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PLUG AND PLAY INTERNATIONAL

2/14/2012

Silicon Valley Advantage

The high-tech hub of the world

- 400,000+ high-tech workers
- Largest cluster of technology companies worldwide
- Highest concentration of venture capital funding (~40 % of US)
- World-class academic / R&D resources through Stanford, UCB, UCSF, UCSC, UCD, Lawrence Livermore Labs, NASA Ames
- Seed and early stage incubators in San Francisco Bay Area

Silicon Valley is not just a location; it is a network of interconnected individuals

Plug and Play History

Saeed Amidi
CEO & Founder

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1996
- Owned legendary 165 University Ave space; housed Logitech, PayPal, Danger, Google
- Took equity positions in early tenants

2006
- Plug and Play Tech Center Sunnyvale Location opens its doors
- "They really get the way Silicon Valley works" - Ron Conway
- Began University Program with MIT, Stanford, Harvard, Cornell, others

2007
- Opened satellite locations in Redwood City and Palo Alto
- Started International Pavilions with Barcelona, Spain
- Started regular dealflow sessions with VC partners

2009
- Opened sister LA Offices, Bridging Silicon Valley and Los Angeles
- Reached 300 startups at Plug and Play offices
- Started Corporate Pavilions

2010
- International Expansion: Plug and Play Singapore, Egypt, Malaysia
- North America Expansion: San Diego, Chicago, Denver, Vancouver (Canada)

2011
- Expands sourcing of companies to include pre-seed stage with StartUp Camp
- Expected to surpass 20 international partnerships by end of the year
- Average of 1 startup investment per month

Plug and Play Quick Facts

- Accelerated over 600 startups since 2006
- Community of over 300 startups
- Outreach to over 3,000 startups in Silicon Valley
- Startups have raised over $1B in venture funding since 2006
- Relationships with 100 corporate partners
- Relationships with over 180 VC partners

