



# Press Release

## FOR IMMEDIATE RELEASE

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## **Brown Rudnick Partner Serves as Judge at Seedcamp, an Incubator-Style Event for European Start-Ups**

**London, U.K., September 18, 2007** -- Brown Rudnick, a premier international law firm, today announced that Tina Baker, a Partner in the firm's Corporate Practice Group in London, served as a business plan competition judge at Seedcamp, the recently launched initiative that was started to support entrepreneurialism in Europe. Ms. Baker was also a mentor and coach to participating entrepreneurs during the week-long event.

Six Seedcamp winners out of 20 participants were announced on September 7<sup>th</sup>:

- **Buildersite**, a web marketplace for construction services
- **Kublax Financial Technologies Ltd**, an online personal finance management service
- **Project Playfair**, a software application designed to track numbers through an organization
- **Rent Mine Online**, an online rental marketplace
- **Tablefinder AB**, an advanced web-based restaurant reservation system
- **Zemanta**, a provider of content intelligence platforms for automatically enhancing web content.

Ms. Baker also moderated a panel on "Working with Big Corporates" during Seedcamp week, which included participants from Google, Yahoo, Sun Microsystems, Oracle, Cisco and Microsoft.

Brown Rudnick is a founding supporting of Seedcamp. Other supporters include Index Ventures, Atomico Investments, Atlas Venture, Balderton Capital, TAG and Forsyth Group.

The mission of Seedcamp is to support the next generation of entrepreneurs in Europe by providing the money, mentoring and media to help propel their great ideas. Seedcamp will invest €50K in each of the final teams and provide ongoing mentorship and support for three months in preparation for the companies' formal rounds of financing. In its first year, Seedcamp received 268 applications from entrepreneurs in more than 40 countries. Seedcamp Week took place September 3-7, 2007 in London.

**Brown Rudnick's Emerging Companies Team** provides strategic advice and guidance to business organizations through all phases of their growth, from start-up, to enhancing and managing growth, through the execution of an exit strategy. Drawing from the full menu of



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capabilities, this practice group has established enduring relationships with these corporate “life cycle” clients.

Facilitating access to seed and growth capital, Brown Rudnick represents investors and companies seeking financing. Clients include emerging growth companies, angel investors, strategic corporate investors, domestic and offshore venture capital funds, hedge funds, private equity funds, commodity pools and similar investment vehicles. London team members continue to define industry standards in the venture capital sector in the UK and across Europe. And as long-time supporters of both BVCA and EVCA, the firm has had the opportunity to contribute significantly to the development of this sector.

As evidence of the firm’s contribution to the emerging growth market, Brown Rudnick has been short-listed for the Investor Allstars’ 2007 Service Provider of the Year Award. This award is open to specialist advisory firms across all disciplines that serve the venture capital industry.

Brown Rudnick is also a continuing sponsor of programs and initiatives that support the entrepreneurial community, such as the MIT \$50K Entrepreneurship Competition, MIT Enterprise Forum, Harvard Biotechnology Club Business Plan Competition, Babson College’s Arthur M. Blank Center for Entrepreneurship Business Plan Competition and Rocket Pitch, Boston University’s Entrepreneurial Management Institute, Connecticut Venture Group, Brown Venture Group and Slater Center for Interactive Technologies.

## **About Brown Rudnick Berlack Israels LLP**

Brown Rudnick is an international law firm with offices in the United States and Europe. The firm represents clients from around the world, providing business-focused solutions that address today’s ever-changing, ever-demanding competitive marketplace. With an entrepreneurial and collaborative mindset, Brown Rudnick offers a broad slate of capabilities and talents in areas that include: Corporate & Securities, Intellectual Property, Finance, Energy, Bankruptcy & Corporate Restructuring, Complex Litigation, Government Law & Strategies, Health Law and Real Estate. For more information, please visit [www.brownrudnick.com](http://www.brownrudnick.com).

The Brown Rudnick Center for the Public Interest is a measure of the Firm’s strong commitment to the community and serves as an umbrella entity encompassing the Firm’s pro bono legal work, charitable giving, community involvement and public interest efforts. For more information, please visit [www.brownrudnickcenter.com](http://www.brownrudnickcenter.com).

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