

Wilson Sonsini, Hitachi Consulting and FSX Validate SuperLab's Strategy Assessment System; Scores 10 for 10 in Monitored Blind Stress Test

What Was Assessed

SuperLab used its proprietary Core Strategy Assessment tool to analyze plans for ten venture backed companies launched between 2000-2003. More than \$400 million was raised by eight high tech companies in diverse industries, one consumer product company and one medical therapy company. SuperLab executed each assessment within 5-10 hours.

What the Steering Committee Discovered

SuperLab precisely forecasted the seven year business and investment performance for 10 out of the 10 companies assessed. Of seven of the companies, SuperLab forecasted four companies would go out of business and three would be sold. Of the three sold, SuperLab predicted one company would be sold for an acceptable profit and while two companies would generate little ROI, if any, from their sale. Steering committee judges acknowledged not only the pinpoint accuracy of the assessments, but the keen insights that buttressed assessment conclusions. Three companies remained in business and as forecasted they did not generate a liquidity event or come close to meeting revenue projections in the seven year timeframe.

The Protocol Followed

5-10 Hours Per Assessment. SuperLab devoted on average 5-10 hours of work per assessment. Four plans were assessed at the WSGR offices. Six plans were assessed at SuperLab's offices.

Redacted Business Plans. Redacted business plans or private placement memorandums (PPM's) were provided SuperLab by steering committee members who knew the companies being assessed and their performance record to date. The name of the company, and its principal's names and product names were redacted.



Actual Blind Stress Test Session
at Wilson Sonsini Goodrich & Rosati

No Information Beyond the Date of the Business Plan. SuperLab was not allowed access to any information beyond the date of a company's business plan. Further, SuperLab was not allowed to contact any customers, vendors or management team members.

Affidavit of Honest Performance. In order to help satisfy the requirements of no information beyond the business plan date, the principals and staff of SuperLab provided the Steering Committee affidavits of Honest Performance.

Company Profiles

Golf Accessories Manufacturing
\$1 million Raised

Sales & Marketing Point of Sale
Technologies
\$25 million Raised

Mobile E-Commerce Platform
\$10 million Raised

Managed Threat Detection & Response
Services
\$70 million Raised

Wi-Fi Technologies for RV Park Resorts
\$1.2 million Raised

Advanced Audio Technologies for
Surround Sound Systems
\$3 million Raised

Clean Technologies for High Volume
Food Processing Firms
\$50 million Raised

Digital Media Distribution
\$6 million Raised

On-Line Investment Advice Services
\$130 million Raised

Treatment Programs & Therapies for
Addiction
\$135 million Raised

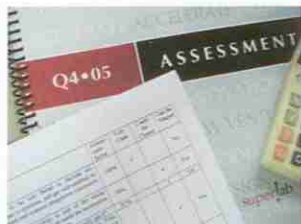
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How can SuperLab help You?



To find out how SuperLab's tools can help your new venture/new product innovation and/or investment challenges please contact Mark Long or Chip Adams. SuperLab can customize our powerful training, assessment and design tools to fit your budget and time deadlines.

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