on June 26. At this event, I will turn over the reigns as “The Big Kahuna” to the winning company. We also intend to provide significant cash prizes at the conclusion of this first season.

# Venture Island-Chico “Climbing Kahuna Mountain” Competition *Score Sheet*

## **Process:**

Vote for your top two presenters in rank order (meaning #1 is best presenter, #2 is second best). Choose only 2. At the conclusion of the competition, all of the score-sheets will be tallied by the Venture Island team. Audience receives a 50% weight of the final vote, and the judges receive 50% as well.

## **Contestants (in order of their presentation):**

## **Ranking**

Crystal Martin, California Academy of Nursing  
Comments:

Robert Strazzarino, College Scheduler LLC  
Comments:

Steve Culton, Nurse Alert Connector  
Comments:

# Roving Reporter Guidelines

**Goal:** Capture quotable content from brief interviews with various constituencies at the event that can be used as part of the Venture Island Chico episodes that will be uploaded onto the Venture Communities web portal. To accomplish this, a series of thought-provoking (well, sort of!) questions for different constituent groups is provided below.

## **For Presenting Company Entrepreneurs:**

1. Did you find making the pitch exhilarating, fun, frightening, or something else? And why? Please give us a sense of the feeling of what it was like up there.
2. Would you do anything differently looking back?
3. What do you think of the judges? Do you think you connected with the judges or audience?
4. What was the strongest point of your pitch, and why?
5. Did you find the pre-event coaching and practice session helpful? Did you change anything as a result of it, and why?
6. How do you think you did? Who do you believe is your toughest competition from among the presenters? Why?
7. What is it that you're hoping to gain as a result of participating on Venture Island?
8. What are your aspirations for this company? What do you think it can become?
9. Anything else you'd like to add?

## **For the Judges:**

1. Who is your front-runner right now, and why?
2. Did anything catch you by surprise, or was new to you, that you heard from among the presentations?
3. Where were the biggest weaknesses? Is there one single most important piece of advice you'd give to the group, or to anyone entrepreneur in particular?
4. Do you believe this "pitching", "judging" and "mentoring" process can be helpful for the entrepreneurs? Why?
5. Have you found this experience enjoyable?
6. Is this type of event and process important to the community and to the region? If so, why do you think so?
7. Anything you'd like to add?

## **For the Moderator/Big Kahuna**

1. What did you think about the overall group of pitches? Are there any early ones here that stand-out from your perspective? Why?
2. What can you say about the group of judges assembled here this evening?

3. What is the most important piece of advice you would impart to the group of entrepreneurs here this evening?
4. Was there anything, good or bad, that surprised you about the pitches this evening?
5. Do you think the audience will vote along the same lines as the judges? Any thoughts in reflecting on that?
6. Anything else you'd like to add?

### **For Members of the Audience**

1. Why did you come here this evening?
2. Have you enjoyed it so far? Is it what you expected? Better, worse?
3. Did you have any sense there were this many and varied a group of innovative companies in the Chico area?
4. Did anything from the group of pitches catch you by surprise or pique your interest?
5. Who is your front-runner right now, and why?
6. Will you come back for more and continue watching/voting in the upcoming Venture Island competitions?
7. Anything else you'd like to add?

### **For Sponsors and Partners**

1. Why are involved with or supporting Venture Island Chico?
2. Have you enjoyed the event so far? What do you like or dislike the most? Why?
3. What types of services and resources can your organization provide to entrepreneurs like those being featured here this evening?
4. Who do you have as the front-runner right now?
5. Do you believe the audience for the same candidates as the judges?
6. Anything else you'd like to add?

# PROMOTION

Print Ads

Online Promotion



ATTEND THIS CAN'T MISS EVENT  
VOTE FOR YOUR FAVORITE PRESENTER ON  
VENTURE ISLAND ROUND 3!



# CLIMBING KAHUNA MOUNTAIN



POWERED BY  
**GOLDEN CAPITAL** & Venture Communities

June 26, 4:00-7:00 p.m  
Sierra Nevada Brewing Company, part of CEPCO Annual Dinner  
Venture Island is a local networking event series and  
business competition like Survivor and American Idol

\$20 general admission  
\$10 seniors & students  
Hors d'oeuvres provided

## CONTESTANTS ROUND 2'S TOP PRESENTERS

Call 530-895-1202  
For more information.

On Venture Island 8 entrepreneurs  
compete for a cash prize, while  
benefiting from expert mentoring,  
visibility and a chance to be deemed  
Venture Island|Chico's  
Big Kahuna!



**Robert Strazzarino**  
College Scheduler, LLC



**Haley Clark**  
Water Sprites Swim  
School



**Jeff Schneppe and  
Kris Rudeegraap**  
All College Rentals



**Burke Franklin**  
Jian



**Daniel Buchner**  
WiredCat



**Crystal Martin**  
California Academy of  
Nursing



**Dave Donnan**  
Flood Technologies



**Steve Culton**  
Nurse Alert Connector

## Partners & Sponsors

Golden Capital Network, NoRTEC,  
State of California, CEPCO, North  
Valley Community Foundation, Chico  
Enterprise Record, LearningChange,  
Chico Electric,  
Morgan Dorado Public Relations,  
Enloe Medical Center and  
CSU Chico Center for  
Economic Development

Primary funding  
for Venture Island  
comes from the  
North State  
WIRED Initiative

Only 3 Contestants Will Remain after Make or Break Beach!

**ATTEND THIS CAN'T MISS EVENT  
VOTE FOR YOUR FAVORITE PRESENTER ON  
VENTURE ISLAND ROUND 3!**

**MAKE OR BREAK  
BEACH**



**GOLDEN CAPITAL** & Venture Communities

**June 5, 4:00-7:00 p.m**  
**Enloe Conference Center, Chico**  
 Venture Island is a local networking event series and business competition like Survivor and American Idol

[chico.venturecommunities.com](http://chico.venturecommunities.com)

Pre-register online as seating is limited  
 \$20 general admission  
 \$10 seniors & students  
 Hors d'oeuvres provided

**CONTESTANTS  
ROUND 2'S TOP PRESENTERS**



**Robert Strazzarino**  
College Scheduler, LLC



**Haley Clark**  
Water Sprites Swim School

**Call 893-8828  
For more information.**

On Venture Island 8 entrepreneurs compete for a cash prize, while benefiting from expert mentoring, visibility and a chance to be deemed Venture Island|Chico's Big Kahuna!



**Jeff Schneppe and  
Kris Rudeegraap**  
All College Rentals



**Burke Franklin**  
Jian



**Daniel Buchner**  
WiredCat

**Partners & Sponsors**

Golden Capital Network, NoRTEC, State of California, CEPSCO, North Valley Community Foundation, Chico Enterprise Record, LearningChange, Chico Electric, Morgan Dorado Public Relations, Enloe Medical Center and CSU Chico Center for Economic Development



**Crystal Martin**  
California Academy of Nursing



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Only 3 Contestants Will Remain after Make or Break Beach!

[chico.venturecommunities.com](http://chico.venturecommunities.com)

Venture Island-Chico is a first of its kind business competition that is like YouTube, Survivor and American Idol all rolled into one



POWERED BY

**GOLDEN CAPITAL** Venture Communities

# PINA COLADA

The Whole

A MUST ATTEND VENUE FOR ENTREPRENEURS, EXECUTIVES AND INVESTORS

## JUDGES



Jim Higgins  
DigitalPath



Glenn Toney  
Retired Applied Materials, Inc.



Paul Zingg  
CSU, Chico President



John Strisower  
UVAcide



Judy Sitton  
SunGard Bi-Tech



Ken Grossman  
Sierra Nevada Brewing Co.



Christian Friedland  
Improvement Direct



Bill Reichert  
Garage Technology Ventures

## CALL TO PRESENT

ENTREPRENEURS MUST SUBMIT A NO MORE THAN 3-PAGE EXECUTIVE SUMMARY TO [VENTUREISLANDCHICO@GMAIL.COM](mailto:VENTUREISLANDCHICO@GMAIL.COM)

Venture Island provides a field of innovative, early stage growth companies a chance to compete for executive mentoring and advising, high visibility both locally and through Internet exposure, and a potential cash award of up to \$50,000.

The Venture Island-Chico panel of judges includes successful CEOs from local growth companies, regional angel investors and venture capitalists, and other special VIP guests. Judges will rotate and revolve from contest to contest.

### Partners:

Golden Capital Network, CEPCO, North Valley Community Foundation, NoRTEC, Chico Enterprise Record

### Sponsors:

Enloe Medical Center  
Chico Electric  
CSU, Chico CED  
LearningChange

Morgan Dorado Public Relations  
North State WIRED

**ATTEND THIS CAN'T MISS EVENT  
VOTE FOR YOUR FAVORITE LOCAL COMPANY!**



POWERED BY

**GOLDEN CAPITAL** Venture Communities

# THE SNAKE PIT

March 27, 4:00-7:00 at the Sierra Nevada Big Room, Chico

VENTURE ISLAND IS A LOCAL NETWORKING EVENT SERIES AND BUSINESS COMPETITION LIKE SURVIVOR AND AMERICAN IDOL

[chico.venturecommunities.com](http://chico.venturecommunities.com)

Pre-register online as seating is limited.

\$20 general admission, \$10 seniors & students

Hors d'oeuvres provided.

**Call 893-8828**

For more information.

## CONTESTANTS

On Venture Island a field of 8 early-stage companies compete for a potentially substantial cash prize, while benefiting from expert mentoring, visibility and a chance to be deemed Venture Island|Chico's Big Kahuna!



Burke Franklin  
Jian



Haley Clark  
Water Sprites Swim School



Crystal Martin  
Cambridge Health Corp.



Steve Culton  
Nurse Alert Connector



Dave Donnan  
Flood Technologies



Robert Strazzarino  
College Scheduler, LLC



Daniel Buchner  
WiredCat



Jeff Schneppe and Kris Rudeegraap  
AI College Rentals

## Partners & Sponsors:

Golden Capital Network, NoRTEC, State of California, CEPCO, North Valley Community Foundation, Chico Enterprise Record, LearningChange, Chico Electric, Morgan Dorado Public Relations, Enloe Medical Center and CSU Chico Center for Economic Development

Primary funding for  
Venture Island comes  
from the North State  
**WIRED Initiative**



# Upcoming Business Seminar

ECONOMIC VITALITY CORPORATION

*In Partnership with Golden Capital Venture Communities*

## Partners



## 2nd Annual Venture Capital Event *Central Coast Capital Network*

Need Capital?...Pitch your business!  
Got Capital?...Find Emerging Businesses!  
Where entrepreneurs and investors connect

## Participants

Garage Technology Ventures

DFJ Venture Funds

Hercules Technology Growth  
Capital

Resource Capitalist

Agility Capital

Stone Canyon  
Ventures

Athenaeum Capital

Founders Capital Partners

Wavepoint Ventures Partners

**Tuesday, March 18, 2008 5:30 - 9:30 PM**

Madonna Inn Expo Center, San Luis Obispo

\$55 by March 7 or \$75 at the door

## Featured Speaker

**Bill Reichert, Garage Technology Ventures, Silicon Valley**

*"The Future of Innovation: The New Rules for  
Entrepreneurs and Investors"*

Mr. Reichert will draw upon his experience as an entrepreneur, executive, and venture capitalist to provide real-world practical insight on the simple but critical steps necessary to start and grow a successful company.

- See company displays and meet entrepreneurs
- Meet venture capitalists and angel investors
- Entrepreneurs selected through online-application

Sponsorship Opportunities and Display Booths Available

Register Online at [www.sloevc.org/events](http://www.sloevc.org/events) or 805-788-2012

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VENTURE CAPITAL / ANGEL NETWORK

*EVC Venture Capital Event*

Guide to Executive Summaries,  
Investor Slide Sets & One-Sheets  
[Download PDF version](#)

SUBMIT YOUR BUSINESS SUMMARY

EVC VENTURE CAPITAL / ANGEL NETWORK

EDUCATIONAL SEMINARS

PREVIOUS VC EVENTS

TO SUBMIT YOUR SUMMARY:

Submit an **executive summary** not to exceed three pages to the EVC Venture Capital screening committee to [pmayeda@slovc.org](mailto:pmayeda@slovc.org).

General Executive Summary Format Tips:

- **Keep it to the 3-page limit** - Yes you can include a contact cover page, and that does not count against the 3-pages (see next bullet)
- **Include Contact Information** - Seems simple, but many entrepreneurs somehow neglect to do it.
- **Use common document formats**, such as Word or PDF
- Name the document you submit something other than Executive\_Summary. We get hundreds of submissions. **Include your COMPANY NAME in the document title**
- If you "track changes" in editing, clear the notations before you submit
- Cover all the content areas outlined under [SLIDESHOW AND EXECUTIVE SUMMARY CONTENT COMPONENTS](#)

*Business Summaries Due February 29, 2008*

IF YOUR SUMMARY CLEARS SCREENING:

**If your summary clears screening, we will contact you.** You will be asked to create a one-page company summary for the event book. You should follow the directions for the one-sheet template explanation below.

[One-Sheet Template](#)- Download this template to submit your company one-sheet to us for inclusion in the book that all attendees receive at the EVC Venture Capital Event. It can be front and back if necessary.

IF YOU ARE SELECTED TO PRESENT:

If you are invited to present at the EVC Venture Capital Event, you will need to also create a slide presentation as outlined below.

- **10-Minute (7-10 page) slide presentation** that communicates the high level aspects of your business;
- **One-sheet company summary** to include in the event book.

**These materials all communicate essentially the same information, just in varying levels of detail.**

The EVC Venture Capital Event format typically allows companies to present their complete slide set in 10-minutes or less (uninterrupted), followed by around 5 minutes of feedback and Q&A from an investor panel. This keeps the audience engaged and is plenty of time to hit the important parts of your business plan. Think of the 10-minute presentation as a resume. It doesn't get you the job, but it does get you the

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## FORMAT TIPS

**Format is important, but content is king, so recommendations about WHAT you include in your Executive Summary and your Slide Set are outlined in some detail below.** If you follow these simple instructions, you will be much farther along on your way to clearly and concisely communicating your business opportunity.

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- How large is the market, and what portion of that market is your addressable segment. Be as specific as possible and show the overall potential.

#### 5. Customers

- If you have customers, who are they (logos are good). If you don't have them yet, who will they be and what do they say now (you had better be talking to them). Paying customers establish proof that someone is willing to pay for your product or solution.

#### 6. Competition / Competitive Advantage

- Who are they, why are you different and better. How will you establish and maintain a sustainable competitive advantage. Often communicated in a scatter graph or features comparison grid.

**7. Management**

- Include names and brief credentials and achievements of important members of the team, board of directors and advisory board who add value to the enterprise because of what they have achieved.

**8. Financial Projections**

- What are the assumptions your "hockey stick" is based on. Bottoms-up revenue analysis is strongest.

**9. Execution or Go-to-Market Strategy**

- We've seen the hockey stick, now describe how you will do it.

**10. Funding Stages & Milestones**

- Milestones are significant value-creating events: product, revenue, customers. Include those you have achieved so far (so we know where you are in your business development) and those you project to achieve with each subsequent funding round (so we see how you get where you want to be). Funding rounds should be based on milestones achieved.

**11. Capital Required, Uses of Capital and Exit Strategy**

- How much you are looking for now, what you plan to use it for, and what are potential exits for investors. This is not a venue for discussion of terms. You can discuss amount of capital required to execute your plan, what you will use it for, and whether you will need additional capital in the future. The items above are presented in one potentially logical order, but the order in which you communicate them will depend on your strong points.

**Another helpful link on this topic you should definitely read:**

- [Executive Summary Tips from Amplify LLC](#)

***Ready to Submit? Send your summary to [pmayeda@sloevc.org](mailto:pmayeda@sloevc.org).***

[Top of Page](#)

MARCH 9, 2008

## Investors and Entrepreneurs Meet in Monterey at the 2008 West Coast Venture Capital Conference

News Category :  
Investor News

### CONCURRENT PANELS

#### CYPRESS BALLROOMS 1&2

#### CYPRESS BALLROOMS 3&4

**Sessions:**

Companies present their investment opportunities to panels of active investors.

