

## 2001 SPRINGBOARD LUNGHEON

August 16, 2001 Hilton La Jolla Torrey Pines

## 2001 Springboard Sponsors

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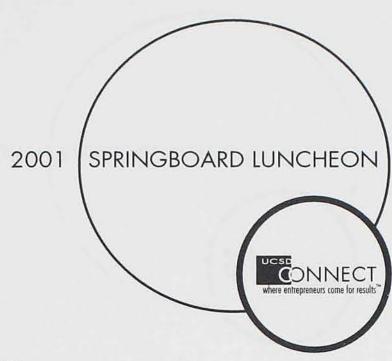
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## Springboard Luncheon Agenda

11:00 a.m. Registration and Presenter Technology Demonstrations

12:00 p.m. Welcome Remarks and Lunch

Fred Cutler, Ph.D., Executive Director, UCSD CONNECT

Lead Sponsor Opening Remarks by Sempra Energy

Michael W. Allman

President of Sempra Energy Communications & Sempra Ventures

12:30 p.m. 2001 Springboard Review

John Busch, Director, Springboard Program

San Diego Venture Capital Money Tree Report

Jim Ingraham, Partner, PricewaterHouseCoopers LLP

Venture Capital Outlook 2002

Ted Alexander, Partner, Mission Ventures

**Springboard Company Presentations** 

Chimerix

Kevin Anderson, Ph.D., CEO

Clear Technologies

Phil Layton, CEO

**TychoMetrics** 

Ben Barlin, CEO

**FFA Sciences** 

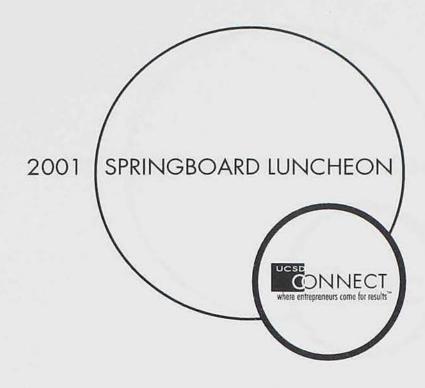
Alan Kleinfeld, Ph.D., CEO

LeonardoMD

Dr. Steven Cohen, CEO

2:00 p.m. Presentations Conclude

**Closing Remarks** 



#### ABOUT UCSD CONNECT

#### Mission

To be the acknowledged #1 university-based provider of accelerated support services for high-technology business and academic entrepreneurs.

Founded in 1985, UCSD CONNECT is widely regarded as the nation's most successful regional program linking high-technology entrepreneurs with the resources they need for success: technology, money, markets, management, partners, and support services. Newly reinvigorated as CONNECT 2.0, the organization is providing added value and delivering targeted, high-level expertise to San Diego's emerging technology business community by teaming up with the region's most prominent industry-specific organizations and UCSD resources. With this new focus, now more than ever, CONNECT has something to offer entrepreneurs at any point in their business life cycle.

Focused on assisting growth companies in the San Diego region, CONNECT has been directly involved with over 650 companies since its inception. Part of the University of California, San Diego (UCSD), CONNECT has a dual role in accelerating growth: it assists growth companies in the San Diego region and promotes the commercialization of technology from university-based research. CONNECT's programs also help business service providers, attorneys, accountants, bankers, investors, and marketing professionals with the knowledge about emerging technologies and access to new business opportunities.

CONNECT is entirely self-supporting and receives no funding from the University or the State of California. It is supported by membership dues, course fees, and corporate underwriting for specific programs.

CONNECT's programs serve as forums for the exchange of ideas and opportunities to network with peers. Here are some of CONNECT's programs serving the various needs of San Diego entrepreneurs in different stages of their business life cycle.

#### CONNECT Entrepreneur Development

CONNECT Entrepreneur Development provides emerging technology companies and their executives with educational opportunities through conferences, seminars, courses, and programs.

#### Springboard Program

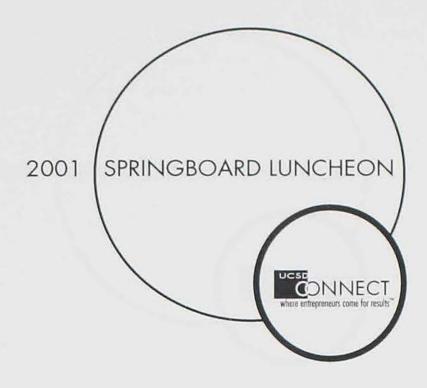
The Springboard Program helps aspiring entrepreneurs turn their business visions to reality by helping them develop their business concepts and strategies.

#### Tech Coast Angels

CONNECT acts as the front end for this group of private investors who invest in and assist early-stage Southern California companies. CONNECT manages the application process and qualifies investment opportunities for the Tech Coast Angels' pre-screening team.

#### CONNECT Entrepreneurs' Roundtable

The CONNECT Entrepreneurs' Roundtable is an exclusive program designed to address the needs of Capital Providers, CEOs, Founders, Members of the Board, and Presidents of San Diego-based early-stage, high-technology companies.



#### Technology Financial Forum

The Technology Financial Forum assists companies who have already received some venture capital or seed investment. Selected companies have the opportunity to present their business concepts and products to venture capitalists and private investors.

#### Technology Convergence Conference

CONNECT's first national conference, to be held February 10-12, 2002, will explore the coming together of new technologies to accelerate innovation.

#### Biotechnology Corporate Partnership Forum

The Biotechnology Corporate Partnership Program provides pre-screened San Diego biotech companies an opportunity to introduce their technology to pharmaceutical industry representatives, biotechnology and biomedical companies, and investors.

