

F A I R V I E W

■ C A P I T A L ■

ELEMENTS OF EXCELLENCE S E R I E S

Elements of Excellence Netcast

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Gus Tai – General Partner, Trinity Ventures

Since joining Trinity Ventures in 1996, Gus has specialized in funding early stage companies pioneering new market categories. He particularly enjoys getting involved at the time of company formation, working with founders to help build the team and refine the business model. Gus focuses on consumer services and consumer enabling technologies, and maintains an interest in enterprise software. Prior to Trinity Ventures, Gus began his operational career in engineering management at Digital Equipment Corporation. He also worked at Bain & Company, consulting to technology firms on new product development and business strategy. Gus is a Director of the M.I.T. Club of Northern California and the Chinese Software Professionals Association.



Mr Tai holds an M.B.A. from MIT's Sloan School of Management, an M.S. in Material Science and Engineering from MIT, and an A.B. in Applied Mathematics from Harvard University. Additionally, Mr. Tai is an MIT Leaders for Manufacturing Fellow.

Founded in 1986, [Trinity Ventures](#), a boutique firm, partners with passionate entrepreneurs to transform revolutionary ideas into reality. With over \$1 billion under management, Trinity Ventures was founded on the principle of personal engagement and mutual respect with the entrepreneurs it funds. Trinity Ventures focuses on early stage technology ventures with a particular emphasis on digital media, Internet services, mobility, security and software markets.

Trinity Ventures' Portfolio Companies Discussed

beachmint

[BeachMint](#) is a next generation eCommerce company focused on building brands and delivering a personalized user experience. BeachMint recently launched [JewelMint](#). For a \$29.99 monthly membership, subscribers pick one piece of designer jewelry every month from their personalized showroom, which is matched according to their style profile.



[SciQuest](#) is technology provider for procurement and materials management in research organizations. The firm conducted an [initial public offering in September 2010](#).



[StackMob](#) provides a backend technology for mobile software, enabling developers to build feature-rich mobile applications.



[Act|On Software's](#) highly intuitive user interface, Instant-On database, and complete online marketing tool set, have enabled the accelerated adoption of marketing automation technologies by smaller marketing teams without dedicated database maintenance, process analysis and IT support.

Founded in 1994 and headquartered in West Hartford, Connecticut, [Fairview Capital Partners, Inc.](#) is an independent firm that provides investment management services to the Fairview family of venture capital and private equity funds-of-funds. Fairview sponsors funds that focus on highly-regarded venture capital and private equity partnerships, as well as funds that focus on emerging and the next generation of leading managers.