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TIA's video studio—TIA NOW—will exclusively live stream the event! We will also profile one lucky firm via our studio! For details, please contact FSumaray@tiaonline.org.

Welcome to Distilled Intelligence 1.0

Dear Participants,

10.11.11

It is our pleasure to welcome you to Distilled Intelligence 1.0. We sincerely appreciate the overwhelming support from the Mid-Atlantic technology community. This event was made possible by our generous sponsors and friends, Carla's army of interns, our volunteers, and a couple of serial entrepreneurs turned venture capitalists. The Distilled Intelligence crew, a variety of highly caffeinated beverages, and a fair amount of "overtime" hours helped turn a vision in August 2011 into this great event today.



Photo Credit: Tania Anderson

There are 55 incredibly talented startup and emerging technology companies featured here today. Get ready to witness pitches and product demos in the areas of mobile commerce, cyber-security, clean/green tech, enterprise software, medical IT, transformative and disruptive applications, payment, gaming, social platforms, and more. Companies are certainly competing for cash and prizes but more importantly, these Founders represent technological innovation, job growth and the future of our region.

Event Schedule

- 7:30 Registration Opens / Networking
- 9:00 Opening Remarks
Jonathon Perrelli and Adam Fazackerley, Fortify.vc
- 9:15 "The Speed Round" - One Minute Pitches**
Judges: Bob Flores, Applicology
Rob Hopewell, Heiden Group
Roger London, American Security Challenge
Jeff Lehrer, DLA Piper
Jen O'Daniel, CIT GAP Funds
- 10:30 Panel Discussion – "How To Improve Startup Funding In The Region"
Moderated by: Jonathon Perrelli, Fortify.vc
Panelists: Mike Lincoln, Cooley
Ric Fleisher, Urgnt.ly
Don Rainey, GroTech Ventures
Jeff Ronaldi, CTD Group
Julia Spicer, MAVA
Bob Summers, 460Angels
- 11:30 Lunch
- 12:30 "The Gong Show"**
The Final 22 companies are given three minutes to pitch with slides.
- 2:00 Startup Comic - Brent Halliburton, Verve Wireless
- 2:30 "The Top 11" - Q&A with Judges**
- 3:30 Networking
- 4:30 "The Final Five" - Winners are Announced and Acceptance Speeches Made
- 5:00 Cocktail Reception

*Cover art by ThatMonika.com

Today's judges and panelists are leaders from the venture capital, entrepreneur, legal, government, and human capital segments. We should all pay close attention as these experts share their experiences and provide guidance to founders and investors alike. The Mid-Atlantic region has a history of producing industry leading companies and continues to be a breeding ground for startups. We believe that it is our responsibility to bring together talented and enthusiastic founders with investors and mentors so that the ecosystem can continue to expand and thrive.

Let's make the most of today as we embark together on this challenge to energize startups and investors.

Good luck to the 55 companies!

Jonathon, Adam and Carla
The Fortify.vc Team
Founders Funding Founders

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MAKING CONNECTIONS

DLA Piper is proud to sponsor the Distilled Intelligence 1.0 Conference. Our lawyers bring together venture capitalists and emerging companies through a fully integrated service offering, while our Venture Pipeline business unit matches dynamic young companies with great investors. Our lawyers completed 541 venture capital financings and 435 private equity transactions during 2010.* With a vast network of relationships in the US and worldwide, we believe that when serving and interacting with our clients, everything matters.

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EVERYTHING MATTERS



*By volume of deals, in 2010 DLA Piper ranked #1 in the world for total Private Equity and Venture Capital deal volume, according to *Private Equity Analyst*.

Jeffrey K. Lehrer, One Fountain Square, 11911 Freedom Drive, Suite 300, Reston, VA 20190 | DLA Piper LLP (US) is part of DLA Piper, a global law firm, operating through various separate and distinct legal entities. Further details of these entities can be found at www.dlapiper.com. | Attorney Advertising

Distilled Intelligence 1.0 Judges



Bob Flores

Mr. Flores is the Founder and President of Applicology Incorporated, an independent consulting firm specializing in informatics and cyber security issues. Prior to starting Applicology, Bob spent 31 years at the Central Intelligence Agency where he held various positions in the Directorate of Intelligence, Directorate of Support, and the National Clandestine Service. Toward the end of his career at the CIA, he spent three years as the CIO's Chief Technology Officer where he was responsible for ensuring that the Agency's technology investments matched the needs of its mission. During this time Bob was also the Agency's representative on several government-wide information sharing committees and councils.

In addition to his senior level leadership and management positions, his career included assignments in applications programming, training and education, contract and project management, and both line and staff management roles at various levels of the CIA. He holds Bachelor and Master of Science degrees in Statistics from Virginia Tech.

