

BIG IDEA CONNECTpreneur

FALL FORUM

SEPTEMBER 11, 2014
TYSONS CORNER MARRIOTT



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CONNECTpreneur

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Spent Not Selling*

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* American Marketing Association

AGENDA

07:00 – 08:15 am	REGISTRATION / NETWORKING																								
08:15 – 08:20 am	WELCOME S. TIEN WONG, CEO, Tech 2000 and Appnetic																								
08:25 – 09:15 am	FIRESIDE CHAT WITH SID BANERJEE Co-Founder and CEO of Clarabridge																								
9:20 – 10:30 am	COMPANY SHOWCASE																								
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10:30 – 11:30 am	ALL STAR INVESTOR PANEL: LATEST TRENDS IN VENTURE CAPITAL AND EARLY STAGE FINANCING Introductions: JEFF REID , Founding Director, Georgetown Entrepreneurship Initiative Moderator: DOUG HUMPHREY , Serial Entrepreneur, Angel Investor, Internet Pioneer, Founder and CEO of JETCO Resarch and DIGEX, and CIDERA JOHN BURKE , General Partner, True Ventures THANASIS DELISTATHIS , Managing Partner, New Atlantic Ventures J.S. GAMBLE , Founder, BluVenture Investors JIM PASTORIZA , Managing Partner, TDF Ventures
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11:30 am	NETWORKING
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SPEAKERS



SID BANERJEE, BOARD MEMBER, CEO AND CO-FOUNDER, CLARABRIDGE

A Greater Washington Ernst & Young Entrepreneur of the Year in IT services, Sid is the CEO and Co-Founder of Clarabridge. Sid provides executive leadership and strategic direction and is a well-known expert in customer experience, business intelligence, and text mining.

Prior to Clarabridge, he co-founded Claraview, a leading BI strategy and technology consultancy firm. Under Sid's leadership, Claraview grew into a thriving services firm with over 130 employees without any outside funding. Claraview was acquired by Teradata, a leading data warehousing and business intelligence company, in March 2008.

Over his career, Sid has amassed nearly 20 years of business intelligence leadership experience. A founding employee at MicroStrategy, he held Vice President-level positions in both product marketing and worldwide services. During his tenure leading MicroStrategy's worldwide services division; he grew the organization to a 500+ person organization supporting enterprise deployments of BI solutions. Before joining MicroStrategy, Sid held management positions at Ernst & Young and Sprint International. Sid has a B.S. and M.S. in Electrical Engineering from the Massachusetts Institute of Technology.



S. TIEN WONG, CEO, TECH 2000 AND APPNETIC; CHAIRMAN, LORE SYSTEMS

Tien is CEO of Tech 2000, Inc. a Northern Virginia based leading provider of technology training, EdTech, and mobile content management platforms to commercial, government, and educational institution clients. He is also Chairman of Lore Systems which provides IT support and network engineering to government and commercial SMB clients.

In 1991, Tien co-founded and served as CEO of CyberRep, Inc. until its acquisition in 2003 by Affiliated Computer Services. CyberRep was one of the largest privately held CRM outsourcing companies in the world with over 2,300 employees and \$80 million in revenue. Today, the CyberRep/ACS business unit is still one of the largest call center operations in the world, with over \$2 billion in revenue as a division of Xerox Corp. CyberRep was ranked in INC. magazine's 1997, 1998, 1999 and 2000's "Inc. 500" as the 51st, 53rd, 72nd and 408th fastest growing private company in the USA, respectively. CyberRep was profitable for eleven consecutive years and was backed by Allied Capital Corporation, a \$5 billion investment company.

Tien is a recognized international expert in CRM, direct marketing, and BPO, having presented at dozens of industry events around the world, and written numerous articles on the CRM and BPO spaces. He has also provided industry commentary on the ABC, Fox, NBC, CNBC, Maryland Public Television, and China's CCTV networks, as well as for publications such as Time Magazine, The Washington Post, Inc. Magazine, and Success Magazine. He serves on numerous boards including the CIT GAP Fund's Investment Advisory Board, the Potomac Officer's Club, Startup Maryland,

SPEAKERS

and FounderCorps. He was appointed by Governor Martin O'Mally to the 9-member Maryland Venture Fund Authority which allocates and manages \$84 million of capital which is invested into top tier venture funds. He is an Entrepreneur in Residence at Georgetown University's McDonough School of Business, and a graduate of Dartmouth College.



DOUG HUMPHREY, SERIAL ENTREPRENEUR, ANGEL INVESTOR, INTERNET PIONEER, FOUNDER AND CEO OF JETCO RESEARCH, DIGEX, AND CIDERA

Doug is a serial entrepreneur. A visionary who sees the potential of technology, he founded DIGEX, one of the first web hosting companies in the world. He has had numerous ventures and is well known in the Washington DC venture and startup communities. Past companies he has founded include Digex (nasdaq:DIGX), CORE Location LLC, SkyCache/Cidera, Coloco, and others. When not starting a company he serves as an Entrepreneur In Residence at the University of Maryland, Smith Business School, Dingman Center, and often consults with and assists other entrepreneurs.



JOHN BURKE, GENERAL PARTNER, TRUE VENTURES

John is a founder of True Ventures, with a passion in early stage investing and growing companies. For eight years, he lived through the balancing act of building his own company at BMI Software, which he founded in 1989 and sold in 1997. He began his venture career at ABS Ventures in 1999, working with Phil Black, and then, after the acquisition of Alex Brown and Sons by Deutsche Bank, continued on with DB Capital Partners. Before founding True, John was a Managing Member with Blacksmith Capital. He recently crossed an important threshold in his professional life: he has now been a venture capitalist longer than he was a CEO. However, like most life changing events, he can still remember the late nights dealing with HR issues, the relief of meeting payroll, and the satisfaction of delighting a customer.