#### Evolving Markets in Telecommunications

This annual conference provides insight into the state of the San Diego telecommunications industry and showcases future industry trends.

#### Most Innovative New Product Awards

The Most Innovative New Products Award recognize the best of San Diego high-tech and life sciences products and technologies.

#### UCSD CONNECT/UCSD Jacobs School of Engineering (JSOE)

This innovative new program will be jointly administered by CONNECT and the Jacobs School of Engineering (JSOE) with the goal of promoting and facilitating the commercialization of technology under development within JSOE.

#### Meet the Researchers

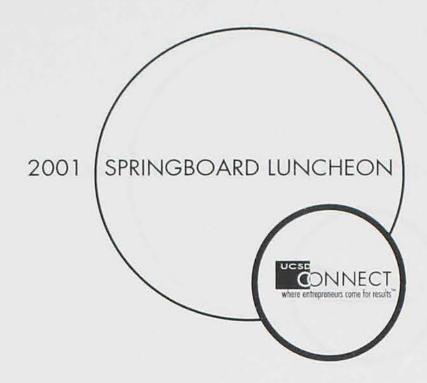
Meet the Researchers highlights the dynamic collaboration shared by academic and industry researchers.

#### AG BIO Conference

This conference showcases companies that are using new technology licensed from a UC campus or a regional research institution in the area of Agricultural Biotechnology.

Special programs and seminars, such as HR CONNECT and Biotech Business Development CONNECT provide networking opportunities for specific groups within the CONNECT membership.

A weekly newsletter keeps members and sponsors current with CONNECT programs and member activities.

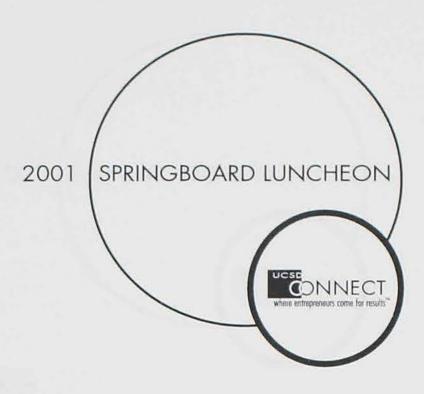


## **Accelerating Technology Through Entrepreneurship**

The Springboard Program assists high-tech and biotech entrepreneurs in the very early stages of developing their business concepts and strategies. Accepted applicants spend four to eight weeks in coaching sessions with senior management executives to help them develop their business opportunities. Upon completion of the program, the entrepreneurs are invited to present their ideas to a select group of UCSD CONNECT sponsors and members. The group usually includes a venture capital firm, accountant, corporate and patent attorneys, a marketing professional, and an executive from a successful company in the same industry. Experts are also drawn from insurance, real estate, human resources, and other areas as needed.

Since the program was started in 1993, over 180 entrepreneurs have refined their business strategies and many have successfully secured funding through participation in the program.

The Annual Springboard Luncheon showcases the San Diego Region's premier emerging technology companies to private investors, venture capitalists, and the San Diego business community. It is the yearly capstone of the Springboard Program.



### SPEAKER PROFILES

#### MICHAEL W. ALLMAN, President, Sempra Communications and Sempra Ventures

Michael W. Allman is president of Sempra Communications, a company that invests in communications opportunities in selected geographies. Michael is also president of Sempra Ventures, the corporate venture capital arm of Sempra Energy. Sempra Communications and Sempra Ventures are subsidiaries of Sempra Energy, a San Diego-based Fortune 500 energy services holding company whose subsidiaries provide electricity, natural gas and value-added products and services.

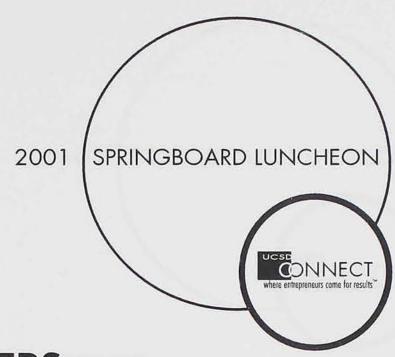
Allman formerly served as vice president of corporate planning and development for Sempra Energy. In this position, Allman oversaw strategic planning, mergers and acquisitions, and business development for the corporation. Prior to joining Sempra Energy in July 1998, Allman was responsible for marketing and delivering consulting projects to corporate clients of the Los Angeles office of LEK/Alcar, a strategic and financial consulting services firm. Allman joined the Alcar Group in 1987 in Chicago, and was later assigned to Johannesburg, South Africa, London and Los Angeles throughout his tenure with the company. Allman holds a master's degree in business administration from the University of Chicago Graduate School of Business and a bachelor's degree in chemical engineering from Michigan State University.

#### JIM INGRAHAM, Partner, PricewaterhouseCoopers LLP

Jim Ingraham is a Partner in the San Diego office of PricewaterhouseCoopers. Jim devotes all of his time to San Diego's growing high tech companies. He leads his firm's Venture Capital practice, which among other things includes the quarterly publication of the San Diego Money Tree report, a quarterly analysis of venture capital investments results and trends in San Diego. Jim has considerable experience advising entrepreneurial companies on raising venture financing. He also devotes his time to helping his clients position for profitable growth; improve their business processes and infrastructure; prepare for and complete an initial public offering; structure and execute strategic mergers, acquisitions and equity recapitalizations, and develop and execute actions to enhance shareholder value.

