AmBAR

AMERICAN BUSINESS ASSOCIATION
OF RUSSIAN-SPEAKING PROFESSIONALS

SVOD
SILICON VALLEY OPEN DOORS

SILICON VALLEY OPEN DOORS

Technology Investment Conference
for Investors and Entrepreneurs

November 29-30, 2011
Computer History Museum, Mountain View, CA

2011

Welcome to SVOD 2011

Dear Colleagues,

On behalf of the American Business Association of Russian-Speaking Professionals (AmBAR), we are happy to welcome you to Silicon Valley Open Doors 2011!

Since its inception in 2005 as AmBAR's signature annual conference, SVOD has enjoyed continued support and growing recognition far beyond the Silicon Valley professional community. Today, we are proud to welcome guests, participants and partners from many parts of the world.

From the beginning, AmBAR's vision of SVOD has been to create a platform for discussions of current and future trends in high-tech and opportunities for effective professional partnerships, based on the principles of openness, inclusion, and meritocracy. We are happy and proud to be part of the current global innovation process that enables people in every part of the world to make use of their talents and find a community of like-minded individuals.

This year marks several important milestones on the East European countries' road to becoming more involved in creating new successful technology businesses. On the one hand, there is a growing awareness at the highest levels of politics that international collaboration and state investments in infrastructure are important factors for the early stage of transition to the innovation-based economy. This understanding is reflected in the opening of the Russian Innovation Center here in Silicon Valley this year, with AmBAR having had the privilege to host one of its inaugural events in April 2011. On the other hand, there is a growing awareness in Eastern Europe of the immense opportunities that innovation can bring to entrepreneurs, engineers, service providers and investors. This development is best exemplified by the critical mass of start-ups that are beginning to arise in those countries.

These results will become only stronger with more expertise and support of the diverse Silicon Valley community of entrepreneurs, investors, mentors and technology experts. We are looking forward to this year's SVOD conference as one more step on this exciting journey of exchanging ideas, experience, and finding new contacts, partners and investment opportunities. We are grateful to all our participants, sponsors, experts, and startups for joining us this year, and we hope you'll have a great time at SVOD!

With warm wishes,
Your AmBAR/SVOD Team
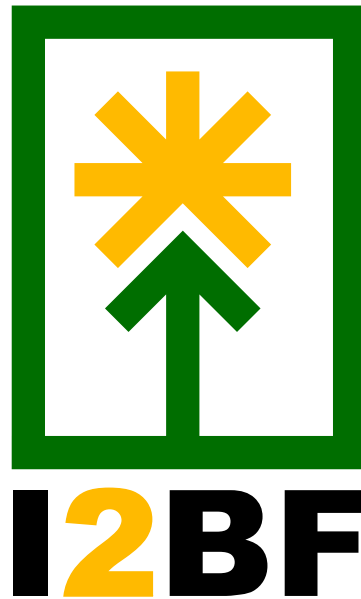
I2BF Global Ventures is an international clean technology asset management group with a global investment mandate. The group operates two separate divisions: I2BF Venture Capital and I2BF Public Equities, focused on venture capital and public equity activities respectively. Established in 2005, I2BF has over USD 200 million in assets under management. I2BF Global Ventures seeks out game-changing technologies and invests in the most innovative and competitive companies within its target sector. In keeping with its worldwide focus, I2BF retains a team of technology and sector experts as well as renewable energy researchers across teams in New York, London, Moscow and Dubai.

To date I2BF has made 18 venture investments alongside some of the leading groups in Silicon Valley (such as KPCB, Khosla Ventures, etc) as well as international strategic investors (such as Hyundai, Sumitomo and Valero Energy). Some examples of portfolio companies include: Fisker Automotive (a California based producer of PHEVs), Nesscap Energy (one of the leading ultracapacitor producers based in Korea) and Nordic WindPower (producer of two-bladed grid scale wind turbines).

www.i2bf.com

TUSUR is one of the leading engineering universities in Russia, located in the intellectual heart of Russia and Siberia — the city of Tomsk.

TUSUR is a young university, ambitiously striving for leadership and global presence in education and research. 13 thousand students study at our 13 faculties. Relatively small size allows the university to be mobile and quickly adjust to changes becoming stronger and more efficient.

www.tusur.ru

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Kustov & Associates, Inc. is a California-based accounting and consulting firm located in downtown San Francisco. We've been serving the Bay Area's emerging and mid-cap businesses as well as high net worth individuals for over eight years.

www.kustovcpa.com

Day 1: Tuesday, Nov. 29, 2011

07:45 AM – 09:00 AM   **REGISTRATION AND BREAKFAST**

09:00 AM – 09:30 AM   **OPENING CEREMONY**
Andrey Kunov (President, AmBAR, USA)
Renata Akhunova (CEO, Global Innovation Access, Russia)
Oleksandr Kardakov (Chairman of the Supervisory Board, Oktava Kapital, Founder of Incom and DataGroup, Ukraine)

09:30 AM – 11:00 AM   **THE FUTURE OF GLOBAL TECHNOLOGY MARKETS: CATCHING THE RIGHT TRAIN**
Moderator: **Peter Loukianoff** (Partner, Almaz Capital Partners)
Sam Grocott (VP, Isilon Systems), **Art Reidel** (Member, Band of Angels), **Bo Parker** (Managing Director, PwC's Center for Technology and Innovation), **Slava Kritov** (Vice-President, Five9)

The panel of renowned VCs and technology visionaries will cover the future trends of the cutting-edge technology markets. What are the hottest technologies that the entrepreneurs should pay attention to? Can one expect new breakthroughs in the fields of mobile technologies, virtualization, cloud computing, and new materials? How can new emerging technologies help devise new business models and reduce costs of creating a new viable business?

11:00 AM – 12:30 PM   **NEW SOCIAL PARADIGM: NETWORKS, SOCIAL MEDIA, GAMES, ETC.**
Moderator: **Annelies van den Belt** (CEO, SUP Media)
Anton Nossik (Media Director, SUP Media), **Max Skibinski** (Co-Founder, Hive7, acquired by PlayDom), **Maria Grineva** (Co-Founder, The Tweeted Times, acquired by Yandex), **Tim Wall** (The Editor-in-Chief, Moscow News)

New social media, networks and mobile solutions have revolutionized the ways people communicate and interact with each other. How does this affect the future of traditional media? Are social networks becoming a major platform for communication in business and life? How can entrepreneurs leverage the new social paradigm in making their businesses more efficient? What does the new social media mean for Russia?

12:30 PM – 01:30 PM   Lunch

01:30 PM – 02:45 PM   **VENTURE CAPITAL: LESSONS FROM SILICON VALLEY**
Moderator: **Alexandra Johnson** (Managing Director, DFJ-VTB Aurora Fund)
Eric Buatois (Partner, Sofinnova Ventures), **Skip Fleshman** (Partner, Asset Management), **Drew Clark** (Co-Founder, IBM Venture Capital Group), **Bill Reichert** (Managing Director, Garage Technology Ventures)

Venture capital, represented at this panel by such top VC firms as DFJ, Asset Management, Sofinnova Ventures, Garage Technology Ventures and IBM Venture Capital Group, has been a major financial engine behind the success of multiple technology companies in Silicon Valley. What are the key trends in venture financing after the recent financial crisis? What lessons can the emerging Russian venture funds learn from their colleagues in the Valley? How do those lessons apply to the growing numbers of entrepreneurs in Russia?

03:00 PM – 04:00 PM   **CREATING THE CULTURE OF ENTREPRENEURSHIP: THE ROLE OF MENTORS, ANGEL INVESTORS AND VENTURE FUNDS**
Moderator: **Stephanie Marrus** (CEO, Portfolio Strategies)
Gautam Gupta (Partner, General Catalyst Partners), **Mark Iwanowski** (Partner, Trident Capital), **Eric Benhamou** (Chairman and CEO, Benhamou Global Ventures), **David Charron** (Senior Fellow, Entrepreneurship Program, Haas School of Business)

The unique culture of entrepreneurship is one of the key elements behind the global success of Silicon Valley. What role do pro-

fessional mentors, service providers and financiers play in supporting this culture? What will it take to sustain and stimulate this culture in the future? What should a new entrepreneur do to secure their interest and support for a new business venture?

04:00 PM – 07:00 PM　**BUSINESS PLAN COMPETITION: START-UP PRESENTATIONS**

07:00 PM – 08:00 PM　Networking Reception

Day 2: Wednesday, Nov. 30, 2011

08:30 AM – 09:00 AM　Breakfast

09:00 AM – 09:30 AM　**Anna Degtereva** (General Director, Global Management Challenge, Ukraine)

09:30 AM – 11:00 AM　**REGIONS OF INNOVATION AT THE AGE OF GLOBAL MARKETS**
Moderator: **Joshua Bower-Saul** (VP, Sustainable Growth Fund)
Gigi Wang (Board Member & Chair Emeritus, MIT/Stanford Venture Lab), **Roman Kikta** (Managing Partner, Mobility Ventures), **Whitney Hischier** (Assistant Dean, UC Berkeley Center for Executive Education), **Scott Ritchie** (Co-Founder and VP, Mobkite)

Why do some regions of the world produce more technological breakthroughs than the others? Does geography matter at all at the age of increasingly global markets? What are the future hotbeds of innovation? Is Asia going to play a major role there? Can Europe offer an attractive model for the development of future technologies? What role can Russia play in the global division of labor across major technology markets?

11:00 AM – 12:30 PM　**RUSSIAN VENTURE CAPITAL AND GLOBAL OPPORTUNITIES: IN SEARCH OF SYNERGIES**
Moderator: **Igor Shoifot** (Co-founder Fotki.com; Chief Adviser, TMT Investments)
Ilya Golubovich (Founding Partner, I2BF Venture Fund), **Peter Ashley** (Angel Investor, Mentor, "500 Startups"), **Alexei Andreev** (Managing Director, Harris & Harris Group), Pavel Cherkashin (Angel Investor, Kuznech)

Venture capital has recently become a major source of financing for the new technology companies in Russia. What are the key trends in the development of venture capital industry in Russia? What industries are the most attractive in Russia for venture financing? What are the pros and cons of working with government-sponsored funds and initiatives, such as Rusnano, Skolkovo, RVC, etc.?

12:30 PM – 01:30 PM　Lunch

01:30 PM – 02:45 PM　**BUILDING A GLOBAL START-UP: IP, TAXES, & JURISDICTION**
Moderator: **Alexei Kudriashov** (Co-Founder & CEO, SperaSoft)
Renata Akhunova (CEO, Global Innovation Access), **Julian Zegelman** (Managing Director, VZ Ventures), **Dmitriy Kustov** (Partner, Kustov & Associates), **Alex Hayes** (Director, International Tax, Deloitte Tax)

What does it take to build a successful technology start-up that aspires to serve global markets? How should entrepreneurs manage their intellectual property across national borders? What are the optimal solutions for taxation and jurisdiction?
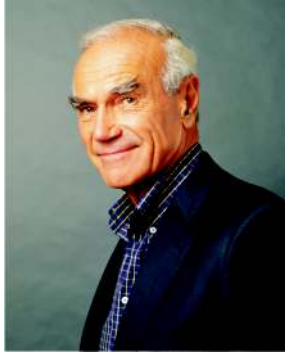
03:00 PM – 04:00 PM　KEYNOTE ADDRESS: **Bill Draper** (General Partner, Draper Richards)

04:00 PM - 05:00 PM　Closing Networking Reception

05:00 PM – 08:00 PM　**DEMO DAY**: Start-up business plan competition organized by "StartUP Monthly"

08:00 PM - 12:00 PM　Night party at the *British Bankers Club* (BBC), 1090 El Camino Real, Menlo Park, CA 94025-4306

William H. Draper, III

Having begun his venture capital career in 1959, William H. Draper III is one of America's first venture capitalists. Today, he is Managing Director of Draper Richards L.P and Draper International, and he serves as Co-Chairman of The Draper Richards Kaplan Foundation. Mr. Draper is also author of the book, The Startup Game: Inside the Partnership between Venture Capitalists and Entrepreneurs.