**9:15 - 10:45 AM**

#### INTERNET SERVICES

#### SEED STAGE

**Sponsor:**
**AMBAG**
**MARINA TECHNOLOGY CLUSTER**
**Moderator:**

Rick Thau, Interwest Partners

Chris Soderquist, Golden Capital Venture Funds

**Investors:**

Jeff Allen, Rocket Ventures

Damon Danielson, Private Investor

Jai Choi, Partech International

Steve Grizzell, InnoVentures Capital Partners

Chris Cooper, UVPartners

John Ricci, Bay Area Startup Network

Peter Gardner, Wavepoint Ventures

Steve Rothenberg, Band of Angels

Shomit Ghose, ONSET Ventures

Jim Schraith, DFJ Frontier

**Presenting  
Companies:**

BISNet

Roni Deutsch Tax Centers

MarketSync

ECCOGen

OfferWorks

Games For Theaters

Online Video Service

PreviewMe.tv

WhiteNoise Systems

TaxLifeboat

Zavvy

**10:45 - 11:00 AM**
*Networking Break*
**11:00 - 12:00 PM**

#### LIFE SCIENCES I - THERAPEUTICS

#### COMMUNICATIONS

**Sponsor:**
**CITY OF SANTA CRUZ**
**CITY OF WATSONVILLE**
**Moderator:**

Anthony Costello, GCVF Yolo Chapter

Roger Akers, Akers Capital

**Investors:**

Cary Adams, Sacramento Angels

Stephen Sun Chiao, Sycamore Ventures

Peter Bernardoni, Wavepoint Ventures

Ken Ehrhart, SunBridge Partners

Yan Chow, Kaiser Permanente

Alex Kurosawa, Start-up101 Ventures

Brian Frenzel, Band of Angels

Alex Ortiz, Sierra Ventures

Nathan Leight, Terrapin Partners

**Presenting  
Companies:**

Alpha Med-Surge

Avot Media

InDxIt

Cogent Wireless Solutions

Insera Therapeutics

HauteSpot Networks

nanoBioSciences

Nth Air

**12:00 - 1:00 PM**
**1:00 - 2:15PM**

#### LIFE SCIENCES II - DIAGNOSTICS

#### CLEAN TECHNOLOGY

**Sponsor:**
**CITY OF SANTA CRUZ**
**ECONOMIC  
DEVELOPMENT CORPORATION**
**Moderator:**

Anthony Costello, GCVF Yolo Chapter

**Of San Benito County**

 Jim Mikles, Golden Capital Venture  
Communities

**Investors:**

Cary Adams, Sacramento Angels

Rahul Banta, Times Ten Ventures

Peter Bernardoni, Wavepoint Ventures

Marco Demiroz, Selby Ventures

Brian Frenzel, Band of Angels

Pete Henig, Greenhouse Capital Partners

Nathan Leight, Terrapin Partners	Leif Langensand, Halo Fund
Jacques Vallee, Astrolabe Ventures	Dan Lankford, Wavepoint Ventures
	Sean Shickendanz, Clean Pacific Ventures

**Presenting Companies:**

BioTelligent	Abundant Biofuels
FP Technology	Big Horn Valve
Pediatric BioScience	Glass Paradigm
Proactive Health Devices	Kleen Fuel Technologies
Vitalea Science	Zero Motorcycles

**2:15 - 2:30 PM**

*Networking Break*

**2:30 - 4:00 PM**

**NEW MEDIA/WEB 2.0**

**DISRUPTIVE TECHNOLOGY**

**Sponsor:**

**LEARNING CHANGE**

**CITY OF SEASIDE**

**Moderator:**

Jon Knolle, Learning Change

Dan Nguyen-Tan, Golden Capital Venture Funds

**Investors:**

Steve Bernardez, ONSET Ventures

Mohammed Aboobaker, K2 Ventures

Sebastian Blum, Deutsche Telekom

Sam Bhaumik, Hercules Technology Growth Capital

Steve Joseph, Private Investor

Randy Hawks, Claremont Creek Ventures

Oleg Kaganovich, DFJ Frontier

Ford Tamer, Khosla Ventures

Rebecca Lynn, Morgenthaler Ventures

John Van Dyke, Band of Angels

**Presenting Companies:**

BazuMedia	Alter-G
Gyidget	BlueTraks
Koblo	Firefly Medical
Primiro	HomeXperience
r2b	Karma Technologies
Yodio	XCOR

**4:00 - 4:15 PM**

*Networking Break*

**4:15 - 5:00 PM**

**FINALIST SHOWCASE AND "MOST VALUABLE PRESENTER" AWARD**

**Sponsor:**

**FIVE STAR BANK**

**Session:**

The top presenting companies as voted by panelists earlier in the day make their 2-minute pitch to a slate of top tier angels and VCs in a competition to determine the best presenter of the day

**Moderator:**

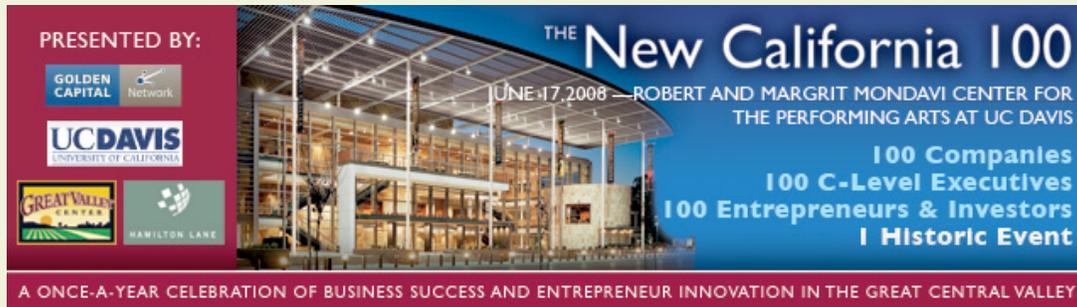
Dave Sanders, World Bridge Partners

**Investors:**

Sebastian Blum, Deutsche Telekom  
 Gordon Smythe, Propel Partners  
 Chris Soderquist, Golden Capital Venture Funds  
 Bruce Taragin, Blumberg Capital



## Industry Executive Showcase



What is the secret to growing and sustaining successful businesses in the central valley? In a word: leadership. During this 95-minute concurrent session, we will hear from the executives who are leading the charge in the enterprise, venture finance, and entrepreneurial segments in the region. Angel investors, fund managers, investment bankers, and commercial lenders will discuss the trends and opportunities unique to the central valley economy, and how they allocate assets to nurture world-class companies.

Senior executives from among the New California 100 honorees will share their insights into what it takes to grow and sustain large corporate enterprises in a hypercompetitive global economy. And innovators leading emerging growth companies will review their progress in cultivating economic opportunity in the rich central valley ecosystem, describing the obstacles they've overcome, and the challenges they face going forward.

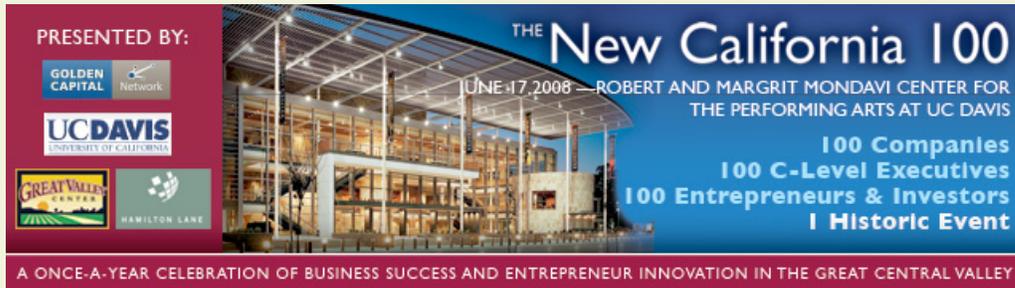
The goals of the Industry Showcases are to:

- ▶ Learn from CEOs and other C-Level executives the “secrets to success” behind some of the Valley’s world-class market leading companies
- ▶ Obtain insight from CEOs, private equity investors, and industry experts about the state of the sector, current trends and issues, particularly those that are relevant to the 19-county Great Central Valley geography
- ▶ Learn from private equity investors and other industry experts as they share thoughts on where the “hottest” investment and business growth opportunities are emerging within the industry sector
- ▶ Learn about the investment preferences of angel and venture capital investors; what they look for in a deal; what they look for an industry; what kinds of returns they are expecting, etc.
- ▶ Generate visibility for the best emerging and mid-stage growth companies located in the 19-county Great Central Valley; learn about their innovations and growth potential, and what their 2008 plans are --- while hearing input from our expert panel of Private Equity Investors and other industry experts





Agenda In Brief



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[SHOWCASE](#)

[PRIVATE EQUITY INVESTORS](#)

[WHO WILL ATTEND](#)

[SPONSORSHIP](#)

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CONFERENCE AT A GLANCE

7:00 - 7:30 AM Registration and Networking

General Session

7:30 - 7:45 AM Welcoming Remarks

Concurrent Sessions: Trends & Innovations

A panel of industry experts provide commentary on trends and opportunities in the industry, followed by CEOs from the region sharing their Success Stories and perspectives.

7:45 - 8:25 AM

Trends and Innovations in Agriculture

Trends and Innovations in Land Development

Concurrent Sessions: Executive Industry Showcases

A panel of private equity investors and industry experts provide commentary on trends and opportunities in each industry, followed by CEOs from the region sharing their Success Stories and perspectives, and concluding with growth company presentations with comments and suggestions provided by our esteemed panel.

8:30 - 10:00 AM

Healthcare and Life Sciences Industry Showcase

Trends in Seed Stage Investing

Moderator:

Chris Soderquist, Golden Capital Venture Funds

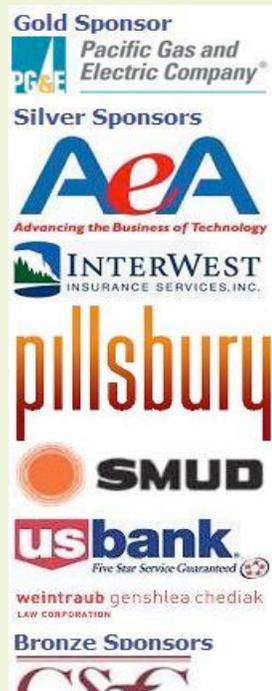
Investor

Jacob Jorgensen, Velocity Venture Capital

Panelists:

Jose Blanco, Central Valley Fund  
 Peter Craddock, Shoreline Ventures  
 Pete Bernardoni, Wavepoint Ventures  
 Curt Rocca, DCA Capital  
 Susannah Kirsch, Physic Ventures

Rick Gibson, Desert Angels  
 Jean Hackenburg, North Bay Angels  
 Max Shapiro, Keiretsu Forum  
 Dan Koellen, Sacramento





Pratik Shah, Thomas Mc Nerney  
 Brian Frenzel, Band of Angels  
 Angels  
 Graeme Plant, Foothill Angels  
 John Van Dyke, Private Investor

**10:05 - 11:35 AM** **High Technology Industry Showcase #1** **Consumer Products/Retail Industry Showcase**

**Investor** Oleg Kaganovich, DFJ Frontier  
 Pete Sinclair, Leapfrog Ventures  
 Corley Phillips, American River Ventures  
 Peter Gardner, Wavepoint Ventures  
 Peter Arrowsmith, JMI Equity  
 Tim Bubnack, Huntington Capital  
 John King, Keiretsu Forum  
 Steve Mills, DCA Capital  
 John Thornton, Pacific Community Ventures  
 Mike Gibbons, Fairmont Capital  
 Ben Hom, St. Cloud Capital  
 Jim Kitchel, Newcastle Capital

**General Session**

**11:35 - 11:45 AM** **Guest Speaker: [John Garamendi](#), California Lieutenant Governor**

**11:45 - 12:10 PM** **Address**

**Speaker:** [Tom Hayes, Author, Jump Point](#)

**Presentation:** How Network Culture is Revolutionizing Business

**12:10 - 1:05 PM** **Networking Luncheon**

**1:05 - 1:50 PM** **Private Equity Leadership Panel**

**Topic:** Invigorating Underserved Markets: Perspectives from the Street

**Moderator:** Keith Spears, Hamilton Lane

**Investor** Martin Chavez, Goldman Sachs Urban Inv. Group

**Panelists:** Ed Carpenter, Carpenter Community BancFund  
 Carlton Jenkins, Yucaipa  
 Eduardo Rallo, Pacific Community Ventures

**1:50 - 2:05 PM** **Address**

**Speaker:** [Andy Hargadon, Founding Director](#); UC Davis Center for Entrepreneurship and the UC Davis Energy Efficiency Center

**Presentation:** Networks of Innovation

**Concurrent Sessions Resume**

**2:10 - 3:40 PM** **Manufacturing/Industrial Industry Showcase** **Cleantech/Alternative Energy Industry Showcase**

**Investor** Ed McNulty, Central Valley Fund  
 Ian Rogoff, Sierra Angels  
**Panelists:** Dean McKay, Newcastle Capital  
 Dan Lankford, Wavepoint Ventures  
 Robert Bartholomew, Windjammer Capital  
 Dr. Barbara Grant, American River Ventures  
 Michel Gloucevitch, Riordan, Lewis & Haden  
 Pete Henig, Greenhouse Capital

	Peter Shoemaker, Wedbush Capital Partners Platinum Equity	Matt Cheney, MMA Renewable Ventures Hamilton Lane
<b>3:45 - 5:15 PM</b>	<b>Internet/New Media Industry Showcase</b>	<b>High Technology Industry Showcase #2</b>
<b>Investor</b>	Steve Grizzell, InnoVentures	Alexander Leon, Vanir
<b>Panelists:</b>	Capital Partners Scott Lenet, DFJ Frontier Lyla Oyakawa, Terrapin Partners John Ricci, US Angel Investors Joyce Chung, Garage Technology Ventures Eghosa Omoigui, Intel	Brian Leu, DCA Capital Andy Fillat, Leapfrog Ventures Roger Akers, Akers Capital Rock Clapper, Band of Angels
<b>5:15 - 6:30 PM</b>	Networking Reception	
<b>6:30 - 6:45 PM</b>	Transition to New California 100 Hall of Fame Dinner and Awards Ceremony at Freeborn Hall	
<b>6:45 - 9:00 PM</b>	<b>New California 100 Hall of Fame Dinner and Awards Ceremony</b>	
<b>Keynote</b>	<a href="#">Steve Sabol, President and Founder, NFL Films</a>	
<b>Address:</b>		

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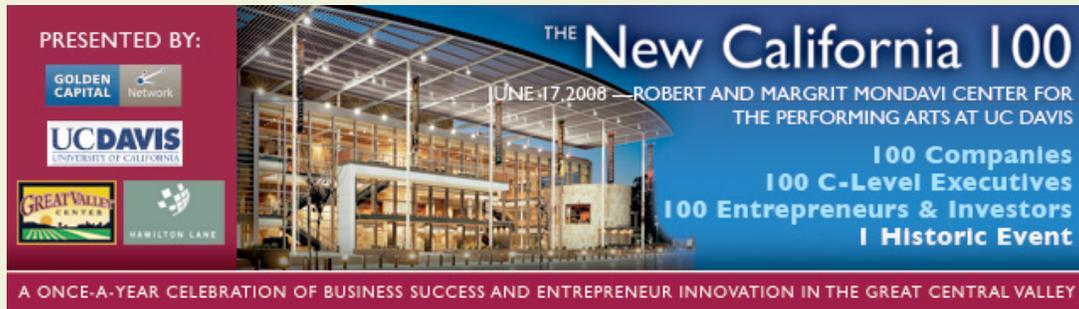
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## New California 100 Companies



For the first time, chief executives from the Great Central Valley’s top companies will gather to celebrate business in the Valley. The event will honor The New California 100 - companies that, in aggregate, generate more than \$50 billion in revenue and employ more than 250,000 people. In addition, The New California Hall of Fame’s inaugural class of business legends will be inducted.