#### TED ALEXANDER, General Partner, Mission Ventures

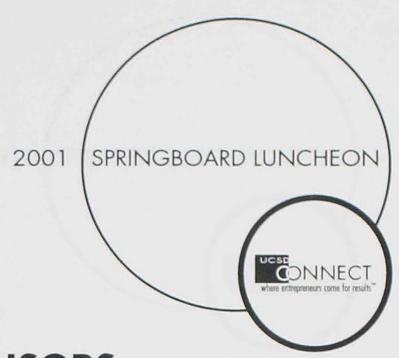
Ted Alexander is a founding Associate of Mission Ventures and a GeneralPartner of Mission Ventures II. Prior to joining Mission Ventures, Ted worked in business development for Sandpiper Networks, which was subsequently acquired by Digital Island. Similarly, he assisted GE Information Services with the launch of an electronic data interchange service for the Internet. Previously, Ted was a Platoon Commander in the US Navy SEALs, an elite Navy special warfare unit, and a Division Officer aboard a US Navy destroyer. Awarded numerous military and leadership honors, Ted received an MBA from Duke University, where he served as President of his class, and a Bachelors of Science in engineering from the United States Naval Academy. Ted currently serves as a director of Entropia, an Internet-scale computational service provider, and a director of Zyray Wireless, a 3G wireless processor company.



## **2001 SPRINGBOARD PRESENTERS**

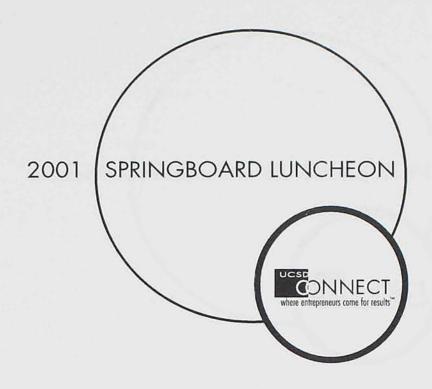
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## Chimerix

Kevin P. Anderson, PhD., CEO 2772 La Gran Via Carlsbad, CA 92009 760.944.3771 andersonkp@home.com

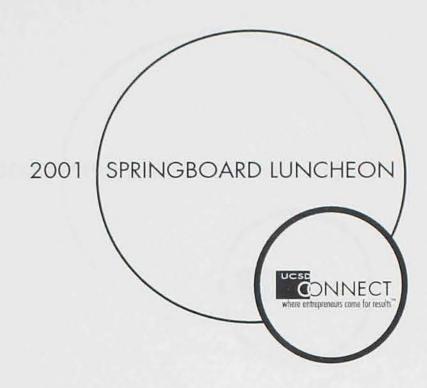
#### COMPANY OVERVIEW

Chimerix is an early-stage biopharmaceutical venture that will create new drugs by addressing pharmaceutical limitations of pharmacologically active compounds using proprietary chemical modifications. Chimerix chemistry (ChimeriChem) improves oral bioavailability, stabilizes drug in plasma, and facilitates absorption of the drug by cells in tissues, thereby enhancing potency and facilitating delivery. ChimeriChem modification can be applied to FDA approved drugs to enhance properties or broaden therapeutic applications, or it can facilitate new drug discovery using new classes of pharmacophores. The company intends to focus its initial drug discovery and development efforts in the area of infectious diseases, where drug candidates have already been identified and Chimerix chemistry is uniquely suited for new drug discovery and development.

#### MARKET OVERVIEW

Chimerix will initially focus on development of drugs for treatment of viral infections. Antiviral drugs represent a growing market driven by unmet medical needs. HIV drugs represent the most mature of these markets. The requirement for life-long therapy to prevent disease, the rapid evolution of resistance to existing drugs, and the use of combination therapies that must be continuously adjusted provide future opportunities for entry into this lucrative market. The newly emerging markets for Hepatitis B and C are likely to develop similarly to HIV with even greater opportunities for new drugs.

Chimerix Technology addresses a bottleneck in antiviral drug discovery that will allow Chimerix to identify and develop multiple drug candidates more rapidly and more efficiently than competitors. Viral polymerases are validated drug discovery targets, but development of substrate analog inhibitors as drugs has been hindered by their instability in plasma, their inability to penetrate the cell membrane, the requirement for activation within the cell, and poor oral bioavailability. Proprietary chemistry will address all of these limitations allowing Chimerix to rapidly identify substrate analog inhibitors of unprecedented specificity, potency and oral bioavailability.



#### MANAGEMENT

#### Kevin P. Anderson, Ph.D., MBA

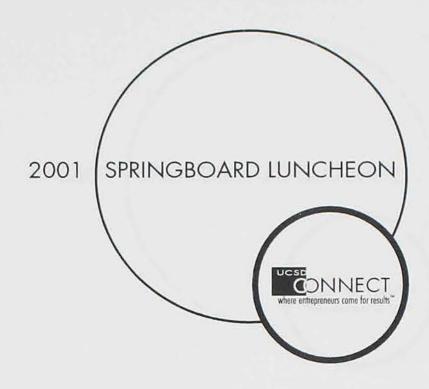
Prior to joining Chimerix in March, Dr. Anderson worked at Isis Pharmaceuticals for 10 years. He grew and directed the Department of Infectious Diseases at Isis and was responsible for the discovery and early development of Vitravene, an FDA approved treatment for CMV retinitis; and ISIS 14803, an antisense drug candidate for the treatment of Hepatitis C Virus infection that is currently being evaluated in clinical trials. Dr. Anderson transitioned into business development in 1996, and was responsible for initiating and consummating multiple R&D collaborations including a three-year agreement with Merck Research Laboratories to pursue small molecule inhibitors of Hepatitis C Virus. He was also involved in multiple transactions involving acquisition or out-licensing of intellectual property and technology. Prior to Isis Dr. Anderson was an investigator in the Departments of Pharmacology and Medicinal and Analytical Chemistry at Genentech, Inc. Dr. Anderson earned both a Ph.D. degree in Molecular Biology and Biochemistry and an MBA degree from the University of California at Irvine.

