





## Kollabra Product & Biz. Development



**KOLLABRA**  
Product and Business Development

- Founded 1996, 16 employees
- Mechanical, Electrical, Software
- Product Development
- Business Development
- Bay Area, Santa Barbara, Auburn



















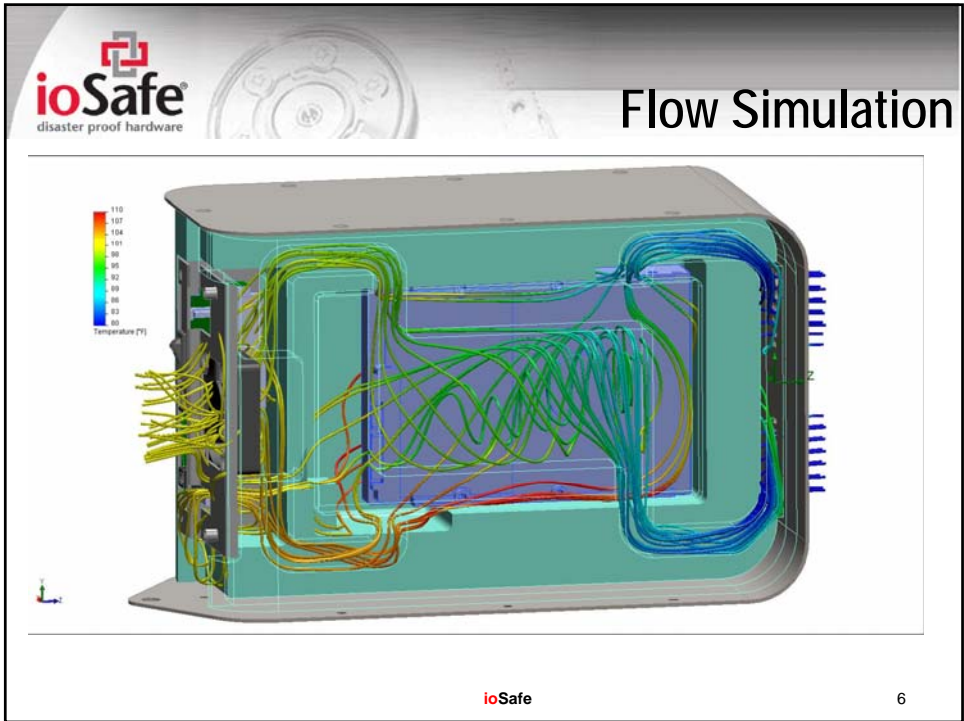
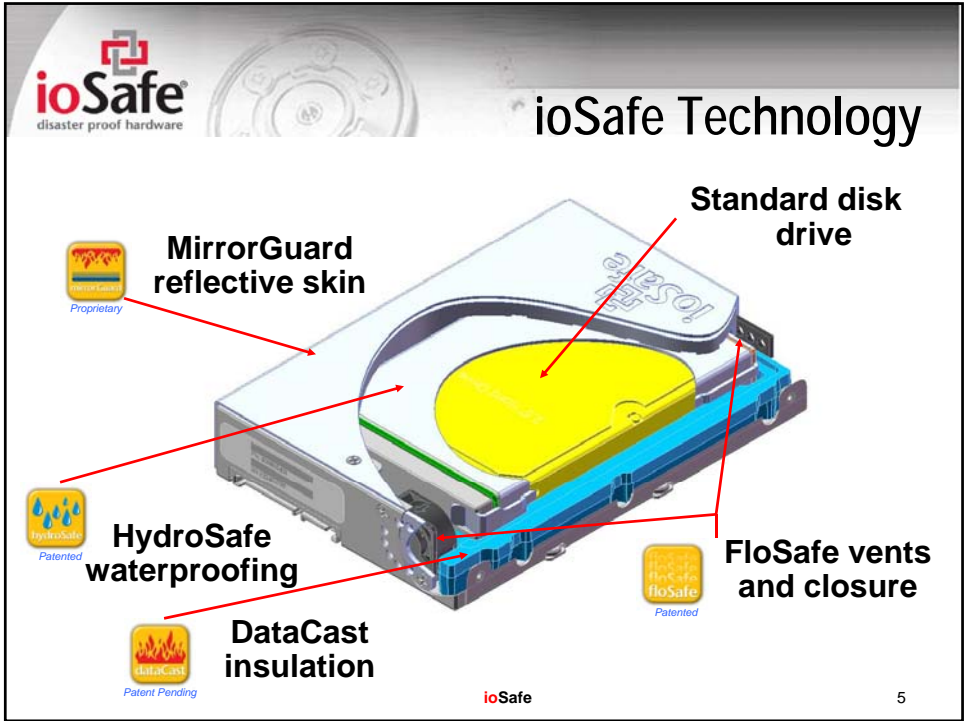
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# Three Lessons: Launching a Startup

## ioSafe: Disaster Proof Hardware

- Physical security
- Aircraft “black box” for data
- Combines safes and electronics
- Fire / waterproofing / cooling technology





