FOR A FULL LIST OF iGAP 1 PARTICIPANTS PLEASE GO TO http://bit.ly/iGAP2009

FEEDBACK FROM PREVIOUS iGAP PARTICIPANTS

“The quality of the facilitators and content covered on iGAP has been excellent. We have implemented key practical takeaways from all of the modules into the business - every EI internet start up should participate on iGAP.”

Eamon O’Brien,
CEO, EventElephant

“Participating on iGAP has radically altered how Sonru do business by accelerating our professionalism in marketing, sales and business strategy. The programme has instilled in us the credibility and confidence to become a global player and given us the tools to execute our international growth strategy”.

Fergal O’Byrne,
CEO, Sonru

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The key elements of iGAP are as follows:

**PRACTICAL TRAINING MODULES**
- Learn from world class experts on key practical topics including Business Strategy, Monetisation and Revenue Models, Marketing & Customer Acquisition and Preparing for Funding.
- Complete in company assignments designed to embed the learning into your company and ensure business impact.
- Hear relevant war stories from experienced internet entrepreneurs which are directly related to the module content.
- Use all of the practical module content to develop a pitch which will be put to the test by experienced venture capital and angel investors.

**SUPPORT FROM IMPLEMENTATION COACH**
- Be partnered with an experienced business leader who will work with you to ensure the programme learning is implemented in your company.
- Work with the implementation coach in cohorts and on an individual basis to maximise programme learning and application.

**ACCESS TO BUSINESS ADVISORS FROM THE IGA**
- Seasoned industry experts from the Internet Growth Alliance will be accessible to you on an ongoing basis throughout the programme to enhance your learning experience and advise on your future development.
- Hear about the lessons they learned while establishing their own successful online companies and use their guidance to steer the development of your own company.

**INDUSTRY NETWORKING**
- Enterprise Ireland and the Internet Growth Alliance will provide networking opportunities built around the programme to ensure you build a sustained network of industry peers among your classroom colleagues, members of the IGA and other industry leaders. There will also be an opportunity to hear from guest speakers who have been there and done it.
<table>
<thead>
<tr>
<th>DATE</th>
<th>DURATION</th>
<th>MODULE</th>
<th>KEY QUESTIONS ANSWERED</th>
</tr>
</thead>
<tbody>
<tr>
<td>6th October 2010</td>
<td>½ day afternoon</td>
<td>iGAP Induction</td>
<td>What can I achieve by participating on iGAP?</td>
</tr>
<tr>
<td>October 2010</td>
<td>2 days residential</td>
<td>Strategy and Value Proposition</td>
<td>What is my value proposition? What are the building blocks for my business strategy?</td>
</tr>
<tr>
<td>November 2010</td>
<td>1 day</td>
<td>Marketing and Customer Acquisition</td>
<td>How do I make customers aware of my service, drive traffic to my site and measure the results?</td>
</tr>
<tr>
<td>December 2010</td>
<td>1 day</td>
<td>Customer Centric Service/Product Design</td>
<td>How do I design my solution with the customer in mind?</td>
</tr>
<tr>
<td>January 2011</td>
<td>1 day</td>
<td>Revenue/Monetisation Models</td>
<td>How will I generate revenue from my product/service?</td>
</tr>
<tr>
<td>February 2011</td>
<td>1 day</td>
<td>Internet Business Development and Partnering</td>
<td>How do I identify the right partners to work with and plan my engagement with them?</td>
</tr>
<tr>
<td>March 2011</td>
<td>1 day</td>
<td>Preparing for Funding</td>
<td>How do I use APIs as part of my business development effort?</td>
</tr>
<tr>
<td>April 2011</td>
<td>1 day</td>
<td>Programme Finale - Test your business proposition by pitching your plan to a panel of serial entrepreneurs</td>
<td>What are my options for funding my business &amp; how do I present my business to funders?</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Will my business plan fly with investors?</td>
</tr>
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Who qualifies for iGAP and application process

Many factors are taken into consideration when selecting companies for the programme. The focus of the programme will be on internet businesses with an international growth opportunity and the potential to meet critical growth milestones. If not already an Enterprise Ireland client company, the applicant must demonstrate they meet the criteria to become an Enterprise Ireland client in the near future.

