



18<sup>th</sup> World Congress on  
Intelligent Transport Systems  
Keeping the Economy Moving  
October 16 - 20, 2011



## World Congress Investor Matching Event FAQs

### **What is the Investor Matching Event?**

The nation's largest transportation technology association, the Intelligent Transportation Society of America (ITS America), has partnered with Kleiner Perkins Caufield & Byers, a leading international venture capital firm, and Fontinalis Partners, a leading transportation strategic investment firm co-founded by Bill Ford, to host a special event designed to match innovative transportation technology companies with potential investors at the 18<sup>th</sup> World Congress on ITS in Orlando, FL in October.

### **Who is Kleiner Perkins Caufield & Byers?**

Kleiner Perkins Caufield & Byers is a venture capital firm focusing on the areas of digital, greentech and life sciences. Over 150 companies in its portfolio have gone public, and it has helped develop such businesses as Zynga, Amazon, Sun, Genetech, Inuit, Verisign and Google. The KPCB team includes experienced entrepreneurs and investors such as John Doerr, Bill Joy, K.R. Sridhar, Al Gore, and Mary Meeker. For more information, visit their website <http://www.kpcb.com/index.html>.

### **Who is Fontinalis Partners?**

Fontinalis Partners is a leading transportation technology strategic investment firm founded by Bill Ford, Ralph Booth, Mark Schulz, Chris Cheever and Chris Thomas. Fontinalis' mission is to leverage the firm's considerable management experience, market access, strategic relationships, international expertise, and background in transportation innovation to scale companies providing the transportation technology solutions of tomorrow. Fontinalis Partners invests as a strategic partner across all facets of the world's transportation infrastructure on a stage, structure and size agnostic basis. For more information, visit their website <http://www.fontinalispartners.com/#index>.

### **Will the investors fund my project?**

This event is meant as an opportunity for companies to meet with and pitch their business plans to both Kleiner Perkins and Fontinalis Partners and for the firms to get to know each other in a friendly setting. Companies will be informed by the investment firms of next steps in the weeks following the matching event at the ITS World Congress. Participation in the event does not imply or guarantee funding.

### **Do I need to be a company or a corporation to apply?**

Yes, your organization must be a legal entity in some form, having the following attributes: a beta proven product, revenue generation, and an established management team.



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**Do I need to register for the World Congress?**

Yes, those selected to make a presentation must register for the World Congress.

**Will ITS America or the investors fund my travel?**

All travel expenses must be met independently.

**How many companies will be selected to make their pitch?**

Approximately 8-10 companies will be invited to attend this event and make their pitch.

**Who should submit a business plan for this event?**

Any legal entity developing transportation products or technologies may submit a business plan. More details and instructions are available at [www.itsworldcongress.org](http://www.itsworldcongress.org).

**When are business plan submissions due?**

The deadline to submit a business plan is **August 31**. Please submit plans via email to McKenzie Jones at [MJones@itsa.org](mailto:MJones@itsa.org).

**When will I know if I have been chosen?**

ITS America will begin to notify selected businesses and individuals beginning September 9.

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