Prediction**Works**
Silicon Valley Monitored Validation Tests – 10 for 10
(All start-ups were VC/Angel funded and in business over 7 years)
Summer 2009

Company Profiles	PW's Invest/Don't Invest Decision and Score	Actual Results	Was PW's Prediction Correct or Not?
Food Processing This new technology company developed a proprietary method for reducing and eliminating airborne and foodborne pathogens through its SEABAC system, which was made available to a target market in the Asian Pacific Rim, initially, and globally in the future. The SEABAC System is a "clean process" for seafood, meat and poultry, a shelf life extension process for "fresh" products, and a "re-work" process for food products already classified as "detained/rejected."	**Don't invest** **26** (Category Circumstances) **17** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate any high ROI within 7 yrs through sale/IPO	Correct Forecast
Digital Media Distribution This new software company developed hardware and software for a full-service digital content management and distribution infrastructure. This infrastructure included an online payment platform and provided content owners a log-in analysis function.	**Don't Invest** **10** (Category Circumstances) **20** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate a high ROI within 7 yrs through a sale	Correct Forecast
Managed Security and Threat Detection This new software company developed a proprietary data analysis engine to run on intranet and internet networks. The company's adaptive algorithms had detection and response functionality.	**Invest** **79** (Category Circumstances) **70** (Product Scope/Scale) 70 is a passing score	Company <u>did</u> generate a high ROI within 7 yrs through sale/IPO	Correct Forecast
Advanced Audio Systems This new software company used embedded software to solve acoustical distortions and multi-channel surround sound underperformance. The company's software was suited for digital signal processors in home theater, car, digital TV and other consumer devices.	**Don't Invest** **0** (Category Circumstances) **25** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate any high ROI within 7 yrs through sale/IPO	Correct Forecast
Mobile Advertising This new software company developed an on-line service that B2B marketers can use to set up wireless internet sites that operate on the company's platform. Using this service, corporate advertisers are able to set up and attach their B2B advertisements.	**Don't Invest** **62** (Category Circumstances) **1** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate any high ROI within 7 yrs through sale/IPO	Correct Forecast

Company Profiles	PW's Invest/Don't Invest Decision and Score	Actual Results	Was PW's Prediction Correct or Not?
WIFI for RV Parks This new hardware company developed WIFI networks for installation at the 16,000 RV Resorts in America. The company generated both a wireless 18P and hot spots.	**Don't Invest** **66** (Category Circumstances) **0** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate any high ROI within 7 yrs through sale/IPO	Correct Forecast
Addiction Therapy This new therapy company developed proprietary and patented treatment regimens for addiction by treating the physiological and psychological components of addition. The company's procedures focused on rapid detoxification, neuron adaption and aftercare treatments.	**Don't Invest** **22** (Category Circumstances) **0** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate any high ROI within 7 yrs through sale/IPO	Correct Forecast
Sales and Marketing Optimizer This new software company developed a revolutionary marketing science-based system for customer preference measurement. The company was working on "bundle patents." Testing was performed in over 80 companies with over 100,000 respondents.	**Don't Invest** **22** (Category Circumstances) **0** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate any high ROI within 7 yrs through sale/IPO	Correct Forecast
Golf Equipment The new manufacturing company was using patent pending technologies/designs to engineer and design a new category of golf bags and towels. Their new technology was Integrated Mobile Transport Technology ("IMTT").	**Don't Invest** **0** (Category Circumstances) **0** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate any high ROI within 7 yrs through sale/IPO	Correct Forecast
On-Line Investment Management This new software company developed a concept and technology for providing investment advice over the internet. The company's electronic investment business model was supported by data integration efforts by several supply-chain partners.	**Don't Invest** **26** (Category Circumstances) **0** (Product Scope/Scale) 70 is a passing score	Company <u>did not</u> generate any high ROI within 7 yrs through sale/IPO	Correct Forecast