

The logo for lopoco low power systems is centered on a dark grey rounded rectangle. The word "lopoco" is written in a large, bold, green, 3D-style font with a gradient from light to dark green. Below it, the words "low power systems" are written in a smaller, white, sans-serif font.

lopoco
low power systems

Summary

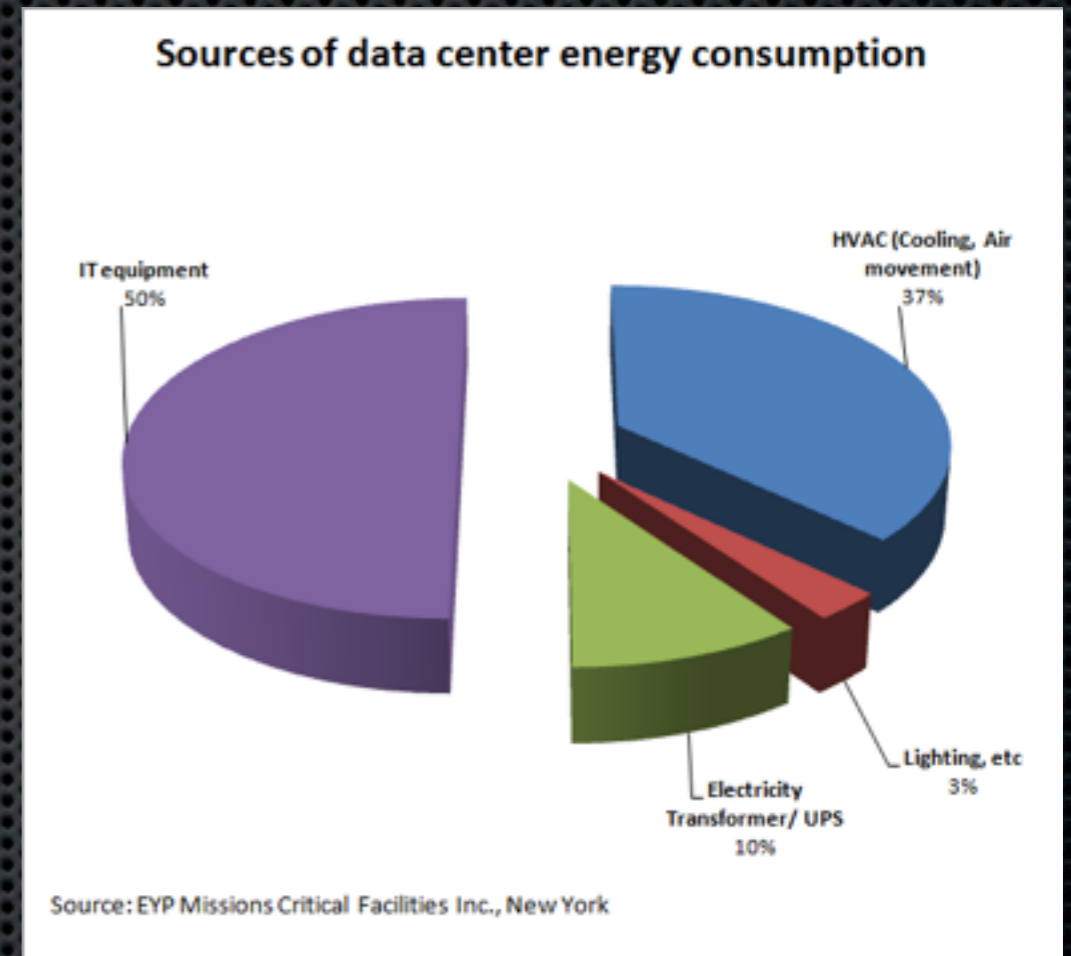
- Servers that consume 1/4 the power of conventional servers
- 64-bit X86 processors from Intel and AMD
- Comparable performance to conventional servers
- No “weird” or risky stuff, like underclocking or voltage trimming
- No custom silicon or backplanes - our products use conventional form factors and 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	\$71,832
	Lopoco	\$7,884	\$7,884	\$15,768	

12.5 kWatt power budget

20 Servers

Half the rack EMPTY



4.1 kWatt power budget

40+ Servers

No wasted rack space



Conventional

Lopoco



Twice the servers, **1/3 the power**

12.5 kWatt power budget

20 Servers

Half the rack EMPTY



4.1 kWatt power budget

40+ Servers

No wasted rack space



Conventional

Lopoco



Team

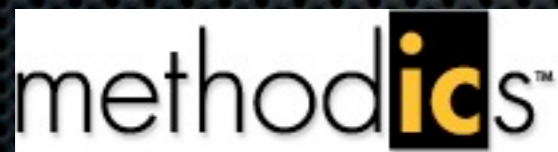
- **lopoco** is led by co-founder Andrew Sharp who has been in the server business in Silicon Valley since he joined Convergent Technologies in the mid-1980s, and has worked at Sun, HP, SGI and LSI, as well as a host of startups.
- Co-founder and CTO Peter Theunis has more than 10 years of experience 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)



Revenue & Customers

- ✦ Revenue to date: \$71k
- ✦ With **little** sales and marketing effort:
 - ✦ 8 customers, 6 repeat customers
 - ✦ over 60 systems shipped, closing rapidly on 100
 - ✦ Some of our customers:

sanjoseca.gov



Recent Milestones

- ✦ Announced company in August
- ✦ Released new web site in August
 - ✦ One web customer already
- ✦ Solid relationships established with vendors & CMs.
- ✦ First PR campaign executed in August, second starting October.
- ✦ Search for sales person underway



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:

- High threat: top tier server vendors including HP, Dell, IBM, Oracle, Lenovo, Quanta
- Low (no?) threat level: so-called efficient server startups: SeaMicro (nee AMD), Smoothstone, Calexda.



Market

- Current global server market pegged above \$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 sales 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, followed by VAR and reseller channels TBP after funding close
- Targeting entities sensitive to environmental footprint and PR advantages of green computing



Exit



- \$400mm in sales in 3 years == acquisition valuation of \$4bb
- Our product & designs are very disruptive to current server industry status quo. Therefore, acquisition is most likely exit
- 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

