



THE INNOVATE COUNCIL:

Identifying the Best Emerging Young Businesses



Innovation is the competitive edge in today's global market, and entrepreneurs are the catalyst for that innovation. Yet with thousands of startups working worldwide, how do you discover, vet, and engage with the very best to create competitive advantage for your business? Guidewire Group's Innovate Council is your best partner in sourcing and engaging with emerging business.

THE NEED: VALIDATED DEAL FLOW

The innovation ecosystem is highly fractured, tremendously diverse, and very inefficient. Your personal networks are not enough to insure both a broad and deep view of the emerging businesses that offer disruptive innovation. Guidewire Group brings 20 years of expertise to identifying the emerging businesses that matter to your business. Our network is global. Our process is proven. If you rely on emerging businesses to fuel the innovation in your organization, you need Guidewire Group in your network.

THE ANSWER: THE INNOVATE COUNCIL PROGRAM

Three times a year, the Innovate Council convenes to meet 8 to 12 carefully-selected startups based on your innovation goals. Guidewire Group uses G/SCORE™, our proprietary startup assessment methodology, to find and vet startups. As a Council member, you can access the G/SCORE database of thousands of startups throughout the year. The combination of the council meetings and the G/SCORE database enable you to achieve your innovation objectives more quickly and economically than ever before.

Guidewire Group's executive management team has deep experience identifying emerging market trends and discovering up-and-coming startups. Over the years, we have introduced to the market companies such as:

- * Salesforce.com (IPO)
- * VMWare (IPO)
- * Tivo (IPO)
- * Boingo Wireless (IPC)
- * WebEx (Cisco)
- * Ribbit (BT)
- * Ironport (Cisco)
- * Grand Central (Google)

Overall, startups identified as high-potential emerging companies by Guidewire Group management raised more than \$3.5B in investment capital. More than 140 experienced an acquisition or liquidity event within five years.

Let Guidewire Group put this track record to work for you.

INNOVATE COUNCIL: REACH, RELEVANCE, RESULTS

Guidewire Group puts its global network to work to identify emerging businesses that have the potential to impact your business. We work with incubators, startup competitions, industry programs, economic development agencies, government ministries, and renowned entrepreneurial foundations to continually search out, validate, and engage emerging businesses in the technology, renewable energy, and healthcare market sectors. We engage these companies through our G/SCORE Software-as-a-Service (SaaS) platform, rapidly building a large, current, global database of emerging businesses.

Companies such as Microsoft, Dell, Alcatel-Lucent, Informatica El Corte Ingles, and HP have turned to Guidewire Group to enhance their innovation programs. Guidewire Group works closely with Innovate Council members to build the Innovation Profile that becomes the basis of our Innovation scouting activity. We work closely with our Members' business development, M&A, investment, marketing and technical teams so that we identify the startups that fit their goals and objectives.

In addition to the three Innovate Council sessions, Guidewire Group provides regular scouting reports to our Innovate Council members, identifying new products and companies that are delivering remarkable innovation to the market place. In 2012, we will introduce the Enterprise Edition of our G/SCORE SaaS platform to give each Innovate Council member on-demand access and facilitated communications within our database of emerging businesses.

INNOVATE COUNCIL: ACHIEVING YOUR INNOVATION GOALS

Guidewire Group partners with you to drive and execute on your Innovation Strategy. Annual membership to the Innovate Council is \$100,000. Innovate Council members enjoy:

- The proven practice of identifying emerging technologies and businesses *before* they hit the market radar.
- A consistent, transparent methodology for evaluating and benchmarking early-stage businesses.
- A growing database of thousands of startups worldwide, available to you via our analysts today, and on-demand in mid-2012.
- A partner in shaping and executing your innovation strategy.

"The work we did with Guidewire Group was a reminder for me that sometimes you just have to keep turning the stone over, looking for the nuggets that will propel you forward."

– Wendy Lea, investor, board member