

**GSV Capital Corp.** NASDAQ: GSVC

# INNOVATION IS “GLOBAL SILICON VALLEY”

## THE CHALLENGE

Over the past decade, the IPO markets have experienced substantial structural changes which have made it significantly more challenging for private companies to go public. From 1991-2000, there were 5,330 IPOs in the U.S., of which 2,728 were venture capital-backed. From 2001-2010, there were 1,280 IPOs, of which 422 were venture capital-backed. And as a result, investors have been denied the opportunity to participate in the large potential returns of emerging businesses.

## GSV'S INNOVATIVE SOLUTION

GSV Capital is the first publicly traded security focused on venture-backed, rapidly growing companies leading the way in their respective markets. GSV Capital enables all kinds of investors to access the tremendous value of VC-backed growth companies that is created prior to public offerings. The seasoned management team, led by CEO Michael Moe, utilizes its strong Silicon Valley network, private company research, and two decades of investing experience to provide a diversified and liquid structure for the emerging growth investor.

## BEHIND THE NAME

GSV stands for Global Silicon Valley. “The Valley,” as it’s often called, has redefined entrepreneurship and, in many ways, business in general. Innovation *is* Silicon Valley, and this mindset has transcended the borders of the Bay Area. Today, innovation

has little to do with *where* companies operate and lots to do with *how* and *why*. With the reach and the velocity of information and resources increasing, great businesses with tremendous potential exist on every continent. Global Silicon Valley represents this powerful ideology and aims to redefine growth investing.

## CORPORATE MISSION + INVESTMENT STRATEGY

GSV Capital democratizes access to venture capital-backed, high growth companies for both accredited and non-accredited investors, transforming the insular and difficult-to-tap private company investment marketplace. GSV Capital singularly focuses on maximizing the portfolio’s total return through a proven and rigorous investment strategy built upon Michael Moe’s foundation for investing—4Ps of attractive investments: People, Product, Potential, and Predictability.

## EXTENDED GSV FAMILY

GSV Capital is an independently managed, public entity within the GSV family of companies and the broader, high growth, private company ecosystem. Through its unique structure, GSV Capital leverages GSV Media’s proprietary financial research and analytical capabilities in the private company space. GSV Asset Management provides investment advisory oversight for GSV Capital’s direct investments in portfolio companies, private secondary market transactions, and, to a lesser extent, through transactions executed on public securities exchanges.

*...a publicly traded investment firm that allows regular investors to participate in the growth of venture-backed companies...*

SAN FRANCISCO  
**Business Times**

*One-Stop Shopping for Zynga, Facebook and Twitter; GSV Capital offers an interesting play on promising IPO candidates.*

**BARRON'S**


















*...it is tough to invest in private companies.. but you can invest in a publicly-traded company that invests in private companies.*

**benzinga**  
www.benzinga.com

*You're famous for predicting the success of Starbucks—in fact you wrote the book about it...*

  
**CNBC**

## GSVC PORTFOLIO

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As of December 2011

## LEADERSHIP

### Management Team

#### Michael T. Moe

CHAIRMAN, CHIEF EXECUTIVE OFFICER  
+ LEAD PORTFOLIO MANAGER

- Co-founder of GSV Asset Management
- Best-selling author of *Finding the Next Starbucks: How to Identify and Invest in the Hot Stocks of Tomorrow*
- Co-founder, chairman + CEO of Think Equity Partners
- Head of Global Growth Research at Merrill Lynch
- Head of Growth Research + Strategy at Montgomery Securities

#### Paul Lapping

CHIEF OPERATING OFFICER

- Director + CFO of New University Holdings Corp.
- Served as CFO, treasurer, secretary + a director of 57th Street General Acquisition Corp. + of Alternative Asset Management Acquisition Corp.

#### Stephen D. Bard

CHIEF FINANCIAL OFFICER + CHIEF COMPLIANCE OFFICER

- Co-founder, principal + chief operating officer of GSV Asset Management
- Previously served as COO + board member of Fuller & Thaler Asset Management

#### Luben Pampoulov

CO-PORTFOLIO MANAGER + VICE PRESIDENT

- Co-founder + co-portfolio manager of GSV Asset Management
- Co-founder of GSV Media, a research firm focused on non-public rapidly-growing companies
- Analyst + co-portfolio manager at ThinkEquity Partners

### Board of Directors

#### David Spreng

- Active in the formation + development of nearly 50 technology companies, 17 of which have completed IPOs; served as chairman + board member of the National Venture Capital Association (NVCA) Government Affairs Committee

#### Mark Flynn

- Founder + manager of Trilogy Capital Partners; held various positions in investment banking at Salomon Brothers + Volpe, Brown & Whelan

#### Mark Klein

- Director of New University Holdings Corp.; owner + Principal of The Klein Group, LLC

#### Leonard Potter

- Chief Investment Officer of Salt Creek Hospitality + Managing Director of Soros Private Equity at Soros Fund Management LLC Holdings Corp.

### Advisory Board

#### Scott Bedford

- Peninsula Capital Management, Inc. President

#### Todd Bradley

- Hewlett-Packard Co. EVP of Personal Systems Group worldwide + member of HP's Executive Council

#### Bill Campbell

- Intuit Director + Chairman of the Board; Apple Computer board member; special advisor to Google

#### Mark Flynn

- Hot Stix Golf CEO; Trilogy Capital Partners founder + Managing Partner

#### Bob Grady

- Cheyenne Capital Fund, L.P. Managing Director + partner

#### Mark Mazur

- Elsworth Capital Management Ltd. Chairman