Bob is on the Board of Directors for Appistry and Centripetal Networks, and is an Adviser to several other technology companies. *Fun Fact:* Bob is a Life Member of the VA Tech Rescue Squad and of the McLean Volunteer Fire Department.



Rob Hopewell

Mr. Hopewell is the CEO/Co-Founder of The Heiden Group where he has played a critical role in building the company from its inception to 15 employees that have produced over \$20M in aggregate revenue across 1100 placements over the last seven years. Over a period of thirteen years prior to THG, Rob developed expert qualifications in executive sales leadership, business strategy, marketing, P&L oversight, and human resources management that has enabled him to forge The Heiden Group brand into one of the most respected names in recruiting sales people and sales management for emerging technology companies.

Throughout his career, Rob has held positions overseeing various sales organizations with revenue ranging from \$2M to \$1B, and has consistently sparked rapid revenue growth. Rob has helped integrate multiple sales organizations, including Digital Island, Exodus, CWA, SAVVIS, UUNET, and CompuServe, and has delivered millions of dollars of revenue through multiple sales channels. Before The Heiden Group, Rob was VP of Sales Operations, Alliances and Federal for Cable & Wireless America. *Fun Fact:* Rob once ate 13 choco tacos in one sitting.



Jeff Lehrer

Mr. Lehrer is a Partner and Co-Chair of the U.S. Emerging Growth and Venture Capital practice of DLA Piper LLP (US), one of the world's largest law-firms. For over a dozen years, Jeff has specialized in the representation of start-up companies and venture capital firms in the Washington, D.C.-area.

The respected English research firm Chambers & Partners recognizes Jeff in Chambers USA: America's Leading Lawyers for Business, calling him an "energetic lawyer" and a "driving force" and praising his leadership. Clients, Chambers notes, describe Jeff as "a true adviser and an outstanding attorney" and "the rare breed of lawyer who can be both a trusted strategist and adviser, as well as a great technician." Jeff has also been named in Legal 500. In addition, Washington SmartCEO has recognized Jeff as a member of the Greater Washington Legal Elite.

When asked why Jeff chooses to work with start-ups, Jeff responded: "The mission of most start-ups is to improve our society via technological improvements, and it gives me incredible pleasure to help make the world a better place and to help entrepreneurs achieve their dreams in the process." Jeff can be reached at (703) 773-4182 or jeff.lehrer@dlapiper.com. *Fun Fact:* Jeff was previously a competitive tennis player, but he is now retired. Jeff enjoys P90X and running after his two children to stay fit.



Roger London

Mr. London is Chairman of the American Security Challenge (ASC), a program that pro-actively scouts innovation communities for technologies with capabilities matching the requirements of national security customers/users including the federal Defense and Intelligence Community, private sector Critical Infrastructure Owners and Fortune 500 companies.

ASC has grown exponentially in just three short years and is the nation's largest security technology competition with \$25M projected for 2011 in contracts, teaming, licensing agreements and investor term sheets. Over the last twenty years, Mr. London has been a principal and advisor to almost one billion dollars in transactions and awards thru his experiences as venture capitalist, successful entrepreneur, merchant banker, security incubator manager, and defense and intelligence community technology scout. *Fun Fact:* Startups are an essential component of net job creation. Over a 30 year period from 1977 to 2006 the U.S. had a negative net job creation economy only 3 years. If startups were taken out of the mix, over the same period the U.S. would have had a negative net job creation economy in 23 years.



Jennifer O'Daniel

Ms. O'Daniel is a Senior Associate for CIT GAP Funds where she is responsible for sourcing, diligencing and closing of seed and early stage investments. Throughout her career, O'Daniel has invested in 48 seed and early-stage companies via CIT GAP Funds which has been recognized by Entrepreneur Magazine's Annual VC100 list since 2006. O'Daniel is a member of the Young Atlantic Venture Association, MIT Enterprise Forum, CFA Society of Washington and the Young Venture Capital Society. In addition to serving on various board of directors for GAP portfolio companies, O'Daniel currently sits on the board of directors for The Richmond Venture Forum and has previously served on the boards of Leadership Fairfax, Northern Virginia Therapeutic Riding Program, Virginia Tech Business Technology Center, and William and Mary's Technology and Business Center.

Prior to joining CIT, O'Daniel worked with the Business/Technology Center in Blacksburg, Virginia spinning-out technology companies from Virginia Tech. O'Daniel also worked as a financial consultant making acquisitions for SVIT Holding Company in Maribor, Slovenia. She also started and ran two companies while in college – one with a successful outcome and the other a complete failure. O'Daniel holds Bachelor of Sciences in Business Information Technology and Management from Virginia Tech. *Fun Fact:* O'Daniel has jumped out of planes in seven different countries and spent a summer restoring a 1964 ½ Mustang with her Dad.



