

Event-Driven Business

New Standards for Highly Adaptive Enterprises

SENACTIVE

Challenges and Experiences with
Early Stage Investors

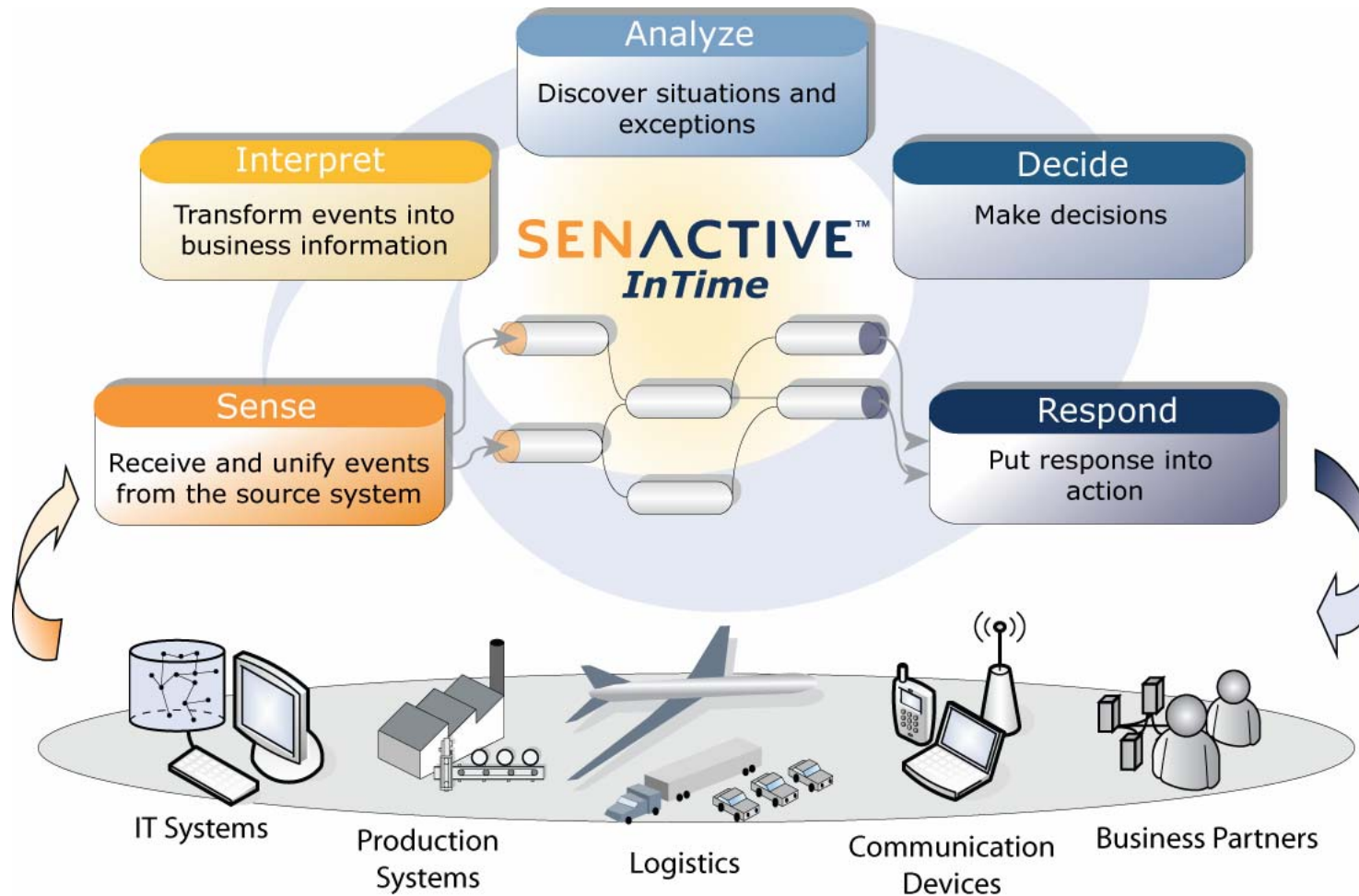
DI(FH) Christian Plaichner
Managing Director



