



**2010**  
**UC Berkeley**  
**Business Plan Competition**  
**Finalist Presentations and**  
**Awards Ceremony**

**Andersen Auditorium**  
**Walter A. Haas School of Business**  
**UC Berkeley**  
**Thursday April 29, 2010**

**UC Berkeley**

**BUSINESSPLAN COMPETITION**

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## Co-Chairs Welcome

Greetings! On behalf of the 2010 UC Berkeley Business Plan Competition Executive Committee, the Lester Center for Entrepreneurship and Innovation, and the Haas School of Business, we would like to welcome you to the flagship event of the Competition – the Finals!

Now in its 12th year, the UC Berkeley Business Plan Competition entails a year-long commitment to raising awareness about the entrepreneurial process, encouraging ideation across the Berkeley community, and of course, fostering the creation of real business ventures. The Competition works hard to bring out the best from the UC Berkeley and UC San Francisco communities, and tonight we are pleased that you are here to participate in the culmination of the process. There are two milestones from this year we would like to mention.

**Our Most Competitive Year on Record** – This year over 130 Executive Summary plans were received, which represents a 30% increase relative to last year. From this competitive pool, over 40 venture capitalists graciously donated their time as judges to select the strongest ideas to advance to the Semi-Final round. Yesterday, the 39 semi-finalist teams pitched their business plans to a judging panel of venture capital and legal professionals. After some tough questions and much deliberation, six finalists were

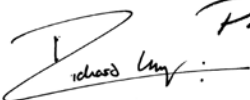


selected to advance. Earlier today, the finalists pitched their plans before a panel of judges and the Grand Prize winner was selected. Tonight, we will unveil the Grand Prize winner and have you, the audience, select the People's Choice and Elevator Pitch award winners.

**New Track System** – Based on feedback from last year's competitors and judges, this year's competition has been organized around

three industry-focused tracks: IT & Web, Life Sciences and General Products & Services. In addition to facilitating more industry-aligned mentor matches for the teams, all Executive Summary and Semi-Final round teams have been judged relative to their industry peers, which has provided judges and teams with a more industry-specific basis of evaluation.

We would like to thank everyone who made this year's Competition a success. The Competition only exists with the continued support of our faculty and staff, valued sponsors, excellent judges, selfless mentors, and workshop presenters who volunteered their time and expertise. Last, but not never least, we owe our sincere gratitude to all of the participants. You have amazed and delighted us with both your hard work and ingenuity. It is truly inspiring.

  
Richard Long

## Dean Lyons Welcome

Dear Friends,

Welcome to the finals of the 12th Annual UC Berkeley Business Plan Competition at the Haas School of Business.

The competition was launched over a decade ago by a group of Berkeley MBA students who wanted to provide UC Berkeley students, alumni, and local entrepreneurs with the opportunity to work together and turn innovative ideas into real businesses. One of their successful insights was to invite participation from not only Haas School students and alumni, but students and alumni from across the entire Berkeley campus and UC San Francisco. Because of the diligence of the past and present student organizers, working alongside the School's own Lester Center for Entrepreneurship and Innovation, the Competition has established itself as one of the premier events of its kind in the world.

Each year the number of plans submitted and the number of successful firms that come out of the Competition has increased. This year is no exception. This increasing interest is a testament to the entrepreneurial passions



of our students and the unique opportunity they have to cultivate relationships with prominent Silicon Valley venture capitalists

and entrepreneurs who lend their time and expertise as mentors and judges.

All of us at the Haas School are enormously proud and pleased with the positive impact this competition has had in the world. It is a testimony of the school's defining principles of

questioning the status quo and thinking beyond oneself.

Thank you for joining us to honor all of these wonderful finalist teams. I wish them success in their future ventures.

Sincerely yours,

A handwritten signature in black ink that reads "R Lyons". The signature is fluid and cursive, with the first name "R" being particularly large and stylized.

Richard Lyons  
Bank of America Dean  
Haas School of Business

## Lester Center Welcome

The Lester Center is pleased to welcome you to the 12th Annual UC Berkeley Business Plan Competition. The Competition is brought to you through a rich collaboration with the Haas School of Business, the College of Engineering, the College of Letters and Science, and many other departments across the UC Berkeley campus and UC San Francisco.

The UC Berkeley Business Plan Competition encourages our best and brightest to take the initiative to create new ventures that can have broad and lasting impacts. Entrepreneurship and new venture creation are at the heart of what makes California and especially the Bay Area a cluster of innovation. This event brings attention and recognition to those who endeavor to build a better tomorrow through the power of entrepreneurship, innovation and new venture creation.

We are gratified by the enthusiasm for entrepreneurship across the

UC Berkeley campus and beyond, as was evidenced by the record number of entries in this year's Competition. Entrepreneurship is the art of recognizing opportunity and marshaling and managing the resources to create value for

all stakeholders who share in the process. The skills of an entrepreneur have never been more important in the economic times in which we live.

Please enjoy the team presentations and help us celebrate the accomplishments of the 2010 entrants and the student-led

Competition Executive Committee who made this event possible through their hard work and collaboration.



David Charron  
Executive Director  
Lester Center for  
Entrepreneurship and Innovation

# Agenda

## Finalist Presentations and Awards Ceremony

Thursday, April 29, 2010  
6:00-9:15pm  
Andersen Auditorium–  
Walter A. Haas School of Business

### Schedule of Events

- |        |   |
|--------|---|
| 6:00pm | Reception (Bank of America Forum)   |
| 7:00pm | Opening Remarks:<br><b>David Charron</b><br>Executive Director, Lester Center for<br>Entrepreneurship and Innovation<br><b>Richard Kenny and Parkin Kent</b><br>2010 UC Berkeley Business Plan<br>Competition Co-Chairs |
| 7:05pm | Elevator Pitch Contest Presentations  |
| 7:55pm | Elevator Pitch Contest Voting   |
| 8:00pm | Finalist Team Presentations   |
| 8:50pm | People's Choice Voting  |
| 9:05pm | Award Presentations   |
| 9:15pm | Closing Remarks   |

## Thank You to Our Sponsors

Without the continued support of our valued sponsors, the UC Berkeley Business Plan Competition would not have grown into the premier platform for student-initiated entrepreneurship in the Bay Area. Through the provision of sponsor-supported funding, we hope that the winners capitalize on this financial head start and take advantage of the industry awareness and validation that winning the UC Berkeley Business Plan Competition provides.

