

*You Are Cordially Invited to Attend America's  
Premier  
Event for Private Equity and Venture Capital  
Investors*

*(Prompt Registration is suggested as Less than 50 Tickets are still available)*

# PRIVATE EQUITY XXII

## 2008 Mid-Year Venture Forum

This is an Exclusive Invitation-Only Private Event. Advance  
Reservations are required.

Conference Includes a Banquet Luncheon and Gala "Live Jazz"  
Dinner/ Reception



# The Yale Club of New York

12 Noon to 7:30PM • Thursday • June 26th • 2008



**“This Year’s Foremost Venue  
Showcasing  
Early and Later-Stage  
Opportunities”**

## Select Early Registrants from Private Equity XXII

5AM Ventures

Alerion Partners

Alerion Capital Group

Alta Partners

Amervest

Andersen Capital

Karter Capital

Labyrinth Advisors (Private Investors)

Landmark Capital

Liberty View Equity Partners

Marcos y Asociados, S.C.

Maxen Capital

**Ark Royal Capital**

**Asset Alliance Corporation**

**Atelier Partners**

**Atlas Venture**

**Beechwood Ventures**

**Beringea LLC**

**Bernstein Global Wealth Management**

**Bio\*One Capital (Singapore)**

**The Bolton Group**

**Boone Opportunity Lenders**

**Broe Companies**

**Capital Technologies Pty**

**Carter Stone & Company (Private Investors)**

**Chardan Capital Markets**

**Chart Venture Partners**

**Corporate Strategies (Private Investors)**

**Credit Suisse**

**Cross Atlantic Capital Partners**

**Cross Border Enterprises**

**CrownBrook Capital**

**Endeavor Capital**

**Energy Investors Fund**

**Enhanced Capital Partners**

**FirstRev**

**GE Capital**

**Genesys Partners**

**Gibralt Capital**

**Meakem Becker Venture Capital**

**MMA Renewable Ventures**

**Motorola Ventures**

**MVision Private Equity Advisors**

**Newforth Partners**

**NJIT Enterprise Development Center**

**Northport Private Equity**

**Network of Business Angels & Investors**

**Objecutive LLC**

**PineRidge Capital**

**Platinum Funding Group**

**Pollack Asset Management**

**Riverside Management**

**RRE Ventures**

**Safeguard Scientifics**

**SAIL Venture Partners**

**Sherbrooke Funding LLC**

**Siemens Corp**

**Simsbury Capital**

**SOFTBANK China Venture Capital**

**SPM, LLC (Private Investors)**

**Spencer Trask Ventures**

**Strategies for Wealth**

**Terrapin Partners**

**Topspin Partners**

**Tri-State Private Investors Network**

**Tri State Ventures**

Heide & Company

Hartford Ventures

IgniteIP

Innovation Ventures

Intel Capital

International Partner Group

Internet Capital Group

ITJ Ventures

UBS

Venture Partners Capital

Vogel Capital Management

Western Javelin Capital

Westrock Venture Group

Winner Communications (Private Investors)

Ziegler Meditech Equity Fund

ZipGlobal Holdings (Private Investors)

## **Meet the Management from Dynamic Companies Selected from Today's Growing Business Sectors:**

**Enterprise Software • Advanced Materials • Healthcare  
Services • Life Sciences  
Specialty Retail • Computer Technology • Energy Technology •  
Medical Devices  
Education & Training • Manufacturing Technology • New  
Media and Publishing  
Financial Services • Medical Technology • Information  
Management Systems  
Distance Learning • Consumer Marketing • Outsourced  
Business Services  
Telecommunications • Consumer Products • Network Security  
• Wireless  
Internet-Based Business Solutions • Supply Chain  
Management**

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## **CONFERENCE PROGRAM FEATURES**

**Up to Thirty-five Funding Prospects in Companies  
with  
Proven New Technologies and Innovative Business  
Models**

(All of which Have Been Professionally-Screened for the Event)

**Opportunity to Meet Principals from More than One-  
Hundred of  
the World's Leading Private Equity and Venture  
Capital Firms**

(Find Confirmed Guests and Testimonials Online at [financial-events.ch](http://financial-events.ch))