#### Karl Y. Hostetler, M.D., Founder

Dr. Hostetler is a founder of Chimerix and a co-inventor of Chimerix intellectual property. He holds appointments as Professor of Medicine in the School of Medicine at the University of California San Diego and as Staff Physician for the VA Medical Center in San Diego. He has authored or co-authored 188 scientific publications and is an inventor on 22 issued US Patents. Dr. Hostetler was a founder and served on the boards of directors of two successful biopharmaceutical companies - Vical, Inc. and Triangle Pharmaceuticals. He holds an M.D. degree from Western Reserve University School of Medicine.

#### Thomas E. Sparks, Jr., Esq., Legal Counsel

Mr. Sparks has been retained as legal counsel for Chimerix. He assisted in the incorporation of Chimerix, and in the acquisition of intellectual property for Chimerix, and is a Chimerix shareholder. Mr. Sparks is currently head of the Life Sciences and Technologies Group at Pillsbury-Winthrop and has provided leadership in Pillsbury-Winthrop's representation of life science and technology companies for more than 20 years. Mr. Sparks holds an LL.M., from Harvard Law School, and a J.D. degree from University of Arkansas School of Law (Editor-in-Chief, Arkansas Law Review).



## Clear Technologies

Phil Layton, CEO 12625 El Camino Real, Suite C San Diego, CA 92130 858.350.0435 playton@cleartechnologiesinc.com

#### **COMPANY OVERVIEW**

Clear Technologies, Inc. has developed a virtual keyboard technology that addresses the problem of accessing Internet and e-mail information on wireless phones, and the need for small, lightweight, portable keyboards for PDAs and compact computers. The keyboard is the world's smallest, full size keyboard that folds up into the size of a small stack of business cards. It is cheaper to manufacture than current keyboards, and software reconfigurable, allowing for greater functionality than conventional keyboards.

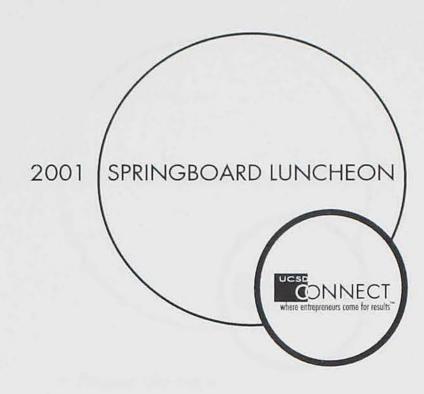
#### MARKET OVERVIEW

With the advent of Internet-enabled wireless phones and portable computers like PDA's, the market is demanding more versatile portable keyboard interfaces for e-mail, web browsing, and document editing. The wireless phone market alone is expected to reach 1 billion units by 2004. Currently PDAs and wireless phones are limited to either slow handwriting recognition, small keypad interfaces or keyboards that fold up to a size of the PDA itself. Clear Technologies has invented an innovative, new technology that that can be reconfigured in software and printed out. The technology can act as a keyboard or mouse and will change the way keyboards, control panels and games are designed and produced. Clear is currently seeking equity financing to accelerate development and market penetration. Based on a revenue valuation of only its primary markets of Cell phones and portable computing devices, Clear forecasts the market for these keyboards to exceed \$2 billion by 2006.

#### MANAGEMENT

Phil Layton, CEO

Mr. Layton has a Juris Doctorate (JD) from the University of San Diego and a BS form UC San Diego and MS from UC Irvine both in Physics. He has served on the management team of several successful start-up companies including Space Electronics, Inc. The company grew from \$2 to \$15 million in revenue in four years, before it was purchased by Maxwell Technologies. Mr. Layton has consulted other startup companies with strategic, legal and technical support. Mr. Layton also currently serves on the board of Early Capital, Inc. He has published over 15 technical papers on space radiation and environmental effects on microelectronics, and pulsed power plasma physics. He has over ten years of technical management experience With over five years experience as corporate counsel, he has extensive corporate legal and negotiation experience and has additional technical leadership experience from nine years as a US naval reserve engineering officer.



## TychoMetrics, Inc.

Benjamin Barlin, CEO 9619 Chesapeake Drive, Suite 200 San Diego, CA 92123 858.715.0100 www.tychometrics.com

#### **COMPANY OVERVIEW**

TychoMetrics, provides cost-effective automated management and control of outsourced IT projects. TychoMetrics Inc., sells, distributes, implements and supports our TychoMetrics – a product that automates the collection, analysis, and web reporting of electronically generated IT project data.

TychoMetrics' patented core technology is adaptable and can automatically gather data from many diverse sources and/or remote sites. It then organizes the data into internal measurement models, which provides the basis for automatically analyzing that data, providing a high level of insight and intelligence to insure IT dollars are protected. Our technology is differentiated by:

"Smart Metrics": Identify impending or current failures/problems, providing a diagnosis (Dx) of the problem and the recommended prescription to solve the problem (Rx).

"Measurement Modeling Technology": Results are guaranteed to be uncorrupted, unbiased, and repeatable, providing an independent audit of any IT project.