Adventist Health System West	Holt of California	Producers Dairy Foods Inc
Aera Energy	Interstate International Inc	Raley's
AG Spanos	Interwest Insurance Services	Ramos Oil Co.
Agi Publishing Inc	Jaco Oil Co	Redding Bank of Commerce
ASC Profiles, Inc.	Java City	Rex Moore Electrical Contractors & Engineers
Automata Inc	Jones & Stokes Associates Inc	Roebbelen Contracting Inc
Bank of Stockton	Klein Bros Ltd	Rolling Hills Casino
Berry Petroleum Co	KS Industries	Ruiz Foods
Beutler Corp.	Linkus Enterprises Inc	S Stamoules Inc
Blue Diamond Growers	Lyons Magnus Inc	Saladino's Sausage Co Inc
Bronco Wine Company	Malibu Boats	Save Mart
Building Material Distributors, Inc.	Maloof Sports & Entertainment	Schilling Robotics
Bustos Media	Mariani Nut Company	Sierra Nevada Brewing
California Dairies, Inc.	Marko Zaninovich Inc	Sierra Pacific Industries
Chico Produce Inc	Matheson Trucking	Sierra Pine
Clark-Pacific Corp	McClatchy Co.	Sleep Train
Coastal Pacific Food Distributors	Mid Valley Plastering Inc	SMUD

Collins Electrical Co Inc	Moonlight Packing Corp	Sun World International
Community Medical Centers	Musco Family Olive Co	Sun-Maid Growers Of California
Crystal Cream & Butter Company	NELLA	Sunsweet Growers
Delicato Family Vineyards	New West Petroluem	Superior Vision Services
Diamond Foods	Nor Cal Beverage Co.	SureWest
DuraFlame, Inc.	North Valley Bank	Sutter Health
E&J Gallo Winery	Northern Video Systems Inc	The Buzz Oates Group of Cos.
Enloe Medical Center	Nugget Markets	The Grupe Company
FAFCO	Pacific Coast Building Products	The Rice Company
Foster Poultry Farms	Pacific Coast Producers	Tony's Fine Foods
Gen Corp.	Pacific Ethanol, Inc.	Tri Counties Bank
Giumarra Vineyards Corp.	Pacific Southwest Container	Vision Service Plan
Golden One Credit Union	Panattoni	Volcano Corp.
Gottschalks	PAQ, Inc.	Waste Connections, Inc.
Grimmway Farms	Paramount Citrus	WM Bolthouse Farms Inc
Harris Farms, Inc.	Poly Processing Co	
Hilmar Cheese	Pride Industries	

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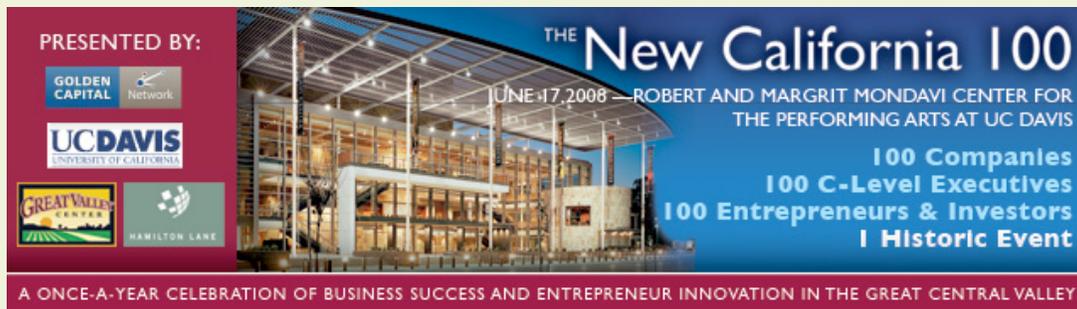
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## Industry Executive Showcase



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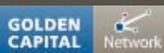
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## New California 100 Participating Investors

The following representatives of angel investor groups and venture capital firms are confirmed to attend The New California 100. This list will be updated as more investors are confirmed.

- ▶ Jose Blanco, Central Valley Fund
- ▶ Jacob Jorgensen, Velocity Venture Capital
- ▶ Peter Craddock, ShorelineVentures
- ▶ Curt Rocca, DCA Capital
- ▶ Jim Kitchel, Newcastle Capital
- ▶ Brian Frenzel, Band of Angels
- ▶ John King, Private Investor
- ▶ Scott Lenet, DFJ Frontier
- ▶ Pete Sinclair, Leapfrog Ventures
- ▶ Graeme Plant, Foothill Angels
- ▶ Corley Phillips, American RiverVentures
- ▶ Dean McKay, Newcastle Capital
- ▶ Steve Mills, DCA Capital
- ▶ Jean Hackenburg, North Bay Angels
- ▶ Cullen Schannep, DCA Capital
- ▶ Susannah Kirsch, Physic Ventures
- ▶ John Thornton, Pacific Community Ventures
- ▶ Tim Greenleaf, Fairmont Capital
- ▶ Peter Shoemaker, Wedbush Capital Partners
- ▶ Michael Glouchevitch, Riordon, Lewis & Haden
- ▶ Tim Budnack, Huntington Capital
- ▶ Ben Horn, St. Cloud Capital
- ▶ Martin Chavez, Goldman Sachs Urban Investment Group
- ▶ Ed Carpenter, Carpenter Community Banc Funds
- ▶ Robert Bartholomew, Windjammer Capital Investors
- ▶ Dr. Barbara Grant, American River Ventures
- ▶ Mark Barnhill, Platinum Equity
- ▶ Ed McNulty, Central Valley Fund
- ▶ Ian Rogoff, Sierra Angels
- ▶ Janice Robertson, SiVal Advisors LLC
- ▶ Pete Henig, Greenhouse Capital
- ▶ Steve Grizzel, InnoVentures Capital Partners
- ▶ Oleg Kaganovich, DFJ Frontier
- ▶ Lyla Oyakawa, Terrapin Partners
- ▶ John Ricci, US Angel Investors
- ▶ Rick Gibson, Desert Angels
- ▶ Brian Leu, DCA Capital
- ▶ Andy Fillat, Leapfrog Ventures
- ▶ Roger Akers, Akers Capital
- ▶ Dan Koellen, Sacramento Angels

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### Sponsorship

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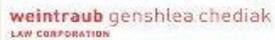
### EXCLUSIVE ACCESS

The New California 100 provides sponsors with direct access to an influential audience of business, corporate, civic and political leaders drawn from the Great Central Valley's dynamic, rapidly growing, and often overlooked economy, spanning Bakers field to the south and Redding to the north. Companies seeking to do business—and be positioned as industry leaders—within the Great Central Valley garner myriad benefits:

- ▶ Active participation on the New California 100 conference steering



## Silver Sponsors



## Bronze Sponsors



## Registration Sponsor



Semi-Custom  
Turnkey, Online  
Event Registration

committee

- ▶ Opportunity to “power network” with CEOs and executives of the New California’s leading companies, elected officials and senior government officials affecting business and economic growth, university faculty and business, engineering and science students from the primary academic institutions, media representatives, financiers, angel and venture capital investors, and other regional power brokers
- ▶ Direct mentoring and advising of the region’s top 50 growth companies
- ▶ Opportunity for exclusive leadership presiding over premier elements of the conference such as the inaugural Hall of Fame dinner, CEO Town Hall, New California 100 Awards Ceremony, and the University Excellence Showcase, among others
- ▶ Valuable brand recognition in all Conference communications, including print, web and email marketing initiatives
- ▶ Access to full attendee list

New California 100 conference sponsors will increase their credibility as recognized supporters of growth and established companies while strengthening their intimate relationship with C-level executives, angel and venture investors, and academic research partners. The New California 100 provides high branding visibility throughout all pre-event and on-site marketing materials and media exposure at the conference.

A selection of exclusive sponsorship opportunities are available. To discover how your company can take a leadership role with The New California 100 conference, contact:

Tara Manners

Business Development Director

Golden Capital Network

tara@goldencapital.net

916/335-6431

www.goldencapital.com



## Who Will Attend?

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### [PRIVATE EQUITY INVESTORS](#)

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## LEADERSHIP

**Company executives:** C-level executives from the [region's Top-100 companies](#) and management teams from the region's largest companies, including the more than 3,500 companies with 50-plus employees.

Why attend?

- ▶ Leadership: A venue to share success and chart the region's future growth
- ▶ Expertise: An opportunity to share expertise with company executives and investment



## Registration Sponsor



industry professionals

- ▶ Networking: Intimate, peer-to-peer interaction through panels and private events
- ▶ Access: VIP attendance to the New California Hall of Fame dinner, honoring the region's top companies and business leaders

**Entrepreneurs:** CEOs, their advisors and their investors of the leading high-growth companies.

Why attend?

- ▶ Capital: Intimate access to more than 50 leading venture capital firms, and several dozen angel investors
- ▶ Connections: A unique venue to connect with industry experts, leading professional service providers, and successful company executives
- ▶ Business development: Meet and interact with executives from the Great Central Valley's leading companies

**Economic development professionals and elected officials:** Representatives from the 19 counties and State of California.

Why attend?

- ▶ Networking: Interact with forward-thinking economic development professionals, venture capitalists, and the region's leading company executives
- ▶ Education: Leap ahead of the curve and learn pragmatic approaches to growing your local economy
- ▶ Exposure: Promote your community to an intimate audience of decision-makers and key influencers

**Venture capital and angel investors:** More than 75 leading professional investors coming together for the first time in the Great Central Valley to engage the region's investment opportunities.

Why attend?

- ▶ Deal flow: Exposure to promising investment opportunities germinating in overlooked markets
- ▶ Expertise: An opportunity to share investment expertise with company executives and investment industry brethren
- ▶ Networking: Interaction and syndication building with fellow private equity professionals
- ▶ Access: VIP attendance to the New California Hall of Fame dinner

**Professional service providers:** Representatives of the leading law, accounting, technology, financial services, insurance, and business support services firms

Why attend?

- ▶ Leadership: An opportunity to position your company as the leader to the region's most influential decision makers
- ▶ Business development: Build business through intimate and preferential exposure to

company executives, venture capitalists and complementary professional service providers

- ▶ Access: VIP attendance to the New California Hall of Fame dinner, honoring the region's top companies and business leaders

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## Global Events

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### Innovation Celebration and Kick-Off

Time: June 16, 2008 4:00pm to 7:00pm  
Location : Veterans Memorial Center

-  Add to Watch List
-  Sponsor
-  Attend

### Ignite Innovation at the Yolo Venture Community Launch Party

Along with ample networking, hosted hors d'oeuvres and fine wine from Rominger West Winery, five high-growth company executives will share stories of how they started their companies, impart the lessons they learned and the resources they needed, and describe what they see as the next big wave in innovation for Yolo County. There is no cost to attend the launch party, and you can rsvp with the Participate link above.

You are invited to taste and toast the best of Yolo County's entrepreneurial community as we celebrate the launch of Yolo Venture Community, Monday, June 16, 4:00-7:00 p.m. at the Veteran's Memorial Hall in Davis.

Entrepreneurs, innovators and anyone interested in starting, growing or getting to know the most interesting early-stage companies in Yolo County should not miss the kick-off, including community leaders and elected officials, entrepreneurs and business owners, investors and professional service providers.

#### Party Plan

- |                    |  |
|--------------------|--|
| <b>4:00 - 5:00</b> | Hosted Wine Reception  |
| <b>5:00 - 5:15</b> | Introducing Yolo Venture Community: Where Innovation Fuels Prosperity<br>Where Innovation Fuels Prosperity<br>MC: Chris Soderquist, General Partner, Golden Capital Venture Funds  |
| <b>5:15 - 6:15</b> | Successful Yolo CEOs Panel   |
| <b>Moderator:</b>  | · Meg Arnold, director of bus dev and entrepreneurship, UC Davis Innovation Access   |
| <b>Panelists:</b>  | · Anthony Costello, Founder, Bazu Media, Davis<br>· John Argo, Founder and President, Bloo Solar, West Sacramento<br>· Kerry Sachs, Founder & CEO, Puroast, Woodland<br>· Cameron Lewis, CEO, VuStik, West Sacramento<br>· Julie Morris, CFO, Marrone Innovation Organics, Davis |
| <b>6:15 - 7:00</b> | Hosted Wine and Hors D'oeuvres   |

#### Complementary Seminar Starts the Day

Kicking-off this celebration of innovation is a complementary entrepreneur seminar program, **Executive Development for Startups**, from **1:30-4:00 p.m.** at Veteran's Memorial Hall, featuring distinguished faculty from UC Davis, University of Pacific and CSU, Sacramento.

Topics to be covered at the executive seminar include:

- ▶ How Entrepreneurship Can Save the Economy
- ▶ Assessing Hot New Technologies for the Next Big Thing
- ▶ Business Planning for Success
- ▶ Financial Planning for Startups

▶ Pitching Your Business to Angel and VC Investors

Many thanks to launch party sponsors Five Start Bank, Moss Adams, DLA Piper and Amplify Online Registration.

Yolo Venture Community is a joint project by UC Davis InnovationAccess, the cities of Woodland, Winters, Davis and West Sacramento, and Yolo County, powered by Golden Capital Network Venture Communities.

Global Events



New California 100

Time: June 17, 2008 7:00am to 9:00pm  
 Location : Robert and Margrit Mondavi Center For The Performing Arts At UC Davis

- Add to Watch List
- Present
- Sponsor
- Attend
- Participants List

**THE GREAT CENTRAL VALLEY'S FIRST LEADERSHIP SUMMIT**

- [CONFERENCE OVERVIEW](#)
- [AGENDA AT A GLANCE](#)
- [NEW CALIFORNIA 100 COMPANIES](#)
- [INDUSTRY EXECUTIVE SHOWCASE](#)
- [PRIVATE EQUITY INVESTORS](#)
- [WHO WILL ATTEND](#)
- [SPONSORSHIP](#)
- [REGISTRATION](#)

For the first time, business, private equity, entrepreneurial, civic and economic development leaders will convene to:

- ▶ Announce and honor the region's Top 100 Companies
- ▶ Showcase the region's high-growth companies to leading venture capital and private equity investors
- ▶ Induct the inaugural member of the New California Hall of Fame
- ▶ Accelerate the organization of private equity assets by facilitating peer networking among CEOs and industry leaders



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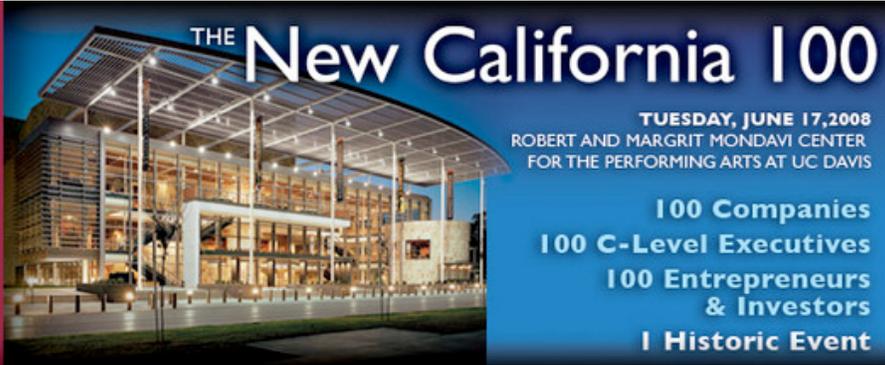
## Golden Capital Network Events

▶ [View Events](#)

**PRESENTED BY:**





**THE New California 100**

**TUESDAY, JUNE 17, 2008**  
ROBERT AND MARGRIT MONDAVI CENTER  
FOR THE PERFORMING ARTS AT UC DAVIS

**100 Companies**  
**100 C-Level Executives**  
**100 Entrepreneurs & Investors**  
**1 Historic Event**

A ONCE-A-YEAR CELEBRATION OF BUSINESS SUCCESS AND ENTREPRENEUR INNOVATION IN THE GREAT CENTRAL VALLEY

### New California 100

**TIME:** June 17, 2008 7:00am to 9:00pm

**LOCATION:** Robert and Margrit Mondavi Center For The Performing Arts At UC Davis

[Add to Watch List](#)