In 1965, Mr. Draper founded Sutter Hill Ventures, which organized and financed several hundred high-technology manufacturing companies. From 1981 to 1986, he was President and Chairman of the Export-Import Bank of the United States, under President Reagan. Thereafter, Mr. Draper was the head of the United Nations Development Program from 1986 to 1993 and oversaw nearly 10,000 international aid projects.

He is on the boards of the Freeman Spogli Institute of International Studies at Stanford University, World Affairs Council of Northern California, the United Nations Association-USA, and the Harvard Business School California Research Center Advisory Board. He is a member of the Council on Foreign Relations and the President's Council on International Activities at Yale University.

Mr. Draper formerly served as the Chairman of the World Affairs Council of Northern California, Chairman of the Institute of International Education, Trustee of Yale University and as Chairman of the Board of the American Conservatory Theatre in San Francisco. He is a former Board member of the Atlantic Council, Hoover Institution, Population Action International, George Bush Library Foundation, the Advisory Council of the Stanford Graduate School of Business, and the World Rehabilitation Fund in New York.

Mr. Draper received a Bachelor of Arts degree from Yale University in 1950 and a Master of Business degree, with distinction, from the Harvard Business School in 1954.

The Future of global technology markets: Catching the right train

Peter Loukianoff

Peter Loukianoff is co-founder and managing partner of Almaz Capital Partners. Prior to establishing Almaz, he was a partner at Alloy Ventures from 2001-2008.

Mr. Loukianoff led Almaz investments in Qik (acquired by Skype) and Yandex (Nasdaq: YNDX). Other current and past investments include Apptera, Audiobasket, Versata (Nasdaq: VATA), Xactly and ZipRealty (Nasdaq: ZIPR). He is a co-inventor of several patented mobile messaging technologies that are enabling a new and exciting market in voice and visual mobile advertising.

Mr. Loukianoff is an internationally recognized expert on venture capital and entrepreneurship in Russia. He has been covered by The New York Times, The Wall Street Journal, BusinessWeek and CNBC, and has been a contributing author to Forbes.

Sam Grocott

Vice President of Marketing Isilon Storage Division EMC Corp.

Sam Grocott has more than a decade of experience in successfully bringing groundbreaking storage technologies to market. As an expert in the areas of next-generation storage technologies, virtualization and clustered file systems, Sam oversees the strategic direction and go-to-market efforts for Isilon's scale-out NAS solutions. Prior to Isilon, Sam managed product strategy at Viathan Corporation, a pioneer in the software-based storage virtualization and load-balancing storage markets. Sam holds a BA from Northern Arizona University and completed the Software Product Management Program at the University of Washington.

Art Reidel

Art Reidel has helped build and scale profitable businesses in the electronic design automation, pharmaceutical software, semi-conductor, and communications industries for more than 30 years. Art is currently chairman of the boards of Eye-Fi and of Entelos, and serves on three other boards. In January 2011, he retired as CEO of Scintera, a mixed signal wireless IC company he joined in 2006, and he was previously co-founder, chairman and chief executive officer of Pharsight Corporation (now part of Tripos International), the leader in modeling and simulation for pharmaceutical development, where he led its IPO in August 2000.

Art previously held executive positions with Sunrise Test Systems (acquired by Viewlogic Systems) where he served as its president and chief executive officer, Weitek, Interactive Training Systems, and Schlumberger Computer-Aided Systems. In addition to his management roles, Art is well connected to the investment community. From 2003 through 2005 Art was a venture partner at Lightspeed Venture Partners, where he provided management assistance to portfolio companies and was responsible for several new investments. From 1984 through 1991 he served as a general partner at ABS Ventures Limited Partnerships, where he invested in and was a director of numerous technology-based companies.

Art is a limited partner in several venture funds, has made numerous personal "angel" investments, and serves on several boards. He has been an active member of the Band of Angels since 1995, and is a partner in the Band's Acorn fund. He has a BS in Mathematics from MIT.

Bo Parker

Bo Parker is the Managing Director of the Center for Technology and Innovation, PwC's research organization dedicated to the analysis of emerging technology trends and their impact on innovation in the enterprise. The group is known for its Technology Forecast publications and briefings where recent covered topics included cloud computing; enterprise modeling; smart handheld mobile devices; and the "big data" challenge facing the enterprise. The Technology Forecast is available online at www.pwc.com/technologyforecast.

Bo's other experiences at PwC include providing advice to large enterprises, governments, private equity, and other stakeholders on developments in telecommunications and advanced technologies. In 2010 Bo delivered strategic advice to the Russian government and Russian parliament and was quoted widely in Russian media on initiatives that will promote innovation in the Russian economy and Russian enterprises. Bo received his Bachelors from UC San Diego and PhD from UC Santa Barbara in Psychology.

Slava Kritov

Slava Kritov is Vice President of Operations at Five9, Inc., the leading provider of VoIP-based call center software on-demand. Slava brings a wealth of knowledge in application delivery, scalable data center operations and Software-as-a-Service (SaaS) to continue making the best SaaS product in the hosted call center market.

Prior to joining Five9, Slava was with Symantec Advanced Technology Group working on technology evaluations for M&A and OEM licensing purposes, strategic partnership projects and research in networking, content aware storage and application performance management.

Slava graduated from PhysTech (Moscow Institute of Physics and Technology) and later worked for Apple, United Nations Freenet project, Genesys Telecommunication Labs (acquired by Alcatel) and Netli (acquired by Akamai). Slava has extensive experience with networks and business applications, as well as various security and reliability aspects of hard-, soft- and wet- ware and reads Cryptonomicon before going to bed.

New social paradigm: Social media, networks, games, etc.

Annelies van den Belt

Annelies van den Belt has been the chief executive of SUP Media since 2008. Annelies came to company with an extensive experience in managing commercial online ventures. Previously she was the managing director of the broadband division of Britain's leading commercial broadcaster, ITV. Before that she ran the online divisions of online newspapers, the Times and the Daily Telegraph. Prior to these high profile British media positions she worked as the publisher of The Moscow Times and number of other major Independent Media titles in Russia.

Anton Nossik

Anton Nossik was born in Moscow in 1966. Start-up manager, journalist and blogger.

Founder of the most popular online news sites Vesti.ru, Lenta.ru, Gazeta.ru, NEWSru.com and BFM.RU. Former manager of Rambler holding. Founder of the Pomogi.org foundation («Помоги.орг»), Russia's first and biggest online charity.

Max Skibinsky

Max Skibinsky is serial entrepreneur, angel investor & start-up mentor. He is currently Executive Chairman & Co-Founder of Inporia, author of startup-russia.com blog.

Prior to that he was Founder and CEO of Hive7, a social gaming company known for its smash hit game "Knighthood" that grown to 6M players on Facebook. In 2010 Hive7 was sold to Playdom which in turn was sold to Disney few months later.

Max holds Masters degree in theoretical physics from Moscow State University. Originally from Moscow, Max dropped out from PhD program & left motherland fifteen years ago bound for Silicon Valley and never looked back.

When not designing, recruiting, brainstorming, advising, and building startups Max can be found flying in general vicinity of Palo Alto airspace or enjoying the furious thrills of rollerblade soccer.

Maria Grineva, PhD.

Senior scientist at Yandex Labs. Former co-founder of a social news service The Tweeted Times (http://tweeetedtimes.com, acquired by Yandex) and postdoc at ETH Zurich, Switzerland.

Tim Wall

Tim Wall is a British journalist with wide experience of working in newspapers in Russia and the former Soviet Union.

Since 2009 he has transformed The Moscow News, Russia's oldest English-language newspaper, into a vibrant, challenging and independent voice - making it an indispensable twice-weekly guide for expats, English-speaking Russians and Russia watchers around the world to Moscow and Russia's news, business and culture.

Tim has also worked as Business Editor at English-language daily The Moscow Times, and from 1999-2003 worked as editor-in-chief at three newspapers in Baku, Azerbaijan: Caspian Business News, the Baku Sun and the Azeri Times.

He writes extensively on Russian business, politics and history, as well as social movements and globalization.

Venture Capital: Lessons from Silicon Valley

Alexandra Johnson

Alexandra Johnson is a Managing Director of DFJ-VTB Aurora. She is a Silicon Valley-based partner and focuses on early stage companies in communications, media, and technology industries headquartered both inside and outside of Russia and CIS.

Prior to joining DFJ VTB Aurora, Alexandra was a founder and managing director of Landbridge Capital LLC, an investment firm targeting US-based companies commercializing Russian technology. For the past decade, she has provided executive management, investment, and corporate strategy services to multi-national companies. Prior to forming Landbridge Capital, Ms. Johnson was CEO of Libritas, Inc. (acquired by NextWeb), a venture-backed provider of IT products and managed telecom services for small, medium, and Fortune 500 corporations. Alexandra is also the President of the Global Technology Symposium held annually at Stanford University. The Symposium is the West Coast's premier investor conference on global emerging technologies.

Alexandra received an M.A. with honors from the Far Eastern State University, Vladivostok and a Ph.D. from University of St. Petersburg. She also holds an M.B.A. from the University of California, Berkeley.

Eric Buatois

General Partner, Sofinnova Ventures

Eric joined Sofinnova Ventures as a General Partner in 2001 with more than 20 years of experience in the wireless industry. Prior to becoming a venture capitalist, he held several senior management and operational roles at Texas Instruments, Hewlett-Packard and Ericsson, also having negotiated, created and managed a joint venture in Sweden between H-P and Ericsson. In his corporate roles, Eric pioneered and developed several very successful products such as Texas Instruments' digital signal processors for the cellular market, Hewlett-Packard's telecommunications products Opencall and Openview, and Ericsson's operational support systems for telecom networks. Eric has also driven several acquisitions and major partnering activities.

Eric actively serves on the boards of companies in the US and in Europe, including Cortina Systems, Crestatech, Crocus Technology, Hellosoft (acquired by Imagination Technologies, LSE: IMG), Laszlo Systems, Upek (Acquired by AuthenTec, Nasdaq: AUTH) and Volubill. Eric served as Chairman of the Board of Upek from inception until 2009, Chairman of Crocus Technology from inception until Janaury 2010, and is currently Chairman of Laszlo systems.

Eric received his MS In computer Science and Communications Engineering From Ecole Nationale Superieure des Telecommunications in France. He is a board member of the International School of the Peninsula. Eric is also a charter member of TIE and is involved in various European activities to grow and stimulate innovation.

