



Wednesday March 14, 2007

Silicom Ventures Presents: Some Cool-Sounding Startups

Categories:

[Business Software](#), [Crazy Start-Ups \(VC Time!\)](#)

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I was invited to an event on Tuesday night by [Silicom Ventures](#).

It was basically an opportunity for [enterprise](#) software startups to plead for money from some of the Valley's willing angel investors.

I don't usually cover enterprise software, but I was lured to the event by the promise of a keynote by Shai Agassi, president of product technology at [SAP](#). In his speech, he made an interesting comparison between the Salesforce open platform and SAP's open platform, and discussed how the open-source market evolves.

"In our industry, it's a repetitive cycle," he said. "You build an [infrastructure](#), and someone builds part of the infrastructure as a commodity, and it kills the original infrastructure."

A few of the companies that gave 5-minute pitches are ones I think I'll keep an eye on. They'll go on to present the venture capitalists with further information about their companies at a meeting on Wednesday afternoon in Mountain View (where the Google Wi-Fi failed me all night, if you can believe that).

The reason [BayTSP Inc](#) interests me right now is not necessarily because of its technology, but because it is the company that gathered all the data for [Viacom to slap its \\$1 billion suit on Google](#) on Tuesday. The company searches for online copyright infringements for all the major movie studios, except one. (They wouldn't say which one.) In some cases, BayTSP can pinpoint the first infringement of any given content, and its technology is inevitably getting better as hackers get smarter. (But of course, hackers get smarter as the technology gets better.) The company is just starting to move into TV content scanning and is looking for a few million dollars of funding to do that.

[Greenplug](#) is working to develop standardized energy-efficient mobile device chargers. In Asia, governments are demanding standardized charger jacks; hopefully the U.S. will follow suit, because according to Seth Socolow (vice president of [business](#) development for Greenplug), 2.8 billion chargers went into landfill last year alone. Think of a charger that you could re-use anywhere. I wish!

[3DVU](#) is kind of like Google Earth but cooler. The company provides 3D images for mapping to mobile devices. Its upcoming site, [Navi2Go](#), is a consumer navigation Web app that allows users to plan a roadtrip using 3D maps, view the route in 3D, fly over it, and then download the route to their mobile device.

Post by Natali Del Conte

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