



# PLUG AND PLAY INTERNATIONAL

6/27/2011

Plug and Play Tech Center / Confidential and Proprietary

# Silicon Valley Advantage

## The high-tech hub of the world

- 400,000+ high-tech workers
- Largest cluster of technology companies worldwide
- Highest concentration of venture capital funding (~40 % of US)
- World-class academic / R&D resources through Stanford, UCB, UCSF, UCSC, UCD, Lawrence Livermore Labs, NASA Ames
- Seed and early stage incubators in San Francisco Bay Area



Silicon Valley is not a location, it is a network of interconnected individuals

# Plug and Play History



**Saeed Amidi**  
CEO & Founder



1996

- Owned the legendary 165 University Ave space
- Housed Logitech, PayPal, Danger, and Google
- Took equity positions in early tenants

2006

- Plug and Play Tech Center Sunnyvale Location opens its doors
- “They really get the way Silicon Valley works” - Ron Conway
- Began University Program with MIT, Stanford, Harvard, Cornell, more

2007

- Opened satellite locations in Redwood City and Palo Alto
- Started International Pavilions with Barcelona, Spain
- Started regular dealflow sessions with VC partners

2009

- Opened sister LA Offices, Bridging Silicon Valley and Los Angeles
- Reached 300 startups at Plug and Play offices
- Started Corporate Pavilions

2010

- International Expansion: Plug and Play Singapore, Egypt, Malaysia
- North America Expansion: San Diego, Chicago, Denver, Vancouver (Canada)

2011

- Expands sourcing of companies to include pre-seed stage with StartUp Camp
- Expected to surpass 20 international partnerships by end of the year
- Average of 1 startup investment per month by Plug and Play

# Plug and Play Quick Facts

- Accelerated over 600 startups since 2006
- Community of over 300 startups across 3 campuses
- Outreach to over 3,000 startups in Silicon Valley
- Startups have raised over \$750M in venture funding since 2006
- Relationships with 50 corporate partners
- Relationships with over 150 VC partners

