



FUNAMBOL

Mobile 2.0 messaging, powered by open source.

Funambol

Fabrizio Capobianco, CEO



Stanford School of Engineering

April 27 2009



FUNAMBOL



Open Source MobileWe
for the rest of us



Corporate Overview

#1 cross-platform mobile open source project

3 million downloads by 50,000 developers around the world

1.5 billion Funambol-ready mobile handsets

Open source Mobile'We' for the mass market

Push email and mobile sync for the rest of us

HQ Silicon Valley; R&D Italy; 85 employees

\$25M from leading venture firms, including \$12.5M in June 2008

Global Commercial Deployments





FUNAMBOL



Industry Recognition



■ Top 100
North American
Software
Firm



■ Top
Mass Market
Push Email
& PIM Sync



■ Top Mobile
Device Support
& Open Source
Community



■ Top
Wireless
Industry
Blog



■ Cool Vendor
in Mobile
and
Wireless

■ May
2006

■ Oct 2006

■ Nov
2006

■ Nov
2006

■ Mar
2007



■ Best
Messaging
Platform &
Infrastructure



■ Top 100
AlwaysOn
Private
Companies



■ Top
Mobile
Email
Visionary



■ Top
Global
Private Tech
Company



■ Global
Jury
Award
@ 3GSM



■ Top
Consumer
Mobile Email
& Visionary

■ Jun 2007

■ Jul 2007

■ Oct 2007

■ Nov
2007

■ Feb 2008

■ Oct 2008



Mobile Sync & Push Email Take Center Stage

- **Demand is growing**
 - Market's gaining momentum, thanks in part to Apple MobileMe
 - In always connected world, mobile sync & push expected with all email & PIM services
- **It's hard to deliver**
 - Difficult to provide reliable end-to-end service, as demonstrated by MobileMe
 - Closed systems struggle, openness essential for mass adoption
- **Broad handset and email support is key**
 - Proprietary systems limit choice, users want more
 - Must allow access to existing email accounts on majority of handsets



Open Source = Broadest Device Compatibility

100s of SyncML & Java Devices

Broad Smartphone Support





Carrier Strength Open Source Sync & Push Email

- **Leading cross-platform mobile open source solution**
 - Open, flexible and secure
 - Active development – and global mobile developer community
 - Broadest device coverage
 - Diverse email system support
- **Service for the mass market**
 - Through standards and openness
 - Commitment to drive adoption
 - Support of key services
 - Global success stories and live customer deployments



FUNAMBOL



Funambol: open source
sync and push email
for the rest of us.





FUNAMBOL

Mobile 2.0 messaging, powered by open source.

Why Italy?



