



Software Investment Conference

Thursday
October 23, 1997
Sheraton Grande
Torrey Pines

Presented by

**San Diego Software
Industry Council**

In conjunction with

UCSD CONNECT

Sponsored by

Brobeck, Phleger & Harrison LLP

Coopers & Lybrand LLP

Ernst & Young LLP

Silicon Valley Bank

*A Special Opportunity
for Companies
Seeking Early-Stage
Financing*



Software Investment Conference

Here's what last year's investors said:

"Efficient use of time.

All the companies communicated their message in a short time allotment."

"A great way to get a first look at early stage technology companies/funding candidates."

Here's what last year's presenters said:

"The coaching sessions were excellent."

"An incredible opportunity to sharpen and improve our company presentation to investors."

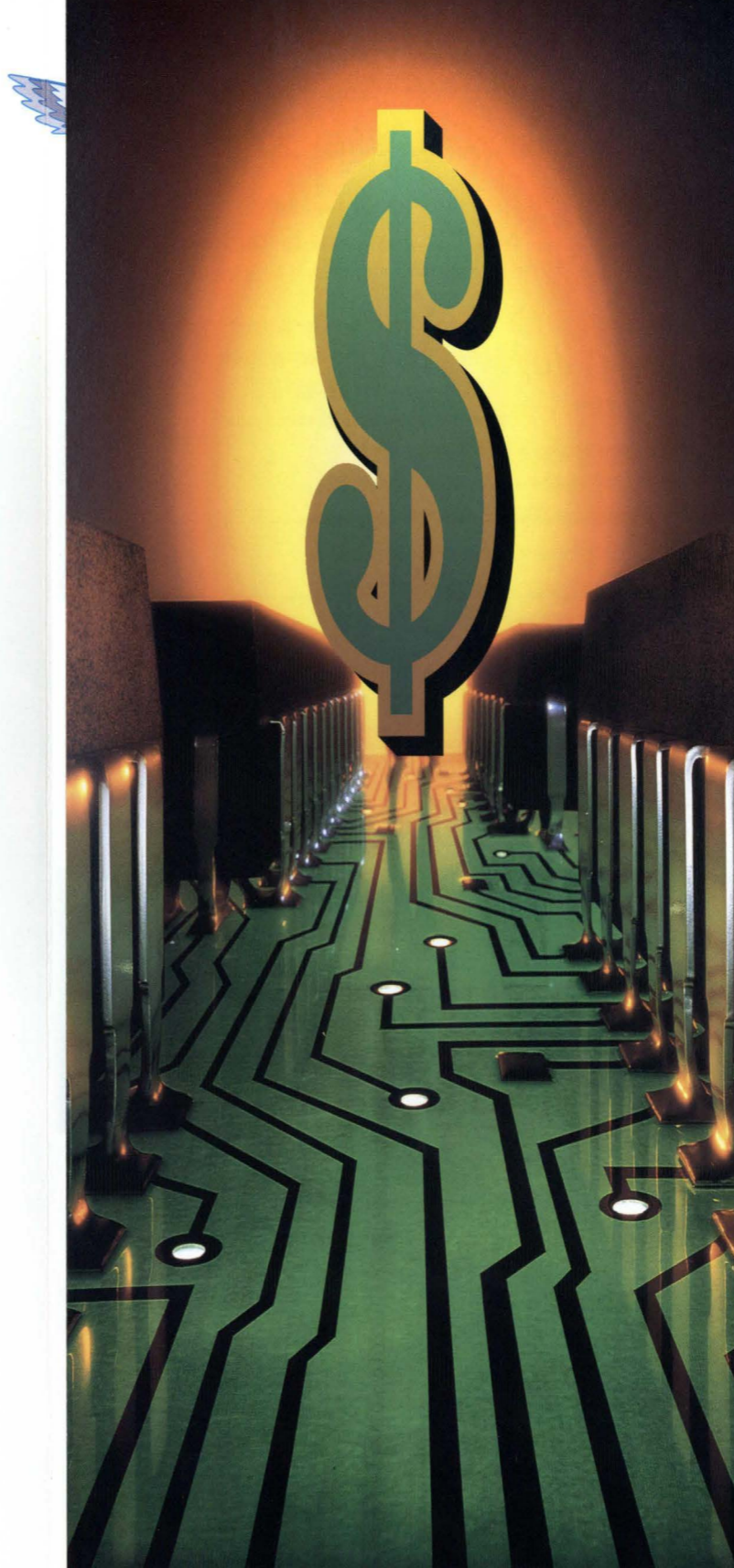
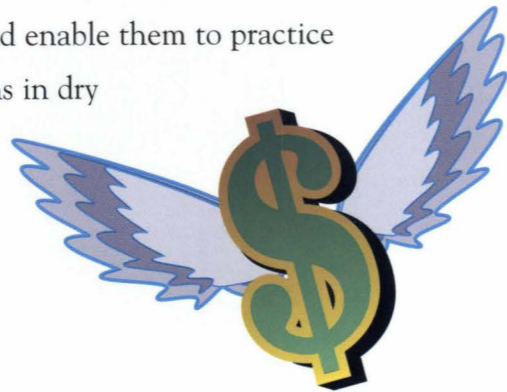
"The conference gave our company very worthwhile exposure to multiple funding sources."

