

WHITEBOARD ACCELERATOR – OVERVIEW 2010

The Problem with Business Incubation Is It Doesn't Solve the Problem:

Business incubators abound. They are everywhere, and sometimes they make sense. Incubation provides mentoring, office space and are often affiliated with service vendors. Many sprinkle small amounts of money, typically around \$25,000, to a select group of companies to get started. This help is temporary and intended to help first-time entrepreneurs who have never started, grown or sold a successful technology company. This model misses the vast majority of companies, lead by experienced executives who have already built a technology or business platform, initiated customer sales that prove market viability – and that are now focused on expansion using the US as a base for a global enterprise. Incubation doesn't work in this context. What's needed is business advice, business leads, and in some cases expansion capital and resources to fuel customer acquisition and global extension.

The Whiteboard Accelerator Solution:

Whiteboard Accelerator (Whiteboard) is a global business accelerator based in the Silicon Valley that builds, markets and delivers a high value portfolio of measurable start up, sales acceleration and M&A services which positively impact a client's ability to achieve corporate objectives. Whiteboard has been specifically set up to meet the growing demand for IT companies who want to see "line of sight to revenue" and accelerated traction in the US market. All companies face a mix of challenges and obstacles and don't always have the resource or the skill set in place, educated and motivated to successfully address them. Markets become increasingly competitive while the people, processes and infrastructure often struggle to meet yesterday's challenges leaving management teams with an additional layer of complexity and burnt resource which inevitably drives down productivity and operational efficiency. We've been where you are. We have carried sales quotas, led sales teams and served as company CEOs. And now, we launch new products and increase revenue growth for companies worldwide. We bring an entrepreneurial energy to addressing your needs - with a passion for business, and a practical view on growth.

Whiteboard Accelerator primarily works with established or early stage non-US companies with disruptive high-growth potential by assisting these companies in establishing or scaling US presence and revenue opportunities in the US marketplace. With facilities in downtown San Jose and Redwood City, and in San Francisco in Spring 2010, Whiteboard hosts companies that have an established product or service platform to present to targeted US customers and channel partners. Whiteboard provides infrastructure, business development planning and execution, and a dedicated ecosystem of tier-one partners We carefully select companies to work with and we believe we have the essential building blocks for success in the US market – consisting of core executive talent, stable and disruptive products, targeted dynamic and growing markets, and a drive for global success using the US market as a launchpad. We are not for everyone.

We have a structured and proven process that we employ to drive revenues and customer acquisition. First, we select companies ready to succeed, We then match the management of these companies with our Team of business development professionals with direct experience in the industry in which the hosted company competes. Some of the more celebrated executives in the Silicon Valley are part of the Whiteboard network....such as Martin Eberhard and Mark Tarpenning (founders of Tesla Motors), Peter Herz (founder of 3ware), Jeff Hawkins (founder of Palm and Handspring), Ian Sobienski (Executive Director of the Band of Angels) and others. This talent is only available to Whiteboard companies, and cannot be found in any other incubator, accelerator or network. The executives that have made the Silicon Valley and technology what it is today, have joined the Whiteboard network to see the best undiscovered technologies and technologists outside of the US. Whiteboard's mission is to propel disruptive technologies and companies to the next growth plateau. .

In addition to hosting companies in the Silicon Valley, in 2010 Whiteboard will establish centers in New York and in the Pacific Northwest – for companies with market opportunities geographically based in those regions. Whiteboard is also establishing a global business network of business facilitators and support professionals outside of the US to assist companies in key global markets outside of their home countries.

In its essence, Whiteboard Accelerator maps the territory and digs into the details to really understand a company's' product/services and markets – chart a structured and sequenced plan for market expansion – and execute on that plan. We measure our own performance by the success of our hosted companies and management teams – and for that reason we have structured our compensation so that is largely based on the results we generate for our hosted companies. In this way, our interests and goals are directly aligned with the companies we work with.

The Whiteboard Founders and Mission:

Our founders include: **Nicolai Wadstrom**, a serial entrepreneur with hands-on experience in management, technology and business development; **Mark Cameron White**, a founding partner of White & Lee LLP who has represented companies such as HotMail, Tesla Motors, ClassmatesOnline, Nuvomedia, 3ware, FastScale Technologies, Quantcast, Aurora Technologies, Nextplannar, Vitamin D – and venture capital funds such as New Enterprise Associates, FinaVentures, Leapfrog Ventures, Noventi Ventures and the Band of Angels; **Jorge Zavala**, a hi-tech engineer, entrepreneur, venture capitalist and speaker related to industrial automation, software and knowledge management who is currently the CEO of TechBA Silicon Valley which is a US incubator of advanced Mexican companies; and **Steve Palladino** who has over 25 + years of leadership experience in sales, executive management, and international business development. In these capacities, he has exceeded goals in revenue growth, people development and customer satisfaction.

Whiteboard engagements are driven by results rather than by political, social or environmental factors - leaving the management team free to focus on corporate and personal core competencies. We are plugged into technology, media and telecom for accelerated revenue growth. Technology, Media and Telecommunications (TMT) form our distinct arena of excellence. This is what we know. This is where we shine. For clients, this means an intimate understanding of customers, competitors, and markets. This enables us to develop unique solutions -- designed to achieve revenue growth.

Whiteboard is all about, rapid acceleration of sales, revenues – and enterprise valuation. **We have a track record and expertise in building sales from 0 to \$100M, and experience working with large partners (Oracle, SAP, IBM, Motorola, and many more).**

The Whiteboard program offers a unique service portfolio that identifies the most cost effective route for USA expansion. We enable enterprises and start-up technology companies to gain rapid access to prospective customers, partners and revenues in the USA market. We also provide clients with sales resources to implement the project strategy as agreed during the In Intake Setup Workshop. The Intake Setup Workshop serves as the foundation of our engagement and will constantly be reviewed and adapted to ensure maximum penetration and return on investment for you.

The executives in the Whiteboard's Business Development Services team are highly experienced technology sales and marketing professionals, each of which typically has over 20 years of technology management experience. The primary motivation for Whiteboard Business Development Services is sales acceleration into the USA. Whiteboard Business Development Services is focused on constantly refining our proven sales processes to encourage accelerated growth while controlling the cost in achieving that growth. Traditional methodologies have always proven expensive, time consuming and caused many companies to be faced with a negative return on investment. Whiteboard Business Development Services has developed a series of solutions that offer clients a reduced risk, with a flexible and faster route into USA.

Whiteboard believes that the people are the company and conversely that the company are the people within it – this approach is reflected throughout our dealings with our clients and our team members are empowered to own all of their engagements to ensure maximum effectiveness.