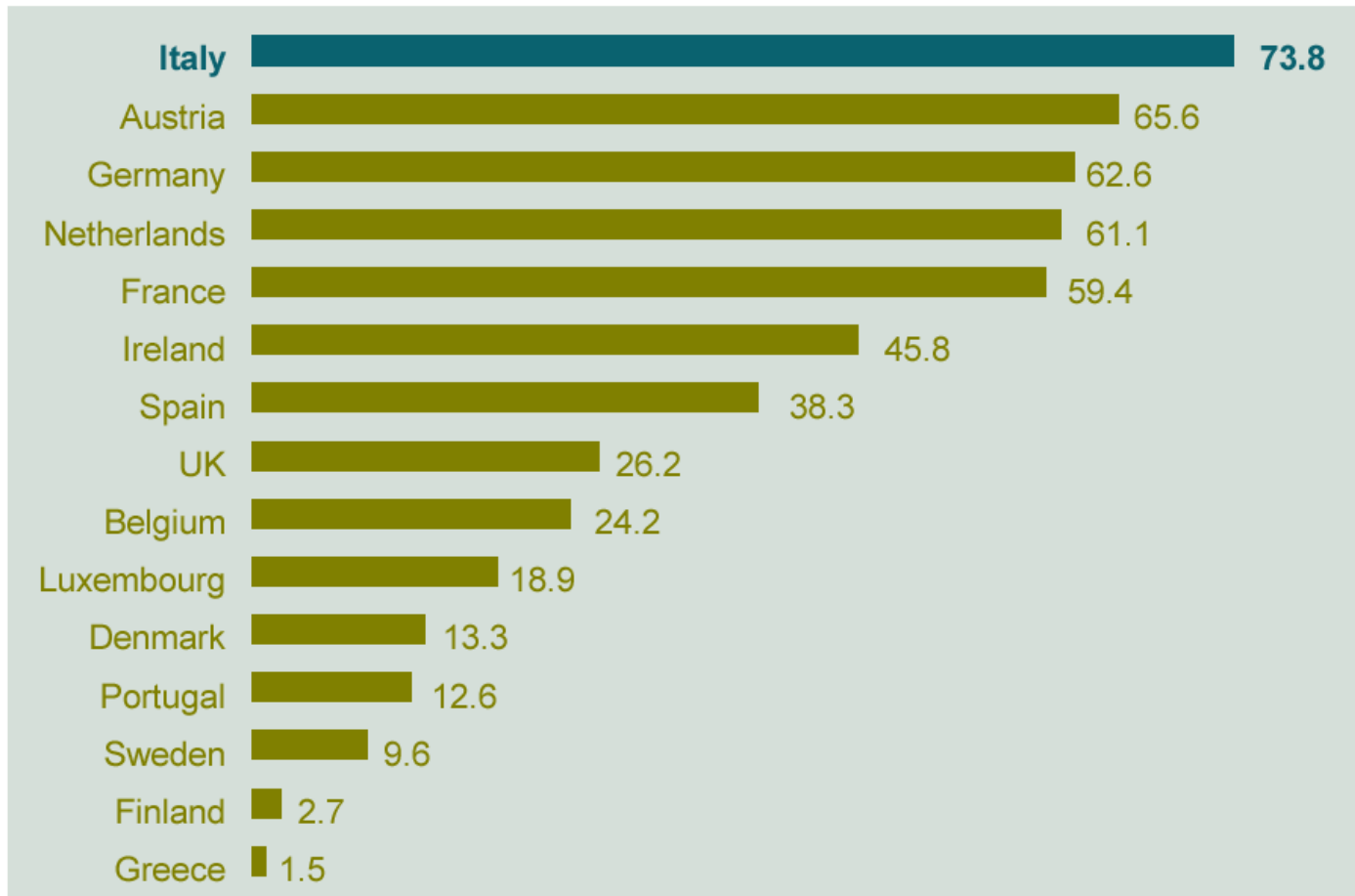


FUNAMBOL

Mobile 2.0 messaging, powered by open source.

Well educated, smart and creative

Patents Granted to Residents / R&D Personnel in Business ('000s)



