



## Fact Sheet

### 2007 NVTC Hot Ticket Award Winners and Finalists

#### Hall of Fame Award – **NEW!**

*This new award category honors a company that has been nominated and won numerous Hot Ticket Awards in the past and is a true growth story for the region.*

- **Sourcefire** was founded with the goal of delivering effective and efficient security solutions that solve real-world needs. Today, the company is considered one of the most innovative firms in the security industry, garnering more than 20 awards in two years for its technology and business successes.

#### Hottest Bootstrap

*This award goes to a company that has built a significant presence or shown tremendous growth potential without relying on institutional investors. These companies certainly have unique stories to tell, with innovative technologies or business models, quantifiable traction in the marketplace and high-profile, very dedicated management teams willing to make sacrifices for success.*

- **WINNER! Network Alliance** provides technology solutions for small businesses by tapping into the company's Fortune 500 infrastructure at a fraction of the cost. Network Alliance was born in 1997 in the basement of the home of its founder. While many companies were "going under" during the dot com crash, Network Alliance set up its infrastructure by purchasing equipment sold at auctions. Later, when cash flow dried up, and among myriad other sacrifices, the founder suspended his salary to pay those of his employees. Today, the company is profitable and its customer base extends to many parts of the world.
- **Excitations** offers "experience gifts"—new, memorable life experiences—to consumers. Revenue for Excitations is up 400 percent compared to the same time last year and the firm has managed to expand its full range of experience options to several markets—DC, Boston, Chicago, New York, Philadelphia and San Francisco.
- **LanceSoft** provides advanced IT solutions and consulting services to corporate and various federal, state and local government agencies. After its inception in 2000, the company was fully profitable by 2002. Revenues grew from \$1.7 million in 2002 to \$50.6 million in 2006! Today, LanceSoft operates out of 15 locations in the U.S. and abroad.
- **Mobile Posse** has created a "breakthrough" mobile advertising solution, which enables the highest reach in the mobile medium while minimizing delivery costs and personalizing the experience for the consumer. In less than one year, the company's management team has taken an idea and turned it into a commercial product. During this time, Mobile Posse also signed three carrier deals: one with a top-five carrier.
- **Rollstream** is redefining the way in which companies engage internal and external business audiences to manage a process, roll out a technology, or deliver a new standard. Its Web-based software solution enables a program owner to manage a collaborative deployment or process across hundreds or thousands of constituents. The company was created in 2005 and by the end of 2006, Rollstream signed the world's fourth largest retailer, the eighth largest retailer in the U.S. and one of the largest healthcare companies as customers.

## Hottest Buzz

*This award category celebrates a company or individual who has received the best, or in some cases the most, media coverage and whose name is at the forefront of business discussions around town.*

- **WINNER! Athena Technologies, Inc.** is a leading provider of flight control and navigation systems to unmanned aerial vehicles (UAVs) and civilian aircraft. The company has received a lot of media coverage of its products and during the past 15 months or so, the company's CEO, Dr. David Vos, has become a recognized thought leader on the subject of using advanced technology demonstrations to change culture and facilitate faster and safer integration of UAVs into commercial air space. The company has received extensive coverage of its products and services in the aviation, technology and business media.
- **ClearSpring Technologies** is enabling the new digital distribution ecosystem with its widgets. The widgets are the foundational building blocks of the new online distribution network for content, commerce and advertising and are enabling companies to empower the user because anyone can take a widget and use it as they see fit. In May 2007, the company served its 3 billionth widget since the launch of their preview platform. Top brands, like the NBA, the Indianapolis Colts, Universal Pictures and RockYou have worked with the company.
- **Command Information** is the largest next generation Internet solutions provider in America, offering strategy, tactical direction integration and application development services for Fortune 100 companies and government agencies seeking to move to the new version of Internet protocol (IPV6). Command Information has received a tremendous amount of attention from the media—both locally and nationally: *Washington Business Journal, Washington Post, Potomac Tech Wire, BusinessWeek, Forbes, Red Herring, "CNN Money"* and more.
- **GetWellNetwork, Inc.** provides a comprehensive solution to hospital patient education and entertainment by turning an in-room television monitor into an interactive experience for patients and their families, caregivers and administrators. The company has received a ton of attention from the healthcare and news media, analysts, investors and hospital administrators. This "buzz" is due, in part, to the company's leadership position in an exciting, emerging technology space in healthcare. In response to this buzz, it has received an exclusive endorsement by the American Hospital Association.
- **Platinum Solutions, Inc.** creates novel custom software solutions that are helping U.S. law enforcement and intelligence agencies make the world safer from terrorism and predatory criminals. The company creates software that saves lives. Platinum Solutions has received "buzz" due to its high growth rate as a government contractor—and its employee-centric corporate culture. The company has received great attention by the media and has won numerous industry awards.

## Hottest Exit

*This award category honors a company that was acquired, merged or went public. Each nominated company was judged based on end results of the "exit" ... does the newly formed company possess a stronger competitive advantage in its targeted market? Was the post-deal transition and potential marriage of corporate cultures as smooth as could be expected? Is the new entity firmly entrenched on a track of success? Did the deal receive positive coverage in the media?*

- **WINNER! Network Solutions** is the original domain name registrar and the leading provider of Internet services, including Web hosting, Web site design, online marketing, e-mail and more. Founded in 1979, the company was acquired by a private equity fund, General Atlantic Partners. Since General Atlantic Partners is a privately held company, the actual dollar amounts of the sale were not disclosed. However, investors were returned some 3,000 percent on their investment over the three years they owned the company.