Having lived through the tough decisions required in entrepreneurship, John is now able to guide his portfolio companies through the difficult times with a deftness that only those years of operating experience bring. John holds a BS degree in Mechanical Engineering from U.C. Berkeley, a BA degree in Economics from U.C. Santa Cruz, and a MBA degree from Harvard Business School. When he is not thinking about how to create a more valuable company, you can probably find him bird hunting with his German Shorthair Pointer, teaching his kids to ski, or building furniture in his shop.



THANASIS DELISTATHIS, FOUNDER AND MANAGING PARTNER, NEW ATLANTIC VENTURES

A native Grecian, Thanasis has an innate ability to spot trends early and accurately predict how they will be adopted globally. He has invested in entrepreneurs whose technology brought text

SPEAKERS

messaging mainstream in the United States, movies to the Web, radio to your phone and the ability to buy couture straight from the runway. Thanasis brings two decades of experience to his entrepreneurial teams and access to a premier set of syndicate investors as companies quickly scale. Before he became a venture capitalist, he spent three years providing corporate restructuring and financial strategies for 20 public subsidiaries and early-stage technology opportunities that are now part of Thermo Fisher Scientific. He started his career at McKinsey & Co.

Thanasis earned a B.S.E. in Electrical Engineering from Princeton University, a B.Cert. in Public Policy from Princeton University Woodrow Wilson School, as well as an M.B.A. from Harvard Business School. He enjoys family, travel, golf, squash, poker, gadgets, and movies.



JIM PASTORIZA, MANAGING PARTNER, TDF VENTURES

Jim joined TDF early in 2004 and is the Managing Partner at the Fund. He has more than two decades in the Communications and Technology sector initially in operating positions and the last 17 in venture capital. Before joining TDF Ventures, Jim was a Partner at J.P. Morgan Communications Partners at their Telecom, Media and Technology Fund in San Francisco, CA. Before JPMorgan, he was a Partner at AT&T Ventures. Jim has led investments in over 15 exits via acquisition or public offerings. Prior to venture capital, Jim held operational positions at AT&T and Lucent Technologies. At AT&T, Jim was the Product Manager for AT&T's largest P&L, Consumer Long Distance Service. He also served as the Executive Assistant to AT&T's Senior Vice President of Corporate Strategy and Development. Previously, Jim was a Lucent Technologies Account Executive ranking in the top 1% of national sales. He received a BSEE from Columbia University and is a member of their Engineering Advisory Board. Jim earned a Master of Science in Management from the Massachusetts Institute of Technology.



J.S. GAMBLE, FOUNDER, BLUVENTURE INVESTORS

J.S. is Co-Founder of Blu Venture Investors and member of the Executive Committee. He served as Acting CEO of Smart Imaging Systems, Inc., and is currently Advisor to Agilyst, Inc., Semantic Labs and Wiser Together, Inc. He held Senior Operating Executive positions in Broadband Cable and Wireless Operating Units with more than 15 years of Full P&L and CapEx responsibility. J.S. built Teams focused on innovation, improving execution, developing and launching new products to drive revenue and OCF growth. Staff and Operating positions with McKinsey & Company, Inc., Price Waterhouse, and GTE MobilNet (Wireless Division). Jim is an Adjunct professor of entrepreneurship at the McDonough School of Business, Georgetown University.

Jim attended McIntire School of Commerce, The University of Virginia (BS); The Wharton School of the University of Pennsylvania (MBA). His Industry Expertise is in Wireless and Broadband Telecom, Management Consulting, and his Functional Expertise is in Finance, Marketing, Operations, New Product Development, Performance Improvement, Strategic Planning.

BUILDING COMPANIES THAT MATTERSM



What are the things that need to happen in order for our future to be inspiring and exciting?

What are the problems most likely to affect the future of humanity? What would happen if more businesses around the world started caring as much about people as they do about profit? These are some of the questions central to our purpose and our work at the Conscious Venture LabSM.

We are driven by a belief in the ability of capitalism to elevate humanity and change lives. By training companies to simultaneously tend to the needs of all stakeholders we believe we can contribute to a more just, equitable, prosperous and sustainable society, which is the surest and safest path to long-term financial success.

At the Conscious Venture LabSM (CVLabSM) we help create these "companies that matter!"



PARTNERSHIP



MENTORS



ACADEMIC ADVISORS

Created in a public-private partnership with the **Howard County Economic Development Authority**, we are the first of its kind early-stage business accelerator and venture capital fund. Our Goal: to change the way capitalism is practiced in America and beyond.

With our mentor CEOs from companies like **The Motley Fool**, and **Tech 2000** and - our academic advisors, professor **Ed Freeman** of the University of Virginia and professor **Raj Sisodia** of Babson College (Author of *Firms of Endearment* and *Conscious Capitalism*) - We have developed a program designed to accelerate conscious companies to launch velocity within a 6-month period.



The Conscious Venture Fund

Through the Conscious Venture Lab we hope to invest in and train 250 new purpose-driven companies within the next 5 years. We are raising a \$50MM venture fund - using the CVLab as early stage pipeline - and partnering with like minded incubators, accelerators, angels, other venture funds and private equity partners to identify growth stage, purposed-driven investment opportunities.

