

WHITEBOARD ACCELERATOR – DIFFERENTIATION 2010

- *WE ARE NOT AN INCUBATOR OR OFFICE RENTAL FIRM....*
 - We work with established companies...with developed technology and early-stage customer adoption in high-growth markets
 - We focus on business development for customer and revenue growth
 - We work with companies long term to assure successful execution
 - We are mostly paid on our success....we take the same risk as our companies
 - We provide discount tier-one vendor support, infrastructure and access to the technology communities most prominent innovators and leaders

- *BUSINESS DEVELOPMENT TRACK*
 - Upfront “Quick-Start” market assessment to gauge target customers and pricing
 - Develop comprehensive 12-18 month market penetration plan consisting of (i) helping management refine products and pricing for the US market; (ii) positioning products, services and solutions for maximum client acceptance; (iii) establishing channel and direct sales strategies and processes for maximum market penetration; and (iv) leveraging off strategic partnering arrangements to maximize product development and marketing opportunities.
 - “Sanity Assessment” by Whiteboard Industry Advisor Network
 - Whiteboard Team Leader assigned to execute on plan

- *COMPANY BUILDING TRACK*
 - Top-down assessment and recommendations on US based team, Board, advisors and capital requirements
 - Introductions to U.S. team members, investors...and plan for integration
 - Staging of infrastructure growth to revenue base
 - Mentoring, advice and involvement at Company’s request

- *LEADING TECHNOLOGY VISIONARIES, EXECUTIVES AND INNOVATORS ARE WHITEBOARD ADVISORS*
 - Our Advisory Network includes globally recognized technology leaders such as Martin Eberhard and Marc Tarpenning (Tesla Motors and NuvoMedia)
 - Executives from public companies such as EMC, Agilent and Palm – and exciting emerging growth companies such as Vitamin D, SkyGem, Aurora Technologies, Orfanage, Turpitude and others are Whiteboard advisors
 - Principals in Whiteboard have been associated with many technology success stories including HotMail, Tesla, Velocity11, 3ware and

Palm...and have been instrumental in the sale of private companies to EMC, Yahoo, Google, Ingram Micro, Network Gear and other leading companies.

- PAID ON PERFORMANCE AND RESULTS
 - 80% of our compensation for business development acceleration is paid on a revenue share on increased sales
 - The bulk of fees for our finance and M&A services are success based
 - Much of our compensation is stock in our client Companies – to align our interests with our Companies

- THE WHITEBOARD VENDOR ECOSYSTEM
 - Over 23 tier-one vendors, one per category, providing services at a 15% discount exclusively to Whiteboard Companies
 - Whiteboard manages all selected vendors, consolidates billings, acts as a single pay-agent and assures quality of servicing. No fees are paid by our client Companies
 - Vendors agree to continue discount services for a 12-month tail after Companies leave the Whiteboard system.
 - The vendor is accountable directly to the Company – Whiteboard does not interfere with the professional relationship between vendors

- WHITEBOARD SERVICES GROUPS – FINANCE AND M&A
 - Our Finance Group is managed by Jonathan Baer (Threshold Ventures) and is advised by Ian Sobieski (Managing Director of the Band of Angels)
 - The principals in our M&A Group have advised on over 200 transactions
 - Both group involve much more hands-on involvement with Whiteboard Companies than traditional investment banks

- WHITEBOARD FACILITIES – THROUGHOUT THE VALLEY AND INNOVATIVE PRICING
 - Office space is available in the Silicon Valley region through facilities in San Jose in the South Bay region, Redwood City in the heart of the Silicon Valley, and in 2010 in San Francisco.
 - Offices are provided on a full-time basis, or a part-time basis as needed for visiting executives based outside of the U.S.
 - Companies have visiting privileges to use offices, shared desks or conference rooms in any of our facilities at no extra charge

- MENTORING, AFFILIATIONS – PLUGGED INTO THE TECHNOLOGY COMMUNITY
 - Affiliate relationship with the SD Forum, SVASE, TIE and many other Valley trade organizations.
 - Whiteboard Companies can attend affiliate programs at discount member prices
 - Internal workshops and seminars organized by Whiteboard Ecosystem Vendors at no charge

- GLOBAL SUPPORT NETWORK
 - **TechBA** – Mexico
 - **EuraTechnologies** – Central and Northern Europe
 - **TechBridge** – Central and South America
 - **Bootstaplabs** – Scandinavia and Eastern Europe
 - **FinaTech** – Casablanca, Morocco and France

- GLOBAL INNOVATION CONTESTS AND SCHOLARSHIPS
 - Nordic Innovation Contest scheduled for Q1, 2010
 - Mexican Innovation Contest scheduled for 2nd H, 2010
 - US Outbound Program to Lille, France – Q1, 2010