- **Finetre Solutions** provides transaction processing and compliance automation in the financial services industry. The company was the market leader in annuity transaction processing with revenue of around \$8 million annually, and was acquired by Ebix, Inc., in October 2006 via a merger. Prior to the merger, Finetre Solutions was owned by a group of VCs, as well as strategic investors like Wachovia Corporation and Lincoln National.
- **Liquidity Services, Inc.** provides an online auction marketplace for the sale of wholesale, surplus and salvage assets. Since the company has gone public in 2006, it has almost doubled revenues to \$147 million, while posting a little better than a 21 percent return on equity to investors. Liquidity Services completed its \$77 million IPO in February 2006.
- **Mobile 365** delivered mobile data and messaging, premium content and value-added services for the leading mobile operators, content providers, global brands, media companies and financial institutions worldwide. The company was purchased by Sybase for \$417 million in cash—and the new company is called Sybase 365. Prior to its sale, Mobile 365 was a “hot” privately held company and its acquisition quadrupled the investment of its VC backers.
- **Sourcefire**’s success has culminated in its successful IPO in March 2007. The size of the offering was 5.77 million shares, priced at \$15 a share, totaling \$86.6 million. The company became the first security IPO since 2002 and the first open source IPO since 1998.

## Hottest Management Team

*This award category honors the “best of the best” of management teams who possess a sound business strategy and approach. The members of these “dream teams” work exceptionally well together, complement each other professionally and have the greatest potential to carry out their companies’ core missions—to the benefit of their employees, customers and investors.*

- **WINNER! BroadSoft, Inc.**’s management team of telecom veterans brings leadership, creativity and experience to the success of its staff, company and products. BroadSoft’s founders know the service provider environment and its challenges, inside and out, and all of its executives add complementary strengths and talents to the management team. Each member of its executive team averages 20 years of professional experience in his particular specialty.
- **Approva** is the leading provider of continuous controls monitoring and audit software. The company’s management team of seven C-level executives possesses a diverse array of talents and many, many years of solid experience. The team has made it a top goal to remain connected to its staff in the U.S. and India and to its clients. Approva’s management team keeps spirits high both inside and outside the company, and this spirit has been a critical ingredient to the company’s success. In fact, earlier this month the company was rated among the “Best Places to Work,” by the *Washington Business Journal*.
- **DigitalBridge Communications Corporation** provides broadband wireless services to consumers in underserved, rural, suburban, military and university communities. Two of its founders have worked together for more than 10 years. The company’s entire management team brings a broad range of talents and experience, ranging from strategic planning to operations, finance, sales, marketing, systems and human resources management. The team also shares a singular focus on building a company culture that remains fast, focused and flexible.
- **Managed Objects** introduced the concept of “Business Service Management,” along with the software concept to deliver it, when founded in 1997. The company possesses an outstanding management team that brings a wealth of enterprise management experience. The company’s innovative and proactive approach has enabled Managed Objects to develop software that’s ahead of the curve.

- **RealOps, Inc** is the pioneer in IT Process Automation and Run Book Automation, delivers powerful automation software that streamlines and accelerates execution of critical service functions, while containing opex growth and ever-expanding custom integration. From its inception, the company has benefited from an experienced and well-rounded management team. Its executive “team of three” has brought to the company senior-level knowledge and vision stemming from unique backgrounds that encompass the perspectives of buyers, developers, implementers and users of Enterprise software systems. The team’s vision to address an unmet need in the market has filtered into the company’s cultural fabric, which has led to a highly collaborative, yet singularly focused working environment.
- **SkyBitz, Inc.** delivers real-time tracking and information management solutions that provide a clear line of sight to mobile assets anytime and anywhere. The company is run by a solid and very distinguished management team, led by its CEO, Richard Burtner, who possesses 27 years of management and financial experience. Members of the core SkyBitz team have worked together for nearly four years. The company’s Board of Directors also is comprised of high quality individuals—its CEO, investors and two independent representatives.

### Hottest Venture Capital Deal Award

*This award category recognizes a company that offers the most all-around potential for return on investment: a solid management team, great buzz and a unique, highly marketable product or service to boot.*

- **WINNER! Parature** provides complete, on-demand and affordable customer service and help desk software solutions to deliver exceptional customer service 24 hours a day, seven days a week. The company’s venture deal was one of the most talked about in the region in 2006. This Series A deal was valued at \$29 million post-deal, with \$13.5 million in actual VC investments.
- **Arxan Technologies, Inc.** protects intellectual property from software piracy, reverse engineering and tampering. Its mission is to provide resilient and flexible IP protection to enable companies to safeguard their brand, competitive advantage and revenue streams. In March 2007, Arxan announced its \$13 million Series C funding deal. The valuation of the deal was up more than 400 percent over the last round.
- **Freewebs**, founded in 2001, Freewebs is the developer of a do-it-yourself Web site builder. The company's solution is designed so that anyone can create and share a complete, high-quality Web site through its Web publishing platform. Last fall, Freewebs announced an \$11 million Series A round that included Columbia Capital and Novak Biddle.
- **Global Logic** is a leading pure play global product development company, offering a portfolio of software product life cycle solutions. The company’s large Series B VC deal was valued at \$24 million pre-deal and \$36.5 million post, and closed in April 2006. Its investors were Sequoia and NEA.
- **Harmony Information Systems** develops software for human service agencies to collect information, process paperwork, and manage cases. In December 2006, the company announced a \$7.5 million round from JMI Equity and Udata Partners.