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Distilled Intelligence 1.0 Panelists



Mike Lincoln

Mr. Lincoln is a partner in Cooley's Emerging Companies & Venture Capital practice. Mike co-founded the first East coast office of Cooley in 1999, one of the first of the Silicon Valley firms to make a major push out East. Mike partners closely with emerging and high growth technology companies on raising venture capital and growth equity, public and private offerings, and mergers and acquisitions and also works with many leading venture capital firms and angel investors. *Fun Fact:* In an effort to maintain some linkage to his Midwestern roots, Mike owns a working cattle farm in Middleburg, Virginia.



Ric Fleisher

Mr. Fleisher has more than 25 years of experience in business development, sales and technology. He has been involved with 8 start-ups. These ventures have included ID verification, networking hardware, speech, streaming video, collaboration, intelligent agents and RFID. He has helped build early stage technology companies in Software, Hardware and Service areas. His current start-up is Urgnt.ly. Urgnt.ly connects people with an urgent or top of mind need to the nearest party that can meet it. Prior to Urgnt.ly, he co-founded Honesty Online. Honesty Online provides identity credentials to curb fraud and trust issues online. Ric was also co-founder of Reliicast, designer of the standard for digital media audience management, which was purchased by Comcast Interactive in 2006. *Fun Fact:* Ric travelled to five countries this Summer - Netherlands, Germany, Austria, Slovakia, and Hungary. He is a big believer that everyone should have a passport and should use it. It is important to be exposed to unique cultures and different ways of thinking.



Don Rainey

Mr. Rainey is a venture capitalist with a long and active relationship in the academic arena as both a professor and mentor. He works with the state of Virginia, the federal government and others to assist in technology transfer from public and academic institutions to the commercial sector. Don's area of investment expertise centers around Internet and social media-related startups. He is a prolific blogger and frequent contributor to various business and VC trade publications including BusinessInsider and VentureBeat. Don has also appeared regularly on Fox Business Channel, offering his views on the industry at large as well as first-hand experience on starting and running a company. Whether nurturing employees and young companies or advising government organizations and educational institutions, Don exemplifies the philosophy of giving back to the community that has supported him over the years.

Entrepreneurship - After a long history of success in technology management positions, Don made the move into venture capital in 2000, first with Intersouth Partners, and currently with Grotech Ventures, which he joined as a general partner in September 2007. With over \$1B US under management, Grotech focuses on early-stage information technology companies, based predominately in the greater DC area. Don currently serves on the boards of Grotech portfolio companies Clarabridge, LivingSocial, HelloWallet, Personal, SnappCloud, and Zenoss. *Fun Fact:* Don was born on the island of Cyprus during a civil war to end British colonial rule. He lived in Hawaii for a period as a kid and thinks that successful investing and surfing have a great deal in common.



Jeff Ronaldi

Mr. Ronaldi has 25 years of experience in driving revenues, market growth, and profitability for start-up and high-growth companies such as Turtle Bay Technologies, SPX Corporation, XO Communications and Verizon. As CEO of Turtle Bay, Jeff was responsible for defining overall strategy for the company and managing the company's \$50M investment in various patent portfolios. Prior to Turtle Bay, Jeff was the General Manager of ImagExpo, LLC, a wholly owned subsidiary of Fortune 500 company SPX Corp. Jeff was also responsible for identifying, purchasing, and managing technology companies around the world for integration into the various SPX operating companies. During this time, Jeff held various board seats in a number of companies including Critical Reach GmbH, SSL Services, Eleven Engineering Game Control, Bally Capital and Prepared Response. Prior to SPX, Jeff held various management level positions at UUNET Technologies (now Verizon), Concentric Network (now XO Communications) and Newsletters.com (now MarketResearch.com). At UUNET and XO, Jeff was responsible for developing industry leading products and was instrumental in both of their successful IPO's. As CEO of Newsletters.com, Jeff grew the company from 6 people to 65 before selling the company to MarketResearch.com. *Fun Fact:* Jeff finished his first and only marathon at the age of 16 - vowing to never run another one.



Julia Spicer

Julia Spicer is Executive Director for the Mid-Atlantic Venture Association (MAVA), where she represents the full eco-system of private investment capital ranging from private equity to institutional venture capital to angel investors. Membership includes the collective interests of more than 500 investment professionals from 100 private equity and venture funds, with cumulatively more than \$90 billion in capital under management, as well as company-builders, entrepreneurs and their strategic partners. In conjunction with Capital Connection 2011, MAVA's flagship event, Spicer was instrumental in the launch of TechBUZZ, a half day conference specifically designed for innovative technology companies who present to investors and other entrepreneurs.