Each company accepted into the CVLab receives a seed investment of \$25,000 - \$50,000 in exchange for 5%-10% equity stake in the business. We then will commit 25% of the next round, up to \$250,000 for any company that attracts outside venture investment. Growth stage investments sourced with our partners will average \$500K - \$2MM each.

ePray.org | CONNECTpreneur



Billions of people pray every day; yet this ancient, social activity is under-served online and in social media. The ePray vision is that tens of millions of people around the world will actively engage in a platform that will make prayer as instinctive, integrated, and addictive as other social media activities. *ePray is a for-profit LLC founded in 2013.*

Opportunity | 'Prayer' and related terms receive over one million searches per month – more than 'dating' and related terms. No one has aggregated the demand for these searches. As a result, pay-per-click terms are one-half to one-third of the cost of comparably popular terms.

Product & Progress | ePray is an interest-based social platform where users post prayers and find others to pray with.

Over the last 6 months we have tested on a beta platform how social and prayer intersect: 18,899 user sessions on ePray.org and Facebook page with over 42,000 fans.

	Monthly Searches	Google PPC Price
Pet Products	1.54 Million	\$2.40
Prayer	1.05 Million	\$1.18
Dating	.95 Million	\$3.35
Heart Disease	.92 Million	\$2.75

Key learnings:

- *People will register* for a prayer platform. Conversion rates are at a healthy 8-12%.
- *Users will freely post* on a prayer feed, many anonymously, and will share posts much like they re-tweet or re-post.
- *Users will return.* Returns visits to the beta platform have been strong – as many daily repeat visits as unique visits.
- Our demographic leans *heavily female and young* (age 25 to 45).
- The use of photographs and images (selfies and art) significantly increases user activity.

Competition & Marketing | ePray competitors include Twitter and Facebook, where users post tens of thousands of prayer requests daily. More direct competition includes local church walls, Joel Osteen's prayer wall, and prayer apps. There is currently no substantial for-profit social network focused on prayer.

The ePray marketing plan includes web advertising, social marketing activity, and SEO optimization to achieve top ranking for searches for 'prayer.' A crucial component will be partnerships (in place and being furthered) to promote ePray with large religious organizations and broadcasting networks with whom Tom Freiling has longstanding relationships.

Revenue Model | ePray projects revenue from web and mobile advertising and twice-monthly sponsored emails when monthly visits exceed 500,000 (Q1 2015). Religious sites such as BibleGateway.com, Christianity.com, and others collectively generate nine-figures in advertising revenue, and command prices in the \$8-\$9 per thousand impressions (far above the average for web ads). Advertisers that target the faith market include medical organizations, ministries, universities, and media companies; however the ePray target demographic of young moms is attractive to companies beyond the faith sphere. Profitability is projected in mid-2015, after attracting 2.5M monthly visits and 250,000 users.

Team

Tom Freiling, CEO | In the last decade, Tom has founded and sold two companies that have generated over \$100M in revenue, both in the faith-based market. Tom has expertise in internet marketing and advertising and deep relationships in the Christian media industry from over 20 years of experience.

Jack Quarles, COO | Jack is a multiple founder, and was co-founder/VP Operations of Xigo, sold in 2012 to Dimension Data. Jack serves on the BOD of two national non-profits, ran a forum group for Christian CEOs and is a bestselling author.

Raise

Currently ePray is raising \$600K in angel investment to fund advertising (\$200K), SEO (\$50K), marketing (\$100K), and product development (\$250K). These funds are projected to see the company to being cash flow positive. Valuation is \$3.4M pre-money; \$4.0M post-round.

Contact Tom Freiling to discuss ePray. tfreiling@everyonepray.com; 703.347.4400



Business Overview

GAMESCAPE operates a mobile customer loyalty platform for the hospitality sector that allows operators of bars, restaurants, hotels, and live event venues to entertain and engage with their customers while providing a mechanism to better manage their promotions. The games on the platform are designed to be easy to learn, fun to play, and always free to the end user. Our initial focus will be on a series of general and fantasy sports related games designed for the customers of our clients.

The GAMESCAPE site is “geofenced”, meaning that users must be onsite at one of our customers’ venues to play the games. The platform is designed to be operationally simple to implement and manage. There is no proprietary hardware involved. Playing the games requires little more than a smartphone with an internet connection via Bluetooth, Wi-Fi or mobile data connection.

At a Glance

Management Michael Sarvi, CEO
John Deosaran, COO
Mark Murphy, CFO
Chris Shead, CMO

Industry Hospitality &
Entertainment

Counsel Mark Gruhin, Esq
Saul Ewing LLP

Financing Sought \$1,000,000

Primary Use of Funds

PR and Marketing for initial rollout of the platform, legal fees for IP protection, build strategic partnerships and staffing needs.

Users earn points (called GAMESCAPE Coin) as they play. Coin can be redeemed for free or discounted merchandise, food, drink, or any other promotional item that a venue makes available.

The Problem We Solve

Traditional Brick and Mortar businesses struggle to attract new customers due to a variety of factors, including increased competition from online competitors, a greater number of traditional competitors, and an inability to effectively reach potential customers, especially members of the *Millennial* generation. While customer loyalty programs are a popular means to drive repeat business, most programs have these blind spots that companies must manage in order to engage with all of their customers.

GAMESCAPE sits at the confluence of three important trends: “Gamification” as a means to increase customer engagement and customer loyalty; the explosion in the popularity of mobile games; and the continued rapid rise in the popularity of fantasy sports. The GAMESCAPE platform will have immediate appeal to venue owners as customers play for free, play on their own mobile device and are immediately gratified, win or lose. They will be motivated to return to

play, resulting in the attraction of new customers as well as increased frequency and spend from existing customers. In addition, the platform provides venue owners a means to reach customers that would otherwise have been invisible to them, allowing those owners to promote their businesses more effectively.

