



Red Herring Spring 2007 Roundtable Panels

RT1: Web 2.0.... How Passé	2
RT2: Venture Capital 2.0?	2
RT3: Tapping the Sun.....	2
RT5: The Open Source Promise	3
RT6: The Security Arms Race.....	3
RT7: Tomorrow’s Smart Web	3
RT8: Video on the Web: Monetizing that makes cents!.....	4
RT11: Search Marketing 2.0.....	4
RT12: Mobile Marketing	4
RT13: Searching the Web: More than words	5
RT14: Digital Media: Hollywood Gets Technical.....	5
RT15: Mobile: Searching for the Next “Killer App”.....	5
RT17: Security – Changing Environment, Changing Needs?	6
RT18: Red Herring 100 Alumni	6

RT1: Web 2.0.... How Passé

Planning to pitch your Web 2.0 start up to a few venture capitalists? Don't bother, they don't want to hear it anymore. But that's okay because there are plenty of new ideas to talk about. Interstitial advertising technologies will deliver minimally intrusive targeted ads to mobile users. Virtualization software will create two computers—one for work and one for personal use—on the same piece of hardware so that workers can keep their personal affairs separate and corporate data is protected from unwanted intruders. New algorithms are being designed to evaluate who is important and influential—or not—on the blogosphere. And that's just for starters. Join our panel of distinguished venture capitalists to learn what they are interested in and talking about.

RT2: Venture Capital 2.0?

VC firms are expanding into new sectors, setting up offices around the world, franchising their brands, investing in multiple stages and even moving into private equity buyouts. No matter how you look at it, diversification is the name of the game in venture capital. These strategies enable VC firms to balance their portfolios and mitigate risk, provide investors with more opportunities, and offer additional specialized services to startup firms. Each strategy has advantages and disadvantages that start up companies should carefully consider before agreeing to any investment. Panelists will look at the pros and cons of each strategy and discuss how their diversification plays provide better investment opportunities and a wider range of services for startup companies.

RT3: Tapping the Sun

Solar power has long been the domain of the micro-producer. Home owners and small businesses have led the way in trying to harness the sun for their own consumption. Solar power still remains too expensive to be viable without government incentives, but leading edge thin-film solar cells and ultra-cheap printed solar cells promise to dramatically lower production costs. Big utilities are getting into the game with new technologies that enable them to build massive solar power plants and distribute energy far and wide. Detractors argue that using the grid to distribute solar power is wasteful, but proponents point out that centralized generation is much more cost effective and less disruptive to the status quo. Our panel will debate the merits of distributed versus centralized solar generation and discuss the how start ups and investors can capitalize on these growing trends.

RT5: The Open Source Promise

It took 15 years for Microsoft to accept the inevitable, but the software giant from Redmond has finally acknowledged that Linux is here to stay. Yet, if Linux is now at mainstay in the server room, the open source revolution remains a work in progress. Proponents have for years looked forward to the day when Linux cell phones and personal computers are ubiquitous—in the U.S., Europe, and particularly in developing nations of Asia. But Microsoft's de facto monopoly, the dearth of desktop Linux applications and the small size of the Asian open source developer community have all slowed Linux's expansion. Linux boosters now say the launch of Microsoft Vista provides a new window of opportunity and they are encouraged by sign mobile Linux is starting to catch on in China. Has the moment come for Linux to make the jump to smaller devices? Can the Linux community learn to make its software compatible with mainstream applications from Microsoft and Apple? Our panel will assess the promise of open source.

RT6: The Security Arms Race

Just when it looked like it was safe to get back on the Internet, a new breed of threats is emerging to challenge the security sector like never before. Self-morphing image spam relayed through networks of hijacked computers is surging into email inboxes around the globe. A new breed of computer viruses is lurking in web pages. And an emerging generation of localized attacks is forcing security firms to develop ever-more-sophisticated fixes for very specific threats. Can security firms keep up with black-hatters' rapidly changing tactics? How will surfers know when a web page is not safe? This panel will look at the next big threats and evaluate opportunities for start ups to capitalize on Internet insecurity.

RT7: Tomorrow's Smart Web

The World Wide Web is transforming communications and has delivered previously unimaginable volumes of data to our desktops. But even with advanced search technologies, sifting through all that information to buy the right car, book a great vacation, or choose the best college still take a great deal of time. Now researchers and commercial technologists are dreaming of an Internet that can emulate human reasoning. This type of artificial intelligence has long eluded computer scientists, but researchers and technologists are quietly working to develop systems that can provide users with detailed answers to complex questions. The commercial value of such technologies would far exceed current search engines and a growing number of start ups such as Radar Networks and Metaweb Technologies are already in the game. This panel will discuss the outlook for Web 3.0.

RT8: Video on the Web: Monetizing that makes cents!

Web 1.0, pumped with inflated visions of advertising revenue, created a vast graveyard of business plans and venture capital dollars. Foreseeing the future, the Web 2.0 graveyard will be filled with similar advertising dreams, this time built on expected online video traffic. Google's acquisition of YouTube and IAC's acquisition of CollegeHumor have created hopes for numerous video based business models but the question still remains: can an advertising-only model work and if so, how many companies can this truly support? One recent news report regarding YouTube said that industry officials believe "roughly 90 percent of the content viewed on its site violates copyright laws."¹ Is YouTube Web 2.0's version of Napster? On this roundtable we will discuss video monetization on the web: strategies for success, and pitfalls to avoid.

