



Client viewpoint on Asia Pacific Ventures

Interview with Vern Raburn, President & CEO of Eclipse Aviation

How did you first learn of Asia Pacific Ventures (APV)?

Raburn: Actually, Will Stewart, Founder and Chairman of APV, and I go back now over 15 years. I was first introduced to Will and APV by Kleiner Perkins, one of the VC investors in a pen based software application development company, Slate Corporation which I founded in 1989. Will and APV were instrumental back then in introducing and creating a joint venture for Slate with Softbank Corporation in Japan. After selling Slate to Compaq, I was then President of the Paul Allen Group (for Paul Allen, co-founder of Microsoft). While at the Paul Allen Group, I had Will and APV assist the entire investment portfolio of PAG and Vulcan in Japan/Asia. APV worked with Asymetrix, Starwave, Digeo, Cardinal Technologies, and many others in the PAG//Vulcan investment portfolio. In addition, Will and APV were instrumental in driving successful financial returns for Vulcan by introducing APV investments such as WebTV, Versata, Certicom, Nexabit, and others to Vulcan at the time. Naturally, because my experience working with Will and APV was so positive they were one of the first calls I made when founding Eclipse Aviation.

What are some of the unique attributes that APV has to offer?

Raburn: Will and APV have an amazing network of contacts in Asia. Although the majority of their experiences and business contacts are in the technology industry they were able to extend their network into the aerospace industry. That unique ability in turn helped lead the development extremely important contacts and partnerships for Eclipse Aviation. In addition, Will and APV have helped me personally and my team to understand the culture and nuances of business in all the countries of Asia. Many American business people simplistically assume that business is business through out the world. Nothing could be further from the truth. Will's guidance and tutorage has been unique and invaluable. APV also has a very unique ability to operate on both sides of the business equation – the supply side and the sales side. This ability in places such as Japan, Korea, and China is invaluable to Eclipse Aviation.

When do you recommend that a venture backed company engage APV?

Raburn: Today, Japan, China, and all of Asia is a critical component of any US start-up business plans. Whether for sales, manufacturing, supply, or simply taking advantage of the cost efficiencies that China and Asia have to offer, these markets are critical. It is a global business environment and very often CEO's and senior executives of US companies simply lack the knowledge, contacts, and experience in markets like Japan, Korea, and China. This weakness often causes CEO's to wait or hesitate to approach these same markets. Knowing there is a firm like APV available where you can create a Japan/Asia plan early on based on the knowledge, experience, and contacts of APV is invaluable. All too often today CEO's in the US mistakenly look at markets like China or Japan as silo's of either competition, revenue, or markets to source cost efficiencies. No doubt, understanding and experiencing these markets and opportunities sooner with APV significantly increased the revenue and shareholder value of Eclipse Aviation.

Is there any "hidden" value add that APV has to offer?

Raburn: APV presents themselves as a consulting firm that is tactical by nature in Japan/Asia but I have found that APV is very strong strategically as well. Most CEO's like myself are often hesitant to engage consultants, particularly in highly important international business development and growth areas of the company. Like most CEO's, if we engage consultants it is typically tactical in nature where the work is focused and tied to a specific milestones and often short term. One of the refreshing hidden values of APV, and all due to their long and extensive working experience and success in Japan/Asia, is that APV assists in brainstorming and creating the strategic plans in the Japan/Asia markets. Core to this planning is the fact that not only does APV have all the language, economic, contacts, and cultural understandings of the Japan/Asia markets, APV knows the specific companies, individuals, and corporate culture and business nature of the partners Eclipse was targeting in those markets. Typically CEO's like myself create strategic plans with targeted partners or customers or even competitors often not knowing them or how they will react. In this case, APV down to the specific senior or middle level executive in Japan or China can anticipate what those executives and companies expect or how they do deals and how they negotiate. APV and Eclipse agreed on the strategic plan, timeline, and then APV was on the ground in Japan with myself and Eclipse staff implementing the plan. Unfortunately, for APV such added value does not come through in a company brochure or web site but I can say it was fully realized by Eclipse.

Global connections are another hidden attribute of APV. I know that if I am talking to a potential client company in the US, Europe, Canada and not just Japan/Asia, I can pick up the phone and call Will or his partners and get a quick pulse on a particular company or individual. It is those many years of global business transactions that afforded Will and APV extensive knowledge,

experience, and contacts globally. Will and APV embraced our business and in return introduced us to investors, customers, partners, and even competitors in the US, Canada, Europe and Japan/Asia though APV was only engaged for Japan/Asia. Once again, that rich value add does not come through in any company brochure or web site.

Any closing comments?

Raburn: It is always refreshing to work with folks who simply like to get things done. No moss grows under Will Stewart's or his partners shoes at APV. I believe APV does a fantastic job of understanding their clients' needs and direction and then in turn create opportunities in the Japan/Asia market for their clients. And then APV just plain moves on those opportunities. Without any reservation I can strongly recommend to any CEO Will Stewart and APV.



***Eclipse Aviation**, headquartered in Albuquerque, NM, manufacturer of the world's first certified very light jet, is in the business of designing, certifying and producing modern, affordable jet aircraft that will revolutionize the transportation market. The company is applying advanced electronics systems, manufacturing and business practices to produce aircraft that cost less than a third of today's small jet aircraft, will be significantly safer and easier to operate than those of today, and have the lowest cost of ownership ever achieved in a jet aircraft.*

The goal of Eclipse is to bring the word "personal" into aviation, making it possible for commercial air passengers to move directly between cities on a quick, affordable and convenient basis. It will also allow pilot owners to enter the world of jet-powered aviation. Contact Eclipse at <http://www.eclipseaviation.com>.



***Asia Pacific Ventures**, headquartered in Silicon Valley and founded in 1989, is a consulting company focused on helping companies to establish, grow and maintain business across the Pacific, whether helping a North American company achieve objectives in Asia, or helping a company in Asia achieve objectives in North America. Asia Pacific Ventures offers a comprehensive suite of services designed to meet a full lifecycle of business needs.*

From assessing the market, to developing a strategy for the region, to reaching target partners, to identify investors, our services enable our clients to launch into the Asia market and grow business once there. APV has helped hundreds of US clients and scores of Asia clients to achieve strategic business objectives.

Contact APV at www.apvco.com