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## THE GREAT CENTRAL VALLEY'S FIRST LEADERSHIP SUMMIT

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## Sponsors



networking among [CEOs and industry leaders](#)



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Northern CA Regional Network



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Upcoming Events

October 2008						
S	M	T	W	T	F	S
<a href="#">28</a>	<a href="#">29</a>	<a href="#">30</a>	<a href="#">1</a>	<a href="#">2</a>	<a href="#">3</a>	<a href="#">4</a>

## EVENT MATERIALS

Agendas

Speaker Bios

PowerPoint (speakers, pitches, sponsors)





Keeping SLO County Business Vital

## CENTRAL COAST CAPITAL NETWORK

# 2<sup>nd</sup> Annual Venture Capital Network

March 18, 2008

Madonna Inn Expo Center

San Luis Obispo

- IN PARTNERSHIP WITH -



- EVENT SPONSORS -



Where Entrepreneurs and Investors Connect

# AGENDA

2<sup>nd</sup> Annual Venture Capital Event

5:30 pm – 9:30 pm

**5:30 p.m. – 6:00 p.m. Showcases and Networking**

**6:00 p.m. – 6:15 p.m. Welcome and Introductions**

Welcome: Michael Manchak, President & CEO, EVC

MC: King Lee, Resource Capitalist, LLC

**6:15 p.m. – 6:55 p.m. Keynote Speaker**

Bill Reichert, Garage Technologies Ventures

*“The Future of Innovation: The Rules of Entrepreneurs and Investors”*

**6:55 p.m. – 7:55 p.m. Fast Pitch (Round One)**

Businesses	Judges
Fleet Management Solutions – Cliff Henley	Edward Messman – Hercules Technology Growth Capital
Flight Sciences – Brad Stahl	John Glanville – Athenaeum Capital Partners
AeroMech Engineering – Thomas Akers	Oleg Kaganovich – DFJ Frontier
HauteSpot Networks – Bob Ehlers	Gerry Frigon – Taylor/Frigon Capital Management

**7:55 p.m. – 8:05 p.m. Break**

**8:05 p.m. – 9:05 p.m. Fast Pitch (Round Two)**

Businesses	Judges
Revolution Cars – Jules Rogoff	Bill Reichert – Garage Technology Ventures
Invental – Eric Miramon	Phillip Smith – Stone Canyon Venture Partners
Agri World Exchange – Arlin Torbett	Dan Lankford – Wavepoint Ventures
Elements – Michael Boyer	Dr. J Michael Geringer – Geringer & Associates, Inc.

**9:05 p.m. – 9:30 p.m. Showcases & Networking**

***Winners Announced at 9:15p.m.***



## SHOWCASE COMPANIES

AeroMech Engineering \*  
Agri World Exchange \*  
Clippers Barber Shop  
DigaLife  
Elements \*  
Fleet Management Solutions \*  
Flight Sciences \*  
GoodYum.com  
HauteSpot Networks \*  
Heartwood Drums  
Invental \*  
Lapdome  
Life Elements  
Live File  
Maruska and Company  
Niites.com  
PersonalPokerClub.com  
Revolution Cars \*  
Second Ventures  
SLO Chai  
SLO Golf Solutions  
Turn-It-Up Media  
West Coast Housing  
Property Ferret  
New Fangled Tricycle

\* Indicates presenting company



## MAKE OR BREAK BEACH

### Agenda for Competition on April 24 at Enloe Conference Center

- 4:00-4:15** Registration and Networking
- 4:15-4:20** Welcoming Comments  
Introduction: Stewart Knox, NCCC and NoRTEC
- 4:20-4:50** Special Guest Keynote Speaker  
Introduction: Bob Linscheid, CEPCO  
Speaker:
- 4:50-4:55** Venture Island Episode – Video Recap of April 24 Trading Post!
- 4:40-4:45** Introduction of Judges, and Review of the Trading Post Challenge  
Introduction: Jon Gregory, Golden Capital Network  
Speaker: Roger Akers, Akers Capital
- Judges: Dan Lankford, Wavepoint Ventures  
Paul Zingg, President of CSU, Chico  
John Strisower, UvaCide  
Moaty Fayek, Chair, Computer Science Dept., CSUC  
Jim Kitchel, Newcastle Capital  
Steve Mills, DCA Capital Partners  
Josh Morgan, Morgan Dorado Public Relations  
Scott Hammon, Macias, Gini & O’Connell
- 4:45-5:55** Presentations by Contestants, Comments by Judges  
Presenter # 1: WiredCat, Daniel Buchner  
Presenter # 2: Water Sprites Swim School, Haley Clark  
Presenter # 3: Jian, Burke Franklin  
Presenter # 4: Flood Technologies, Dave Donnan  
Presenter # 5: Desert Air (Nurse Alert Connector), Steve Culton  
Presenter # 6: College Scheduler LLC, Robert Strazzarino  
Presenter # 7: California Academy of Nursing, Crystal Martin  
Presenter # 8: All College Rentals, Kris Rudeegraap
- 5:55-6:15** Networking Break
- 6:15-6:50** Role Play Sessions by Contestants with Special Guests  
Presenter # 1: Flood Technologies, Dave Donnan  
Presenter # 2: WiredCat, Daniel Buchner  
Presenter # 3: All College Rentals, Kris Rudeegraap  
Presenter # 4: Water Sprites Swim School, Haley Clark  
Presenter # 5: California Academy of Nursing, Crystal Martin  
Presenter # 6: College Scheduler LLC, Robert Strazzarino  
Presenter # 7: Jian, Burke Franklin  
Presenter # 8: Desert Air (Nurse Alert Connector), Steve Culton
- 6:50-7:00** Networking Break to Compile Scores
- 7:00** Announce Top Presenter for the Snake Pit Competition

## **ROGER AKERS**

Roger has over 25 years of experience in technology related environments. As an IT Services executive, Roger managed the development and delivery of large-scale software systems in over 80 client environments. Efforts included technical and management assignments for a national consulting firm, Systems and Computer Technology Corp., as well as the building of a regional IT consulting firm as Managing Partner (PRODATA Inc.). With a staff that ultimately grew to 480+, PRODATA Inc. provided management and technical IT consulting to public and private sector clients in the western US. Upon the successful merger of PRODATA with a national IT services firm, Roger developed a consulting practice (Akers-Waterman & Company) that provided management consulting to industry leaders such as Intel and Cisco Systems. In addition, Roger helped develop and invested in a number of technology companies in the US and internationally.

In 1998, he co-founded Akers Capital LLC. After successfully raising the Pac West Technology Fund in 2000, Roger and team continues to invest in, mentor and has matriculated a number of emerging technology companies. In addition, as an Advisory Principal for international investment bank Gramercy Partners, Roger participates in projects that provide partnerships and exits for companies between Asia and US.

Roger has undergraduate degrees in Accounting (CPA) and Computer Science and a Masters of Business Administration. He is Chair Emeritas and continues to be active in the Golden State Capital Network, the Sacramento Area Regional Technology Alliance (SARTA); and McClellan Technology Incubator (MTI). In addition Roger is a CSUS CBAC and University of California Davis INNOVATION Access Board member. He also supports the Graduate School of Management and the Department of Research (ERAB member) at the University of California, Davis and particularly enjoys continued development of regional business plan competitions. He is also a member of the UC Davis Board of Trustees. Mr. Akers also serves of the advisory board for Idaho State University's Business School. He also serves as treasurer of the Sacramento Angels investment group.

## **SCOTT HAMMON**

Scott, a Partner at Macias Gini & O'Connell LLP (MGO), has over 18 years of experience assisting public and private companies in a variety of industries, with an emphasis on high-tech and biotech companies. Prior to joining MGO, Scott was a Senior Manager in the high-tech practice of the San Jose office of a Big Four firm, where he was also a member of its Northern California IPO and M&A service teams. Scott has significant experience in working with growth companies, having taken multiple such companies -- including those pursuing a roll-up strategy -- from the development stage through a sale or IPO. In addition to audit services, his work with these companies includes advising on revenue recognition and stock compensation issues, supply chain policies and procedures and providing M&A services.

Scott holds a BA from UC Berkeley and is a member of the Phi Beta Kappa society. He is also a graduate of the Pacific Coast Banking School. He is the former president of the Sacramento Chapter of United Cerebral Palsy.

## **JIM KITCHEL**

Jim Kitchel has a thirty-year history as a serial entrepreneur, venture capitalist, and national speaker on capital formation and IPO's. Jim started his first company at age 15 and has been entrepreneuring ever since. In the early years of his career Jim founded or co-founded and was CEO to several companies in the diverse industries of medical devices, aquaculture, electronics, and oil and gas exploration and

production. Four of these companies completed NASDAQ IPO's. Since 1990 Jim has been an active Angel investor, has been serving as manager of several private VC funds and remains an active entrepreneur. For the past few years, Jim has focused his entrepreneurial interests on industry consolidations and roll-ups. Various articles about Jim or companies he has founded have appeared in such national print media as: the Wall Street Journal, Barron's, Popular Science Magazine, Inc Magazine and has appeared on both Good Morning America and The Today Show. He serves on several corporate boards and serves on the non-profit boards of SARTA, Golden Capital Network and the Sacramento Angles where he was a former CEO. Jim is CEO of Newcastle Capital located in Roseville, CA.

### **DAN LANKFORD**

Dan brings more than 30 years of experience in the telecommunications equipment, software, semiconductor, and energy technology industries to Wavepoint, including senior leadership roles at AT&T/Bell Labs/Agere Systems and several early-stage companies.

Prior to Wavepoint, Dan was Chairman and CEO of BOLDER Technologies, where he took the company from early-stage through IPO and raised more than \$100 million in the private and public markets. BOLDER was an energy technology company that, among other things, supplied the batteries for the original Chrysler hybrid electric vehicle project. Before joining BOLDER he was the CEO of AT&T Microelectronics (Agere Systems) Europe, where he increased revenues from \$15 million to \$250 million in five years and established the company as one of the leading chip, opto-electronic, and power systems suppliers to the European electronics industry.

Prior to moving to Europe, Dan served as vice president of marketing for AT&T's \$2.5 billion worldwide microelectronics business. He was also part of the team that commercialized the UNIX business at Bell Labs. He has been involved with early-stage technology ventures for more than 20 years as an investor, board member, executive, and consultant.

Dan has a master's degree in management from Stanford Business School where he was a Sloan Fellow; he also has a bachelor's degree in industrial engineering (with honors) from Johns Hopkins University and has attended the Senior European Executive Program at IMD in Lausanne, Switzerland. Dan is a former commissioner on the Colorado Governor's Commission on Science and Technology and has presented at the White House Conference on Alternative Energy.

### **STEVE MILLS**

Steven R. Mills joined DCA Partners in 2002, and is both a Partner in the Firm's investment banking business as well as a General Partner of DCA Capital Partners, the Company's affiliated private equity fund. Mr. Mills brings more than 25 years of executive financial management and transactional experience to the Firm. Prior to joining DCA, he served as the Chief Financial Officer and Secretary of Responsys, Inc., a global provider of on-demand email and life cycle marketing automation software and solutions. Prior to Responsys, he was the Chief Financial Officer and Assistant Secretary of AnyTime Access, Inc., a provider of outsourced lending services. Anytime Access was sold to Digital Insight (NASDAQ: DGIN) in 2000 which was subsequently sold to Intuit in 2006.

Prior to AnyTime Access, Mr. Mills was a Partner with Ernst & Young, LLP in both the San Jose and Sacramento offices, where he specialized in consulting with technology companies and other organizations in various sectors—both public and pre-IPO—concerning all elements of their financial and tax affairs, with a particular emphasis on mergers and acquisitions, SEC reporting, and structuring financing and

international transactions. While at E&Y, Mr. Mills was a Founding Member of the San Jose Office Entrepreneurial Services Group, and also served as the Director of Taxes for the Sacramento, Reno, and Salt Lake City offices. Mr. Mills started his professional career in 1978 at Deloitte & Touche, LLP, where he spent six years in various management positions prior to joining E&Y in 1984.

Mr. Mills is an Attorney, holding a Juris Doctor of Law from the University of Nebraska, Lincoln, where he also earned his Bachelor of Science degree in Business Administration. Mr. Mills has been admitted to the state bar in Nebraska, and is a Certified Public Accountant in both California and Nebraska. He is also a member of the California Society of Certified Public Accountants and the American Institute of Certified Public Accountants.

Mr. Mills has instructed courses at San Jose State University, Golden Gate University, as well as the University of Nebraska. He currently serves as the treasurer of the Crocker Art Museum Foundation and is a member of the board of the Sacramento Area Regional Technology Association (SARTA).

### **JOSH MORGAN**

Josh Morgan is the founder and principal of Morgan/Dorado Public Relations. His approach to brand and reputation management is built on significant experience as a senior counselor to leading consumer and technology brands over the past decade. He works closely with all Morgan/Dorado clients on everything communications, from strategy to messaging to media relations. He has been a vice president in the public affairs and technology practices with Edelman, the world's largest independent public relations agency, worked with the team that brought Skype to market, and was part of the award-winning communications team at Apple that helped turn the iPod from an MP3 player into an icon. Josh received a BA in Communication with an emphasis in Public Relations from the University of the Pacific in Stockton, California. He is a member of the Public Relations Society of America (PRSA), and the American Marketing Association (AMA).

### **JOHN STRISOWER**

A serial entrepreneur, John Strisower has built successful businesses around technological advances in a variety of industries including healthcare, power cogeneration and management, manufacturing, accounting, grocery wholesale, retail and distribution, casino gaming, public safety and internet marketing.

As Founder & CEO of **Travidia Inc.**, from 1998 to 2006, Strisower employed 200 personnel worldwide, and served hundreds of international newspaper/media companies. He remains on the board of directors and is the second largest shareholder of Travidia.

As founder & CEO of PRC Gaming Systems from 1993 to 1997, Strisower developed and patented the PitTrak System, for tracking players at casino table games (**US Patent Office - Patent #5,809,482**) which was acquired by Harrah's Entertainment, Inc.

As founder & CEO of Precision Resource Company, LLC, Strisower developed applications and systems for numerous industries. He also developed Option Care software and networks for billing, nursing visits & drug interaction for hundreds of offices in 44 states. Strisower is also a member of the Chico Mayor's Business Advisory Council, the Entrepreneurship Center Advisory Board at California State University, Chico and the Chico Economic Planning Corporation Job Creation Committee as well as a private aircraft pilot, with ratings for multi-engine, instrument, land and sea flight.

## **PAUL ZINGG**

Dr. Paul J. Zingg is president of California State University, Chico. CSU, Chico, one of 23 campuses in The California State University System, is a comprehensive, four-year university whose motto "Today Decides Tomorrow" guides 16,000 students through their undergraduate and graduate education.

Prior to being named president at CSU, Chico, Dr. Zingg was provost and senior vice president for Academic Affairs at California Polytechnic State University, San Luis Obispo from 1995 to 2004. Before that he served as the dean of the College of Liberal Arts at Cal Poly, 1993-1995.

Dr. Zingg served as dean of the School of Liberal Arts at Saint Mary's College of California from 1986-1993. Previously, he spent several years at the University of Pennsylvania, 1978-1983, serving as executive assistant to the president and as vice dean of the School of Arts and Sciences. He has held professorships in history at all the institutions he has served.

Dr. Zingg received his PhD in history in 1974 from the University of Georgia, Athens; an MA in history in 1969 from the University of Richmond, VA; and a BA in history in 1968 from Belmont Abbey College, North Carolina.

He has published ten books and nearly 100 articles on American higher education, student learning, educational leadership, sports history, and intercollegiate athletics. He has also acted as a sports history consultant to several presses, the media, museum curators, and on Ken Burns' acclaimed television documentary series, *Baseball*, in 1994. Dr. Zingg was appointed a fellow of the American Council on Education in 1983-1984, has received support for his research from the National Endowment for the Humanities, and has served on several national boards and commissions for higher education.



