

From: Lesley Groff <lesley.jee@gmail.com>
To: Epstein Jeffrey <jeevacation@gmail.com>
Subject: Fwd: Metavana, Inc.: Breakthrough Startup in Sentiment Analysis
Date: Mon, 05 Nov 2012 21:29:39 +0000

Begin forwarded message:

From: "Donald Spongberg" <[REDACTED]>
Subject: Metavana, Inc.: Breakthrough Startup in Sentiment Analysis
Date: November 5, 2012 3:52:39 PM EST
To: <lesley.jee@gmail.com>

To view this email as a web page, go [here](#).

 Metavana-logo-Transparent

Dear Jeffrey,

As per your request, I am pleased to present the [Confidential Private Placement Memorandum](#) for Metavana, Inc. Metavana provides a unique cloud-based service that searches the Social Web and accurately distills meaning from what people are talking, tweeting and writing about. Along with the PPM, you will find several other resources available in the links below:

[Executive Overview](#)
[PPM](#)
[Supplement #1](#)
[Supplement #2](#)
[Sub-Docs](#)
[Letter From the CEO](#)
[Investment Highlights](#)

 Metavana-Cover

We share Metavana's belief that there is **an extraordinary opportunity to monetize its technology** by providing companies with the ability to distill sentiment from the billions of blogs, 'tweets,' product reviews, and public comments on various Social Web sites such as Facebook and Twitter. In this way, they can identify important business trends, influence buying decisions, monitor reputations and obtain critical feedback for product and service improvements.

In the past few years, the Social Web has exploded. Facebook has over 900 million registered users posting 3 billion updates per month and there are over 300 million daily Tweets on Twitter. In hundreds of millions of blogs posts and user-generated product reviews, people are communicating online about what they like and dislike about companies, products, and services. The result is the creation of massive amounts of unstructured data.

Metavana's founder and Chief Scientific Officer, Dr. Minh Duong-van, approached the problem of deriving actionable intelligence from the chaos of the Social Web from the perspective of a theoretical quantum physicist, which is his field of expertise along with chaos mathematics. Also making important contributions to the technology are Science Advisory Board members Dr. Murray

Gell-Mann (Nobel Laureate and Chair of the Evolution of Human Languages Program at the Santa Fe Institute) and Dr. Richard Blankenbecler (former Chair of Theoretical Physics at the Stanford University SLAC National Accelerator Laboratory).

Jeff Catlin, the CEO of Lexalytics, a prominent text analytics firm, was recently quoted as saying that "...across the industry average sentiment analysis accuracy is around 65%..." in other words, little better than a coin toss. In sharp contrast to its competitors, Metavana's services, based on its patent-pending technology, are easily accessible and relatively inexpensive with highly accurate, automated results that, based on the Company's internal testing, are consistently in the range of 93% to 96% accurate.

Here are some examples of the kind of intelligence that companies would want to have as soon as possible, and with a high degree of accuracy, in order to be able to take corrective actions with the goal of maximizing revenues:

- A fast food company learns that customers are complaining that its French fries are too soggy
- A hotel discovers that occupancy rates are down because guests think its mattresses are too soft
- Customers of a bank are upset about the amount of overdraft fees they are being charged

I look forward to discussing the Metavana opportunity with you.

Sincerely,

Donald Spongberg
Senior Managing Director
Spencer Trask Ventures, Inc. | *Member FINRA & SIPC*

www.SpencerTraskVentures.com

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