Plug and Play Community in 2010

Over $600 million
15 exits through M&A

Plus 9 others…

Over $150 million venture funding
raised by over 30 companies

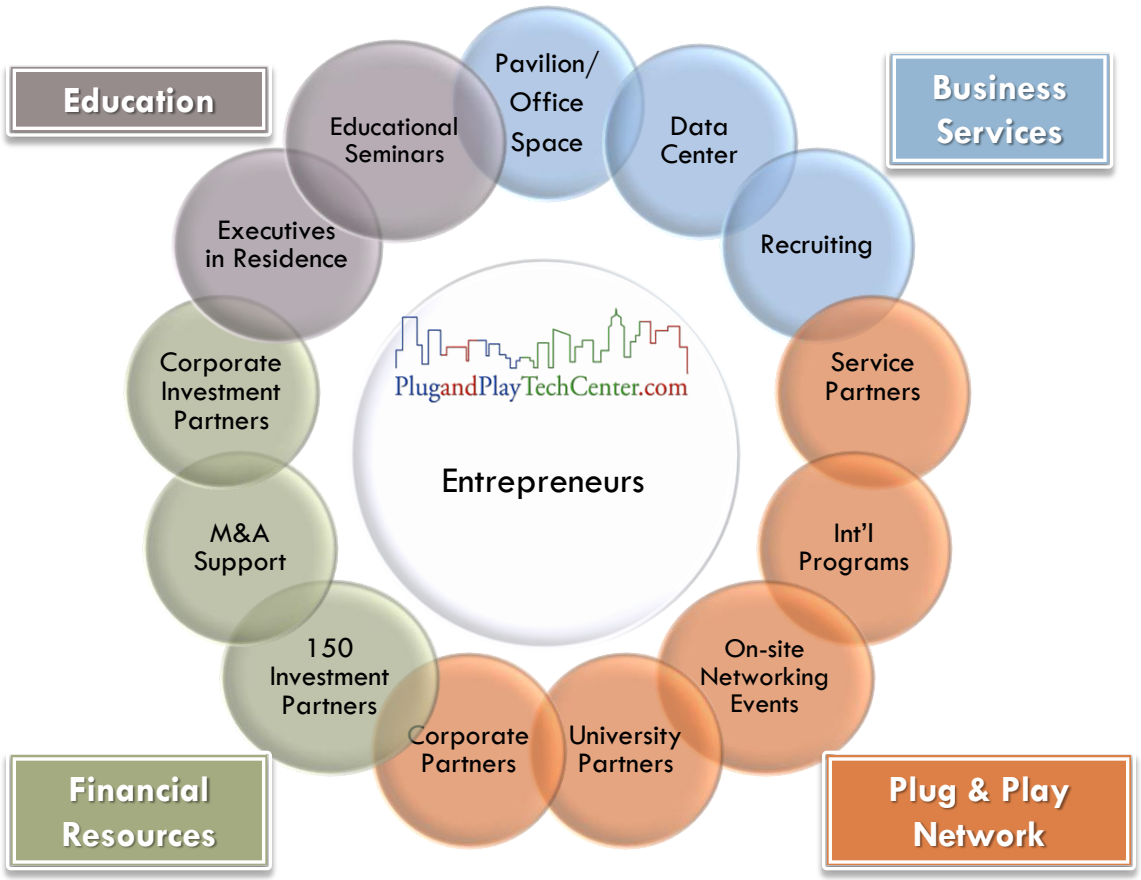
Plug and Play Community in 2011

- $1 Billion in funding raised by Plug & Play Community since 2006

Over $500M in exits through M&A

Over $350M in venture funding raised

Plug and Play Ecosystem



Focus: Early Stage Technology Companies

- Product/Service already on the market
- Generating Revenues
- Received seed capital through angel, venture or international investors
- Looking to raise series A, B with Silicon Valley brand
- Targeting global market