Seed-Stage and Early-Stage  
Venture Capital

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Garage Technology Ventures is pleased to support  
**the EVC Venture Capital Event!**

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**SPEAKER: BILL REICHERT**

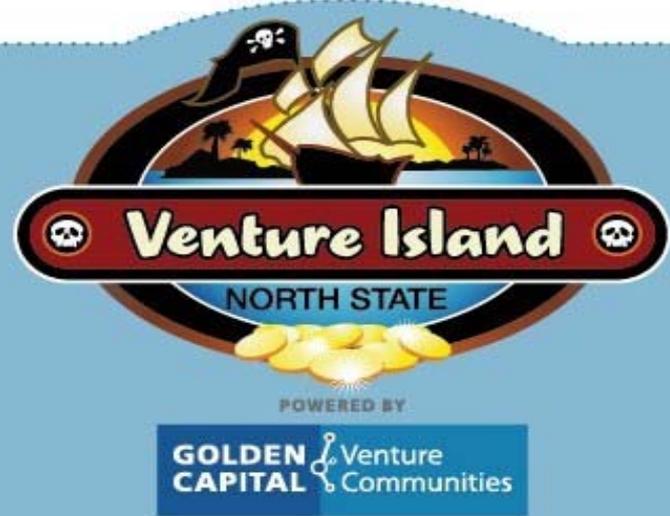
Bill Reichert is Managing Director of Garage Technology Ventures, a leading seed-stage and early-stage venture capital fund. Garage makes small investments – generally \$500,000 to \$1 million – in promising early stage companies and works intensively with them to help them become successful. Bill has been on the board of CaseStack, WhiteHat Security, Miasole, cFares, ThermoCeramix, STEP Labs, and ClearFuels. Bill's partners are Joyce Chung and Guy Kawasaki. The Firm is located in Palo Alto, California.

Bill has spent most of his career as an entrepreneur and operating executive. Prior to joining Garage in 1998, Bill was a co-founder and senior executive at several early-stage, venture-backed technology companies, including Trademark Software, The Learning Company, Infa Technologies, and Academic Systems. Earlier in his career, Bill worked at McKinsey & Co. in Los Angeles, the World Bank in Washington, DC, and Brown Brothers Harriman & Co. in New York. Bill earned his BA from Harvard University and his MBA from Stanford University.

Email: [reichert@garage.com](mailto:reichert@garage.com)

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[www.VentureIslandNorthState.com](http://www.VentureIslandNorthState.com)



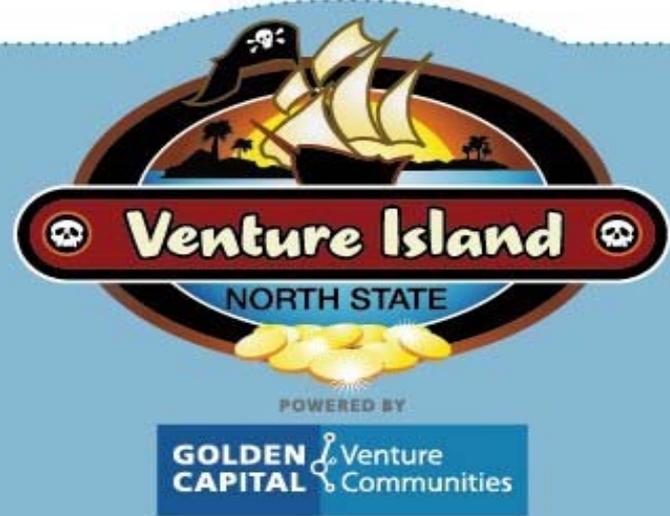
# The Snake Pit

September 25, 2008 at 6:30 p.m.  
The Cascade Theatre

Brought to you by



[www.VentureIslandNorthState.com](http://www.VentureIslandNorthState.com)



Steve Mills  
General Partner  
DCA Capital Partners

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# Strategies for Surviving.... ....and Thriving... In an Economic Downturn

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Steve Mills  
Managing Partner  
DCA Partners

# Introduction

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- About DCA Partners
  - Founded in 2001 (in face of 9/11)
  - Regionally-focused Strategic Growth Advisory firm
  - Clients are middle-market (\$10mm- \$250mm) public and private companies
  - Sector agnostic (everything except pure agriculture, financial institutions, real estate and natural resources)
  - Strategy, operational execution, organizational structure, restructuring, financing, and M&A advisory services
  - Backgrounds: CEO, CFO, E&Y, Lehman Brothers, Deutsche Bank, etc.
  - Also have affiliated private equity fund where we invest our own principal into promising opportunities

# Times are Tough

---

## The New York Times

**“Pain Spreads as Credit Vise Grows Tighter”**



**“ILLS SEEP INTO EVERYDAY LIVES”**

**“Foreclosures Hit Another High”**

# From Surviving...to Thriving

---

“While many companies batten down the hatches and try to survive, our experience is that, for prepared companies, economic slowdowns can provide significant opportunities to improve their positions and accelerate into the next up-cycle”

*Mark Gottfredson and Steve Schaubert,  
Bain & Company  
As published in Forbes Magazine*

# Economic Backdrop

---

- Consumer-oriented businesses
  - Nominal income growth is slowing
  - Savings rates are near historic lows
  - Household balance sheets are deteriorating (due to concurrent declines in both home values and stock portfolios)
  - Consumer debt (auto loans and credit card debt) is at record levels
  - Gas and energy prices continue to soar
  - Food prices are skyrocketing around the world
  - Consumer sentiment sinking to near post 9/11 levels
  - Broad expectation: consumer spending will continue to fall in near term
  - Roughly half of the upcoming economic stimulus package was consumed by higher gas prices (\$60 billion per quarter more than same time in 2007)

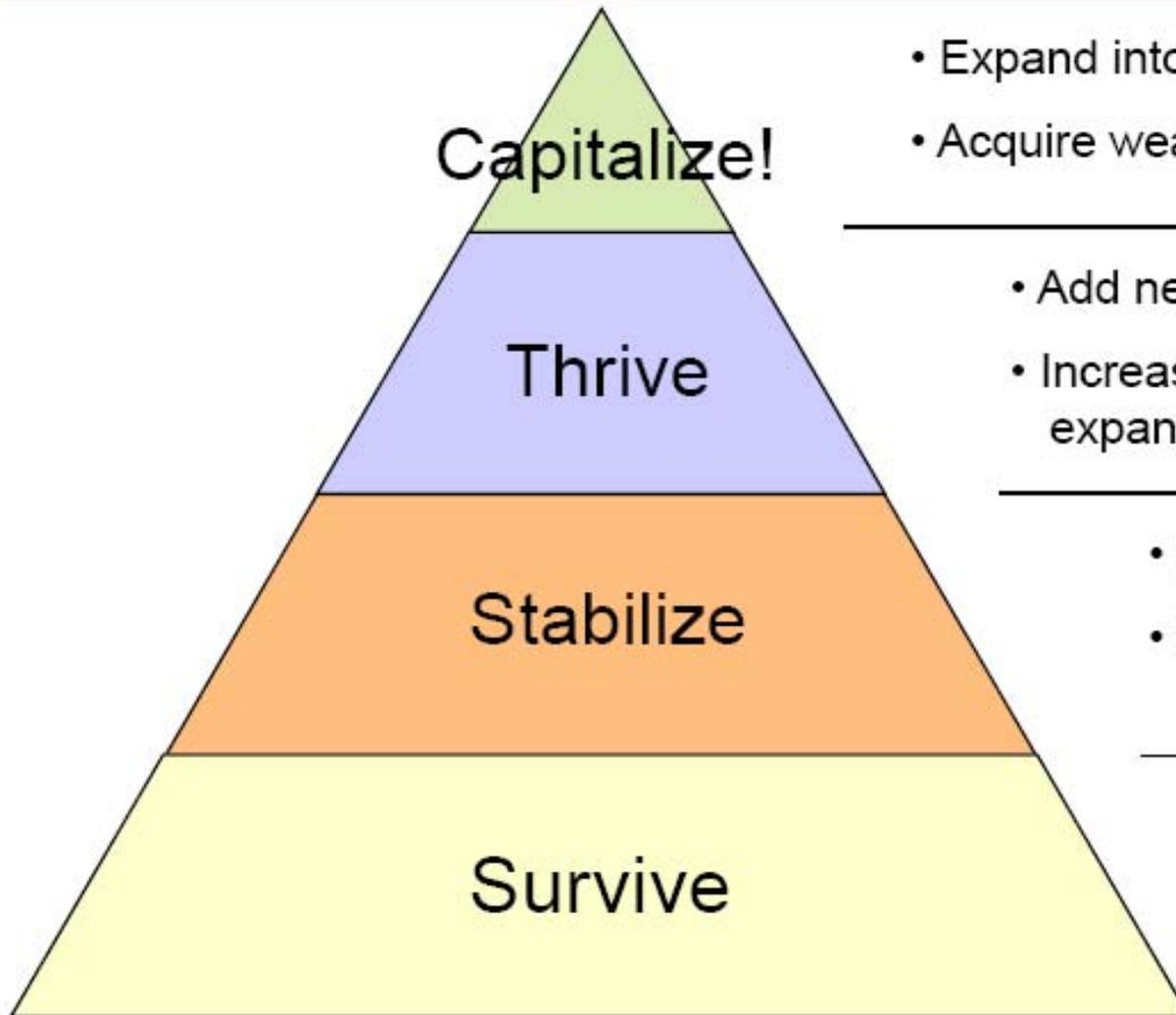
*Source: Goldman Sachs, DCA Composite*

# Economic Backdrop

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- **Business to Business**
  - Corporate cash balances are high and debt is low
  - Economic stimulus package provides investment incentives
  - Small businesses are struggling
  - Higher material costs are impacting margins
    - Increased commodity pricing
    - Rising energy costs
    - Rising inflation in China (6-9%) likely to impact U.S. imports
    - Weak dollar hurting net importers
    - Net import costs up 13.7% in January 2008 (vs. Jan. '07)
  - Weak dollar helping net exporters
  - Nominal wage growth decelerating
  - Tighter credit policies impact investment levels

# So...what's a Company to do?



- Expand into new markets
  - Acquire weaker competitors
- 

- Add new products or services
  - Increase marketing to expand market share
- 

- Hit target cash flow
  - Stabilize revenue and expenses
- 

- Manage cash
  - Ensure survival
-

# Survive

---

- **Know your financial performance intimately and actively manage it**
  - Fixed and Variable costs
  - Post-sale costs (installation, warranty, insurance, etc.)
  - Capacity
- **Manage cash aggressively**
  - Take control of all purchasing and cash flow decisions
  - Offer discounts to accelerate A/R receipts
  - Defer capital expenditures
  - Monetize passive assets
- **Minimize debt service costs; communicate actively with bank**
- **Reduce other fixed expenses**
- **Monitor accounts receivable and customer credit risk**
- **Proactively negotiate extended vendor terms (or reduced lease rate)**
- **Simplify: Identify non-essential initiatives and activities**
- **Cut costs where possible**
- **Minimize owners' personal cash flow needs**
- **Develop contingency plans (e.g. cost reductions; new financing sources, sale of assets, etc.)**

# Stabilize

---

- Establish “normalized” revenue level
- Ensure expenses are in line with actual (and not aspirational) revenue
- Establish key milestones for measuring progress and triggering adjustments
- Communicate with employees
  - Here is where we are
  - Here are what I see as our main challenges
  - Here is what I am committed to do
  - Here is how we will measure our progress
  - Here is where we are going
  - Here are where I see our main opportunities
  - Here is what your role in this effort is
- Communicate with customers
  - How is your business doing?
  - What are your primary needs and challenges?
  - How can we best assist you in meeting your goals?
  - Are there additional opportunities where we can expand the services we are providing to you?
  - Here is what we are doing to serve you better
  - Do you know anyone else who could benefit from our services?
- Continue all activities on “Survive” slide

# Thrive

---

- Shift from Defensive to Offensive strategies
- Assess your market position
  - Are you a market leader or follower?
  - Are you a price setter or a price follower?
  - How strong is your balance sheet and cash flow?
  - Do you have access to capital?
- Capitalize on customer flight to quality and value
- Understand your strengths and competitors' vulnerabilities
- Add new products or services to exploit new market opportunities
- Recruit employees from weaker (or failing) competitors
- Aggressively target new customers
- Increase marketing and public relations efforts

# Capitalize

---

- Develop optimal pricing strategy
  - If price setter, consider predatory pricing to increase market share and further weaken competition
- Leverage market and financial strength to negotiate aggressively with landlords, vendors, customers
- Gear marketing to exploit fear, uncertainty and doubt (FUD)
- Provide solutions that smaller, or weaker competitors can not match
- Expand into new geographies where competition has weakened
- Acquire competitors for bargain prices, or recruit their key employees (since everyone wants to work for a winner!)

# In Conclusion

---

- **Make sure you will survive**
  - Manage cash, cash flow and expenses aggressively
  - Reduce fixed expenses (including debt service) where possible
  - Eliminate non-essential initiatives, activities and expenses
  - Minimize owners' personal cash flow needs
- **Stabilize the business**
  - Reduce expense to match realized revenue levels
  - Enlist trust and support of employees, customers and vendors
  - Communicate with all stakeholders honestly and frequently
  - Set key performance metrics and milestones
- **Prepare to thrive**
  - Assess the market for opportunities and competitor weaknesses
  - Develop strategic plan for exploiting the current market environment
- **Capitalize on the opportunity**
  - Prepare to pounce!
  - Exploit your strong balance sheet, cash flow, and strategic vision
  - Develop aggressive new customer acquisition strategy
  - Enter new markets (geographic or product)
  - Acquire employees or companies from weaker competitors

# Thank You.

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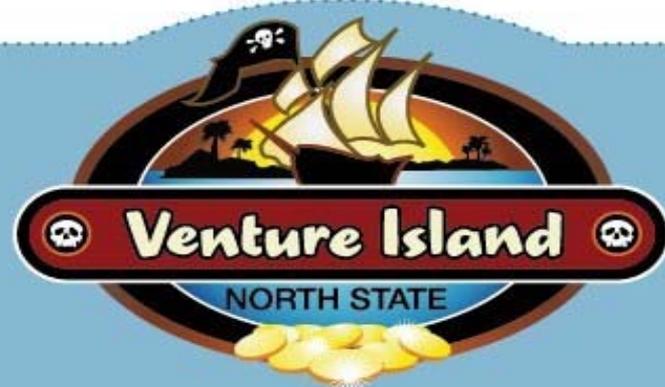
DCA Partners is the region's leading investment banking firm, providing world-class M&A advisory services to middle-market businesses throughout the western United States.

DCA Partners has built its reputation by helping companies accomplish their aggressive growth objectives through an intelligent combination of internal expansion and acquisition-driven growth strategies.

Given that our Partners have completed nearly 50 buy-side acquisitions as executive officers of operating companies, they understand that a successful transaction begins and ends with a thoughtful and well-executed strategy.

DCA's unique approach to buy-side acquisition engagements engineers "Success" into the process from start to finish. For this reason, every buy-side engagement begins with a thorough analysis and understanding of the client's overall business strategy, organizational competencies, core leverageable assets, and strategic gaps. With this knowledge in hand, a definitive acquisition profile is developed, and correspondingly, ideal acquisition candidates are targeted.

