

CXO Leadership Forum (Palo Alto)

Planning your exit – sell fast, or grow big?

Sheppard Mullin, 379 Lytton Avenue, Palo Alto, CA 94301

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While getting your startup off the ground is likely your most pressing concern, you should also give some thought to your exit, as this will have a profound impact on the direction your company takes, the people and venture funding you can attract, the time it takes to get there, the money you walk away with, and your quality of life along the way.

The most basic choice is: do you position the company to get acquired within 2 to 3 years for a modest amount, somewhere in the range from \$5 - \$25M, taking as little outside funding as possible, or do you shoot for the IPO star, knowing that it will likely take you 10 years to get there, consuming prodigious amounts of venture capital, plus your energy and commitment, on your journey into that rarefied atmosphere?

Schedule:

11:30–12:00 pm: Networking and Lunch

12:00-01:30 pm: Panel discussion and Q/A

This event is a collegial luncheon designed to foster discussion in a confidential format among founders, officers and managers (CEO, CFO, CTO, CMO) of startup technology companies. We request that participants be involved in the management of a technology company.

Advance registration only, limited to 25 registrants, no walk-ins admitted.

Pre-registration closes 11 AM the day of the event.

Pre-Registered Rates (All Rates Include Lunch):

\$20 SVASE members

\$29 Affiliates who promote this event

\$49 Non-members

Speakers:

P. Scott Munro, Managing Director, Pagemill Partners

Scott Munro is one of the Managing Directors at Pagemill Partners (Palo Alto, CA), a firm he founded in 2003, and is co-head of the firm's Software, Media, and Services practice. Scott has completed middle market M&A transactions valued at close to \$1.5 billion. Some of his recent transactions include the sale of Liquidxstream to Commscope, Atrion International to IHS, Quark to Platinum Equity, Accelweb to Limelight Networks and a growth equity raise for Paymentus, Inc. with Accel-KKR. Prior to founding Pagemill Partners, Scott served as the Chairman and CEO of Savoir Technology Group, Inc., a NASDAQ public company where he grew the business organically and through acquisition from \$50 million in revenues to more than \$1 billion in five years. Under his leadership, the company became IBM's largest customer in the world for mid-range computers. In his CEO role he completed 13 acquisitions with hardware, software and services companies prior to selling the company in 2000. Scott has also been CEO of several venture-backed private companies as well. Mr. Munro graduated Magna Cum Laude from Concordia University in Montreal, Canada, with a bachelor's degree in commerce and holds a graduate diploma in accounting from McGill University.

Kevin Rooney, Partner, Sheppard Mullin Richter & Hampton LLP

Mr. Rooney is a partner in the Corporate practice group in the firm's Palo Alto and San Francisco offices and is a co-chair of the firm's Emerging Growth/Venture Capital team. Mr. Rooney has represented many leading Silicon Valley and Bay Area public and private companies. In addition, he has represented a number of Canadian technology and growth companies in U.S. transactions and securities offerings. His practice focuses on a wide variety of corporate, securities and related matters, in particular, mergers and acquisitions and public and private financing transactions. Mr. Rooney is an Adjunct Professor at USF School of Law teaching Corporate Transactions, a new course offering that he designed, and a Lecturer at U.C. Berkeley HAAS School of Business (MBA) co-teaching Business Law. In addition, he has been a guest participant at classes at Stanford Graduate School of Business. Kevin is an Advisory Board Member (Ontario) to the TSX Venture Exchange. Kevin is a charter member of the C100 (Canadians in Silicon Valley).

Dave Sobota, Director, Corporate Development – Google

Dave Sobota joined Google in 2005, and is a senior member of the Corporate Development team, which is responsible for Google's worldwide acquisitions and strategic investments. He has been involved in some of Google's most prominent deals including Google's acquisitions of Motorola Mobility (pending), AdMeld (pending), YouTube, Android, Jambool, SayNow, Grand Central (Google Voice), and Postini as well as Google's investment in Clearwire. He also played a key role in Google's public offerings and groundbreaking Transferable Stock Option program. Before joining Google, Dave spent eight years in private practice at Wilson Sonsini Goodrich & Rosati and Venture Law Group. Before law school, Dave spent three years as a CPA at KMPG in Washington, DC. Dave received a JD from the University of Chicago and a BS in Business Administration from Georgetown University.

Questions?

Please contact Ann Cheney at acheney@sheppardmullin.com or (415) 774-2975.