



STAC Silicon Valley | ON3 PHILIPPINES

SMX Convention Center | July 12, 2012



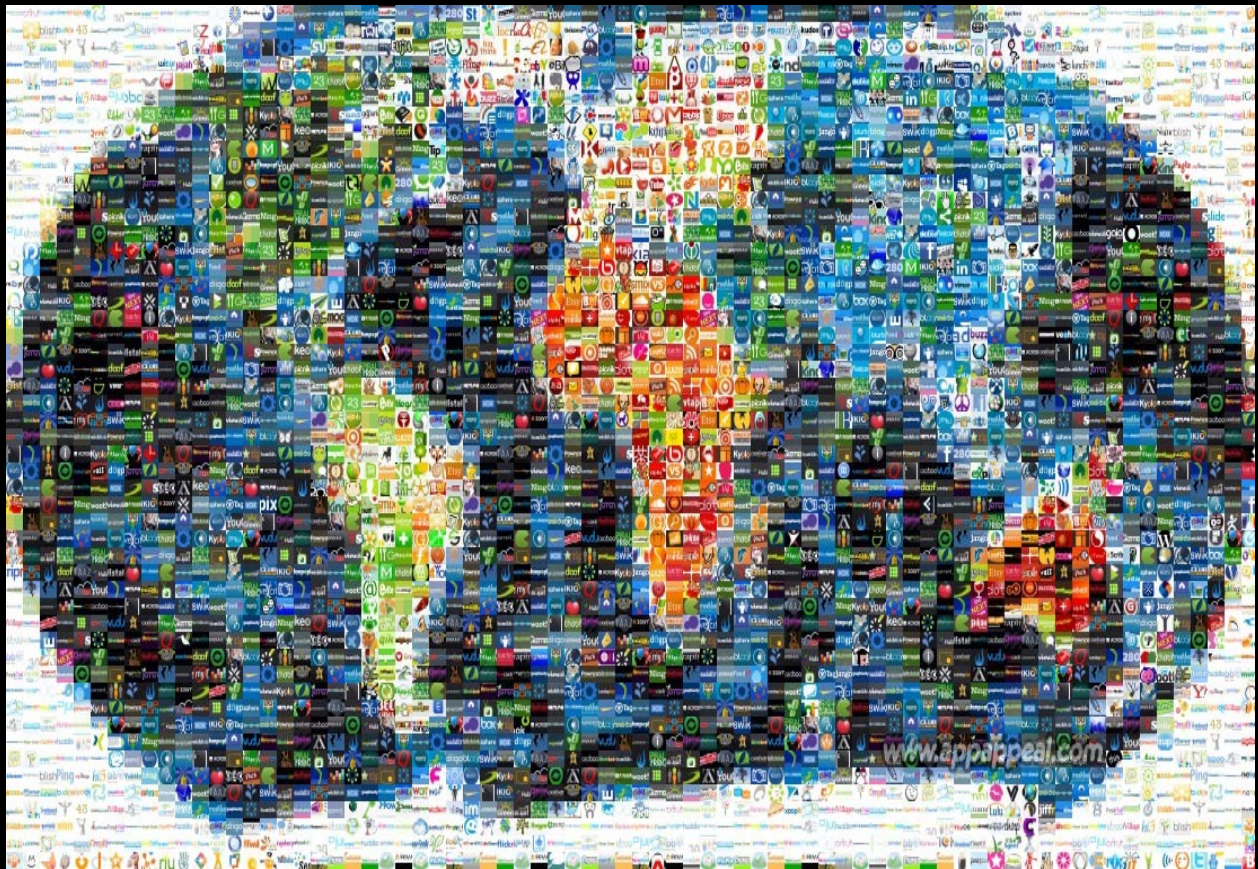
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PITCHING COMPETITION

TECH FUNDING OLYMPICS

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Accelerating Transformation



Global Internet Traffic Is Expected to Quadruple by the Year 2015

Worldwide Internet traffic will approach one zettabyte per year by 2015. This growth is driven by four primary factors:



An Increase in the Number of Devices

The proliferation of smart devices is driving this increase in connectivity.



Additional Internet Users

There will be nearly three billion Internet users — more than forty percent



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July 2012—Welcome to the ON3 Nationals!

We are excited to have you participate in our 2nd Annual event!

We launched ON3 last year and were thrilled to see how things moved forward in 2012. We achieved new milestones, enhanced existing relationships, and forged new partnerships.

*The original vision behind **ON3** was to provide a venue where we would inspire and encourage members of an entrepreneurial ecosystem to work together to discover, support and showcase some of the country's talent. We would employ best practices and offer to the regional runner-ups and grand prize winners an experience like no other including access to experts and professionals both domestic and international that could help accelerate their initiatives. Further, we would enable meaningful participation of the Philippines in the Global Tech Economy by creating strong partnerships to support the Grand Prize winners as they compete for attention of venture capitalists in Silicon Valley and the rest of the world.*

*The **ON3 Nationals** is the annual "final" competition where regional tech-related start up and growth companies from around the country will compete for the Grand Prize— a three (3) month immersion in Silicon Valley. These companies were selected by esteemed judges during our four (4) **ON3** regional events (Cebu, Davao, Pangasinan, and Manila hosted in April 2012 to represent Mindanao, the Visayas, and Luzon, This year 15 companies of the 40 that participated will articulate, demonstrate and showcase their value proposition to a broader group of judges consisting of venture capitalists, successful entrepreneurs, prominent government officials and tech executives.*

Once again we are conducting the Nationals during the National Science & Technology Week Expo hosted by the Department of Science & Technology (DOST) on July 12, 2012 at the SMX Convention Center in Pasay City.

