

May 12-14, 2008**San Jose, California****THE TOP 100 PRIVATE COMPANIES IN N. AMERICA**

EVENTS • RED.HERRING.COM

For over ten years, Red Herring has been a recognized leader in discovering and advocating exciting and promising private ventures. This year we celebrate the 11th anniversary of the Red Herring 100 North America Award with a special event that will bring together an unprecedented number of technology entrepreneurs, investors, and corporate strategists. Join us for Red Herring North America, May 12-14 in San Jose, CA at the Fairmont.

TOP 5 REASONS TO ATTEND:

1. Network with more than 100 VCs seeking investment opportunities
2. Establish partnerships with senior executives from public technology companies
3. Meet the CEOs of the Top 100 private technology companies in North America
4. Learn about the latest industry trends, business models and players
5. Gain direct access to Red Herring reporters and other media

WEBSITE:

<http://herringevents.com/northamerica08/>

CONTACT:

Anam Alpenia

P: 650.585.3411

F: 650.428.2901

aalpenia@redherring.com

PREVIOUS SPEAKERS INCLUDE:

Gen. Ken Minihan
Managing Director
Paladin Capital Group



Ray Lane
General Partner
Kleiner Perkins Caufield
& Byers



Mark Jung
Retired COO
Fox Interactive



Bruce Jaffe
Corporate VP
Corporate Development
Microsoft



Salman Ullah
Director of Acquisitions
Google Inc.



Max Levchin
CEO Slide, co-Founder
Paypal, Chairman Yelp



Marthin De Beer
Senior Vice President
Cisco



Alex Welch
Co-Founder & CEO
Photobucket

NORTH AMERICA

May 12-14, 2008**San Jose, California****THE TOP 100 PRIVATE COMPANIES IN N. AMERICA** EVENTS • RED.HERRING.COM**Agenda Outline****Monday, May 12th**

- 10:00 – 04:00 Golf Tournament
07:00 – 09:30 Welcome Cocktail

Tuesday, May 13th

- 07:30 – 08:30 Registration & Breakfast
• VC Speed Dating
- 08:30 – 08:45 Welcome Speech
- 08:45 – 10:30 Keynote Session
• Ray Lane, Managing Partner, KPCB (TBC)
• Zia Yusuf, Executive Vice President, Global Ecosystem & Partner Group, SAP AG
- 10:30 – 11:00 Coffee Break
- 11:00 – 12:00 Red Herring 100 Presentations
- 12:00 – 12:45 Breakout Roundtables
• Room A: Venture Capital: When and How to Raise Money?
• Room B: Women CEOs in Tech
• Room C: Enterprise Software - The Online Revolution
- 01:00 – 02:15 Lunch
- 02:15 – 03:00 Keynote Roundtables: Making Money in a Down Market
- 03:00 – 03:15 Keynote Session
- 03:15 – 03:30 Coffee Break
- 03:30 – 06:00 Red Herring 100 Presentations
- 06:00 – 06:45 Breakout Roundtables
• Room A: Consumers and Business Marketing in High Technology
• Room B: Cleantech - Which Technology Will Stand Out?
• Room C: Mobile - The Shifting Balance of Power
- 07:15 – 10:00 Cocktail & Awards Dinner

Wednesday, May 14th

- 07:30 – 08:30 Registration & Breakfast
• VC Speed Dating
- 08:30 – 04:45 Opening Comments
- 08:45 – 10:30 Keynote Session
• Philip Rosedale, Founder & CEO, Linden Lab
• David Lawee, Vice President of Corporate Development, Google
• David Chao, Co-Founder & General Partner, DCM
- 10:30 – 11:15 Keynote Roundtables: Do the Economics Make Sense?
- 11:15 – 11:30 Coffee Break
- 11:30 – 12:15 Breakout Roundtables
• Room A: Scale it - Execution from \$3M to \$50M
• Room B: Security Trends
• Room C: Web 3.0 - Trolling for Profits
- 12:15 – 01:00 Red Herring 100 Presentations
- 01:00 – 02:15 Lunch
- 02:15 – 03:45 Keynote Session
• Dan'l Lewin, Corporate Vice President, Strategic and Emerging Business Development, Microsoft
• Tim Draper, Managing Partner, DFJ (TBC)
- 03:45 – 05:15 Red Herring 100 Presentations
- 05:15 – 06:00 Breakout Roundtables
• Room A: Exiting: IPO, M&A?
• Room B: Never Too Young, CEOs under 30
• Room C: Digital Media

