

SUMMARY REPORT ~ October 19-21, 2010

AllThingsMedia: 2010 Venture Forum

AllThingsLifeSciences/CleanTech: 2010 Presentations at Alexandria

Winners' Circle Awards Dinner 10th Anniversary Celebration

<u>October 19th – 21st Springboard Events</u>	<u>Date</u>
Pre-Forum Reception: AOL Headquarters	October 19th
Venture Forum: AllThingsMedia: 2010 at the Paley Center	October 20th
Dinner: 10 th Anniversary Winners' Circle Awards	October 20th
Presentations at Alexandria: AllThingsLifeSciences/CleanTech: 2010	October 21st

Summary: Springboard returned to New York City for the October 19-21st events celebrating its 10 year anniversary and showcasing twenty-seven new portfolio companies. Twenty media and consumer internet companies joined seven life science companies in presenting their businesses to invitation-only crowds at two separate presentation sessions: The Paley Center for Media and the Alexandria Center for Life Science. Our pre-forum reception hosted by AOL, and our annual Winners' Circle Awards Dinner provided great networking opportunities for our companies, alumnae and our stakeholders.

Special Thanks to our Sponsors

The AllThingsMedia Forum program was sponsored by Patrons: Aon, CA Technologies, Covington & Burling LLP. The George Washington University, Grant Thornton, Nasdaq OMX, and Venable LLP; Partners: NBC Universal; Supporters: AOL, Koplovitz & Co, and Mintz Levin; Advocates: CBS and venue host The Paley Center for Media. The AllThingsLifeSciences/CleanTech Forum was sponsored by: Lead Underwriter: Aetna; Patrons: Aon, CA Technologies, Covington & Burling LLP, The George Washington University, Grant Thornton, Nasdaq OMX, and Venable LLP; Partners: Merck; Supporters: Pfizer, Inc. and Wilson Sonsini Goodrich & Rosati; Advocate: Johnson & Johnson; and Venue Host: Alexandria Real Estate Equities. The Winners' Circle Awards Dinner was sponsored by Liz Claiborne, CA Technologies and NBC Universal and a host of corporate table sponsors. As always, we would also like to thank our Patron Sponsors who are active participants at all our programs and in support of our organization.



Pre-Forum Reception: A Gathering at AOL's NYC Headquarters



With the generous support of AllThingsMedia Forum Supporter Aol, we were warmly received at their offices in Manhattan and joined by our 21 presenters, investors, coaches, alumnae and invited guests. AOL's Senior Vice President of Marketing, Brand, and Partnerships Maureen Sullivan welcomed everyone, congratulated this year's class of women-led media companies and gave her personal advice (and words of wisdom) on how to succeed in business.



"The legions of folks that prepped us and pulled off the events were exceptional. I can honestly say that I was floored by the types of connections we made." **Lisa Morales-Hellebo, ShopSuey (ATM 2010)**

The way you took us under your wings and went out of your way to make sure we had the right resources, encouragement and support is something I will never forget! This was the single most amazing experience of my startup journey. I learned so much and feel completely transformed! Thanks so much for all your support and for giving me the opportunity to be a part of Springboard. Words cannot express, the gratitude I feel.

Monika Desai, Open Runway (ATM 2010)



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AllThingsMedia: 2010 Venture Forum at The Paley Center for Media

ALLTHINGSMEDIA
A SPRINGBOARD VENTURE CAPITAL FORUM

The AllThingsMedia: 2010 venture forum took place at the Paley Center for Media in NYC in front of a diverse group of investors, corporate media executives, sponsors, coaches and experts from the New York media, entertainment and consumer internet sector. Featured speakers Katherine Oliver, NYC's Commissioner of Media & Entertainment; Springboard Chairman Kay Koplovitz; Oxygen co-founder Gerry Laybourne; Mediabrand's Tim Hanlon; and Aol.'s David Eun discussed what the big media companies look for in early-stage and how they play an integral role in helping traditional media stay ahead of the curve. Twenty companies presented in NYC– ranging from social media and communication platforms to advertising, analytics and entertainment content.

"I am still touched by how many people selflessly invested their time to help me and my fellow presenters make progress in our businesses. Thank you to all of you for organizing this year's forum."

Bettina Hein, Pixability (ATM 2010)

"It was a great event and I got to meet a lot of impressive people... It is an honor to be part of the Springboard family and it incites me to...make sure that Third Solutions becomes a great success."

Birame Sock, Third Solutions (ATM 2010)



10th Anniversary Winners' Circle Awards Dinner Celebration

The dinner was a celebration of ten years of outstanding programming by Springboard. Attendees included 2010 forum presenters from AllThingsMedia and AllThingsLifeSciences/CleanTech, our alumnae, and sponsors. The program recognized honorees Lauren Zalaznick (NBC Universal), Alan Patricof (Greycroft Partners) and Joni Evans (wowOwow.com) for their indelible mark on the world of media, investing and entrepreneurship. Also recognized were Springboard's founders Karen Bixby, Denise Brosseau, Trish Costello, Debra Filtzer, Cal Hackeman, Kay Koplovitz, Ginger Lew, Mary MacPherson, Amy Millman, Cate Muther, Penny Pickett, Jim Robbins, and Andrea Silbert.



"I had an extraordinary time at the Springboard event. It was so uplifting... and it was just so wonderful to talk to all the talented folks Springboard has helped over the last ten years. You have really made their dreams a business reality, and it is such a wonderful way to give back to our communities and grow women lead business."

Amy Olli, CA Technologies



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AllThingsLifeSciences/CleanTech: 2010 Presentations at Alexandria

ALLTHINGS LIFESCIENCES/CLEANTECH A SPRINGBOARD VENTURE CAPITAL FORUM

The Presentations at Alexandria showcased 7 Springboard biotech and biopharma companies. The program took place at the new Alexandria Center for Life Science in NYC in front of an invitation-only audience of early-stage investors, corporate execs, sponsors, coaches and experts from the NYC life science scene. The session began with a panel that included: Springboard Advisor Vita Cassese, Exigen Capital; Reid Leonard, Merck; Rob Mashal, NKT Therapeutics; and Rajeev Dadoo, GSK's investment arm SR One. They discussed what big pharma is looking for in an emerging growth company and how an early stage company should position itself for a successful investment or strategic partnership. This event was part of the larger AllThingsLifeSciences 2010 forum which also featured a Bootcamp program at Babson College and other presentation events during the year at selected corporate headquarters for the health IT and medical device companies.



"This was the best pitch opportunity I've had this year." **Pamela Contag, Origen Therapeutics (ATLS 2010)**



Attendance and Program Participation

- **400+** people participated in the three days of events in New York City.
 - 72 at the AllThingsMedia: 2010 Pre-Forum Reception
 - 144 at the AllThingsMedia: 2010 Venture Forum
 - 270 at the Winners' Circle Awards Dinner
 - 43 at the AllThingsLifeSciences/CleanTech Presentations at Alexandria
- **100+** alumnae actively participated in the planning of the 2010 programs.
- **225** screeners and coaches (including 100+ investors) worked with this year's class of 41 presenting companies.

I had great interest afterward; several angels and VCs approached me with great questions and expressed interest in further discussion. I'll be following up with all the contacts and will carry this momentum forward to close this round and grow the business!

Katie Hill, Commuter Advertising (ATM 2010)