

## World Class Structured Funding Programs

Silicon Valley Location



Sand Hill Road Facility  
Menlo Park, CA

Building High Value, Trusted Partnerships  
within the Private Equity Community



Secure Telecom - Vancouver BC



Semi-Conductors - Sacramento, CA



Meet Blue-Chip Industry Experts  
- David Wright, NASDAQ Ins.

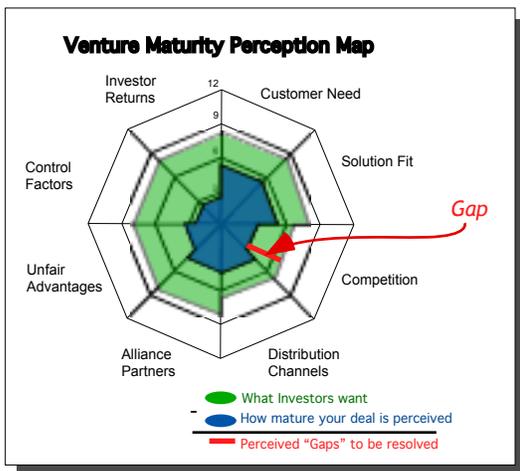


Expert Faculty Assessment

Seattle Location



## Executive Tools Spot & Fix Gaps Faster - Streamlines Venture Financing



Have a Great Time Building Deals!



Expert-led Solutions



Real-Time Feedback



Expert Tool Demonstrations

Faculty Partners Include:



Venture Analytics, Inc.

Morgan Stanley



GRAYCARY.

## Venture Capitalist Testimonials




"I think the VenLogic program is very helpful not only to the entrepreneur but adds value to the investor. The value that VenLogic brings, is a methodology that walks the entrepreneur through all the things you need to think about to present your company in a meaningful way to an investor. It's a great benefit to both the entrepreneur and the investor."

Elizabeth Morgan, Associate  
Voyager Capital




*"Your material and positioning is dead center right on! Its a unique service for Entrepreneurs and CEOs that should be extremely useful and valuable to them. I wish everyone that presented to AHVP seeking funding could go through your course, as it would make their job and our job a lot easier and efficient."*

Kent Johnson, GP, Alexander Hutton Venture Ptnrs  
- Director FS Networks  
- Former CEO Microrim, Overdrive Systems




*"Venlogic's service can focus the efforts of CEOs faster, enabling them to identify more qualified investors and accelerate their search for equity partners by 1-2 months. A great program I highly recommend to entrepreneurs before they approach us for financing."*

Mike Satterfield, GP, Yaletown Venture Partners  
- Former CEO Simba Technologies




*"Your participation held great value during the critical launch phase and are proficient in financial engineering, especially given the sophistication of our investment targets. Your many hours invested with our senior team were key to our success in attracting Bechtel Enterprises."*

John DeFeo, President & CEO  
Incepta Ventures L.L.C.  
- Former CEO, US West New Vector




*"CEO's seeking venture funding will find the VenLogic Private Equity Marketing Program a great time and cost saver - and an effective way to manage the seemingly endless task of gaining access to the right investor. I believe VenLogic can shorten the fund-raising cycle from months to weeks, especially for CEO's unfamiliar with the complexities of the private equity marketplace."*

Dave Davison, Chairman, VentureStream LLC  
- Former GP, MK Global Ventures  
- Member, Band of Angels, Investors' Circle




*"After watching the VenLogic product evolve over the past few years, I can see a product that has now become a must for any CEO or Entrepreneur that is raising capital! The Venlogic methodology will save anyone valuable time - and add to the professionalism of the process - for finding the funding necessary to create a successful business venture. The process is so logical and time saving."*

Jim Frank, Partner, Warren Morris Ltd  
- LP, Telecom Partners II  
- US West Cellular, GM

## Private Equity Investor Networks



Leadership, Executives,  
& Capital Inc.



"What VenLogic does is it breaks this down in a very quick way that I can look at a deal in a matter of minutes tell you if I'm interested or not. I think this is a great step forward in helping all of us investors look at things quickly and meet our expectations. In a couple of years the norm will be something

Roger Girard, Private Investor  
LEC, Inc.



International  
Angel Investors.org



"We prefer that all of our prospective investees participate in the VenLogic venture assessment program. I strongly encourage all of our international chapters consider this."