Skip Fleshman

Skip has been with Asset Management Company since 2002. He has been in operational roles for over 15 years, has founded two startups and has worked in both small and large organizations. Skip has operational experience in software, visual systems and government sales.

Skip was an officer in the United States Air Force where he first served as a fighter pilot flying the F-16. He flew 37 combat missions during Operation Desert Storm and also served as the wing expert in electronic combat systems and programs, including advanced radar theory and electronic countermeasure systems. After the Air Force, Skip flew in the Air National Guard and was a founder and executive in two startups, including BGI LLC - a private company that develops software, training programs and simulators to US and Foreign militaries and major defense contractors such as Boeing, Raytheon, Lockheed Martin, and L3 Communications.

Drew Clark

Drew Clark, a champion for innovation across IBM and its global ecosystem, is co-founder of and lead strategist for IBM's global venture capital group. Drew works closely with IBM's key business imperatives including Sustainability & Cleantech, Information Management and Cloud Computing, where he works closely with the global venture capital community across multiple IBM brands and industry units to help drive new business opportunities. A serial "intrapreneur", Drew has led a range of internal startup initiatives, including a key role in formation of IBM's Internet Division. Later, Drew led IBM's search, knowledge-management, social media and Web 2.0 initiatives.

He earned a Bachelor of Science degree in Physics from Western Carolina University and an MS in Theoretical Plasma Physics from the University of Texas at Austin.

Bill Reichert

Bill Reichert is a Managing Director of Garage Technology Ventures, a seed-stage and early-stage venture capital firm based in Palo Alto, California. Garage makes focused investments in promising early-stage technology companies and works intensively with them to help them grow and succeed. Bill has been a member of the Board of Directors of MiaSole, CaseStack, WhiteHat Security, ClearFuels Technology, ThermoCeramix, cFares, and STEP Labs (acquired by Dolby Labs). Some of Garage's earlier investments include Pandora Media (NYSE: P), Digital Fountain (acquired by Qualcomm), Coremetrics (acquired by IBM), iNest (acquired by LendingTree), Psionic (acquired by Cisco), LeftHand Networks (acquired by HP), Answers.com (NSDQ: ANSW), Hoku Scientific (NSDQ: HOKU), and Kaboodle (acquired by Hearst Corp).

Earlier in his career, Bill worked for McKinsey & Co., the international management consulting firm, the World Bank in Washington, DC, and Brown Brothers Harriman & Co., in New York. He has authored and co-authored several articles and speeches on entrepreneurship, venture capital, international trade, and monetary policy.

Bill earned his AB in History and Science from Harvard University and his MBA from Stanford University. He is a member of the Council on Foreign Relations in New York, and is a former Chairman of the Churchill Club in Silicon Valley. He lives with his extraordinary wife Michelle and three incredible children in Los Altos, California.

Creating the culture of Entrepreneurship: The role of mentors, angel investors and Venture funds:

Creating the culture of entrepreneurship: The role of mentors, angel investors and venture funds

Stephanie Marrus

Stephanie Marrus is actively involved in the Silicon Valley entrepreneurial world as a business advisor, executive-for-hire and international Entrepreneurship educator.   As Founder and CEO of the consultancy Portfolio Strategies, she works with companies at all stages — from startup through public — to optimize value for investors and shareholders. Clients are located in the US and internationally.

Stephanie teaches Entrepreneurship and mentors entrepreneurs globally.   She has taught and mentored in Russia, Western Europe, Latin America and the Middle East as well as at the University of California, Berkeley and Stanford University.

Guatam Gupta

Gautam focuses on investments in new and existing technology businesses. His areas of special interest include financial services, enterprise IT, consumer services, and new media. Gautam is also actively involved with GoodData. He is based in our Palo Alto office.

Before joining GC, Gautam analyzed brand strategy and consumer preferences in the Consumer Market Knowledge group of Procter & Gamble's North American Fabric Care business unit. Prior to that, he worked closely with the sales and marketing groups at SinglePoint (fka: Wireless Services Corporation), and CTV Live on Campus, during his studies at Babson College.

Gautam is a graduate of Babson College, earning a B.S. in Business Administration.

Mark Iwanowski

Mark has 27 years of global operational and investment experience. Over the last six years, Mark has been a Partner with Trident Capital focusing on investments in Cleantech and IT, Software and Communications. He has held board seats with Xunlight (solar thin film PV), Megapath (broadband managed services), KSR/Neohapsis (Governance-Risk-Compliance software), RoyaltyShare (royalty management for digital media) and Senergen (solar PV). His has also been on Board of Advisors for Webify (SOA software), Tricipher (IT security), LignUp (VoIP software) and MaxSp (IT Managed Services for SMEs).

Previously, Mark was Senior Vice President Global IT and CIO for Oracle Corporation, the world's largest enterprise software provider where he managed global resources in 145 countries including Oracle's On demand (SaaS/cloud) operation.   Prior to that Mark has held senior executive positions with SAIC, Raytheon and Honeywell and was a principle in two successful start up companies (Applied Remote Technology and Quantum Magnetics).

Mark holds a bachelor's degree in engineering from the University of Pennsylvania, a master's degree in engineering from California Institute of Technology and an M.B.A. from National University and has received multiple management excellence awards throughout his career.

Eric Benhamou

Eric Benhamou is CEO and founder of Benhamou Global Ventures, LLC. Benhamou Global Ventures, started in 2003, invests and plays an active role in innovative high tech firms throughout the world. He is an adjunct professor of Entrepreneurship and Family Enterprise at INSEAD. He is also a visiting professor at IDC Herzliya's Arison School of Business and at Ben Gurion University.

Mr. Benhamou currently serves as chairman of the board of Cypress Semiconductor and as a member of the board of directors of RealNetworks, Inc and of Silicon Valley Bancshares. He serves on the board of directors of privately held companies, Finjan, ConteXtream, Purewave and SwiftTest. He also serves as Chair of American Friends of Arts et Métiers (AFAM). In addition, he serves on the boards of the Stanford University School of Engineering and Ben Gurion University of the Negev.

Mr. Benhamou, 55, holds honorary doctoral degrees from Ben Gurion University of the Negev, Widener University, Western Governors University and the University of South Carolina. He has a Master of Science degree from Stanford University's School of Engineering and a Diplôme d'Ingénieur and a doctorate from Ecole Nationale Supérieure d'Arts et Métiers, Paris.

David Charron

David Charron is Senior Fellow and member of the professional faculty in the Entrepreneurship Program at UC Berkeley's Haas School of Business. He has also served as Executive Director of the Berkeley Innovative Leadership Development Initiative (BILD) and as the Executive Director of the business school's Entrepreneurship and Innovation program, the Lester Center. At Haas, Mr. Charron teaches Business Model Innovation and Entrepreneurial Strategy, Entrepreneurship, Case Studies in Entrepreneurship, Workshop for Startups and others.

Mr. Charron has been an entrepreneur, including co-founded Scientific Learning Corporation [SCIL], the first successful neuroplasticity company based on innovations from UCSF. He has also started several other companies and has consulted to various startups, inventors and entrepreneurs. He has been an angel investor in several companies. He is on the board of Impact Carbon, a non-profit entity developing carbon credit projects.

He has worked in and studied the field of technology commercialization and entrepreneurship for over 20 years. Mr. Charron has held positions in technology licensing and commercialization with Xerox PARC, academic institutions including MIT and Stanford, and the national lab system.

He has also been a principal member of the faculty team for Intel Corporation's Global Technology Entrepreneurship Education project teaching international faculty how to teach entrepreneurship and create entrepreneurial ecosystems. With that program he has traveled extensively in Europe, Asia, South America and Africa.

He holds a B.S. degree in Mechanical Engineering from Stanford University and an MBA from the Haas School.

Regions of innovation at the age of global markets

Joshua Bower-Saul

Joshua Bower-Saul is a graduate of Harvard and INSEAD and has 20 years experience in small and large startup investments and development.

After 10 years in London in strategy and M&A, he participated in internet ventures such as Canalweb, Europe's leading media streaming operation. He was concept developer for digital technology strategies, notably in the fields of RFID, new media and music. He created media offers for DAVOS, The World Bank and others.

Joshua spent part of his career helping SMBs find investors, develop partners, and succeed in new product-market entry (USA, China and Russia) and he is currently coaching several start-ups.

Gigi Wang

Gigi Wang is Chair Emeritus & Board Member MIT/Stanford Venture Lab, a leading high tech forums in Silicon Valley promoting entrepreneurship and innovation.. She is also the Managing Partner at MG-Team, providing international strategic marketing and business development services for corporations, start-ups and governments with clients in the US, Europe and Asia.

Before starting up MG-Team, Gigi was the SVP of Marketing and Alliances for July Systems, a global start-up providing mobile retailing and marketing solutions to customers in US, Europe, and Asia. Prior to July, she was CEO & Co-founder of AsiaQuest, a company providing market entry services for companies entering Asia. Her team developed relationships with Asian operators and other key players for its clients. She also started up the International Carrier Marketing group and lead VOIP Product Marketing for Ascend Communications (acquired by Alcatel-Lucent). As an Internet pioneer in the 90's, she launched the TRUSTe Internet privacy program in 1996 and started up Pacific Internet in Singapore (IPO on NASDAQ in 1999), along with holding sales and business development positions at Pacific Bell (acquired by SBC/AT&T).

Gigi holds Bachelor's and Master's degrees in Mechanical Engineering from Stanford University where she was President of the Engineering Honor Society, and a Masters in Business Administration from the Haas School of Business at UC Berkeley. While in Singapore, she taught at the National University of Singapore as an Adjunct Professor in the Centre for Entrepreneurship. She is a frequent speaker at entrepreneur and innovation conferences around the world.

Roman Kikta

Roman Kikta is the Managing Partner and Co-founder of Genesis Campus Funds and Mobility Ventures, Dallas Texas based early stage venture capital firms. A wireless industry pioneer, seasoned entrepreneur, venture capitalist and author, Roman has a proven record of success in the launch and growth of new markets, starting new business groups and companies, introducing new technologies, products and services, and winning market share. He is well known as an effective "change-agent" who combines his entrepreneurial spirit with extensive product program management and development experience to inspire, build and accelerate every organization he touches. Roman has held senior strategy, marketing, and product development, corporate development executive positions with global leading wireless equipment companies including Nokia, Panasonic, GoldStar (LG), and OKI and was a founder of Global Wireless Holdings (GWH), E-Life (a proposed spinout from Nokia), SpeedLink Communications (DSL broadband services provider in the UK), and ChangeAgent Media. He played instrumental roles in building multibillion dollar business units and divisions from startups including Nokia PCS, Panasonic Communications & Systems Company, GoldStar (now LG), and OKI, plus products, brands, market and distribution development of cellular since 1983.