Market Opportunity

Our opportunity spans the hospitality industry, including bars, restaurants, hotels, golf courses, and live event venues which, together, total more than 1.1 million outlets in the US alone. Discussions with prospects in these segments reveals that businesses would welcome a simple solution that expands the range of in-venue entertainment options to attract new customers and build deeper relationships with existing customers. The broader opportunity includes several other industries such as retail and education.

Competitive Landscape

We view any company offering in-venue entertainment as a potential competitor, including providers of free-standing arcade games, juke boxes, live entertainment, karaoke, and trivia DJ's. It is also possible that large hospitality companies may create games as content on their proprietary app. Buffalo Wild Wings has done just that, it was announced the first week of September. However we have not yet found ANY company that is providing in-venue daily fantasy sports games coupled tightly with loyalty and rewards programs. We view NTN Buzztime (NYSE: NTN), which is best known for in-venue trivia games, as our closest direct competitor. However, we will have several distinct advantages. Our lack of proprietary hardware, which will allow us to keep customer acquisition and service costs low, along with our ability to open the platform to third party game developers will enable us to scale quickly. In addition, the ability of our platform to function as a loyalty program provides greater utility to customers.

Most software companies do not enjoy particularly high barriers to entry. We will raise barriers by offering our product across a wide range of hospitality and retail segments. We will aggressively pursue strategic relationships with complimentary companies, such as point-of-sale providers, vendors of ready-made loyalty programs, and operators of exchanges for reward points. We believe that there is little incentive for venues to offer more than one game-loyalty platform as users will resist the prospect of accumulating reward points in multiple places for the same venue. In addition, our platform will be open, where third parties can build and launch games while we concentrate on developing and maintaining the platform infrastructure. Finally, we are working with Saul Ewing LLP to secure provisional patent protection for our platform.

Our Team

GAMESCAPE is led by an experienced management team with diverse backgrounds. Michael Sarvi, CEO, is a successful entrepreneur having started his own business several years ago. He is also an avid fantasy sports enthusiast. Mike has been a guest blogger on fantasy sports websites and has competed in expert fantasy competitions on a national scale. John Deosaran, COO, has 20 years of product and business management experience at Thomson-Reuters and RiskMetrics Group. His primary focus during that time has been on software development and implementation for the global financial services community. He has also managed sales, research, and customer service organizations. Chris Shead has over 30 years of experience in the advertising industry, serving in a number of key roles at DDB Worldwide Communications Group. He also has experience in the restaurant industry as a restaurant owner. Mark Murphy has over 25 years of financial management experience and has served in senior finance roles, including CFO, at Thomson-Reuters, Guggenheim Investments and Edgar Online.

Accomplishments and Current Status

We have closed our Friends and Family round, and raised an additional \$200k from an accredited investor in a subsequent round. We have launched our corporate website at www.getgamescape.com. Our product platform has gone through extensive alpha and beta testing, and is expected to roll out to our first customer, a regional chain with 37 locations, for live in-venue testing September, 2014. We are in the process of recruiting sales and support staff to join us in preparation for market launch.

Financial Projections

Financial projections model Sports Bar Industry only. Cash assumes additional \$1 mm of financing as a combination of equity and convertible instruments. We are EBITDA positive in Q2 2015.

	2014	2015	2016	2017
Revenue - Subscriptions	133,700	3,016,000	7,334,360	10,964,360
Revenue - Advertising	-	336,038	1,195,725	1,819,725
Revenue - Sponsorships	-	537,660	1,913,160	2,911,560
Total Revenue	133,700	3,889,698	10,443,245	15,695,645
EBITDA	(463,829)	1,141,438	5,661,045	9,746,654
Cash	162,616	1,085,933	4,814,980	11,388,162
Gross Margin	50.64%	86.84%	84.43%	84.47%

“The growing interconnectivity of supply chain and transport networks are leading to evolving risk profiles and new systemic risk management priorities.”

World Economic Forum, 2013

Transaction Highlights

Keystone is building *the world's first enterprise system* tailored to the specialized needs of the global *product & supply chain security market*. We have moved to advanced stages of sales development in the Pharma sector (currently the world's largest product security market) with a block of thirteen

<i>Quick Abstract</i>	
Equity Funding:	
Previous	US \$1,500,000
Current Raise	US \$3,000,000
Future Operating	Up to \$20 million
Related Additions	
Production JV	Up to \$6 million
Acquisition Pool	\$40 million or more
Market Focus:	Supply Chain Management (SCM)
Territory:	Global (US/EU start)
Product:	SaaS Managed Services Security Platform
Initial Sector	Pharmaceutical
Catalyst Project:	FDA Secure Supply Chain Pilot
Sector Expansion (started)	Food & Beverage Electronics & Other
Strategic Affiliates:	Multiple G2000 Suppliers
Revenue Plan / Operating Platform	2015: \$ 3 - \$ 5mm 2017: \$20mm+ 2019: \$100mm+
Targeted Exit Value:	3x – 5x Revenue plus acquisition value
Exit Plan:	Strategic targets (identified): All or select assets.
<i>For additional information, contact:</i>	
J. Christopher Golden, CEO Keystone Business Group E: cgolden@keystonekb.com D: +1-631-327-9468 www.keystonekb.com www.itmassociates.com	

(13) customers led by security officials at **[world leading firm]**. Based on *legislative mandate*, this firm helped us organize the 13, plus key officials of the **U.S. FDA & U.S. Customs** into a working team that is now evaluating our plan for use as an industry-wide public / private collaborative system.

