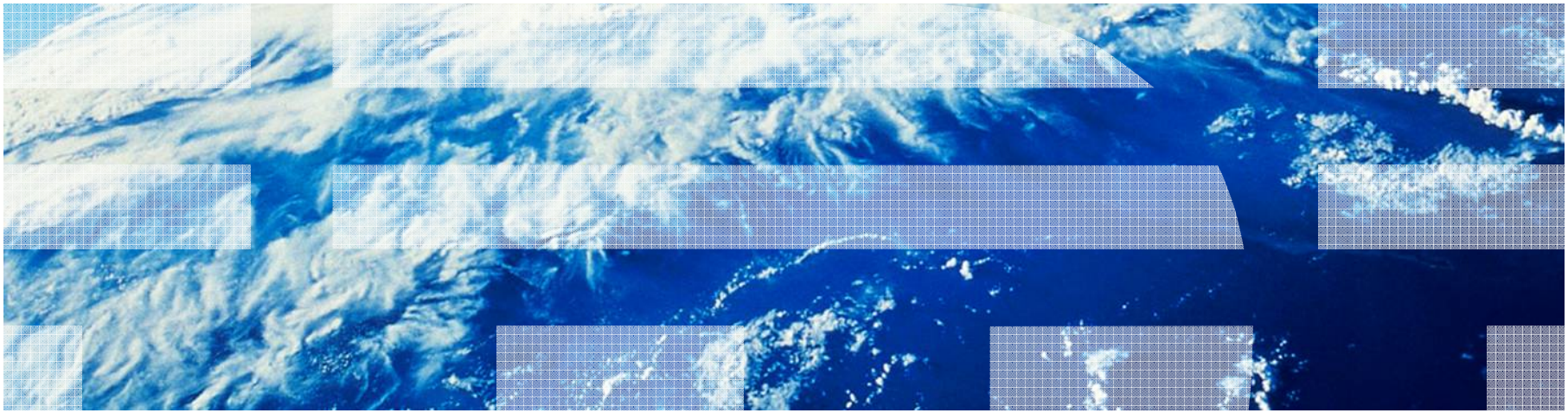
Wendy Lung
Director
IBM Venture Capital Group

Welcome



June 22, 2010

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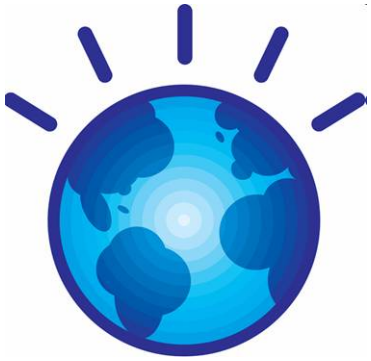
Agenda

Topic	Speaker
Introduction	**Wendy Lung** *Director, IBM Venture Capital Group*
Building the Smarter Planet Ecosystem	**Jim Corgel** *General Manager, IBM ISV & Developer Relations*
Smarter Entrepreneurs for a Smarter Planet	**Bill Reichert** *Managing Director, Garage Technology Ventures*
Entrepreneur's perspective	**Enda Keane** *CEO, TreeMetrics*
Q&A	**Moderated by Wendy Lung** *Director, IBM Venture Capital Group*



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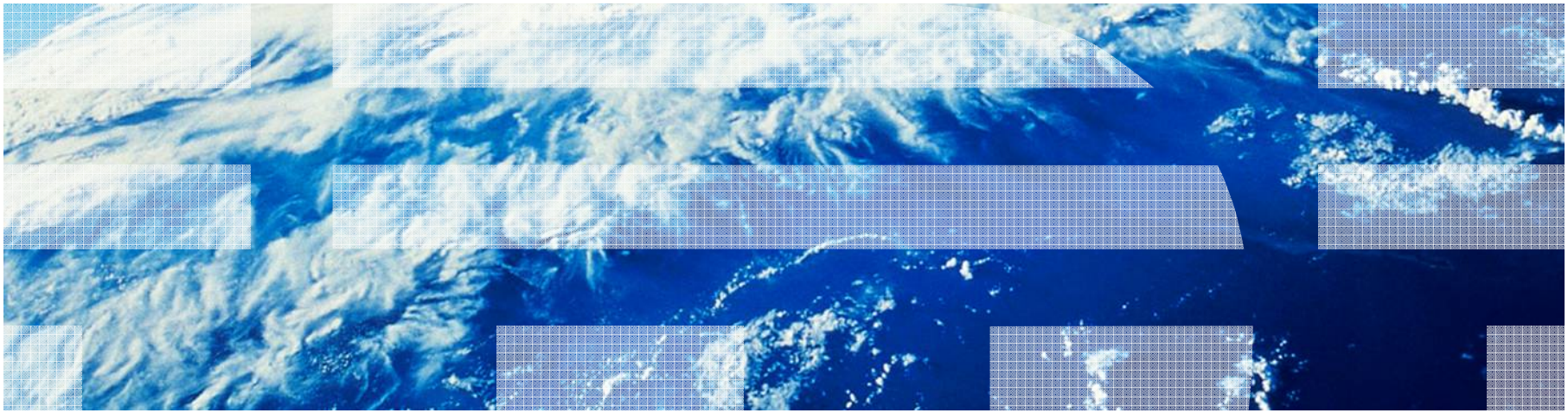
Jim Corgel
General Manager
ISV & Developer Relations – IBM

