

INVESTING IN INNOVATION FORUM

February 28, 2013

World Trade Center, Atlanta, Georgia

Brought to You by Chamber of Eco Commerce



Interested in Meeting Qualified Early-Stage Investors and New Customers?

If you have technology, product, or service you want to show off, this is a Must-Attend event! You can showcase your innovation at the event, and you can attend the two-hour Pitching Workshop. During this workshop we will completely deconstruct your elevator pitch, and work with you on formulating a clean and concise elevator pitch giving the important information that investors NEED to hear to make an educated decision on your company! Then you get to give your new 2 Minute Elevator Pitch in person to the Panel of Investors during the event! There is limited number of spaces in each Workshop. Bring your latest in Innovation!

Interested in Meeting Qualified Innovators & Companies?

If you are an early-stage Investor or User of Technology, this is a Must-Attend-event!

Interested in Meeting Members of the Press?

If you are an Investor or Business, this is a Must-Attend event!

Agenda

Two panels for the day:

1. Early-Stage Investing

How to meet investors, pitch them, and what it really takes to get them to write you a check.

2. Growing Your Business

Protecting and selling your innovation/ intellectual property.

We will be discussing trends, unique challenges and opportunities in Early-Stage Investing: things that are most important to Investors when they are considering an Investment; the best and worst things an entrepreneur or business leader can do to get their attention and grow their business; additional advice for entrepreneurs and business leaders; and, of course, the best ways to reach qualified Investors.

There will be plenty of time for networking with the speakers, investor panelists, both before & after the panels, and at the networking Lunch and Cocktail Event!

Speakers

Investors, and Business and Policy Leaders; Companies/Innovators raising capital; Experts to demo their unique innovation - technology, product, and service; Sponsors to moderate panels, exhibit and meet attendees; Members of the Press to deliver breaking news.

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Sponsorship

CEC hosts these events to simply offer direct local, regional, and international introductions. We introduce individuals and organizations. The standard event is a 2-part event:

Part 1 (2 hours) - Pitching Workshop.

Attendees learn from experts how to formulate a clean and concise elevator pitch.

Part 2 (4 hours) - The Main Panel Event

Usually consist of 100-125 Entrepreneurs and Investors.

During this session we will have networking, registration, welcoming announcements, a panel discussion moderated by our sponsor, elevator pitches by the Part 1 workshop attendees, and Q&A from the audience to the panel. We will also have networking and a chance for the attendees to shake hands with the panel at the end of the event. This event will conclude with a cocktail party reception.

The sponsorship will include: The sponsor will be featured in all communications including pre-event registration and promotion through CEC network of Eco Commerce leaders and learners. We will handle name-tags, promotion of the event, and all registrations of attendees and panel speakers.

The Website

The sponsor's logo will be featured on the event website; Email Blast; Event email goes out multiple times before the events and mentions the sponsors; Web Marketing; The event will also be promoted using all social networking features including: Facebook, Twitter, and LinkedIn.

Event Postings

Events are posted on relevant nationwide newspaper websites, radio website calendars, and event website calendar listings.

Outside Press

We have a targeted list of press contacts that we invite to our events. Publications include: The Wall Street Journal, SmartMoney, Entrepreneur Magazine, and The Deal, etc.

Sponsorship Table

Printed materials distributed to each event attendee and speaker during Registration Check-in. The sponsor may distribute any information, promotional items, and business cards on the table and hand them out to attendees. Materials for the event will contain the sponsor logo and information as well. Post-event "thank-you" email to event attendees with Sponsor's information and contact information. The Sponsor should include a Mention of the Event Sponsorship and Link to the event in the News or Events section of their website.

