



## Red Herring Spring Monterey, CA May 1-3, 2007

### Tuesday, May 1<sup>st</sup>

10:00 – 15:00 GOLF TOURNAMENT

18:30 – 21:30 WELCOME COCKTAIL (Monterey Bay Aquarium)

### Wednesday, May 2<sup>nd</sup>

07:30 – 08:30 BREAKFAST & REGISTRATION

08:30 – 08:45 WELCOME SPEECH

08:45 – 10:15 KEYNOTE SESSION

Gen. Ken Minihan, Managing Director, Paladin Capital Group

Mark Jung, Former COO, Fox Interactive

Max Levchin, CEO Slide, Co-Founder Paypal, Chairman Yelp

10:15 – 10:30 SPECIAL ANNOUNCEMENT

10:30 – 11:00 COFFEE BREAK

11:00 – 12:00 RED HERRING 100 PRESENTATIONS

12:00 – 12:45 BREAKOUT ROUNDTABLES

Room A: 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 with 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.*

#### *Panelists:*

Dan S. Simpkins, Founder, Chairman and Chief Executive Officer, Hillcrest Labs

David Hyman, Founder and Chief Executive Officer, MOG

Peter Csathy, Chief Executive Officer, SightSpeed

Room B: Venture Capital 2.0?

*Panel is underwritten by Sonnenschein Nath and Rosenthal*

*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.*

*Panelists:*

Jim Kollegger, Chief Executive Officer, Genesys Partners  
Scott Munro, Managing Director, Pagemill Partners  
Chris Albinson, Managing Director, Panorama Capital  
Dave Welsch, Partner, Partech International  
Jim Jones, Scale, Scale Venture Partners  
Victor Boyajian, National Chair, Venture Capital Group, Sonnenschein Nath and Rosenthal

**Room C: 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.*

*Panelists:*

Armit Williams, Chief Technical Officer, BigFix  
Ken Elefant, General Partner, Opus Capital  
Niloo Howe, Partner, Paladin Capital Group  
Oliver Friedrichs, Director, Emerging Technologies, Symantec Security Response, Symantec Corporation  
Jeremiah Grossman, Chief Technology Officer, WhiteHat Security

**13:00 – 14:15 LUNCH**

**14:15 – 15:00 KEYNOTE ROUNDTABLE** *Red Herring 100 Alumni Panel*

*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.*

*Panelists:*

Elan Amir, Chief Executive Officer, Bivio  
Vincent Deschamps, Chief Executive Officer, Echopass Corporation  
Des Cahill, Chief Executive Officer, Habeas, Inc.  
Navin Chaddha, Managing Director, Mayfield  
Philippe Courtout, Chief Executive Officer, Qualys

**15:00 – 15:45 KEYNOTE SESSION**

James Montgomery, Founder & CEO, Montgomery & Co. Alex

**15:45 – 16:00** COFFEE BREAK

**16:00 – 18:00** RED HERRING 100 PRESENTATIONS

**18:00 – 18:45** BREAKOUT ROUNDTABLES

Room A: 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?*

*Panelists:*

Scott Chou, Partner, Gabriel Venture Partners  
Craig Walker, Chief Executive Officer, GrandCentral  
Michael Simon, Chief Executive Officer, LogMeIn  
Faraz Hoodbhoy, Chief Executive Officer, Pixsense  
Wendy Caswell, Chief Executive Officer, Zink Imaging

Room B: 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.*

*Panelists:*

Bill Soward, Chief Executive Officer, Adaptive Plannin  
Michael Sikorsky, Chief Executive Officer, Cambrian House Inc.  
Ranga Rangachari, Chief Executive Officer, Groundwork Open Source  
Mike Guiterman, Director of Open Source & Compliance Marketing, SourceFire  
Alan Weinberger, Chairman and CEO, The ASCII Group  
Bob Walters, President & Chief Executive Officer, Untangle

Room C: 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.” 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.*

