

EDITORIAL

*It is interesting to note the return of the corporate investor. Not since the effervescence of 2000 have they so actively sought to get involved with promising young companies. At this point in Europe, they are primarily acting as investors, but there are some early signs that they are also becoming acquirers. Good news for the European venture community.*

*Nowhere is this more visible than in German and in particular in the media industry. Holtzbrinck, Burda and ProSeven have all made moves on the investment front and Holtzbrinck has recently made the news by acquiring StudIVZ, a student oriented social network in Germany. The boldness of the move and the price both stand out as factors which suggest the question: Could European corporate investors finally be getting it?*

*It is perhaps a little early to tell, but we are seeing a new attitude. European corporate investors are once again becoming part of our ecosystem and bringing much needed liquidity opportunities to European venture backed companies. It is particularly noteworthy that Germany is leading the charge and taking its rightful place as one of Europe's more interesting early stage markets.*

[ COMPANY IN THE SPOTLIGHT ]

## Packet Vision

**TV advertising is a \$145 billion a year global market but a large part of this is wasted. Think of all the ads you see that are simply not relevant to you. Cars you will never buy, financial products that are simply not applicable. Equally on the other side only 1% of businesses currently advertise on TV because the audience is far wider geographically than the businesses' customer base. Packet Vision is creating unique and compelling services that will enable TV channels carried on IPTV networks to target and focus their advertising to solve both of these problems.**

By providing a media service to TV channels backed by a robust platform, advertisers can now undertake:

**Local ad insertion:** for example, the local dentist can advertise to a town to promote himself.

**Targeted advertising:** so that ads can be tailored to their target audiences in terms of demographics, psychographics and geography. For example, a young family could receive ads for baby food and low-price holidays, while watching the same channel as their retired neighbours who could receive ads for cruises and gardening equipment.

**Interactive advertising:** true 'televisual' interactive advertising that is very different from the current unsatisfactory and frustrating 'red button' ads received over traditional broadcast networks such as satellite or cable.

Packet Vision's business model uses an internet-like 'per impact' charging structure. This allows network operators and TV channels to generate immediate profits without any capital expenditure. Each ad avail can be sold many times, with an increased cost per thousand because of the smaller, more highly-targeted, audiences. This makes TV advertising feasible for many businesses that could not previously afford it, with the aggregate of all the ads bringing greater revenue to TV channels and advertisers because of reduced wastage. Advertisers get the advantages of one-to-one engagement with their audience; viewer relevance; and the accurate measurability of campaigns using Packet Vision data mining tools.

Powering Packet Vision's services is the world's first fully-integrated,

scalable and cost-effective delivery platform for highly targeted TV. This network-based device uniquely combines all the functions of a media server, splicer, playout router and Linux-based management system in one compact unit.

With the IPTV market expanding rapidly, the first trial site of Packet Vision's service underway and several more organized, Packet Vision is poised to embark on a period of sustained growth. The company has already been named 'Hot Pick' by Broadcast Engineering and given the 'Best of IBC' Editor's Award from TVB Europe. Packet Vision was the only non-US company named in Fierce Markets' round-up of the top 15 companies in IPTV.



ABOUT MANGROVE

Mangrove Capital Partners is committed to turn entrepreneurial visions into realities as a means to drive capital appreciation for investors. Our hands-on philosophy in all areas of business and technological development is the cornerstone of our investment strategy and positions us as a true partner for growth.

Mangrove Capital Partners has invested in among other the following companies: Skype ([www.skype.com](http://www.skype.com)), Securewave ([www.securewave.com](http://www.securewave.com)), Dialcom Networks ([www.dialcom.com](http://www.dialcom.com)), Quintura ([www.quintura.com](http://www.quintura.com)), Piczo ([www.piczo.com](http://www.piczo.com)), Nimbuzz ([www.nimbuzz.com](http://www.nimbuzz.com)) AllPeers ([www.allpeers.com](http://www.allpeers.com)), Properazzi ([www.properazzi.com](http://www.properazzi.com)).

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## [ INTERVIEW ]



**Roberto Bonanzinga,**  
CEO Jambaz

*Could you describe Jambaz in a nutshell?*

Jambaz is currently operating in somewhat of a stealth mode, so I cannot go into too much detail at present. Jambaz has been set up to revolutionize the world of online trading. We believe that the real value of online trading should be in giving people intelligent reasons to transact rather than just massive amounts of non-descript information coupled with an electronic transaction.

Jambaz positions itself at the crossroads between online trading, online finance discussion groups, and mass-market investment advisory. The core technology allows it to capture and take advantage of the knowledge and performance of a whole community. The algorithms will allow Jambaz to quite uniquely leverage the "Wisdom of The Crowd".

*What's your vision of the online trading market?*

During the last few years I had the luck to participate in the social network phenomenon. At times indirectly through friends, notably the highly successful Evan Williams with Blogger. More recently through direct involvement as an advisor and/or board member of various companies (Piczo Mobango and Pageflakes).

Since its creation, the online investment market has been quite static. Broadly speaking, the market can be segmented into two parts (1) transaction based services and (2) information services. Historically, the consumer proposition has been focused on "disintermediation" i.e. buy/sell your stock easily whenever you wish. At Jambaz we are totally re-defining this market space and linking for the first time performance of transaction with user generated knowledge.

The trade itself is becoming a commodity (see free trades offered by Zecco for instance). The challenge is on the information side. Today, access to financial knowledge is limited either to those willing to spend a lot of money (high net worth) or to those close to the knowledge source. Jambaz fundamentally breaks that model: one community one idea... just beat the market!

*What's the outlook for Jambaz in this market?*

Jambaz takes advantage of the key characteristics of a social network but exploits them into a

new dimension - the social network around market knowledge. This allows an entire community to collaborate in creating either group or individualized investment propositions.

Jambaz's strength is a unique proven technology and a superb team. Tier 1 financial institutions are already using some key components of the Jambaz engine. Most importantly the end user proposition has already been tested with 500 students from Miami University, USA with extremely positive results.

*How would you describe your relationship to Mangrove?*

One of the key reasons for me to join Jambaz has been the Mangrove team. During my career I have been lucky enough to work with several successful Venture Capital Firms and Private

Equity Houses on both sides of the Atlantic. In my opinion Mangrove has a unique set of characteristics.

Mangrove operates in two key directions, one in "creating" deals on the base of an existing asset and the second in supporting driven entrepreneurs to build their own company (support well beyond the actual funding event).

Jambaz does not have a traditional investment relationship with Mangrove. In joining Jambaz as CEO, I have also joined the Mangrove eco-system and am therefore an active part of it, which is something that I really value.

**Jambaz.**  
the power of many

## [ PORTFOLIO NEWS ]



[WWW.PROPERAZZI.COM](http://WWW.PROPERAZZI.COM)

Properazzi goes live with more than 1.25 million property listings, becoming Europe's largest Real Estate by number of listings.



[WWW.QUINTURA.COM](http://WWW.QUINTURA.COM)

Following the launch of its innovative search engine, Quintura launches Quintura for Kids, designed specifically with children in mind.



[WWW.NIMBUZZ.COM](http://WWW.NIMBUZZ.COM)

Nimbuzz launches its mobile voice client, enabling users to 1) make global calls at local costs and 2) call their buddies on their computer from a mobile phone.



[WWW.JAMBAZ.COM](http://WWW.JAMBAZ.COM)

Roberto Bonanzinga has joined Jambaz as CEO.