



IMPRIMATUR
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Who wants to be an entrepreneur?

The key principles to forming a start-up.

Toby Moore
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Imprimatur Capital – Who we are:



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Imprimatur is an **international, operational, principal** investment business focussing on the emerging asset class of IP Equity and founded on long-term relationships with key universities and research institutes worldwide.



Our IP Equity Business Model

Active identification of strong technology and international market gaps:

- Long-term partnerships with 40 top universities and research institutes worldwide as primary sources of deal-flow
- Disciplined market-driven technology focus with international perspective and resources
- Targeting at an early stage a broad range of key technologies in: med tech, clean tech, electronics, software, energy, new materials
- Providing seed/start-up/follow-on capital and management support to IP-based businesses with scaleable international market potential
- Strong operational team and Industry/Scientific Advisory Group who work closely with our university partners and portfolio companies
- HQ in London with regional offices in Riga, Kiev, Hong Kong, Singapore, Sao Paulo

University Partnerships



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Long-term partnerships signed to date with 40 leading universities and research centres in:

Baltic Sea Region

- Estonia, Latvia, Lithuania

Central & Eastern Europe

- Hungary, Russia, Ukraine

Western Europe

- Spain, UK

Asia Pacific

- China, Hong Kong, Singapore

South America

- Brazil



Our active investment approach

- We develop the business plan, IP protection and commercialisation plans together with the inventors and IP owners;
- We provide financing - from pre-seed (proof of concept financing), through seed (up to €300k), follow-on and series A/B financing (€Xm);
- We identify the key valuation milestones, which are typically technical, commercial or people-related;
- We provide access to our world-class Scientific/Industry Advisors network;
- We help our companies recruit top international senior management;
- We guide our companies through fund-raising from external investors;
- We buy a minority stake (30-40%) and in ordinary shares;
- Our investment horizon is 4-7 years;
- Exits via trade sales or IPOs.



Current Portfolio

- **Superstructure** unstructured data mining tool; NZ
- **Info Gov** compliance, information security; UK
- **Layered Sound** acoustics technology; UK
- **SA Fuel Cells** solid oxide fuel cell; UK
- **Mobile Acuity** mobile image recognition technology; UK
- **ICIPR** communications licencing; international
- **OrbisIP** information security licencing; international
- **Mobile Gaming** mobile gaming; Russia
- **Vittamed** non-invasive medical devices; Lithuania
- **Clusterpoint** enterprise search software; Latvia
- **Quicksilver** biodiesel production technology; Hungary
- **Quantum Precision** nano-measurement devices; Singapore
- **Colisa** cuffless blood pressure monitor; HK
- **Leximancer** unstructured data analysis; Australia
- **Manbujia** wireless infrastructure and services; HK
- **BigDNA** phage vaccine platform; UK

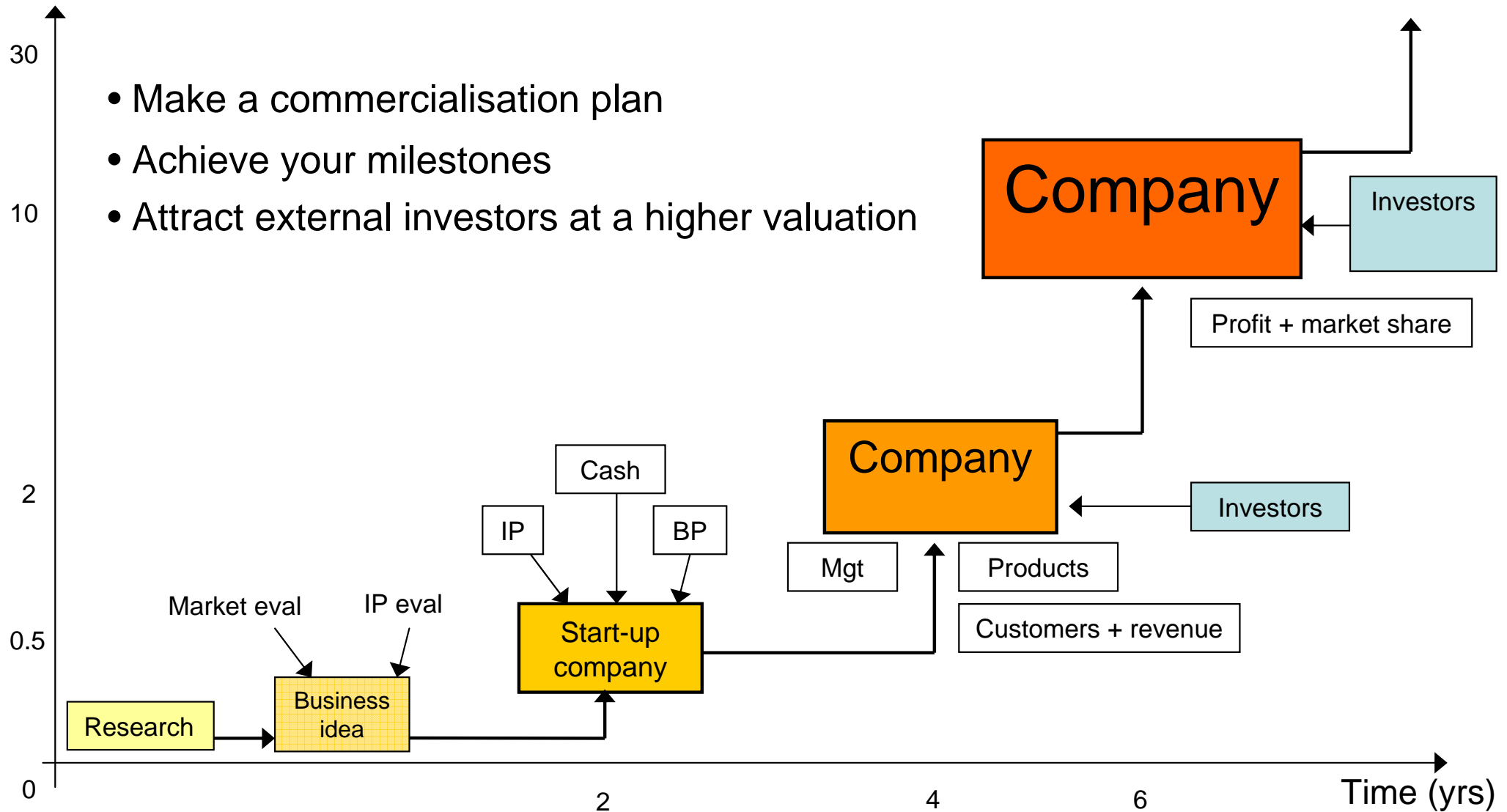


So you want to be an entrepreneur?

- Forming a start-up
 - when, why, where and with whom?
- Resources
 - Your big idea
 - People: yourself, friends, colleagues, advisors, network
 - Knowledge and practical know-how
 - Enthusiasm and commitment
 - Capital: cash and non-cash
- Analysis and planning
 - Market analysis: customers, competitors, management, advisors, investors
 - IP analysis: legal protection, competitors' barriers to entry
 - Commercialisation plan

From idea to spin-out business

Valuation (€m)



Contact



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