As a venture capital investor, Roman has a demonstrable track record in fund formation and identifying, attracting, evaluating and advising portfolio companies. He works closely with entrepreneurs, providing his experience, global perspective, and extensive networks of relationships thereby increasing the probability of success. Roman is a respected authority on technology innovation and entrepreneurship, and is a sought after public speaker and is frequently quoted in newspapers, industry publications and has been interviewed on television and talk radio programs. Under his leadership, Genesis Campus, was named a "Top 100 Venture Capital Firm for Entrepreneurs" by Entrepreneur Magazine in 2004, and was named a finalist for the "Tech Titan Technopolis Award" in 2005. Roman is a Fellow of the Radio Club of America and was named a 2001 High Tech All-Star by DFW Tech Biz. Roman serves as a member of the board of directors or advisors for multiple emerging companies, civic and charitable organizations and the University of Texas at Dallas, School of Management Executive Education Council. Roman holds a Bachelor of Arts degree in History and Economics from Rutgers University and is a graduate of the "Private Equity & Venture Capital" program at the Harvard Business School and the "Building, Leading, and Sustaining the Innovative Organization" Program at MIT Sloan School of Management.

Whitney Hischier

Whitney Hischier is Assistant Dean for Center for Executive Education at the Haas School of Business and Coach for MBA International Business Development programs.

She is also the change management and learning consultant for Deloitte and KPMG.

Whitney leads the Center for Executive Education at Haas which offers open enrollment programs for individuals and customized programs for companies. Her role includes co-developing programs with clients, as well as coaching clients on maximizing the impact of their learning and development programs. Additionally, she serves as a coach for the MBA International Business Development program, helping MBAs hone consulting skills on international client projects. Prior to Haas, Whitney was a consultant for Deloitte, San Francisco, KPMG London and ABN Amro bank in Amsterdam.

She holds a BA from Stanford and an MBA from Haas.

Scott Ritchie

Scott Ritchie has over 10 years of experience in executive operations, business development, product development and private financing with start-up software and internet companies as a key executive and entrepreneur. Prior to building Mobkite, a hyper-targeted mobile ad network for daily deals, as a Founder and VP of Business Development, Scott was the Co-Founder and Vice President of PixSense, a white labeled mobile social application network platform for mobile telecom operators. At PixSense, he successfully raised 3 rounds of capital from strategic investors such as Qualcomm Ventures and Innovacom (Orange Venture Fund), established partnerships with the largest mobile telecommunication operators on three continents as well as leading social networking companies such as Facebook and YouTube, and established the China operations. Before PixSense, he held senior international and U.S. business development, corporate development and operations positions in leading Mobile Software Platform and E-Commerce start-ups such as Commerce One where amongst other achievements he formed joint ventures with 17 leading global conglomerates and raised over 65M in strategic and venture funding for the joint ventures throughout Asia and North America.

Previous to working with start-ups, Scott held international executive positions in strategic investment, business development, and product management with global technology companies including Compaq Computer Corporation and Lotus Development Corporation while resident in Asia and the U.S. He was part of the core executive team that started Lotus Development's business in China in 1995. Scott received his BA in Economics and History from The University of Texas, Austin, is a self taught software programmer and fluent in Mandarin.

Russian venture capital and global opportunities: In search of synergies

Igor Shoifot

Igor Shoifot is the Dude at TMTinvestments.com, a seed-stage Internet investment company listed on London Stock Exchange. He is a serial entrepreneur who started and ran 11 companies, including two (Fotki.com, one of the largest indi photo sites, and Microsoft WebTV Epsylon Games, the largest games portal on MSN TV in late 90s/early 2000s) that reached millions of users and generated tens of millions of dollars in revenues, and one (vInternship) that he sold to Manhattan Institute. Igor has advised and consulted numerous startups, banks, venture capital firms and Fortune 100 companies. He founded start-ups in VOD, VoIP, document management, software development, social networking and media sharing, and published articles and interviews at The Wall Street Journal, Venture Beat and many other publications. Igor occasionally writes for San Francisco Examiner. He has lectured to graduates and undergraduates on entrepreneurship, advertising, digital media and business at New York University, UC Berkeley, Stanford, University of California San Francisco and other schools. Passionate about entrepreneurship and viral growth, Igor is currently writing a book "101 Viral Growth Tools" and teaches as an adjunct at UC Berkeley. He holds PhD, MBA, MA and BA degrees from Universities in Boston, Budapest and Moscow.

Ilya Golubovich

Ilya Golubovich is the founding partner of I2BF Global Ventures and has over 6 years of clean technology investment experience. He is a member of the Board of Directors of Nesscap Energy, one of the leading Korea-based power storage corporations, and Epuramat S.A., an award-winning water treatment technology company based in Luxembourg. Mr. Golubovich is also a senior investment advisor to the board of Arbat Capital Management, a USD 500 million Moscow-based asset management group. He formerly worked in the Energy Department of the London office of Louis Dreyfus in energy trading and as a project manager at the Siberian Internet Company (Sibintek) at both their Novosibirsk and Moscow offices. Mr. Golubovich has an industrial engineering degree from Stanford University.

Peter Ashley

Peter Ashley has extensive entrepreneurial, operations, marketing and business development experience from start-ups and Fortune 1000 companies.

Peter served as the SVP of Business Development at Opinmind, an ad targeting service that identifies "signals of purchase intent" from user generated text on social media sites. Peter was recruited by Opinmind's investors to assist the founding team with strategy, BD and to manage the Series B fund raising process, where Opinmind closed $6.4MM from Morganthaler, Onset and Baseline Ventures in July, 2008.

Prior to Opinmind, Peter was VP of BD for MyWaves, a service for sharing video on the web and mobile phone. Peter closed several major deals for MyWaves including ESPN and Nike's Brand Jordan.

Peter Ashley previously led Business Development for the PayPal Merchant Services division of eBay, responsible for extending the PayPal transaction platform beyond eBay, and was the GM or PayPal's New Media business.

Peter received his MBA in 1995 from the Stanford Graduate School of Business and a BA from Tufts University in 1989.

Alexey Andreev

Executive Vice President and Managing Director, Harris & Harris Group, Inc. New York , NY

Alexei A. Andreev. Mr. Andreev, age 39, has served as an Executive Vice President and as a Managing Director since March 2005. From 2002 to March 2005, he was an Associate with Draper Fisher Jurvetson, a venture capital firm. He is a Director of Adesto Technologies, Corp., D-Wave Systems, Inc. and Xradia, Inc., privately held nanotechnology-enabled companies in which we have an investment.

He is a board observer of BridgeLux, Inc., Contour Energy Systems, Inc., Cambrios Technology Corporation, Kovio, Inc., Molecular Imprints, and PolyRemedy, Inc., privately held nanotechnology-enabled companies in which we have investments. Prior to its initial public offering (IPO), he was a board observer of NeoPhotonics Corp., a publicly traded nanotechnology-enabled company in which we have an investment.

He graduated with honors in Engineering/Material Sciences (B.S.), in Solid State Physics (Ph.D.) from Moscow Steel and Alloys Institute and from Stanford Graduate School of Business (M.B.A.).

Pavel Cherkashin

Pavel Cherkashin is well-known Russian business angel, helping young IT companies get on their feet. His investment portfolio includes Tvigle (largest Russian online TV with 10 mln monthly audience), Toonbox (famous Russian cartoon studio), AdWired (largest in-app mobile advertising network), Krible (#1 online chat consultant), Copiny (Social CRM), Kuznech (Image search technology) and more.

Before his current role Pavel led Consumer & Online department at Microsoft Russia, established and managed offices for Adobe and Siebel (now Oracle) in Russia & CIS.

Previously Pavel was the founder of several IT and Internet companies, including Sputnik Labs (leading CRM provider in Russia, now part of TechnoServ Group), AdWatch (leading digital agency, now part of AEGIS/Isobar) and Actis Systems (web-design and new media agency, now part of Wunderman).

He graduated from Moscow State University with major in computer analysis for satellite imagery and global ecology. He wrote more than 200 scientific and business articles, as well as best-selling books: "Are you prepared to fight for your customers?" and "EMO"

Building a global start-up: IP, taxes, & jurisdiction

Alexei Kudriashov

Alexei Kudriashov has more than 20 years of international experience in technology business development, marketing and sales. At Sperasoft, Dr. Kudriashov is responsible for driving the company's growth and market strategies, strategic business partnerships and management of rapidly growing, highly collaborative offshore development teams.

Prior to founding Sperasoft, Inc., Dr. Kudriashov managed various aspects of the Software Marketing Group at Sun Microsystems, where he directed business and channel strategy and management. Earlier, Dr. Kudriashov was a Director of Business Development, European Division at Valtex International Corp., specializing in new business development, strategic marketing, and contract negotiation.

Dr. Kudriashov received an M.S. in Management and Business from MIT, Sloan School of Management, and his M.D. from Volgograd State Medical University, Russia, where he first became prominent as an expert in advanced high-tech medical devices and equipment.

Renata Akhunova

Renata Akhunova, Global Innovation Access, CEO.

Innovation background began from the position of the counselor to the Head of The Innovation and Development Agency in Russia. The Agency had to work out the Concept of Regional Innovation Policy, to build and regularize the pool of objects of innovation infrastructure and improve their performance. During operation Renata paid much attention to launching the startups from the pre-seed stage, including its incubation and raising the investments, so after a while she was invited to join the foreground program of the federal executive authority, where Renata oversees innovation projects with young academics in their teams at all stages. Global Innovation Access serves as a management company for several high-tech companies and provides consulting services for other customers in attracting venture capital and international development. SmartUp business incubation program was launched by GIA in Silicon Valley to help high-tech companies from different countries in attracting any kind of necessary recourses on best conditions from well-known and emerging innovation and entrepreneurial centers.

Having personal experience in entrepreneurship, Renata has built the franchise network and is specializing in franchising and licensing.

Julian Zegelman

Julian L. Zegelman, Esq.

Partner, Velton Zegelman PC

Julian is a corporate attorney and entrepreneur. He is a founder of Velton Zegelman PC, a boutique corporate and employment law firm in Silicon Valley. Julian represents start-ups and middle market companies in a variety of corporate transactions, including venture capital financings, mergers and acquisitions, strategic alliances, licensing, and corporate governance. In addition, he represents a number of venture capital funds and angel investors in their investments into portfolio companies. Julian is also a co-founder and director of Rolith, Inc., a venture backed start-up developing advanced

nanostructured coatings for renewable energy, electronics, and green building markets. He is a graduate of University of California San Diego and University of Minnesota Law School.

Alex Hayes

International Tax Director, Deloitte Tax LLP

+1 408 704 2983, alexhayes@deloitte.com

Alex works in our Silicon Valley practice and has more than 17 years of delivering international tax services to both US and Non-US multinationals. Alex has worked in public accounting for the majority of his career, but also has industry experience, having served as the Senior Director of International Tax for KLA-Tencor Corporation, a $2 billion publicly-traded semiconductor manufacturing equipment company.

Alex has a BA in Economics from San Jose State University and a law degree from University of Washington.

Dmitriy Kustov

Dmitriy Kustov, CPA, EA, MS Tax is the owner and founder (2003) of Kustov & Associates, Inc., a small (five professionals) full service California-based accounting and consulting firm located in downtown San Francisco. He has fifteen years of experience in a wide range of tax and accounting matters, with an emphasis on the US International taxation and compliance. Dmitriy received his bachelor degree in Economics from the University of Economics and Finance, Saint Petersburg, Russia in 1994. His Masters of Science in U.S. Taxation (2001) comes from Golden Gate University, San Francisco, USA. He is a contributor to various publications on the topics of US Taxation and is available for speaking engagements.

