

# Alliance Venture – Overview

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- Alliance Venture invests in *Norwegian emerging technology* companies at an early stage with a focus on ICT:
  - where we can *add value* with our operational experience and international network
  - by supporting their *international expansion through alliances* with leading technology corporations and international venture capital firms
- Funds under management:

## Alliance Venture IP

- Formed in 2001
- Capital of 83 MNOK
- Fully invested in 9 companies
- 3 exits with high multiples
- Preparing the remaining 6 companies for exits in 2010-11

## Alliance Venture Polaris

- Formed in December 2006
- Capital of 339 MNOK
- Selected by Innovation Norway (IN) as the Oslo-based nationwide seed fund
- Committed capital structure is 51% private funds and 49% loan from IN

# Foundation and Investment Focus

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## Our foundation

- Our core expertise is Information and Communication Technology (ICT), and the *convergence* between ICT and other technologies
- The team has extensive international experience and know-how focusing on how to define and implement strategies for expansion into new markets
- We have developed a resource pool or '*eco system*' with selected partners within two main markets:
  - Telecom/media
  - Oil and energy ICT



## Investment Focus

- Technology – Information and Communication Technology (ICT), and the convergence between ICT, microtechnology, materials technology and biotechnology
- Markets – Focusing on the application of technology in selected markets aligned with our selected 'eco systems', where Norway is a leader and/or is attractive test market'
- Stages – Seed and early stage venture
- Region – Norway, but with a global potential

# Key Differentiators

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## Our Trans-Atlantic Links

Our Silicon Valley office with Asset Management, and relations with a large number of US venture capital firms, investment banks/advisors and leading technology corporations enable us to:

- Continuously take the pulse on market and technology trends
- Qualify and benchmark our Norwegian deal flow
- Support portfolio companies with international business development

## Our Network

- Strategic investors
- Leading technology companies within our focus areas
- Venture capital in the US and internationally
- Leading R&D institutions
- Others - including business/corporate advisors, consultants, investments banks and professionals for deal flow, business development and management

# Investment Criteria

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- Scalable business model
- A global enterprise market, not culturally dependent
- A distinct competitive (unfair) advantage
- Leading edge, protective technology
- Clear exit alternatives,
- How can we contribute, and  
first & foremost:
- **Management, management, management....**

# Alliance Venture Polaris – Portfolio Companies

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Provides a new system for web navigation that automatically generates a menu for any website without any redesign that allows much more efficient and user-friendly way to browse the site. [www.bmenu.com](http://www.bmenu.com)



Aggregator of digital music, signing artists and labels within independent music outside the major record companies, and selling its tracks through leading storefronts like iTunes and Microsoft. Focusing on the Nordic market, but also has operations in China and South Africa. [www.phonofile.com](http://www.phonofile.com)



Develops gas sensors for detection of gases and measurement of gas concentrations in applications such as air control in buildings, detection of combustible gases in explosive areas, patient monitoring and anesthetics systems in hospitals. [www.optosense.com](http://www.optosense.com)



Has developed the PagePlanner publishing software with primary focus on the magazine and catalogue industry. PagePlanner has pioneered the concept of delivering publishing systems through a new flat plan interface. [www.pageplanner.com](http://www.pageplanner.com)

# Alliance Venture Polaris – Portfolio Companies

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Offers digital cross media communication technology, primarily for audience participation and user submitted content in broadcasting. The platform works for both traditional TV and webTV, IPTV, mobile TV etc where viewers participate through their mobile phones, the Internet, set-top boxes etc. [www.never.no](http://www.never.no)



Provider of Integrated Access Devices (IAD). The IAD combines the functionality of the broadband modem and the high speed wireless router, targeting the market for residential devices, offering integrated high speed internet access, Voice over IP (VoIP), IPTV and mobile services in the same unit (Quattro play). [www.pingcom.net](http://www.pingcom.net)



Novelda is a fabless semiconductor company supplying single-chip CMOS Ultra Wide-Band (UWB) impulse radars to OEMs. The Novelda radars are high precision sensors for human vital sign monitoring, security applications, environmental monitoring, industrial automation and other novel sensor applications. [www.novelda.no](http://www.novelda.no)



3D perception develops and supplies patented projection technologies and projection related solutions to the simulation, automation and entertainment industries. Products enable geometrical correction of images projected on to curved screens and make it possible to seamlessly combine images from multiple projectors. [www.3d-perception.com](http://www.3d-perception.com)

# Alliance Venture Polaris – Portfolio Companies

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Encap builds security into mobile applications and turns the mobile into a security device for online services. Encap's software enable users to simply enter a 4-digit PIN on the mobile to access web sites, confirm payment transactions, etc. Encap's patented authentication and data validation solution is unique by combing high security with ease of use. [www.encap.no](http://www.encap.no)



Integrasco is a premier provider of social media tracking and analytical services for brands, products and services, helping customers make sense of the buzz found on blogs, bulletin boards and any other interactive consumer channel. Integrasco is a pioneer in the field of data mining and in possession of comprehensive mining technology. [www.integrasco.com](http://www.integrasco.com)



poLight is developing active micro-optical components. Its patented and proprietary technology using deformable polymers enables the production of reflowable, wafer scale optical components. The first product will be an autofocus lens for mobile phones and handheld devices. [www.polight.com](http://www.polight.com)



MemfoACT has proprietary technology for upgrading biogas and separation of other gases. The key value proposition is the ability to deliver a gas separation technology for biomethane production that is financially attractive also for smaller amounts of feedstock and thereby enabling increased utilization and profits for smaller plants. [www.memfoact.no](http://www.memfoact.no)