

From: John DeLoche <jdeloche@rosemontseneca.com>
Sent: Thursday, April 17, 2014 at 07:48:46 AM CEST
To: "Hunter Biden" <hbiden@rosemontseneca.com>
Cc:
Bcc:
Reply-To:
Priority: Low
Subject: Fwd: Talking Points--Business Development Services Team
Relentlessly Drives Portfolio Company Growth

Hunter,

Here are the talking points by way of reminder. Thanks for joining by video!

Best,

John

Sent from my iPhone

Begin forwarded message:

From: John DeLoche <john@rstp.com>
Date: March 24, 2014 at 3:32:10 PM PDT
To: Hunter Biden <hbiden@rosemontseneca.com>
Cc: William Lee <will@rstp.com>, Rob Walker <rwalker@rosemontseneca.com>
Subject: Talking Points--Business Development Services Team
Relentlessly Drives Portfolio Company Growth

Hunter,

Thanks for taking the time to join us briefly for this meeting with Morgan Stanley.

We will likely have already talked about you, Rob and Eric running our Business Development Services Team as a key point of differentiation when we dial you in. It would be great if you could add some more color on the team and differentiation. On your team page we have added that your team's mandate is to "Relentlessly Drive Portfolio Company Growth." I suggest you stress the following:

1. **We help our portfolio companies get new customers, both in government and the private sector** (Tysons/ Cargills and government agencies in case of Metabiota, Insurance companies as is the case with Counsyl).
2. **Public policy is tricky and we help our portfolio companies avoid public policy missteps and take advantage of opportunities-- technology entrepreneurs are often telling us this is a blind spot for them.**
3. **Driving international growth requires international public policy knowledge and relationships** (Counsyl in China and Middle East this year)

We should also stress that your team provides these **services free of charge to companies we invest in.**

If they ask, you should say that your team is **full time on this (which is why you are joining from vacation).**

Thanks bro!

John

John DeLoche
Managing Director
Rosemont Seneca Technology Partners
333 Bush Street, 21st Floor
San Francisco, CA 94104

office: 415 767 1288

mobile: 415 793 7070

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