Finding an initial investor is one of the biggest challenges an early-stage software company faces.

The Software Investment Conference helps early-stage software companies meet those elusive "business angels" and early-stage venture capitalists.

At this year's conference, 18 early stage software companies will have an unparalleled opportunity to present their business plans to an audience of potential investors. Several companies have secured first round funding through investors they met at the '95 and '96 conferences.

Mentors organized by the conference Steering Committee give young companies the benefit of a review and critique of their business plans, and enable them to practice their presentations in dry runs and receive feedback from a special panel of business advisers.



Who Should Attend This Conference?

- Entrepreneurs and top executives of early-stage software companies seeking less than \$1 million in funding.
- Business angels, private investors, early-stage venture capitalists.
- Anyone interested in the future of the San Diego software industry.





Find a Match Made in Heaven

Business
Angels or
Venture
Capitalists

Meet some of San Diego's hottest young software companies

Investors and early-stage venture capitalists are invited to take a look at some of San Diego's brightest software start-ups. San Diego is a thriving hotbed of software and internet entrepreneurs. Meet the next generation.

To register, please complete
the attached registration form.

Early-
Stage
Software
Companies

This is a rare opportunity to present before business angels and venture capitalists

Showcase your ideas before business angels, private investors and early-stage venture capitalists. Benefit from coaching by a team of experienced business advisers who will help you package your business plan and shape your presentation.

For an application to present, please call Eileen Lyle at (760) 930-9163 or Irene Veca at (619) 235-5061, or find an application on our website at <http://www.sdsic.org>.

Presenting companies must submit an executive summary of not more than two pages, along with the application. Membership in the SDSIC is required in order to be a presenter. The fee for presenting companies is \$200. **The deadline for applications is August 29, 1997.**

WHEN

Thursday, October 23, 1997

7:00 a.m.

Registration & Continental Breakfast

EXHIBIT AND BREAKOUT ROOM

8:00 a.m.

Conference Keynote

8:30 a.m. - Noon

Company Presentations

7:00 a.m. - 12:30p.m.

Exhibit & Breakout Room Open

WHERE

Sheraton Grande Torrey Pines

10950 North Torrey Pines Road

La Jolla, California

(619) 558-1500

FEES

Presenting Companies \$200

Business Angels,
Venture Capitalists, All Others \$ 75

SIC Members \$ 50

TO REGISTER

If you would like to attend, please mail the enclosed registration card along with your check. For additional information, contact
EILEEN LYLE at (760) 930-9163 or
IRENE VECA at (619) 235-5061.

Presented by

San Diego Software Industry Council

The San Diego Software Industry Council is a trade association for the software industry in San Diego County. Founded in November 1993, it has rapidly grown to over 300 member companies. The members represent all of the major software companies in San Diego, many smaller companies, and many service providers to the industry. The Council represents industry issues to local government, organizes regular meetings and publishes a monthly newsletter. The SDSIC exists to foster and support the entrepreneurial spirit within the software industry by providing an organized forum for the exchange of ideas, sharing of resources and promotion of industry goals.

In conjunction with

UCSD CONNECT

CONNECT, often referred to as an "incubator without walls," was started as a University/private sector partnership to link high-tech and biotech entrepreneurs with money...markets...partners...technology...and management. CONNECT also works with the San Diego business community, drawing upon their expertise to educate the community. CONNECT has helped numerous high-tech companies obtain financing and develop effective business strategies.