More Benefit info:

<http://www.chamberofecocommerce.com/cecglobal/sponsorship.html>

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About Event Organizer

For over a decade, our Event Organizer (EO), has brought entrepreneurs together with leading investors worldwide. We believe that it is important to reach investors in every medium possible - both online and offline. Through successful Venture Capital Events, Venture Guide Publications, and online Venture Exchange, our EO has had the opportunity to work with thousands of Angel and Venture Capital investors worldwide:

Communicates with over 300,000 entrepreneurs a month - all principal level CXO decision makers and over 7,700 investors. Provides investors with an efficient way to review and manage deal-flow.

Showcases entrepreneurs to interested investors, while increasing their exposure and shortening their time to capital. Serves the needs of the investment and entrepreneur communities by providing information on over 100,000 quality deals to over \$106.8 Billion in venture capital.

Provides companies with a comparative analysis of companies seeking capital. The research platform is unique in its focus on emerging companies who are in the process of seeking capital, versus competitive research, which reviews companies only after they have completed raising capital. Surveyed over 90,000 entrepreneurs. These surveys provide significant lead generation and targeting opportunities for sponsors and partners. With deep data mining capabilities, has the ability to segment and target different services to each unique entrepreneur based on their responses and needs.

Event Series

Has organized over 170 Venture capital and Angel Investor events and hosted over 9,500 CEOs and VCs at national venture capital events, which currently cover 20 Cities (NYC, Silicon Valley, Washington, DC, Virginia, Philadelphia, Raleigh, Sedona, Seattle, Boston, Austin, Houston, Dallas, Tampa, Orlando, Miami, Ft. Lauderdale). Organizes 4 primary event formats, each designed to attract a specific segment of the venture market and to meet the business development needs of sponsors.

Financing Innovation

The CEC will host a series of Forums that will bring together experts, leaders, and learners in Eco Commerce. These forums will bring face-to-face Innovators, Investors, and Business and Policy leaders, to discuss conventional financial instruments, and discover new and alternative financing and financial instruments to the conventional solutions, and exchange success stories.

Access to finance is essential for the start up and growth of businesses in general and particularly so for the development and successful exploitation of Eco Innovation and Commerce. The objectives of the forum is to examine the current trends, identify and discuss the challenges faced by financial actors and small and medium-sized enterprises (SMEs) in this domain, share good

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practices and provide recommendations to feed into the design of financial support program at regional and global level.

Financing Innovation is essential for the realization and mainstreaming of Commerce, particularly in the early stage of business development. The forum explores the range of financing opportunities available for Innovators, with an emphasis on approaches that harness private and public interactions for financing various stages of the innovation process. This forum will focus on how to improve access to finance, particularly in the early stages.

These Events will bring together:

- The Financial Actors that provide funds - such as angels, venture capitalists, philanthropists, banks, investment funds and agencies running financial programs.
- Innovators - principally SMEs and other entities looking for funding to grow in their markets.
- Policy Leaders
- Customers
- Business intermediaries such as consultants and facilitators that are key to match demand and supply of available funds. Interest is also expected from non-governmental organization (NGOs) and business associations.

The Agenda may cover:

Access to finance and Innovation from the Innovator and the fund provider point of view; Case studies and practical experiences of private enterprises, private investors, and financial institutions that will highlight the challenges and solutions of access to finance related to Innovators. The aim is to identify areas where public support may be needed; An overview of actions supporting Innovation - such as Competitiveness Initiatives, Innovation Framework, Financial instruments, Pilot Projects, and Risk Sharing Finance - targeting different stages in the innovation cycle; and the additional efforts needed in terms of private and public-private partnerships, and public support to facilitate access to finance for early stage Innovators, as well as those necessary to get regional, national, and international financial actors more involved in financing Innovation.

Contact

We invite You to join this Forum on February 28, 2013, in Atlanta, Georgia. For more information contact your local CEC Chapter Leader or email sponsorship@ChamberofEcoCommerce.com

Links

<http://www.chamberofecocommerce.com/cecglobal/ecocommercesummit.html>

<http://www.chamberofecocommerce.com/finance/financinginnovation.html>