Previously, she was vice president for Columbia Capital, a specialty communications and technology investment fund. Spicer formerly served as corporate vice president of strategic planning and communications for GTE Corporation, directing investor relations and marketing for the corporation's \$4B wireless and emerging technology businesses, research laboratories and federal public policy. She also served as President of the GTE Foundation, then one of the top 20 corporate US foundations, with a principal focus on science and mathematics education. As an entrepreneur, she founded two boutique services companies and currently serves on the Washington DC Advisory Board of the Network of Teaching Entrepreneurship (NFTE) and Able Flight, which provides assistance to individuals with disabilities to challenge themselves through flight training.



Bob Summers

Mr. Summers is Director of 460 Angels, a group of over 30 accredited investors in the Blacksburg/Roanoke region. He is a serial entrepreneur focused on Internet software companies for both consumer and enterprise markets. Bob has a track record of building scalable software products; Friendo, iSpQ VideoChat and BuddyVision have reached over 3.5 million customers in 196 countries. Microsoft published his book, The Official Microsoft Netmeeting Book in 1998 and he was the Montgomery County Entrepreneur of the year in 2002. He serves on the boards of the RBTC, VT Entrepreneur Club and TechPad. He enjoys wakeboarding, snow riding, mentoring start-ups and flying. Bob received an MBA from MIT Sloan, computer engineering degree from Virginia Tech and graduated from TJHS&T.

Startups are an essential component of net job creation. Over 30 year period from 1977 to 2006 the U.S. had a negative net job creation economy only 3 years. If startups were taken out of the mix, over the same period the U.S. would have had a negative net job creation economy in 23 years. *Fun Fact:* Bob spent 14 days hitchhiking down the California coast from San Fran to LA when he was 20. He and his friend Steve hitched a ride in 17 different cars.

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The Heiden Group is a premier search firm specializing in recruiting sales, marketing and technical talent for technology companies. Since 2004, our strategic recruiting services have helped our technology clients hire the best of the best to join their organizations. We are proud to be a sponsor of Distilled Intelligence 1.0!

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Distilled Intelligence 1.0 - Presenting Companies



BlinkMatch

BlinkMatchapp.com is a white-labeled SAAS called to universities that matches graduating students and interns with businesses. BlinkMatchapp.com takes the pain out of the labored first stages of the recruiting process for students, universities, and businesses simultaneously and allows each group to focus on what creates real value - meaningful and fruitful relationships.

Bookstore Genie

Bookstore Genie (BSG) rents college textbooks really cheap. By using a Just In Time inventory model, BSG is able to secure the revenue from its rental customer before acquiring the textbook that the customer is renting. The customer often subsidizes over half of the cost of the book, meaning we can resell it at the end of the semester for an 80-90% ROI, or re-rent it to break-even on our investment and then still have another 4-6 semesters of pure profit remaining on the rental.

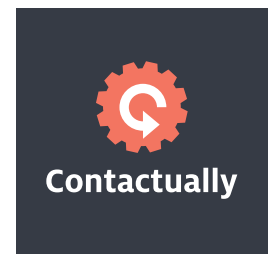


Chexout

Chexout is changing the way Sexually Transmitted Infections (STIs) are prevented. With an epidemic of 19 million new infections each year, it's critical that couples know each other's status before taking that next step. Chexout securely connects individuals with their STI test results via computer or smartphone so that couples can protect their Sexual Health by verifying the results. Think "I'll show you mine, if you show me yours." You have the right to protect yourself - exercise that right.

Contactually

Contactually is a personal assistant for your email contacts. We identify when you email a new lead, show what we already know about him, and ask a few specific questions to learn more: how did you meet, how important is he, what are the next steps. We parse your response and automatically push all that rich data to your CRM. Connecting with the right person at the right time with the right info is effortless with Contactually. Improve your CRM and start maximizing your relationships.



CVCertify

CVCertify is Carfax for Careers. We help companies hire qualified candidates faster and cheaper. And we help job seekers stand out from the crowd to get hired faster - for free. Our patented ProofSheet™ works within the existing recruiting ecosystem and drives up to 30% of costs out of the recruiting process - a \$2,000 savings for a mid-level hire. Our platform is social, sticky and highly scalable. Team includes veterans of ClearSpring & Inphonic. Customers include Robert Half & PWC.

CYNCZ

CYNCZ solves the nightmare of managing multiple address books by automatic bi-directional sync of address books, from disparate contact sources, including, CRM (Salesforce), mobile (Blackberry, iPhone, Windows Phone, etc.) and social networking sites, and helps subscribers access the most up-to-date contact data on any device, at any time. CYNCZ also provides "VAR / OEM ready", "cross platform" Web Service API as a White-Label aggregation, consolidation and "two-way" synchronization Service.





