Ascent Venture Partners

Who we are
- Investment team of six, dedicated to investing in IT innovation for the enterprise
- Supporting early-stage entrepreneurs
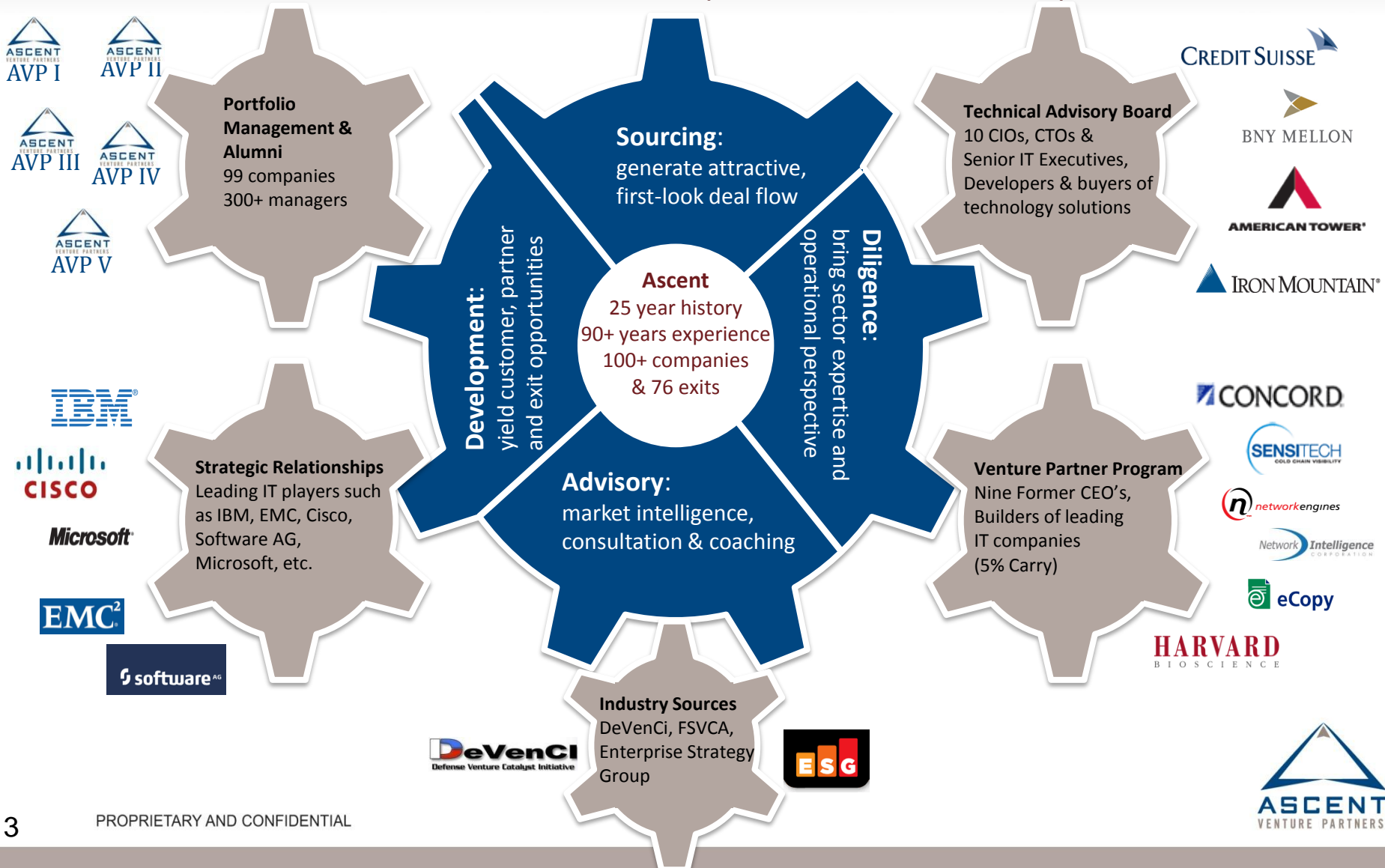
ASCENT VENTURE PARTNERS
TRUSTED PARTNERS TO EXCEPTIONAL ENTREPRENEURS