SENACTIVE – The leading international center for sense and respond technology

- » Since 2000 consulting on international projects in the area of real-time business monitoring and control
 - » IBM Thomas J. Watson Research Center
 - » Vienna University of Technology
 - » Stanford University
- » High performance event-processing model developed and patented by SENACTIVE
 - » Processing of thousands of events per second in sense and response loops
- » April 2005: Founding of SENACTIVE IT-Dienstleistungs GmbH
- » 16 specialists develop *SENACTIVE InTime™* in the Vienna headquarters
- » Customers in the telecommunications, gambling, retail, logistics industry
- » Headquarters in Austria, A-1040 Vienna
Branch office in Germany, D-69123 Heidelberg

SENACTIVE InTime™: Business processes are processed in five-stage sense and respond loops, and business intelligence is integrated into day-to-day business activities



SENACTIVE InTime™, Software for Highly Adaptive Enterprises

- » With its specially developed and patented EDA solution (Event Driven Architecture), *SENACTIVE InTime™* enables the easy integration of business intelligence into day-to-day business operations. As a software toolbox for real-time operational control of business activities, *SENACTIVE InTime™* enables the easy creation and adaptation of real-time decision processes within companies.
- » *SENACTIVE InTime™* enables companies to monitor their IT and organizational processes in real time in order to immediately respond to business opportunities and deviations. A continuously updated data foundation makes it possible to make immediate and well-informed business decisions for critical business issues and to implement the necessary measures.
- » The software toolbox allows users to easily create, visualize and simulate time-critical, decision-making processes. *SENACTIVE InTime™* does not replace existing IT systems; it works together with the available systems in order to continuously improve business results.

Applications of *SENACTIVE InTime*TM

» Event-driven Marketing & Sales

» Special offers and customer care – based on customer activities and preferences

» Event-driven Financial Services

» Fraud prevention, Risk and Portfolio Management

» Collaborative Decision Making

» Proactive control of business operations – based on the recognition of complex patterns

» Real-Time Transportation & Logistics Management

» Short term operational control and resource management

» Real-Time SCM

» Optimization of supply chain processes – early detection and response to exceptions or deviations

» Event-driven Simulation and Planning

» Simulation for supporting the planning process and identification of potential improvements

SENACTIVE financing & funding history

- » Capital resources: primary deposit and shareholder´s loan
- » INITS Founder Service – Acceptance December 2004
 - » Project ending: July 2006
- » AWS Seed and AWS Double Equity – Acceptance June 2005
 - » Project ending: December 2006
- » FFG Basis program – Acceptance January 2006
 - » project ending: February 2007
- » Technology support ZIT05 plus – Start-Up Vienna – Acceptance May 2006
 - » Follow up support of FFG Basis program
- » Private Equity – Acceptance June 2007

Venture Capital- Conditions and Selection (1)

»Expectance of Venture Capital Companies

- » VC expect high return and fast exit

»Business plan

- » Must be complete and well structured

- » Main topics, like competition and market are often covered not very detailed

»Management

- » The management team is at least as important as the product

Venture Capital- Conditions and Selection (2)

» Finance

- » The amount required for financing must be estimated rather high, because cutbacks can follow anyway (consideration of the leverage: AWS, country support and so on)
- » Finance in the businessplan must be easy to adapt
- » Finance must cover the expectance (objectives, return,...) of the VC
- » Accept advice from skilled business plan authors, because some key data, like dependencies or liabilities, are checked from the VCC
- » You have to be committed to the capital demand and argue for it at any time

» Selection of Venture Capital Company's

- » You have to be aware of the amount of the capital demand, because it can affect the preselection of the VC

What we have to consider

- » Cycle time approx. 8-12 months
- » Become clear with the concepts and notations (Pre/Post money rating, caps, catch up, etc.)
- » Finance must be ensured in the time of the negotiations
- » All important matters have to be included in the LOI (letter of intent)
- » Alternative scenarios must exist (Cashflow, technology partners,...)
- » Legal advisor must be endowed with expert knowledge about participation agreements
- » At negotiations take a firm stand and do not get side tracked
- » It is important to know the basic rules (f.e. VC is not allowed to take parts of the leverage)
- » Be tough and follow your predefined objectives

SENACTIVE – The Real-Time Sense & Respond Company

Your partner to set your business into real time

DI(FH) Christian Plaichner
Managing Director

SENACTIVE IT-Dienstleistungs GmbH
Phorusgasse 8, A-1040 Wien
tel: +43 1 890 15 85 - 0
fax: +43 1 890 15 85 - 15

Waldhofer Straße 102, D-69123 Heidelberg
tel: +49 6221 825 63 - 0
fax: +49 6221 825 63 - 1

net: www.senactive.com
mail: intime@senactive.com