### GOLD SPONSORS



#### Universal McCann

UM is a global marketing communications agency that represents the world's leading marketers and strategic thinkers for many highly regarded clients including Coca-Cola, Microsoft, Sony, MasterCard, Johnson & Johnson, L'Oreal and Chrysler. As part of the Interpublic Group of Companies, UM has 151 offices in 130 countries and employs 3,600 creative thinkers and doers. With the global positioning of "**Curious Minds for Surprising Results**" and the mantra, "Yes &," UM offers a full spectrum of media services and is able to tap into a number of exclusive partner agencies so they can deliver the most surprising results to clients. UM North America was recently awarded "Media Agency of the Year" by *Adweek/Mediaweek* and named to the 2009 "A-list" by *Advertising Age*.

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



#### BlueRun Ventures

BlueRun Ventures is an early stage venture firm focused on opportunities in Internet & Media, Mobile, and Enterprise Software.

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



#### Claremont Creek Ventures

Claremont Creek Ventures is a venture capital firm investing in early stage information technology companies including energy efficiency, IT healthcare, sensor based systems and security markets.

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

## SILVER SPONSORS



**DCM**

DCM is a venture capital firm that invests primarily in early-stage companies (and selectively in strategic late-stage opportunities) in core technology sectors including: business software, consumer/digital media, cleantech, communications/networking, components, and security and storage.

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



### **Hummer Winblad Venture Partners**

Hummer Winblad Venture Partners helps entrepreneurs build companies in desktop software, embedded systems, client-server, distributed network computing, internet, and software as a service.

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



### **Javelin Venture Partners**

Javelin Venture Partners is an early stage venture capital firm specializing in technology based start-ups that leverage key innovations to create scalable, high-growth companies. Key focus areas include digital media, Internet commerce, mobile and healthcare IT.

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

### **khosla ventures Khosla Ventures**

Khosla Ventures offers venture assistance, strategic advice and capital to entrepreneurs. The firm helps entrepreneurs extend the potential of their ideas in breakthrough scientific work in clean technology areas such as solar, battery, high efficiency engines, lighting, greener materials like cement, glass and bio-refineries for energy and bioplastics, and other environmentally friendly technologies as well as traditional venture areas like the Internet, computing, mobile and silicon technology arenas.

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



MINTZ LEVIN COHN FERRIS GLOVSKY AND POPEO PC

### **Mintz Levin**

Mintz Levin is a versatile national law firm with a Palo Alto office, representing diverse clients in many industries by offering all of the services that start-ups and emerging growth companies need. If your growing company needs help raising money, complying with securities laws, protecting or defending your intellectual property, hiring or right sizing your employee base or securing customers to grow your revenue, the Mintz Levin team brings an entrepreneurial spirit with deep industry experience in energy and clean technology, life sciences, and information technologies, to help you achieve your strategic goals.

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





### **Mohr Davidow Ventures**

Mohr Davidow Ventures invests in entrepreneurs creating category-leading companies that address significant challenges and opportunities associated with Driving the Digital World, Personalizing Medicine and Powering the Planet.

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

### **Morgan Stanley**

#### **Morgan Stanley**

Morgan Stanley Venture Partners manages a group of private equity funds which invest in later stage, high growth companies, concentrating on the technology and health care industries. Since 1986 MSVP has managed over \$1.2 billion of equity capital commitments and invested in more than 140 companies.

[www.morganstanley.com/  
institutional/venturepartners](http://www.morganstanley.com/institutional/venturepartners)



**MORGENTHALER**

#### **Morgenthaler Ventures**

Morgenthaler Ventures is a premier venture capital firm. We have been dedicated to helping entrepreneurs build valuable companies for more than 41 years. Today, we have nearly \$3 billion under management,

including \$400 million in our ninth fund, capitalized in November of 2008. We have invested in more than 300 companies in the information technology and life science sectors. Our passion for supporting entrepreneurship and innovation has earned us the respect of entrepreneurs and investors alike. Representative portfolio companies in the IT space include: NexTag, Siri Technologies, Force10, Voltage Security, Lending Club, Sezmi, Nominum, JasperSoft, MuleSource, Peregrine Semiconductor, Cortina, Brion, Synopsys, Verifone, Nuance Communications, Apple and NEXTEL. Morgenthaler is headquartered in Menlo Park, CA.

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

**MORRISON | FOERSTER**

#### **Morrison & Foerster LLP**

Morrison & Foerster LLP is a 1,000+ lawyer firm with 16 offices in the major global financial and technology centers across the United States, Asia and Europe. Its Emerging Companies and Venture Capital practice is among the world's most active legal practices dedicated to advising emerging companies at every stage of their evolution and advising venture capital and other investors in their emerging company investments. In the past decade, the firm has handled transactions that have raised in excess of \$4 billion in venture capital, with hundreds of initial public offerings and mergers and acquisitions of venture-backed companies.

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



### **PMB Helin Donovan, LLP**

PMB Helin Donovan, LLP is one of the fastest growing accounting firms in the nation. We are a full service regional accounting and consulting firm with 17 partners and 100+ staff and associates. We provide a variety of services to corporations, not-for-profit entities and governmental bodies including financial statement audits, tax preparation and consulting, and financial process consulting.

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



### **Ropes & Gray**

Opportunities and challenges face today's life sciences companies at each stage of growth, from incorporation to exit strategies. Ropes & Gray's Chambers-recognized Life Sciences, Venture Capital, and Intellectual Property groups understand the critical role that efficiency and funding play in a company's evolution and ultimate success. We seamlessly and cost-effectively manage all aspects of venture capital financings, ensuring that nothing is overlooked and that your investments are protected. Representing both life sciences companies and venture capital investors, we offer cutting-edge insight toward obtaining appropriate terms while cultivating long-term relationships.

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



### **Wilson Sonsini Goodrich & Rosati**

Wilson Sonsini Goodrich & Rosati is a legal advisor to technology and growth enterprises worldwide, as well as the investment banks and venture capital firms that finance them. With offices in Austin, Palo Alto, New York, San Diego, San Francisco, Seattle, Shanghai, and Washington, D.C., the firm serves clients at all stages of growth, from venture-backed start-up companies to multi-billion dollar global enterprises.

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

### **Individual Sponsors**

David Hartwig

Kevin L. Warnock, [KevinWarnock.com](http://KevinWarnock.com)





Thanks go out to Universal McCann, our gold sponsor this year, and their friends who are supporting the UC Berkeley Business Plan Competition. UM produced a fabulous fundraiser for the competition called **A Benefit for Innovation** that brought the following media companies together with many of our semi-final teams.

