



THE ENTRETECH PRICEWATERHOUSECOOPERS ENTREPRENEURSHIP AWARDS (5th Annual)

Awards Ceremony - March 6, 2008
Hot Companies Morning - January 31, 2008

CALL FOR APPLICATIONS

(Deadline November 29, 2007)

Visit www.entretech.org for the application form or contact
scy@entretech.org

Entretech, together with its partner PricewaterhouseCoopers, invites leaders in high tech innovation in Greater Los Angeles to celebrate the regional entrepreneurial vigor by participating in the 5th Annual Entretech PwC Entrepreneurship Awards. This call for applications covers awards in three categories and features companies in all high tech sectors. The distinguished Awards Selection Committee includes representatives from leading venture capital firms in Los Angeles such as Redpoint Ventures and Rustic Canyon Partners, and successful entrepreneurs and business leaders.

Greater Los Angeles, known throughout the world for its flagship entertainment industry, is also home to over 500 fast growing technology-based companies. In fact, the Southern California region as a whole now ranks second among all U.S. regions in terms of venture capital investment, trailing only Silicon Valley.

What attracts investors to Southern California is its diversity. With companies operating in all sectors of the economy, from nanotechnology to internet marketing, our recent Entrepreneurship Award winners LegalZoom, Snap.com, Prolacta, NextAce, and Guidance Software (IPO 12/06), exemplify this diversity and illustrate some of the best new ventures leading Southern California's emergence as a prominent high tech center.

Also contributing to the region's technology prominence is its cluster of world renowned technology research institutions, including the California Institute of Technology, UCLA and USC. Nearby, the Jet Propulsion Laboratory pursues the exploration of Mars, as a world leader in space discovery, while distinguished research institutions in the biosciences and information technology, including the Keck Graduate Institute, the Claremont Colleges, and the City of Hope all contribute to the advancement of world knowledge.

Entretech is the leading non-profit association supporting high tech companies in Greater Los Angeles with critical and practical business development resources and connections. We empower entrepreneurs to build new businesses through capital, education, people, and strategic partners.

Entretech invites you to submit applications for the Entretech PwC Entrepreneurship Awards

The award honors leading-edge companies in three categories based on annual revenues:

Startup
Under \$1 million*

Emerging
Between \$1 and \$8 million*

Growth
Over \$8 million*

*Including funding from government or strategic partners. When completing the application, please distinguish between revenues from customers and from research activities.

Finalists in each of the three award categories will be determined at the Hot Companies Morning held prior to the Awards dinner on March 6, 2008.

Application deadline: November 29, 2007

The Entretech PwC Entrepreneurship Awards will be awarded to the companies which best meet these criteria:

1. **Potential for Long-term Profitability is Significant** - as evidenced by customer/market acceptance of the company's products and services, and the size of the addressable market.
2. **Demonstrable Ability to Execute**---as shown by achieving milestones, overcoming obstacles, and having a focused business strategy.

Companies can self-nominate or be proposed by third-party individuals or organizations. Companies nominated by third parties will be asked to complete an application form. Likely winners would display the following profile:

Companies must own and develop proprietary technology, and be in business within the six counties of the Greater LA area for under 10 years (Santa Barbara, Los Angeles, Orange, San Bernardino, Riverside and Ventura counties).

Companies must demonstrate market validation (i.e., customer orders, research contracts or early revenues). The technology sectors represented by candidates will broadly reflect all areas of the Life Sciences, Information Technology and the Internet Marketplace, Digital Technology, New Media, Aerospace, Engineering and Defense as well as others leading to innovative technology products.

Award finalists will receive the opportunity to present their company at the Hot Companies Morning on January 31, 2008, where they will have a table-top exhibit available, and at the Entretech PricewaterhouseCoopers Awards dinner on March 6, 2008. These events provide exposure to venture and angel investment groups and the press, and a chance to exhibit and network with key business leaders at the pre-event receptions. Presenting companies will receive one complimentary admission to the dinner, and the pre-dinner reception in addition to the presenting executive. Finalists will also be featured on the Entretech website, and in frequent event e-communications (distribution: 7, 500 organizations).

Please submit your nominations by filling out the attached application form and submitting it to:

Entretech PwC Entrepreneurship Awards
295 S. Hill Ave., Pasadena, CA 91106

Fax 626-356-7515
E-mail: scy@entretech.org

Finalists will be announced following the Hot Companies Morning. Winners will be selected by an interview with the Entretech PwC Entrepreneurship Awards Selection Committee, followed by an on-site visit, if deemed necessary by the Committee.

For more information, don't hesitate to contact us!

Stephanie C. Yanchinski, Executive Director

Entretech ▪ 295 South Hill Avenue ▪ Pasadena, CA 91106 ▪ 626-356-9933 ▪ scy@entretech.org

ENTRETECH PRICEWATERHOUSECOOPERS ENTREPRENEURSHIP AWARDS 2008

APPLICATION FORM

Please complete this form in full.

Please note that the information will only be shared with the Awards Selection Committee.

Nominee Company

CEO Name _____

Telephone _____

Email _____

Address Street _____

City _____ State _____ Zip _____

Website _____

Date Founded _____

Number of Employees _____

Annual Revenues since inception (calendar years ending); Please complete for all years your company has earned revenue. It is required to fill out this section as completely as possible. All information will be kept confidential to the Awards Selection Committee:

1999 _____ 2000 _____ 2001 _____ 2002 _____

2003 _____ 2004 _____ 2005 _____ 2006 _____

2007 _____ 2008 _____ estimated

Industry Sector: please select from categories such as:

- _____ Aerospace and Defense
- _____ Biotechnology and Bioinformatics
- _____ Digital Technology
- _____ Energy and Environment
- _____ Engineering: including Optical Engineering, Sensor Development and Robotics
- _____ Industrial Engineering and Instrumentation
- _____ Information Technology (Software, Hardware, Internet, eCommerce)
- _____ Internet Marketplace
- _____ Media Technology
- _____ Medical Devices and Diagnostics
- _____ MEMS (Micro-Electro-Mechanical Systems)
- _____ Specialty Chemicals and New Materials
- _____ Transportation
- _____ Other, specify: _____

PLEASE DETAIL WHY YOU BELIEVE THAT YOUR COMPANY SHOULD BE SELECTED:

PLEASE DESCRIBE YOUR PRODUCT OR SERVICE:

PLEASE DESCRIBE YOUR COMPETITIVE POSITION:

PLEASE LIST SIGNIFICANT MILESTONES REACHED BY YOUR COMPANY THAT DEMONSTRATE VALIDATION OF YOUR BUSINESS PLAN BY THE MARKET AND INVESTORS:

Financings: Capital Raised _____ **Source:** Angels ____ VC ____ Government ____ Strategic ____

Intellectual Property _____

Strategic Partnerships _____

Research Contracts _____

Product Orders _____

Significant Customers _____

Revenue Milestones _____

Profitability Milestones _____

Nominee's Signature _____ **Date** _____