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BA Venture Partners (BAVP) Relaunches

“BA Venture Partners (BAVP) has relaunched as Scale Venture Partners, investing an independent \$400 million fund that employs a thesis-based strategy to identify innovative development-stage technology and healthcare investments in emerging markets,” said Managing Director, Sharon Wienbar. The name, Scale Venture Partners, makes sense for two reasons,” said Sharon Wienbar. “One, we work to identify large market opportunities that are just at the inflection point, which is the best way to make significant

returns. Our deal selection is driven by our thesis-based approach to picking markets. Second, we work hard to help our companies scale to meet that opportunity. We’re hands on investors thinking every day about how to apply our industry knowledge to our investments to help them reach their potential,” concluded Wienbar.

About Scale Venture Partners

Scale Venture Partners is a leading development-stage venture capital firm. Working in partnership with entrepreneurs and

utilizing their decades of experience in hardware and software, the Scale Managing Directors use their unique thesis-based strategy to identify innovative technology and healthcare investments in emerging markets. Some of the firm’s investments include Frontbridge (acq: MSFT), Glu Mobile, Good Technology (acq: MOT), Monolithic Power Systems (NASDAQ: MPWR), Omniture (NASDAQ: OMTR), and Placeware (acq: MSFT). For more information, visit www.scalevp.com.



upcoming SDForum event: VIRTUAL WORLD SIG

Virtual Worlds SIG: Mapping a New Medium

In 2006, the new medium of “virtual worlds” achieved mainstream recognition. From the billion-dollar behemoth World of Warcraft to the buzz-inspiring Second Life to the market-disrupting Multiverse, virtual worlds are receiving unprecedented attention from journalists, investors, and consumers worldwide. And it’s only going to accelerate in 2007.

Born out of the videogame industry, virtual worlds are simulated 3D spaces where tens, hundreds—even thousands of people interact. Each user is represented on a computer as a unique avatar, who walks (or flies or swims) around the world. Once there, users compete, cooperate, build, and socialize, depending on the world’s rules and purpose. The user-adoption curve of virtual worlds is eerily familiar to those of us who watched the Internet revolution up-close over a decade ago.

Only at this point in our history, thanks to this precise intersection of enabling technology and net-embracing culture, could virtual worlds have emerged as a viable medium. Early attempts like VRML (virtual reality modelling language) and Active Worlds (a technology that enables

3D chat and shared environments) didn’t quite catch on. But now we’re finally seeing virtual worlds used for far more than just videogames: enterprises and individuals are building virtual worlds for business collaboration, training/simulation, social interaction, and sales & merchandising.

IBM has decided that there’s something to this new medium. Irving Wladawsky-Berger, VP of Technical Strategy and Innovation for IBM, recently blogged about the emergence of “v-business.”

On the specific topic of virtual worlds for sales and merchandising he has said this: “The essence of e-commerce today is built around the idea of catalogs. That’s very useful, it fits with the idea of web pages and catalog pages, but most people don’t think of shopping in terms of catalogs and pages, but in terms of stores that they go into.” IBM has recently disclosed to Reuters that they intend to spend at least \$10 million on v-business initiatives in 2007, working with companies like Linden Lab and Multiverse.

The shape and limits of this new medium are still being explored, and the debates generate much controversy. Is this

the 3D web? Web 3.D? At the SDForum “Mixed Reality” event “Virtual Worlds—The Rules of Engagement” on May 4 of 2006, Philip Rosedale, CEO of Linden Lab explained the visual depiction of space and content as being key to the experience. Philip showed a slide of a room with a filing cabinet. Next he showed a web page of a popular social networking site full of buttons, forms, and text. The 3D room, he claimed, is a far more intuitive interface.

Whether you agree with that or not, virtual worlds are probably in your future, whether as entertainment, learning, or business. The goal of the Virtual World SIG is to bring together developers and enthusiasts of this new medium and its applications.



Meeting Information

Please join us on the fourth Monday of every other month starting January 22, in

Palo Alto and also at SDForum’s Innovation Island in Second Life. Other virtual locations will be added through the year.