AdMob	LinkedIn
AOL	MSN
BBC	NBC Interactive
CBS Interactive	NetShelter
CBS Radio	TechTarget
Clear Channel	The Wall Street Journal
Current Media	Tribal Fusion
Federated Media	TubeMogul
Google	UM
IDG	VideoEgg
interCLICK	Ziff Davis Enterprise
JiWire	
KTVU/FOX TV & KICU/ TV36	



A BENEFIT FOR  
INNOVATION

## 2010 Executive Committee



*Not pictured: Laura Unger*

### **Co-Chairs:**

Richard Kenny  
Parkin Kent

### **Judging & Sponsorship:**

David Carlson  
Brooks Kincaid  
Steven Neebe  
Justin Owen

### **Marketing & Events:**

Kandra Chan  
Sarah Cooper  
Everett Leonidas

### **Mentorship & Events:**

Guillaume Fallou  
Daniel Parker  
Laura Unger

### **Program Manager**

Kirsten Berzon

## Additional Organizers and Supporters

### Lester Center for Entrepreneurship and Innovation

David Charron	Executive Director
Jerry Engel	Faculty Director
John Danner	Senior Fellow
Jill Erbland	Senior Program Manager
Kirsten Berzon	Program Manager
Victoria Fowler	Administrative Assistant
Richard Henderson	Technology Coordinator

### Center for Entrepreneurship and Technology

Ikhtlaq Sidhu, Ph.D.	Founding Director
Burghardt Tenderich, Ph.D.	Executive Director

### Haas School of Business

Dean Richard Lyons

*Marketing*

Ute Frey

Ronna Kelly



<http://entrepreneurship.berkeley.edu>

*The Lester Center for Entrepreneurship and Innovation is proud to host the 2010 UC Berkeley Business Plan Competition*

***Creating successful entrepreneurs and innovators at UC Berkeley since 1991***

## Competition Timeline

The UC Berkeley Business Plan Competition, now in its 12th year, is the vehicle that connects UC Berkeley's best entrepreneurs and world class research with the Bay Area's business elite.

Each team is required to have one member that is either a current UC Berkeley or UC San Francisco student, alumnus, or faculty member. Business plans aim to take advantage of market opportunities in many diverse business areas, including media, life sciences, energy, software, Internet and consumer services.

<b>Business Plan Competition Kickoff</b> .....	October 6, 2009
<b>UCSF Mixer</b> .....	November 5, 2009
<b>Engineering School Mixer</b> .....	November 16, 2009
<b>Business Plan and Global Social Venture Competition Mixer</b> .....	
	November 23, 2009
<b>Executive Summaries Due</b> .....	January 27, 2010
<b>Mentor Mixer</b> .....	February 18, 2010
<b>Draft Business Plans Due</b> .....	March 15, 2010
<b>Launchpad Event: How to Win A Business Plan Competition and Get Funded</b> .....	
	April 1, 2010
<b>Final Business Plans Due</b> .....	April 19, 2010
<b>Semi-Finals</b> .....	April 28, 2010
<b>Private/Public Finals</b> .....	April 29, 2010

### Additional Resources

Haas Venture Fellows Pitch Lab  
 Entrepreneurial Best Practices Series

## Competition Overview

The UC Berkeley Business Plan Competition provides members of the UC Berkeley and UC San Francisco communities with a forum in which entrepreneurs, venture capitalists, and ideas come together to create new businesses.

The annual event is organized entirely by students and receives valuable support from corporate sponsors, UC Berkeley alumni, and the Haas School's Lester Center for Entrepreneurship and Innovation.

The Competition is also endorsed by the Entrepreneurs Association at Haas, the College of Engineering, the School of Information Management and Systems, and numerous other departments around campus.

Each of the six finalist teams participating tonight has gone through a rigorous selection process over the past several months. These teams are passionate about their ideas, and have worked hard to present and defend their respective business plans in front of judging panels of esteemed venture capital and legal professionals.

Plans were evaluated against the following criteria:

- Is the business fundable?
- Quality of product(s), service(s) and/or solution(s)
- Market opportunities and competition
- Team qualifications
- Overall attractiveness of the venture

The winners will walk away with cash prizes totaling \$44,000, and more importantly, they will gain exposure to experienced professionals and venture capitalists who will help them take their business to the next level.

This year's prizes are:

Grand Prize	\$20,000
Three first place track winners	\$5,000 each
Three second place track winners	\$1,000 each
People's Choice Prize	\$5,000
Elevator Pitch Prize	\$1,000

# Entrepreneurial Best Practices Series

We would like to extend a warm thank you to all of the fantastic presenters in our Entrepreneurial Best Practices Series workshops this year. At these workshops, competition entrants and Bay Area entrepreneurs gain advice from industry experts. From the initial steps of recognizing opportunities through later steps of raising capital, the Series helps teams focus on critical issues and avoid major pitfalls when starting a company. We are grateful to the following presenters for their support of the 2010 UC Berkeley Business Plan Competition:

<b>Workshop Topic</b>	<b>Presenters</b>
<b>Opportunity Recognition</b>	Kelly Karns, AutoTB Antony Passemard, ultemail Jason Kibbey, PACT Apparel Marybeth Lubner, Archetype
<b>IP &amp; Legal Issues</b>	Timothy Harris, Morrison & Foerster LLP Michael Stallman, Morrison & Foerster LLP
<b>Internet Marketing &amp; Business Strategies: Adrenaline Startups and Rapid-Fire Marketing</b>	Sunil Bhargava, Tandem Entrepreneurs Sarah Eisner, JuiceBoxJungle Ray Lau, PlayHaven
<b>How to Write a Business Plan</b>	Bruce Cohen, VitaPath Genetics Alex de Winter, Mohr Davidow Ventures
<b>Measuring Social Impact: Lessons from the Trenches</b>	Angela Cheung, D.light Design Molly Christiansen, Living Goods Susan Hollingshead, B Lab Danny Kennedy, Sungevity
<b>Building Better Business Models</b>	Randy Komisar, Kleiner Perkins Caufield & Byers John Mullins, London Business School
<b>Financial Modeling and Management</b>	Sam Berde, PMB Helin Donovan, LLP Michael Berg, PMB Helin Donovan, LLP