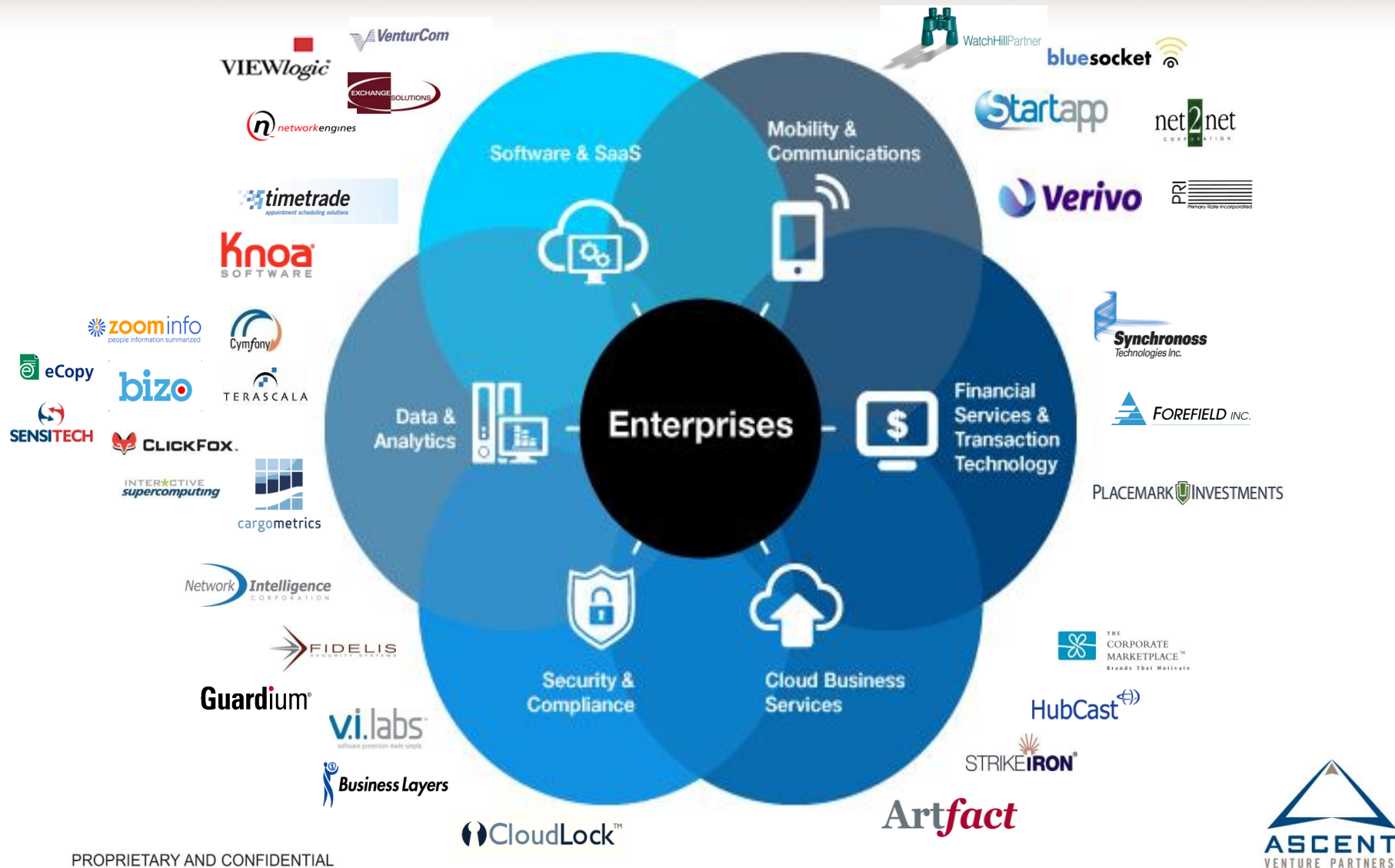
At the forefront of enterprise tech investing
- We have backed more than 100 early-stage, emerging technology companies since 1985, generating more than $10 billion in enterprise value