**An "Investor-Only" Venue**

**The Best "Peer-to-Peer" Networking Event in the  
United States**

(As We Have Been Told by Many of our Recent Conference Guests)

**Our Famous Segment Offering Award-Winning  
Guests Wireless  
Laptops, LCD Televisions and Gift Certificates from  
Leading Stores**

(To Participate Qualified Guests Must be Present and Complete a Brief  
Survey)

**Gourmet Banquet Luncheon and "Live Jazz"  
Reception**

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**To Register Now, Please Call 41 22 310 92 50  
or RSVP by E-mail to [p.dujardin@financial-events.ch](mailto:p.dujardin@financial-events.ch)**

## Courtesy Message to Invited Guests

In the event that you are unable to attend this forum, kindly send **Regrets** and you will not receive any further invitations or updates for the conference. Should you wish to be taken off our Invitation List, please let us know by return e-mail and your name will be promptly deleted.

## A Personal Invitation to Select Private Equity and Venture Capital Investors

It our pleasure to invite you and your colleagues to attend **Private Equity XXII: 2008 Mid-Year Venture Forum**, the next in our highly-successful series of exclusive invitation-only events designed to assemble select business visionaries, entrepreneurs, venture capitalists, investment professionals, and money managers. In addition to presenting "**one-of-a-kind**" private investment opportunities, these prestigious events at the Yale Club New York, now in their seventh year, are designed to be an ideal setting for new business development, exchange of ideas, creation of deal flow, location of capital sources and ultra high-end networking. More information about the conference can be found at [financial-events.ch](http://financial-events.ch). If you have not been to any of our exclusive forums, you will find out why our unique gatherings have been described as "**The events for people who don't go to events**".

We expect this to be one of our best events ever with principals from more than 100 top private equity and venture firms attending from throughout the United States and several other countries. In keeping with our tradition, Private Equity XXII is an upscale, invitation-only event which will be extremely relevant for private equity investors who are seeking to commit capital and to locate new financial partners. A new slate of early and later-stage companies will be featured on the program, all of which have been professionally screened from several hundred presenter candidates. **The companies being introduced at the event will have all been chosen on the basis that they are "fundable" and represent serious investment opportunities.** These companies are drawn from our extensive national network, which allows us to showcase companies that our guests are not likely to see anywhere else. If you are actively investing, you should find this to be a very worthwhile event. **We estimate that more than \$250 million has gone to our past Presenters over the last few years.**

Guests at the Forum will see up to thirty-five early, later-stage and emerging growth investment opportunities. These companies, featuring new breakthrough technologies and innovative business models, have been evaluated to address the "**common sense**" criteria of **value, scalability, proof of concept, proprietary edge, competitive advantage and potential for success** applied by most venture capitalists, investment partnerships, private equity funds, and Small Business Investment Corporations.

The majority of the companies that are featured at our events are nominated and/or have been funded by well-regarded investment groups. These firms have included Bear Stearns (Constellation Partners), J P Morgan, CitiGroup Investments, Grosvenor Funds, Core Capital, Blue Rock Capital, Sienna Ventures, CIT Venture Capital, Sunrise Capital Partners, Davis Tuttle, Fusion Capital, Nokia Ventures, MDT Advisors, Marathon Capital, IDP Investments, Davenport Capital Ventures and many others.

**If you or your firm is actively looking at new investments, you should definitely plan to attend.** Several hundred early and later-stage opportunities are considered before we select the companies that present at the symposium. We know how difficult it is in today's market to find truly fundable deals with scaleable business models and proven traction in their market. In fact, this is why so many partners of leading venture capital and private equity firms from throughout the US and overseas attend our events. **They have found our forums to be a valuable use of their time in seeking-out potentially profitable investments.** These events also offer a perfect venue to meet prospective financial partners among the 200+ investment professionals who are expected to attend. **This Forum will be a unique opportunity for you to meet other senior partners, managing directors, and chief investment officers from some of the nation's most successful private equity and venture capital firms.**

We have again planned a fast-moving day that will start with a banquet-style luncheon at noon and concludes with a gala reception where you will enjoy live jazz, fine wines and hors d'oeuvres. The day's program will include a number of compelling guest speakers (TBA), as well as corporate presentations and several breakout sessions with featured companies. You will also have an opportunity to take part in our popular Guest Drawing, which offers qualified conference participants several thousand dollars in Awards that include state-of-art electronic products, computers and gift certificates from leading stores.

