

Giving smart ideas the route to smart money





For someone with a new product idea, the first step to making it a reality is one of the hardest. Investors, corporate financiers, advisors, bankers and potential customers: finding the right help is not easy.

Cre8Ventures has a trusted network of successful investors, serial entrepreneurs, business leaders and top academics. They have one thing in common: a passion for semiconductors and helping fabless start-ups. Cre8Ventures connects those setting out with the right people in this network. The aim: to accelerate their growth to a successful exit.

The money

Where does the smart money go? Those with the money believe they have the answers. Those with the ideas believe they are the answer. The clever part is bringing them together. This is where Cre8Ventures comes in, with access to a group of high net worth entrepreneurs who specialise in early-stage funding in the semiconductor industry.

Timing is everything. Early enough and the start-up gets off on the right foot, confident they can maximise the return on their time, effort and commitment. For the smart money and subsequent investors, it produces a well-funded team ready for a crack at the big prize.

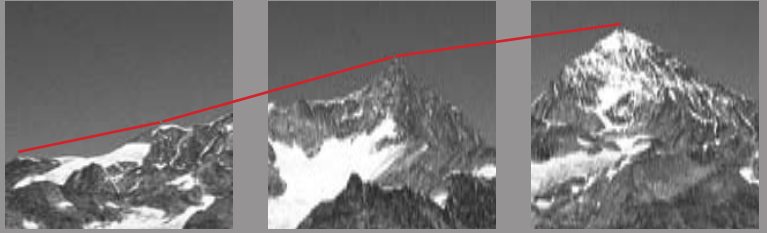
The network

So what's in it for those in the Cre8Ventures network? Foremost is an early preview of new semiconductor technology with potential.

For the start-up, there is also the possibility of strategic funding from entrepreneurs with a proven track record in the semiconductor market. This gives any new technology company the best possible start, and for anyone that follows, the confidence that it is well prepared for the trials ahead.

By sharing the risk, Cre8Ventures also has a vested interest in helping new businesses meet their objectives. From incubation to a successful exit, Cre8Ventures opens doors. For those behind the doors, Cre8Ventures is well placed to spot something worth a look. In a competitive market where technical innovation and differentiation are as elusive as a killer mobile application, it pays to consider all options.

It's amazing what you find when you know who to listen to.



The start-up

What about the people with the technology ideas? Cre8Ventures reads a business plan with a seasoned eye, looking for the hallmarks of a technology that has the potential to make the big time.

Raising money is probably the main priority. Just as companies in need of it are different, not all sources are the same. The trick is matching the technology with the right funding, especially in the early stages. By validating a start-up's ideas, Cre8Ventures adds credibility, which is vital when convincing a wary financial world to invest. The bonus is having access to people who focus on the semiconductor market.

Depending on individual needs, Cre8Ventures can also provide help throughout the technology development. This includes access to a global customer base and a possible route to market.

It's amazing what you find when you know who to talk to.

The support

Behind every successful business there is a different story. For those involved it is more than likely the adventure of a lifetime. Heart-pounding moments of terror mixed with periods of endless slog and the occasional welcome respite. Not for the faint hearted.

Another feature of success is the help received on the way. Cre8Ventures can be there for the whole journey, from nurturing the initial idea through to the moment of triumph.

1. Route to incubation with access to office space and advice when needed
2. Route to funding with belief in the business plan and links into an exclusive investment community
3. Route to silicon with access to design tools, design services, foundry management and words that speak from experience
4. Route to market with recommendations to possible customers at the highest level
5. Route to exit with introductions to merger and acquisition contenders or the confidence to go public

Whatever level of support is needed, the key benefit is helping find the shortest route to revenue, especially when others are going for the same prize.

What is the measure of success? For the start-up with the smart idea there is the financial reward for their hard work and commitment. Added to this is the vindication that they were right all along.

For the smart money and others that helped along the way, there is also the financial reward. For Cre8Ventures, success breeds success and for those with the ideas and those with the money, this is a unique opportunity.







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Cre8Ventures is an initiative from Mentor Graphics Corporation (NASDAQ: MENT), a world leader in electronic hardware and software design solutions, providing products, consulting services and award-winning support for the world's most successful electronics and semiconductor companies.

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