

HOUSTON TECHNOLOGY CENTER IS PLEASED TO SUPPORT

THE RICE ALLIANCE INFORMATION TECHNOLOGY & WEB 2.0 VENTURE FORUM

***Call for Presenters:
Information Technology
& Web 2.0 Companies***

***5th Annual Rice
Alliance***

***Information Technology
and Web 2.0 Venture
Forum***

***Thursday November 8,
2007***

Rice University

The Rice Alliance for Technology and Entrepreneurship is currently seeking applications from early-stage **information technology** and **Web 2.0** companies to present at the **5th Annual Information Technology and Web 2.0 Venture Forum** on **Thursday, November 8, 2007** at **Rice University** in **Houston, Texas**. Any **early-stage, information technology** or **Web 2.0** companies that would benefit from presenting at this event are encouraged to apply.

***>> Deadline to apply
is Friday, September
21, 2007 < <***

Companies interested in applying can be involved in any aspect of the information technology sector including, but not limited to:

§ Hardware (*e.g.* ., computing systems, devices, semi-conductors, RF technologies, etc.)

§ Software (*e.g.* ., operating systems, applications, security, databases, etc.)

§ Communications (*e.g.* ., networks, wireless, VoIP, broadband, etc.)

§ Web 2.0 applications

§ Energy-related IT companies (e.g., digital oilfield, advanced seismic, remote communications, etc.)

§ Other (*e.g.* ., video/imaging for security, wireless sensor platforms, etc.)

(Note: Companies who provide consulting services only are not eligible to present.)

There are three categories in which **information technology or Web 2.0 companies** may apply to participate

1. Elevator Pitch Presenter

As many as 60 companies will be selected to give a 90-second **Elevator Pitch**. This opportunity will provide companies with visibility and exposure to potential investors, customers and strategic partners. The "***Most Promising Information***

Technology Companies

” (as judged by their elevator pitch delivered on the day of the event) will be recognized at the conclusion of the event.

2. Business Plan Presenter

Five (5) companies will be selected to give a 10-minute **Business Plan Presentation**. These presentations will be followed by a panel of venture capitalists that will provide feedback on the presentations.

3. Showcase Company

As many as 40 companies will be invited to participate in the **Company Showcase**. The Showcase is a trade-show style event held at the end of the day during the networking reception and offers opportunities to meet one-on-one with attendees and interested investors. The Rice Alliance provides table-space for companies to display their products and/or services so interested parties can acquaint themselves with company offerings.

All **information technology and Web 2.0 companies** that are seeking funding or planning to seek funding, seeking visibility with potential customers, and/or seeking other kinds of business support **are encouraged to apply**. Participation in any of the three categories provides tremendous opportunities to showcase your company to a large group of industry participants, investors, service providers, mentors and entrepreneurs. A number of companies that have presented at this event in the past have subsequently raised outside funding and/or acquired customers through this event. Attendance at past Information Technology Venture Forums has averaged over 375 participants.

To apply to present at this event, send an electronic version of your **NONCONFIDENTIAL, 2-PAGE Executive Summary** to tvforum@rice.edu, no later than

Friday, September 21,

2007 . There is **no fee to apply** and **no affiliation with Rice University** is required.

Companies may apply to participate in **one** or **all** categories. **Unless specifically indicated in your cover e-mail**, all applicants will be considered for **all** opportunities. All presenters will be selected based on the review of your nonconfidential, 2-page Executive Summary by the Rice Alliance Selection Committee. Suggested guidelines for preparing your Executive Summary can be found on the following page.

Guidelines for Preparing an Executive Summary

Information Technology & Web 2.0 Venture Forum

Thursday, November 8, 2007.

Deadline for submission: Friday, September 21, 2007

Executive summaries should be **NONCONFIDENTIAL**, no longer than **2 PAGES** (including tables, graphs, images and financials), and should include the following **contact** information: **Company name, Contact person, Physical address, Telephone number, and E-mail address.**

Executive summaries should be prepared using the following **guidelines** and submitted to tvforum@rice.edu by **Friday, September 21, 2007**:

The Company

§ Describe your business purpose.

§ Describe the company's overall strategy and objectives.

§ Provide a brief summary of your company's history, current status and corporate structure (i.e., C-corp, LLC, LP)

The Products or Services

§ Describe briefly the problem your product or service solves -- Why will your customers pay for your product or service?

§ Describe important features and benefits of your product/service; compare your product to those of your competition in terms of price, quality, market position, etc.

§ Describe the company's intellectual property position - trademarks, patents, trade secrets, special production skills, proprietary process, etc.

§ Discuss any relevant environmental or regulatory issues.

The Market and Marketing Strategy

§ Describe the overall market in which you intend to compete. Include total size, projected growth and key trends.

§ Describe your market strategy. How do you intend to capture market share and how much do you intend on taking? What are your channels and costs of distribution?

§ Describe your unique capabilities - what makes you different; what gives you a special, sustainable, competitive advantage.

§ Describe your competition – who are your largest competitors? How much of the market do they control?

§ What are their weaknesses and strengths? Do not state that you have no competition.

Management

§ Provide brief backgrounds of key individuals; emphasize management expertise, past successes and their value to the company.

§ Provide a brief history of working together as a team.

§ Identify immediate and future personnel needs and requirements.

§ List members of Board of Directors and Advisory Board (if relevant).

Financial Summary

§ Provide revenue, income and expenses projected over next 3-5 year period. Justify your financial assumptions. Provide any past financial data, if available.

§ State funding requirements. How much capital is the company currently seeking and what will be the use of proceeds?

§ Describe the origin of any significant capital raised to date.

§ Discuss potential exit strategy.

We hope to see you on **Thursday, November 8, 2007** at the **Information Technology & Web 2.0 Venture Forum** at **Rice University** in **Houston**. Should you have any questions or require additional information about this event please contact the Program Director at 713.348.4542 or kerri@rice.edu.