



Becamex Technology & Innovation Center

Introduction

[content]

- What is **TIC** ?
- Who is TIC's **potential Start-up** ?
- What **values** TIC provides to Start-up?
- Who is **our Board**?
- What are **benefits** to Start-up?
- What **added values** TIC provides to Community ?

What is TIC ?

What is TIC ?

TIC is a **start-up oriented** center who is

- providing a **runway**
- building an **eco-system**

... for start-ups to run on and to succeed in worldwide technology races.

What is TIC ?

Vision

- Promote Science and Technology development
- Enhance the existing dynamic urban development through Research and Innovation
- Create valuable Intellectual Products for Vietnam and Global Market
- Make profit upon a potential human resource

What is TIC ?

Mission

- To create a sustainable linkage to the top technology hub (technology trend, advisory board, orientation, etc.)
- To build up an eco-system for technology start up and entrepreneurs (tech-environment , sharing facilities, infrastructure and logistic support, etc.)
- To assist science and technology researches along the process (consulting, managing resources, funding and investment)

Who is TIC's Potential Start-up ?

{ Value }

A **start-up** with idea that is to...

add **value** to society

... by creating or using **technology**.

{ Potential }

A **start-up** that possesses....

- feasible **idea**, and
- **talented & determined** team

What **Values** TIC Provides ?

Values Provided

EXPERTISE

- World-class guidance & directions from top executives of international corporation or VCs
- International networks and exposure

INFRASTRUCTURE

- Equipped office space & housing in the state of the arts
- Access to all lifestyle facilities (sport, entertainment, ect.)
- Representative offices in VN and US
- Legal & financial structures prepared for next stage of development

CASH

- Up to \$100,000 in cash investment

Who is our Board ?

ANNE-MARIE ROUSSEL

Head of Acquisitions at Sharp, Former Director of Strategic and Emerging Business of Microsoft, Former Vice President of Gartner Group

- Anne-Marie was Director of Strategic and Emerging Business for Microsoft Corporation. She managed Microsoft Entertainment portfolio which includes Xbox, Zune and Video. As such, she evaluated investment and acquisition opportunities in gaming, music, video and TV content and platforms companies and maintained relationships with VCs investing in entertainment start-ups.
- Prior to Microsoft, Anne-Marie was Vice President, Research at Gartner Group, based in Paris. During her ten year career at Gartner, Anne Marie was responsible for advising private and corporate funds on strategic investment trends and individual opportunities in emerging IT companies, in the US and Europe. She also managed Gartner Cool Vendors report - recognizing the best and brightest start-ups in the industry and the yearly Predictions report.
- Prior to her investment focus, Anne Marie specialized in the telecommunications area, advising Gartner clients on strategic market and regulatory developments in the US and Europe. For example, she helped U.S. and European telecommunications companies redefine their strategies following the EC-mandated deregulation of telecoms markets in the mid-to-late 90s. She also headed the launch of Gartner Internet practice in Europe in 1996 advising large international companies about how to deploy Internet strategies and providing guidance to small Internet start-ups on how to get venture funding and enter the market.

DALE HERIGSTAD

Four times Emmy Award Winner, Chief Creative Officer of WPP

- Dale is a thought leader on the future of media consumption in an interactive and “many-screen” world of increasingly rich media interfaces.
- Dale was co-founder of interactive agency Schematic, which recently merged with three other agencies to become global powerhouse Possible Worldwide where he currently serves as Chief Interaction Officer.
- With an extensive background in broadcast design and branding, he was Creative Director of on-air design and branding for the three CBS Sports Winter Olympics broadcasts in the 1990s. He has pioneered a unique spatial approach to designing navigation systems for Interactive TV and connected screens, a concept he calls "New Television."
- Dale was a part of the research team that developed the visionary gestural interfaces that first appeared in the film *Minority Report*, and is now leading development work in the rapidly emerging world of gestural navigation for screens at a distance.
- Dale has an MFA from California Institute of the Arts, where in 1981 he taught the first course in Motion Graphics offered to designers in the United States. He served on the founding advisory board of the digital content direction at the American Film Institute, and was an active participant in the development of advanced prototypes for Enhanced TV at AFI for many years. Dale received one of the first ITVT Interactive TV Leadership Awards and has won four Emmy awards.