*Panelists:*

Dan Gill, VP of Business Development, Gotuit Media  
Iman Khan, Managing Director, JP Morgan  
Andrew Wright, Founder and Chief Executive Officer, SmileBox  
Keith Smith, Founder and Chief Executive Officer, Zango

**19:15 – 22:00** COCKTAIL & AWARDS DINNER

**Thursday, May 3<sup>rd</sup>**

**07:30 – 08:30** BREAKFAST & REGISTRATION

**08:45 – 09:00** OPENING COMMENTS

**09:00 – 10:30** KEYNOTE SESSION

Ray Lane, General Partner, Kleiner Perkins Caufield & Byers  
Alex Welch, Co-Founder & CEO, Photobucket  
Pierre Lamond, General Partner, Sequoia Capital

**10:30 – 11:15** KEYNOTE ROUNDTABLE *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.*

*Panelists:*

Gurbaksh Chahal, Founder & CEO, BlueLithium  
Baris Karadogan, Partner, ComVentures  
Sergio Monsalve, Principal, Norwest Venture Partners  
Eric Hoffert, Chief Executive Officer, ShareMethods  
Gil Penchina, Chief Executive Officer, Wikia

**11:15 – 11:30** COFFEE BREAK

**11:30 – 12:15** BREAKOUT ROUNDTABLES

Room A: 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?*

*Panelists:*

Ofer Akerman, Executive Cyber Security & Intelligence Consultant, Cobrador

Richard Gingras, Co-Founder, Chairman, & Chief Executive Officer , Goodmail Systems  
Antonio Nucci, Chief Technology Officer, Narus  
Mike Rogers, SVP of Strategy & Corp. Development, PatchLink Corporation  
Ray Weadock, Chief Executive Officer, Persysent  
Hans van Rietschote, Senior Director, Technology Scouting Group, Symantec Corporation

Room B: 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.*

*Panelists:*

Timothy Tuttle, Senior Vice President, AOL Video, AOL  
Levy Cohen, Chief Executive Officer, Founder, Collarity  
Haibo Li, Professor, House of Technology  
Mike Edelhart, Chief Executive Officer, Infovell  
Charles Carleton , Chief Executive Officer, Founder, Jyve.com  
Amir Arbabi, Vice President of Business Development, Melodis

Room C: 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.*

*Panelists:*

Marketta Silvera, Chief Executive Officer, Apptera  
Venky Ganesan, Managing Partner, Globespan Capital Partners  
Dan Flanagan, Co-Founder and President, Soapbox Mobile  
Jeff Black, Chief Executive Officer, TalkPlus

**12:15 – 13:00** RED HERRING 100 PRESENTATIONS

**13:00 – 14:15** LUNCH

**14:15 – 15:45** KEYNOTE SESSION

Salman Ullah, Director of Acquisitions, Google  
Bruce Jaffe, Corporate Vice President, Corporate Development, Microsoft  
Marthin de Beer, Senior VP, Emerging Technology Group, Cisco

**15:45 – 17:15** RED HERRING 100 PRESENTATIONS

**17:15 – 18:00** BREAKOUT ROUNDTABLES

Room A: 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.*

*Panelists:*

Rob Wrubel, President and Chief Executive Officer, Aptimus  
Andrew J. Frawley, Chief Executive Officer, Click Tactics Inc.  
Wayne Yamamoto, Co-Founder, MerchantCircle  
Brian Scanlon, Exec VP and Assistant GM, Schwartz Communications  
Craig Macdonald, Vice President of Marketing, Alliances and Product Management, SEMDirector

Room B: 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.*

*Panelists:*

Alex Lightman, Chief Executive Officer, Innofone  
Jeff Schumacher, Partner, High-Tech Practice, McKinsey  
Steve Bjorg, Co-Founder and Chief Technology Officer, Mindtouch

Room C: 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.*

*Panelists:*

Jeff Fagnan Partner, Atlas Venture  
Conrad Burke, President & CEO, Innovalight  
Peter Grubstein, Managing Partner, NGEN Partners  
Suvi Sharma, President & CEO, Solaria  
Gary Conley, Chief Executive Officer, Solfocus