- We leverage our extensive network to make connections for portfolio companies to investors, customers, partners and advisors that can support their long-term success.

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Flywheel Effect of Established and Focused Network

Level of momentum in Ascent's Enterprise IT network is hard to replicate

ASCENT VENTURE PARTNERS AVP I
ASCENT VENTURE PARTNERS AVP II
ASCENT VENTURE PARTNERS AVP III
ASCENT VENTURE PARTNERS AVP IV
ASCENT VENTURE PARTNERS AVP V

Portfolio Management & Alumni
99 companies
300+ managers

Sourcing: generate attractive, first-look deal flow

Development: yield customer, partner and exit opportunities

Ascent
25 year history
90+ years experience
100+ companies
& 76 exits

Diligence: bring sector expertise and operational perspective

Advisory: market intelligence, consultation & coaching

Technical Advisory Board
10 CIOs, CTOs &
Senior IT Executives,
Developers & buyers of
technology solutions

CREDIT SUISSE
BNY MELLON
AMERICAN TOWER®
IRON MOUNTAIN®

IBM®
CISCO
Microsoft®

Strategic Relationships
Leading IT players such
as IBM, EMC, Cisco,
Software AG,
Microsoft, etc.

EMC²
software AG

Venture Partner Program
Nine Former CEO's,
Builders of leading
IT companies
(5% Carry)

CONCORD
SENSITECH COLD CHAIN VISIBILITY
networkengines
Network Intelligence CORPORATION
eCopy
HARVARD BIOSCIENCE

Industry Sources
DeVenCi, FSVCA,
Enterprise Strategy
Group

DeVenCi Defense Venture Catalyst Initiative
ESG

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Current Investment Focus Areas

Ascent Investment Model – IT Security Case Study

Network Appliances	Security Event Management	Database Security	Data Loss Prevention & APTs	Current Focus Areas

Sector Evolution

AVP II

networkengines

Security Appliances

Server solutions for security applications.

➤Led Series A in 1997
  ➤IPO in 2000
    ➤10X return

AVP III

Network Intelligence CORPORATION

Security Event Mgmt

Capture and analyze all events originating from security infrastructure.

➤Led Series A in 2002
➤Sold to EMC in 2006
  ➤5X return

AVP IV

Guardium®

Database Security

Monitor and maange activity with enterprise databases.

➤Led Series B in 2005
➤Sold to IBM in 2009
  ➤7X return

AVP IV

FIDELIS SECURITY SYSTEMS

Data Loss Prevention

Prevent critical data from leaving enterprise and defend network against Advance Persistent Threats ("APTs").

➤Co-led Series A in '05

AVP V

CloudLock™

Cloud Security

Secure cloud-based enterprise documents and applications.

➤Led Series B in March 2012

Ascent Investment Facts & Figures

➤ 25% of Ascent's deals involve managers with whom Ascent has worked before

➤ 40% of Ascent deals are sourced through sector knowledge/proactive research

➤ Seek to identify market leaders of high-growth emerging IT markets

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Ascent Venture Partners: Matt Fates

Experience:

Ascent Venture Partners	2002– Present
Norwest Venture Partners	1998– 2000
Alex Brown & Sons	1996 – 1998