AngelInvestor & venture capital magazine

«The AngelInvestor» is the magazine for inside information on what is happening in the angel investment and venture capital worlds. «The AngelInvestor» is Russia's Number 1 source of industry news, resources and Entrepreneur business investment proposals.«The AngelInvestor» is published monthly and is sent out to over 20,000 accredited high-net-worth business angel investors and potential business angel investors. The magazine covers various topics including; industry news, successful business angel interviews, industry profiles, start-up spotlights, resources, lifestyle features, events, and an entire section of entrepreneur Investment Proposals.

LiVEJOURNAL

LiveJournal is a community publishing platform, willfully blurring the lines between blogging and social networking. Since 1999 LiveJournal has been home to a wide array of creative individuals looking to share common interests, meet new friends, and express themselves. With more than 16 million journals on topics like politics, entertainment, fashion, literature and design, some key similarities emerge: the overall culture is distinctly open source-not only from a product perspective-but from a cultural one. The spirit of volunteerism pervades LiveJournal, crossing all boundaries and propagated via insanely passionate individuals. At LiveJournal creativity, diversity and tolerance are the mainstream.

НАЦИОНАЛЬНОЕ СОДРУЖЕСТВО БИЗНЕС-АНГЕЛОВ СБАР

The National Union of Business Angels is a non-profit partnership which incorporates legal entities and individuals, private and institutional investors who invest in innovative high-technology companies and entities which render services in the areas of investments and innovations. The decision on the National Union foundation was made at the 7th Venture Fair on October 10, 2006 on the initiative and with the support of the Russian Private Equity and Venture Capital Association (RVCA) and the Chamber of Industry and Commerce of Russia.

StartupMonthly

Startup Monthly is an idea accelerator program which helps aspiring entrepreneurs take their idea to traction in 5 weeks. The program is based on the lean startup methodology which allows to quickly evolve a business model and iterate on a prototype. Startup Monthly team consists of lean startup practitioners, serial entrepreneurs, and investors who offer guidance throughout the program. Carefully planned milestones measure teams' progress while mentors offer a helping hand in making a great idea an even greater reality!Social SSSS

RSPN | Philadelphia
Russian-Speaking Professionals Network

Started in 2008 as an organization of expatriates from Russia, Ukraine and other former Soviet Union countries, the Russian-Speaking Professionals Network of the Greater Philadelphia (RSPN) is a non-for-profit, grass-root organization that includes organizations (collective members) and individuals with various backgrounds: lawyers, entrepreneurs, bankers, IT professionals, accountants, financial and investment consultants, and students. RSPN is open to new members and partnering organizations and would welcome your comments or suggestions. Please visit our website at rspnetwork.org.

лаборатория социального маркетинга САРАФАННОЕ РАДИО www.sarafannoeradio.org

Social networks expert service Sarafannoye Radio Lab is a community of marketers, sociologists, journalists, software programmers and media managers from Russia, Ukraine, and the US. The lab is a business and non-profit project at the same time. Sarafannoye Radio services focus on social media monitoring, implementation of web 2.0 influence tools and monetizing applications.

High technology startup contest in Ukraine
Innovation Breakthrough 2011

"The Innovation Breakthrough" is the first large-scale project aimed at developing the technology business in Ukraine, which ultimate aim is to attract funding for a number of ideas and projects of Ukrainian developers, scientists and entrepreneurs selected during the contest. The project is run by Global Management Challenge Company. The objective of the contest is to find a mutual interest between the authors of ideas and investors for the successful implementation of new products or services.

Partners

RUVENTO is a group of companies consisting of Business Accelerator RUVENTO, VC Fund RUVENTO, and a management company RUVENTO Venture Partners. Business Accelerator RUVENTO helps to commercialize the breakthrough Russian technologies at a very early stage. If the project shows considerable potential, it is financed by RUVENTO to enable further business expansion. RUVENTO invests primarily in the following industries: biotech, nanotech, medicine, alternative energy and IT.

Mid-Atlantic - Russia Business Council (MARBC) is a major non-profit organization in the Mid-Atlantic region that provides information about and services related to Russia and the CIS. MARBC organizes more than 25 events annually in the United States and organizes American participation in more than 10 events in Russia, with an emphasis on industries in which the Russian market is most lucrative and prosperous, including advanced technology, energy and environment, pharmaceuticals and biotechnology, advanced materials/nanotechnology, manufacturing technology, information technology, transportation, instrumentation, communications, air, space and surface transportation, agriculture, robotics, and security, among others. The goal of MARBC is to enable companies based in the U.S. Mid-Atlantic region to enhance their positions in Russia and the CIS and to attract Russian businesses to the U.S. Mid-Atlantic region.

LiveExpert.ru is the online service for those who wishes to get a professional consultation in practically any field, including law, medicine, and psychology. LiveExpert.ru maintains an expert directory with profiles, reviews,and ratings. Users can choose their own expert from the directory and contact him/her in chat. They can also post their question and have an expert contact them with an answer!

yAdvisor.com is a marketplace and platform for online consultations. It's Quora meets oDesk: you don't just get quick free opinions, you instantaneously hire available experts, get immediate consultations via voice, chat and video, and automatically pay them.

Startup Afisha is a service for Russian startup community that aims to bring together its events and leaders to address the problems of the market.

Startup Afisha is a hub for all entrepreneurs, investors and organizers of startup events. It features a calendar of events and conferences for startups and investors, search service for investment and jobs opportunities, reviews of all startup activities and classes offered by the Startup School. The project was launched in October 2010. Geographic scope: Russia, Ukraine, Belarus, USA.

IJNet.org is the premier global website for journalists and media managers to learn about training and networking opportunities. Its weekly e-mail bulletin reports on the latest innovations, resources and awards. IJNet publishes in Arabic, Chinese, English, Persian, Portuguese, Russian and Spanish. Users come from more than 185 countries. Donors and media-training groups use IJNet to publicize their work to an ever-growing community dedicated to improving journalism.

Unova is a web resource for information about innovation, startups, and venture capital markets. We publish news about startups and portfolio companies, venture funds and their activities, announcements of events, and other useful information.

Nathan Bach, *GenScript*

Slava Kritov, *VP Operations, Five9*

Oleg Koujikov, *N Lab Ventures Founding Partner*

Alexei Kudriashov, *Co-founder, President and CEO, SperaSoft, Inc.*

Igor Plotnikov, *VP Engineering, Xambala*

Igor Shoifot, *Serial Entrepreneur, Investor*

Renata Akhunova, *Innolab*

Peter Ashley, *"500 Startups"*

Jonathan Baer, *Threshold Ventures*

Jeff Black, *PartnerVision Capital*

Eric Buatois, *Sofinnova Ventures*

Jim Chapman, *Foley & Lardner*

Andrew Clark, *IBM Venture Capital Group*

Patrick Consorti, *Avisé Partners*

Sean Crotty, *Archimedes Ventures*

Ilya Golubovich, *I2BF Global Ventures*

Bob Iofis, *Finematika*

Mark Iwanowski, *Trident Capital*

Alexandra Johnson, *DFJ-VTB Aurora*

Roman Kikta, *Mobility Ventures*

Alfred Mandel, *Serial entrepreneur*

Stephanie Marrus, *Portfolio Strategies*

Bo Parker, *PWC*

Igor Shoifot, *TMT Investments*

Alpha fares™

ABOUT US

AlphaFares has developed disruptive technology that allows a seller of airline tickets to easily and precisely differentiate between business and leisure customers, enabling targeted airfare pricing. This technology does not have any drawbacks associated with the opaque distribution channels, such as Priceline or Hotwire, and has been very well received by the airlines. Over the past six months we have validated the concept with major U.S. carriers, developed a demo, filed a provisional patent application, and built an advisory board of senior airline executives. We are seeking external financing to accelerate our sales efforts.

PROBLEM

Airlines cannot effectively segment business and leisure travelers. Raising prices before the departure date to capture later-booking business travelers results in unsold inventory on many flights. Each year, ~20% of domestic airline seats fly empty, costing the airlines $24.5 billion in lost revenue. Airlines have attempted to solve this problem, but they are afraid to reduce prices close to the departure date and potentially cannibalize high margin business revenue.

ALPHAFARES SOLUTION: ALTERNATIVE DESTINATIONS™

Alternative Destinations™ allows the airlines to easily and precisely differentiate between business and leisure customers and offer targeted pricing to late-booking leisure travelers:

- [1] Customer picks two specific flights to different destinations, e.g., a flight to Rome and a flight to Paris. Unlike Priceline or Hotwire, all itinerary details are disclosed to the customer.

- [2] Customer commits to making a non-refundable purchase, without knowing which flight will be purchased.

- [3] Our algorithm selects one of the two destinations; we process the payment and then reveal the destination.

- [4] **Alternative Destinations™** fences off business and other destination-conscious travelers, while allowing the true vacation leisure customers the freedom of late booking at a deeply discounted price.

VALUE PROPOSITION

Consumers: last minute flights at unbeatable prices.
Airlines & hotels: 100% incremental revenues from new leisure customers.

FOUNDING TEAM

Alek Vernitsky, CEO
- **Proven leadership in technology and consumer goods**
- **Former strategy consultant, Bain & Co.**
- **Executive management roles at Gap, Inc.**
- **MBA, Harvard Business School**

Ilya Gluhovsky, CTO
- **Chief Scientist, Ancestry.com**
- **Ex-Chief Engineer, Digg.com**
- **Ex-CTO of Marketing, Sun Microsystems**
- **Ph.D., Statistics, Stanford University**

Alek Strygin
- *Expertise in technology & IP licensing*
- **Attorney, Dewey & LeBoeuf LLP**
- **J.D., Univ. of Southern California**

ADVISORY BOARD

Chris Bird
Ex-Chief Architect, Sabre (GDS)

Jim Davidson
CEO, Farelogix

Al Lenza
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Ex-Director, Hotwire, Kayak, ARC

Evan Konwiser
Co-Founder, www.flightcaster.com

Marc Rosenberg
Ex-VP, Sales & Distribution, Air Canada
Ex-CEO, Galileo Canada (GDS)

Company Name:	Appsgeyser
Field:	Mobile Apps & Advertising
Country:	US
One-Liner:	Fastest growing Android app ecosystem
Website:	www.appsgeyser.com
Contact:	vas@appsgeyser.com

Launched in February 2011 and up until today, AppsGeyser is the fastest growing ecosystem of android apps with 80,000 apps built by app makers in 120 countries. Those apps have accrued over 10 million installations and are used by more than 1 million people on a daily basis.

We established ourselves globally as the leading channel to convert your mobile friendly content into native apps with ability to distribute and monetize

What makes us unique:
–   Instant web based app creation, so app ideas can be verified, polished and iterated.
–   Step-by step lean-type approach covering all aspects of App lifecycle, including: creation,
     distribution, monetization and loyal audience growth.
–   Part of the fastest growing market in History, Android is already the most popular Smartphone OS in the US and globally.
–   Biggest publisher-powered app network with free App distribution and monetization

buzzoola
monster buzz

Company Name: Buzzoola
Field: Online video solution
Country: Russia
One-Liner: Video management platform
Website: www.buzzoola.com
Contact: Natalia@buzzoola.com

Buzzoola is an automated, scalable, full-cycle video management platform that allows businesses and individuals to instantly deploy, manage, advertise, track and thus monetize video content across the web.

