

Welcome to Sweden Week Business Focus – Edays Special Edition 2010

The Sweden Week Business Focus – Edays Special Edition is a business-to-business **matchmaking** event held in conjunction with Sweden Week, May 2-9, and in cooperation with the Consulate of Sweden. It focuses on topics in and the current needs of Pacific Northwest industries working in Sustainable Development, Medical Technologies & Global Health, and Mobility/Information Technology. This event will assemble entrepreneurs, CEOs, venture capitalists, keynote speakers, government officials and policy-makers from both Sweden and the US with an eye towards driving demand and opening new markets.

Venture Capital, International Expansion and Investment

They say that money makes the world go round, and indeed, one of the greatest challenges for growth companies is getting the right capital at the right time. We focus here on the opportunities of international investment and deal making. This track gives technology companies a sense of what is needed to succeed with investors, and the importance of finding a financing partner that can provide the right additional value beyond the financing.

Speakers include **Len Jordan** (Madrona), **Stephen Saltzman** (Intel Capital), **Bill Bryant** (Draper Fisher Jurvetson), and **Gregory Carson** (Ocean Bridge Capital).

On the Business Focus agenda are industry specific discussions; key note speakers; business and knowledge matchmaking sessions with delegates from Sweden and the U.S.; the Wallenberg Banquet Dinner; seminars; optional company visits to Boeing, Microsoft, University of Washington; as well as many networking opportunities. Please visit www.swedenweek.org for up-to-date information, changes to the agenda, and to register.

Venture Capital, International Expansion and Investment Cluster Program Overview

Friday, May 7

12.00pm-5.00pm

Business Matchmaking

12.00pm-5.00pm

Company tables

Select companies from Sweden will have their companies on display throughout the session.

1.00pm-1.20pm

Introduction: International Dynamics and Ecosystem in Capital Management, Deals and Investing

Keynote speaker

- Gregory Carson, Ocean Bridge Capital/Institute for Innovation and Entrepreneurship at GU

1.20pm-1.55pm

Intel's International Investment Strategy and History, and Trends

Keynote speaker

- Stephen Saltzman, Director, Strategic Investments, Intel Capital

2:00pm-2.30pm

VC Trends and How a US VC Operates. Example Deals, CEO's and Entrepreneurs

Keynote speaker

- Len Jordan, Madrona Venture Group

2.45pm-5.00pm

Panel-Presentations with Venture Capitalists evaluating innovating companies

Moderator:

- Gregory Carson, Ocean Bridge Capital

Panelists:

- Stephen Saltzman, Intel Capital
- Len Jordan, Madrona Venture Group
- Bill Bryant, Draper Fisher Jurvetson

Presenters: **Select Swedish Innovation and Growth companies**

An interactive 'Dragon's Den' format, where Entrepreneurs present to some of the NW's top Venture Capitalists. The Panel will critique, question, and opine in this 'no holds barred' simulated VC pitch that lets the audience and the Swedish companies get a taste of how VCs evaluate a business plan.

5:00pm-5.30pm

Closing Happy Hour

If you are a Growth company seeking funding and you would like to have a table in the Venture Capital room, or present your plan to the venture capitalists, please email Gregory Carson at oceanbridgeinfo@gmail.com AND fill out the [online application](#) before April 15.

Note: This agenda is provisional and subject to change

Why go to Seattle?

With 11% of its inhabitants proudly claiming their Swedish heritage, Seattle is, without doubt, the best place for Swedish and US businesses to come together. Not only do surnames like Carlson, Olson and Larson make one think of Sweden, but the scenery in much of Washington State is similar to Sweden's, and is probably one of the reasons to why so many Swedes once decided to settle here.

Seattle means Starbuck's coffee, Bill Gates and the birth of grunge rock, but the city has a lot more to offer. Over three million Pacific Northwesterners call Seattle home, and the city is, along with Portland, Oregon, considered one of the greenest cities in the US. Seattle is also a premier gateway for international trade with Asia. The combined ports of Seattle-Tacoma form the fifth largest port in the US (2005). Home to the University of Washington, Seattle is one of the nation's most educated cities, with a high percentage of college graduates. And the City is justifiably proud of its professional sports teams – football, baseball and, of course, the Seattle Sounders soccer team, led by Swedish star player Freddie Ljungberg.

Seattle offers its residents a high quality of life and provides travelers a memorable visit, with opportunities to golf, sail, ski, kayak, camp and hike, as well as top-class restaurants, stylish shopping, luxurious hotels and vibrant nightlife.

The conference will be held at the historic Swedish Cultural Center, with a fantastic view of Seattle and Lake Union. For lodging and accommodation opportunities, please visit www.swedenweek.org!

We look forward to seeing you in Seattle!