Areas of Focus: Data Management, IT Security, Enterprise IT, Cloud Security

Current Investments:
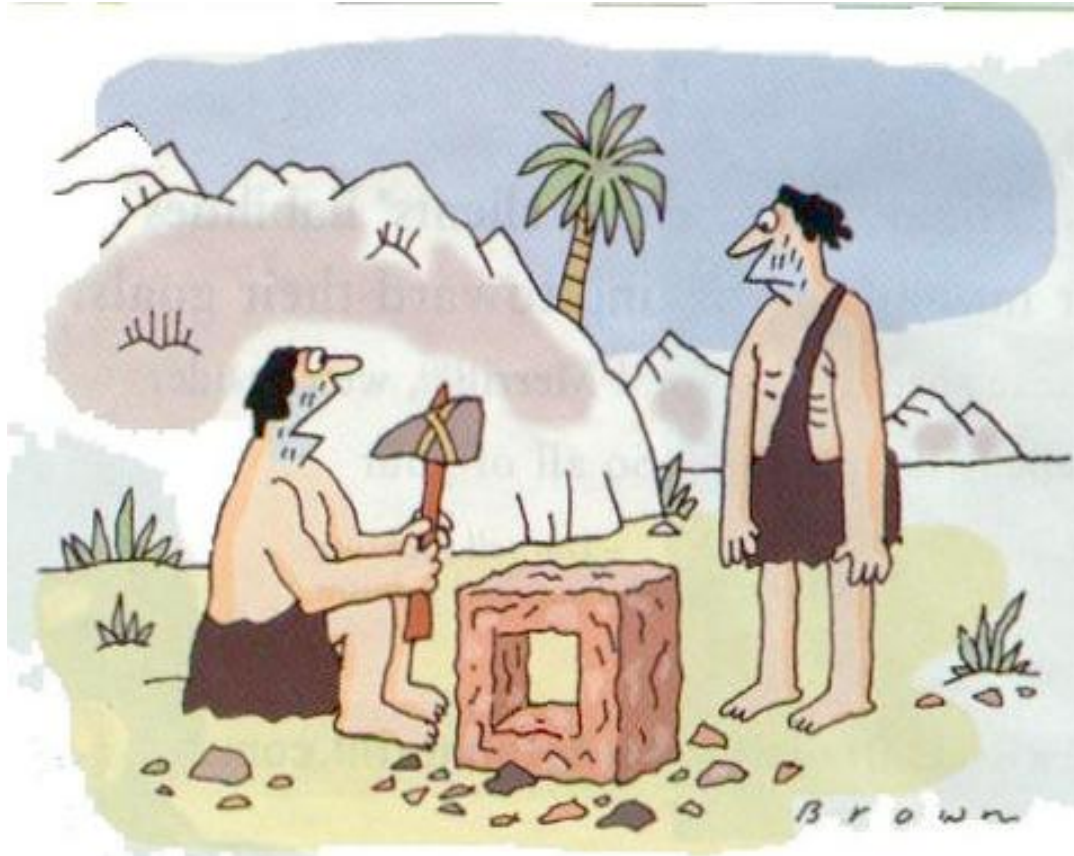
HubCast

TCMPi

FIDELIS
SECURITY SYSTEMS

STRIKEIRON

TERASCALA

Education - Double Major in Com... d Economics from Yale University
- MBA from the Tuck School of Business at Dartmouth (Tuck Scholar)

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"I call my invention 'The Wheel,' but so far I've been unable to attract any venture capital."

Early Stage Venture Model – How it Works

## Typical Trajectory of a Good Venture Backed Company

Seed Stage: Formation of business and early customer tests

Early Stage: Intensive effort to build out team, validate market and refine model

Expansion Stage: Prove value and model, put in place foundation for scaling business

Start to **Scale**, Evaluate Exit Timing/Options
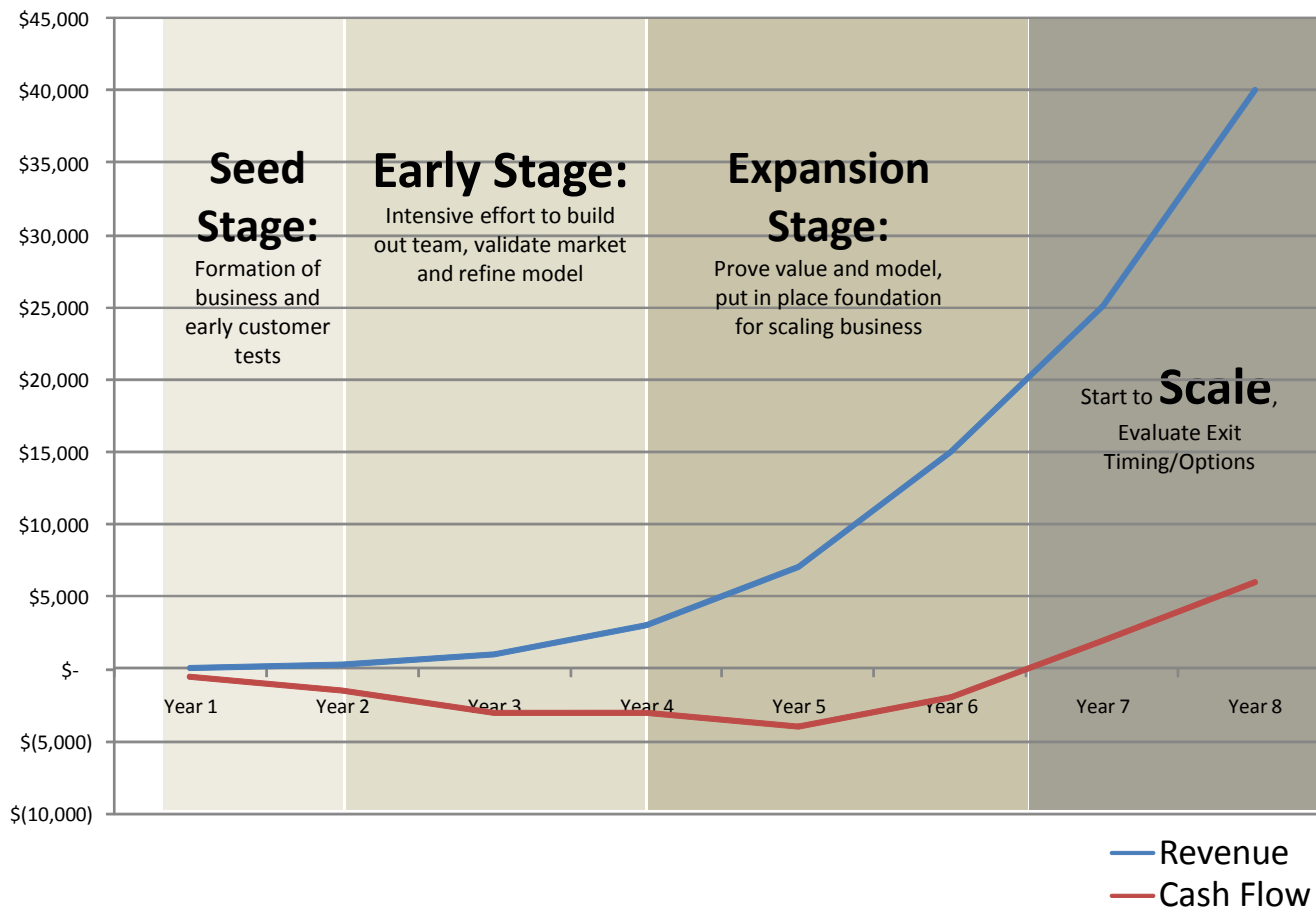
— Revenue
— Cash Flow