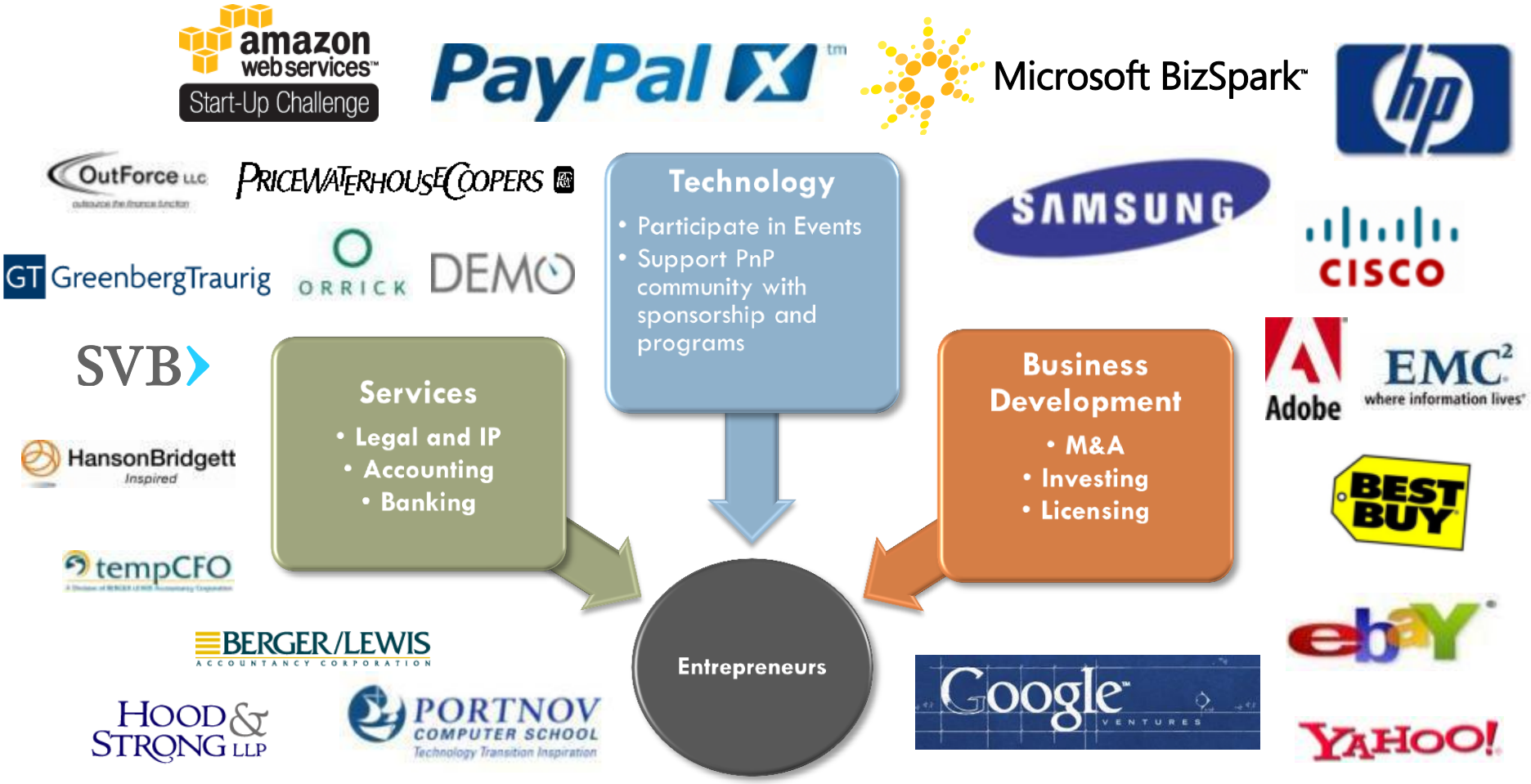
Funding Relationships

- Over 150 VC partners such as DFJ, Sequoia, Canaan Partners
- Co-investments through Plug & Play Ventures