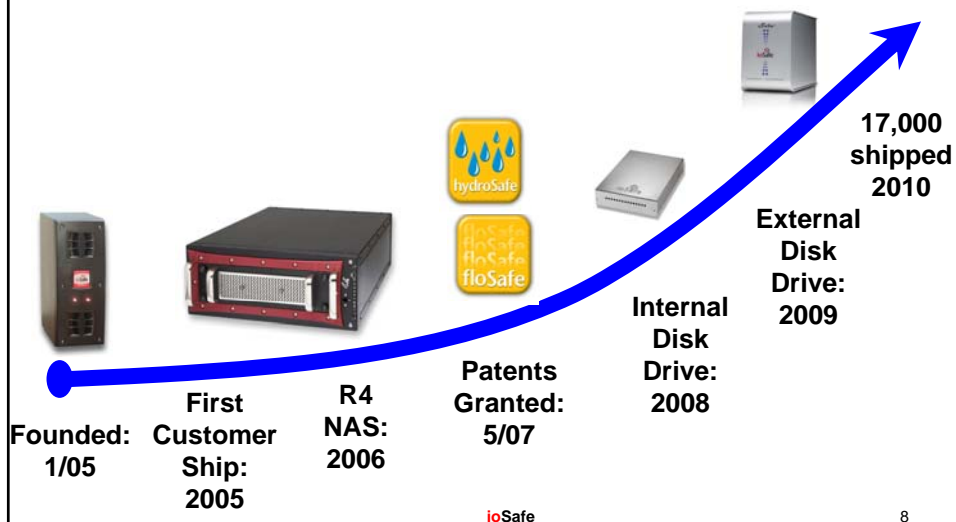


Lesson #1:

**Engineering = easy**  
**Sales = hard**



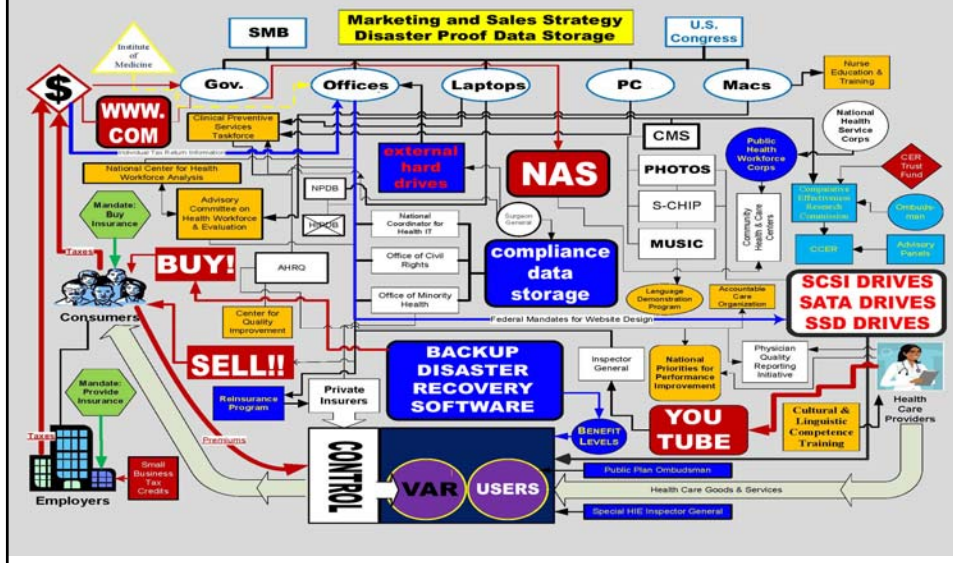
## ioSafe History



Lesson #2:

# Be Simple Be Relevant

## Original Marketing Plan





## New Marketing Plan.

The pretty  
red drive?



The Fireproof  
Waterproof Drive?



### ioSafe Solo

- Ext. Hard Drive
- USB
- Starts at **\$149**
- Up to **2 TB**

**“BURN, DROWN, SURVIVE”**

—PC Magazine at the ioSafe Demo-fition at CES 2009, Las Vegas



**FIREPROOF**  
TO 1550°F FOR 1/2 HOUR PER ASTM E119  
**WATERPROOF**  
10' DEPTH, 72 HOURS IN FRESH WATER OR SALT WATER

**External Hard Drive**  
USB 2.0, Plug and Play, 500 GB to 1.5 TB Capacities

Starting at **\$149** Up to 1.5 TB Capacity

**ioSafe**  
disaster proof hardware

# Vegas Baby!

ioSafe 13

**ioSafe**  
disaster proof hardware

# ioSafe in the press

- Dozens of reviews
- #1 Rated Drive – Computer Shopper

ioSafe 14



Lesson #3:

# Boldness and Tenacity vs .Cleverness



“The most difficult thing is the decision to act,  
the rest is merely tenacity.”

-Amelia Earhart





## Contact Information

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