

EXECUTIVE OVERVIEW



OVERVIEW

360ip ("360ip" or the "Company") is an international intellectual property ("IP") investment and fund management firm, headquartered in Singapore and with teams based throughout Asia and the United States. 360ip works on an exclusive basis with a prominent group of research institutions, universities and corporations (collectively, "Partner Institutions") to optimize the value of their innovative technologies. The Company provides business expertise as well as investment capital, resources and proven processes to maximize the commercial success of these technology assets and to optimize value for stakeholders.

BATTELLE RELATIONSHIP

360ip was established by founding investors Battelle, Battelle Ventures -- the venture capital fund affiliated with Battelle -- and Innovation Valley Partners. 360ip accesses Battelle for analysis, maturation and commercialization services for the IP that 360ip manages for its Partner Institutions. Established in 1929 and based in Columbus, Ohio, Battelle is the world's leading, non-profit, independent R&D and commercialization organization, with over US\$4.5 billion in annual revenues and more than 21,000 employees in multiple locations globally. Battelle has a long track record and expertise in the management and commercialization of R&D. Battelle's operations and relationships extend globally, including the markets where 360ip is most active. Battelle's international activities in Asia provide a complement to 360ip's for-profit mandate to generate value internationally from the IP of its Partner Institutions. Battelle Ventures and Innovation Valley Partners have a combined US\$255 million of assets under management and contribute significant experience in technology investments across a diverse array of industry sectors, with particular expertise in investing in IP from prominent research institutions.

PARTNERSHIP APPROACH

360ip optimizes commercial outcomes via licensing, technology maturation and venture capital investments in innovative technologies with high potential return. The Company leverages its proprietary four phase process to identify, commercialize and monetize promising technologies.

MARKET FOCUS

360ip is globally focused with an initial emphasis on Asia. The Company's key markets include China, India, Japan, Korea, Malaysia, and Singapore, particularly where Battelle has a strong presence.

LEADERSHIP TEAM

360ip has a strong management team with extensive experience in the identification, commercialization and monetization of technology. The robust skill-set of the 360ip team encompasses "best in class" expertise in technology commercialization and monetization, including licensing, venture capital investment and fund management. The 360ip team has a strong experience in evaluating and transforming IP into high value commercial assets to fulfill market opportunities and drive revenue growth.

UNIQUE CAPABILITIES

360ip has a growing portfolio of global relationships. Its Partner Institutions have an extensive list of accomplishments and track record in IP creation, technology development, commercialization and monetization. Pioneering innovations include the compact disc, groundbreaking nanotechnology discoveries, next generation photovoltaics, novel medical advances, breakthroughs in manufacturing processes and state-of-the-art information technologies.

For more information, please contact:

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