RT11: Search Marketing 2.0

There is no question about it; search is the hottest topic in marketing. Even hotter is local search, with over 14 million SMBs missing out on the revolution, simply because they do not have a website. Even with this enormous opportunity, many brands are not taking advantage of this opportunity. What is the biggest mistake paid search marketers are making today? Will pay-per-call every truly catch on? How problematic is click fraud? Search has transformed the world of marketing and new technologies are changing the world of search. How can your company best take advantage of this transforming communication strategy? On this roundtable, a group of industry experts will analyze this ever changing landscape and help us make sense of what to expect for the future.

RT12: Mobile Marketing

Consumers are using their mobile phones in more ways than we could ever imagine. As wireless carriers are doing all they can to maximize revenue, advertisers are trying to figure out how and when to use mobile marketing effectively. With over 2 billion cellular phones worldwide, numerous strategies are being explored. From contests, voting, CRM, coupons, ringtones, games, alerts, live events and storefronts, companies are trying to engage the customer by enhancing and associating themselves into as many of these emerging mediums as possible. As consumers increasingly identify themselves with their mobile phone, companies continue to align their message with the ever transforming "Mobile Customer." This roundtable will help provide perspective on what we can expect next and identify which strategy is poised for a breakthrough.

¹ Sam Gustin, "YouTube's Got A Fat Idea Of Itself," *New York Post*, September 21, 2006, <http://www.nypost.com/>

RT13: Searching the Web: More than words

For the last ten years searching the web has meant finding the right keywords in a vast optimized index of words. But as the web shifts from being mostly text to include large amounts of audio (podcasts), video, and still images, the entrenched players like Google and Yahoo face new challenges. What is the best technology to manage multiple forms of information? How do you find video when it isn't labeled and how do you index it once you've found it. The transformation of the Web has opened opportunities for companies like Blinkx, Pixsy, PodZinger and Metacafe that claim to have higher technical capabilities like object recognition. Some of the old guard like AOL has leaped into the breach by acquiring video search companies. When it comes to the future of search, there is no status quo.

RT14: Digital Media: Hollywood Gets Technical

For years “digital” was a four-letter word in Hollywood. Film studios and music companies vigorously prosecuted people who downloaded music and video from file-sharing sites. But attitudes have changed. Apple's iTunes has proven that the studios can make money wit downloads; TV studios have decided that an excerpt on YouTube are actually a good thing. Studios are experimenting with digital downloads to theaters and made deals with BitTorrent, the video streaming technology that was once the favorite of every college dorm – and a Hollywood pariah; music companies are seeking alternatives to the Apple monopoly. This panel will explore Hollywood's new romance with digital and the challenges it poses to the old order.

RT15: Mobile: Searching for the Next “Killer App”

Wikipedia defines a “killer app” as a computer program that is so useful that customers will purchase a piece of computer hardware simply to run that program. Voice was Mobile 1.0's bread and butter, but Mobile 2.0 is still in search of the right “must have” programs. Successful brands (Motorola and Verizon) have focused on voice QOS and form factor as opposed to features and programs. From instant messaging, search, news/traffic updates, payments, games, advertising and TV, next generation services have not turned into “must have” services in North America. According to a recent Harris survey, only 18 percent of mobile subscribers have sent pictures on their cell phones and only 3 percent have sent videos, even though over 50-percent of new phones are shipped with camera capabilities. What do consumers want and what key programs will drive demand for the next stage of mobility?

RT17: Security – Changing Environment, Changing Needs?

For every product released, a new hack is seemingly minutes behind (or ahead). As the push grows for a ubiquitous Internet, innovative devices and technologies become increasingly important. Whether device thefts, Bluetooth hacking, or weak links in VoIP, Wi-Fi and IM security, the threats are real, yet most consumers rarely give them a thought. Emerging technologies such as WiMAX and Web 2.0 will pose even larger issues for security breaches—what is being done to protect the ever-changing confluence of communications, technology, consumer electronics and the Internet? As the drive continues to make products faster, smaller and more interactive, are we ignoring safety? During this roundtable we will examine how security interacts with technological progress: Are we moving too fast for our own good?

RT18: Red Herring 100 Alumni

Red Herring editors say that in choosing the Red Herring 100 list, "this isn't the hall of fame – we're looking for the Rookie of the Year." Over the years, some of these "Rookies" have turned into superstars that not only move markets, they create entirely new ones. In the 10 years since Red Herring started choosing the best startups its 100 lists, winners have included Broadcom, Epiphany, Google, Juniper, Nuance, Red Hat, Salesforce.com, Verisign, and Youtube, and numerous others. At the same time, there are plenty of winners that don't go on to fame. What separates the good from the great? Why do some companies muddle along while others become giants? In this roundtable we will feature several Red Herring 100 alumni, as well as their financiers, and analyze the ingredients that propels a successful startup into stardom.