



NEWS RELEASE

Cisco Adds Five New Silicon Valley Startups to Entrepreneurs in Residence Program

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Selected Startups Represent Cisco's Strategic Focus on Analytics Solutions and Digital Transformation -- and Will Bring Groundbreaking Solutions to Cisco Customers

SAN JOSE, CA -- (Marketwired) -- 10/26/15 -- Cisco® (NASDAQ: CSCO) today announced five startups who have been selected to join the latest Silicon Valley cohort of [Cisco Entrepreneurs in Residence](#) (Cisco EIR), a start-up incubation program. Cisco EIR supports early-stage companies building disruptive solutions for the Internet of Everything, Big Data/Analytics, Smart Cities, Enterprise Mobility, Security and other strategic areas for Cisco. The incoming startups will collaborate with Cisco executive advisors during the six-month program to identify potential joint go-to-market technologies and solutions that will benefit industry customers and partners.

Since the program's launch in 2014, Cisco EIR has successfully incubated and collaborated with 17 startups in Silicon Valley and Vienna, Austria. In line with Cisco's innovation strategy, Cisco believes the next billion-dollar idea can come from anywhere. The Cisco EIR program exemplifies Cisco's commitment to drive industry transformation by collaborating and innovating with an extended ecosystem of partners, customers and entrepreneurs. Demonstrating momentum and partnership beyond the time spent in the cohort, many Cisco EIR alumni continue to develop groundbreaking innovations and solutions alongside Cisco -- more than 20 engagements are underway thus far.

Cisco EIR Silicon Valley's Cohort 3 is comprised of:

- C³DNA (<http://c3dna.com>) delivers self-reliance and portability of any application on any cloud infrastructure at the app layer.
- LISNR (<http://lisnr.com>) provides a new communication protocol that uses SmartTones, an inaudible technology that has the ability to connect mobile applications and devices.
- Similarity (<http://www.similarity.com>) applies real-time artificial intelligence to the Internet of Things, enabling incident prediction, preventative maintenance and anomaly detection.
- Tagnos (<http://tagnos.com>) enhances the patient experience and hospital efficiency with real-time smart location solutions powered by the Internet of Things.

- Zoomdata (www.zoomdata.com) develops a visual analytics solution for Big Data that empowers business users to easily consume and interact with disparate data sources in real time.

The five new startups announced today join [the five startups that were selected for Cisco EIR in Europe](#) this past May at the Pioneers Festival.

Startups participating in Cisco EIR benefit from financial support, potential strategic funding, opportunities to collaborate with Cisco's product and engineering teams, and co-working space. Cisco EIR also gives startups access to Cisco's broad ecosystem of partners including investors, industry experts, and others in the startup community. Recent EIR alumni will highlight their accomplishments in the program at a [Demo Day](#) in Mountain View on October 28, 2015.

Supporting Quotes

Mala Anand, SVP, Cisco Data & Analytics | Automation Platforms

"Realizing the full potential of the digital transformation isn't just about connecting things. It's also about enabling our customers to connect the data from all these new sources for real-time insights, integrate and automate their increasingly complex systems and processes -- and engage people in context. There are startups that are building potentially disruptive technologies that will help shape this digital future -- and we are co-developing solutions with them through Cisco Entrepreneurs in Residence."

Tom Yoritaka, managing director of Cisco Entrepreneurs in Residence

"With 17 startups incubated to date and 10 more joining us this year in Silicon Valley and Europe, Cisco Entrepreneurs in Residence has a growing list of success stories. Startups in our program are actively engaging with Cisco to accelerate our digitization strategies and working with us to create differentiated solutions that will provide new value for our partners and customers."

Eugene Mazo, CEO of DGLogik, Inc. - Cisco EIR Alum from Cohort 1 in Silicon Valley

"As alumni of the Cisco Entrepreneurs in Residence program, we continue to enjoy the benefits of working with engineering and business experts at Cisco and its partners. Even after the completion of our cohort, DGLogik has made significant progress in expanding the integration our technology into core Cisco initiatives across numerous business units. We are very pleased with the momentum we have gained since the commencement of EIR and attribute a lot of our success to the program's ability to open various collaboration opportunities both within and outside of Cisco."

About Cisco Entrepreneurs in Residence

Cisco Entrepreneurs in Residence serves as a catalyst for startups innovating in technology areas that have the potential to disrupt and transform the information technology industry. Startups are selected through a rigorous multi-phase selection process that evaluates the viability of their business plans, the strength of their teams and their alignment with Cisco's strategic focus. Five to ten companies enter the program as part of each cohort lasting six months. Companies admitted into Cisco Entrepreneurs in Residence receive financial support and potential strategic funding, access to co-working space as well as basic software tools and a potential opportunity to partner with Cisco for joint development or go-to-market opportunities.

More information about Cisco Entrepreneurs in Residence and the startups in program is available at <http://eir.cisco.com>.

Tags / keywords: Cisco, Cisco Entrepreneurs in Residence, startups, innovation, Internet of Things, IoT, Internet of Everything, IoE, cloud, big data, analytics, enterprise, C³DNA, LISNR, Similarity, Tagnos, Zoomdata

About Cisco

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