

Confidential

# Partnering With Entrepreneurs

**David Feinleib**

General Partner, Mohr Davidow



# Who We Are

- **Founded in 1983, Mohr Davidow is focused on investments in three broad areas: Technology & Digital Media; Energy & Materials; and Personalized Medicine**
- **\$2B under management**
- **Investment team has deep domain expertise and operating experience**
- **Investment profile: Exceptional entrepreneurs building category leading companies**

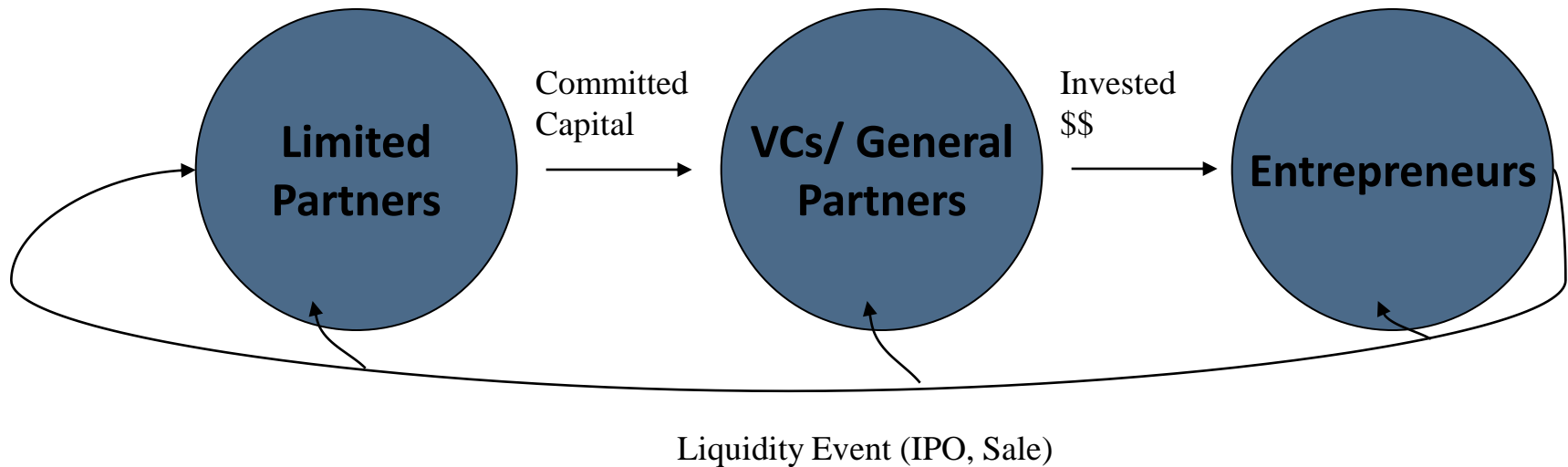
# Track Record of Backing Winners



# Pursuing Category Leadership



# Venture Capital



# Tech Market Trends

- **Tech is hot again, transformed through mobile and the social web.**
- **Platform disruption. Traditional media, commerce, and communication undergoing rapid change.**
- **Prices rising, further driving up tech market valuations.**
- **Tech IPO cycles tend to peak every 15 years.**

# Implications for Investors and Entrepreneurs

- **More adoption risk can be taken out for less capital.**
- **Significant capital is required for significant scale.**
- **Product innovation drives your user/customer acquisition strategy – viral adoption, word of mouth.**
- **Silicon Valley is cyclical. New winners accelerate adoption faster than their peers.**

# What Venture Investors Look For

- **Passionate entrepreneurs with a desire to build category leading companies**
- **Opportunity for disruptive innovation to displace incumbents**
- **Very large markets**

# Partnering With Entrepreneurs

- **Venture capital investments are about partnering with entrepreneurs to build great, game-changing companies.**
- **Look for investors who will test your assumptions but support you through ups and downs.**
- **Panel discussion**

# Our Panel

- **David Feinleib, General Partner, Mohr Davidow**
- **Larry Marcus, Managing Director, Walden Venture Capital**
- **Steve Adams, CEO, VirtuOz**

# Discussion Topics

- **Introductions**
- **Markets**
- **Team**
- **Financing**
- **Technology / Marketing / Sales**
- **Liquidity events**