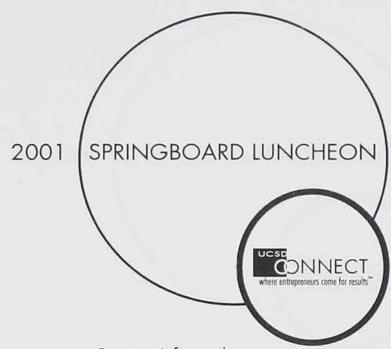
**Data Bots**: Intelligent agents that unobtrusively and remotely harvest data across the enterprise. **XML**: Ensures TychoMetrics is scalable and extensible.

In the course of our work, we've seen both IT project successes and failures. Successful small projects were characterized by manual gathering and analyzing of project data and the application of metrics.

Everyone agrees that collecting metrics and utilizing them to manage IT projects is a good idea and a lot of money is spent attempting to do this. But most companies do a poor job of it. Why? Because the current, state-of-the-practice methods are primarily manual which is very resource intensive and slow. In addition, large IT environments are too complex to manually manage the data relationships. TychoMetrics automatically and cost effectively collects and analyzes metrics in small through very large IT environments, using patented technology. This technology can provide certified results to CEO's; CFO's and other management who demand independent, real time reporting and evaluation of corporate IT project status.

#### MARKET OVERVIEW

The current expenditure for IT Outsourcing is between \$100-\$150 billion yearly in the US. Of this expenditure corporations typically spend between 10% to 15% of these funds on management of the outsourced IT, estimated at \$10-\$15 billion yearly. IT outsource management includes:



- Software Development
  - mware Development •
- Network Performance
- Project Life cycle

- Web Site Life cycle
- Government/Corporate Performance Review

TychoMetrics projects sales in the \$90 million a year range in this \$10-\$15 billion yearly market, automating many of the processes currently done manually. To penetrate this market TychoMetrics will form strategic relationships with Fortune 100 management consultant/providers groups (such as CSC, IBM Global Services, or Andersen) that already have established relationships with IT Outsourcing Purchasers. These relationships will include commissions on a percentage basis to encourage specification of TychoMetrics for customer contracts. Purchasers will also be marketed to through appropriate tradeshows, direct mailings and magazine ads, and backed by dedicated account representatives.

TychoMetrics began development as an outgrowth of Department of Defense research and consulting on very large scale IT projects by the team. The core technology was developed and patented, with the initial patent established in 1996. This core technology, along with the extensive experience in implementation in the DoD, was then used to develop the product. Over four years and \$2 million in seed funding have produced the software available today. The product was successfully Alpha and Beta tested during 2000. The first commercial sales began this year.

Our current customers include British Aerospace Engineering (BAE) Systems and U.S. Navy SPAWAR. BAE SYSTEMS is the second largest defense contractor, the joint third-largest aerospace and defense company (with EADS) and the third largest aerospace electronics company in the world. With 100,000 employees, BAE SYSTEMS maintains 99 sites in nine countries worldwide.

#### **MANAGEMENT**

#### Ben Barlin, CEO

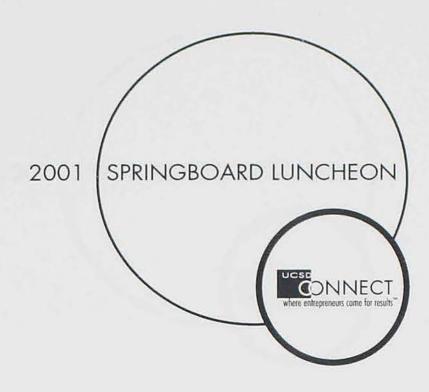
Mr. Barlin brings 15 years of marketing and large scale S/W development to TychoMetrics. Prior to TychoMetrics he was Business Area Manager for Advanced Communications at SSC. During his tenure at SSC he grew this business area to \$150 million in sales and oversaw more that 160 people. Mr. Barlin holds a B.S. in Computer Engineering from the University of California, San Diego.

#### Richard K. Sullivan, President

Mr. Sullivan brings a wealth of management experience to TychoMetrics. Mr. Sullivan was President of ADS where he was responsible for all aspects of the corporation's activities. He was also a senior manager at Booz-Allen & Hamilton and NEC Corporation both in Japan and Washington D.C. Mr. Sullivan earned a B.A. in Political Science from San Diego State University, and an M.S. in Information Systems from The American University, Washington DC.

#### Jill Haynie, Chief Financial Officer

Ms. Haynie has responsibility for all financial matters including accounting, financial reporting, and financial forecasting. Ms. Haynie has over 20 years of financial experience. Prior to joining TychoMetrics, Ms. Haynie held a number of high-level financial positions with high tech companies. These companies include Jason Associates and Conetic Systems/Trademark Software. She holds a BA in Business Administration, with an emphasis in Accounting from Southern Methodist University, Dallas, TX.



## **FFA Sciences**

Alan Kleinfeld Ph.D., CEO 3550 General Atomics Ct - Building 2 Room 129 San Diego, CA 92121 858.455.3724 akleinfeld@tpims.org

#### **COMPANY OVERVIEW**

FFA Sciences has developed a simple blood based diagnostic for ischemic cardiovascular disease, the single largest cause of death in first world countries. In the U.S alone 60 million people suffer from cardiovascular disease. The detection of ischemia is considered the "Holy Grail" of cardiovascular diagnostics and represents a market in excess of \$4 billion.