ED FRIES

Founder of Xbox Project, Former Vice President of Microsoft Corp, Former Head of Microsoft Office, Former Head of Microsoft Game Studio

- Ed Fries created his first video games for the Atari 800 in the early 1980s. He joined Microsoft in 1986, and spent the next ten years as one of the early developers of Excel and Word. He left the Office team to pursue his passion for interactive entertainment and created Microsoft Game Studios. Over the next eight years he grew the team from 50 people to over 1200, published more than 100 games including more than a dozen million+ sellers, co-founded the Xbox project, and made Microsoft one of the leaders in the video game business. In 2004, Ed retired from his Microsoft Vice President job to continue his work in the video game business as board member, advisor and consultant to a broad range of publishers, independent game developers, and media companies. In 2007 Ed launched his own startup, FigurePrints, an innovative company that uses 3D color printing technology to bring video game characters to life. In the summer of 2010 Ed released “Halo 2600”, a “demake” of the Halo video game series for the Atari 2600.

JAMIL MOLEDINA

Founder of Funzio, Former Vice President at Electronic Arts, Former head of Game Developer Conference

- Jamil most recently was an EIR for Signia Ventures, leading game investor Rick Thompson's venture firm. Jamil worked with Rick in assisting existing investments, evaluating potential investments, and developing new ventures. Prior to that, Jamil was the Vice President of Business Development for Funzio, a leader in developing blockbuster free-to-play games for mobile and social platforms, including iOS, Android, Facebook, and Google+. The company was acquired by GREE, and Jamil stayed on as VP BD GREE. While at Funzio, Jamil managed platform and partner strategy, headed marketing and communications, and served on the executive team. Previously as Director of Business Development for EA Partners, Jamil sought out innovative developers, advocated them through the Electronic Arts' executive green-light process, and managed the business of the games he signed. While there, he created EA Partners' third party digital publishing business, signing the best creative indie game developers to cross-platform digital distribution deals. Prior to Electronic Arts, he was the Executive Director of the Game Developers Conference, where he managed the overall business of the event and curated the editorial content of the conference and keynotes.
- Jamil is also a trustee of the IGDA Foundation, an advisor to Casual Connect and other game industry organizations, co-author of an industry commentary blog with Shawn Foust at SoMoFos.com and the author of Tearing the Sky, a science fiction novel.

JERRY GRAMAGLIA

Chairman of the board for Acxiom, former President of E-Trade, former CMO of Pepsi Co, former partner at Arrowpath Venture Partners, DALE HERIGSTAD | ADVISOR

- Jerry Gramaglia has been the director of Acxiom since 2009 and was appointed by the Board of Directors on March 28, 2011 to serve as Acxiom's interim chief executive officer and president. Until his interim appointment as an officer, Jerry served on the Board's Compensation and Governance / Nominating Committees.
- Jerry Gramaglia, a private investor and advisor to consumer-oriented technology start-ups, was previously a partner with Arrowpath Venture Partners, a SiliconValley-based venture capital firm.
- Prior to that he was the Chief Marketing Officer and then President and Chief Operating Officer of E*TRADE Group Inc. (NASDAQ: ETFC), a leading provider of electronic financial services. He began his career at Procter & Gamble and later held senior marketing and general management positions for Nestle, PepsiCo, Imasco and Sprint.
- He currently serves on the boards of Coldwater Creek (NASDAQ: CWTR), a national retailer of women's apparel, and WageWorks, a privately held leading provider of tax-advantaged employee benefits. He holds a bachelor degree in economics from Denison University. Jerry D. Gramaglia resigned from his positions as the Company's Interim Chief Executive Officer and President. He continues to serve as a director of the Company.

NAM DO

Founder and CEO of Emotiv Systems Inc.

- Nam Do is one of the most successful young Vietnamese entrepreneurs internationally. Based in San Francisco, USA, Nam is the Founder and CEO of Emotiv Systems, the world leader in brain research and human-computer interface. Prior to forming Emotiv, Nam co-founded and ran SASme, Australia, one of the companies that are largely responsible for the creation of the SMS application market worldwide.
- At the age of nine, Nam was selected to join a special program in Mathematics and Physics at the National School for Gifted Students in Vietnam. In 1995, Nam won one of Vietnam's most prestigious scholarships for study abroad at Australia's RMIT University. Nam started his first technology company when he was a final year student at RMIT University in Melbourne, Australia.
- Nam has been a driving force in making Emotiv as the top 10 companies to watch in Silicon Valley since co-founding it in 2003. A Fellow of the World Technology Network, Nam guest lectured at many prestige universities around the world including Harvard, Stanford, USC, UC Berkeley, etc.. he is also a keynote speaker at many high-profile international conferences.
- In 2007, Nam was voted as one of Australia's Top 10 Digital Entrepreneurs.