May 12-14, 2008**San Jose, California****THE TOP 100 PRIVATE COMPANIES IN N. AMERICA** EVENTS • RED HERRING.COM**Venture Capital: When and How to Raise Money?**

Most of the time, the matter is not about how much money is needed but how it is raised. Timing and skillful orchestration of the fund raising campaign can make or save a company. Although most financing can be grueling and expensive in terms of defocus and side effects, most of the blatant hurdles can be avoided in the first place. Entrepreneurs who artfully deal with venture capitalists always recognize when to avoid going to the well and when the right conditions are met. Exogenous factors such as the market gyrations or the competition aside, most successful fund raising happen swiftly and at the right valuation. How to seize the moment and how to identify that the timing is right?

Women CEOs in Tech

The fact that a technology startup CEO is a woman makes her an anomaly: fewer than two of every 100 such chief executives in the U.S are female. How does a woman succeed in what is still much of a men's club? What doubts and stereotypes do they have to battle in dealing with engineers, investors and customers? Our panel of high achievers share their thoughts and their unique insight on navigating the tricky reefs of entrepreneurship.

Never Too Young, CEOs under 30

Young CEOs aren't as common in the current tech wave as they were during the last dot-com bubble. But the old heads aren't running everything. Even in this era of timid investors, a number of young CEOs have managed to win the money to build their dreams. Several young CEOs under 30 share their success stories: where the idea came from, how they raised money, how they work with investors and what they learned in a hurry.

Exiting: IPO, M&A?

Most exits for venture-backed companies are through mergers and acquisitions, with IPOs being the exception, rather than the rule. By any measure 2007 racked up significantly more IPOs -- over \$5 billion -- than the past two years. But it was a far cry from the tech bubble in terms of multiples. Moreover, regulatory pressures facing public companies are not only discouraging companies to go public -- they're also pushing some public companies to go private. While it's in a start-up's best interests to have public ambitions, what is the soundest approach to offer return to investors, as well as develop sustainable, innovative companies?

May 12-14, 2008**San Jose, California****THE TOP 100 PRIVATE COMPANIES IN N. AMERICA** EVENTS • RED.HERRING.COM**Scale it – Execution from \$3M to \$50M**

Going from zero to \$3million requires an amazingly disproportional effort but relentless entrepreneurs then show their invaluable convincing talents. But once the genie is out of the bottle, one must hire a sales force and a process will take over, with the product standing on its own facing customers. Many authors have described how to cross the chasm and build both the infrastructure and the team to grow beyond the first stage. The roundtable will examine the ten mistakes to avoid and the ten recipes of success.

Mobile – The Shifting Balance of Power

The iPhone – and Steve Jobs' chutzpah – shifted balance of power between application developers and carriers. There is hope now that more innovative applications will redefine the consumer's mobile experience. Google's Linux-based mobile operating system, Android, and its Open Handset Alliance are all efforts to give more clout to the handset makers. How will these initiatives concretely foster innovation and bring us the next killer app? Will mobile content providers gain be able to negotiate better revenue sharing relationships with the carriers? All sides are still seeking the business model that rewards both carriers and content creators?

Cleantech – Which technology will stand out?