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Fatboy's Rotisserie  
& Sandwiches

Gisele Maxwell  
Shasta Crystals  
Anderson, Ca



SPARTAN SPORTS



Déjà Vu  
Restaurant  
& Bakery



Redding Radio  
"The Power of Local Radio"



*An advanced materials company  
enabling affordable visible lasers for consumer electronics*

---

**Gisele Maxwell**  
**CEO**

# Miniature Projectors



LED Pocket  
Projector  
(20 lumens)

Laser Pocket  
Projector  
(150 lumens)

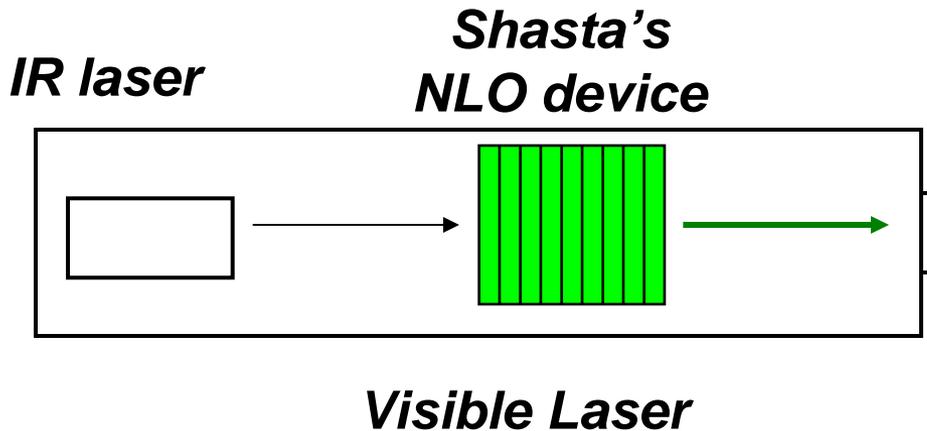
Future Smaller  
Form Factors

The image shows two projector models against a black background. The top left model is a small, dark projector projecting a scene from the movie 'Cars'. The top right model is a white, cylindrical projector projecting a scene from 'Cars' featuring Lightning McQueen. The bottom right model is a white, rectangular projector projecting a red laser beam. The text 'Future Smaller Form Factors' is positioned at the bottom center.

# Laser Projection

---

- Light sources: LEDs, Lasers



***SC's Value Proposition:  
High Quality  
Affordable Visible Lasers***

- Light source manufacturers:

**œrlikon**  
components

**EPSON**  
EXCEED YOUR VISION

**LIGHT BLUE OPTICS**

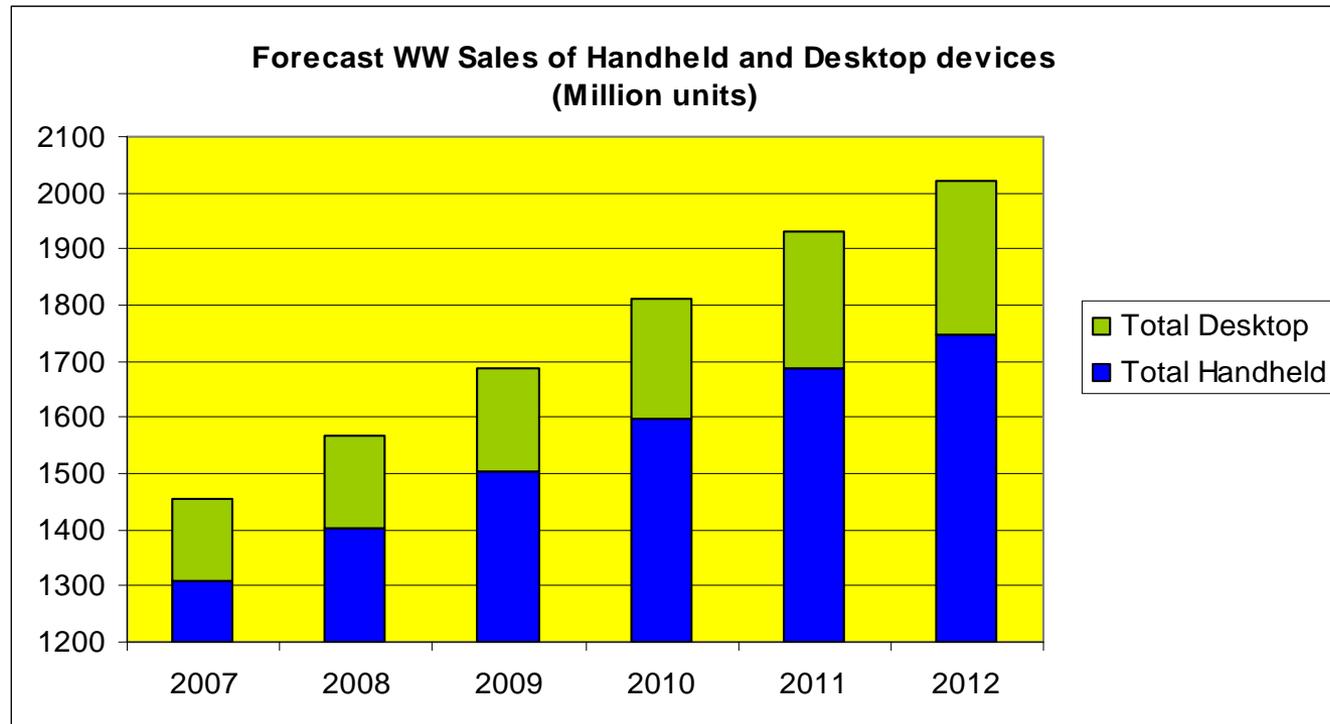
**TEXAS  
INSTRUMENTS**

First cell phone maker  
to sign up:  
Motorola

# Shasta vs competition: cycle time 2 hrs vs 6 weeks, cost 75% less



# Laser Projection Markets

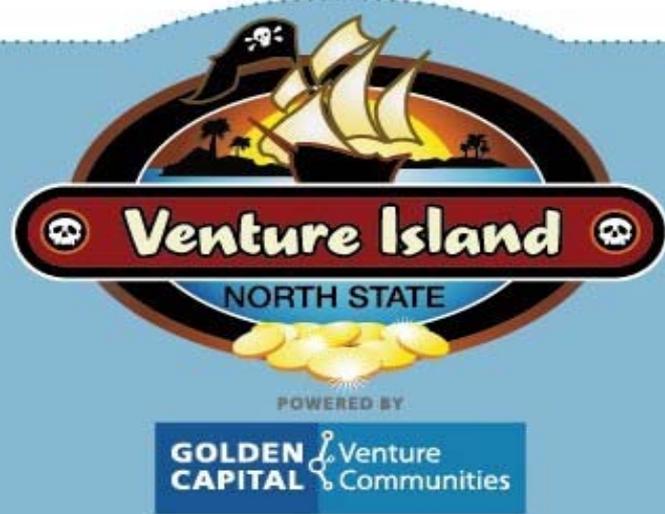


**Source: Insight Media Nov. 2007**

**Rev. 02/2008**

- Over 1.5B units *now*
- For all markets, same technology, same product

www.VentureIslandNorthState.com



Roman Ritachka  
Eagle Productions  
Weaverville, Ca



# TRINITY INVENTIONS

*Founded By Roman Ritachka, 2008  
Weaverville, CA*

*530-623-9403*

## **BACKGROUND:**

- Degree in Chemistry
- Experience in Manufacturing
- Invented the Door-Mounted Finger Safety Device which prevents serious injuries to children
- Committed to helping people through innovation

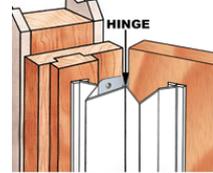
## ***The Problem:***

Each year in the U.S., about 45,000 kids suffer injuries to their fingers when a door is closed on them. In about a third of those, a part of a finger is actually cut off. This creates disfigurement, loss of use and untold suffering to innocent children.

## ***The Solution:***

This patent-pending door-mounted safety device prevents needless tragedies that occur to countless children throughout the world.

# *The Competition*



Company name	Safety 1st	KidCo	Finger Shield Safety	Shield Finger Guard	Finger Safe	OUR PRODUCT
Cost	\$3.29	\$4.95	\$75.00	\$9.95(half)	\$75.00	<b>\$8.00</b>
Sold in big retailers	X	X				<b>NA</b>
Sold on internet		X	X	X	X	<b>NA</b>
Protects on both edges		X				<b>X</b>
Installs easily	X	X		X		<b>X</b>
Simple to use	X	X	X	X	X	<b>X</b>
Works automatically			X	X	X	<b>X</b>
No need to put on/take off			X	X	X	<b>X</b>
Can't be lost			X	X	X	<b>X</b>
Small size-unobtrusive	X	X				<b>X</b>
Doesn't damage door	X			X		<b>X</b>
Inexpensive	X	X		X		<b>X</b>

# *The Market*

## *In the U.S.:*

- Any household with at least one child under 10 (about 21.5 million households)
- Day care centers
- Elementary schools (about 89,000)
- Pre-schools

## *In foreign countries:*

- Larger market than U.S.—doors are similar construction, just different dimensions

If each household in the U.S. has 6 doors, the market would be 130 million units (not including day care centers and schools).

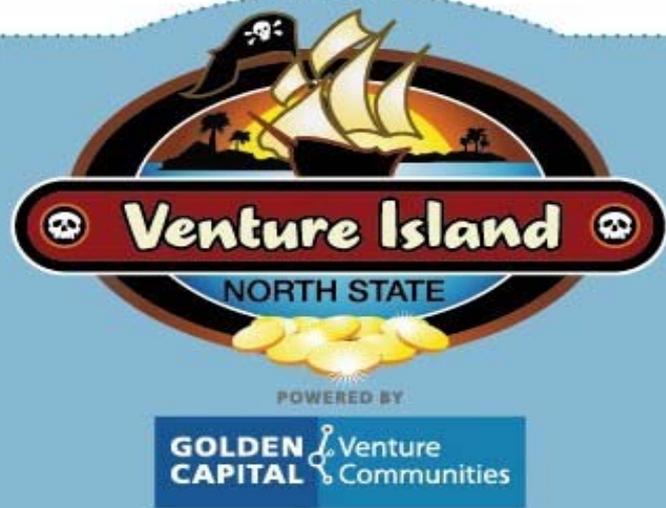
130 million x \$8/unit = over \$1 billion market (just for U.S.)

If you capture 10% of that, it's over \$100 million in sales in the U.S.

# The Bottom Line!



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Jay Webster  
California Brewing Company  
Redding, Ca







# California Brewing Company's Redding Brewhouse will exceed customer expectations!

Superior product quality

Explosive, award-winning marketing

Easy to duplicate and affordable franchise model



# What makes us different from our competitors?



## California Brewing Company

- ★ Joining the market with commercial distribution *and* in-house sales
- ★ Well-trained staff fully versed in brewing
- ★ Accessible, inviting and exciting ambiance



## Other National Chains

- ★ Non-competitive marketing
- ★ Little or no commercial distribution
- ★ Enormous startup costs
- ★ Less than knowledgeable staff
- ★ Hard to find facilities



# We will compete!

- ★ Our Dream Team
- ★ The only brewpub in Redding
- ★ Localization of a global industry
- ★ Rotating neck labels of California Brewgirls
- ★ The global hop market



# Our Rising Target Market

- ★ 24 – 60 year old beer drinking individuals

## Communities that benefit by our franchise model

- ★ Projected annual sales per franchise: \$3.5 million

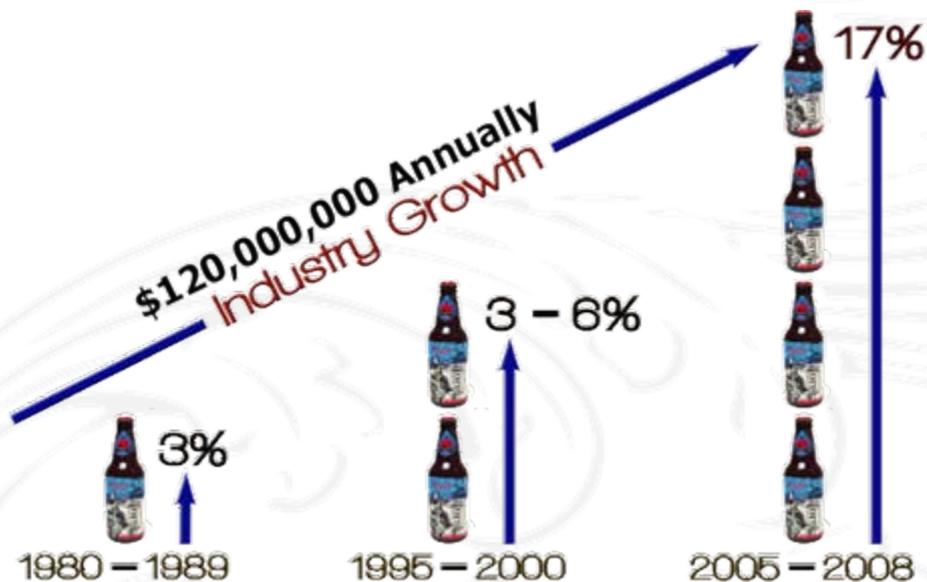
## Our local daily fluid customer base

- ★ I-5 market: 102,000 people
- ★ Shasta County market: 98,000 people
- ★ Redding area hotels: 3400 people

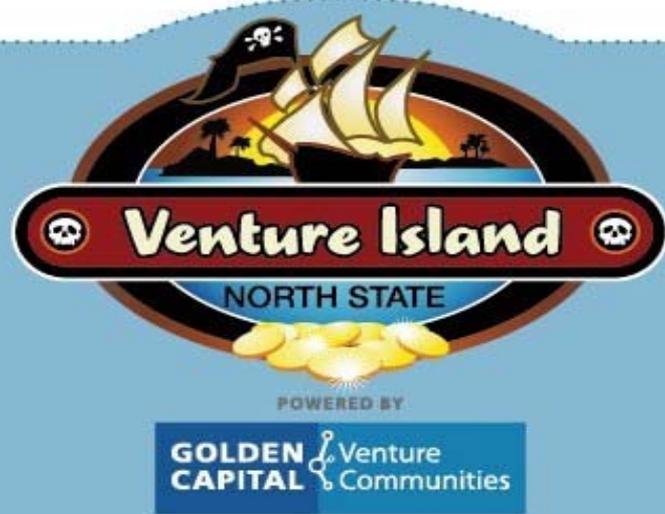
**Redding area total:** Over 200,000 people a day in our local target market

## National beer sales = \$98 billion annually!

- ★ Craft brewing industry market share is 7% and rising
- ★ What does that mean to us? A 7 billion dollar industry



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Fatboy's Rotisserie & Sandwiches

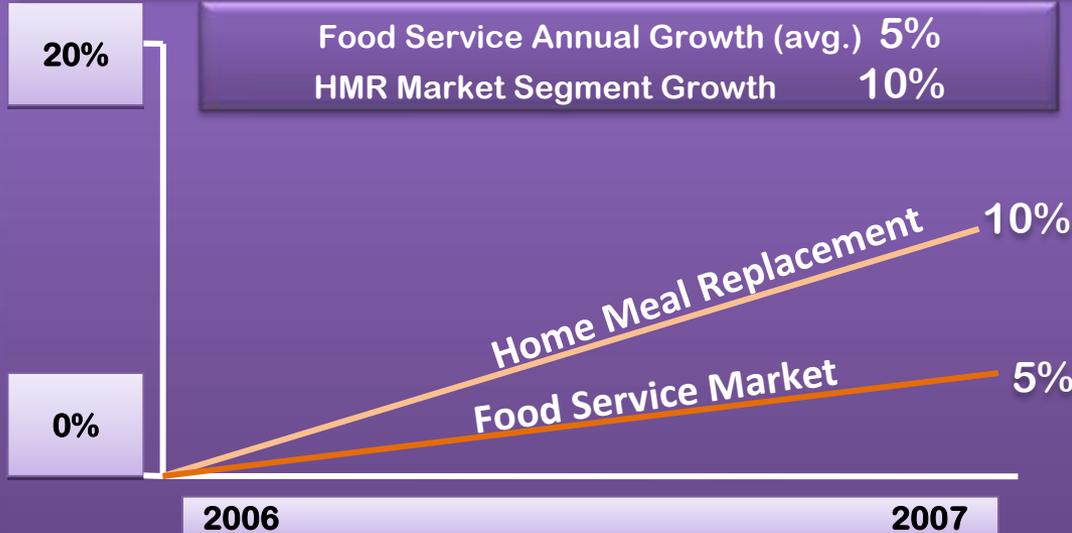
Carl Hamon  
Country Entrees  
Redding, Ca