➢ **Stage:** After initial customer traction but prior to scale; enables 20% - 30% ownership stakes for $2M - $5M initial investment.

➢ **Capital efficient:** $12M - $20M of total capital.

➢ **Rapid growth:** revenue growth of 75% to 150% per year.

➢ **Contained time to exit:** reach substantive momentum and scale 5 to 6 years after investment.

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Guardium of Waltham, MA develops database security and compliance solutions. The Company's appliance-based *SQL Guard* product family provides visibility and control over database activity. Guardium's solutions address concerns such as security assessment, auditing, access policy control, and regulatory compliance.

November 2009

IBM acquires Guardium

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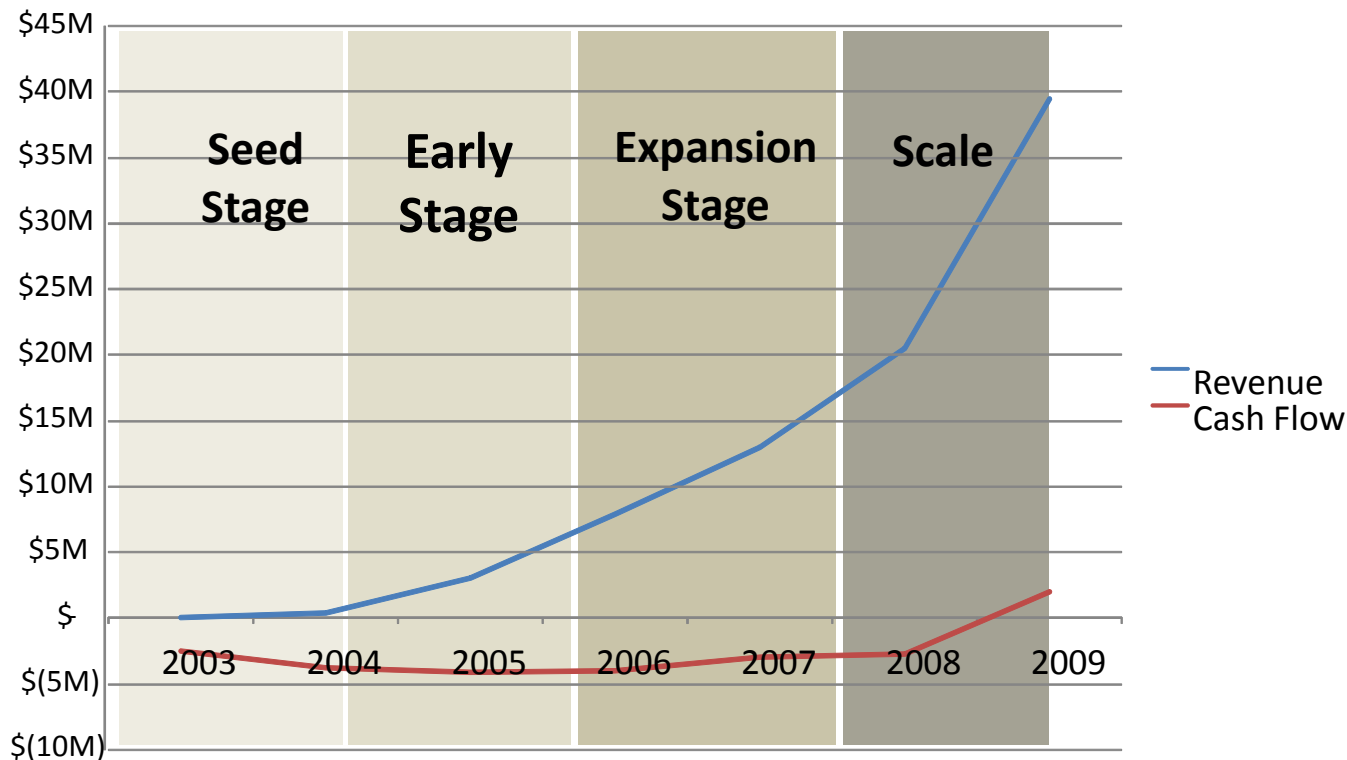
How Companies Break the Model