IN ADDITION, TO BEING INTERNET BASED, COMPANIES SHOULD ALSO MEET THE FOLLOWING CRITERIA:

1. Clearly demonstrate the potential to scale your business internationally over the internet.
2. Have an established team in place.
3. Have demonstrated a clear customer need & demand for the products / service.

APPLICATION PROCESS
All applications will be assessed against the selection criteria. The selection process will be competitive and companies may be required to present to a selection panel before places are awarded and a limited number of places are available.

Please apply online at www.enterprise-ireland.com/igap

The closing date for applications is the Monday September 6th 2010

COST
The full cost of the Internet Growth Acceleration Programme is €10,000 per company (2 participants). Enterprise Ireland will fund 70% of this cost leaving a company fee of €3,000. This covers all aspects of programme participation including all residential costs and the support from your implementation coach.

Participants will be required to pay the €3,000 fee directly to Enterprise Ireland in advance of the programme commencing.

FURTHER INFORMATION
To gain further information about the Internet Growth Acceleration Programme please contact:

Sarah Buckley, Enterprise Ireland, 01 727 2527, igap@enterprise-ireland.com

Ray Walsh, Enterprise Ireland, 01 727 2118, ray.walsh@enterprise-ireland.com
JUSTIN KNECHT – CUSTOMER CENTRIC SERVICE/PRODUCT DESIGN

Justin Knecht developed and managed the Innovation by Design programme for the Centre for Design Innovation at IT Sligo; the first user-centred design programme of its kind in Ireland to equip organisations with the practical tools to innovate more successfully. Previous to this, Justin was Senior Manager of Creative Services for Crayola in the US, responsible for global branding, packaging development, POS and Internet services.

He co-founded the web development firm AOV in Philadelphia; developing over 20 award-winning websites for a range of regional, national and international clients. Justin is a noted expert on user-centred design, packaging design and has developed and delivered many workshops in this area.

OREN MICHELS – INTERNET BUSINESS DEVELOPMENT

Oren is CEO and co-founder of Mashery in California (www.mashery.com) and has a record of success in a variety of executive positions spanning multiple industries. Oren co-founded and managed WiFinder, an international provider of directory services for public access wi-fi hotspots. He has served as president for two companies: Colt HR, a leading provider of mid-market benefits administration software and services; and Winebid.com, a leading online wine auction service. He also served as president and CEO of The Groundlings, a Hollywood-based entertainment production company, and has held COO positions at manufacturing companies. Prior to joining Mashery, Oren worked as vice president of business development at Feedster, where he managed the company’s activities in China and negotiated partnerships with AOL, Real Networks, and Mitsui.

Oren began his career as a software designer for Hughes Aircraft. He holds a BS in Electrical Engineering from MIT and an MBA in finance and entrepreneurial studies from UCLA’s Anderson School.

SEAN ELLIS – MARKETING & CUSTOMER ACQUISITION

Sean Ellis led marketing from launch through NASDAQ IPO filings at both LogMeIn and Uproar and later helped bring Xobni to market as Interim VP Marketing.

He is now founder and principal at 12in6 Inc., a firm that works with CEOs at select VC backed startups (such as Eventbrite and Sequoia-backed Dropbox) to transition into high growth companies. 12in6’s low burn, metrics driven approach helps startups achieve the critical success milestones needed to reach their full growth potential.

BRIAN CAULFIELD – PREPARING FOR FUNDING AND IGAP PROGRAMME LEAD

Brian Caulfield co-founded Exceptis Technologies in 1992. Exceptis developed dispute management software for the electronic/card payments sectors and was sold to Trintech Group (NASDAQ: TTPA). In February 2001 Brian co-founded Similarity Systems, a business focused data quality management software company which, was acquired by Informatica (NASDAQ: INFA). Brian was also a founder director and shareholder of Prediction Dynamics, which failed in 2004.

In June 2002, Brian joined Trinity Venture Capital (TVC). At TVC Brian sat on the boards of, amongst others, AePONA, ChangingWorlds, CR2, & SteelTrace and was responsible for several exits. Brian is a board member/personal investor in a number of early stage technology companies, including PutPlace, Trezur, Sentry Wireless, Cibenix, Cicero Networks and Clavis Technology.