Plug and Play Tech Center

- Acceleration for Polish startups in Silicon Valley
Silicon Valley Advantage
In the past

Karma Building – 165 University Avenue, Palo Alto
In the past
NOW

440 N Wolfe Rd Sunnyvale, CA 94085
Entrepreneurs

Mentors

Mentorship & Coaching

Seminars & Workshops

Network & Community

Events

Corporate Partners

Events & Workshops

Mentors

Advisors

Office Space

IT Services

Professional Services

Venture Capital

University Partners

Strategic Resources

Infrastructure & Services

“Silicon Valley in a Box”
Funding Relationships

- Over 180 VC partners attending dealflow sessions
- Co-investments through Plug & Play Ventures
These are just a few of PnP’s strategic technology partners

Plug and Play regularly hosts multiple developer events with its corporate partners at Plug and Play’s Silicon Valley Headquarters.
Plug and Play International

NO POLAND?!!!
PlugandPlayPoland is an official Polish representative of PlugandPlayTechCenter.

We coordinate activities of PlugandPlayTechCenter in Poland.

Plug & Play Tech Center aims provide a soft-landing platform for Polish high-tech startups interested in accessing Silicon Valley.
Who can participate in the PnP program?
- All legal ICT companies from Poland.

Requirements for participation:
- Must be incorporated in Poland
- Unique product or service (no software/application/website development companies)
- ICT and high-tech companies (B2C and B2B)
- Must have an existing product/service (no concept stage startups)
- Defined objectives for acceleration in Silicon Valley
- Domestic traction in the form of investments, revenues or growing userbase highly preferred

Interested companies should submit a basic application form on PlugandPlay Techcenter website and attached one-page executive summary as well as presentation slides. Selected companies will than be invited to pitch their company to a panel of Silicon Valley experts during bi-annual review trip in Poland.
PlugandPlayPoland.com
evaluation to the program

Qualified

lack of money

National Center for Research and Development
GO_GLOBAL.PL Program

US$ 20 000

US$ 20 000

PlugandPlayTechCenter.com
### Elevator Pitch:

Stratodesk is the cloud’s first endpoint instrument panel. Stratodesk is a new company having brought out LISCON business and IP with thousands of users to innovate a system and method to create the world’s first “Cloud Instrument Panel” wholly in software designed to apply endpoint control, compliance and infrastructure management to private and public clouds. Further Stratodesk has devised web based delivery and implementation techniques to facilitate international scalability by providing no-touch sales and support.

### Market Validation:

Stratodesk is a third generation software stack derivative from LISCON which already runs on approx 70000 desktops who have validated the base operating concepts behind Stratodesk. Stratodesk Cloud is now at PoC and QA and GA is expected June 2011. Analysts validate the Stratodesk focus as wholly relevant in the shift to cloud and platform or technology as a service.

### Problem:

Current desktop virtualization efforts, seen as first step of desktop cloud computing, be it private or public cloud - move applications from desktops to datacenters. CIOs struggle with complexity and missing reliance on the endpoint (stationary and mobile) side. Cloud computing creates significant infrastructure challenges that are not yet addressed by the cloud itself.

### Solution:

Stratodesk replaces all endpoint hardware and proprietary software controls with a centralized integrated and agnostic infrastructure management tool that is elastic and paid for on an as-used basis. In the new world this disrupts the status quo of proprietary and piecemeal complexity as TaaS.

### Technology:

Stratodesk has invented a system and method for utilizing open systems architecture, Linux, virtualization, local hypervisor and network-based provisioning, control and oversight and is now in late phase software code production and execution. The stack is written in C, Java and Python and runs with MSSQL, Oracle and MySQL. The Stratodesk release due Summer 2011 is the third iteration of a technology that originally spun out of an Austrian university and represents approximately 50000 core development hours. Stratodesk’s specialty makes SBC, VDI and local execution computing paradigms converge on arbitrary desktop hardware, delivered from and managed by a cloud service as PaaS/TaaS component.

Further Stratodesk has created advanced technology for optimized self serve web portals to proliferate the PaaS product to the markets and control and guide customers in their full life cycle of try and buy, licensing, subscriptions, installations, upgrades and all suitable for multi channel sales.

### Revenue Forecast:

- 2014/2015 revenue: 555,828
- 2011 forecast: 1,200,000
- 2012 forecast: 3,000,000

### Reach profitability:

Trend: Shift to recurring, subscription rev.

### Competitive Advantage:

The worlds first agnostic infrastructure and endpoint solution for Cloud computing.

### Management Team:

Emanuel Piker, CEO/President (California)
Silke Telsnig, VP of Marketing (California)
T.B.A., VP of Sales (California) (Aug. 2011)
Stjepan Hufnagl, CTO (Austria)
Harald Wittke, VP of Sales EMEA (Austria)

### Why Invest:

Investment opportunity in first mover PaaS/TaaS Infrastructure as a service potential with existing customers and profits: University spin out Assets had millions already invested prior to Stratodesk buy out: ‘America ready’ with first clients, shell Inc just formed and CEO’s prior Silicon Valley work experience, just needs US funding and catapult to go: Cloud play in high growth international markets seen as “next big thing” by all analysts.

Devised no touch sales and support methods on pay as you go basis to best proliferate globally: Already invested in social and retail channels to market. Stratodesk has already proven agile bootstrap and high capital efficiency.
After 1st Polish evaluation six companies have been selected and invited to the PnP international program.
Thank You

Apply at PlugandPlayPoland.com

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*Slides will be available on PlugandPlay Poland website*