Sponsors

Brobeck, Phleger & Harrison LLP

Brobeck, Phleger & Harrison LLP is one of the nation's leading law firms and a pioneer in the representation of emerging growth technology companies, particularly those in the software industry. Brobeck's representation of many of the nation's most active and prestigious venture firms and private investors provides young companies with strategic access to these important sources of capital.

Coopers & Lybrand L.L.P.

Coopers & Lybrand L.L.P. is one of the world's leading accounting and consulting firms with a full range of financial and business services to clients, large and small alike, in the public and private sectors. Coopers & Lybrand serves the unique needs of emerging high technology companies by providing not only accounting, auditing, tax and consulting services, but also by providing expertise in obtaining venture capital, mergers and acquisitions, and initial public offerings.

Ernst & Young LLP

Ernst & Young LLP is a leading international professional service firm serving high technology companies. In San Diego, the firm is uniquely qualified to serve software companies and entrepreneurs. In addition to audits and tax return preparation, Ernst & Young assists software companies with preparation, review and distribution of business plans; structure of strategic alliance or licensing transactions; employee compensation; and capital sourcing with both venture capital and investment banking sources.

Silicon Valley Bank

Silicon Valley Bank is a full service commercial bank focused on serving the emerging growth, technology, and life science markets. Clients include companies in the internet, multimedia, new media, and software market segments. The Bank serves over 1,500 clients in 35 states, offering the following services: various debt financing vehicles, cash management, international, investment, and executive banking. Additionally, Silicon Valley Bank assists entrepreneurs in the fundraising process through select angel, venture capital, and investment banking referrals.

FAX BACK REGISTRATION CARD

THE SOFTWARE INVESTMENT CONFERENCE THURSDAY, OCTOBER 23, 1997

Yes! I would like to attend.
My \$75 payment is enclosed.
(\$50 for SIC members)

Yes! I would like to be a presenter.
Please FAX me an application.
(The presenting fee of \$200 is due
when the application is submitted)

Please print or attach your business card

NAME

TITLE

COMPANY

ADDRESS

CITY

STATE/ZIP

TELEPHONE

FACSIMILE

e MAIL

ADDITIONAL ATTENDEE(S)

NAME/TITLE

NAME/TITLE

Please mail or FAX this completed card to Eileen Lyle:
SAN DIEGO SOFTWARE INDUSTRY COUNCIL
6965 El Camino Real, #105-510, Carlsbad, CA 92009

FAX (760) 930-9164

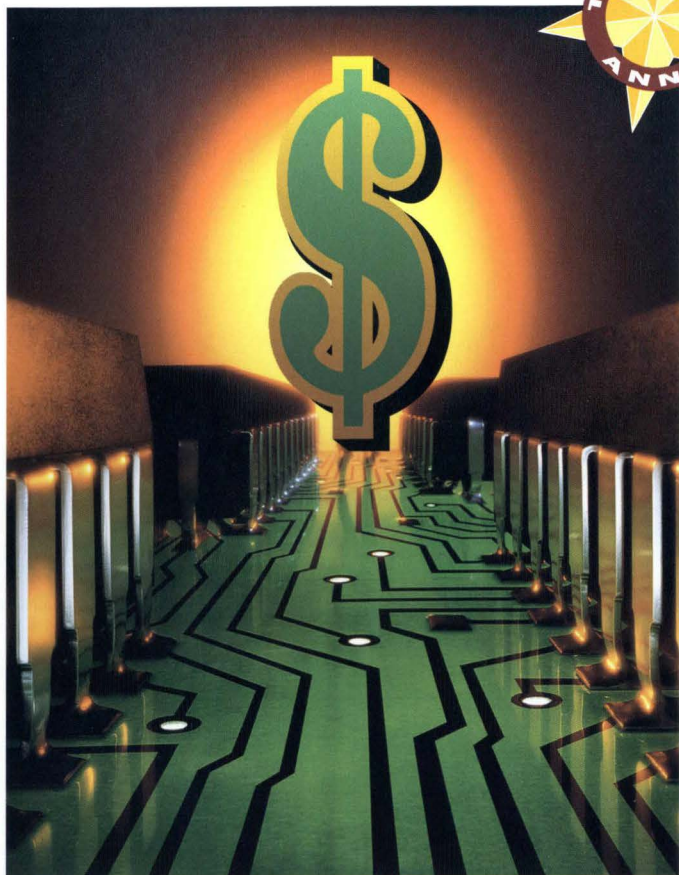
Make checks payable to the SAN DIEGO SOFTWARE INDUSTRY COUNCIL.
Credit cards not accepted.



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