Key Features:
– BuzzAnalytics – aggregated analytics of content performance. Keeps track of viewers' profiles, likes and ratings, comments, fast-forwards, play-stops and more
– BuzzMonitoring – statistics on competitors' videos for cross-analysis. Tracks video tags for providing a better understanding of the science behind assigning content with the right metadata.
– BuzzTracker & BuzzAlerts – solve the issue of losing track of one's video once it has become truly viral
– Buzzencoding – real-time "encode as you upload" solution
– Buzzoola Mobile – first mobile application that enables clients to easily access their Buzzoola accounts with all the content and basic analytics on the go. Instantly spreads video with a smartphone camera or received by email
– Coming Soon: BuzzAdvertising and BuzzViral – solutions for automated video ad placement and viral seeding.

DiscountMobile in brief

The company is located in Kemerovo, Kuzbass, Russian Federation

We are:

An interactive advertising platform providing a link between the business and the customers based on the single discount card in the mobile phone.

We provide:

For business: an integrated advertising platform for direct communication between vendors, sellers and customers designed to fundamentally modify interaction between the market participants

For customers: a loyalty system allowing to save money on all kinds of goods and services all over the world using a mobile phone as a universal discount card.

Contacts:

Konstantin Rebikov

E-mail: din@discountmobile.mobi

Tel.: +7 923 528 0101

Skype: discountmobile

QUANTUM CURE

861 Willard St, State College, PA 16803 • www.quantum-cure.com • alex@quantum-potential.com Phone: 571-338-0332; 814-235-9785 •

Problem:

There are 36,000 people suffering from oral/lip cancer in U.S. each year and hundreds of thousands new cases annually across the world. 40 years old approach to conventional radiation therapy and surgery is still a mainstream treatment that takes at least 2 months and over 30 sessions and often result in severe side effects, complications, metastases and cosmetic defects requiring additional patient care.

Solution:

We have developed a disruptive cancer treatment technique that combines synergistic effects of Local Ultra High Frequency (UHF) HyperThermia and Electrophoresis Treatments (the "LUHTET"®) in one compact, yet capable device:

• LUHTET can right now be used independently to cure early stage lip, oral and non-facial skin cancers.

• LUHTET can right now be used to complement a conventional therapy, and it does lower radiation dose by 50+% thus markedly reducing the number of treatments (fewer side effects, less scarring).

• LUHTET has a solid prospect as a future technology of choice for gaster, colon, prostate, lung, full range of human oral squamous cell carcinomas, melanoma, and some types of breast and ovarian cancers. The result is a win-win outcome: patients benefit from improved healing time and reduced discomfort; cancer specialists can treat more patients; insurance companies & patients get substantial cost savings.

Product:

Quantum Cure has developed a proof-of-concept LUHTET prototype device, that was thoroughly tested for safety and effectiveness. The core of technology is a know-how combination of UHF inducted hyperthermia in a cancer node with an electrophorethic delivery of chemo agents to sensibilized tumor. Current level of development allows to cure superficial tumors and on-going R&D for a surgically administered treatment for inner tumors is in progress.

LUHTET has passed clinical trials overseas with really impressive results: 100 patients were successfully cured from lip cancer (monitored for 5 years; only one case of tumor relapse; no deaths due to metastasis). The treatment shows really impressive results, is easy to administer, causes no pain and does not require premedication for patients prior to application.

Key Innovation and Prospects:

The key innovation behind LUHTET is the ability to selectively saturate tumor with high concentrations of chemotherapeutic agent, thus sparing the rest of the body and minimizing well-documented side effects. The combined action of chemotherapeutic agent with targeted hyperthermia results in more efficient tumor destruction than is possible with either radiation or chemotherapy alone. The healthy tissue is less sensitive to LUHTET and is barely damages in the process. We believe LUHTET to be the first step in a new paradigm for cancer treatment. We will develop modifications to current LUHTET design leading to new products development. We expect to eliminate radiation therapy altogether, dramatically increasing market potential due to much wider range of medical applications.

Regulations:

FDA approval is required (Class III device, PMA, 3 phases of clinical trials); CE is required for sales in Europe (automatic once FDA approval granted); Certification is required for sales in other countries.

Product Roadmap

2014 – LUHTET1 for Lip Cancer as Supplement for Radiation Therapy
2015 – LUHTET2 for Tongue Cancer as Supplement for Radiation Therapy
2015 – LUHTET3 for Breast Cancer as Supplement for Radiation Therapy
2016 – LUHTET4 for Lip and Tongue Cancer
2017 – LUHTET5 for Breast Cancer as Supplement
2019 – Universal LUHTET as Supplement

Additional applications will open up a wider clinical market when small clinics and individual physicians would use LUHTET for outpatient cancer therapy as LUHTET application requires less skill and is only minimally invasive, thereby dramatically reducing the treatment costs and resulting in huge healthcare cost savings. Furthermore, we will expand LUHTET applications on drug-resistant tumors that currently require surgical removal.

Competition:

BSD Medical is a major manufacturer of hyperthermia devices with FDA approval for treatment of recurrent tumors. Our competitive advantage lies in LUHTET capability to apply hyperthermia to primary tumors as well as supplementing hyperthermia with local chemotherapy to make treatment more effective than hyperthermia or chemotherapy alone. Our patents will create a strong barrier for competition and will allow us to maintain our competitive advantage for a long period of time.

Company details:

Quantum Cure was established in 2010 and is a medical subdivison of Quantum Potential corp with office at the Penn State University Park. The startup is currently self-funded by founders and Pennsylvania Department of Health cancer therapeutic device commercialization proposal is pending review ($1M). Company established subsidiary in Moscow, Russia and is applying for government aid (FASIE, Skolkovo) for clinical trials and R&D funding. Establishment of an R&D facility in Skolkovo will bring $1M grant aid, which will be used for clinical trials (according to FDA protocol) in a certified clinic in Moscow. Conducting clinical trials in Russian Federation reduces our capital requirements to $17M for a life of the project. While our FDA approval is pending we will engage in sales of LUHTET hardware in European countries and India as early as 2015 (sales in U.S., Canada and Europe will begin in 2021). For sales in the U.S. we will obtain FDA/CMS CPT code to enable healthcare providers to bill directly for LUHTET procedure. LUHTET hardware is to be made in the U.S. (per GSA schedule). Prime cost $5,000; sales price $50,000. We will partner with pharmacological companies that produce chemotherapeutic agents (such as 5FU, bleomycin, cisplatin) since LUHTET will provide a new means of delivery into primary tumors and increase corresponding drugs sales.

Management:

The senior management team has successful experience with medical and high technology 'start-up' companies and major global corporations, and comprises of individuals with strong business expertise (2MDs & PhDs, advisory board with 2 MBA's).

Milestones:

• 2011 – filed provisional US application 61560665: Device and Method for Local UHF Hyperthermia and Electrophoresis Treatment of Cancer

• 2012 – Series A VC round, Skolkovo operation established, $1M awarded, preparation for clinical trials

• 2013 – Phase I (dose and safety determination) clinical trials at Hershey Medical Center;

• 2014 – Phase II (efficacy) clinical trials in Russian Federation, certification for sales in former Soviet Union;

• 2015-2020 – Phase III (comparison to standard of care) clinical trials in Russian Federation, sales in Russian Federation and India;

• 2021 – FDA approval achieved, European certification; U.S., Canada and European sales begin.

Capital requirements and Exit:

We seek to raise $3.5M in the form of a initial Series A-Round. The funds will be used for regulatory approval and compliance (FDA) costs and clinical trials. Exit: IPO in 2021; M&A (e.g. by Johnson & Johnson).

in/studies

Company Name:	instudies
Field:	Education/Internet
Country:	Moldova
One-Liner:	Web-service
Website:	www.demo.instudies.com
Contact:	gorev@instudies.com

instudies.com is a web-service with an objective to solve the majority of organizational problems students face on the day-to-day basis during the educational process.

Our advantages:

• co-operation in a frame of a closed group;
• presence of easy-to-use instruments made for organizing the educational process (notes sharing, information about homeworks, group projects, meetings, events, schedules and more;
• ability to set up a widespread web-community which will unite students and professors;

Company Name:	**ITumba LLC**
Field:	**Communication Platform**
Country:	**USA**
One-Liner:	**Business Plan**
Website:	**http://itumba.net**
Contact:	**bourakov@itumba.net** **vallila@itumba.net**

ITumba is a global service linking users to a network of Internet connected big screen terminals installed in public places. It provides a quick, simple, and affordable way to reach potential customers at places where the terminals are installed, attractive for advertisement since they are in populous areas - shopping malls, airports, schools and coffee shops, or just busy streets.

The ITumba infrastructure, protected by a filed US patent, combines existing and emerging technologies in new ways, creating a new communications space around an emerging platform - the digital public square. Publicly located flat screens are ripe for content: emotionally laden targeted messages and greetings, individual creative expressions, advertisements, public safety information, and emergency announcements.

These screens can display ads of general interest to all passersby and send personalized targeted messages, rich with content, to ITumba enabled handsets. This proprietary space represents an unexplored frontier and can be implemented now, in partnership with companies that recognize its potential in the rapidly emerging field of location based analysis (LBA) technologies.

ITumba seeks strategic partners and investors in a position to support the rapid deployment of its vision.

Kuznech Inc.
HQ: Sunnyvale, CA
R&D: St. Petersburg, Russia

Company Summary:
R&D started 2010
Prototype: 2011
Industry: Image Search

Funding:
Seed capital $1.1M closed
Seeking $3-5M Round A (Spring 2012)

Use of Funds:
Product development
US sales

Revenue (est):
2011 - $50k
2012 - $1.5m
2013 - $5m

Management:
Michael Pogrebnyak, CEO
Pavel Cherkashin, VP Sales
Alexander Valencia, VP Technology

Angel Investors:

Sergey Gribov, MBA MIT Sloan School of Mngmt Tech Entrepreneur

Alec Marianchi, MBA Columbia University, RDIF Director ($20B under management)

Igor Shoifot, MBA PhD serial entrepreneur, Fotki.com founder, VC expert, Stanford University lecturer

Exit Strategy:
Acquisition by large search player, IPO

Company Description/Summary of Business Strategy

KUZNECH has invented technology to index and compare billions of images online by 150 parameters, including composition. Business strategy is to implement the technology in a number of vertical applications (as well as provide API to third-party developers) with primary focus on in-image advertising, e-commerce and social communications.

Market Opportunity/Compelling Problem

100 billion images will be added online in 2011 (5 times what was added in 2010), 99% of them will remain unsearchable due to absence of text tags[1].

Currently doing search one needs to convert the request into text query, losing most of the visual knowledge. Solving this problem will open new ad-driven image search market of $ 6 bln by 2015, not counting B2B applications.

