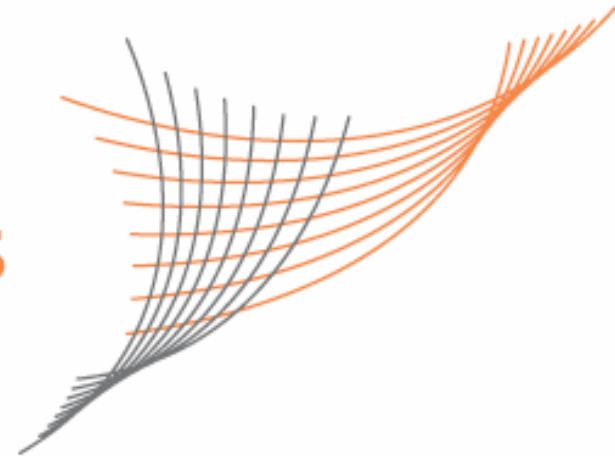


HassoPlattner **VENTURES**



How to do it right!

Network Centric Services Conference

Potsdam, March 21st, 2006

Eran Davidson, President and CEO

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The Basic Rules (1)

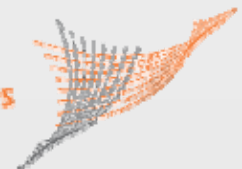
“Dream big, dare to fail”*



*Norman Vaughan,
Dog sledder and explorer,
Member of the Byrd's expedition to Antarctica in 1928
Died at the age of 100 on January 2006

Some VC basics

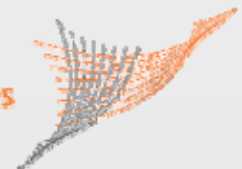
- Why raising capital? (I am giving away a flesh of myself!)
- Why a VC fund? (I can get a loan from the bank...)
- Is it going to be the last fund raising round?
- Can the investors really help me? How?
- What is the true value of my company?
- How much capital do I need?
- Remember – the best business plan can be written on the back of your business card!
- ...and the best presentation can be given in 3 minutes



FAQ

(frequently asked questions)

- Am I really an entrepreneur?
 - an entrepreneur is not born this way, anyone can become one if so he/she decides!
- Do I have the chance to become an entrepreneur?
 - Yes! – entrepreneurship, like leadership, is not granted – it is for you to decide upon taking it!
- What if I fail?!
 - ...you may get the best experience of your life, and somebody else is paying for it...
- Can I raise money?
 - if you don't try, you will never know!

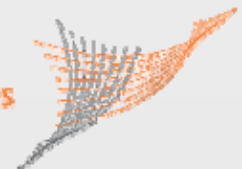


How to do it right #1

- Start with the need, not with the technology
- Establish the very best team (and don't hesitate to replace those not performing)
- Be open and communicative! (with your employees, your investors, your directors, your partners)
- Take responsibility for your actions and for the results (there is only one CEO!)
- You miss 100% of the shots not taken! (keep on trying...)
- Follow your business plan (but be ready to change it every week)
- Focus!
- Simplify!

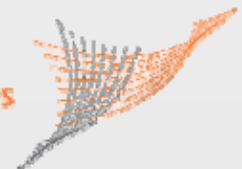
Design!
Design!

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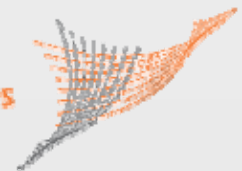
How to do it right #2

- Listen to your customers (constantly!)
- Ask yourself every day – what is my USP?!
- Search for strategic partners
 - ...and be aware – they can become your biggest threat!
- Create a technological know how
 - protect it or keep it confidential!
- Think global (from day one!)
- Plan a marketing strategy (from day one!)
- Prepare your timing
 - it takes years of hard work to make an overnight success!...



How to do it right #3

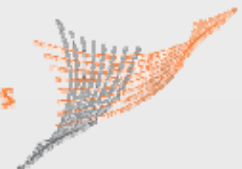
- Listen to a good advice, but do it your way!
- Remember – no risk, no gain
- Follow your dream!
- Look for the airplane that you don't see
he is the one that will shoot you down...
- Enjoy what you do
- Do it with passion!



Ultimately ...

It's all about the people...

- The entrepreneurs
- The investors
- The consultants
- Strategic partners
- ...and passion for success!



An aerial view from the cockpit of a small aircraft, looking out over a vast, green valley. The landscape is a patchwork of fields and forests, with a small town visible in the distance. Two gliders are seen flying in the sky. The sky is clear and blue. The cockpit's instrument panel and a hand on the control yoke are visible in the foreground.

Just do it!

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