Dojitsu

Dojitsu is a real-world social gaming platform that allows social group leaders to set goals for members and for members to track one another's progress towards those goals. Large brands use custom tools like frequent flier programs to drive higher engagement with customers, but small groups like church groups, rec leagues or alumni offices lack cannot gamify interaction with their communities. Dojitsu allows these groups and their 175M US members to do that on a freemium basis.

EnviroDock

EnviroDock, Inc manufactures portable battery based and fixed idle reduction solutions for the transportation industry. We eliminate the need to idle by providing convenient heating, cooling and power options to drivers that need them for comfort and regulatory reasons while they sleep or during offload/loading of their trucks at terminals. By delivering these products, EnviroDock, Inc. can save fleets hundreds of thousands of dollars in diesel fuel costs that are wasted due to unnecessary idling.



Exmovere Holdings

Exmovere makes biosensor devices for remote patient monitoring and emotion detection, with an emphasis on infants, the elderly and the disabled. Our mission is to develop systems and technologies that make machines more intuitive, help families take care of each other and give hope to the disabled. Our products and services address \$10 Billion in annual markets and are in a prime position to fit in the "mhealth" eco-system.

Feastie

The biggest killers in America today are diet related diseases. Our mission at Feastie is to make it easier and more affordable for people to cook healthy, tasty, home-cooked meals. We offer a recipe search engine that uses natural language processing to extract ingredient information from recipe web pages. This technology gives us the unique capability to offer nutritional information, shopping lists, and matching coupons for ANY recipe on the web.



Forensic Innovations

Forensic Innovations provides best-in-class software tools to Find and Recover Dark Data. This is the data that the other tools can't reach. Our clients include top Electronic Discovery service providers and Compliance auditors. We are looking for \$250,000 in funding to fill some key positions, and complete our new File/Data Carving technology. Our next step is to provide Business Intelligence and Data Recovery services through a SaaS cloud. We have only scratched the surface of our potential!

GameTimeConcepts

GameTimeConcepts empowers professional and collegiate sports teams by using computers to win games. Our web-based app is optimized for the iPad so coaches can record and analyze events in real-time to evaluate their strengths and weaknesses. This allows coaches to improve their team before, during and after a game. Working with our partner, Washington Wizards Head Coach Flip Saunders, we have designed a patent-pending system that teams from the NBA, NCAA, Russia, and China rely on to win games.



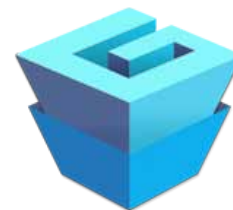


Geostellar

Geostellar predicts the precise value of solar power for every rooftop, lot and field on Earth. Solar manufacturers, installers and financing companies apply Geostellar to market projects, develop systems and monitor production. In a rapidly growing \$80B industry, Geostellar dramatically reduces the installed cost. As a big-data geomatics and cleantech pioneer, Geostellar will expand into the global energy, real estate, transportation, insurance and finance markets.

Grandstand

Grandstand is a web platform that transforms mobile actions (check-ins, tweets, likes, SMS) into a real-time game and prizing platform, giving any venue (stadiums, theaters, stores, conferences etc.) the ability to run promotions, drive ad revenue, and spike social engagement. It can also serve as a data visualization tool for showing off a brand’s social presence. Our initial customers are VW, Ford, and Pinkberry. We are currently building out the self service version for a scalable roll out.



Gryphn

Gryphn’s patent-pending ArmorText provides one-touch operation to turn privacy for mobile messaging on & off. Users, enterprises and governments can regain control of who sees their messages, how often they’re seen, for how long they’re available, and whether anyone else will see them in future. All of this, while you continue to communicate the same way you do today – your phonebook, your phone number and your current messaging interface. Now that’s: Mobile Privacy Simplified!

h2 as Fuel

h2 as fuel™ manufactures and distributes a low cost alternative to traditional industrial fuel gases. Our patented Hydrogen On Demand devices break water into Oxygen and-Hydrogen gas that can be used as a replacement for Acetylene, Propane and Natural gas in industrial applications. h2 as fuel™ is designed to meet domestic energy requirements and it is positioned to leverage the National Export Initiative. h2 as fuel™ Corporation makes the fuel to power the Hydrogen Economy!



InfraTrac

InfraTrac combats fakes & mistakes. Counterfeit drugs cost \$200B/yr. Goat urine with vodka masquerades as Chanel No. 5. Half of malaria drugs are fake. Our light-based innovations build on handheld spectroscopy to check shrinkwrap and substances for Right Drug, Right Dose. Our coding uses safe instant-read taggants with millions of tag options. In hospitals, we check IV bags and syringes. InfraTrac’s patented holder enables a spectroscopic quick-check, prevents \$2.6B in lawsuits & saves lives.