Hal Nissley, Chairman, IAI  
Seasoned private investor  
Experienced venture fund raiser



Investors' Circle



"I fully support the VenLogic program. To raise capital quickly, entrepreneurs need to present investors a properly prepared package with the appropriate protocol. VenLogic's program aims to give investors what they want - quality; and Entrepreneurs what they want - capital!"

Cherie Arnold, CEO Visionary Ventures  
- Former President, Director Investors' Circle



Private Equity Network



"VenLogic delivers massive knowledge compression at an extraordinary value for entrepreneurs, enabling them to raise money at optimum valuations. It is the foundation of our Capital Motion program, to get introduced to best-fit investors faster."

Shawn Smith, Dir. of Marketing, NVST  
Capital Motion Program Manager



Diamond  
Funding Network



"We require that companies go through this program before we invest. Our investors benefit in knowing that the company has had to answer the most crucial questions in an impartial environment that is there to serve them."

Harriet Diamond, President  
Diamond Funding Network (Palo Alto, CA)



"Together, VenLogic and Investment Forum attracted over \$100M in network to witness this innovative program. It is a tremendous benefit to entrepreneurs and investors alike. We highly recommend it."

Tim Reha, President  
Investment Forum.org

# Venture Professionals

- Domain Experts
- Executive Advisors



"The VenLogic programs allow me to have efficient, direct contact with an esteemed audience of CEOs and investors. The program helps all parties mitigate risk and prepare them for life as a public company."

David Wright, VP, NASDAQ Insurance  
Member VC Angel Roundtable



"I'm thankful for all VenLogic has done to expand my circle. The VenLogic program has worked for me and I know it will work for you."

David O'Rourke, Vice President  
Registered Investment Advisor



Corporate Securities  
Legal Services



"Thanks very much for speaking with the Corporate and Securities Group partners in Palo Alto and Seattle. We at Gray Cary believe very strongly in Venlogic as a strategic partner to tech entrepreneurs and an intelligent link to venture capital resources, and we look forward to continuing our work with you and the best entrepreneurs, management teams and VCs in the technology sector."

Margaret H. Kavalaris, Partner  
- Chair, Corporate and Securities;  
- Intellectual Property and Technology



Corporate Securities  
Legal Services



"I have participated in at least 6 sessions and have seen the VenLogic program generate immediate results for companies and our firm. I highly recommend that our corporate securities team refer business to VenLogic's innovative program."

John Fogg, Attorney  
- Corporate and Securities



Corporate Securities  
Legal Services



"I feel this is a tremendous program for CEOs and senior executives who are in the process of raising capital. It's focused on real objectives, and is very "hands-on." No one's going to pat you on the back and coddle you. This is critical, real analysis in a small intimate setting. You get direct feedback tailored to YOUR particular issues, and you get the ability to converse with fellow CEOs who are also in "fundraising mode."

Mike Krenn, Director  
Gray Cary Venture Pipeline, LLC



"I thought it was one of the most unique and most valuable experiences I've had in terms of 10 years of being with companies in all levels and stages. It's very difficult to put a price on it because it has such high value."

Robert Kramer, President, Vision Strategies Inc.  
Certified Management Consultant  
- US Army Lt. Colonel (Ret.)

**Venture Analytics, Inc.**



"It's a trusted process, where the CEO, Investors and experts get together to evaluate and improve the company. This process saves the company precious months, and bypasses significant frustration, in just a few days."

Bill Rus, President, Venture Analytics Inc.  
- Former VP/Chief Analyst, Gartner Group  
- Former Senior Analyst, Strategic Marketing, Autodesk  
- Seasoned private investor  
- Experienced turnaround executive



Technology advice.  
Business results.



"The VenLogic equity marketing process will save a firm time and money. Data gathering for investors that would take weeks to obtain, VenLogic can provide in a few days. The fees for service can be justified by reducing staff and having a higher probability at receiving funding. I have found VenLogic's assistance vital in equity marketing campaigns. The process works!"

Steve Cooper, Director, Giga Information Group  
- Former VP Sales, IDC Research  
- Former VP Sales, Nielsen Net Ratings

# Venture Professionals

- Domain Experts
- Executive Advisors



"The VenLogic program helps mitigate risk for entrepreneurs and investors alike. In a way we are in a similar business. I recommend entrepreneurs consider the VenLogic program if they wish to get ahead."