Our visible efforts in Pharma have helped us initiate secondary programs with similar customer blocks in Food & Beverage (projected to overtake Pharma as the largest product security market by 2020), and, Electronics; combined, three of the most important product security segments in the world.

Keystone's offering is **inFUSION eSystems™**; a security portal that acts as a User & Enterprise Resource Planning (ERP) interface between a company's structured internal systems & the dynamic, constantly changing tools required for sophisticated logistics / logistics security control. **inFUSION eSystems™** is a "physical product ID" adaptation of federated identity management systems quickly emerging as a world-class best practice in cyber & ID security markets.

Market dynamics have generated significant uses for this type of capability because of *increasing supply chain regulation and catalyst (threat) events worldwide*. No major supplier has the full breadth of capability needed to fill this void so Keystone has affiliated itself with "best-in-class" partners for each of the major functional disciplines of physical security, product / packaging security, digital / technology security and infomatics.

Keystone is seeking a US\$3,000,000 tranche of funds for its **ITM Associates, Inc. subsidiary** to support the operational rollout of **inFUSION eSystems™**. Funds for this initial tranche plus subsequent rounds will be used to, i) convert the proposed offering to a Platform-as-a-Service ("PaaS") subscription model, and, ii) to allow us to maintain full control over larger strategic affiliates now working with Keystone; including **[major Global2000 companies]** that have identified themselves as viable investment and exit candidates.

For investors, this plan establishes i) a tight, metrics-driven annuity business, ii) attractive (>50% IRR) returns from a plan designed to create \$250mm+ valuation in 3-5 years from defined exit targets, and, iii) favorable add-on investment opportunities from a related *Production Platform* (proposed UK joint venture with Toppan & local partners), and an *Acquisition Platform* (targeting emerging technologies captive to our pipeline); funding for each related platform defined separately.



PRIVIA OVERVIEW

Privia provides a hybrid cloud bid and proposal (“B&P”) software product and related services for managing complex, collaborative proposals in response to formal procurement processes targeting business in the Federal, State and Local government markets. With 80+ customers such as IBM, Xerox, Dell, CSC, CGI, CACI comprising over 14,000 users, Privia has built the leading software product for targeted bid, capture and proposal management. We provide leading commercial organizations, government contractors, and teaming partners with cloud-based and on premise document management, best practice workflows and collaborative productivity tools in a common, secure, workspace. Additionally, we can assemble a virtual proposal team to support the entire procurement lifecycle with a network of 100 domain experts (1099 contractors) in our network. Privia is seeking a \$5.0M Series A investment for rapid acceleration of marketing, sales and technology enhancements to the platform including integrated mobile applications.

MARKET OPPORTUNITY

The current annual spend by Federal, State and Local governments is in excess of \$2.0 trillion dollars with an estimate of as much as 8% of that total spent on personnel and technology to create, distribute, respond, and award RFPs.

Changes in the Contractor Pre-Award Market are increasing Privia’s demand because of downsized bid teams, the need for mobile apps, and the migration of applications to the cloud. With additional capital, Privia can expand to the public sector for RFP development and Program Management post award.

Additionally, Privia is prepared to launch in the Salesforce ecosystem, by listing its Cloud version into their AppExchange. In commercial markets with formal procurement processes, the same buyer for Salesforce would purchase the Privia products. In addition to entering new markets, there is a very vibrant M&A market in Federal as legacy companies look to increase their Cloud offerings into the public sector, as well as, spinning out non-strategic assets {potential future acquisitions for Privia}.

At a Glance	
Cloud Content Management Software	
Management	Glenn E. Giles, CEO Scott Hiles, COO David Valdez, CFO
Industry	Bid and Proposal Software & Services
Counsel	Cohen & Mohr
Financing Sought	\$5.0M Series A
Primary Use of Funds	Expansion and Product Enhancement.

COMPETITIVE ADVANTAGE

Privia is the one tool built specifically for this market and leverages its brand awareness and current customer base to acquire additional customers in current target markets as well as new industry verticals and horizontals characterized by formal procurement processes. Our market leading technology delivers a range of document-centric products with appeal to our client base in both the private and public sector with recent additions of IBM, Dell, and pilots with the District of Columbia. Few competitors have the breadth of product capability in a market that has had significant downsizing in the period 2008-2011 from the effects of the economic downturn and sequestration. The overhead teams responsible for the B&P activity have had the most significant cuts. We have numerous references that verify our tools provide a 2-3x overall productivity increase for proposal development with dramatically enhanced proposal quality.

MANAGEMENT TEAM

Glenn Giles, CEO, is a widely recognized expert in complex procurement processes with 30 years of leadership experience in both the private and public sectors. Additionally, he managed the project to hire over 64,000 security screeners for the TSA and was previously the COO of the District of Columbia. Scott Hiles, COO, has over 20 years of product and business management experience in content management, brokerage and trading platforms and telecommunications. David Valdez, CFO, has over 15 years of experience in banking, senior management, corporate finance and accounting.

FINANCIALS

	2013	2014	2015	2016	2017	2018	2019
Bookings	3,097,816	3,200,310	4,632,935	6,628,103	10,032,332	18,457,419	28,773,119
Revenue	3,563,516	3,346,552	3,599,085	5,499,708	8,114,477	14,096,775	25,300,614
EBITDA	(14,339)	375,983	(1,907,868)	(1,136,492)	890,315	2,502,683	4,725,224
Net Income (loss)	(973,665)	(434,120)	(2,087,369)	(1,365,780)	652,694	2,126,862	4,098,485
Cash	268,536	402,275	2,294,193	907,701	1,073,016	2,934,821	6,708,503

Delivering Connected Trust

OVERVIEW

Resilient Network Systems has built and launched the *Trust Network* platform, to address the pressing need for secure and privacy-protecting access across the Internet. The *Trust Network* virtualizes real-world relationships and conditions of trust by confirming identities within the network, and enforcing each participant's resource access policies while divulging the minimum required personal information. Both sides of any type of access, data sharing, or transaction event develop higher levels of trust due to improved authentication of each party and adherence to each other's policy requirements.