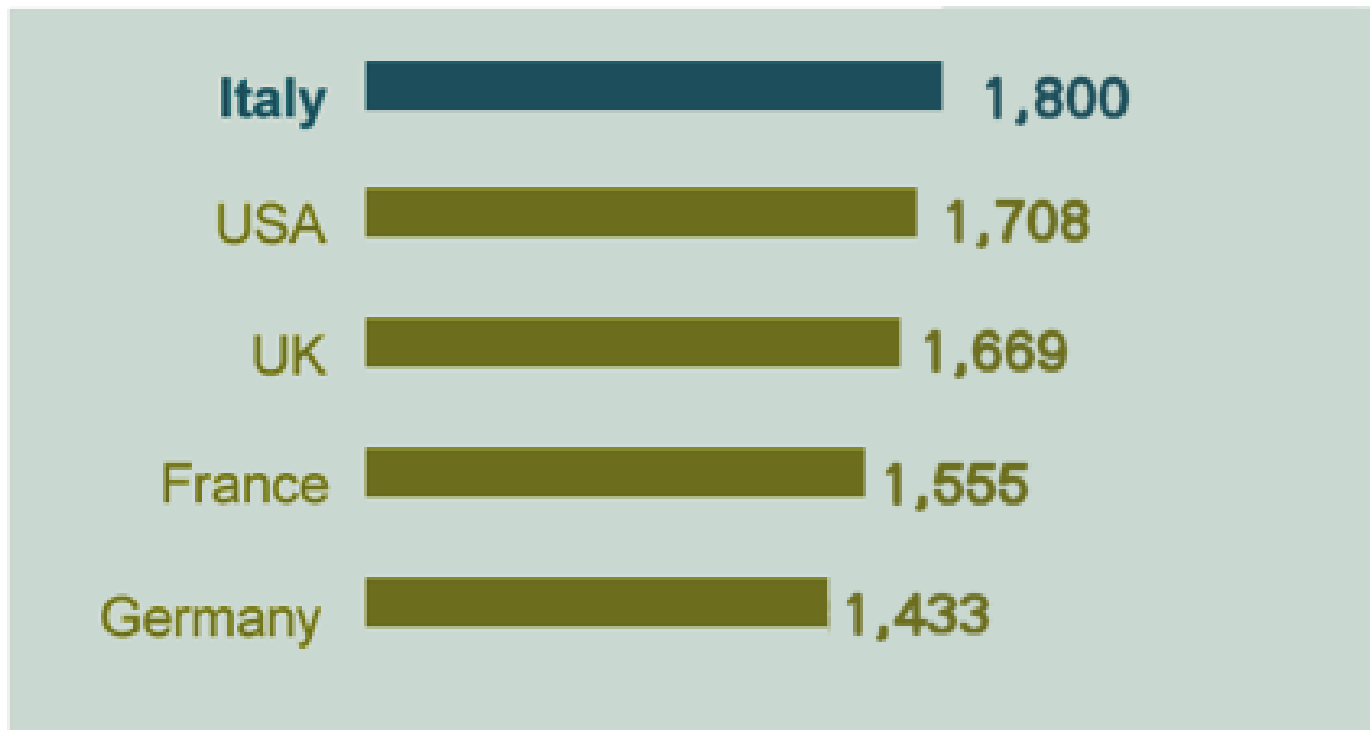


FUNAMBOL

Mobile 2.0 messaging, powered by open source.

Hard working

Average annual hours worked per person in 2006



Source OCSE on the Wall Street Journal, May 2008

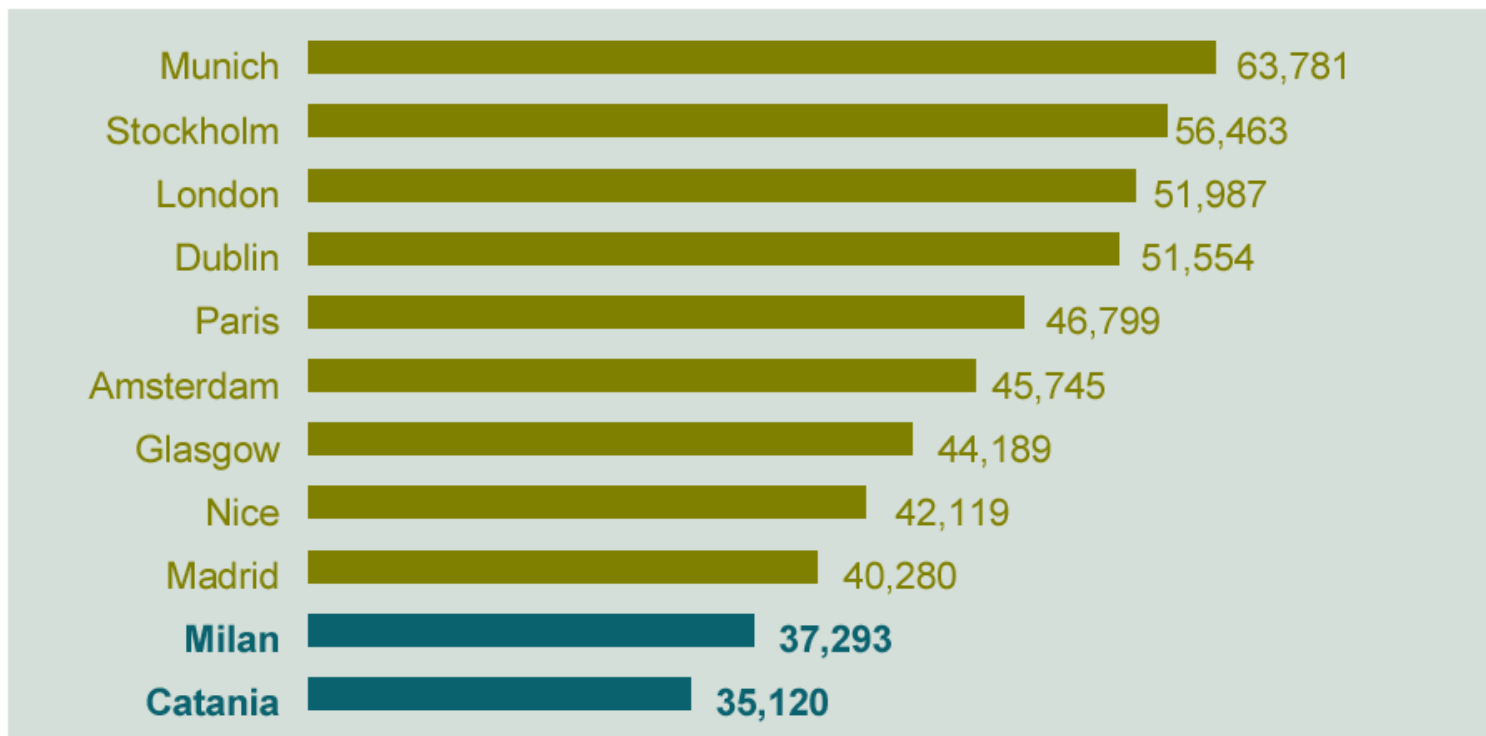


FUNAMBOL

Mobile 2.0 messaging, powered by open source.