**Secrets to the Successful  
Business Pitch:  
A VC Perspective**

Gary Little, Morgenthaler Ventures  
Rebecca Lynn, Morgenthaler Ventures  
Hank Plain, Morgenthaler Ventures  
Aydin Senkut, Felicis Ventures

**Incorporation and  
Compensation**

Mark Baudler, Wilson Sonsini  
Goodrich & Rosati  
Scott McCall, Wilson Sonsini  
Goodrich & Rosati

**Financing**

Amy Belt, Advanced Technology Ventures  
Jeff Karras, Levensohn Venture Partners  
Matt Kirmayer, Mintz Levin  
Eghosa Omoigui, Esq., Intel Capital  
Prashant Shah, Hummer Winblad  
Venture Partners

To watch videos of the 2009-2010 Entrepreneurial Best Practices Series, visit <http://entrepreneurship.berkeley.edu/resources/bestpractices.html>



*Scenes from the 2009 Semi-Finals Judging Deliberations*

## SEMI-FINALIST TEAMS

### **Bidwave**

Bidwave provides a simple platform for effective advertising in social networks. The platform allows automatic generation of viral marketing campaigns and identifies a small subset of influential users in the social network to recommend a product. Bidwave relies on algorithmic auction theory, machine learning, network algorithms, and statistical analysis to maximize the product exposure in the social network.

### **BLISS: Business and Life Skills School**

BLISS (Business and Life Skills School) provides access to education for children who would otherwise choose work over school because their families cannot afford to forego their wages. It offers working children monetary incentives to offset the wages lost while in school. These incentives are sustained through an afterschool skills-enhancement class where handmade products are created for sale, making the model pay for itself. BLISS also offers business skills classes that encourage entrepreneurship and self-sufficiency.

### **BrightSense**

Over half of users of tooth whitening report post-treatment pain. Current products cause sensitivity because they indiscriminately deliver uniform doses of peroxides to all teeth. This neglects significant variation in tooth size and shape across different teeth and different individuals. BrightSense uses a novel patent-pending drug delivery technology to design customized whitening strips with peroxide dosages optimized for each user's teeth. BrightSense offers consumers a highly personalized, convenient, and pain-free solution at a competitive price.

### **CellScope**

CellScope is a compact and portable mobile phone-enabled microscopy system capable of image capture, image processing, and real-time communication with a network of qualified physicians. It will improve access to detection, diagnosis, and treatment by delivering healthcare services closer to where patients live and work. Because of these capabilities, CellScope provides the ability to perform medical diagnosis and monitoring outside of well-equipped clinics, dramatically expanding the effective service range to a much larger population.

### **Covexus Medical Technologies**

Covexus Medical Technologies, LLC is a start-up biotechnology device company founded by students from Johns Hopkins University. We believe that the medical field as a whole is moving towards

minimally invasive procedures; thus, we are devoted to pioneering new methods and technologies to improve upon existing invasive surgical procedures. Our flagship product, Spheritas, is a minimally invasive rigid intervertebral disc spacer that will disrupt current technologies and revolutionize spinal surgery.

### **Double Defense**

Double Defense offers a high-tech cargo security solution which detects with 100% accuracy whether the cargo was opened or not during the transportation process. The product helps customers decrease cargo theft and make freight forwarding more transparent and reliable. As a result, logistics operators get a competitive advantage offering a new service and manufacturers and wholesalers eliminate misunderstandings in their supply chain. Low production cost and high forgery cost make the product unique.

### **Drop-In-Media**

Drop-In-Media is a full service mobile content delivery company located in Pacifica, California. Drop-In-Media is a profitable business which has been in operation for the past four years. The core product enables content delivery via SMS, MMS, and Apps, and enables a wide range of services including alerts, chat, social media, micro-blogging, and location based services.

### **Duffel**

Forget your notepad or Excel. Duffel helps you collect and organize travel research with a fresh and elegant interface. The tool allows users to gather ideas from anywhere and plan and visualize their itineraries on a drag-and-drop virtual cork board and map. Group travelers can also collaboratively contribute ideas and as a result, make trip planning fun and easy.

### **EkaBelle**

EkaBelle's vision is to provide comfortable, stylish, and quality intimate wear to the women of India through a proven direct sales model that leverages existing networks of women and empowers female entrepreneurs. EkaBelle plans to distribute an intimates line through a network of independent sales consultants, similar to the Mary Kay or Tupperware model. Srujana Vallabhaneni is the founder and CEO of EkaBelle. Jenny Herbert Creek is the CFO, Laurie Peterson is VP-Marketing and Anne Marxer is VP-Product.

### **Emiscape, Inc.**

Emiscape's pioneering technology displays sharp and bright video images on one side of a glass surface while the other side remains transparent. Emiscape's innovations transform retail, office, car and home glass surfaces into spectacular new platforms for digital

advertising and consumer entertainment. The remarkable viewing experience excites consumers and profits advertisers.

### **EndoOrthopaedics, Inc.**

EndoOrthopaedics, Inc. offers a revolutionary procedure for fracture fixation of the wrist and shoulder using our proprietary platform technology of modular fixation implants. Our devices are completely contained within the bone and are placed with mini-incisions, thereby reducing surgical costs, operative time, patient rehabilitation and the need for re-operations. EndoOrthopaedics was founded by Dr. Edward Diao, a UCSF Professor Emeritus, hand and upper extremity surgeon/scientist, and entrepreneur with over 20 years experience.

### **FlowDynamix**

FlowDynamix develops the world's smallest and most portable compression device for DVT prevention, (blood clot in the deep veins of the legs, mostly after surgery). The device's portability will solve the non-compliance problem of current devices. The team has a patented prototype and is looking for funding to develop a second generation device and initiate marketing. FlowDynamix is led by Idan Geva, UC Berkeley MBA class of 2009. Idan has several years of experience in the DVT prevention field.

### **Freereporter Mobile**

Freereporter Mobile develops a mobile platform enabling journalists to raise funding for investigative stories on crucial issues unreported by mainstream media, through boosting citizens' participation via text message (SMS)-based networking. Our innovative business model helps engage users and multiply revenues over time as micro-blogging and micro-payments via SMS are turned into a mass-scale self-sustainable news-making process. We provide a cost-effective way to fund quality journalism in a time where online social interaction represents a viable solution to the news-publishing crisis.