William McGinty, CEO, NASDAQ Insurance  
Seasoned Insurance Executive



"VenLogic provided an outstanding service in ramping our team fast on the venture assessment process. Every entrepreneur must consider this service so they can save time and money before talking to investors."

Tom Sedlock, LLM, CPA, RIA, Shareholder  
Seasoned Tax Advisor, Attorney  
Seasoned Private Investor



"Equity marketing is a significant challenge to even the seasoned CEO of a private technology business requiring venture funding. What I always liked about your process from the first time we met is the human interaction of it. To me that is where the value is. The DVD got me hooked. It's a very powerful thing."

Carl Allen, Director, Venture Capital  
Forrester Research, Inc.  
London | UK



"I saw a compelling, repeatable process that allows investors to compare several deals on an apples to apples basis and makes the optimal use of their time. It educated both sides, the entrepreneur and investor on the best ways for either side to be successful. **The fact that people actually get money from somebody without going through something like this is what I find incredibly amazing.**"

Rob Enderle, Enderle Group  
Seasoned Market Analyst  
"Voted Most Influential Analyst" 2001



"This is very important to my clients. It's real important that somebody has done a formalized structure, process and procedure that people can follow. It's easy to follow. Instead of trying for 9 months, which most of our clients tend to do, they can go through this program and being ready to present in a month."

Colleen Aylward, President  
Seasoned Executive Recruiter to  
Seattle & Silicon Valley VCs



"I only wish all my clients had been through VenLogic's series. The tools are useful, intuitive and clearly reflect a startup's most pressing needs. You can just about see the light bulb go on when an entrepreneur first recognizes what he or she must do to successfully raise capital. The process bridges the gap between entrepreneurs and potential sources of capital. At the end, everyone leaves speaking the same language."

Steve Kelley  
Corporate Securities Attorney

## Entrepreneur Executives

Morgan Stanley



"The program encapsulates a structured approach to guide entrepreneurs, CEO's and their Boards of Directors to drive the funding process. I highly recommend it."

David Haines, Morgan Stanley  
Seasoned private investor  
Experienced venture fund raiser  
- Video testimonial included



"Best two-and-a-half days in my entire work history and I'm 58 years old!"

Peter Fentiman, CEO  
Midnet, Inc.

"This program saved us millions! The best educational program for startups."

Ruedi Aschwanden, CTO  
MidNet Inc.



"The Venture Financing Journey program on DVD is fantastic and the feeling of being in the room as the presentation progresses is great. The material, of course, is unparalleled and a fantastic tool for the process we are undertaking."

Robb Obom  
Boeing 757/767 Programs  
Flight Technical Publications

eFinder, Inc



**"Very Tactical - Real Tools.** This information is beneficial for VC to reduce time to value deal. Invaluable for entrepreneurs to understand the sales & marketing necessary to clearly articulate the deal."

Nancy Hawkins, CEO  
eFinder Inc.



"Great value session!! Serious value proposition. Any money spent on the front-end for VenLogic 's workshop will be returned and saved in maintaining or increasing your company 's pre-money value."

Shannon Smith, CEO  
Market Matrix, Inc.



"This program for me was an Epiphany!"

Heather Koshinsky, Ph.D., CEO  
Investigen, Inc.

## University MBA Faculty



Graduate School of Business



*"Strategy in Entrepreneurial Ventures Class students really appreciated the insights that the VenLogic program provided to the case discussion. The case contains many valuable lessons for entrepreneurs and scholars alike. Thanks again."*

Thomas F. Hellmann, Ph.D.  
Assistant Professor of Strategic Management  
Stanford Graduate School of Business



*"The program encapsulates a structured approach to guide entrepreneurs, CEO's and their Boards of Directors to drive the funding process. Core content that benefits investors, faculty and aspiring CEOs."*

Harriet Stephenson, Ph.D.  
MBA Entrepreneurship Programs Director  
Seattle University Albers School of Business



*"Your presentation was very well received by both the graduate and undergraduate sections. Your comprehensive program material is perfect for allowing the audience to focus on the discussion rather than taking extensive notes. Stepping back to view all of the issues in creating a company and securing financing is a powerful lesson. Thanks for your stimulating presentation, the students will view the remaining cases in a more sophisticated light."*

C. Patrick Fleenor, Ph. D. Professor  
Director, Institute for Global e-Business & Innovation  
Director, International Business Programs