Competitively priced

Total Annual Labor Costs for a Software Engineer (€)





FUNAMBOL

Mobile 2.0 messaging, powered by open source.

Lots of engineering talent

S&E Graduates	Italy	USA
Engineering and engineering trades	28,731	70,000
Total	40,994	135,000
Engineering grads per million	500	238

2x engineers per capita compared to the US

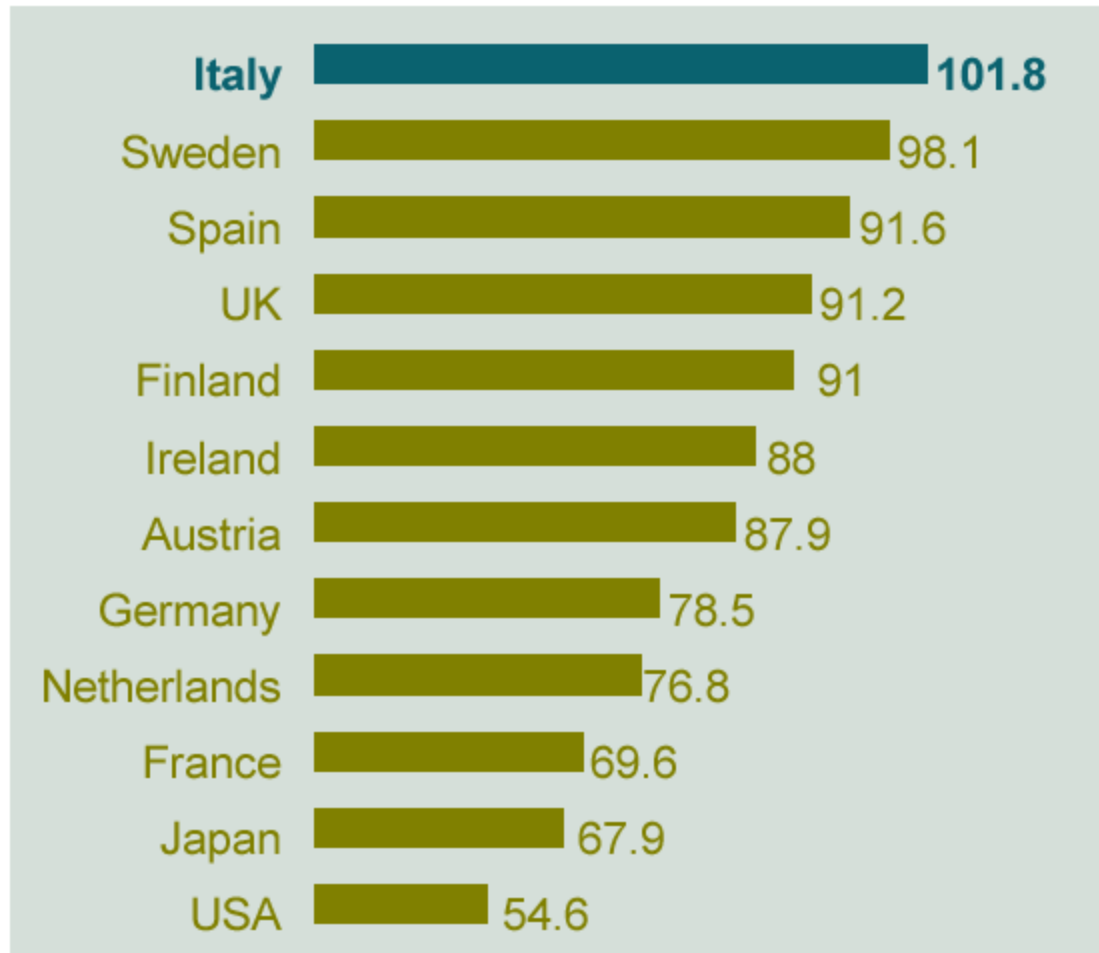


FUNAMBOL

Mobile 2.0 messaging, powered by open source.

