Press Release

San Joaquin Entrepreneurs to be Showcased at Conference

June 7, 2007 - A slate of five start-up companies, all located in or having a significant presence in San Joaquin County, will be showcased at the first annual San Joaquin Venture Funding and Entrepreneurship Conference on June 21 at the University of the Pacific. Organized by the University of the Pacific, San Joaquin Partnership and Business Council, San Joaquin Delta College Small Business Development Center, San Joaquin County Economic Development Association, Central Valley Fund and Golden Capital Network, the conference is intended to familiarize local entrepreneurs, and potential investors in start-up or early stage businesses, with the angel capital and venture capital funding processes.

In addition to the entrepreneur showcase, the conference will feature several high profile speakers including Lieutenant Governor John Garamendi, United States Assistant Secretary of Commerce Sandy Baruah, Franklin “Pitch” Johnson, founding partner of venture capital firm Asset Management Company, Paul Yett of investment firm Hamilton Lane, Mike Locke of the San Joaquin Partnership and thirteen experienced angel capital and venture capital investors from throughout northern California. These speakers and panelists will discuss the importance of entrepreneurship to economic development, the need for more accessible capital for entrepreneurial ventures, and the how-to’s of angel capital and venture capital investment.

Entrepreneur Showcase

Five San Joaquin County start-up or early-stage businesses have been selected to make ten-minute presentations to a panel of angel and venture capital investors that are actively seeking investment opportunities. The investor panelists will select a “Best of Show” entrepreneur based on the quality of the business plan presentation and investment potential of the company. The slate of presenting companies includes:
• **AxtaWeb, Tracy** (software) – While personal homepages by companies like MySpace, Facebook, Netvibes, etc. have revolutionized how consumers interact with the web, only a small fraction of the 50,000,000 active websites (a $7B market) have expanded beyond relatively simple and antiquated static websites. It is currently too expensive and difficult to incorporate advanced functionality or applications into commercial websites that have become the norm for personal homepages. Similar to how computer operating systems (i.e. Windows) dramatically simplified the integration of software and hardware for computers, AxtaWeb will revolutionize the website development process by creating a hosted, website “operating system.” This operating system combines traditional development tools (i.e. Dreamweaver), web hosting and open source technologies into a single, easy-to-use interface for building and managing websites.

• **Origami Foods, Stockton** (emerging technology/food application) – The company uses its patent pending and proprietary edible film technology to create entirely new, high quality, healthy, convenience foods. Origami Foods’ new technology will help major food companies improve their existing products and create all new product offerings that have been unavailable up to this point. Origami Foods’ products overcome previously unsolvable obstacles in food product development and processing.

• **Cropwire, Lodi** (emerging technology/sensor plant monitoring) – Cropwire develops industry leading agricultural technology that enables growers to increase crop profitability and conserve natural resources. The company uses patent pending sensors to monitor the plant, the air and the soil, while proprietary algorithms analyze the data to accurately forecast irrigation, fertilization and pest management applications. Growers benefit by using less water,
fertilizer, and chemicals to produce their crops. Most annual and permanent crops can benefit from the company’s technology, in a global market estimated at more than 12 million acres. In its third season, Cropwire will provide services to growers farming more than 60,000 acres in six California counties.

- **Foundation Pharma**, Stockton/University of the Pacific (life sciences/research) - Foundation Pharma develops novel agents to treat cancer and blood diseases. The company also leverages its expertise in manufacturing and contract manufacturing to develop competitive proprietary processes to supply generic active pharmaceutical ingredients (API’s) and drug products. Foundation Pharma currently has orders for non-GMP and GMP Clinical Trial Material (CTM) API totaling $700k, and orders of GMP CTM drug product totaling $430k.

- **Emergency Location Identification System (ELIS)**, Lodi (consumer product) - The company is designed to receive licensing fees from the production and sale of an Emergency Location Identification System (ELIS). ELIS is an aid to emergency response teams looking for a residence in times of crisis. The issue is the inability of emergency responders (fire, ambulance, and police) to locate a residence in the most expedient manner. A frequent detriment to timely response is missing, blocked, or unlit street numbers, and even inaccurate address information provided by a caller. For example, a panicked caller gives the right street name but the wrong house number. The result in some cases is the death of the person in need.

**Conference Information**
The conference will be held from 7:30 a.m. to 1:30 p.m. at the McCaffrey Center Pacific Theater on the University of the Pacific campus. Seating is limited. Cost to attend is $55 for pre-registrants, or $75 at the door. To register for the conference visit [www.goldencapital.net](http://www.goldencapital.net) or call 530-893-8828 for additional information. An optional entrepreneurship workshop will also be offered from
2:00-5:00 p.m. at no additional cost to conference attendees and will feature sessions taught by local business and university experts.

**Conference Sponsors**

Sponsors of the San Joaquin Venture Funding and Entrepreneurship Conference include Moss Adams, Downey Brand, General Mills, Bank of Agriculture and Commerce, Wells Fargo Bank, Union Bank of California, Central Valley Fund, Guaranty Bank, U.S. Bank, Hakeem, Ellis & Marengo, Bank of the West, Farmers & Merchants Bank, Key Bank, Port of Stockton, Pillsbury Winthrop Shaw Pittman, San Joaquin County Revolving Loan Fund, University of the Pacific, Business Council of San Joaquin County, Hamilton Lane, San Joaquin County Hispanic Chamber of Commerce, Bekins Pacific Storage Company, San Joaquin Partnership, San Joaquin County, City of Stockton, City of Tracy, City of Lathrop, City of Lodi, City of Ripon, The Record, LearningChange, Morgan Dorado Public Relations, Greater Stockton Chamber of Commerce, and Amplify Software.

**Contact Information for Presenting Companies**

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