The *Trust Network* platform is neutral middleware that orchestrates an ecosystem of partners' services for compliance, governance, credential proofing, and other capabilities. By enabling distributed policy definition and dynamic policy resolution within the network itself, disparate organizations and users can share sensitive data while maintaining security, control, and privacy. Resilient provides the first general-purpose architecture for accessing sensitive data and conducting secure information transactions while minimizing the disclosure or storage of personally identifiable information (PII) between parties.

The *Trust Network* public platform software is free to license. Resilient's primary business model is to gain a revenue share or transaction fee from services conducted using the *Trust Network*. For private networks, Resilient is paid a subscription fee for its platform software and professional services.

THE MARKET

Trust Networks are needed wherever commerce or cross-organizational collaboration must protect privacy or confidentiality, or meet complex and often dynamic requirements for access control and compliance. Resilient's new solutions mitigate the challenge of fragmented identity systems, untrusted connections, and risk of PII exposure. The *Trust Network* is applicable broadly, but the company is pursuing a focused go-to-market strategy:

- Trust Services – Growing ecosystems of best-of-breed identity and authentication solutions enable development of attestation services (e.g. "is Parent of") for 3rd party developers
- Trust-enable existing online platforms – *Trust Network* provides an extra layer of security and privacy (e.g. Wordpress)
- Direct sales to government, healthcare, and education – provision of access control, dissemination control, and privacy preserving analytics support

For each approach, Resilient has developed strategic, collaborative relationships with key ecosystem partners.

INVESTMENT HIGHLIGHTS

- Addresses a highly visible, urgent need felt across the Internet
- Fills the gaps for trust in the network security model
- Enables new commerce and combats fraud
- Complements existing security and identity products
- Provides capital-efficient, highly-leveraged business model
- Promotes viral adoption

MILESTONES/ACCOMPLISHMENTS

- Production support to a law enforcement fusion center
- Successful completion of NSTIC pilots in education, healthcare
- One of the top Information Week Enterprise 2.0 patents in 2010
- Commercial product released, cloud service introduced

SAMPLE ECOSYSTEM PARTNERS

- LexisNexis
- AMA
- Neustar
- Authentify
- Mirth
- Kantara Initiative
- Pearson
- Aetna

AT A GLANCE

Overview

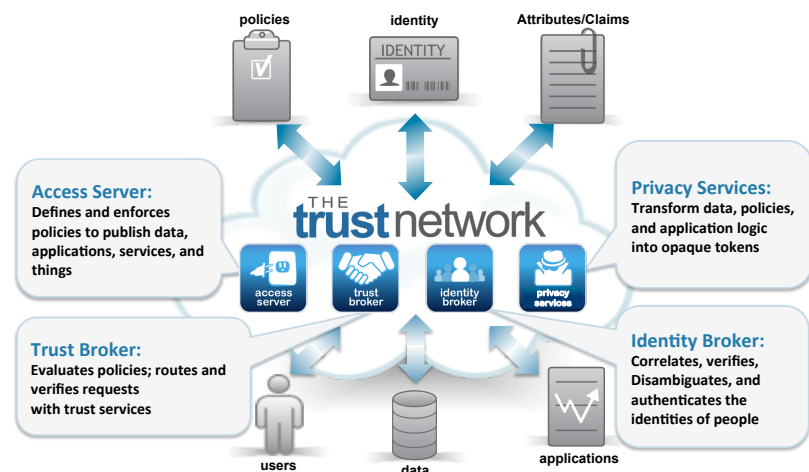
- San Francisco-based
- 15 Employees (10 PD & SE, 3 Sales and 2 G&A)
- Product: Trust Network platform software
- Series A Investors: Alsop Louie Partners and angels
- IP: Breakthrough, patented and patent-pending technology, services and architecture for trust management
- Current customers are in federal government, healthcare and education

Leadership

- Richard Spires – CEO, Chairman (CIO at DHS, IRS)
- Bill Coleman – Executive Advisor (BEA, Cassatt, Sun)
- Rob Gingell – EVP Product Development
- Ethan Ayer – CFO
- Britton Wanick – EVP Customer Relations
- David Hartzband, D.Sc. – Chief Scientist

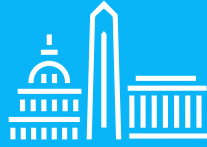
Funding

- Seeking \$4 million (\$10 million valuation)



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APPNETIC

Appnetic is the world's first SaaS platform which allows non-programmers to 1) create native mobile apps in under 15 minutes, 2) load any kind of content, and 3) publish and distribute the content to an unlimited number of users.

Appnetic's primary use is for sales enablement for SMBs and enterprises which have large and frequently changing product portfolios and/or large field sales forces who need "just in time" sales and marketing information at their fingertips.

Bottom line: appnetic helps our customers "sell more." @appneticmobile



BILL SMITH, VP, PRODUCT & GROWTH

Bill is the Vice President, Product & Growth for Appnetic, a SaaS mobile app for sales enablement, where he is responsible for product development, product engineering, quality assurance, training, account management, sales and marketing.