IBM Global Entrepreneur:

Teaming with entrepreneurs to build a smarter planet



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Global market forces are impacting us all

- **Access to capital and credit crunch**
- **Economic downturn and future uncertainty**
- **Globalization and emerging economies**
- **New customer demands and business models**

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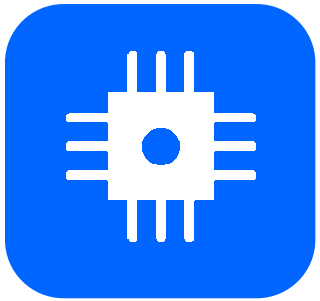
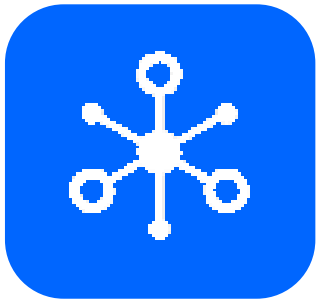
The world continues to get a whole lot smarter



INSTRUMENTED

We can measure, sense and see the exact condition of everything.

There are 1 billion transistors for each person on the planet.



INTERCONNECTED

People, systems, and objects can communicate and interact with each other in new ways.

Almost one third of the world's population will be on the Web by 2011.

INTELLIGENT

We can respond to changes quickly and accurately, and get better results by predicting and optimizing for future events.

Every day, 15 petabytes of new information is generated – 8x more than in all US libraries

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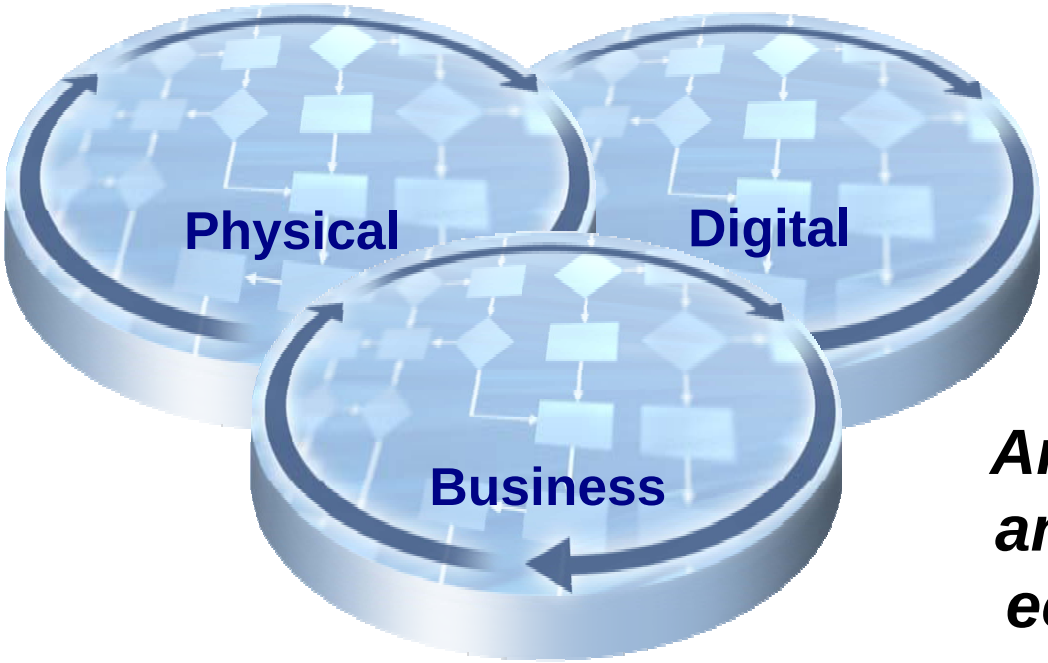
A smarter planet holds enormous promise for progress



An opportunity to think and act in new ways — economically, socially and technically.