# Key Statistics

## Annual Market Growth

Food Service Annual Growth (avg.) 5%  
HMR Market Segment Growth 10%



## Market Size



## Competitor Growth



The Market is Ready for COUNTRY ENTREES

# Competitive Landscape

Choice Benefit	Home Cook	Frozen	Market Deli	Takeout Restaurant	HMR <i>Dream Dinners</i>	Pizza Take & Bake	Country Entrees
<b>Time</b>		X	X	X		X	X
<b>Cost</b>		X			X	X	X
<b>Nutrition</b>	X				X		X
<b>Customized</b>	X					X	X
<b>Variety</b>	X	X		X	X		X
<b>Quality</b>	X			X	X		X
<b>No Assembly Required</b>		X	X	X		X	X
<b>Oven / Stove Top Microwave</b>	X	X	X				X
<b>No Minimum Purchase</b>		X	X	X		X	X
<b>Simple to Cook</b>		X	X	X		X	X

Now is the Time for Country Entrees

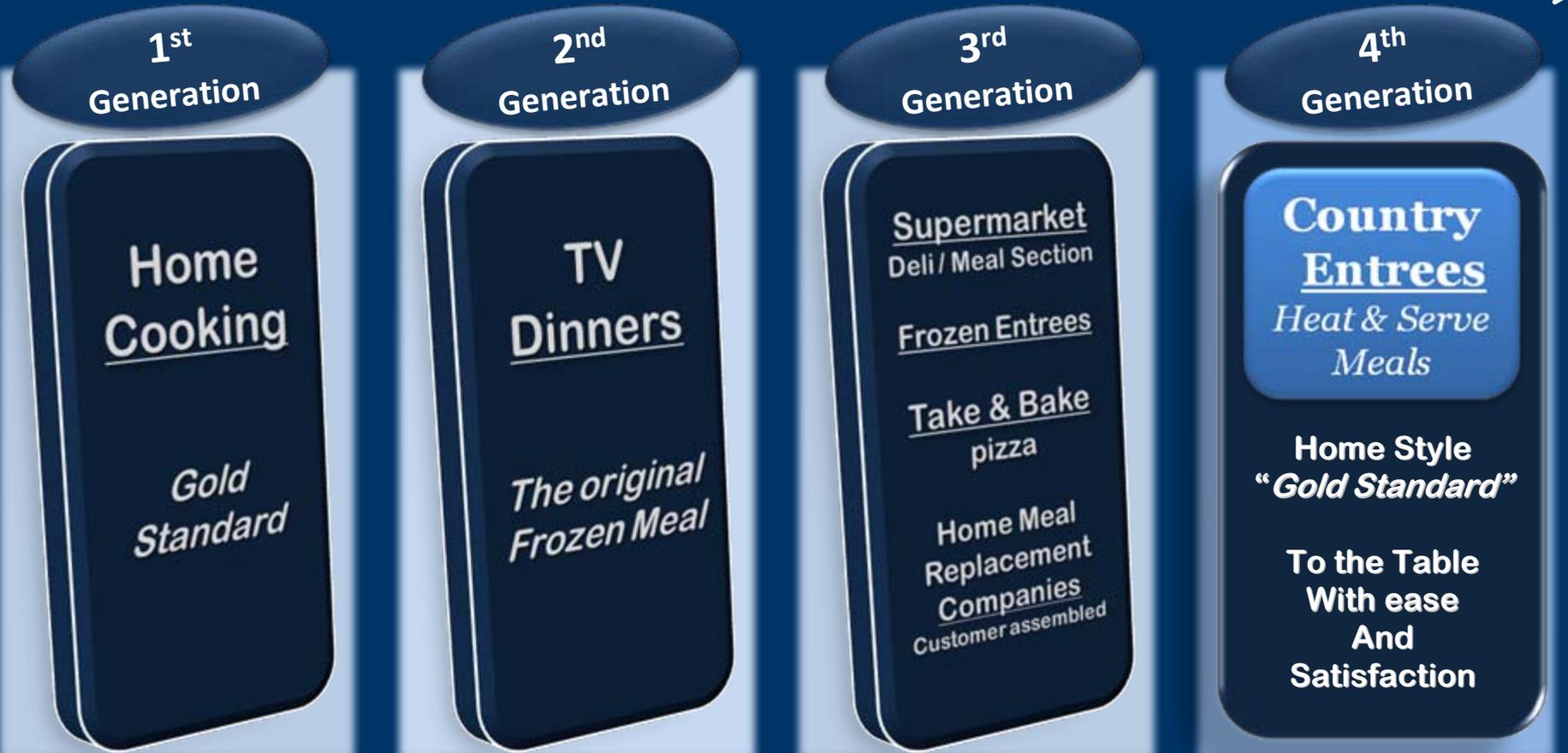
# MARKET DIFFERENTIATION

Beginning  
of  
Time

1950's

1970's  
To  
2006

2006



Increased options over time demonstrate the public DEMAND



The Next Logical Step

Extremely Important

# Market Segmentation



# Value Proposition

**Economy / Time Savings / Confidence**

**No Waste** from  
Purchasing more  
Ingredients than  
needed

**No Tax / No Tip**  
**Saves 22%**

*Compared to restaurant dining*

**No Seating**  
**No Service Staff**  
**= Lower Cost**  
**Passed on to YOU!**

**Shopping / 30 min.**  
**C.E. / 5 min.**  
**80% Less Time**

**Food Prep / 45 min.**  
**C.E. / 0 – 5 min.**  
**95% Less Time**

**Clean Up / 15 min.**  
**C.E. / 1 min.**  
**90% Less time**

**Pride  
and  
Satisfaction**

**Serving quality  
Wholesome Foods**

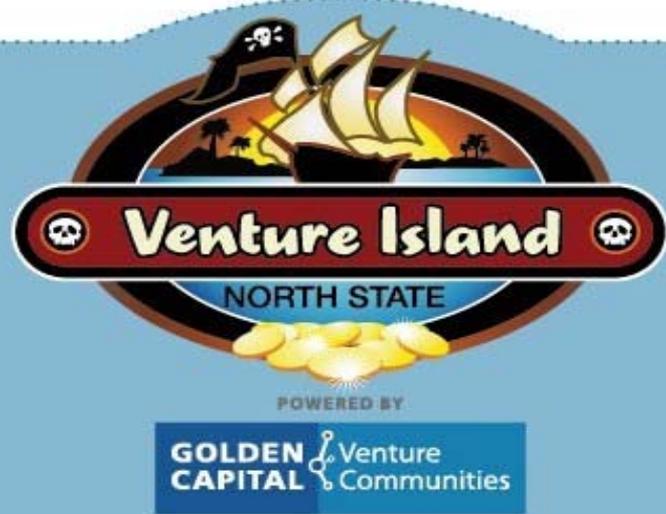


**Saves Money**

**Saves Time**

**Serves with Pride**

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Bernadette Butz  
Save our Skin SOS  
Redding, Ca



# SOS

save our skin save our skin save our skin



ve our skin save our skin save our skin s

# SOS

save our skin s

- Revolutionary product for the cosmeceutical and medical foot care industries
  - Healing
  - Softening
  - Protecting
  - Preventing

save our skin save our skin save our skin s

# SOS

save our skin s

- **SOS Sock**
  - Specially formulated synthetic, moisture-wicking material
  - Exterior non-allergenic, synthetic polymer coating provides protection
  - Interior “strike-through” creates the therapeutic chamber

ve our skin save our skin save our skin s

# SOS

save our skin s

- The Competition

- Many products
  - Limited applications

- SOS

- One unique product
  - Multiple applications

save our skin save our skin save our skin s

# SOS

save our skin s

- **SOS Applications**

- Medical
- Athletic
- Recreation
- Cosmeceutical
- Health

- **Market Population**

- 113.5 million increasing 19.7% annually

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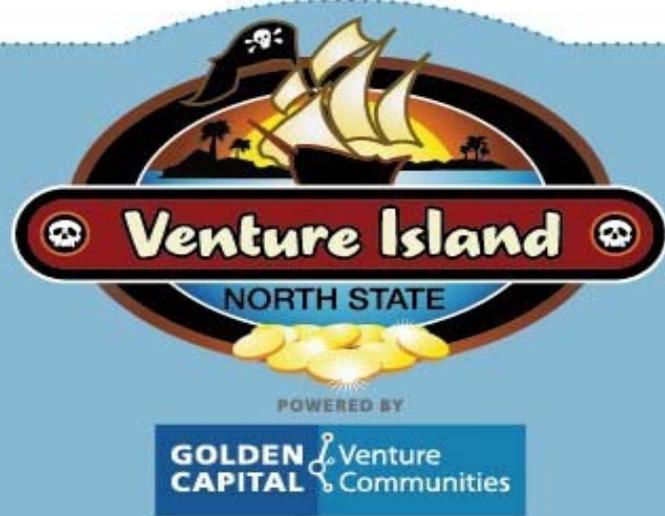
# SOS

save our skin save our skin save our skin save our skin save our skin

- Sales
  - Retail
    - \$10 per unit sales to retailer
    - 50% profit margin
  - Wholesale
    - \$20 per unit sales to public
    - 75% profit margin
- Revenue
  - \$8- \$10 million estimated gross revenue annually
- US Market
  - \$10.4 billion increasing 4.6% annually

save our skin save our skin save our skin

www.VentureIslandNorthState.com



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Fatboy's Rotisserie & Sandwiches

Eric Mogensen  
Elements  
Shasta Lake, Ca



# ELEMENTS



PASSION

EXPERTISE

BELIEF

COMMITMENT



PERFORMANCE

EXPERIENCE

BALANCE



Semi-Conductor



Industrial



Petrochemical



Agricultural



Science



Forensics & Homeland Security

Examples:

Is your water safe to drink?



Iron Mountain,  
Redding California

Environmental



Which toy is safe for your child?



Unsafe lead content of 6,253ppm  
Toys R Us



Consumer Safety

Understanding our products

Q: 6253 is what percentage? A: of what? The value cannot be determined.

Q: 6253 is what percentage of 1? A: 6253% ( 1 is the true value )

The true value allows the determination or actual count of the sample material being tested.

Products that make a better world tomorrow. Today.

# CLIENT RELATIONSHIPS



EPA  
INTEL  
DUPONT  
PFIZER  
TEST AMERICA  
MICROBAC  
BARRICK MINING  
NASA  
FBI  
CHEVRON  
VALERO  
SUNOCO  
BASIC LABS

# EXISTING PRODUCTS

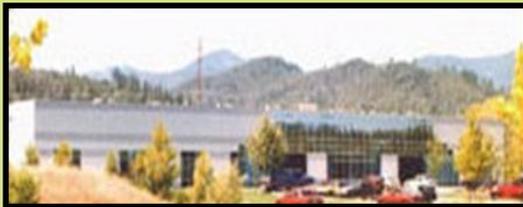


# COMPETITIVE ADVANTAGE

# NETWORKING

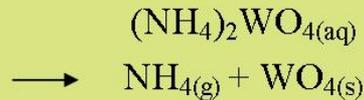
- SERVICE COMPANIES
- APPLICATION COMPANIES
- COMPLEMENTARY MANUFACTURES
- INTERNATIONAL & DOMESTIC DISTRIBUTION
- CORPORATE CONTRACTS
- TOP 5 GOOGLE RANKING
- OEM

# PRICING



SHASTA GATEWAY ENTERPRISE ZONE

# TECHNICAL EXPERTISE



# INNOVATIVE TECHNOLOGY



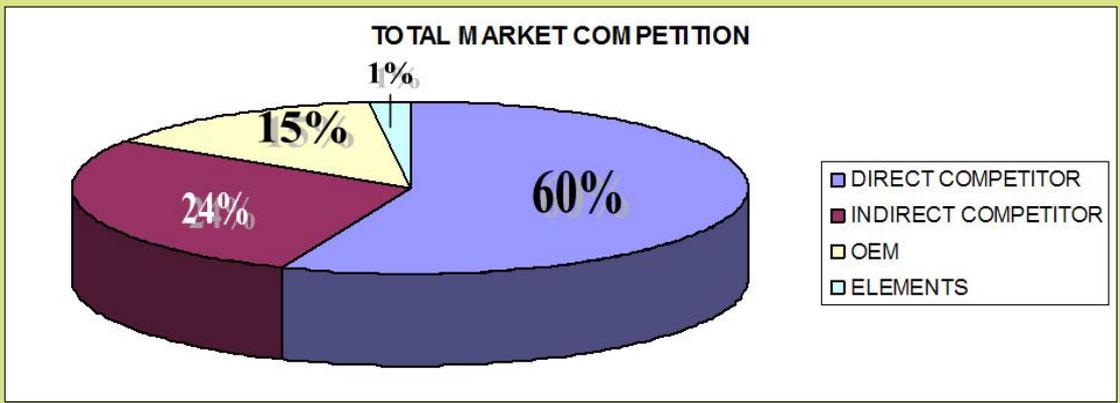
AUTOMATED DIGESTIONS



PURIFICATION SYSTEM



HYDRIDE GENERATION



## DIRECT COMPETITORS

Company	Standards	Volume Variety	Shipping Zone	Technical Support	Instrument Consumables	Automated Instruments
Environmental Express	Yes	No	EST	No	Yes	Yes
CPI International	Yes	No	PST	No	Yes	No
SCP Science	Yes	No	EST	No	Yes	No
High Purity	Yes	Limited	EST	Yes	No	No
Inorganic Ventures	Yes	Limited	EST	Yes	No	No
Spex Certiprep	Yes	No	EST	Yes	No	No
Deena	No	n/a	EST	n/a	No	Yes
Elements	Yes	Yes	PST	Yes	Yes	Yes

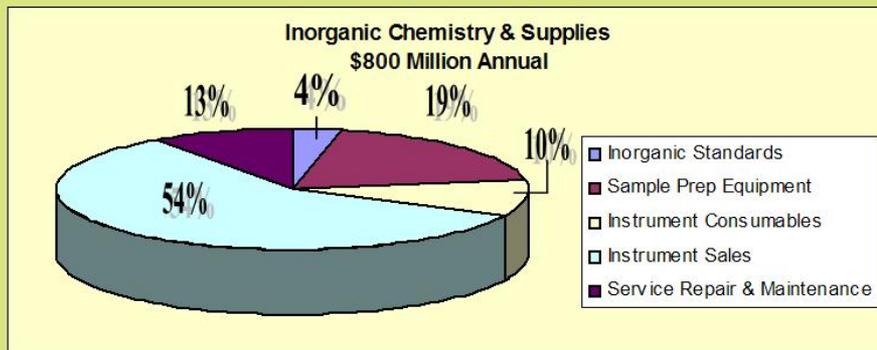
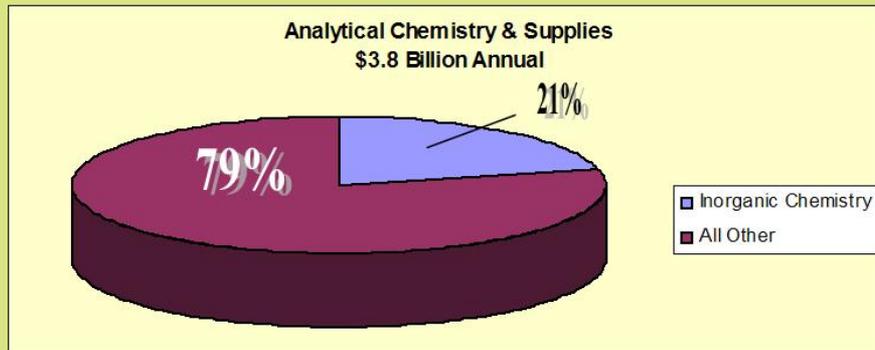
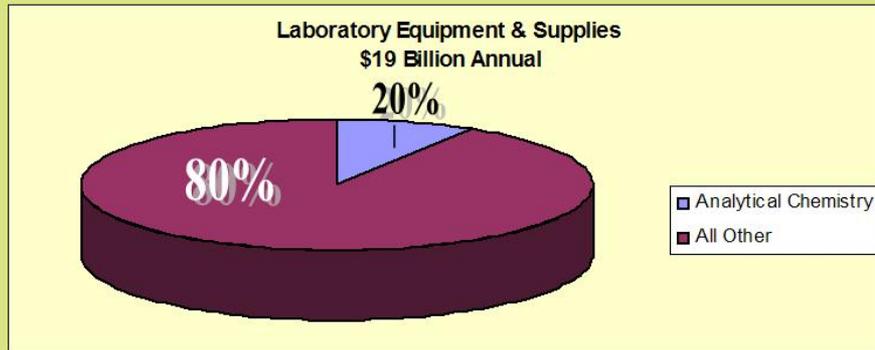
## INDIRECT COMPETITORS