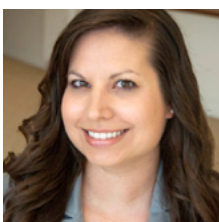
Prior to Appnetic, Bill was a partner in Exhilarator, a DC-based technology seed fund that invests in mobile and Internet startups. Bill is a practiced entrepreneur and operations executive with experience building companies from inception to over \$30m in revenue. Before holding founding, operational and management roles in multiple startups, Bill worked in business development and finance with global brands like The Walt Disney Company and J.P. Morgan Chase.

Bill received a Bachelor of Arts in History from the University of Virginia and a Masters of Business Administration from UCLA Anderson School of Management.



LORE SYSTEMS, INC

Lore Systems helps our clients with super reliable, cost effective IT network engineering and managed services solutions. Lore architects, designs and delivers managed hosting and cloud computing systems, and outsourced IT network infrastructure, support and help desk solutions that easily accommodate our clients' unique requirements. At Lore, we strive to provide the very best customer experience in the industry by making IT "Easier, Friendlier, and More Reliable." Lore is an SBA-certified HUBZone company.



COURTNEY NOLES, DIRECTOR, BUSINESS DEVELOPMENT

As Director of Business Development at Lore Systems, Courtney is responsible for overall business development and marketing activities. She oversees the development of new client and teaming partner relationships in the commercial and government markets. In addition, she has senior client relationship responsibilities with the company's key

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strategic clients.

Prior to joining Lore, Courtney was Senior Account Manager for the Advisory Board Company where she fostered relationships with key decision makers and primary points of contact for the company's hospital and health systems practice. She also helped the company develop marketing and sales strategies for this vertical market.

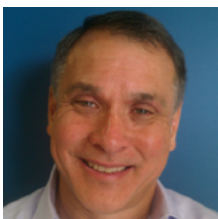
She was also formerly Senior Account Executive for SmartCEO Magazine where she developed, executed and led multiple sales, marketing and special events. She had responsibility for certain large strategic partnerships with national accounting and professional services firms. Prior to SmartCEO, Courtney also help marketing and sales and account management positions with Carr Workplaces in Bethesda, MD and Signature Advertising in Memphis, TN.

Courtney is a graduate of the University of Memphis where she received a B.A. in Journalism with a Minor in English. She serves on the Board or volunteers for a variety of nonprofit organizations including AFCEA (Armed Forces Communications and Electronics Association), Children's National Medical Center, USO Committee, Mary's Corner, and Miriam's Kitchen.



TECH 2000, INC

Tech 2000 is an award-winning EdTech and mobile content management software company. We are seriously committed to pushing the limits of technology and innovation to improve the learning experience for learners and support those that are involved in education. Tech 2000 has developed and patented mobile virtual technologies which have resulted in the creation of the Appnetic and Lumious platforms.



GEORGE CHURCHWELL, CO-FOUNDER AND PRESIDENT

George is the President of Tech 2000, Inc., where he is responsible for driving Tech 2000's product development, long-term strategy and vision. He is also the company's chief revenue officer.

George has been instrumental in developing Tech 2000's core strengths of content development, mobility, dynamic education tools, and training delivery for IT. Our proprietary adult learning methodology techniques are proven to provide the knowledge and cutting-edge technical capabilities required in today's telecom industry. In addition to winning awards such as the Silver Brandon Hall Excellence in Innovation Award, Tech 2000 also won the Sakigake Innovation Award at Cisco in 2009, 2010, 2011, 2012, and 2013.

With almost 30 years of experience in the networking industry, George has interacted

Big Idea CONNECTpreneur Fall Forum



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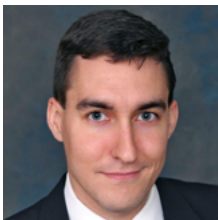
with a wide variety of network communications technologies with real-world experience in systems integration, security, and web presence. His focus has been on improving training for the broadband service provider workforce, particularly through the use of dynamic e-learning and mobile techniques. George's specialties include, MEF- Carrier Ethernet Certified Profession (MEF-CECP), Cisco Certified Systems Instructor (CCSI) for Cisco's ARK9K, CRS3, and XRFund, products and technologies.



Wilson Sonsini Goodrich & Rosati
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Wilson Sonsini Goodrich & Rosati is the premier legal advisor to technology, life sciences, and other growth enterprises worldwide. We represent companies at every stage of development, from entrepreneurial start-ups to multibillion-dollar global corporations, as well as the venture firms, private equity firms, and investment banks that finance and advise them. The firm's broad range of services and practice areas are focused on addressing the principal challenges faced by the management, boards of directors, shareholders, and in-house counsel of our clients.



MICHAEL LABRIOLA, ASSOCIATE

Michael Labriola is an associate in the Washington, D.C., office of Wilson Sonsini Goodrich & Rosati, where he works with public and private technology companies through all stages of their growth. Michael also frequently represents investment banks, venture capital funds, and private equity firms in a broad range of investment transactions.

Michael's practice focuses on corporate and securities law, including general corporate representation, public offerings, venture capital financings, and mergers and acquisitions. He has assisted clients with matters ranging from formation and early-stage venture financing to listings of publicly traded securities on U.S. and foreign exchanges. He also has considerable experience in counseling publicly held companies on disclosure matters, SEC compliance, NASDAQ and NYSE listing matters, and other securities laws issues.

Prior to law school, Michael was a senior auditor with Arthur Andersen LLP's Chesapeake-region growth, services, and products assurance practice and later with Ernst & Young LLP's assurance and business advisory division. While at Arthur Andersen and Ernst & Young, Michael audited public, private, and not-for-profit entities in several sectors, including telecommunications and technology. Michael is a certified public accountant in the Commonwealth of Virginia.