InStat Sports

InStat Sports is a mobile, crowd-sourced, Q&A platform dedicated to getting sports fans instant answers to all their questions. We take local, energized fan-bases, add a handful of experts, and encourage participation with gamification techniques. Our ultimate goal is to make sports data user friendly so anyone can ask a question and get an answer, quickly.



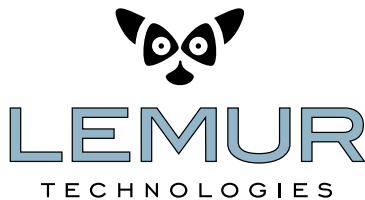


JobOn

JobOn combines employment listings with the ability for applicants to submit a video application. Job seekers find, apply and begin the process from their webcam or smart phone, and employers view the recordings to more readily find the best applicants to meet. For the 80 million workers and nine million workplaces in retail, restaurant and grocery services, this provides convenience and visibility for seekers, and a screening capability for employers that results in less turnover and lower costs.

Klagger

Klagger is reinventing online reviews and opinions for both consumers and businesses with its patent pending technology. We help consumers express themselves better online, letting them review anything, anywhere, and quickly find and understand what everyone else is feeling and talking about on the web. For businesses, we are already helping over 150 specialty retailers improve their online business with our instant ratings and review content syndication service.



Lemur Technologies

Lemur Technologies was founded in 2010 by Will Fuentes, Cary Scott, and Kunal Johar. Bringing experience and success from the fields of retail, programming, and design, the team set out to create a product that would revolutionize retail management. Combining their knowledge the team created Konnectic. Konnectic is a mobile app and cloud service that customizes prices for specific retail customers with a narrow time window for redemption that increases revenue and profit for large retailers.

Marz Industries

Marz Industries develops fuel-saving technologies for transportation fleets. Its first product, the hydrogen fuel cell-based Ranger Fuel Efficiency System, is designed for the long-haul truck market and uses hydrogen to enhance diesel combustion efficiency by 10% or more. Marz has agreements in place with three fleets to road-test the Ranger system during the fall of 2011 and anticipates initiation of sales in early 2012. Future product permutations are planned to address other markets.



Masking Networks

Masking Network's products block cyber-attackers from finding critical devices on your network they are looking for. Our 2nd generation "masking switch" will allow us to expand our market from government to financial services and energy production. We fit in the \$6 billion network security device market along with firewalls and intrusion detection. We make money by selling our masking switch device, application development tools and services, and licensing our technology to strategic partners.

MetaLayer

metaLayer Inc. is working to change how you analyze images and text by offering products for atomizing and visualizing data. We create open software that organizations can use for manipulating and visualizing data, allowing them to draw insight from streams of text and imagery.





Mindful

Mindful is an intelligent relationship manager and personal development tool that actively encourages a person to be mindful of and create dialogue with their friends and professional connections by integrating the user's frequently used social utilities and external sources of content and by understanding the relevance between people, places, and the knowledge available on the internet. Be Mindful & Be Happy!

MoGo Mobile

MoGo Mobile, Inc. is focused on developing mobile, context-aware technologies, which enable customers to interact with digital information embedded within the physical environment. MoGo uses location-aware and vision-based augmented reality (AR) to present digital media to learners as they move through a physical area with a GPS-enabled smartphone. Leveraging both of these emergent forms of AR, our development system, FreshAiR, is comprised of a browser-based editor and a smartphone-based engine.



Months of Me

MonthsOf.Me is home to visual stories about life's moments where members easily organize their digital life, share their stories and collaborate on content. Media such as pictures, text and videos which has been shared on existing social networks or stored on their desktop or portable devices is chronologically organized and available for creating visual stories. Members create visual stories to share moments around specific topics such as births, ballgames, weddings, concerts and events.

NewVision Health

NewVision Health helps healthcare facilities reduce costs, mitigate risk, increase revenue, and increase patient satisfaction by offering mission-critical software that transforms the patient experience with fully integrated multimedia patient education, entertainment, and communications capabilities that enable caregivers to talk to non-English speaking patients. We are the only provider that is hardware agnostic and offers a SaaS option, onsite phrase translation, and remote interpretation.



Nexercise

Nexercise is a free iPhone game that encourages people to exercise more. The app measures the motion of the phone to prove you've exercised and each time there is a chance to win virtual medals, discounts, and even free merchandise. We take a percent of every deal redeemed, plus we are paid to distribute free promotional items. This is a \$127B investible market. We have over 30K users since our Beta launch in August. Nexercise is poised to win by making fitness more fun, social and engaging.