# Plug and Play Community in 2010

Over \$600 million  
15 exits through M&A

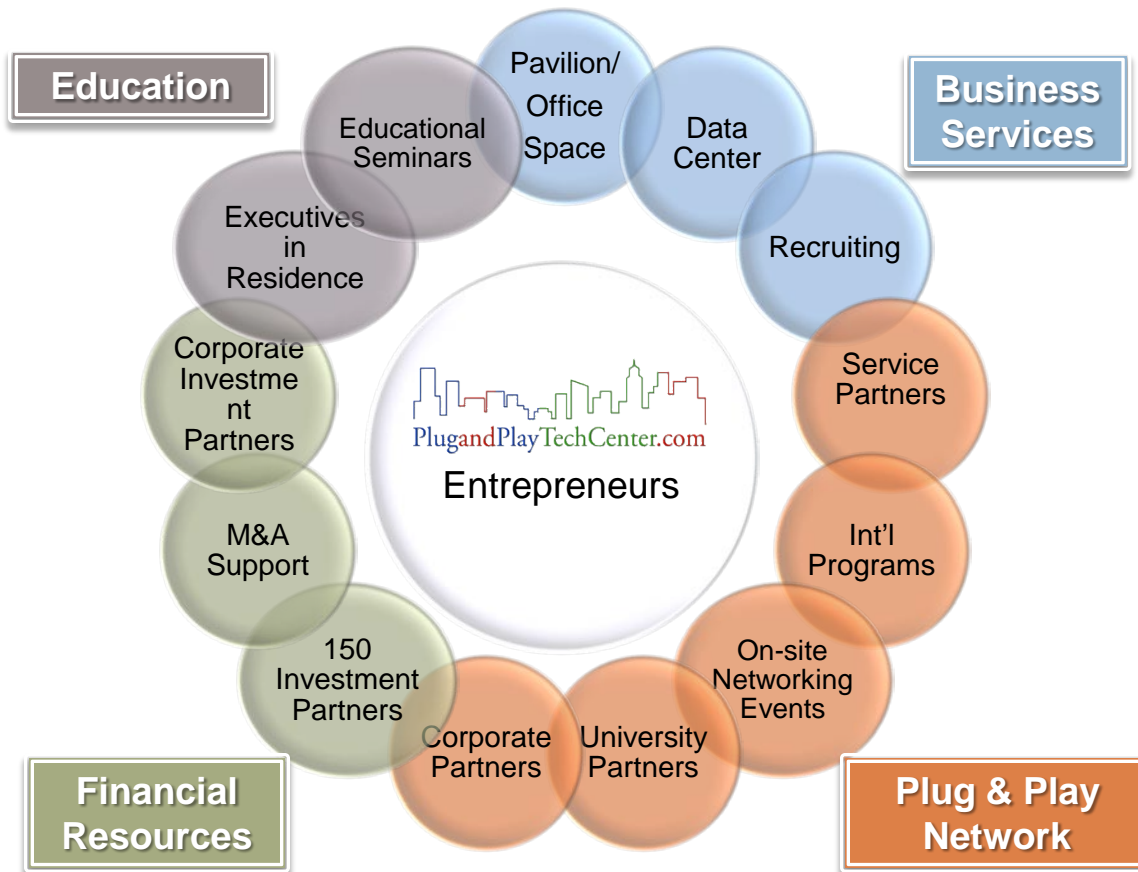


Plus 9 others...

Over \$130 million venture funding  
raised by over 30 companies



# Plug and Play Ecosystem



## Focus: Early Stage Technology Companies

- Product/Service already on the market
- Generating Revenues
- Received seed capital through angel, venture or international investors
- Looking to raise series A, B with Silicon Valley brand
- Targeting global market

# Funding Relationships

- Over 170 VC partners such as DFJ, Sequoia, Canaan Partners, etc
- Co-investments through Plug & Play Ventures