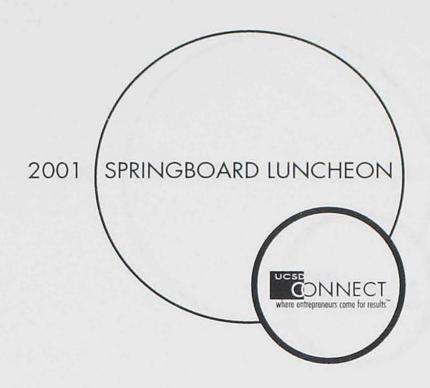
The assay uses the fluorescent molecule (ADIFAB) that can detect unbound free fatty acids (FFAu) in blood and is completed in seconds. FFAu are an extremely sensitive indicator of ischemia and ADIFAB is the only way to measure FFAu. Unlike the more common immuno-assay based diagnostics, where a different antibody can quite easily be developed for the same target, the ADIFAB technology cannot easily be replicated.

The company is working with many of the leading academic centers in the country including UCSD, the Cleveland Clinic, Johns Hopkins, Harvard and many others and has generated considerable enthusiasm. The company has received a favorable initial response from the FDA regarding approval and hopes to be on the market within 2 years.

#### MARKET OVERVIEW

The core market, in first world countries, for this assay is composed of, annually, the 25 million ED chest pain presentations, the approximately 45 million cardiovascular tests and procedures, and the 2 million stroke victims. FFA Sciences believes that this core market of approximately 72 million patients could generate annual sales of \$1 billion worldwide, within 4 years of regulatory approval.

The potential market, however, may be considerably larger. First, more than 50,000,000 patients in the U.S., over the age of 25, present to the ED with varying complaints other than chest pain. It is known that almost 30% of all patients eventually diagnosed with AMIs present to the ED without chest pain. Thus, the simple ADIFAB assay solves the dilemma of diagnosing these "silent" AMIs because a large fraction of these non-chest pain patients could be screened for FFAu elevations.



#### MANAGEMENT

#### Alan Kleinfeld, Ph.D.

Alan Kleinfeld, Ph.D. is CEO of FFA Sciences and a Member of Torrey Pines Institute for Molecular Studies (TPIMS). He is an expert in the area of fatty acids and the application of fluorescence methods in biological sciences. His work has been peer-review funded for over 25 years and has resulted in 90 publications. Prior to TPIMS, Dr. Kleinfeld held several academic appointments including Associate Professor of physiology and biophysics at Harvard Medical School and he was a member of the nuclear physics faculty at the University of Cologne in Germany. Dr. Kleinfeld has been a consultant for Quidel, Avanir Pharmaceuticals, and Aurora Biosciences. He received his Ph.D. in Nuclear Physics from Rutgers University. Kevin Kleinfeld has been with the company since its founding in 1998 and is involved in the company's operations as well as its capital raising efforts. Prior FFA Sciences, Mr. Kleinfeld was a partner at InterMedia Partners, a San Francisco private equity firm specializing in media and entertainment. He received his B.S. from the University of Wisconsin, Madison.

#### Richard Houghten, Ph.D.

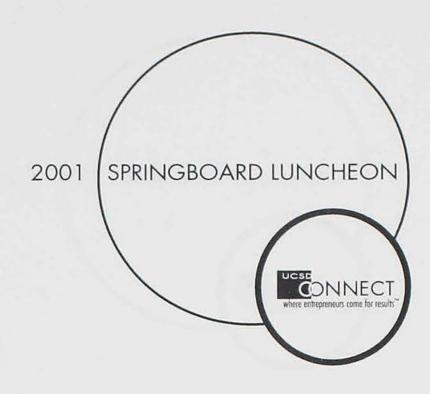
Richard Houghten, Ph.D. is founder and president of the Torrey Pines Institute for Molecular Studies (TPIMS). Dr Houghten is considered one of the world's leaders in the field of combinatorial chemistry. He is the founder of: Trega Biosciences (Nasdaq: TRGA), Multiple Peptide Systems, and Mixture Sciences. Dr. Houghton received his Ph.D. in Organic Chemistry from the University of California, Berkeley.

#### Ronald Ogata, Ph.D.

Ronald Ogata, Ph.D. is a Member of the TPIMS. Dr. Ogata is a molecular biologist and an expert in the field of protein structure-function relationship. Dr. Ogata was a consultant for Quidel and Avanir Pharmaceuticals. He received his Ph.D. in Physical Chemistry from Stanford University.

#### Patrick Kampf, Ph.D.

Patrick Kampf, Ph.D. is a Post-doctoral fellow at TPIMS working on problems in fatty acid metabolism. Dr. Kampf is also an expert in polymer films and surface sciences and received his Ph.D. in Chemical Engineering from Stanford University.



## Leonardo MD, Inc.

Dr. Steven Cohen, CEO 6048 Cornerstone Court West, Suite A San Diego, CA 92121 858.450.6611 steve.cohen@leonardomd.com

#### **COMPANY OVERVIEW**

LeonardoMD is dedicated to creating a renaissance in the doctor-patient relationship through advanced technologies and services. We are building the enabling technologies for streamlining medicine via the Internet and creating a new paradigm of shared responsibility for patient care.

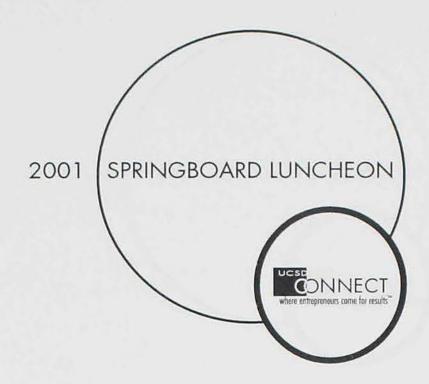
Our first product, Renaissance<sup>TM</sup>, is an Internet-based patient relationship management solution, available on a subscription basis, to small-to-medium-sized medical practices, individual departments of academic medical centers, and medical residents. We will penetrate our target markets via partnerships with leading medical billing, pharmaceutical, and medical device companies.

