

Mobile Innovation In Boston / New England Entrepreneurial Opportunities for the Future



April 2010

Leading Next Generation Northeast Venture Firm

- Market opportunity is now, competition is abating, innovation persists
- Backing the best (PJC entrepreneurs have 22 exits, \$11.6 B in value creation)
- Tudor partnership creates unique competitive advantage

Culture of Success, Team Oriented Approach

- Vision and commitment for the future, GPs together for 9 years
- Complementary team, drive and energy to build successful companies
- Maturity and discipline to make sound investment decisions

Proven Success in Generating Strong Venture Returns

- Point Judith team has funded and/or built over 60 companies
- 18 realizations, aggregate value creation of over \$11 B

Early Stage, First Institutional Capital, Leadership Role

- Lead investor / director, CEOs “first call”
- Over 100 customer and business relationships initiated by PJC

Sector Expertise

- Internet, Mobile, Energy IT, Healthcare IT
- Industry networks generates best deal flow
- Selected thesis driven investing, optimal added value

Differentiated Approach Uniting Founders with Serial Entrepreneurs

- Backing innovative founders and infusing serial entrepreneurs
- Alpha generated from team creation and enabling them to succeed
- Recruited over 40 senior leaders to portfolio

I am NOT an expert, I am a very interested investor with some experience

I have certainly missed data, Logo sets are representative only

The Best data in this presentation can be found at
www.ctia.org and www.momoboston.org

Your knowledge is certainly broader than mine, please SPEAK UP

Mobile in Boston - Pop Quiz

What.....

Is the Largest Public Mobile Company in Boston?



AMERICAN TOWER
CORPORATION

\$17 Billion Market Cap

Was the largest VC backed mobile exit in Boston in 2008?



\$430 Million

2nd Largest Nationally

Was the largest VC backed mobile exit in Boston in 2009?



\$2.9 Billion

Largest Nationally

Major Mobile OS Company was Founded in Boston?



Is this Number, \$9.4 BILLION?

Mobile Company Equity
Value Creation
in Boston, 2008 - 2009

\$1 TRILLION / YR

Size of Global Mobile Industry Today

(includes carrier revenue, handsets, applications, equipment, etc.)

4 Billion Global Subscribers.....2 Billion more to go

Market Segments Growing the fastest at the Cutting Edge of Innovation

Why is "Mobile" Attractive for Startups?

Smartphones, "Open" Platforms, 3G + Networks

= Near Internet Experience / Many Customers / Low Cost Distribution

Capital Efficient Startups can Scale

Product Innovation Wins with Consumers / Business Customers on Mobile

A Real World Example

- 5 People, \$500k, 18 months = \$1 MM Revenue, 300k Registered Users
- Company competing in a \$5 B market with 50 MM US consumers

What is "Mobile"?

Applications/Media



NOKIA
enpocket



Google



Devices



Sony Ericsson

BlackBerry



Carrier/Service Provider



Equipment



Infrastructure



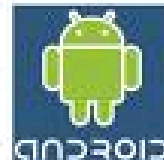
AMERICAN TOWER
CORPORATION



Software



Google



What is "Mobile" in Boston?

Applications/Media



NEXAGE

uLocate
THE POWER OF WHERE

NOKIA
enpacket

RunKeeper

apperian

vaultus
mobile technologies

scvngR
www.scvngrhunt.com

Devices

NOKIA
Connecting People

enterprise**mobile**

Carrier/Service Provider ???