Next Game Nation

NextGame was founded to develop a better way to connect people for the purposes of playing and participating in the sports and activities they love. NextGame's platform includes the iPhone app and soon-to-be-released (Nov. 2011) Android app and website. Simply put, it's like Foursquare for pickup games. NextGame brings people, locations, retailers, and event organizers together in a way that makes it the premier pickup sports app. NextGame is positioned to be the next step in the evolution of connecting people for activities.



Nomuda Games

Nomuda develops games for smartphones that have two unique properties: they are story-driven and released on an episodic schedule. Story-driven content retains users longer than game-play alone, and episodic content is the key to achieving higher revenue per customer than any other monetization model. Our pilot, "Reedu," has already outsold 80% of other paid games on the Android platform. We are raising a seed round to bring "Reedu" to iOS and also produce Episode 2 for both platforms.

Parking Panda

Parking Panda is a community marketplace for parking. It is Airbnb meets parking. Parking space owners can capitalize on their underused resources by renting their driveway or parking space to a community of drivers. Drivers looking for parking are able to save time and money by using Parking Panda to book parking in advance or discover available parking around them in real-time.



Peer2Peer Tutors

The greatest inhibitors to socialized learning are cost, quality, and manpower. Peer2Peer Tutors empowers an army of elite high school students to tutor and mentor younger schoolmates in K-12 subjects at a fraction of the cost to private tutors. With over 50,000 sessions tutored, strong technology platform, and profitable business model with quality control in place, Peer2Peer Tutors is a social mission for-profit poised to turn education upside down.

ProConIt

ProConIt is the world's first Social Evaluation website, enabling useful opinionated and informative discussion on the web. We've improved the one-dimensional tools of comment threads and online polls into a multi-dimensional framework all delivered in a fun social package. ProConIt helps individuals make better decisions and we've demonstrated for large companies increased engagement of up to 15 times with our free embeddable widget. It's the faster, fairer, smarter way to evaluate anything.



Proqur

Proqur is developing a manufacturing order fulfillment platform that leverages advances in manufacturing technology to make custom part orders a breeze. The platform analyzes the buyer's custom part design and requirements, matches them with suppliers that can do the work, and generates price quotes within minutes, significantly cutting down on the procurement time. Proqur launched a beta version of its product in September 2011.

Pure Bang Games

Pure Bang Games is exploding onto the \$1.5B social games scene by creating highly viral, free-to-play Facebook games. CEO and Founder, Ben Walsh, has a history of building teams and picking winning concepts. While at Bethesda Softworks, he co-created and implemented a business and product strategy that generated \$18M in 2 years with only \$2M invested. Under his leadership, Pure Bang Games is building technology and systems that allow them to repeatedly develop and deploy engaging social games which will generate \$24M EBITDA by the end of 2013.





Ruck Us

In the era of iTunes, Amazon, and Netflix, political parties are dinosaurs. Ruck.us is taking on a broken system by creating a more contemporary engagement experience. You begin by answering a series of questions, allowing Ruck.us to analyze your political DNA. Next, Ruck.us matches you to politically like-minded people, creating instant, personal, and actionable political networks called "rucks." Ruck.us then recommends actions that you can take on and off-site to advance your interests.

Saylo

Saylo is a mobile app that lets you create and join location-relevant conversations, allowing you to communicate, one-to-many, with the people around you. Like a hyper-local Twitter, Saylo taps into the inherent desire for spontaneous interaction and engagement, even—or especially—with new people around us who we don't yet know. Never be a stranger again.



SeQR Pay

SeQR Pay is a Picture to Purchase Mobile System. Our System turns any product, product package and Advertisement into a Point of Sale. We Align with Brands to Provide Direct to Consumer Distribution Channels and New ROI based Marketing opportunities Via Mobile Purchasing. Via QR Codes, UPC's and Voice Recognition the Users of the App can purchase products that they most desire, quickly, effectively and conveniently. We provide each Brand with its own branded app on Iphone and Android to aid in Brand Loyalty.

She Chooses

Busy women use their smartphones for social apps, according to Nielsen's research. But current social apps lack opportunity for personal growth and don't inspire trust. She Chooses fills both market needs. She Chooses is a social application for women with a unique, algorithm-based self-awareness and social sharing feature - Feel. Think. Choose. - focused on self-improvement and self-discovery in a social context. Now a web app, She Chooses is in the final stages of development as a mobile app.



Shopsy

Shopsy is a shopping engine that puts consumer goods in context. We use your Style DNA to deliver head-to-toe outfit recommendations that you can search, filter, lock in items, dynamically REMIX by price or color in seconds, and of course buy, save and share. Shopsy is about 3 things: making shopping FUN, FAST, and RELEVANT. Shopsy allows you to buy what you need more quickly while discovering new products & retailers, so that you can get back to living your life.