To our partners and supporters, we salute you! Without your participation and Collaboration, this event and the ecosystem formation would not be possible. We continue our commitment to expand the network, forge meaningful partnerships, create unique experiences, and contribute to great successes.

To all, we thank you for joining us in this journey to help secure a bright spot for the Philippines in the global economy.

Wishing everyone an enjoyable experience,

Christina Rodriguez Laskowski—President, STAC—Silicon Valley

GLOBALIZATION

The age in which we live has changed dramatically and continues to evolve with technological advancements providing an opportunity for countries with fewer resources to compete globally. These developments coupled with infrastructure investments during the past ten years provide a platform for the Philippines to participate in this new worldwide market on a different level.

We believe the Philippines is uniquely positioned to take advantage of the world's transformation. The country's cultural strengths— passion for creativity, an appreciation for high quality services and products, deep value of education, love of family and entertainment, strong social circles; and favorable geological characteristics — rich biodiverse landscape in the Asia Pacific — contribute nicely to the country's potential to have a meaningful place in the Global markets.

TRANSFORMATION

Importantly, strategic initiatives, continued investments and technology enhancements are continuing to drive change.

In our first year of operation, we discovered start –ups taking leaps of faith. In 2011 **ON3** participants grabbed headlines. VisMin regional winner, **Piclyf** was invited to **Echelon 2011 in Singapore** and **served as the only Filipino start-up** of the 10 total companies invited to pitch at the event. Meanwhile, **Ayannah**, an e-Services 2010 Businesses Take a Pitch winner **won the VC Taskforce Seed Stage Elevator Pitch contest** in San Francisco pitching to Inspiration VC, XG Ventures (Ex-Google Ventures), Claremont Creek Ventures and Javelin Partners.

In April 2012, **TwitMusic**, a Manila based music platform that allows artists to share their music via Twitter with their existing followers and new audiences, was referred to and picked up by 500 StartUps and uprooted to Silicon Valley where they now have access to valuable resources to grow their business.

These achievements and warranted attention are what continues to inspire our ON3 initiatives.

ON3 ACCELERATION

ON3 is what we refer to as our Tech Funding Olympics designed to Accelerate Participation in the Tech Economy.

- 3 events hosted annually in different regions of the country to uncover talent in:
 - Luzon, the Visayas and Mindanao
- 3 minutes to present the business plan and why the company matters
- 3 months immersion in Silicon Valley as the Grand Prize

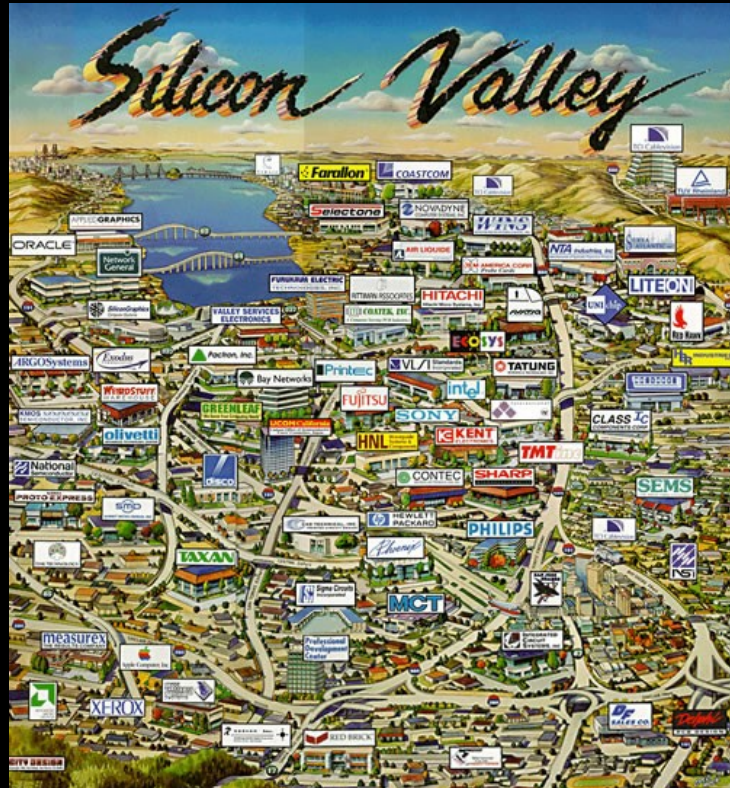
Specifically, through **ON3**, we pursue our quest to discover what is brewing across the country in certain areas of technology and through the program employ best practices to help accelerate the development of businesses that have an opportunity to secure a spot in the global markets. We conduct each of our **ON3** events as a rolling business plan competition, networking venue and industry forum all in one. We host regionally focused events in Visayas, Mindanao (**VisMin**) and **NCR-Luzon** to enable representation from the three regions. The Nationals serve as the Finals where the regional winners compete for the **Grand Prize**.