### **GentleMed**

GentleMed has developed the AccuEye, a device that comfortably applies the correct amount of eye medicine at the touch of a button. The AccuEye will significantly increase patient compliance, which saves Medicare the future cost of more aggressive care. Because of the benefits to both the patients and the health care system, the AccuEye is poised to become the standard of care for administering eye medication.

### **Greenapartments.com**

Greenapartments.com is an online destination for prospective renters to compare properties based on energy consumption. Using our GreenScore, renters can easily understand how the energy efficiency

of an apartment compares to others in the area, saving money and the planet. The service is supported with the help from users who volunteer information about the space they currently live in. Our plan provides market pressures for landlords to improve the energy efficiency of rental apartments.

### **Greenbys**

Greenbys is a green startup created by four MBA students from two business schools (Haas and HEC Paris), and four different nations. We are united by the same dream: to give responsible consumers an option to buy green products at affordable prices. We will achieve this vision by joining forces online, and allowing consumers to buy collectively. We want to multiply our positive impact on the environment. Greenbys: the green deal is today.

### **InBaseData Inc.**

The InBaseData machine learning system is an enterprise software infrastructure that enables advanced analytics to be scalable, real-time, online, and in-database. This technical breakthrough solves the bottleneck interfacing advanced analytics and databases. InBaseData system optimizes the full machine learning process and is compatible with traditional and massive parallel databases. It can enhance analytics performance by orders of magnitude. InBaseData empowers companies in many industries to gain a competitive edge in analytics, decision-making, and profitability.

### **InnovaGem**

Drug resistance contributes to treatment failure in over 90% of metastatic cancers. InnovaGem has developed a nanodiamond drug-delivery system that improves the efficacy of off-patent chemotherapeutics in cancers unaffected by standard chemotherapeutics. Furthermore, we have methods for producing future iterations, including targeted and combinatorial-drug conjugates, to provide continued revenue streams. The cancer market exceeded \$50B in 2008 and from 2008 to 2015 over \$300B in drugs will go off-patent making this an attractive technology platform.

### **LoChlorine**

Contaminated water is responsible for 2 million deaths annually. LoChlorine has developed a low-cost water chlorination system to provide safe drinking water to people who live on less than \$2 per day. Our product has been designed to maximize affordability, accessibility, robustness, and ease-of-use. Within five years, we estimate to have saved 10,000 lives by providing safe water for 4 million people. Our team comprises of experts in business, product design, and economic development.

## **Magnets-In-Me**

Magnets-In-Me has an innovative orthopedic device to correct childhood scoliosis, a tragic deformity affecting 33,000 children annually. Founder Michael Harrison, MD, a UCSF Professor, leads our development team. MIM has licensed a strong IP portfolio from UCSF and is currently seeking \$2M for design modifications/animal experiments. 2011's clinical trial of \$2-5M will drive revenues of about \$30M per year by 2016. Our pipeline includes additional products.

## **Magoosh**

Magoosh's mission is to help make education accessible to everyone. The company has created a social utility platform for learning that empowers educators to provide high quality e-learning services at a fraction of the cost of existing providers. Focusing initially on graduate test preparation, Magoosh's platform has been designed so that it can scale across multiple verticals within the growing online education marketplace.

## **MindVerse.com**

MindVerse connects users and experts online to improve mental health around the world. Three young and energetic founders are passionate about bringing mental health solutions online with their expertise in finance, marketing and technology. MindVerse segments the market and its customers from a brand new perspective and leverages existing web-conferencing technology. It brings the next generation of customer experience to mental health.

## **Mobile Electronic Diagnostics**

Mobile Electronic Diagnostics (MobED) is a medical devices company that focuses on developing diagnostics products based on the millimeter-wave technology. Our novel product, TUSI (Time-based UWB Synthetic Imager), uses electromagnetic signals for breast cancer screening. TUSI is a portable, high-resolution, low-cost device which makes breast cancer screening a more accurate and safe process. Besides cancer screening, this technology can be used for diagnosis of other conditions, such as melanoma, stroke type and potentially Leukemia.

## **MPI**

MPI is developing a new technology, Magnetic Particle Imaging, to rapidly, safely and affordably perform coronary angiography without the use of an arterial puncture, without an iodine contrast agent and without x-rays or ionizing radiation. Like nuclear imaging, MPI sees a tracer (SPIO nanoparticles) on a completely black background. Magnetic Particle Imaging will be the first new imaging modality to be introduced in the past 25 years capable of imaging deep into the human body.

## Natural Cool

Natural Cool provides an inexpensive route to energy savings and enhanced comfort through a photochromic window that changes from transparent to a dark gray tint upon exposure to sunlight. Our team combines the business knowledge of Haas MBAs Antonio Barranco Sanchez, Ivor Castelino, Jake Carney, and Erick Dean along with the engineering expertise of Berkeley PhD students Devesh Khanal, Alejandro Levander, and Que Anh Nguyen to prepare a product for the growing clean tech marketplace.

## Neocloud

Neocloud Market connects providers with customers in the increasingly fragmented Infrastructure-as-a-Service (IaaS) industry. Neocloud offers customers optimum pricing, service level guarantees and automated switching technologies. IaaS providers gain access to a larger market and market analytics to maximize utilization while still differentiating based on their unique capabilities. The founding team of Neocloud brings strong engineering and C-level experience from Silicon Valley startups and Fortune 500 companies including Google, Cisco and KLA-Tencor.

## Nepenthe Pharmaceuticals

Nepenthe Pharmaceuticals will develop topical gel microbicides to be applied before sex for prevention of HIV infection. By harnessing the prolonged effects of gene silencing, our gels will offer complete protection for one week after application. Nepenthe's technology consists of a genetic screen to identify host factors essential for HIV replication, in vitro assays to determine the anti-HIV activity of silencing (siRNAs) specific for these host factors, and humanized mice for preclinical testing of inhibition of HIV transmission.

## NewGoTos

NewGoTos is dedicated to helping people explore their surroundings by making it fun and easy for them to find recommendations for new things to try, whether it's a new restaurant, bar, winery or travel destination. Unlike other online services, NewGoTos is focused on helping friends share recommendations by creating a highly social experience with its web and mobile services. The end result is that users can get personalized, trusted recommendations for their new go-to spots.

## Nuru Light

Today, four billion people still live in areas where electricity is non-existent, limited or erratic. Their lighting alternatives are unaffordable, unclean and dangerous. With our portable LED light and pedal generator, Nuru Light offers an affordable, clean off-grid lighting system that appeals to the rural poor in the developing world and provides access to income opportunities, education and a clean environment.