SimpleTix

SimpleTix provides a professional, customizable event registration and ticketing application for venues and organizations looking for affordable, custom e-Ticketing software. Whether you are organizing a small art class, running a regional theater, or managing a large sports stadium, SimpleTix is the perfect solution. With no setup fees, venues of all sizes can afford to create professional, personalized websites. SimpleTix was designed to serve the world with support for 40+ languages and all currencies with integration to 25 different international payment gateways.





SynkMonkey

The SynkMonkey iPhone app is the easiest way for iPhone users to schedule plans with and instantly update the calendars of any of their mobile contacts. Users can eliminate the use of multiple disconnected applications by creating one dedicated event text message with dates/times, RSVPs, the event location on Google Maps, reminders and group chat capabilities. The SynkMonkey calendar will serve as a unique platform to deliver highly relevant event and location specific based deals and coupons.

Tixelated

Going out with your friends shouldn't be hard. Tixelated is a mobile, liquid and social ticketing platform designed for the end user, the event goer. Currently, events are social, but tickets are not. Paper tickets, non-transferable tickets, and inconsistent secondary markets all combine to prevent event goers from buying tickets early and from effectively convincing their friends to do the same. By building a mobile, liquid and social ticketing platform designed for event goers, we enable tickets to be truly viral for the first time.



TroopSwap

TroopSwap.com is the first military only e-commerce platform. We have attracted over 17,000 registered users after only four months of operation in one market. We partner with merchants to provide great deals for our members, which we limit to veterans, service members, and their families. We only employ military spouses in our local markets and we donate 10% of our profits to the Wounded Warrior Project. Our ability to validate military affiliation online is a major competitive advantage.

TRX Systems

TRX Systems tracks, maps, and locates - indoors where GPS is not available. Existing location systems stop working inside, because GPS signals can't penetrate buildings. The TRX indoor location system delivers 3D location without pre-installed infrastructure. Supported by the rapid proliferation of MEMS and other sensors in commercial devices, TRX sensor fusion technologies will soon support navigation for a wide range of military and commercial applications.



Uppidy

Uppidy lets everyone store, search and now publish their text messages. Uppidy works in every language, has thousands of users around the globe and will soon offer premium services to help everyone make text truly portable. Register for a free account at www.uppidy.com or visit us in on of the many app stores on your mobile device.

Venga

Venga ("let's go" in Italian) is a marketing platform for restaurants and bars. We let chefs and managers focus on the food by simplifying their digital marketing efforts through consolidation of their social, mobile, and web presence. Venga saves restaurants time and money and enables them to connect with new and loyal guests in real time. We have over 140 restaurants using Venga, many of which will never do a daily deal, and the backing of Top Chefs and industry execs.





Warrior Energy Inc

Energy, Inc. is a beverage manufacturer dedicated to producing the healthiest high-performance consumer drinks. Warrior Energy’s current line of products are tea based energy drinks, engineered for athletic application. Warrior uses a proprietary natural sweetener composed of stevia and agave nectar allowing the product to be low calorie and low glycemic. Arthur Ebeling, President and CEO at Warrior, was named the 2011 SBA Young Entrepreneur of the Year in West Virginia.

WatchParty Inc

WatchParty is an online entertainment platform that brings TV viewers together to form a connected audience, just like they’re watching together in the same room. Our 2nd generation product, launching in early 2012, will offer the most engaging television experience available, allowing viewers to interact around live or time-shifted TV, to form audience teams to compete for real prizes, and to share their opinions directly with TV producers and networks.



Whinot

When small business owners have an issue, they look to their personal network for help. But if they don’t personally know an expert, they end up doing nothing at all or settling for sub-par expertise. We fix this. Whinot’s web platform makes it easy to get business advice and project help from a community of reputable experts. It’s free to start and get expert advice. If a business owner finds an expert who can help, Whinot takes care of everything to make the project a success.

WorldPipe.tv

WorldPipe.tv, a truly competitive alternative to cable and satellite video, is an “over-the-top” [(OTT) of a high speed Internet/broadband]] PayTV subscription service offering high quality streaming video over an Internet-based Virtual Private Network (VPN). WorldPipe.tv is breaking the boundaries of the last mile, rivaling existing television distribution methods while managing the consumer experience with its proprietary software/Virtual Set Top Box.



YellowFlag

YellowFlag is a Virginia-based software company that develops social networking applications for NFL and NCAA football fans. Our football apps are designed for iPhone, Android, and Desktop users to interact with multiple friends simultaneously, comment on live games, answer polls, or access statistical data in real-time. Our App features the Huddle, which is driven by our patent pending technology XCOMM (Touch-face Cross Communication). YellowFlag is Fan Focused Interaction & Communication.



Due to last minute scheduling conflicts that were beyond each companies control, EducateNCare and GiveBackMail were not able to attend. We wish them the all the best!



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