



# Summary

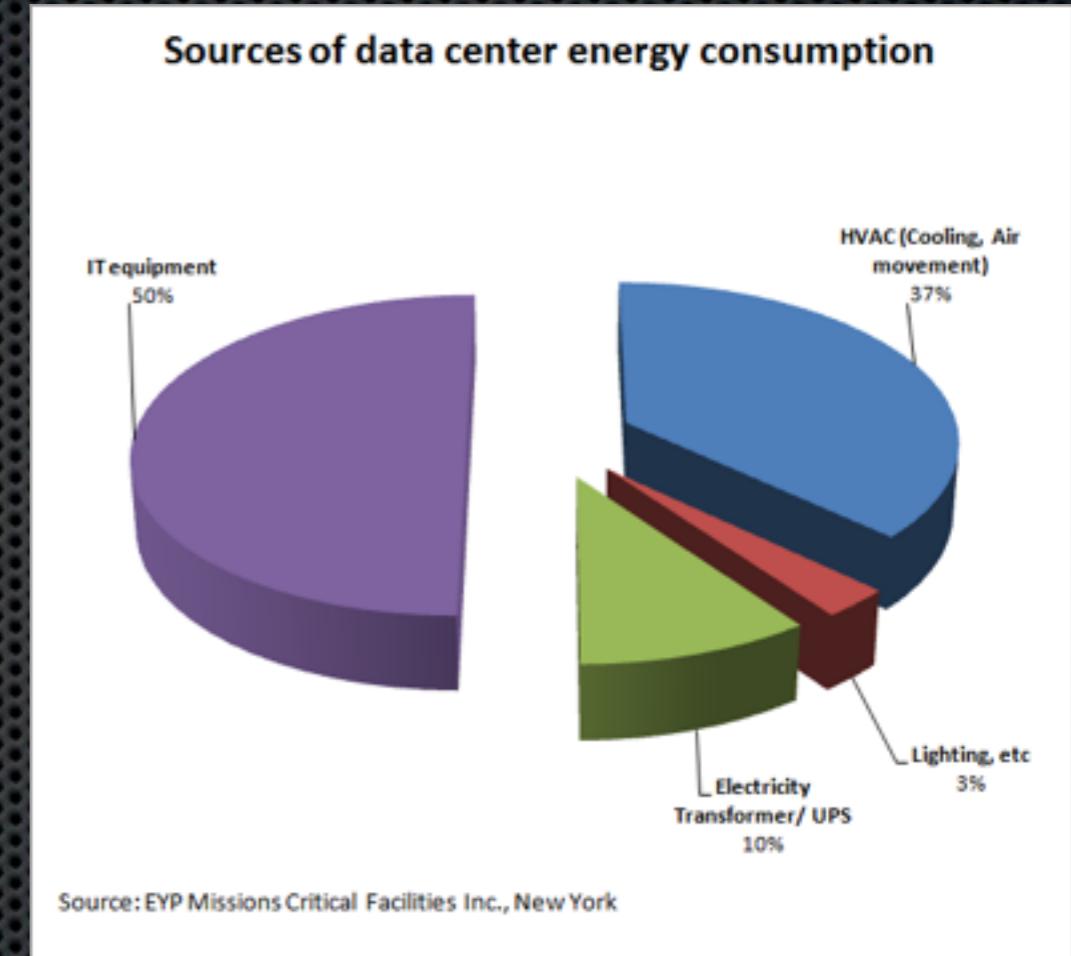
- Servers that consume 1/4 the power of conventional servers
- 64-bit X86 processors from Intel and AMD
- Comparable performance to conventional servers
- No “weird” or risky stuff, like underclocking or voltage trimming
- No custom silicon or backplanes - our products use conventional form factors and are priced similarly to other commodity hardware servers, making them attractive to large Web 2.0 style datacenters and SMBs alike. In other words, no market limiting attributes\*.



# Irresistible Value Proposition

Our green tech servers help data centers shed their monthly OpEx by more than 50%. All while preserving business continuity and compliance with conventional form factors and options customers are accustomed to.

The graph on the right shows that, with the possible exception of lighting costs, a customer can save power costs in all areas of data center operation.



The table below shows the direct savings EMEA customers will can realize when utilizing our products. Per 100 servers/yr.

EMEA customers		Electricity	HVAC	Totals	Savings
25% avg. load	Conventional	\$43,800	\$43,800	\$87,600	
	Lopoco	\$7,884	\$7,884	\$15,768	\$71,832

# Team

- **lopoco** is led by co-founder Andrew Sharp who has been in the server business in Silicon Valley since he joined Convergent Technologies in the mid-1980s, and has worked at Sun, HP, SGI and LSI, as well as a host of startups.
- Co-founder and CTO Peter Theunis has more than 10 years of experience in large scale systems architecture in Silicon Valley startups as well as with Yahoo!
- Jack Mills, VP of Engineering. Architect of the Pentium and Itanium processors at Intel; former Director of Advanced Processor research at Intel (Advisor)
- Mark Brine, CFO. Started his finance career in Silicon Valley with VLSI; later Finance VP at semi-conductor startup Discera. (Advisor)



# Today

- With **no** sales and **no** marketing:
  - 8 customers, 6 repeat customers
  - over 60 systems shipped, closing on 100 rapidly
- Announced & released web site in August
  - One web customer already
- Solid relationships established with vendors & CMs.
- First PR campaign executed in August, second starting October.
- In the process of bringing on experienced, professional sales person



# Competition

## Competitive Advantages:

- Superior power saving designs put us 18-24 months ahead
- One of the top tier server vendors may copy our technology after a couple years -- but one of the others will be forced to buy us to defend their market share.

## Two types of competitors:

- Biggest direct competition: top tier server vendors: HP, Dell, IBM, Oracle, Lenovo, Supermicro, Quanta
- Low power startups: SeaMicro (nee AMD), Smoothstone. Very low threat level.



# Market

- **No** sales and **no** marketing: over 50 systems shipped, closing on 100 rapidly. Announced & released web site in August.
- Current global server market pegged about \$40bb. Lopoco style servers predicted to be 80% of the total server market in 5-10 years, which is predicted to be > \$100bb.
- Market share: aiming for 10% of that 80%, roughly \$10bb/year in server revenue.
- Immediate targets: medium sized data centers, private cloud installations and VARs, corporate/enterprise IT deployments, server customers seeking environmental improvements in their infrastructure and operations



# Market Strategy

- Direct approach followed by VAR and reseller channels
- Targeting entities sensitive to environmental footprint and PR advantages of green computing
- Immediate marketing avenue: direct sales. Channel and VAR sales to be pursued after funding close



# Exit

- Our business plan is very similar to 1996 startup Cobalt. They sold low power, easy-to-install servers. Over 90% of their sales were to web hosting companies.
- Our market share goal is 10% of the global low power server market, which is expected to be in excess of \$50bb in 5 years.
- **Similar:**
  - Cobalt Systems, purchased by Sun for \$2bb in 2000
  - Seamicro purchased by AMD in March for >\$600mm, with less than \$100mm in sales.
  - Wyse Technology (low power desktops) purchased by Dell in August 2012 for almost \$1bb
- If we can reach \$100mm in sales in 3 years, an acquisition valuation of \$1bb is likely



# Funding

- Seeking series A funding of \$5mm
- Pre-money: \$20mm
- Funding use:
  1. Build out of Sales & Marketing
  2. Expansion of R & D, including creation of defensible IP
  3. Expansion of Operations & Support
  4. Build out of accounting & HR