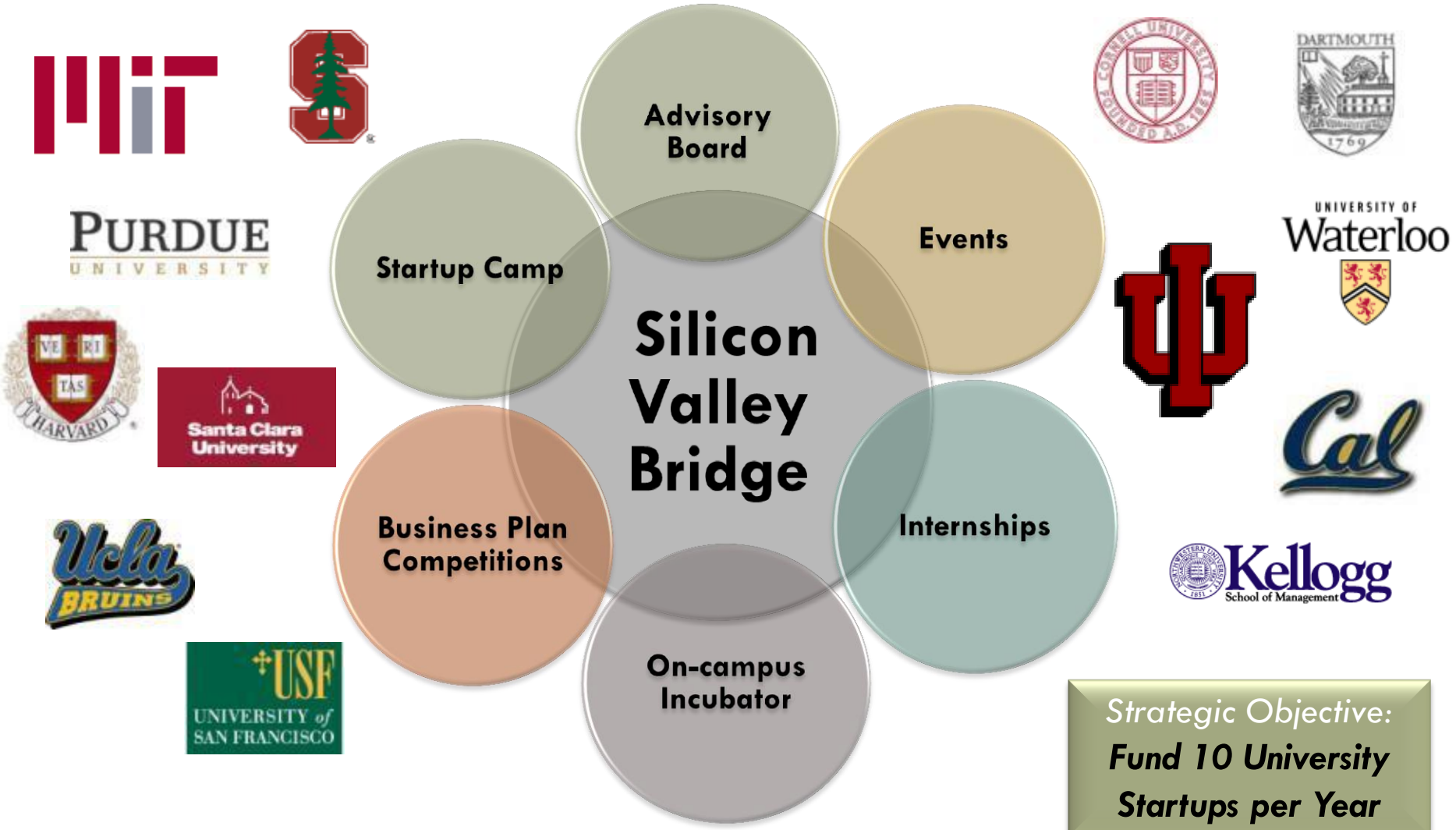
Startup Investments

- Over 80 portfolio companies since 1996
- Pre-seed to seed stage investments

Corporate Relationships



University Relationships



International Partnerships

- Startup Acceleration Programs at Plug & Play in Silicon Valley
- Strategic Partnerships and Platforms in select international locations

Bridge to Silicon Valley

Three Month Acceleration

Plug & Play University Workshop

3-Day Seminar | Real Startup Case Studies

Plug & Play Accelerator

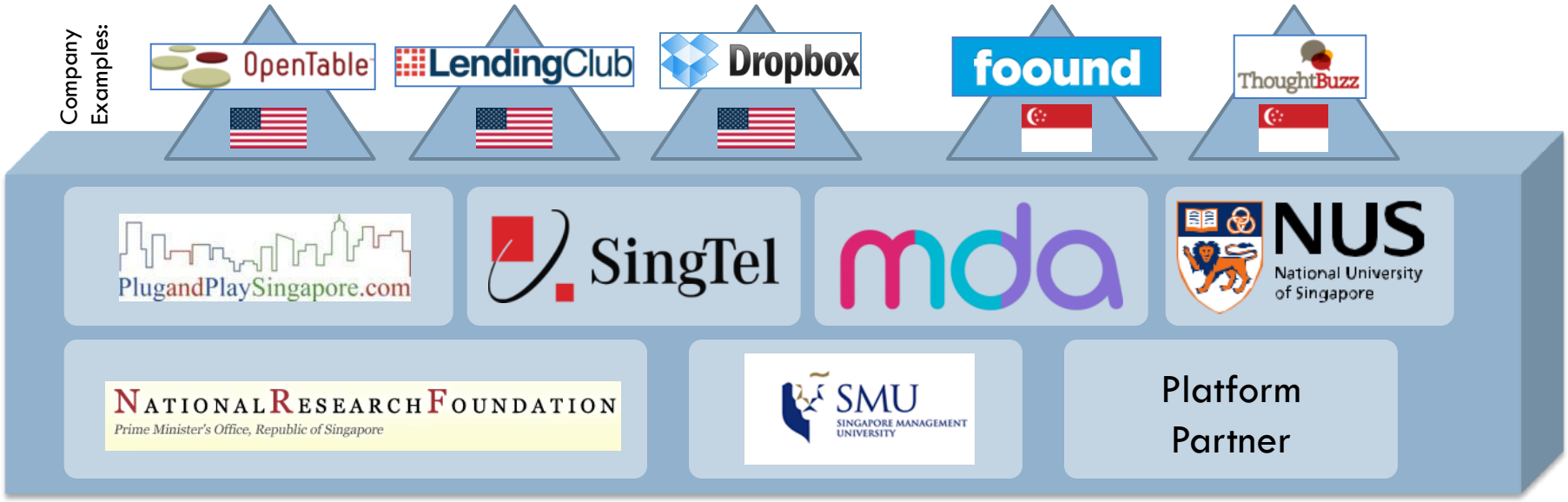
VC/Corp Intros | SV Interaction

Exposure in US Market

Pitch Polishing | Present at EXPO

Plug & Play International Platforms

- Partner with government, corporate, university and other strategic allies
- Fund, launch, incubate and accelerate local innovative startups
- Spin-off US and other portfolio companies into Singapore



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MySQL

www.mysql.com

Company Overview

- Founded in Sweden, 1995
- Opened Silicon Valley office in 2001, leading to 3 venture funding rounds
- Acquired by Sun Microsystems for $1 billion