Overview

Banking

Buildings

Cities

Cloud computing

Education

Energy

Food

Government

Healthcare

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Startups can increase their differentiation and market credibility with IBM Global Entrepreneur

Product

- No-charge software onsite or in the cloud

People

- Technical support
- Mentoring and networking opportunities
- IBM industry insights and education

Promotion

- Visibility

ibm.com/isv/startup

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IBM Global Entrepreneur is looking for global entrepreneurs who want to build a smarter planet

- **Less than 3 years old**
- **Privately held**
- **Actively developing a software-based product or service**

ibm.com/isv/startup

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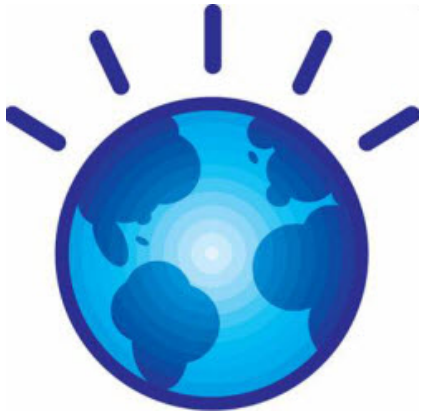
IBM SmartCamp events bring together the local ecosystem

- **Networking events for select startups developing smarter planet solutions**
- **Mentoring by venture capitalists, local entrepreneurs, and academia**

ibm.com/ie/smarterplanet/smartcamp



Schedule

- **Stockholm**: May 20
- **Boston**: June 3
- **Tel Aviv**: June 24
- **London**: July 21
- **Silicon Valley**: Sept 8
- **Paris**: Sept 16
- **Dublin**: Nov 15

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IBM SmartCamp Winners (2010)

Stockholm – May 20

- **Unique drinking water protection system**
- **Early warning system enables immediate action before infecting population**

Boston – June 3

- **Smart technology fights counterfeit medicine in emerging countries**
- **Cell phone technology used at point of purchase to validate genuine drugs**

Winners receive 12 weeks of mentoring and spot in finals

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IBM has 38 IBM Innovation Centers to help the ecosystem expand their network and expertise

Education & Enablement

- Cloud Camp training events
- IBM product certifications

Collaboration

- Connect to Win events
- SmartCamp events

Go to Market

- Product launch events
- Joint IBM / Business Partner seminars

Sales

- Close the Deal briefings
- Joint demand generation

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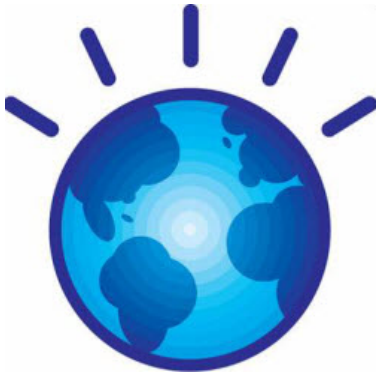
Call to action

- **Enroll in IBM Global Entrepreneur**
  ibm.com/isv/startup
- **Apply for a SmartCamp Event**
  ibm.com/ie/smarterplanet/smartcamp
- **Visit an IBM Innovation Center**
  ibm.com/isv/iic

IBM SmartCamp



Remaining Events

- **London**: July 21
- **Silicon Valley**: Sept 8
- **Paris**: Sept 16
- **Dublin**: Nov 15

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Let us help you get started

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Smarter Entrepreneurs
for a
Smarter Planet

Building a Successful Company in a Rapidly Changing World

Bill Reichert
Managing Director
Garage Technology Ventures

Garage Technology Ventures

Building a Successful Company

"The future ain't what it used to be!"

-- Yogi Berra

. . . Hint: It's not about technology

Garage Technology Ventures

Building a Successful Company

Top Five New Rules

for Smarter Entrepreneurs

Garage Technology Ventures™

1. Getting Started

Old Rule:

- Brilliant founder

New Rule:

- Brilliant team

Garage Technology Ventures

The Brilliant Team . . .