Our Business Value and Competition

There are many companies attacking this market. Potential competitors include Amazon, Google, Microsoft as well as emerging startups such as TinEye, IQ Engines, Kooaba and many others. Most of them bet on CBIR (content-based image retrieval), trying to recognize what is present in image (face, object, logo). We use statistical methods to compare images as whole without getting into their content - as opposite to defining beforehand objects to be recognized. Our technology will find similar images by up to 150 dimensions without significant calculations required. This gives significant performance improvement over other approaches and allows for unlimited scalability.

A wide range of business and consumer applications from search, e-commerce to visual-driven advertising have pent up demand for a technology solution that increases their efficiency in finding and utilizing visual information.

Technology solution by Kuznech allows customers and partners to index, compare and auto tag billions of images making them available for search in e-commerce, social networking, entertainment and other consumer search use cases.

Visual content (photo and video) starts to dominate online space
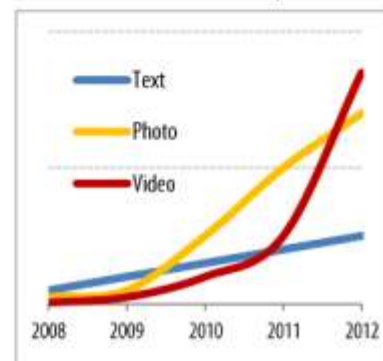

Business Model

We estimate the following revenue sources:

1. Share revenue with image-intensive sites (photo hosting, shopping aggregators, entertainment publishers), generated through image-specific click-to-action advertising
2. Outsource in-image advertising technology built on our visual comparison algorithms to consumer online and mobile applications

Current Status

Seed round secured ($1M) from business angels and Skolkovo research grant. 12 engineers on staff. Commercial prototype is ready for demonstration, anchor customers secured for beta-testing. Founders of Kuznech have 3 US patents pending related to image search technology and image context driven advertising.

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[1] *Market data and financial estimates in this document are based on internal research conducted by Kuznech management and advisors. Currently there is no third party research forecasts available.*

in eternal search of bugs

Company Name:	Nerrvana
Field:	Enterprise Software
Country:	Australia
One-Liner:	Functional and cross browser/device testing
Website:	www.nerrvana.com
Contact:	contact@nerrvana.com

We provide Selenium cloud service for individuals and enterprises to run functional web application tests on different platforms and browsers. Our goal is to make functional and cross platform/browser testing as easy as possible. We are using Nerrvana to test Nerrvana and our next product starty.co – pluggable web apps for start-ups, uses Nerrvana extensively to make sure our products have no bugs and run across all browsers smoothly. We are launching Nerrvana in beta mode in Dec 2011 and are looking for 10-20 companies to join our beta program. You can find the full Nerrvana presentation on our web site.

Well rounded Selenium cloud is looking for early adopters

Company Name:	MetaLinQ
Field:	E-commerce
Country:	USA
One-Liner:	Online Shopping Re-imagined. Fast, Fun, Social, Personalized.
Website:	www.metalinq.com
Contact:	alex@metalinq.com

MetaLinQ's mission is to improve the online shopping experience – to make it less frustrating, more productive, more engaging, more personalized, more social.

Our current product offerings are SaaS-delivered widgets that make exploring products on online retailer web sites faster and easier. Rich product presentation is combined with a variety of **social shopping features to deliver a more compelling user experience to the shopper and increased traffic and conversions to the retailer.**

We have just gone live on several mid-size online retailers and have a signed contract with a large retailer (in top 40 apparel retailers).

To further leverage the user interaction model, we are using our extensive experience with image and text analysis and machine learning algorithms to develop a **new form of personalization that can act as the shopper's trusted shopping assistant to help them discover products that fit their personal style.**

SkyTeamz

One Page Executive Summary

BayCrypt, Inc.

SkyTeamz is a cloud solution that magically secures and manages Wi-Fi.

We want all wireless access points and wireless sensors on the Planet.

Our business model is similar to Dropbox. Dropbox shares files. We secure Wi-Fi. Dropbox had lots of competitors. We have no competitors.

The problem that we solve is very simple. Wi-Fi security protocols are either simple and insecure, or secure, but complex to configure.

We take existing, secure, but complex Wi-Fi protocols and make them simple and trivial. So that they can be used by every person on the face of the Earth. We allow people to share WiFi on social networks in the same way they share photos or documents.

We have no hardware. No software. SkyTeamz can be used instantly by any person anywhere in the world. Just point your access point to our cloud server. Your home Wi-Fi. Your office Wi-Fi. Your enterprise Wi-Fi.

We work with existing access points. This is a fantastic advantage, as our product can be used by anyone anywhere. Small business in Brazil. Coffee shop in China. Home in San Francisco.

We have the features that the enterprise needs. Users. Groups. QoS. Virtual LAN assignment. Wireless Intrusion Detection. Logs. SmartCards and Client Certificates. Government-approved crypto. We have no hardware though. And no software. We are in the Cloud. And, believe it or not, it just Works.

We want 4 million users two years from now to match Dropbox. We have a freemium version for consumers, which is a Facebook app. We also have a paid version for small businesses and enterprises.

Company Name:	Startup Roulette
Field:	Communications
Country:	Russia
One-Liner:	Startup networking platform
Website:	www.startup-roulette.com
Contact:	business@startup-roulette.com

Startup Roulette is a regular online video networking event for global startups. Our aim is to promote innovation by connecting startups with business talent. In this way we can establish a more efficient pipeline for the commercialization of technology.

During the event participants are connected to startups in a series of video calls. The calls are determined by industry, expertise, experience and interest. After the video call contact details may be exchanged and a business relationship pursued.

Each event involves investors, mentors, developers, MBA graduates and entrepreneurs.

Key features
• Web based p2p video chat engine
• Intelligent connection and routing algorithms
• Global reach: participants from the US, Russia, Europe, China, India, Singapore.
• Opportunity for funding: VC invited to every event

Taking part in an event has no risk. There is no commitment and no fee. It's just a great opportunity to meet other talented and motivated professionals active in the startup world.

talk Ⓞ clock

talkOclock is a voice-based social discovery service designed for building new relationships and strengthening your existing ones. It's a way to communicate your positive energy to complete strangers, or your friends, anywhere in the world. You can call to wake them up, remind them about important meetings, discuss shared interests, or simply maintain your relationships with old friends especially those you see less frequently.

talkOclock is a global service, with English as its main language, and it is currently offered exclusively as a free service.

talkOclock ensures your privacy while providing a safe and secure way to meet new people. Callers initially can't see the phone numbers of each other, but will be able to connect with their counterparts if agreed to by both sides.

talkOclock's mission is to assist people around the world with their day to day routine tasks and challenges in a fun and creative way. We believe that positive energy is a valuable commodity and in short supply. Unlike most social media sites, our service relies on voice as the best transmitter of this commodity, through our real-time communication platform.

talk Ⓞ clock

http://talkoclock.com
Founded: July, 2011
Founder: Alex Kistenev
Number of employees: 15

Contact information:
181 Freemont Street
San Francisco, CA 94105
Tel : (415) 568-0860
info@talkoclock.com

The Team:
Alex Kistenev, CEO and Founder
Nikita Lamonov, COO
Alexey Kadinsky, CTO

Financing:
2011 – seed capital of $250K from the founder

Key Figures as of November 1:
Cumulative users: 7,000
Countries covered: 86
Calls per day: 1500
Users satisfaction: 3,000 likes on Facebook
Repetitive use: 90% try it after registration, 40% use the service 3 times or more
Average time spent on the site: 5 minutes

Business Model:
Advertising-based revenue model
The service is free for users with freemium model planned for a later stage.
Interaction with brands.

Strategic Direction:
Designed to be a voice-based communication platform for social discovery. The first service being offered is wake-up and reminder calls. Future services are designed to provide more opportunities for social discovery, e.g., encouragement calls (important interview, had a bad day etc.), greetings (birthday, first day at work etc).

Users Feedbacks & Blogs:

"...it's an adventure"

"....something about this just makes me smile. It might be that it's such an intimate moment, waking up, all groggy and dream-drunk, and then to hear some stranger potentially halfway around the world gently (presumably, hopefully) nudge you awake... it's just a reminder of how incredible it is that we can so easily make contact with another person in the world. Amid all of our online postings and chats--here, even!--we're communicating with each other often for the first time. The excitement of that moment is pretty easily washed away now that it is so "commonplace"..."

"I like speaking to people around the world, hearing who they are, what makes them tick, what motivates them to get out of bed in the morning."

"...usually getting up on your feet in the morning is very difficult.., but thanks to talkO'clock the will to know who's waking you up is stronger than laziness. Also gets you motivated since the first person you talk to once you open your eyes is a stranger..."

"Waking up could become a new way to express and embrace creativity through the talkO'clock app. This social alarm clock really is an interesting way to wake up. Strangers are encouraged to be creative with their wake-up messages, which will leave the door wide open for some innovative "get-out-of-bed" calls..."

"talkO'clock is a new wake-you-up-in-the-morning initiative to bring wake-up calls into the digital age...It's a pretty novel idea, one that I might be interested to try simply to sample the variety of ways in which one can be woken up. It's not a particularly necessary innovation, but it's certainly a cool way to connect people in an interesting fashion..."

TEST GRADING REINVENTED   quæst

Student #: _____

Name: *Quaest, Inc.*

Subject: *Software (USA)*

Address: *www.quaest.org*

Contact: *info@quaest.org*

PROBLEM

Teachers spend on average **6 hr/week** grading paper tests.
The existing solutions are either:

- ✗ too simplistic, like multiple-choice tests, or
- ✗ too expensive, like computerized tests for every student

SOLUTION

Quaest makes testing easy by grading **free-form answers** in the cloud:

- ✓ fast grading of free-form answers on paper
- ✓ requires no IT support from schools
- ✓ meaningful online test review for students and parents
- ✓ digital student portfolios, daily data backups, SMS notifications
- ✓ patent-pending technology

OPPORTUNITY

Currently in private beta, Quaest will launch in summer 2012 deriving its revenue from test grading as well as its premium features.

Wakie is the global version of a successful Russian startup called Budist.ru (a play on words from the verb 'to wake') which was launched September 2011 and already has more than 250,000 registered users, over 100,000 'likes' in social networks and more than 1,000,000 calls made through the service. All of this was achieved with a **zero** marketing budget through solely word–of–mouth viral spread.

Wakie is first of its kind project that creates community–driven feel–good phenomenon throughout the globe (patenting in process).

Idea. The main idea behind the project is that strangers wake up strangers by anonymous phone calls. The system tries to assign Wakie and Sleepy–head role to users of opposite genders to add a bit more spice.

Key features:
- **Anonymity.** Users are connected randomly via automatic telephone switcher, thus keeping everyone's phone number private. All numbers are securely and stored in epy system database.
- **Reliability.** If there is no human Wakie available to wake up a Sleepy–head, the automatic robot called Timie will wake them up and wish them a good morning.
- **Free-of-charge**. Using the service within its basic functionality is free of charge both for those who request a wake up call and for those who call the service to wake someone up.

