



BOOTCAMP VENTURES KEYNOTE SPEAKER AND VENTURE CAPITAL PIONEER ALAN PATRICOFF CLAIMS 'ISRAEL IS A GREAT RESERVOIR OF TECHNOLOGY' AND TELLS ISRAELI ENTREPRENEURS "DON'T WORRY ABOUT INDIA AND CHINA"

Tel Aviv, Israel, December 3, 2010 – Alan Patricof was the keynote speaker at the December 1st BootCamp Ventures Innovation Marathon, www.bootcampinnovation.com, the deal oriented event for emerging technology companies to interact with seasoned investors. The Innovation Marathon showcased promising Israeli companies in four technology verticals – Mobile Apps & Services, Health & Medical Devices, Cloud Computing and Digital Media & Advertising. CamTrax, <http://www.camtraxtechnologies.com>, was selected as the “Best of the Best” among the 24 companies presented today based on attendee votes.

Patricof, an early investor in household names such as Apple and Office Depot, founded Apax Partners, one of the largest global venture capital firms in 1969, and more recently, Greycroft Partners, a smaller fund focused on the digital media and advertising sectors. He addressed a full audience of entrepreneurs and investors at Microsoft’s R&D Center in Herzliya, sharing his vast knowledge while providing advice for entrepreneurs.

In his keynote address, Patricof advised entrepreneurs to focus on implementation and offered the following:

- Don't be stubborn- “Pivot” if your business is not working
- Don't count on going public; adjust resources and valuations
- Have absolute commitment and passion –it's the distinguishing factor among exceptional entrepreneurs
- When raising money, focus on what the investors can do for you beyond the money

“As Dan Senor so aptly put it Israel is truly “the startup nation” and BootCamp Ventures is doing more than their part to assist and promote early stage entrepreneurs”, commented Alan Patricof, at the conclusion of his 2 ½ day visit to Israel after a spate of more than 10 years.

In addition to Patricof, a range of international strategic and financial investors from nine different countries came to find the next big breakthrough technology company, including 3M, AVG, British Telecom, Cisco, Merck Serono, Philips Lifestyle Incubator, Texas Instruments, Index Ventures, as well as Fidelity Growth Partner, Kondiment Group, Expedio, Genesis, Peregrine Ventures, AT&T Innovation, and YL Ventures, provided feedback to the 24 presenting companies.

At Bootcamp Ventures Innovation Marathon, the following companies, selected from hundreds of applicants, were showcased. Each company had six minutes to present, and the winner from each vertical track, as selected by attendee votes, competed for the “Best of the Best” of the BootCamp Ventures Innovation Marathon.

| Mobile Apps & Services: | Health & Medical Devices: | Cloud Computing: | Digital Media & Advertising: |
|-------------------------|---------------------------|------------------|------------------------------|
| ➤ Cellint | ➤ Allosterix | ➤ GED-i | ➤ CamTrax * |
| ➤ CommuniTake * | ➤ BioLert * | ➤ Libox | ➤ Social Dex |
| ➤ MobeeArt | ➤ BrainWatch | ➤ NilooSoft | ➤ PredictAd |
| ➤ NowForce | ➤ Helix | ➤ Porticor * | ➤ TicTacTi |
| ➤ UpOnTek | ➤ SonicBone | ➤ Covertix | ➤ Tippers |
| ➤ YubiTech | ➤ Zetiq | ➤ SoftWatch | ➤ VisualBee |

*Denotes the winner of the vertical track which competed for “Best of the Best” company among the other track winners.

BootCamp Ventures Innovation sponsors included the law firm of Yigal Arnon(www.arnon.co.il), Mintz Levin (www.mintz.com), ESOP, (www.esop.co.il), Microsoft’s Think Next (www.microsoft.com) and CapitalIQ(capitaliq.com). Partners included the High Tech Israel Association (HTIA), California-Israel Chamber of Commerce and Rhodium. Click here for a complete agenda of Bootcamp Ventures Innovation Marathon: www.bootcampinnovation.com.

About BootCamp Ventures

BootCamp Ventures, www.bootcampventures.com, was created to provide a holistic corporate advisory service to promising technology companies. The boutique firm offers a multi-disciplinary approach to enable ventures to reach their business and financial objectives by bringing investment, business, technology and marketing expertise to companies seeking strategic capital or partners.