Company	Standards	Volume Variety	Shipping Zone	Technical Support	Instrument Consumables	Automated Instruments
Spectron	No	n/a	PST	Yes	Yes	No
Precision	Yes	Yes	PST	Yes	Yes	No
ESI	No	n/a	PST	Yes	No	Yes
Marathon	Yes	Yes	EST	Yes	No	Yes
Elements	Yes	Yes	PST	Yes	Yes	Yes

## OEM

Company	Standards	Volume Variety	Shipping Zone	Technical Support	Instrument Consumables	Automated Instruments
Agilent	Yes	No	PST	Yes*	Yes	Yes
Perkin Elmer	Yes	No	EST	Yes*	Yes	Yes
Spectro	Yes	No	PST	Yes*	Yes	No
Thermo-Fisher	Yes	No	EST	Yes*	Yes	Yes
Varian	Yes	No	EST	Yes*	Yes	Yes

# MARKET BREAKDOWN



**INORGANIC STANDARDS  
\$25 MILLION ANNUAL**

---

**SAMPLE PREPARATION EQUIPMENT  
\$150 MILLION ANNUAL**

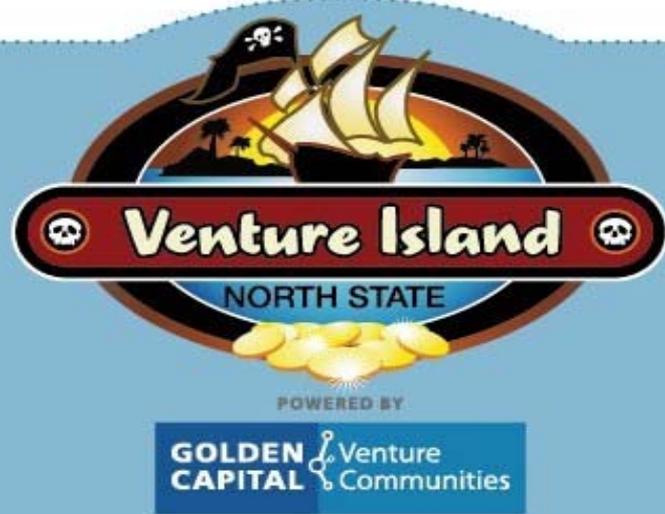
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**INSTRUMENT CONSUMABLES  
\$75 MILLION ANNUAL**

---

**ELEMENTS TOTAL MARKET  
\$250 MILLION ANNUAL**

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Fatboy's Rotisserie & Sandwiches

Kevin Risse  
Risse Racing Technology  
Redding, Ca



Risse Racing Technology, Inc.

*Introduces*



Electric Motorcycle

# Value Proposition

- Local Transportation
- 1/10th the cost of gas
- Clean
- Green
- Quiet
- Safe

# Competitive Landscape

- Existing motorcycle manufactures
- New startups
- Cheap gas
- Public transportation

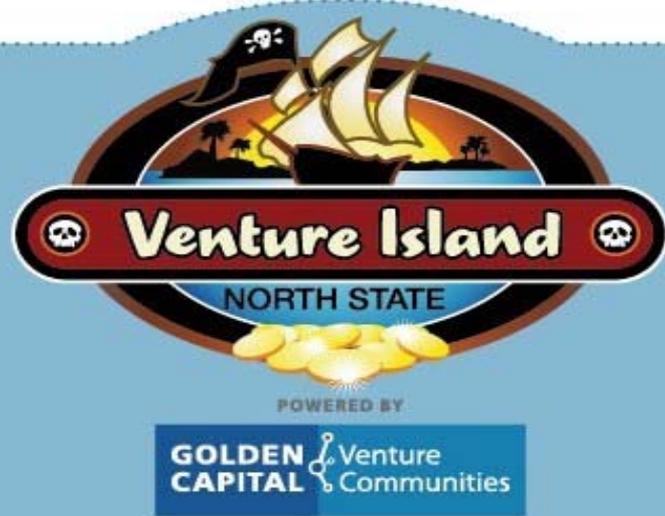
# Product Differentiation

- Uses off the shelf technology
- Suspension design expertise
- Designed to be retrofitted with new batteries as technology advances
- Made in USA
- Available spring 2009

# Target Market Segmentation

- Global Demand to exceed 59 million units in 2011
- Current Motorcycle license holders
- Commuters
- Business with local deliveries
- Police departments / Cities
- Mild climate regions for year round use
- Future bans on pollution and noise in cities

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Fatboy's Rotisserie & Sandwiches

James Phillips  
Inovius  
Redding, Ca



James Phillips  
President

1415 Victor Ave.  
Redding, CA 96003  
530 223 7788 ex 2483  
[jphillips@inovius.com](mailto:jphillips@inovius.com)  
[www.inovius.com](http://www.inovius.com)

# Vision

Creating customized interactive decision-support tools for evaluating and comparing plan designs, financial outlay, and benefit risk and for unfolding the choices consumers require.

Making **Static** Data **Interactive**

# Value Proposition

1. Intellectual Property
2. Interactive Decision Support Tools
3. High Revenue Streams and Margins
4. \$400 Billion Market
5. 4% Market Share / \$35 Million Company
6. Standalone / Dynamic / Integrated Tools

# Competitive Difference

1. Unique Innovation / Systems
2. Next Generation Technology
3. Digital Age / Static Data
4. Open Ended Opportunity
5. Phase One Test Market Proven
6. All Sectors Untapped

# Interactive Systems

BlueCross BlueShield of Minnesota

## health care toolkit



**Tool Center**

Use the Tool Center to compare costs and benefits, or use one of our interactive calculators to determine a strategy for managing your health savings account.



**Learning Center**

Browse some of the most comprehensive health content on the web, get more information on how an HSA can work for you, watch some informative video clips and get the documents you need.



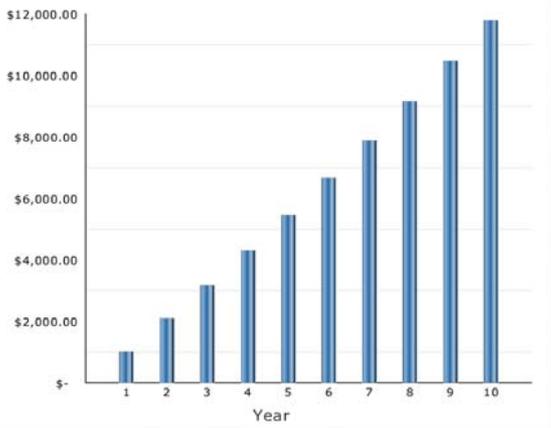
**Enrollment Center**

Enrolling in the BlueCross BlueShield of Minnesota program has never been easier or more timely. [Click here](#) to find out more.

Not an official site. For Administration ONLY. Privacy | Terms of Service | Power4 by Webtop

### Future HSA Balance Calculator

Annual Contributions: \$1,500  
 Annual Expenses: \$500  
 Federal Tax Bracket: 28%  
 State Tax: 5%  
 Bank Interest Rate: 3%  
 # of Years to Project: 10



Balance End of Year 10: **\$11,463.88**

Tax Savings End of Year 10: **\$5,546.57**

### A Consumer-Driven Health Proposal

powered by Veritas Health Systems

Castro Travel  
Willis Insurance Services

Home | What is CDH? | Why CDH? | Define Costs | Contributions | Employee Risk | Services & Fees | Save/Load

Plan / Census	ER Contributions	Current	Renewal	CDHP	vs. Current	vs. Renewal
BC-PP0 500-30/80/60	EE: \$576.09, EE/SP: \$1,267.41, EE/CH: \$1,036.97, FAM: \$1,785.90	\$341,027	\$382,632	\$378,824	\$37,797 (11%)	-\$3,808 (-1%)
BC-Classic HMO 20/250	EE: \$519.43, EE/SP: \$1,142.73, EE/CH: \$934.96, FAM: \$1,610.23	\$180,240	\$202,229	\$182,361	\$2,121 (1%)	-\$19,868 (-10%)
<b>Total</b>	<b>EE: \$72, EE/SP: \$7, EE/CH: \$5, FAM: \$3</b>	<b>\$521,267</b>	<b>\$584,861</b>	<b>\$561,185</b>	<b>\$39,919 (8%)</b>	<b>-\$23,676 (-4%)</b>

#### Plan Benefits Comparison

	CDH Plan with HSA Blue Cross Lumenas 2500	Renewal Plan BC-PP0 500-30/80/60
Deductible - Individual	\$2,500	\$500
Deductible - Family	\$5,000	\$1,500
Co-Insurance (In/Out)	100/70	80/60
Co-Pay	\$0	\$30
OOP Max - Individual *	\$1,700	\$3,500
OOP Max - Family *	\$4,200	\$10,500

\*The Out-of-Pocket (OOP) portion for the CDH Plan with HSA has subtracted the HSA amount from the carrier OOP Max amount.

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### Annual Out-of-Pocket Comparison

Your Coverage Type: Employee Only  
 Comparison Plan: Blue Cross Classic HMO

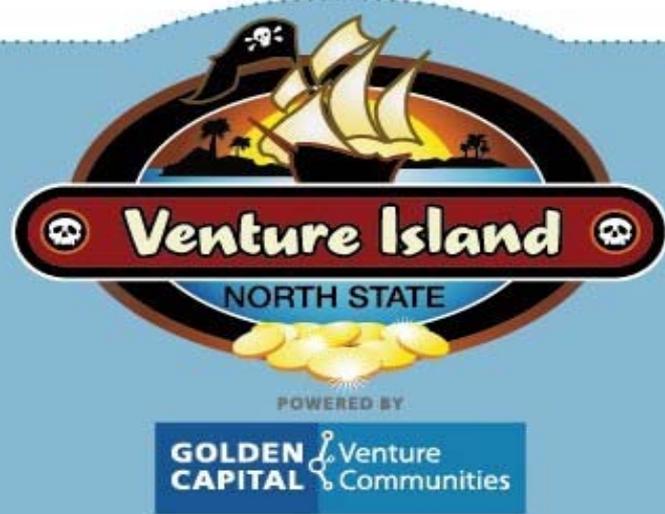
Claims Scenario: Typical

	Blue Cross Classic HMO	Blue Shield HSA 3000
Office Visit(s)	\$85 (2)	
Lab / X-ray(s)	\$100 (1)	
Inpatient Surgery(ies)	\$50,000 (0)	
Outpatient Surgery(ies)	\$4,000 (0)	
Emergency Room	\$750 (0)	
Brand Rx	\$100 (0)	
Generic Rx	\$30 (2)	
Annual Premium	\$0	\$0
+ Medical Costs	\$70	\$330
- HRA/HSA	\$0	\$2,000
= Net Expenses	\$70	\$0
HRA/HSA Balance	\$0	\$1,670

With the HSA plan, you have no premium savings

Note: Your actual costs may vary from the illustrated amounts.

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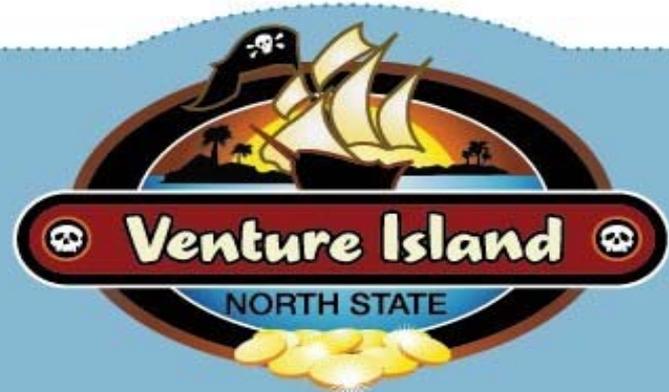
KLXR 1230 AM



Kimberly Mankins  
After Baby LLC  
Hayfork, Ca



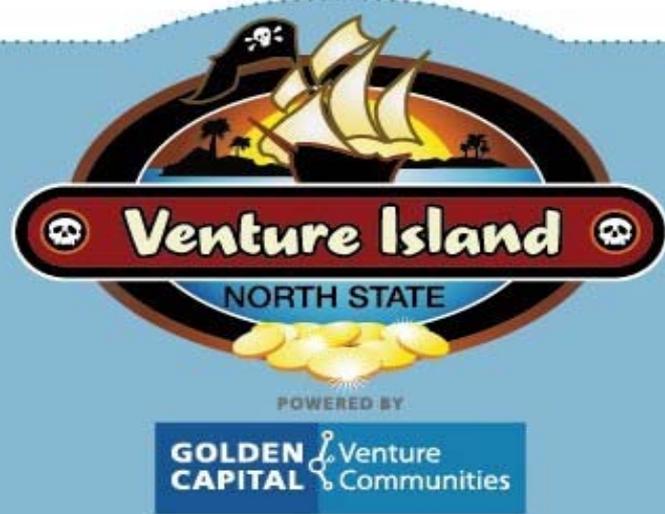
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POWERED BY

**GOLDEN CAPITAL**  **Venture Communities**

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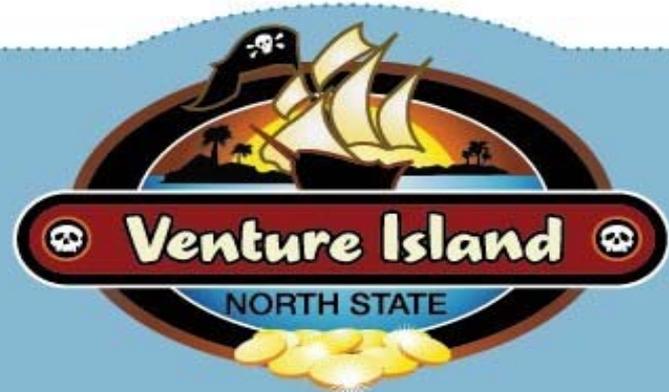
KLXR 1230 AM



Christine Everson  
What Next?  
Redding, Ca



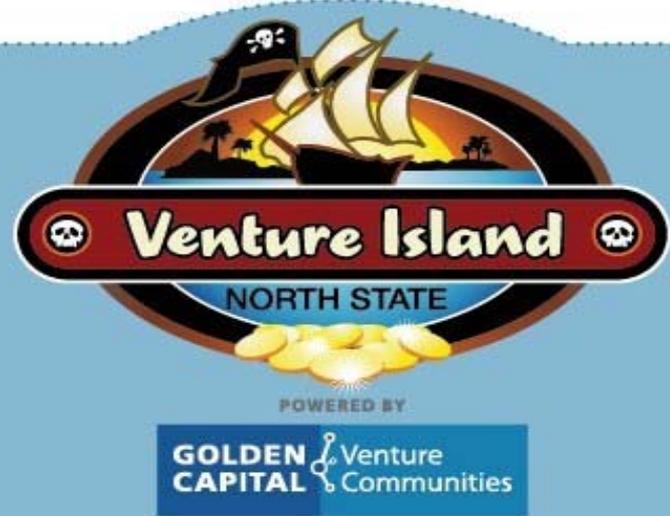
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[Pre-employ.com](http://Pre-employ.com)

# The Snake Pit



WIRED Projects are made possible through funding provided by the United States Department of Labor.



**Northern California Regional Competitiveness Network**

525 Wall Street • Chico, CA 95928 • (530) 892-9600 • Fax: (530) 892-9609