#### MARKET OVERVIEW

The U.S. healthcare information technology market is estimated at \$23 billion by SC Cowen. Within the market, we will focus on the \$7.5 billion practice management and clinical applications segments. The practice management software segment in the U.S. is large, highly fragmented, with a limited number of major players. As an example of the fragmented nature of this industry, the two largest players, Medic and Medical Manager, combined, have less than twenty percent market share. Analysts at SG Cowen project that the market for clinical applications will more than double from \$2.8 billion in 2000 to \$5.7 billion by 2004. Healthcare analysts at US Bancorp Piper Jaffray estimate that less than 5% of this opportunity has been tapped.

Our market research to date supports our plans to develop easy-to-use, low cost, Internet-based Patient Relationship Management solutions. Key findings are as follows:

- Significant unmet need (e.g., forty percent of medical practices are not using a complete practice management solution)
- Strong desire for electronic medical records (e.g., identified as the most significant information technology priority)
- Health Insurance Portability and Accountability Act (HIPAA), which requires compliance by February 2003, will be a key driver of physician adoption of up-to-date, Internet-based solutions
- Patients will drive healthcare providers to offer advanced patient communications via the Internet



#### MANAGEMENT

#### President & CEO / Board of Directors

#### Steven R. Cohen, M.D.

Dr. Cohen is the Chief of Craniofacial Surgery at Children's Hospital in San Diego. He previously was the Chief of Craniofacial Surgery at the University of Michigan and developed the Center for Craniofacial Disorders of the Scottish Rite Children's Medical Center in Atlanta, Georgia. Dr. Cohen earned a Bachelor of Arts degree from Emory University and a doctoral degree in Medicine from George Washington University. He completed his internship/residency work at Columbia-Presbyterian Medical Center.

#### Chief Operating Officer / Board of Directors

#### Ben L. Parker

Mr. Parker has been a management and information technology consultant for more than 14 years. His prior experience includes information technology and operations consulting to the financial services and healthcare industries for Ernst & Whinney (now known as Cap Gemini E&Y), strategy consulting to CEOs of Fortune 500 companies, and business process reengineering / IT Consulting for Gemini Consulting. Mr. Parker received a Bachelor of Science degree in Marketing and Finance from Syracuse University and a MBA from the University of Chicago.

#### Chief Technology Officer / Board of Directors Kevin A. Derrick

Mr. Derrick has more than 15 years of experience in building Web, client / server and commercial applications. He is a former Senior Director of Applications at Ziff-Davis in New York City where he led a national staff of 50 and completed a multi-million dollar PeopleSoft HR implementation, as well as Internet and intranet applications serving thousands of users. Mr. Derrick earned his Bachelor of Business Administration - Information Systems from National University in San Diego.

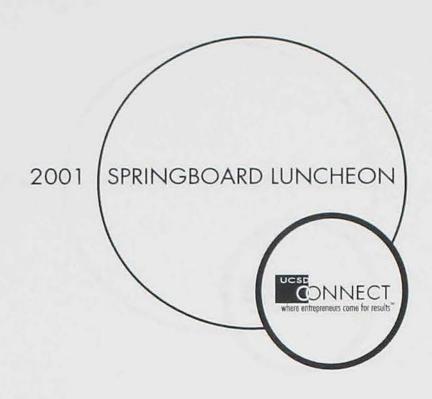
#### Chief Medical Officer / Board of Directors Ralph E. Holmes, M.D.

Dr. Holmes is the Associate Chief of the elite craniofacial team at Children's Hospital in San Diego and is Director of the UCSD Plastic Surgery Bone Histology and Histometry Laboratory. He is a Clinical Professor and former Head of the Division of Plastic Surgery at the University of California, San Diego. He is also a cofounder of MacroPore, a medical products company that recently completed an IPO in Europe. Dr. Holmes earned an undergraduate degree and doctoral degree in Medicine from Boston University in six years and completed a post-doctoral fellowship at Yale.

#### Chairman of the Board

#### Thomas A. Bologna

Mr. Bologna is the Chairman, President & CEO of Ostex International, Inc. Prior to joining Ostex, he was the President and CEO of Scriptgen Pharmaceuticals and the Chairman, President & CEO of Gen-Probe. At Gen-Probe, Mr. Bologna orchestrated an initial public offering (IPO); produced new & innovative diagnostic products; brought the company to profitability; and sold it to Chugai Pharmaceutical Co. Ltd. of Japan. His prior experience also includes several senior level positions with Becton Dickinson and Warner Lambert. Mr. Bologna received a Bachelor of Science from New York University School of Engineering and Science and a MBA from New York University Stern School of Management.



## Sempra Energy

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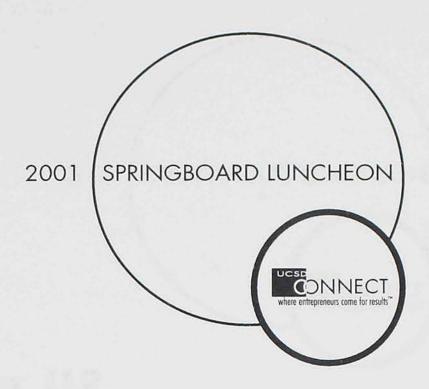
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Sempra Energy (NYSE: SRE), is a Fortune 500 energy services holding company whose subsidiaries provide electricity, natural gas and value-added products and services. Headquartered in San Diego, Sempra Energy was formed in 1998 by the merger of holding companies for Los-Angeles based Southern California Gas Company and San Diego-based San Diego Gas & Electric. Today, through its nine principal subsidiaries and joint ventures, Sempra Energy serves more than 9 million customers in the United States, Europe, Canada, Mexico, South America and Asia.