Look forward to hearing from you and hope that you can join us.

Best regards,

Patrick Dujardin,  
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1211 Genève 2, Switzerland  
41 22 310 92 50  
<http://www.financial-events.ch>

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## **Conference Schedule**

**Registration and Networking: 11:00 AM to 12 Noon**

**Banquet Luncheon and Guest Speaker: 12:00 PM to 1:00 PM**

**Company Presentations / Breakout Sessions 1:00 PM to 5:00 PM**

**Closing Remarks and Special Guest Drawing: 5:00 PM to 5:30 PM**

**Gala Private Reception with *Live Jazz*: 5:30 PM to 7:30 PM**

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# A Unique Forum Bringing Together the Best in Business Innovation, New Technology, Entrepreneurship and Capital Resources

New York Private Equity Forums provide a highly effective venue for both early and later-stage investors to discover what may be the next "**Big Thing**" or new business success. Participants have a "**first-hand**" opportunity to evaluate dynamic, next generation companies and meet their management. Those companies chosen to present at the Forum will feature breakthrough technologies and original business models that we believe can "**shape the future**" of their respective industries.

**In order to qualify, the presenting companies are required to substantially meet all of the following criteria:**

**Large Potential Market:** Forecast sales of at least \$20 million in sales within three years of commercialization. \$500 million or more in potential market worldwide.

**High Anticipated Growth Rate:** Projected annual sales growth of 25% or more.

**Experienced Management Team:** Key managers who have done it before, especially with a related business.

**Sustainable Competitive Advantage:** A distinct advantage compared to the competition.

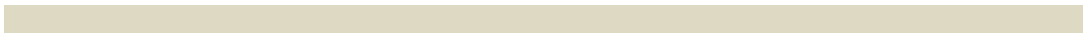
**Barriers to Entry:** Economic means to discourage or beat competition in the field. e.g., proprietary technology or business method, patent, trade secret, number of years ahead of the competition.

**Scalability:** A substantial likelihood that the business can grow exponentially once the product is launched.

**Clear Strategy for Commercialization and to Profitability:** A realistic and economic plan to bring product to market.

**Proof of Concept:** Ideally, a product or service that clearly fulfills a need, has achieved some level of sales, key strategic partners or solid sales commitments.

**Business Model Anchored in Reality:** Management has thoroughly assessed its market, product development costs, on-going operating expenses and overall funding requirements.



## “A MUST EVENT FOR THE SERIOUS PRIVATE EQUITY INVESTOR”

Our private equity forums, started in 2001, are among America's foremost events - noted for a **first-class venue, quality deals, and high-end networking.**

The conferences are designed for investment professionals like yourself who want to see truly fundable companies and meet other senior people, who are also experienced early and later-stage investors. The March Forum will also give you a unique opportunity to establish new relationships with principals of firms throughout the United States. These are organizations that can provide capital for your existing portfolio companies and may also be a source of quality deal flow in the future.

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# Private Equity XI : Mid-Year Venture Forum



**The Yale Club of New York** - New York City, United States

Please contact us for special hotel rates – e-mail: [l.plumet@financial-events.ch](mailto:l.plumet@financial-events.ch)

Accredited and institutional Investors	620 Eur / 975 US\$ / 500 GB£ / 1020 CHF
Approved non presenting entrepreneurs	930 Eur / 1475 US\$ / 750 GB£ / 1480 CHF
Pre-qualified business professionals	1560 Eur / 2475 US\$ / 1260 GB£ / 2470 CHF

Please register the following delegate for this conference:

Name : .....

Title : .....

Company : .....

Address : .....

City/State/Zip Code : .....

E-Mail : .....

Phone/Fax : .....

Place/Date/Signature : .....

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**Refund Policy:**

There will be no penalty for cancellations received before 30 days prior to the first day of the conference. The full amount will be refunded  
No refund will be issued for cancellations received less than 29 days before the first day of the conference.