We invite Filipino start-up or growth companies that are involved in technology particularly in the areas of consumer Web, Internet, Mobile, Wireless, Social Media, Gaming, Software, Clean Technology and Biotechnology to participate. We look for companies with the following characteristics :

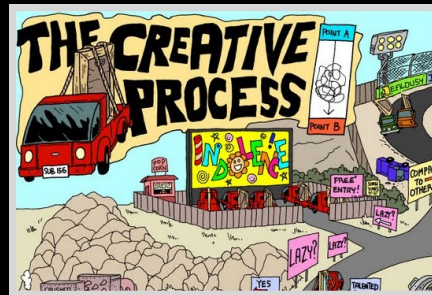
1. Authentic and Proprietary IP
2. At least two (2) Founders
3. A Business Model that is focused on solving a real and large problem
4. An existing product or service platform with market traction and revenue; and
5. Must be seeking investment capital and/or global business development

Following additional due diligence, the grand prize finalists will have the opportunity to represent the Philippines in Silicon Valley and compete with all other start-ups for funding from Silicon Valley Venture Capital firms.

- **3 month immersion program at Plug and Play Tech Center in Sunnyvale, California.** The three month immersion program is sponsored by Plug and Play Tech Center and includes:
 - Introduction to at least (5) top tier Venture Capital firms and Angel Investors in Silicon Valley
 - Participation at one of Plug and Play's EXPO Series events
 - Participation at Plug and Play's three (3) day Silicon Valley Entrepreneurship Academy
 - **The Cost of living allowance is subsidized by a Grant from the Department of Science & Technology**
 - Daily living allowance to cover living expenses (rent, transportation and food)
- 



July 12, 2012—ON3 Presenting Companies
Visayas | Mindanao | NCR Luzon



ON3 Agenda | Nationals Competition

July 11 to 13, 2012

DOST National Science & Technology Week

Day 1	Finalists Coaching Session Private Event
8:00am	MINT College
5:00pm	1030 Campus Avenue, 2F CIP Building
	McKinley Hill, Fort Bonifacio, Taguig City
	Press Interviews
Day 2	ON3 Nationals Competition - July 12, 2012
1:00pm to	SMX Convention Center—Center Halls 1 & 2
5:00pm	SM Mall of Asia, Pasay City
Day 3	Mixer - July 13, 2012 Private Event
5:30pm	Mixer Venue TBD—RSVP Required
	RSVP: christina.stacsiliconvalley@hotmail.com

ON3 Agenda

July 12, 2012

- 1:00 pm Introduction**
- 1:10 pm Acknowledgement of Sponsors & Partners**
- 1:15 pm Milestones — Global Entrepreneurship Program**
- 1:25 pm Dan Miller, Head of the Office of Economic and Governance
Of US Aid and GEP Partner to Share Success Stories**
- 1:35 pm Consul General Paynor of Department of Foreign Affairs
GEP Partnership and ON3 Program**
- 1:45 pm Success Stories: Highlight Filipino American Technopreneurs**
- 1:55 pm DOST Speaker**
- 2:00pm Competition and Judging**
- 4:30 pm Coffee Break**
- 4:45 pm Announcement of Winners**
- 4:55 pm Closing Remarks**
- Announcement of Creative Workshop — Half Ton Truck and
Alligator Planet**
- INTEL Entrepreneurship Video**
- 5pm—7pm Picture and Press Conference**

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2012 ON3 Production Team

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(Manila)

Michael Ignacio, Silicon Valley Trade Commissioner
(Silicon Valley)

Director Raymund Liboro, STII—DOST



2012 ON3 Moments



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DTI Trade Commissioner Michael Ignacio — Working Group Partner

DOST Director Raymund Liboro — Working Group Partner

Scott DiCarlo— Events Volunteer

Mark Labelle - Corporate Communications

All Our Families Who Support Us

**HE WHO DOES NOT KNOW HOW
TO LOOK BACK AT WHERE HE
CAME FROM WILL NEVER REACH
HIS DESTINATION**

**JOSE RIZAL
(AND THE STAC SV BOARD,
WORKING GROUP,
AND ADVISORS)**

The Science and Technology Advisory Council, Inc.—Silicon Valley (STAC SV) is a non-profit organization. It consists of an active group of experienced professionals and businessmen and women with particular expertise in important areas of technology. Members serve as volunteers. The primary role of STAC is to collaborate on policy implementation and project execution to foster innovation and entrepreneurship. The mechanism to accomplish this is through its **eXcelr8** platform and its **ON3** events. For more information about STAC SV or for ON3 participation details, please visit our website at: www.excelr8.org.