What are **benefits** to Start-ups ?

Intangible Benefits to Start-up

- Mentorship & Business Process Advices
- Business Development & Investment Connections
- Local & Global Networks
- Publicity & Promotion
- Industry Recognition & Validation

Expertise ?

- World-class guidance & directions
 - An **International Advisory Board** contains of the most influential people in technology worldwide, giving monthly opinions on specific project
- International links and exposure
 - Two annual **International Conferences** with world-class speakers and guests
 - Local and global **Partnership**
 - Lining up the right **Investors** for startups ranging from angel's to VC's to Industry's money at the right stage of the business

Infrastructure ?

- Legal & financial structures complied with international standards
 - Legal and financial structures prepared for **exit strategy**
- Physical and technical infrastructure
 - **Office** space with technical facilities
 - **Representative office** in HCMC, Hanoi, Binh Duong, the Bay Area (US)
 - **Housing & Lifestyle** (sport & entertainment, transportation, ect.)

- State-of-the arts office space





- Shared receptions and administrative center

- Large board rooms and various sized meeting rooms
- In-house common area, canteen and lounge
- Overnight short-stay rooms
- Showers and toilets

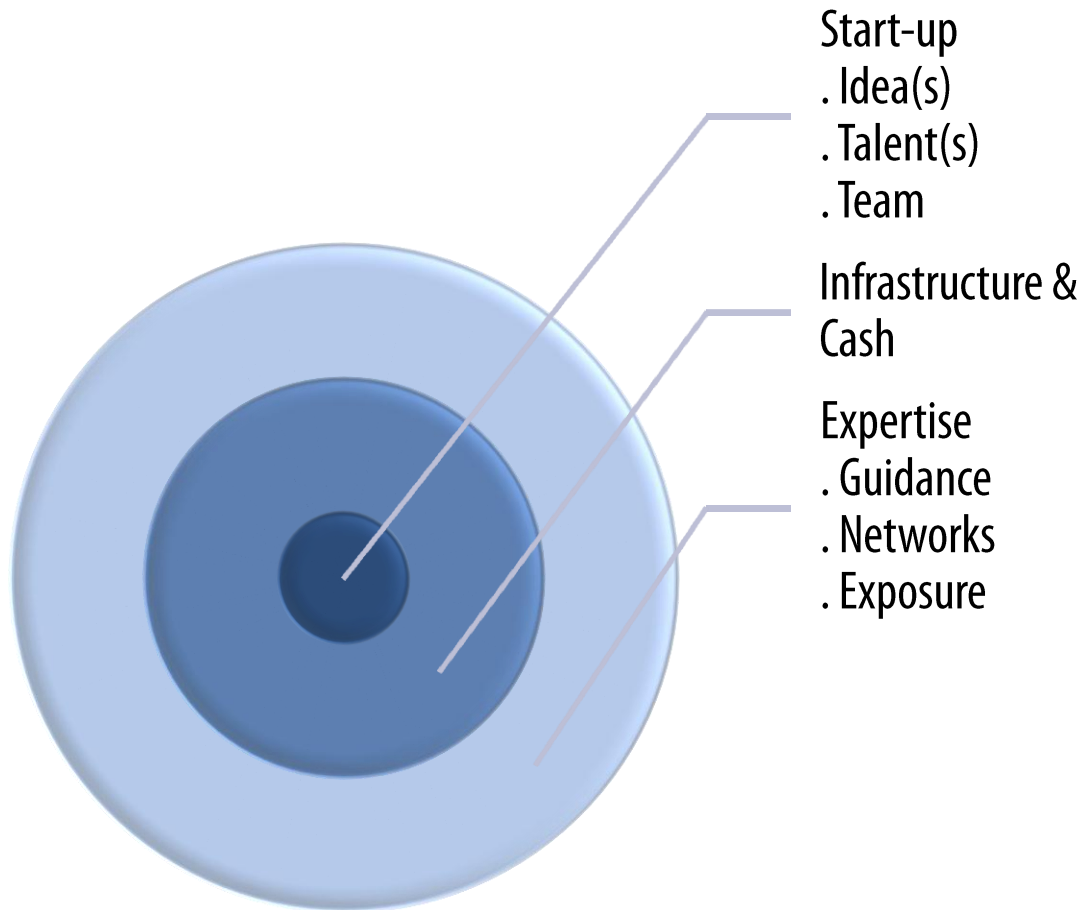


EIC Eastern International University's Main Campus

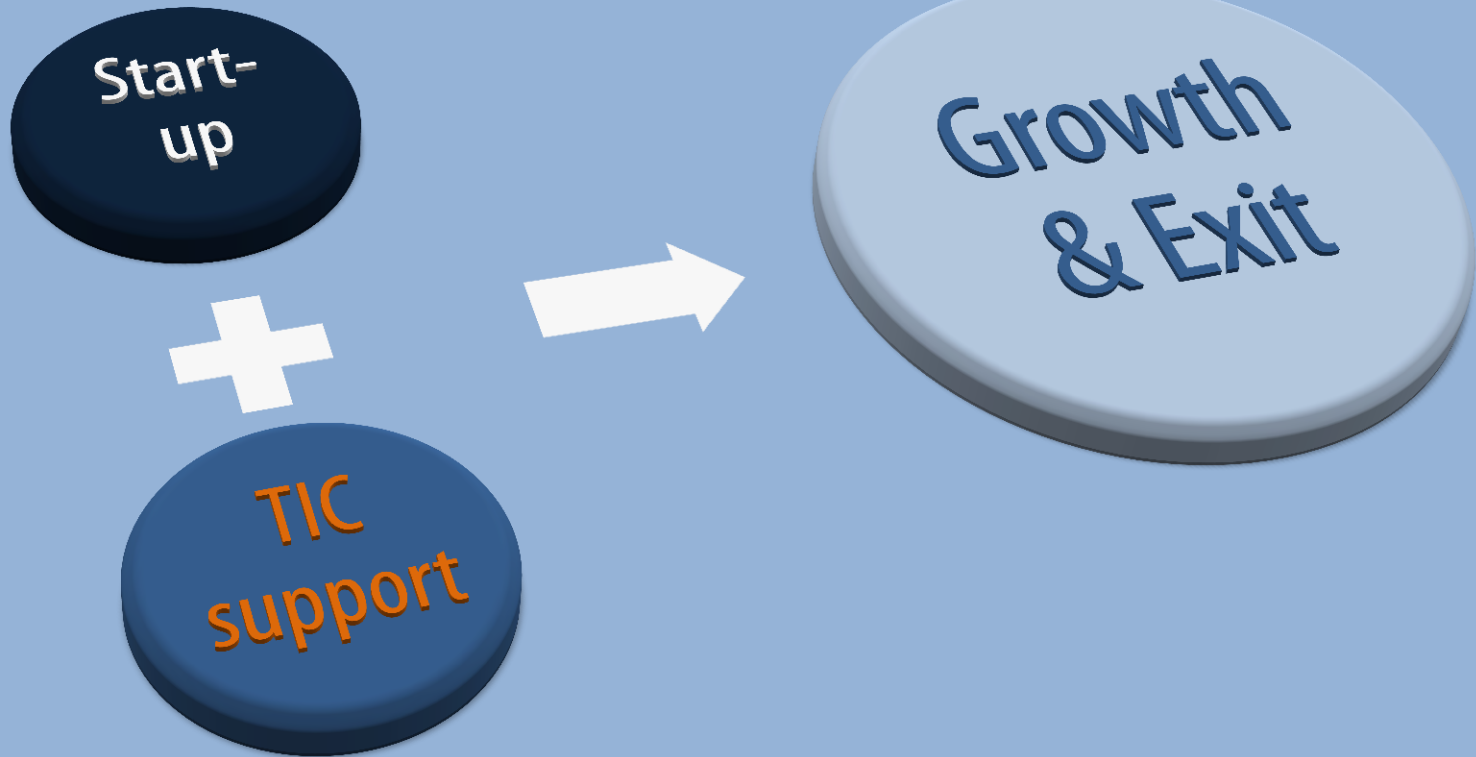


Technology Innovation Center TIC

Greater Opportunity for Start-up



... to Growth & Exit



Values Added to Community

Values Added to ICT Community

