



Corporate Profile

What We Do

Greenstone Venture Partners provides venture capital funding and management support to promising early-stage technology companies located in Canada and the western United States.

Since the Greenstone founders became an investment team in 1997 we have helped more than 25 innovative companies set and meet their goals through both financial investment as well as extensive guidance and support in areas ranging from product development through to sales, as well as marketing, recruiting, future financings, securing customers and general corporate strategy.

We are always on the lookout for early stage companies with ambition, a unique idea targeting a large market, a clear business model and innovative technologies. Our track record, network and the skills of our team make us the fund of choice for many entrepreneurs seeking venture capital.

Our Value

Our organization's strength comes from the diverse experience of our three principals, our unparalleled network of international partners, and our extensive expertise aimed at matching investors from US and international markets with talent and technology from Canada and the Western United States.

The Greenstone principals, Livia Mahler, Brent Holliday and Richard Osborn, have worked as an investment team since 1997. During that time they have made investments in over 25 companies at all stages of company growth, from seed to later stage, pre-IPO rounds. Prior to their respective careers in venture capital, the founders were active as entrepreneurs, executives, analysts, consultants, and researchers. This experience set helps our companies navigate the various challenges and difficulties in their respective fields.

The Greenstone Venture Partners network of experienced executives working with technology companies and investment groups in the U.S. and overseas creates a unique advantage, allowing us to draw on someone with expertise in virtually every technology field. These individuals include founders and senior executives of such world-class technology firms as Cisco, KLA-Tencor, LSI Logic, PMC-Sierra, Rational, Intel, among others. Collectively, the individual investors in our fund have built technology companies worth more than \$30 billion.

When Greenstone was formed the partners anticipated that U.S. investors would increasingly seek opportunities in Canada. This was proven out as foreign investment into Canada increased 173 per cent from 1999 to 2001. Through our relationships with companies and investors across the border, we help give Canadian start ups a global perspective and quality access to US and

international markets. For our US based portfolio companies we provide the same services -- helping them access talent, technology and ultimately customers for their products and services.

We pay a great deal of attention in selecting the best syndicate partners for each particular investment we make. We believe a healthy and positive relationship with our co-investors is an important factor in successful company building. A partial list of our co-investors includes Allegis, Capital, Battery Ventures, Business Development Bank of Canada, DB Alex Brown, GrowthWorks Capital, Morgenthaler, Neocarta, Norwest Venture Partners, Primaxis, Royal Bank Capital, Siemens Venture Capital, Stata Ventures, Storm Ventures.

In simple terms, our goal is to create every opportunity possible for our portfolio companies to succeed.

Our network

Greenstone has created a powerful network within the technology and venture capital industries. Close working relationships with members of that network enable us to provide entrepreneurs 'intelligent' capital and an unparalleled range of expertise.

Special Limited Partners

Our Special Limited Partners are experienced executives from technology and investment firms in the Silicon Valley and Eastern United States. They have collectively built tech companies valued at more than \$20 billion. Each partner supports Greenstone's portfolio companies with their:

- Track record
- Intimate knowledge of their industry
- Willingness to personally assist our clients
- Experience working in businesses with rapid growth and constantly changing environments

Our partners complement Greenstone's principals, providing a seamless connection to international financiers, strategic partners and leading technology managers. Our Special Limited Partners are:

Peter Wolken, General Partner, Diamondhead Ventures

Peter has been a venture capitalist in the Silicon Valley since 1982, originally working with Intel founder Bob Noyce. Peter has raised more than \$500 million since forming his first fund, AVI Capital in 1982, making seed and first round investments in such companies as Apple, S3, 3Com, Extreme Networks and LGC Wireless.

Larry Birenbaum, Senior Vice President and General Manager, Cisco Systems

Larry held senior management positions with 3Com prior to founding Grand Junction Networks in 1992. Grand Junction was bought by Cisco for \$345 million in 1995, landing Larry his current position at Cisco.

Ken Levy, Founder and Chairman, KLA-Tencor

KLA Tencor is a \$12 billion semiconductor company in the Silicon Valley. Ken serves as a director emeritus on the board of Semiconductor Equipment and Materials Institute (SEMI), and

as a board member of SpeedFam-IPEC, Ultratech Stepper, Inc., and Extreme Networks. Ken has been a recipient of the SEMI Lifetime Achievement award, and the Harvard Business School Association "Entrepreneur of the Year" Award.

John Michaelson, President, Needham & Co. Asset Management

Needham & Co. is a technology investment bank with offices in New York and San Francisco. They have invested in companies including Citrix Systems, Galileo Technology, Corsair Communications and Netcentric.

Side-Car Fund Partners

Greenstone's Side-Car Fund has partners who ride beside us – regularly investing alongside Greenstone - but not as involved in consultation as Special Limited Partners. Side-Car Fund partners are founders and executives of U.S. and international blue-chip technology companies, leaders in fields such as semi-conductors, communications, Internet content, software, and new media.

Side-Car Fun investors have a direct interest in seeing our clients succeed. They regularly share their expertise to help our companies shape ideas and technology and to deal with everyday issues facing new ventures. Some of our Side Car partners include:

Greg Aasen, Founder and President, PMC-Sierra
Wilfrid Corrigan, CEO, LSI Logic
Barry Guld, Founder Zadall Systems
Colin Harris, VP, PMC-Sierra
Kevin Huscroft, Founder and CTO, PMC-Sierra
Andrew Kyle, Founder, Metronet/AT&T Canada
Don Mattrick, President, Worldwide Studios, Electronic Arts
Geoff Smith, VP Technology, IBM/Rational Software

Our Investment Strategy

When considering investments, we look for the following characteristics in early stage companies:

- an experienced management team
- a unique idea, technology or application targeting a large market segment
- a clear business plan
- a demonstrated interest from customers
- a compelling strategy to win

We focus our investments on early stage communications and IT companies in the following categories:

Communications infrastructure

We believe terrific opportunities can be found in companies developing innovative applications and services within core infrastructure platforms such as SONET and Optical Ethernet as well as in the move to 40Gbps (and higher network speeds). As data volume continues to increase, innovative ways to increase revenue above the transport layer increasingly drive network

operators decision making. The convergence of voice, data and video also drives equipment and application changeovers and start up opportunities to challenge incumbent equipment vendors.

Semi-conductors

Fabless chip companies developing value propositions in storage, image processing, multiple protocol support and power consumption are of particular focus for our fund. Market sector emphasis includes network equipment, security, cell phones and application specific memory design scenarios. Also of interest is companies that provide a specific piece of the design, test and verification value chain in an innovative/low cost manner or location.

Wireless

As infrastructure is transformed to allow un-tethered data transfer, the adoption and proliferation of new standards such as 802.11x, 802.16, OFDM, Wi-max, Edge, 1xRtt, 3G etc represent substantial opportunities for start up companies. Equipment providers, content and transaction-based application providers, and companies offering radically new business models for mobile Internet access are of particular interest to us.

Enterprise Software

We believe that a great deal of the enterprise software innovations of the last decade have primarily been associated with such customer facing business units as sales, marketing and product development. Our investment strategy is actively pursuing opportunities that will be extended to long neglected enterprise activities and business units, (e.g. IT), solutions that can be delivered cost effectively to companies both large and small. Innovations using open source platforms in the areas of database scalability, storage, integration and rich client computing are specific areas where we are being proactive in our efforts to identify opportunities.