## **OmniProtect**

OmniProtect is a product to secure homes and vehicles. It is portable, easy to use, and affordable. When a security breach has occurred, it calls you or law enforcement automatically like a mobile phone. Unlike products from ADT and Brinks, OmniProtect doesn't require professional installation, and has a prototype available already. The team consists of MBAs from the Haas School of Business and is currently looking for seed financing to launch the venture.

## **Orpheus Medical**

Orpheus Medical has created the first medical device that can painlessly cure hemorrhoids in a single procedure that can be performed by gastroenterologists in their endoscopy suites. It is based on an already proven surgical technique, but is superior because it does not require general anesthesia and does not have the associated risks.

## **OrthoIntrinsics**

Carpal tunnel syndrome affects 12 million Americans and accounts for 500,000 surgeries annually. But, only 75% of surgeries are successful. Currently, doctors estimate a patient's intrinsic hand strength by feel and then set a score of 0-5. OrthoIntrinsics is a medical device venture with a patent-pending technology that provides the first method that can accurately measure internal hand function. The technology has undergone three successful clinical studies and was featured in *Mechanical Engineering Magazine* and Frost & Sullivan.

## **Prospeqt**

Prospeqt is revolutionizing the job market by enabling recruiters and human resource personnel to find the elusive "best candidate for the job." Prospeqt's proprietary technology algorithmically evaluates candidates against subjective criteria from job requisitions, and ensures consistent, accurate review of each resume with minimal need for manual scrutiny. Our team combines professionals with diverse, proven experience in Internet-scale software development, core Computer Science research in Data Mining & Machine Learning, business development, and contract negotiations.

## **Senda Athletics**

Senda's goal is to produce outstanding Fair Trade sports equipment, and to expand the benefits of sports to low-income communities, all while minimizing our impact on the environment. For every two products that it sells, Senda will supply a sports ball to an organization using sports as a tool for social development in Latin America, Africa or the USA. Recipient organizations will be ones that address crucial social issues, like lowering high school dropout rates.



## **SourceTrial.com**

SourceTrial.com is the first online outsourcing platform for clinical development programs servicing the biopharmaceutical industry. SourceTrial.com connects Biopharmaceutical companies (buyers) and clinical trial services providers (suppliers) through a web-interface to source partnerships for clinical development projects. By providing an extensive suppliers' list, SourceTrial.com allows buyers to search and compare the most compatible service providers for an organization's clinical development projects. SourceTrial.com helps its users navigate the complex and overwhelming, ever expanding service provider arena.

## **SplitTix, LLC**

SplitTix, LLC is a specialized online ticket marketplace that allows sports fans to experience any game from the best seats in the house for a fraction of the face value cost. The service gives fans access to ultra-premium ticket inventory while providing teams and season ticket holders with a solution for maximizing the value of their unfilled seats. SplitTix is based in San Francisco and was founded by experienced technologists with a passion for sports.

## **Trinity Health**

Trinity Health is a Health Information Technology firm focused on physician collaboration technologies. Our platforms – interoperable across a range of current medical information systems – permit rapid, secure and effective communications among physicians to solve patients' clinical problems which require multi-physician input.

## **urMoment**

urMoment provides a combined on-line and in-home technology platform to improve elderly patients' quality of life and reduce caregiver stress. urMoment provides social media content delivered on TV for easy access to the elderly. Our on-line platform provides tools that enable caregiver, friends and family members to easily upload, select and send personalized content (pictures, text, videos etc.) to elderly patient's in-home TV sets.

## **Yamnada**

Yamnada is a high-end, online auction platform that focuses on pre-release and special edition products. The site sells a number of these items simultaneously in a single auction that is hosted and run by Yamnada, but customized and designed by the selling company. The site also features a charitable component to align a company's philanthropic objectives with its sales and marketing strategy.

## Thank You to Our Final Round Judges

The finalist teams submitted their business plans and made pitches to the Final Round judging panel in a closed-door session earlier today. We would like to thank our panel of distinguished judges from the following organizations:



khosla ventures



MAYFIELD FUND



MORGENTHALE



## Final Round Judges



**Ramy Adeeb**  
**Khosla Ventures**

Ramy is a Principal with Khosla Ventures focusing on early stage opportunities in IT and Cleantech. Prior to joining Khosla Ventures, Ramy led the enterprise engineering group at Tellme Networks since the company's inception in 2000 until its acquisition by Microsoft in 2007. At Tellme, Ramy led the development and launch of over 30 products and helped grow revenues from 0 to \$120M in four years. Ramy also held brief stints at Microsoft in Seattle and at McKinsey&Company in Dubai. Ramy holds a Bachelors and Masters in Computer Science from Harvard and an MBA from Stanford where he was an Arjay Miller Scholar. He is the author of a number of patents in VoiceXML application development and the co-founder of the Harvard Arab Alumni Association. When not working with startups, Ramy tries to keep busy by sailing a 30-foot Catalina in the San Francisco Bay.



**Carl Amdahl**  
**DCM**

With a focus on systems, software and components, Carl Amdahl works with DCM portfolio companies to optimize technology development strategies, create strong management teams and build strategic partnerships. Carl has 25 years of experience as a senior executive in the IT industry. During this period, he was a founder of three publicly-traded companies and actively participated in raising more than \$300M in private and public funding. Carl's technical background is broad, encompassing systems architecture, networking, semiconductors and software. He is a prolific inventor and named on 23 issued United States Patents.

Carl led DCM's investments in Arroyo Video Solutions (acquired by Cisco) as well as Swan Labs (acquired by F5 Networks). Prior to joining

DCM, Carl was the CTO and Board Member of F5 Networks (NASDAQ: FFIV). F5 was one of the top-performing IPOs in 1999. Previously, Carl operated Amdahl Associates, an independent consulting firm serving Intel, Novell and Tandem Computers. Carl also was a founder of NetFRAME Systems and served as Chairman and in various operating roles including CTO and CEO. Previously, Carl was a co-founder of Trilog Systems Ltd. (NASDAQ: TRILF) and served as Vice-Chairman and Director. Carl was also a co-founder of Magnuson Computer Systems Inc. (NASDAQ: MCSI) and served as Executive Vice President of Engineering and Director.