A Parable:

- The Optimist, the Pessimist, and the Engineer

Garage Technology Ventures™

2. Management Style

Old Rule:

- Plan the work, work the plan

New Rule:

- Get going!

Garage Technology Ventures

3. Foundation of Innovation

Old Rule:

- Good old Yankee know-how

New Rule:

- Good new Global know-how

Garage Technology Ventures™

4. Competitive Advantage

Old Rule:

- First mover advantage

New Rule:

- Fast adaptor advantage

Garage Technology Ventures

5. Source of Innovation

Old Rule:

- Technology drives innovation

New Rule:

- People trump technology

Garage Technology Ventures™

Top Five New Rules

1. Build a team
2. Get out there
3. Go global day one
4. Be a fast adaptor
5. Remember: People trump technology

Garage Technology Ventures™

The Smarter Entrepreneur

Questions, comments, or slides:

reichert@garage.com

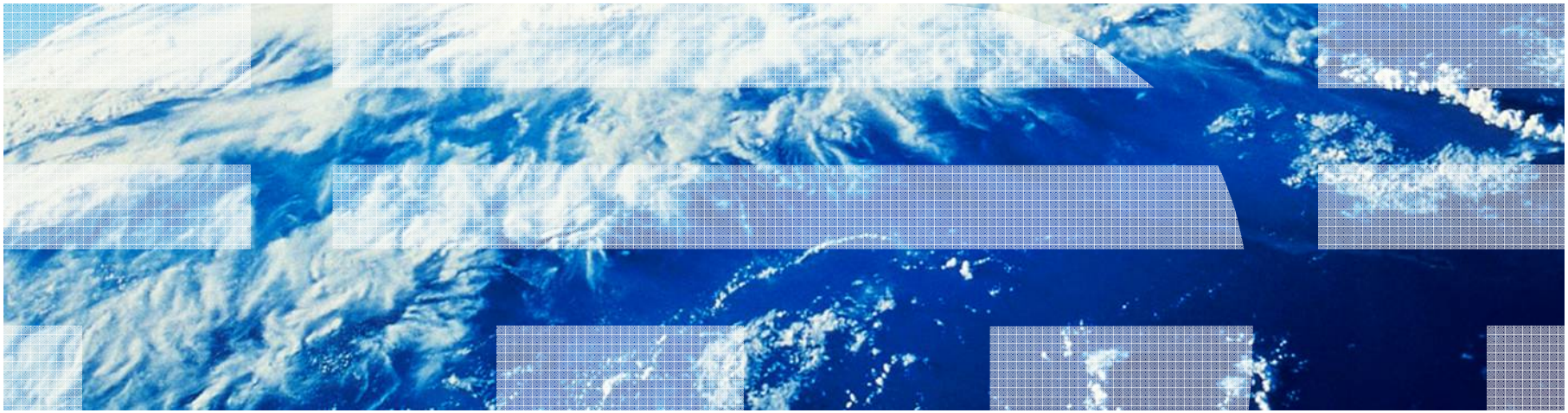
Resources:

- Garage website: www.garage.com
- “Art of the Start,” the classic book
- “Reality Check,” the new book

Garage Technology Ventures

Enda Keane
CEO
TreeMetrics

Entrepreneur's Perspective



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Winner of the Dublin SmartCamp

What we do?

- Treemetrics has developed a radical new way to measure, monitor and manage forest resources. We are the first to use 3D imagery to measure the quality of the standing forest resource before harvest.

The problem we solve

- At present, the typical grower or purchaser does not accurately know the quantity or quality of a timber sale until after the trees are harvested. It is estimated that on average worldwide, 20% of the potential value of a forest is lost in this way.

Since winning SmartCamp:

- State Forestry Company in Ireland became customer, and new projects in Oregon, USA and Australia
- Credibility with customers and the market “If IBM gave you the award, you must be good”
- Interest from VC because ‘part of technical due diligence has been done’
- Attracted $250k private investment

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Resources

- **IBM Global Entrepreneur**
  ibm.com/isv/startup
- **IBM SmartCamp**
- **ibm.com/**ie/smarterplanet/smartcamp
- **IBM Innovation Center**
  ibm.com/isv/iic
- **SME Toolkit**
  us.smetoolkit.org

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