Contacts
T. +79651491314   E. synergy@wakie.com   W. About us & Media (in Russian)
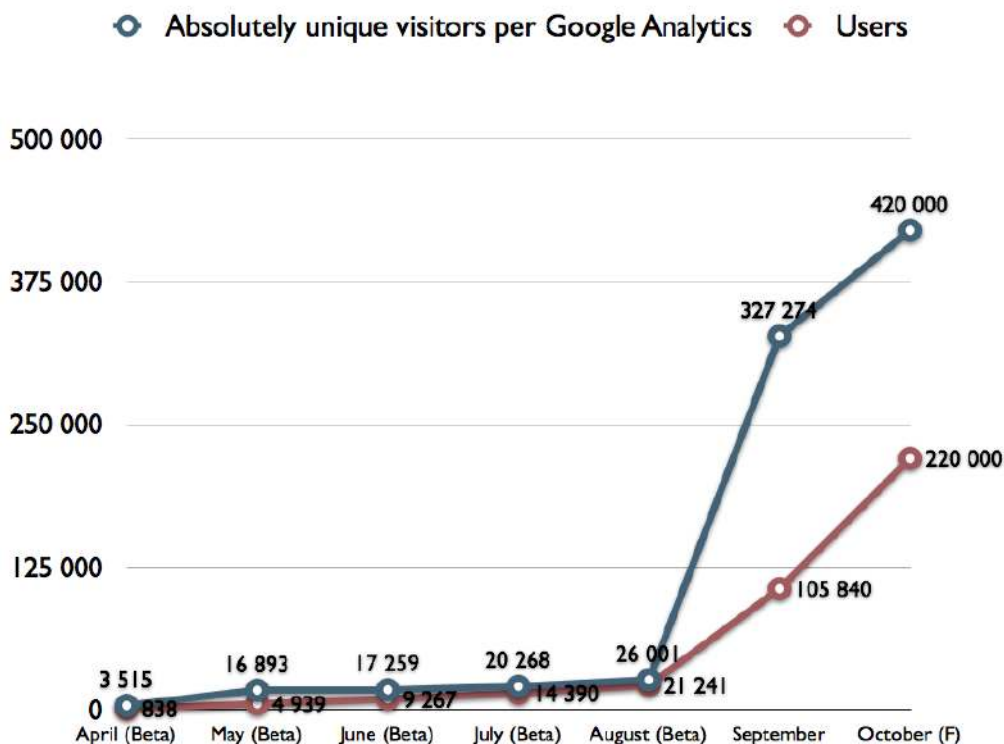
yaM Labs Executive Summary

Problem

Every day, 25 millions of business meetings happen and the total cost of the time spent on those meetings is $4 billion. The satisfaction rate is very low (about 30%, according to Microsoft Research) and most of that time is simply is going to waste.

This happens because people do not understand meetings' objectives, do not work efficiently during meetings, do not get useful outcomes from meeting and do not track meetings' results.

People are leaving meetings with a sense of lost time, which in most cases is true.

Today, people come to meetings relying on paper notepads, whiteboards and Microsoft Office. The only meeting progress that's been achieved in the 21st century is how we conduct the communication part of meetings, through conference calls and tools like WebEx. Even on virtual meetings, everyone is still taking personal notes on paper, a technology over 2000 years old.

Solution

The idea is really simple - to replace real, hard copy and personal old-aged tools with virtual, web-based shared space to use during all kinds of meetings.

yaM, which is short for "Yet Another Meeting" is designed to improve all parts of the meeting lifecycle, from scheduling, creating the initial agenda, to in-meeting collaboration, to making sure the follow-up tasks are clear and trackable.

yaM focuses on the 'content' problem of meetings, not the 'communication' one, which was already solved by tools like GoToMeeting and WebEx.

yaM lets you do three things:

Capture information right during the meeting, concurrently with your team, regardless of each participant's location. And you will only need the browser.

Collaborate on specific topics using structured group notetaking and yaM's HTML-based collaborative panels, making discussions more visual, structured and effective.

Control meetings' outcomes without piling through any paper notes or your inbox.

In addition to that yaM integrates with the meeting tools you already use. We are spending a lot of engineering resources on integration with Google Apps, Jive and Evernote, with a few other platforms in the pipeline.

Team

CEO of the company is Anatoly Gaverdovkiy, previously founder and CEO of offshore software development company VDI (sold to EPAM Systems in 2007) and founder of InvisibleCRM (now an OEM partner of Oracle).

CTO of the company is Pavel Vakhitov, previously a senior engineer at Livejournal and Mail.Ru.

The head of product and marketing at the company is Dmitry Gorshkov, who had extensive experience working at (Kanobu Network, Skillopedia) and founding (task.ly) web startups in bizdev and product roles.

Status

We have launched our open beta in April and are actively polishing the product user experience, implementing API integrations and optimizing the viral loop.

Currently, yaM is available in Chrome Web Store, Google App Marketplace, Evernote Trunk and Jive App Marketplace. Cisco Webex, AppDirect, Yammer and other channels are planned for future integration.

Native iPad client is scheduled to be in Apple AppStore later this year, a client app for Android 3.0 is also in the works.

yaM has reached 30 000 signups and on to get to 45 000 by the end of 2011.

YASMO LIVE: A Proven Mobile Real-time Conference Networking Solution
Initial Target Market: Conference Organizers, Sponsors, Brands

Yasmo Live Ltd

130 Talbot Road, London W11 1JA, UK
E-mail: areti.kampyli@yasmolive.com
Joshua.bower@yasmolive.com
URL: http://www.yasmolive.com

Funding Sought:
- USD 4 Million

Use of Proceeds:
- Investment for US Expansion/enhance system functionality, capacity and scalability/Marketing & PR execution for B2C expansion & implementation of advertising model

Revenue Forecast:
- Year 2: $3 million
- Year 3: $11 million
- Year 4: $25 million
- Year 5: $63 million

Reach Profitability: September 2012

Competitive Advantage:
- Plug n Play Solution
- The only Real-time mobile networking application
- Configuration with all Social Networks
- Platform is Highly Scalable
- Seamless synchronization with Phone book & Calendar
- Low Cost/Fast Deployments
- Commercially Operational Today
- Clients: 2nd Biggest Event Organizer worldwide & Big Brand Names
- Unique Focus on Data aggregation from delegates' onsite interactions & audience engagement with sponsors/brands
- Highly Experienced Management Team

Selected Management Team:
- **Areti Kampyli, Founder & CEO**
  o Responsible for Business Development, Product development, social features & functionalities design. Ex Ogilvy Account Manager for US accounts with an MSc from the London School of Economics.

- **Joshua Bower Saul, COO**
  o Responsible for Investor Relations, partnerships, feature concepts, Telcos. Director of Markets & Strategy. 15 years of experience as an online entrepreneur, fund raiser, social media business developer and conference designer--MA from Harvard and an MBA from INSEAD.

- **Michael Lekkas, CTO**
  o Scalability, new social feature implementation & platform integration. 15 years of experience developing mobile networks. Management of in-house and outsourced developers.

Elevator Pitch: Yasmo Live offers a mobile & online networking platform to Conferences & Exhibitions. The Yasmo app allows delegates to see on their mobile phone who else is in the room in real-time, allowing them to contact each other and organize face-to-face meetings at the venue. The app is pre-configured with other social networks (Twitter and LinkedIn) and synchronizes with outlook, phonebook and calendars. Yasmo Live leverages two major trends: (1) The rise of social networks: real-time & interactive and (2) Smart telephony: mobile devices are the Internet access point of choice for the future. It is an instant social network you take home.

Market: Worldwide, more than 300 million professionals attend conferences annually. These conference goers have no tool for consistent interactions, while the demographic of a level that any social network would covet. Yasmo Live capitalizes on this market by targeting event organizers, sponsors and brands to generate revenue via integrations with mobile advertising platforms. Yasmo Live bridges the physical and digital presence of delegates at conferences, exhibitions, social gatherings, universities etc. and brings online search for people into our real, face to face world. The B2B market opens the way to a broader "virtual space" application using geo-location, ad-serving and other compatible tools for a B2C market.

Problem: Social Networks have moved from re-creating our offline social connections on the web to building new, instant networks based on who's nearby. The conference market is missing the tools to capitalize on this trend: existing exhibition apps offer very limited functions such as static delegate lists and data, with no real-time interaction. General social discovery apps are not adapted to the conference market because they put location first, and people and content second. Yasmo allows both: social discovery that focuses on people and content exchange.

Solution: Yasmo Live makes 'People Around in Real-Time' its Unique Social Feature. Its seamless integration with other major social networks generates recommendations to conference goers on sociometry of the conference or "virtual space" that has deployed the solution. Break the ice, interact with people of interest and make a statement about yourself to those sharing the system. Online features and personal account insure privacy, traceability and eliminate the need for card exchange. Other features analytics and voting live allow content producers to monitor and improve quality.

Sales Plan: Yasmo Live's stakeholders are PCOs in need of innovation & differentiation and advertisers, exhibitors and venue owners requiring a targeted marketing channel. The end-users seek an efficient use of their time at conferences. Sales are direct to B2B conference organizers. Every new B2B client adds thousands of users to Yasmo Live, increasing future ARPU thanks to its integration with mobile advertising platforms on a permission basis. White label licenses to major PCOs (Informa, IncisiveMedia, Reed) promise rapid multiplication of revenues and users.

Financial: The financial model includes revenue from a conference license fee ($6k to $35k+) for the platform, online and mobile platform customizations, conference design consultation and sponsorship/branding. Yasmo Live generates revenue on this basis since May 2011. Advertising revenue from mobile and web platforms will start in 3rd quarter of 2012, capitalizing on increasingly valuable data collected from users' interactions. First full year revenues based on these results should reach USD800k to USD1.2M (current prices).Trade Show exhibitor usage is potential for rapid growth. Breakeven after 16 months, EBIT margin of close to 45%.

Alexander Anokhin, *Ph.D., Associate Professor, Lincoln University*

Katya Didenko, *Owner/Photographer at Little Things in Life Photography: Founder/Owner at Dancing Shadow Design*

Alexander Gilman, *Co-founder & CEO, SignalActive Inc.*

Mark Grats, *Independent Professional*

Ilya Gruen, *Ph.D., VP for Global Communications, AmBAR; Visiting Scholar, Stanford University*

Denis Ivanov, *VP of Technology, AmBAR; Founder and CEO, MarketerPLUS*

Alla Kassianova, *Ph.D., VP of Operations, AmBAR; Independent Research Professional*

Andrey Kunov, *Ph.D., President, AmBAR*

Alexei Kudryashov, *Ph.D., Co-founder, President and CEO, SperaSoft, Inc.*

Igor Leonov, *Ph.D. Software Performance Analyst, IBM*

Leonid Litvak, *Ph.D., Sr. Product Manager, Yahoo*

Irina Lozhkina, *Investment Banking professional*

Eugene Mazo, *J.D., Ph.D., AMBAR General Counsel; Managing Partner, Parker & Mazo*

Sofya Mulenok, *Student, City College of San Francisco*

Irina Shlyapnikova, *Member, AmBAR Executive Team*

Tim Stephano, *student, University of California Davis.*

Mariana Shtukina, *Analyst, Facebook*

Julia Pogodina, *Principal, IBCI Law Group*

Innokenty Puntikov, *Marketing Professional*

Anna Uvarova, *CEO, 3DBin, Inc.*

Julian Zegelman, *Partner, Velton Zegelman PC*

Tim Zharikov, *Biotechnology Professional*

Jane Zharikova, *Business Development Professional*

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