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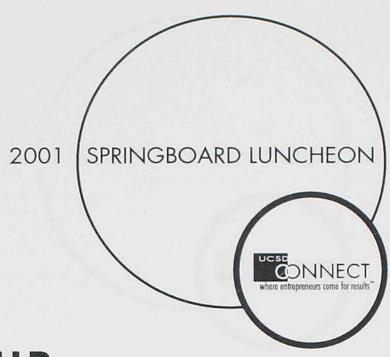
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By enabling the mobile Internet with an industry leading Total CDMA2000 Solution, Ericsson opens new market and revenue opportunities for operators. Ericsson's end-to-end CDMA portfolio offers operators unique performance advantages to meet the requirements for 3G and beyond. Leveraging the full strength of Ericsson's expertise in wireless, IP (Internet Protocol)/datacom and mobile Internet technologies, the company focuses on pairing data-driven technology, such as CDMA, with market-driven solutions. Built with the strength and flexibility of open standards and common core platforms, Ericsson's CDMA networks deliver the full advantages of CDMA technology for outstanding performance. Together with a clear migration path from CDMAOne to CDMA2000, Ericsson's open CDMA solutions provide investment protection for operators. Ericsson shapes the future of mobile and broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.



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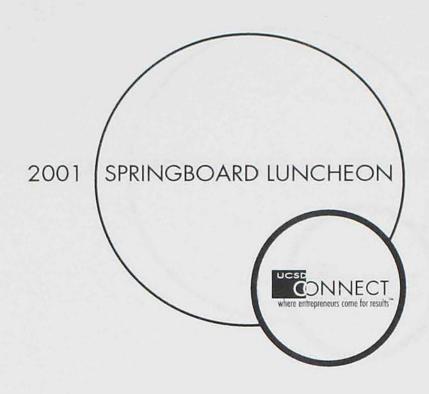
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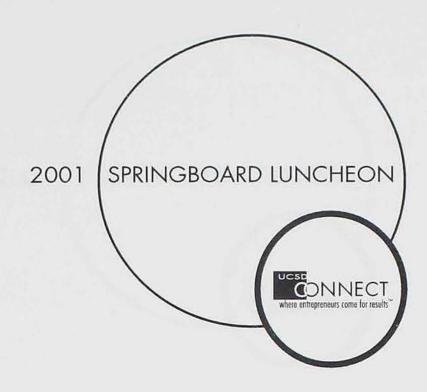
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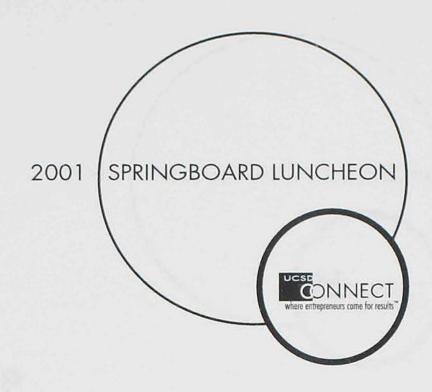
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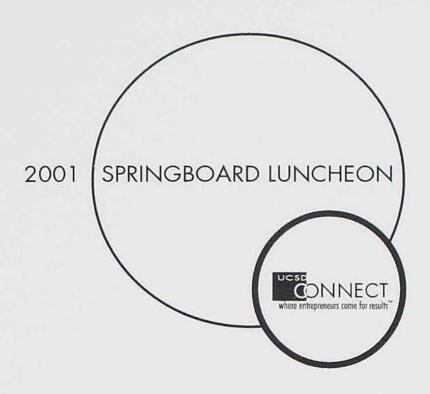
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Gray Cary is a Silicon Valley-based law firm that represents emerging growth and high technology companies, with more than 470 attorneys practicing in Palo Alto, San Diego, San Francisco, Austin, Sacramento, and Seattle. Clients include public and private companies, from start-up to Fortune 500s. The firm's clients represent the full spectrum of key industries such as biotechnology, e-commerce, telecommunications, software development and manufacturing, networking and semiconductors. Gray Cary provides a broad range of legal services such as counseling in patent prosecution, intellectual property litigation, licensing, trademarks, corporate collaborations, mergers and acquisitions, public offerings, private financing, estate planning, as well as in real estate, tax, employment and general litigation matters. Gray Cary invites you to learn more about the firm and its associates by visiting www.graycary.com, or calling 858-677-1400.



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PricewaterhouseCoopers technology industry professionals deliver a broad spectrum of services to meet the needs of fast-growth technology start-ups and agile, global giants in key industry segments. As business advisors to the technology industry, PricewaterhouseCoopers helps clients make the most of converging technologies, meet financial market expectations, expand and succeed in global markets, manage fast growth, obtain financing, and attract and retain the best and brightest knowledge workers. With more than 150,000 professionals worldwide, the people of PricewaterhouseCoopers have the scope, depth, and expertise to advise every fast-growth and global technology company on the challenges facing their business; the scale and systems to do it expediently; the worldwide network to deliver it seamlessly; and the experience to get results.

# 2001 SPRINGBOARD LUNCHEON August 16, 2001



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