**Jeff Bernstein**  
**Universal McCann**

Before joining UM in 2009 as SVP, Digital Architect, Jeff was the Co-founder and CMO of the PBJs Advertising Agency. At PBJs, Jeff headed up marketing, sales and on-line advertising which included clients such as AT&T, MSNBC, Smart Balance, Experian, CDW and Microsoft. PBJs Advertising focused on the marriage of world-class creative and back-office optimization. Jeff was also on the forefront of creating new models for branded entertainment that provided both innovative advertising opportunities and stand-alone content vehicles.

Prior to PBJs, Jeff spent 6.5 years at the Microsoft Corporation in the MSN division, rising to Director of MSN Ad product Planning and Industry Development. Among his team's responsibilities were developing the advertising business strategies for all of MSN's on-line properties, creating innovative advertising technologies and driving the productization of data and audience segmentation.

Jeff started his career at BBDO NY where he co-founded BBDO Interactive Group, and helped introduce brands such as VISA, Federal Express, M&M Mars, General Electric, Pepsi and Pizza Hut to the Internet. He has lectured at the Kellogg School of Management as well as spoken at several industry conferences including AD Tech, IMedia and the IAB National Conference. He is a graduate of Miami University of Ohio, where he majored in Political Science. He now resides in Redwood City, California with his wife and two daughters.



**Peter Buhl**  
**BlueRun Ventures**

Peter Buhl, Partner, co-founded BlueRun Ventures and is based in Menlo Park. Pete's investments span the IT spectrum from wireless and enterprise solutions to semiconductors and systems. Some of his current investments include Wavemarket, Zmanda, and Like.com. Previous board experience includes PayPal (EBAY), Netli (AKAM), and Pogo (ERTS).

Prior to starting the firm, Pete had 12 years of operations and finance experience in venture backed companies, including executive positions with Ipsilon Networks and Software Alliance Corp. Pete started his career at Price Waterhouse and holds a B.S. from the Haas School of Business at UC Berkeley.



**Rowan Chapman**  
**Mohr Davidow Ventures**

Rowan Chapman joined MDV in 2001 to focus on life science investments. Her interests lie in the translation of complex data and technology to innovative products that impact drug and biofuel discovery, personalized medicine and healthcare decision making. Leveraging her business and technical experience as well as industry relationships she partners closely with entrepreneurs to help develop successful businesses.

Prior to joining MDV Rowan held the position of director of business development at Rosetta Inpharmatics (acquired by Merck) where she established collaborative partnerships with organizations in the pharmaceutical, agricultural and biotech fields as well as among various research institutions. Previously, Rowan held the position of marketing manager at Incyte Genomics.

Rowan holds a Ph.D. in cellular and molecular biology from the MRC Laboratory of Molecular Biology in Cambridge University, UK where she also earned a bachelor's degree with first class honors in Biochemistry. She served postdoctoral fellowships at the University of California, San Francisco, as well as at the MRC-Laboratory of Molecular Biology at Cambridge. Prior to her work in industry, she authored or co-authored more than a dozen articles and patents.



**Todd Kimmel**  
**Mayfield Fund**

Todd Kimmel is an experienced entrepreneur and investor in the cleantech sector. Todd joined Mayfield from Advanced Technology Ventures, a bi-coastal venture capital firm, where he led cleantech investing in its West Coast office. Todd was also the co-founder and President of Coskata, a leading next-generation bio-fuels company, where he helped drive key product development, technology and financing milestones.

Prior to venture capital, Todd was a co-founder and Senior Vice President at Innovance, a Canadian-based developer of optical networking solutions for telecommunications service providers and worked in investment banking with Wasserstein Perella & Co., Inc. in New York. Todd holds a B.A. from Amherst College and was a history major.



**Gary Little**  
**Morgenthaler Ventures**

Gary was named to the 2008 and 2009 Forbes Midas 100 lists honoring the most successful and influential people in venture capital. He focuses on Internet services and software investments. His investments include NexTag, Netli (acq. by Akamai), TimesTen (acq. by Oracle) and KnowledgeNet (acq. by Thompson). Gary currently serves on the boards of Rhythm NewMedia, JasperSoft, MuleSoft and Opinmind. He previously served on the board of imeem.

Gary joined Morgenthaler Ventures in 1997. Previously, he served in several roles at Apple Computer, including SVP of Apple's Power Macintosh Division, VP Sales Americas, and Sr. Dir of Marketing for Apple's Pacific division (China, Japan, Asia, Latin America, Canada).

Previously, Gary spent seven years at Sun Microsystems as Director of Product Marketing, Director of Asia Pacific Marketing (including a posting in Hong Kong), and as Group Manager of Industry Marketing. Before Sun, he held sales and marketing positions at IBM. Gary began his career as an IC design engineer for TRW's microelectronics research labs. Gary earned an MBA from Harvard University and a BSEE from the University of California, Los Angeles.

## Semi-Final Round Judges

This year 19 venture capitalists, experienced entrepreneurs, and professional service providers volunteered as judges for the Semi-Final Round event yesterday. The judges heard pitches from 39 semi-finalist teams, and selected the six finalists who are presenting here tonight. In addition, they provided valuable feedback to all entrants on their business plans. We would like to take this opportunity to express our sincere gratitude to the following judges for their generous contribution to the success of the 2010 UC Berkeley Business Plan Competition.

Michael Berg	PMB Helin Donovan, LLP
David Dreessen	Battery Ventures
Ted Driscoll	Claremont Creek Ventures
Scott Elliott	Ropes & Gray
David Epstein	Epstein Advisors
Andrew Farquharson, DFJ	InCube Ventures
Timothy Harris	Morrison & Foerster LLP
Paul Holland	Foundation Capital
Ted Hollifield	Dorsey & Whitney LLP
Jed Katz	Javelin Venture Partners
Matt Kirmayer	Mintz Levin
Jim Long	Gabriel Venture Partners
Rebecca Lynn	Morgenthaler Ventures
Brian Monahan	Universal McCann
Katherine Moortgat	Mohr Davidow Ventures
Prashant Shah	Hummer Winblad Venture Partners
Peter Su	DCM
Kevin Warnock	Silveroffice, Inc.
Andrew Williamson	Physic Ventures

## Executive Summary Round Judges

The first stage in entering the UC Berkeley Business Plan Competition is the executive summary submission in January. This year 31 venture capitalists, experienced entrepreneurs, and professional service providers volunteered as judges to evaluate the executive summaries of the competition entrants. With a record number of nearly 140 entering teams, the judges worked diligently to review each executive summary and provide valuable feedback to the entrants. Ultimately, 40 teams moved on to the semi-final round.

