

Biographies of Ardesta Founders

RICK SNYDER

Rick is Chair of the Board, CEO and a co-founder of Ardesta. Since 1991, his primarily business activities have focused on the technology industry and the development of emerging and high growth companies.

In 1997, Rick founded and led the Michigan office of Avalon Investments, Inc., a venture capital company targeted at investments in technology-oriented ventures. Avalon was established as a $100 million fund targeting early stage technology investments. From 1997 to 2000, it invested in 24 companies, including several that were started based on technology transferred from universities.

From 1991 to 1997, he served as executive vice president and then president and COO of Gateway, Inc. His responsibilities included overseeing all company operations and assisting in the strategic direction of the company. During his tenure at Gateway, the company grew from a privately held $600 million company to a NYSE-traded organization with revenues in excess of $6 billion. Rick currently serves as Chairman of the Board of Gateway.

From 1982 to 1991, Rick was with Coopers & Lybrand (now PricewaterhouseCoopers). He began in the tax department of the Detroit office and became a partner there in 1988. In 1989, he was named partner in charge of the mergers and acquisitions practice in C&L's Chicago office. He built a significant practice for the firm, focusing primarily on buyer's side due diligence investigations. From 1982 to 1984, Rick served as an adjunct assistant professor of accounting at the University of Michigan.

He studied at the University of Michigan, where he earned a Bachelor of General Studies degree with high distinction in 1977, a Masters of Business Administration with distinction in 1979, and a Juris Doctor in 1982. He completed his third degree at age 23.

Rick has been active in community affairs and has held leadership positions in a variety of charitable and economic development organizations. Currently, Rick serves as Chairman of Ann Arbor SPARK, an innovative, focused economic development organization, and of The University of Michigan National Advisory Board on Technology Transfer. In addition, Rick is active on the boards of directors or advisory boards of several privately held companies and community and educational organizations, including The Henry Ford, the NanoBusiness Alliance, The Nature Conservancy – Michigan Chapter, and The Sphinx Organization. Rick is also a member of the Michigan Bar Association.

STEVE JOHNS

Steve brings over twenty years of experience in the areas of technology, finance, consumer marketing and entrepreneurship. Prior to co-founding Ardesta, Steve was president of MEMS Technology, Inc., the predecessor company to Ardesta.

Before joining MEMS Technology, Steve served as Senior Vice President of Strategy and New Ventures for Launch Media, a digital media company dedicated to creating the premier internet destination for music. In his role at Launch, Steve was responsible for strategic planning, mergers & acquisitions and new business start-ups and initiatives. Under Steve's leadership,

Launch acquired several companies and strengthened its strategic positioning in content, community and offline brand building.

Prior to joining Launch, Steve was the Vice President of Global Business Development for Gateway, Inc. In that role, Steve was responsible for mergers and acquisitions, strategic equity investments, and creating new business opportunities. After joining Gateway in 1995, Steve wrote the business plans for and played a key role in the early development of many of Gateway's most exciting and successful growth initiatives including the Gateway Country Stores concept and the Gateway.net ISP service. Steve developed the original concept and launched the successful Your:)Ware computer marketing program, winner of Computer Shopper's 1998 Trendsetter of the Year award. He was responsible for several strategic business relationships, and was also responsible for leading several acquisitions and strategic investments.

Steve joined Gateway after spending ten years in PriceWaterhouseCoopers' Financial Advisory Services practice in Chicago, specializing in mergers & acquisitions, debt financings and restructurings. Steve earned a BA in Business and Accounting in 1985 from Augustana College, Rock Island, Illinois and is a CPA.

CHRIS RIZIK

Chris is a co-founder and Board member of Ardesta, with two decades of experience in technology, finance and law, and a principal role in over 50 venture capital transactions.

Prior to co-founding Ardesta, Chris served as a Managing Director of Avalon Investments, Inc., a $100 million Ann Arbor, Michigan-based venture capital firm targeted at investments in technology-oriented ventures. From 1997 to 2000, Chris led the negotiation and closing of investments in 24 companies, including several that were started following successful technology transfers from universities.

Prior to joining Avalon, Chris was a senior partner with Dickinson Wright PLLC, one of the Midwest's oldest law firms. While a partner at Dickinson Wright, Chris led the Firm's emerging company group, a fast-growing group designed to provide full legal counseling and representation to private companies, including several technology-based organizations. He also served as chief outside legal counsel for dozens of public and private technology-based companies.

Chris received an undergraduate accounting degree with high honors in 1982 from Michigan State University and a law degree with honors in 1986 from the University of Michigan. He also passed the Certified Public Accounting examination and worked at PriceWaterhouse Coopers.

Chris was the founding Chair of the Michigan Microsystems Alliance, a consortium formed by the State of Michigan, the U.S. Government, educational institutions and private companies to advance the development of small technologies in Michigan, and the predecessor to the Michigan Small Tech Association. Chris has also served in board or committee positions with several community, charitable and economic development organizations, including the Greater Detroit Chamber of Commerce, the Greater Detroit Interfaith Council, the Michigan Entrepreneur of the Year Program, the New Enterprise Forum, and, most recently, NextEnergy, the public/private economic development organization formed by the State of Michigan to advance alternative energy business in Michigan. He is also a board member of several privately held technology companies. Chris was named by Crain's Detroit Business magazine as one of its "40 under 40," a recognition of outstanding business leaders under the age of 40.