**NVP**  
NORWEST  
VENTURE  
PARTNERS.

**FOUNDATION  
CAPITAL**

**M**  
MORGENTHAUER  
VENTURES

**CANAAN PARTNERS**

**GLOBAL CATALYST PARTNERS**

**ACCEL**

**ATA VENTURES**

**intel capital**

**LEVENSOHN  
VENTURE  
PARTNERS**

**MATRIX  
PARTNERS**

**LIGHTSPEED®  
VENTURE PARTNERS**

**HUMMER WINBLAD  
VENTURE PARTNERS**

**BV CAPITAL**  
SILICON VALLEY EUROPE

**BESSEMER  
VENTURE PARTNERS**  
Active Investing since 1911

**GLOBESPAN  
CAPITAL PARTNERS**

**BV**  
Battery Ventures

**OPUS  
CAPITAL**

**T2 VENTURE CAPITAL**

**NEA**

**CMEA  
CAPITAL**

**BlueRun  
ventures**

**TRINITY  
VENTURES**

**Thomvest**

**ALTOS Ventures™**

**MAYFIELD FUND**

**INVENTUS  
CAPITAL PARTNERS**

**GREYLOCK  
PARTNERS**

**AUGUSTCAPITAL**

**LG**  
Life's Good

**First Round  
CAPITAL**

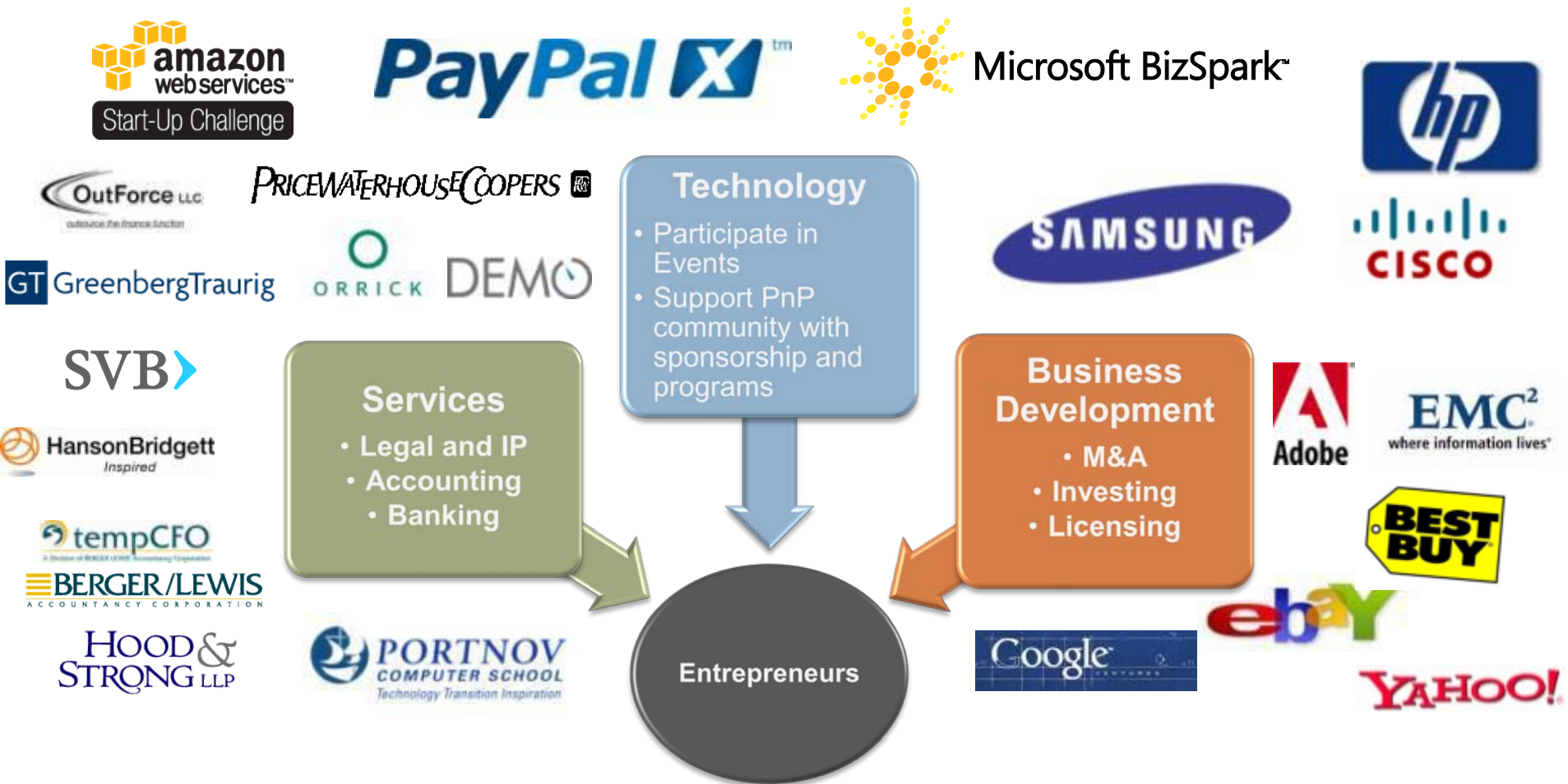
**HIGHLAND  
CAPITAL PARTNERS**

# Startup Investments

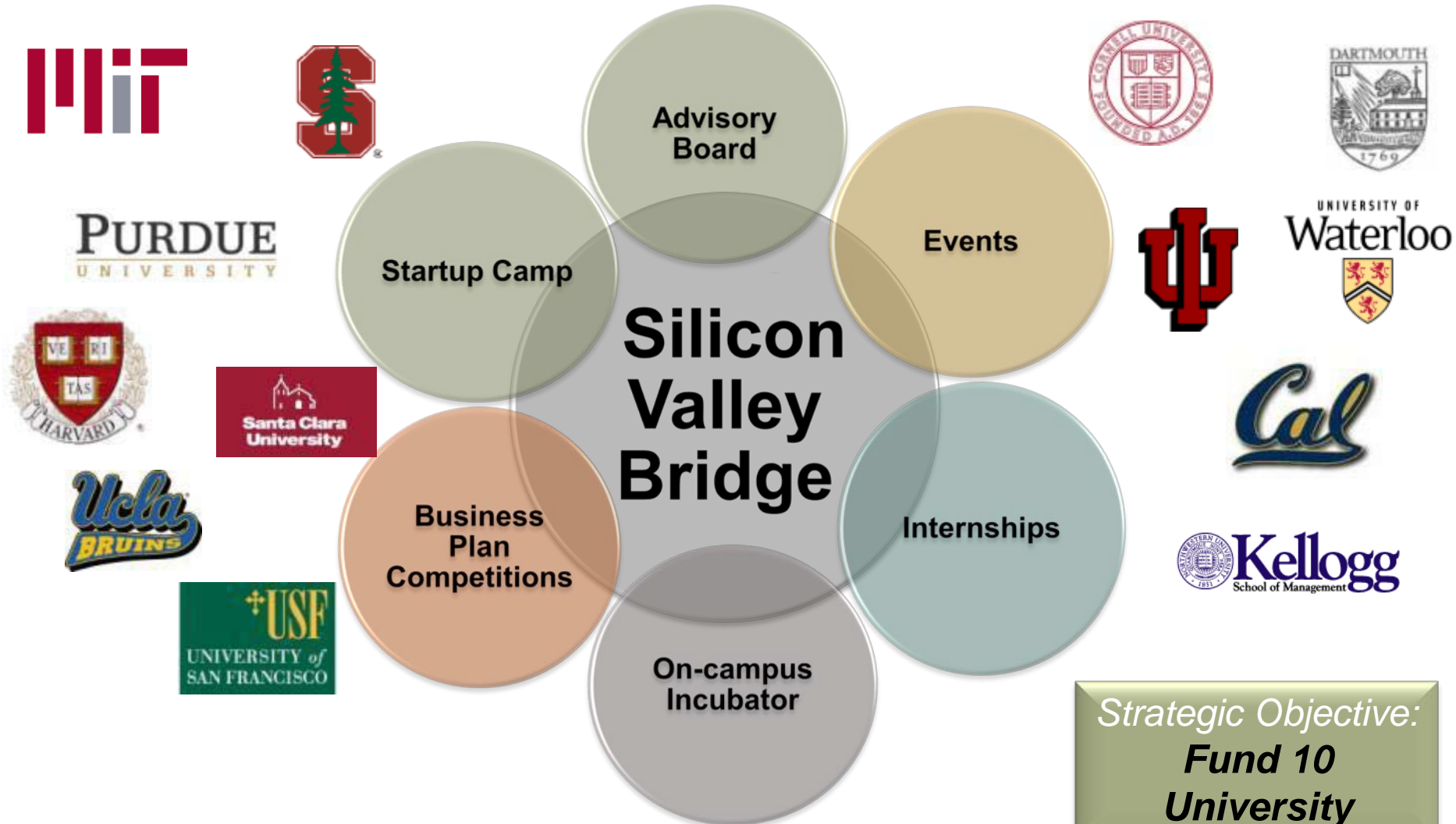
- Over 80 portfolio companies since 1996
- Pre-seed to seed stage investments



# Corporate Relationships



# University Relationships



*Strategic Objective:*  
**Fund 10  
University  
Startups per Year**

# International Partnerships

## Existing



Austria



Belgium



Japan



Estonia



Barcelona, Spain



Canada



Finland



Melbourne, Australia



Czech Republic

## Launched in 2011



Luxembourg



Portugal



Chile



Greece



Norway

## International Platforms



Singapore



Malaysia



Egypt



# THANK YOU

Saeed Amidi  
Founder & CEO

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