What has been defined as clean technology is really a market-basket of technologies with discrete markets, ranging from alternative fuels and energy sources, to transportation, materials technologies and water purification. While solar energy has been the recent darling of private equity, it remains unclear which of these emergent cleantech sub sectors will become most profitable, and offer venture-style investor return. This panel looks at the cleantech technologies most exploitable by venture capital, within the typical venture horizon of 3-5 years, and what impacts these technologies will likely have on the marketplace.

Security Trends

The ever-expanding Internet is increasingly less secure. The more it is used in daily transactions, the more opportunities it presents to criminals. The amateur hackers have long been shoved aside by professional criminals who are looking for a profit, not just show how smart they are. This panel looks at fresh approaches to Internet security and the bets the VCs are making.

May 12-14, 2008**San Jose, California****THE TOP 100 PRIVATE COMPANIES IN N. AMERICA** EVENTS • RED HERRING.COM**Enterprise software – The Online Revolution**

Several shifts are occurring in enterprise software. The most important one is the transition from “monolithic applications” to “services.” Software as a Service, (SaaS) applications available over the Internet is the biggest threat to the status quo for the traditional enterprise software companies like Microsoft, Oracle, and SAP. According to Gartner Research, SaaS will grow seven times faster than on-premise software deployments during the next three years. Not limited to applications anymore, offerings of web-based operating systems have flourished in the last few months. How will this affect the market? At which pace will this continue? How should software companies prepare themselves? Is the sector poised for more consolidation? What will the landscape for enterprise software look like going forward?

Digital Media

The conversion of mass media to digital has been a fundamental revolution. From videos to photos to publications, digitization has caused a shift in the balance of power from traditional media to online and digital distribution. Print magazines and newspapers have lost advertising and readership to on-line publications and blogs. Unauthorized postings and sharing of copyrighted content have disrupted viewing patterns and concepts of fair use and ownership. The under-20 generation lives by the digital delivery and their switch has exposed the vulnerable business models of the old media. Power and influence are being redistributed from the old brand names to new online entities and blogs. Yet, the business models for this new medium are not clear. Just five percent of all ad spending globally went to the Web last year. Will creativity and quality falter? Can the new business models sustain the rich variety of fare that 21st century consumers expect? Will we fall back to a handful of media brands once the choices become exponential and unreliable?

Consumers and Business Marketing in High Technology

What have we learned from Facebook and Consumer marketing companies. How to create a viral and outbound program to accelerate market penetration? How to create long time customer loyalty and a product mystique? Several consumer marketing specialists and web 2.0 CEOs will draw a map of potential routes to follow. The age of unconventional customer reach has arrived.

Web 3.0 - Trolling for Profits

The appetite of VCs for social network sites knows no abatement. More than 400 social networks got funding last year, with 90 among them promising to keep you hooked up to friends and strangers via your mobile phone. But consumers have proved fickle and these sites have struggled to find a workable business model. What is working? Who's making money? Who will survive in a space that stays red-hot – and chock full of chatter.

May 12-14, 2008

San Jose, California

THE TOP 100 PRIVATE COMPANIES IN N. AMERICA EVENTS • RED HERRING.COM

About Red Herring

Red Herring is a global media company which unites the world's best high technology innovators, venture investors and business decision makers in a variety of forums: a leading innovation magazine, an online daily technology news service, technology newsletters and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation economy, featuring unparalleled insights on the emerging technologies driving the economy. More information about Red Herring is available on the Internet at www.redherring.com.

Red Herring will host many events in 2008 around the globe - from Beijing to Budapest to Kyoto to Monterey, CA to Cannes. Red Herring events have long delivered clear and intelligent insight into the critical trends shaping the future of technology. We bring together industry leaders, venture capitalists and other financiers, entrepreneurs and our own business intelligence team to share ideas and present our research-based discoveries. Attendees explore the strategic shifts and disruptions that new technologies will have across the globe. For more information, go to <http://www.redherring.com/eventhome>.

Previous Sponsors



Schwartz Communications



NORTH AMERICA