We would like to take this opportunity to express our sincere gratitude to the following executive summary judges for their generous contribution to the success of the 2010 UC Berkeley Business Plan Competition.

Michael Berg	PMB Helin Donovan, LLP
Peter Buhl	BlueRun Ventures
Alex de Winter	Mohr Davidow Ventures
Jonathan Ebinger	BlueRun Ventures
David Epstein	Epstein Advisors
S. Knute Gregg	Morrison & Foerster LLP
Andrew Hall	Morrison & Foerster LLP
David Hartwig	SAP Ventures
Matt Kirmayer	Mintz Levin
Michael Krigbaum	Morrison & Foerster LLP
Larry Kubal	Labrador Ventures
Manu Kumar	K9 Ventures
Lars Leckie	Hummer Winblad Venture Partners
Ping Li	Accel Partners
Norman Litell	Independent Consultant
Jim Long	Gabriel Venture Partners
Tony Mak	O'Reilly AlphaTech Ventures
Matt McElhattan	Chevron Technology Ventures Investments
Kim Morgan	Motorola Ventures
Nalini Murdter	Hologic
Laura Oliphant	Intel Capital
Matt Price	Nth Power
Prashant Shah	Hummer Winblad Venture Partners
Lee Shepard	Morrison & Foerster LLP
Edward Tsai	DCM
Tomasz Tunguz	Redpoint Ventures
Hunter Turpin	Draper Fisher Jurvetson
Roel van Summeren	Royal Philips Electronics
George Willman	Wilson Sonsini Goodrich & Rosati
Rick Yang	NEA
Janet Zhou	BlueRun Ventures



## Mentors

The 39 teams who participated in the semi-final round were given the opportunity to have a mentor assigned to their team for the duration of the Competition. These experienced entrepreneurs and successful business professionals worked with the teams to refine and enhance their business plans and strategies. Mentors bring deep industry-specific and functional expertise, experience in starting new ventures, and valuable insight into what it takes to build a viable enterprise to the teams.

We would like to extend our thanks to the following mentors for supporting the Competition with their generous commitment of time and expertise to this year's semi-finalist teams.

Bidwave	Wayne Yamamoto
BrightSense	John Matthesen
CellScope	Dory Leifer
Covexus Medical Technologies	Elise Brownell
Double Defense	Sherry Prescott-Willis
Drop-in Media	Jim Smith
Duffel	John King
EkaBelle	Marybeth Luber
Emiscape, Inc.	Atta Pilram
EndoOrthopaedics, Inc.	Douglas Crawford
FlowDynamix	Jonathan Dabora
FreeReporter Mobile	Nibha Aggarwal
Gentlemed	Didier Perez
Greenapartments.com	Remi Dufour
Greenbys	Earl Sacerdoti
InBaseData Inc.	Andre Marquis
InnovaGem	Dr. Paul Billings
LoChlorine	Leslie Polgar
Magnets In Me	Clifford Tong
MindVerse.com	Mike Bergelson
Mobile Electronic Diagnostics	Richard Caro
MPI	Nalini Murdter
Natural Cool	Phil Li
NeoCloud	Kathy Kim
Nepenthe Pharmaceuticals	Soumitra Ghosh
NewGoTos	Pete Goettner
Nuru Light	Sam Enoka

OmniProtect  
OrthoIntrinsics  
Prospeqt  
Senda Athletics  
SourceTrial.com  
SplitTix  
Trinity Health  
urMoment  
Yamnada

Leszek Isdebski  
Peter Mui  
Dave Izuka  
Robert Schock  
Ross Johnston  
Pete Vlastelica  
David Epstein  
Doug Renert  
Kyle Enright



*Scenes from the 2009 Semi-Finals Judging Deliberations*

## Past Competition Winners

**AutoTB** is developing an automated digital microscopy device that will increase the speed, accuracy, and sensitivity of bacterial diagnosis, especially in resource-poor settings. The initial AutoTB device is focused on diagnosing tuberculosis (TB), the world's second deadliest infectious disease.

After taking first place at the 2009 UC Berkeley Business Plan Competition, AutoTB has enjoyed continued success – securing a key partnership with a European reference laboratory to progress prototype development and collaborating closely with the World Health Organization's Foundation for Innovative New Diagnostics (FIND) to develop a TB diagnostic that ensures people receive proper and timely treatment in high-burden TB countries in the developing world.



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

**Nano Precision Medical** (formerly Titan Medical) is developing a novel platform technology which enables the constant-rate delivery of a wide variety of therapeutic molecules to improve outcomes for patients suffering from chronic diseases. After sharing first place in the 2008 UC Berkeley Business Plan Competition, NPM has succeeded in several domestic and international business plan competitions. The project has received a \$90,000 angel donation, and NPM is going to raise Series-A financing later this Spring.



**TubeMogul** tied for first place in the 2007 UC Berkeley Business Plan Competition and won the People's Choice Award as well. The Emeryville-based company has raised a total of \$5.2 million, including a recent financing from Trinity Ventures. TubeMogul's mission is to get online videos watched and watched longer by highly targeted TV-sized audiences. TubeMogul services are powered by the company's unprecedented data platform that processes billions of video streams every month from the internet's top publishers to know precisely who is watching what and where online. Advertisers and marketers never again have to choose engagement and accountability over reach if they use TubeMogul's online video distribution, analytics and video ad network.



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

**Aurora Biofuels** generates biodiesel from optimized algae in a patented production process. Leading technologists at Aurora Biofuels have developed a cost-competitive, scalable method for fuel generation using robust, highly-productive custom algae strains in open pond systems. The company is engaged in rapid commercialization of its biofuel product. We have successfully operated a pilot facility that has consistently produced algae biomass since August of 2007, thereby proving the viability of the company's



process. The Aurora Biofuels process is carbon-mitigating, noncompetitive with agriculture, and capable of industrial yields with a minimal land requirement. In addition, the company is poised to provide dramatic incentives and benefits

to a number of industries by allowing carbon dioxide producers to sequester their emissions and convert it to low-cost, oil-rich algae biomass. After taking first place at the 2006 UC Berkeley Business Plan Competition, Aurora Biofuels has enjoyed continued success. The company has since raised \$25 million in funding from Oak Investment Partners, Noventi, and Gabriel Venture Partners.

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







<http://bplan.berkeley.edu>