



Company Profile- SAMPLE (created 4/10/03)

Company Name	Intrinsa, Inc.	Address	2870 Zanker Road, Suite 200 San Jose, CA 95134
Contact Information	Phone : 408-678-8600 Fax : 408-678-8800	URL	www.intrinsa.com
Established	September, 2000	Recent Funding (Valuation)	\$6 million, Series C, announced 1/9/03 (\$41.5 million in previous round)
# of employees	79	Total Capital Raised	\$33.7 million
Key Customers	University of Michigan, 3Com and BlueStar are currently testing the product along with 5 other Beta sites	Key Partners (Role)	Xyratex (OEM supplier), Microsoft (iSCSI interoperability and driver development), InterVision Systems (Reseller)
Revenue Information	Product goes on sale in June of 2003	Key Investors	3Com Ventures, Advanced Technology Ventures (AKA: ATV), Sofinnova Partners, U.S. Venture Partners
Business Description	Intrinsa develops solutions and technologies designed to reduce the complexity of enterprise networked storage solutions. Intrinsa's IP5000 Storage System is an IP-based Storage Area Network (SAN) that provides the functionality of a traditional Fiber Channel SAN but at a fraction of the cost (one-fifth according to the company) by leveraging the iSCSI protocol and Gigabit Ethernet networks. The IP5000 is a modular, IP-based block-storage array with 3.2TB to 10TB of raw capacity. The IP5000 is ideally suited for large email environments using Microsoft Exchange or Lotus Notes; for large data stores built around SQL and Oracle databases; and to facilitate sophisticated data management and disaster recovery processes. The IP5000 Storage System is expected to ship in June 2003 at a price of \$62,500 for a 3.2 TB unit. Intrinsa plans on selling its product through a small direct sales force and resellers.		
Management Team	<ul style="list-style-type: none"> • Paul Matteucci (CEO): Venture Partner at U.S. Venture Partners, former CEO of HearMe (IPO 1999), Vice President and General Manager of Adaptec. • Peter Wang (Founder, Vice President and CTO): former Senior Director of the Technology Development Center (TDC) at 3Com Corp, former executive with ESL Inc., a subsidiary of TRW. • Alan Brown (Vice President of Engineering): former President of Engineering for MAYAN Networks, former General Manager of Phoenix Development 		
Technology	<ul style="list-style-type: none"> • Intrinsa has developed an IP-based Storage Area Network (IP SAN) built around a loosely coupled federation of modular components. The company's IntraStor architecture places the storage management function in the network itself and allows the management and control functions to be physically separate from the actual storage devices. Storage can be managed as a single pool from anywhere in the network and key storage management functions such as the virtual volume manager, mirroring and snapshots are implemented within the network. • The IP5000 Storage System is composed of independent storage controllers and disk enclosures that are connected through a standard Layer 2 Gigabit Ethernet Switch. By keeping the controllers independent from the ATA (Advanced Technology Attachment) disk drives, customers have the ability to separately increase performance and capacity as needed without disrupting the application. Benchmark tests of initial implementation demonstrate over 100Mbps throughput and over 60,000 IO/second (100% cache hit) per Storage Controller. The system scales linearly by adding more Storage Controllers. 		
Competitors	LeftHand Networks is currently shipping an IP SAN system using a proprietary block-level protocol. Another IP SAN startup, EqualLogic will also be launching its product in the middle of this year. Network Appliance is the only other vendor, besides Intrinsa, who has delivered an iSCSI-enabled storage server. Intrinsa will also compete with low-end SAN array offerings from Dell Computer (EMC is OEM) and Hewlett-Packard.		
Comments	Intrinsa's solution is much cheaper (60K instead of 250-300K) than Fiber Channel SAN but it is also less robust. An FC SAN can deliver throughput between 500 and 600 Mbps whereas the Intrinsa IP SAN provides between 100 and 150 Mbps. Intrinsa's strategy of going after Microsoft application environments makes sense because such applications function well at 100 Mbps. Intrinsa's most important task for the short term is to convert its Beta customers into paying reference customers. One advantage Intrinsa has is its Microsoft partnership, which may help the company obtain customers faster than rivals.		