Highest mobile penetration in EU

Cellular Mobile Subscribers (per 100 inhabitants)





Why Italy as an R&D center

- Software is creativity
 - ▶ Creativity is in the Italian DNA
- Italian Software Engineers are
 - ▶ highly educated (particularly in mobile)
 - ▶ competitively priced (and the wages trend is flat)
 - ▶ loyal (which is key in software)
- IP legal protection is extremely good
- Shopping is great, tourism is exceptional, food is fantastic, weather is nice and people are really friendly

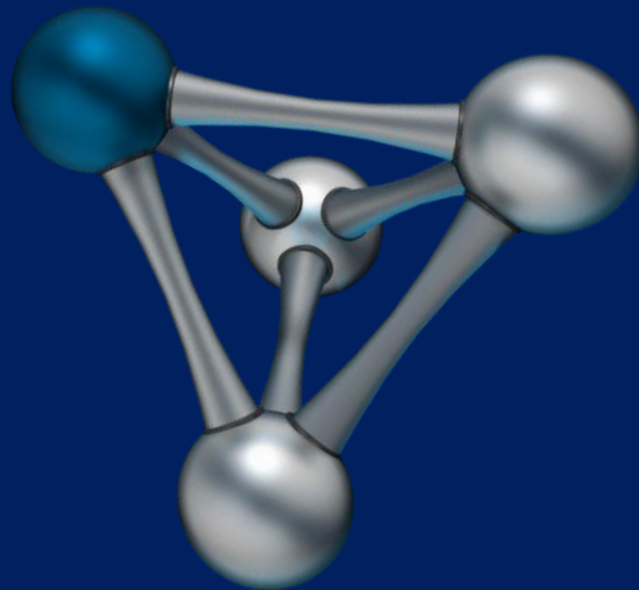


Steps to an Italian Silicon Valley

1. Attract foreign (US) capital to boost R&D in Italy, via offshoring and outsourcing
 - a) foreign (US) based companies with Italian R&D (started in Italy and “flipped”, or started overseas with recruiting in Italy)
 - b) Italian software companies focused on pure outsourcing with sales in the US
2. Develop an Italian-focused Venture Capital system, with foreign (US) capital
3. Develop an Italian-based Venture Capital system, with Italian capital

MIND THE BRIDGE GYMNASIUM

Helping create successful start ups



the managing Partners

MARCO
MARINUCCI



a Google inc.'s manager,
founder of Mind the
Bridge business plan
competition , start-uper

MATTEO
DASTE



partner at LPS,
counsels emerging
growth companies, co-
founder BAIA

FABRIZIO
CAPOBIANCO



founder and CEO of
Funambol, serial
entrepreneur

What is it?

The opportunity for Italian based affiliated incubators and start-ups to maximize their presence in Silicon Valley

Our Objective

To develop a fertile ecosystem where innovative Italian startups can prosper

Why do we do it?

- Integrate and merge individual experiences (Funambol, BAIA, Mind the Bridge)
- A vehicle to test the waters on future investment opportunities while maintaining a non-profit status
- Partners will independently evaluate further involvement in hosted start-ups

What we do

You Ask

- ▶ I'd love to get a first foot in the Silicon Valley
- ▶ Where can I learn presentation skills?
- ▶ How can I get plugged in the network
- ▶ What's the best way to open a US subsidiary for long-term
- ▶ How to manage immigration visas
- ▶ Tax implication?

■ CONFIDENTIAL

We provide

- ▶ A flexible office space where startups can be temporally located at convenient conditions
- ▶ Mentoring and regular reviews
- ▶ Opening our professional networks
- ▶ The Company Set up package
- ▶ The immigration module
- ▶ Tax module

For single startups

- **Space:** Office space including the use of conference rooms, equipment (flexible)
- **Mentors:** Presentation skills gym. Regular (biweekly) reviews on sales presentations and investors presentations
- **Network:** Referral network of high-level Silicon Valley resources and connections (corporate and investors)
- **US subsidiary package:** information package on best company set up options, stock option plan, immigration procedures, tax issues
- **Legal and Financial:** access to corporate counsel and tax advisors

What Start-ups

- ➡ Technologically focused European based start-ups operating in the fields where the partners can add value
- ➡ Funambol model (CEO/sales in Silicon Valley, product dev in Europe)
- ➡ Acceptance of start-ups is subjects to partners evaluation
- ➡ Expected commitment: 3 months min, CEO on site
- ➡ Target Year 1: 5-8 start-ups (20 desks total)

Expected Timeline

- ➡ Nov 08: communication with Affiliates and invitation first startups (7 MtB 2008 finalists)
- ➡ Dec 08: Acceptance of Affiliates
- ➡ Feb 09: operations open officially. MtB finalist startups join the incubator
- ➡ Mar – Apr 09: Partners start evaluation acceptance of other start-ups



FUNAMBOL

Mobile 2.0 messaging, powered by open source.

Pointers

- Funambol

- ▶ www.funambol.com