

precede
Technologies



Maala Annual Conference
October 28, 2008

Precede Technologies

Where Science Meets Entrepreneurship

Precede is an investment and entrepreneurship firm that invests intellectual, financial and management resources to create and nurture early-stage ventures targeted at high growth markets and applications.

Precede Background

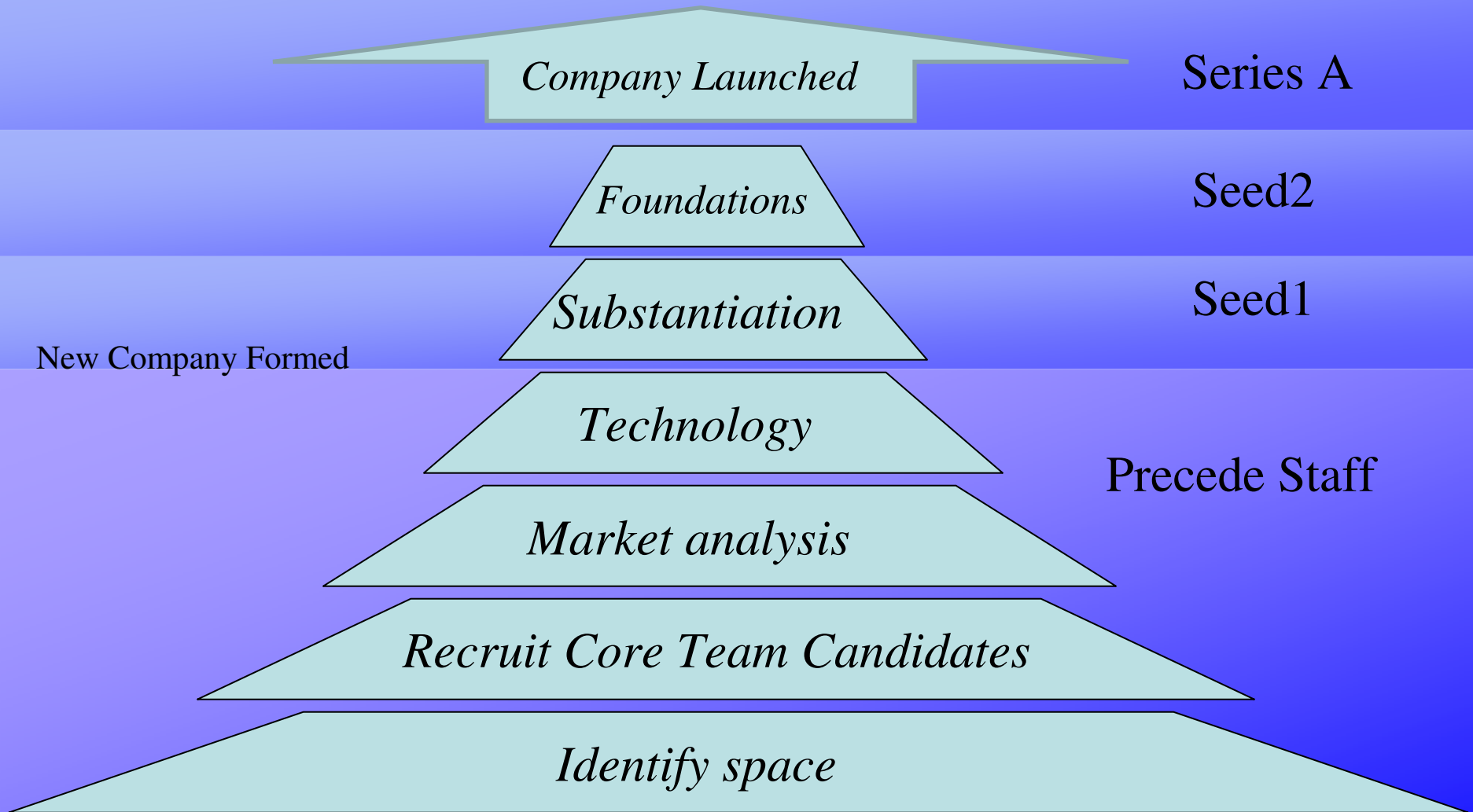
Principals:

- **Dr. Rafi Gidron**
Chromatis (founder), Scorpio (founder), AST, Columbia University
- **Orni Petruschka**
Chromatis (founder), Scorpio (founder), Cellaris, ECI, Bellcore, Cornell
- **Albert Olier**
Chromatis, Scorpio, ZettaLight, IAF, Technion
- **Nimrod Goor**
Model N, Devicescape, MedSim, Banner Aerospace, HBS

Funding & Structure:

- **Precede 1 - Pitango and Evergreen venture capital**
- **Funding used for Pre-seed and Seed investment**
- **Follow on investments are made directly by VC partners and new investors**
- **Precede 2 – Mid 2009**

Precede Methodology



Precede Companies



Static low concentration photo-voltaic systems



Harvesting wind energy in new frontiers



Design, distribution and integration of renewable energy systems

Precede's DNA - Team Is The Key

- The core team is the most important factor in the success of a startup
 - It's a controlled variable
 - It enables raising money, as it is the only parameter that can be unambiguously evaluated by investors
 - It enables attracting more people
 - It creates the character of the company



Social Responsibility – Method Rather Than Goal

- Key attribute of a Precede sponsored team
- Is manifested in many levels
- Intellectual integrity is the underlying foundation
 - All opinions count
 - Any decision can be re-examined
 - More debate with more people – the better
 - Nothing is left untouched
- High “capabilities/ego” ratio

How to Measure?

- Friend brings a friend
- Returning team members
- Outcome of difficult situations:
 - Personal
 - Team
 - Business
- Who you attract to your eco-system
- How you sleep at night

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