➢ **Raise too much capital**

➢ **Too many 'resets' or major changes**

➢ **Slow growth**

➢ **Too long to an outcome**

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What Does this Mean for Entrepreneurs

➢ **Make sure your business model fits venture**

➢ **Target those groups where there is a strong fit**

➢ **Network to get in (nothing new)**

➢ **Be prepared to work with a VC**

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Common relationships, experiences – a connection

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What gets us Excited

Relevant experience and unique insight into market

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Highly scalable business model

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Prove you can do a lot with a little

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Early traction we can extrapolate from

4 CYL. MODEL T FORD, 1908

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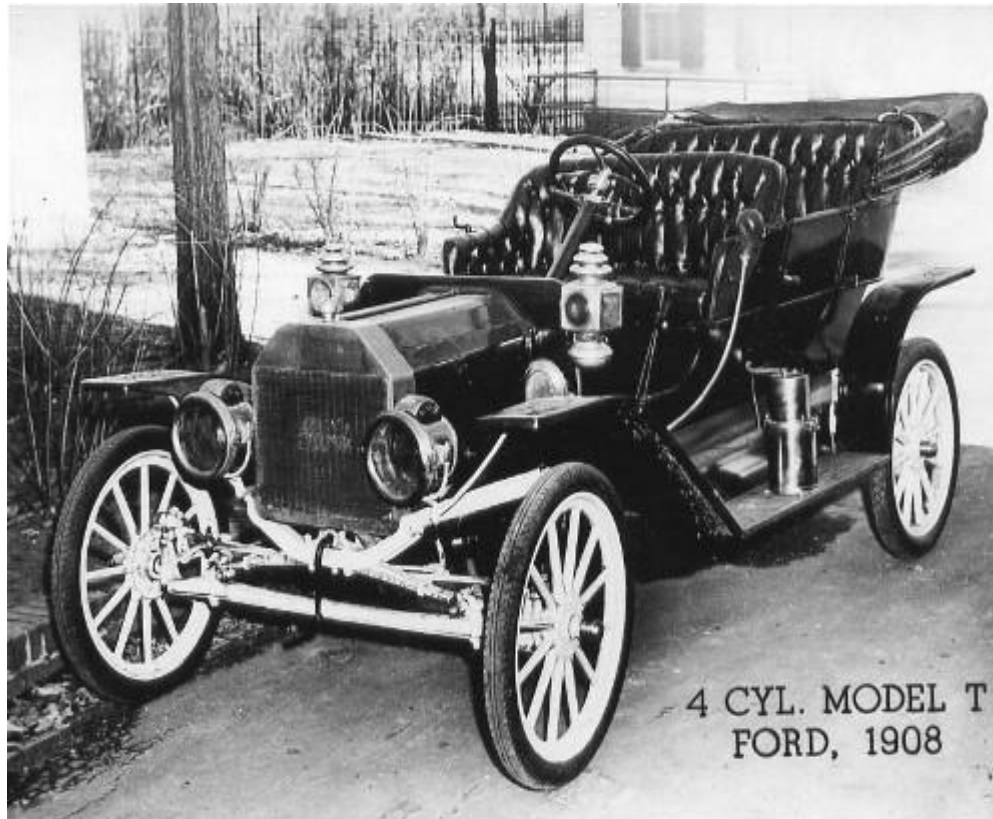
Understand working with a VC partner

Thank You

Questions?

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