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LONDON, August 16 /PRNewswire/ --

- The European Tech Tour Association - English Tech Tour 17-19 October 2007

- Call for 2007 Applications - Deadline 1 September

The European Tech Tour will be coming to England in October to meet the country's most promising start-ups and early stage technology companies. Applicants registering at www.techtour.com will compete to become one of the 25 successful finalists invited to present their business expansion plans to representatives from the global venture capital world. Finalists will receive advice from these venture capital experts, enjoy numerous networking opportunities and benefit from local media coverage during the Tech Tour, which takes place 17 - 19 October.

The European Tech Tour Association was established in 1998 with the aim of providing a dedicated and independent platform for the most promising high tech emerging companies. The English Tech Tour is the organisation's 27th event. Entries are being sought from companies from across the technology spectrum, including internet security, 'clean tech', wireless technology, Web 2.0 applications, medical devices and nanotech.

Keith Arundale, president of the English Tech Tour 2007, said, "We already know England is a hot-bed of technology innovation as we had more than 200 entrants for the last English Tech Tour in 2004. This year, the funds that will be present at this exclusive event represent over EUR10 billion worth of capital to invest. Finalists will also have access to invaluable insider expertise and potential alliance partners. Our role will be to encourage and assist them in scaling their business in order to enable them to compete on an international level."

Selection criteria for finalists

Finalists are assessed and identified by the committee based on six key points:

- 1) Uniqueness of the technology
- 2) Solid business model
- 3) Vision
- 4) Capability to execute the business plan
- 5) Targeting relevant markets
- 6) Quality of management team and track record.

Benefits for finalists

The 25 finalists will each have a twenty minute slot to present their business plans to sixty senior partners, vice presidents and CEOs from the global venture capital and technology industry and receive their advice and feedback. In addition, they will benefit from:

- Extensive networking with the sixty representatives
- Networking with up to 300 professionals from the local technology and venture capital community
- Local and international media exposure
- Potential opportunities to secure funding

This year's English Tech Tour is presided over by Keith Arundale, university lecturer and consultant in venture capital and marketing. Previously, Arundale led the venture capital and business development programmes for PricewaterhouseCoopers' Global Technology Industry Group in Europe as part of a 28 year career in the organisation. He has also recently published a book, "Raising Venture Capital Finance in Europe".

Notes to Editors

The Selection Committee for the 2007 English Tech Tour:

- Tina Baker, Brown Rudnick
- Max Bautin, IQ Capital/NW Brown
- Mike Biercliffe
- Jamie Brooke, Quester
- Romain Gonthier, Jefferies International
- Nigel Grierson, Doughty Hanson
- Charles Irving, Pond Venture Partners
- Vesa Jormakka, Argo Global Capital
- Nick Kingsbury, Kingsbury Ventures
- Tony Morris, Morris Company
- Roy Merritt, Amadeus Capital Partners
- Jean-Michel Deligny, Go4Venture
- Paul Di Leo
- Paul Fisher, Advent Venture Partners
- Martin Gibson, Atlas Venture
- Paul Murray, Esprit Capital Partners
- Jay Patel, NewMedia Investors
- Mauro Pretolani, TLCom
- Mark Taylor, Noble Venture Finance
- Jonathan Tikochinsky, Oracle

- Andy Tsao, SVB Global

About European Tech Tour

The European Tech Tour Association (ETT) was founded by Sven Lingjaerde in Switzerland in 1998 and has successfully organised 25 Tech Tours across Europe and a première in India last year since its inception nine years ago. In response to the growing interest to visit emerging technology companies in various European regions, the ETT is an independent organisation composed of key contributors to the high-technology industry.

Focused on the global expansion of emerging companies with a high index of growth, the European Tech Tour Association's main objective is to provide independent leading platforms designed to identify and support the emerging companies with the necessary potential to impact in the technological global scenario. The association recognises that the European continued prosperity lies in its ability to transform today's innovative projects into tomorrow's global technology leaders.

For further information, please go to <http://www.techtour.com>

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