How to realize your global opportunity

In partnership with

CISCO  UFG Asset Management

June 2012
Win technology race on the Global scale

Think global from day one!

World is flat and only political borders are on your way!

No one has privilege on the innovation, idea, technology… and victory

Talents available everywhere, no needs to the physical move
Foundations for successful **global** deals originating in emerging region

**Essential ingredients in place**
- Very strong education system (a)
- Culture of innovation; emerging entrepreneurship
- Presence of many multi-nationals
- Early “entrepreneurial” success stories
- High Internet and mobile phone penetration
- Supportive public policies

**Increasing activity**
- Established companies with “proven technologies” seeking to gain market share and expand globally – many with $2 Million+ in revenue
- Entrepreneurs outside of the region seeking to leverage technical talent in the region
What we gained in Russia so far:

- Russian/CIS entrepreneurs starting global businesses
- **Success stories include:**
  - Size and growth of Russia/CIS market makes investing in local analogues of successful western businesses billion-dollar opportunities
  - **Success stories include multi-billion dollar IPOs of:**
    - @mail.ru
    - Yandex
How do YOU get Noticed? Solve in order:

Team: have they done this before, are they good, who are they? #1 !!

Market: how large, how do they get what %, how much $ to get there, sales model is direct, Web, viral? Does it make sense?


Financing: How much to get to which milestone, we like shipping + 6 mos.

Common Mistakes

Take too much money! Try to be profitable too soon!

Mistake early revenue vs Growth. Build the company.

Hire only world class people

Remember that Venture money is the most expensive loan on earth
Areas of Intense VC interest - 2012

Big Data
- Unprecedented growth of useable data
- Further growth to come from developing “internet of things”
- Revenue driving insights are buried in the data, right tools are key, inability to locate treasures within the noise

Virtual Nets
- Virtual CPUs, but nets remain locked to physical location
- Function tied to custom silicon going away (x86 model)
- Open Flow, Open Stack with relevant protocols, huge.
- SDN. Software Defined Network - Vyatta

‘At Scale’ computing
- NoSQL – Mongo, SimpleDB, Cassandra, Hazelcast
- PaaS – Jelastic, SaaS, IaaS
- Avro/Thrift, AppDynamics, read Netflix arch papers
- “Datascope Project” for PB datastore sifting
Areas of Intense interest – 2012 (cont)

Cloud
- Security of Cloud
- Corp privacy, multi tenancy
- Scale, failover, management tools

MDM
- Bring your own Device – fleets of 100K devices
- Mobile device mgmt
- Private/Corp App stores, ease of devel

Auth/Sec
- Endless arms race (APT, Aurora etc)
- Identity mgmt (Facebook winning)
- Mobile device sec for apps (Appthority)
- Data Leak Prevention
Areas of Intense interest – 2012 (cont)

Social
- Travel (ethnic, language specific, interest specific)
- Gaming (region specific)
- Collaborative, location specific

Machine
- Machine vision derivatives (analytics)
- VM container mgmt (Parallels)

Green/Energy
- Min 10 year return
- Difficult to compete with base energy (coal)
- Efficiency gains a possibility
- Difficult sell, needs a major proof to sell
Innovation hub – a Real Shot at Success, at Last

- Getting Motivation Right
  - Innovative projects have long term horizons, 5 - 20 years. How to motivate in a high discount rate environment?
  - Public perception of the innovator should change from “mad scientist” into a “cool entrepreneur”

- Aligning Social Benefits
  - Faster and easier immigration and visas for foreign talent
  - Faster and less restrictive customs
  - Lower tax burden for high technology entrepreneurs

- Supporting with Public Grants
  - Grants are not supposed to generate direct returns
  - But payback in job creation, salaries, taxes, positive PR is a greater good
  - Not a perfect system, but works when properly focused
Key Challenges for Innovation Hub

- Understand Media Bashing
  - Lack of clear transparency, information and integration with international efforts
  - Few true local success stories yet
  - But: If people hate you, you must be doing something right

- Getting to Top 3%
  - How to get top 3% of global entrepreneurs, engineers, investors and companies to participate and truly support?
  - Value of “freedom” and “flexibility” - forgetting about Bottom 30% 

- Consistency
  - Great ideas require hard, consistent efforts to be properly implemented - no substitution for long and tedious work
  - Consistent government policy for other relevant projects
Discussion and Q/A Time.

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Thank you!