Equipment



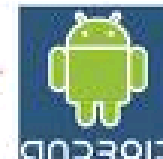
Infrastructure



Software

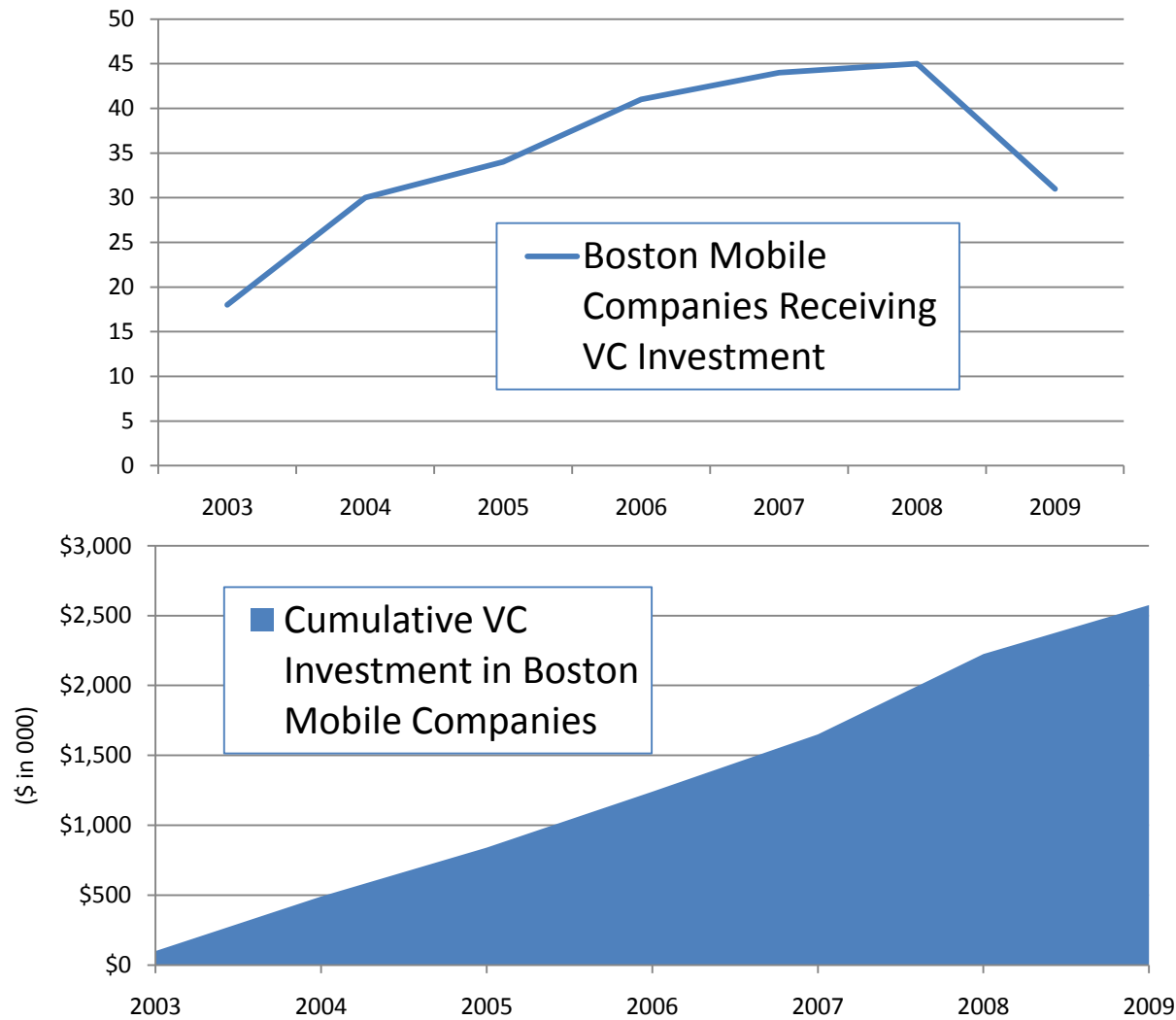
NUANCE

Google



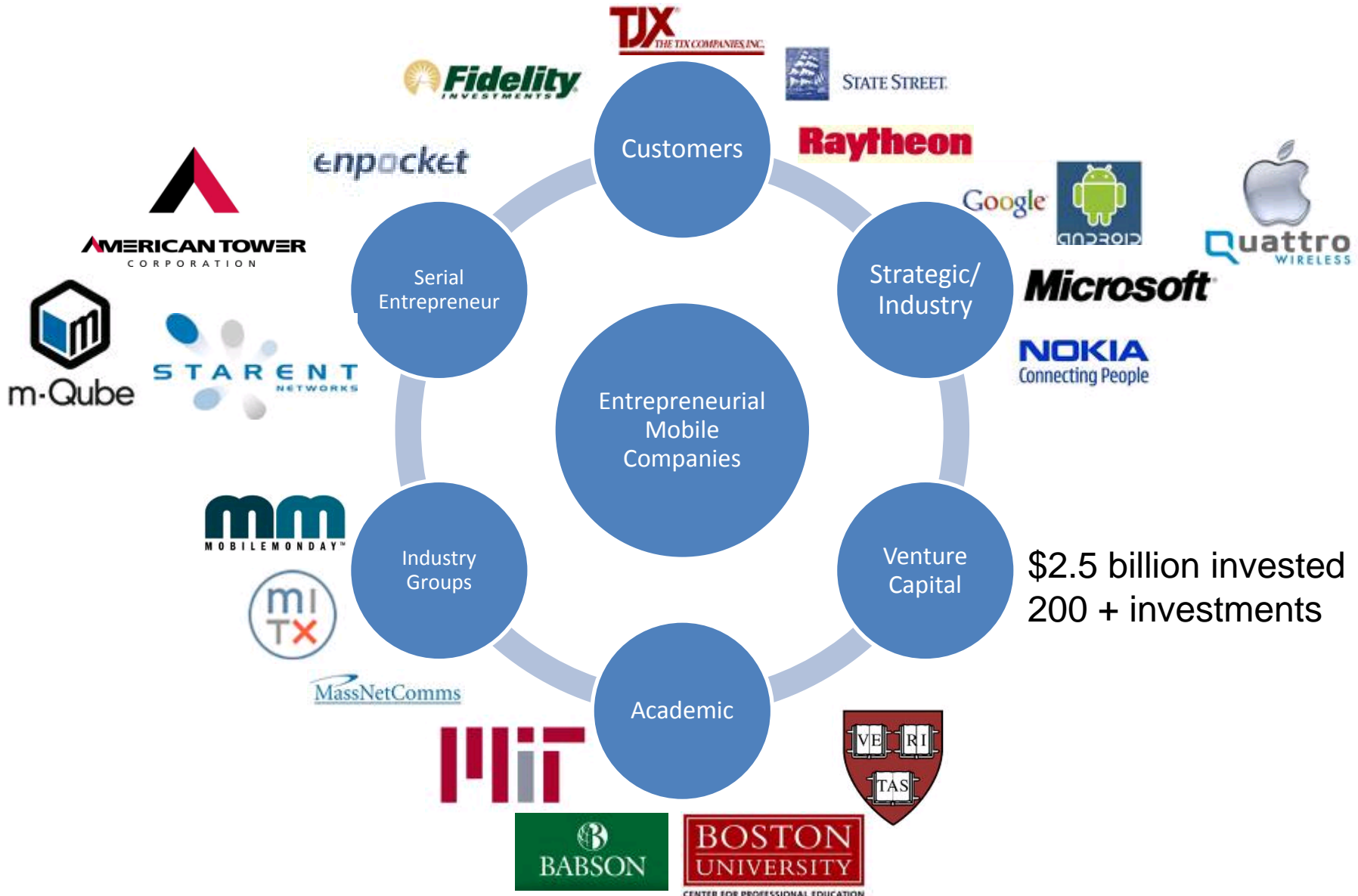
SKYHOOK
WIRELESS

Substantial Mobile Investment in Boston



Over \$2.5 Billion in Venture Investment in Mobile Since 2003

Mobile Ecosystem is Strong in Boston



So, What is Next for Mobile in Boston?

- Strong Mobile Application/Software Cluster
- Strong Mobile Network Infrastructure Cluster
- Broader Entrepreneurial / Innovative Culture

***Potential for Large Scale
Application/Software and Infrastructure
Companies Born out of Existing Ecosystem***

A Request for Entrepreneurs

Build your next company HERE, the Resources are Available

Include Mobile in Whatever you Build, It will Matter in Most Businesses

When you Start your Next Company, Call me First!!

Thank You

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