Funding

Series	Amount	By
Seed Funding	$1M	Angel
Series A 11/2001	$1.8M	Angel
Series B 06/2003	$19.5M	Benchmark Capital Index Ventures
Series C 02/2006	$18.5M	Institutional Venture Partners Intel Capital Presidio STX Red Hat SAP Ventures
Exit 01/2008	$1Billion	Sun Microsystems

"Having a strong but small presence in Silicon Valley was a must for MySQL. Otherwise we could not have served key customers like Yahoo, Google and Facebook well. Many of our key partners were Silicon Valley based, too, and so were some key competitors. There was no way we could reach success without going to Silicon Valley.

The challenge of this constellation is that you must be able to manage an organization that is spread over multiple locations. But that's a demand that all successful startups meet anyhow, so you might as well take the challenge upfront. Once you master it, you will be in better shape than those Silicon Valley based startups who never ventured outside their valley."

-Marten Mickos, Former CEO of MySQL

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Business Objects

www.SAP.com

Company Overview

- Founded in France, 1990
- Enterprise software company, specializing in Business Intelligence
- Acquired by SAP for $6.8 billion in 2007

US Expansion Benefits

- Went public on NASDAQ in September 1994 (first French company listed in US)
- Moved headquarters from Paris to San Jose in 1997
- Selected by Time Magazine as *Europe's Digital Top 25* and BusinessWeek's *Stars of Europe*

"Having a US presence for technology companies founded out of Europe is an essential component of their development. The US continues to be driving a significant part of the innovation in technology, and any company with a global ambition needs to have an important part of their business there if they want to succeed. And in the US, the Silicon Valley remains in my own view by far the best location. It is where most of the ecosystem is in several of the key segments of the technology business. Large established technology businesses like Oracle, Cisco, HP, Intel are there. New internet businesses like Google, Yahoo, Facebook, Twitter are there. The majority of business angels, and venture capitalists are located there. Some of the most prestigious universities like Stanford or Berkeley are there, providing a great pool of talent. All in all, a large part of the players and influencers of the innovation industry are there. And when people have come here, they tend to stay.

So for a company to reach its ambition, to be visible, to establish partnerships, and to recruit from a great talent pool, it should seriously consider establishing a strong presence in the Valley. At Business Objects, we moved our headquarters in 1997 from Paris to San Jose, and it was a pivotal moment in the development of the company. At Balderton Capital, the London-based venture firm I belong, we specialize in helping companies expand from their European roots into the global market, and that most often goes through a presence in the Valley. Leaders in their field like Talend (open source data integration) from Paris, nlyte (Data Center Infrastructure Management) from London, or Abiquo (cloud computing) from Barcelona have all made the jump."

-Bernard Liautaud, Co-founder and former CEO, Business Objects

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ZONG mobile payments

ZONG

www.zong.com

Company Overview

- Founded in 2008 by David Marcus
- Mobile payments system for online gaming and social networking web sites
- Processed mobile payments for 10 million unique users
- Leverages telecommunications network from parent company Echovox

Funding

- $15 Million Series A on April 2010
- Matrix Partners, Advent Ventures and Newbury Ventures

- Introductions made by Saeed Amidi, CEO of Plug and Play Tech Center

"When I decided to move the Silicon Valley to build Zong, I was based in Switzerland. Moving to the Valley proved to be one of the best business, and personal decisions I've ever made. What pushed me to move my company, and family here, is the unmatched ecosystem surrounding tech companies, and the concentration of talents.

We chose to establish our US headquarter at Plug and Play in Redwood City, and that too proved to be a wise choice. The PnP "family" of entrepreneurs, and startups was immensely helpful to accelerate our market penetration and understanding. Through PnP's network, I was able to cut by a good 9 months the time required to feel like a Silicon Valley native. The whole staff, including both Saeed, and Amir Amidi were very gracious with us, and helped us personally on too many occasions to enumerate. **Bottom line, if you're a tech entrepreneur, and you're not in the Silicon Valley, move quickly if you can, and explore joining PnP when you get here. It just works!“**

-David Marcus, Founder and CEO

Newbury Ventures

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MATRIX PARTNERS

ADVENT venture partners

THANK YOU

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