BDO

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privately held companies, BDO offers a sophisticated array of services and global capabilities, combined with the personal attention of experienced and committed professionals. Founded on timeless values, motivated by entrepreneurial thinking, anchored by individual accountability and professionalism, and distinguished by quality and independent service, our distinct culture is the reason people who know, choose BDO.



MARK ANDERSEN, PARTNER

Mark has over 15 years of experience in public accounting. Mark Andersen is a partner in BDO USA, LLP's (BDO) Assurance department with 19 years of public and corporate accounting experience. Mark focuses on working with venture-backed information technology companies, venture capital funds and government contractors.

Mark's clients range from early stage startups to well-established middle-market enterprises with domestic and international operations. His background in both public accounting and in private industry allows him to provide practical insight into his clients' accounting issues.



DELOITTE & TOUCHE

Deloitte's emerging growth company practice works with innovative high-growth companies on their way to becoming the next generation of market leaders. Through our multidisciplinary approach focused on quality, our team of dedicated professionals understands the challenges that venture capital-backed companies face and offers a broad perspective on emerging issues, leading practices, and industry trends.

Our extensive IPO experience, across all industries, along with our experienced professionals, enables us to deliver insights that others may miss. The practice is also home to Deloitte's Tech Venture Center (TVC) in McLean which hosts programs and events throughout the year, designed to provide entrepreneurs with the opportunity to: network with other successful entrepreneurs, meet potential investors, and learn from subject matter experts.



STEVE BALISTRERI, AUDIT DIRECTOR AND LEADER, GREATER WASHINGTON EMERGING GROWTH COMPANY PRACTICE

Steve has more than 20 years of diverse experience in serving emerging technology companies, their entrepreneurs, and venture and private equity investors. He has extensive experience leading audits of these privately-held entities, working with CEO's and CFO's to make the audit process a valuable tool throughout the business growth cycle. Steve understands the needs of these growing companies and brings the knowledge to aid in the financial and operational challenges they face.

Steve is an active leader in many of the organizations that make an impact on the entrepreneur

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and local communities including: Lead Program Partner for Deloitte Fast 500- Awards program that recognizes the top 500 Fastest Growing Technology Companies. Executive Leader Deloitte's Tech Venture Center- A forum providing education programming and networking events for entrepreneurs. Treasurer and Board of Directors for MindShare -An invitation-only CEO Peer organization designed to strengthen Entrepreneurs in the Greater Washington Market through educational programs and the MindShare member network. Board member for Mid Atlantic Venture Association. Past Greater Washington Advisory Board Member and Committee Chairperson- National Foundation for Teaching Entrepreneurship –NFTE provided entrepreneurial training to high school students, especially those from low-income communities.

In addition to his service on committees and boards, Steve serves as a guest lecturer teaching entrepreneurship, building financial models and business ecosystem at George Washington University, UVA and American University.

Company practice and he has extensive experience guiding clients through the IPO process, including Rosetta Stone, OPNET Technologies, Informax, Versatility, and Ascend Entertainment.



HOGAN LOVELLS

Hogan Lovells is a global legal practice that helps corporations, financial institutions, and governmental entities across the spectrum of their critical business and legal issues globally and locally. We have over 2,500 lawyers operating out of more than 40 offices in the United States, Europe, Latin America, the Middle East, and Asia. For more information, please visit: www.hoganlovells.com.



RICH BECKER, PARTNER

Rich is a Partner in our corporate practice and the Administrative Partner of our Northern Virginia office. He focuses on private equity, mergers and acquisitions, and commercial transactions both in the United States and internationally. Rich represents corporations and private equity investors in a variety of commercial matters including public and private merger transactions, minority investments, joint ventures, tender offers, recapitalizations and debt financings.

Rich has substantial experience representing clients in a number of industries including information technology, telecommunications, media, biotechnology, defense and homeland security, satellite, real estate, hospitality, and health care. Rich has represented clients at all stages of their life cycle, from start-ups to major publicly traded companies and in a number of different parts of the world beyond the United States, including Europe, Latin America, and Asia.

Rich has been recognized by multiple publications. He has been a finalist for Washington Business Journal's Top Washington Lawyer for Corporate Mergers and Acquisitions. He is featured in

Big Idea CONNECTpreneur Fall Forum



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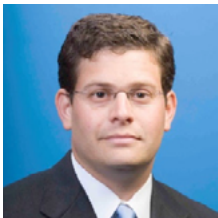
Chambers USA in Band One in Virginia for Corporate/Mergers and Acquisitions and Washington, D.C. Super Lawyers has named him one of the Top 100 lawyers in the Washington, D.C. Metro area. Rich is also an Adjunct Professor of Corporate Acquisitions at George Mason University School of Law.



TODD A. SHERBACOW, CEO, EMISSARY REALTY, LLC

Mr. Sherbacow founded Emissary Realty, LLC to provide service lines not currently available in commercial and residential markets.

Getting the best financial terms is our reputation but we're known for a lot more. As your emissary we are your trusted agents and cover all aspects of your real estate needs. Once the documents are signed we roll up our sleeves with our clients and interact with architects, contractors, and budgets. We help with furniture, data cabling and wiring and even telephones.



Emissary Realty also handles retail and residential transactions offering all brokerages under one roof. Our commercial clients ask us to buy and sell homes housing and when buying or selling their own house why start a new relationship while you already have a trusted emissary, your special agent? We also grew a retail practice to meet demand.

Emissary Realty represents tenants. Mr. Sherbacow and the team have worked for publicly traded companies such as Trammell Crow Company and CBRE. They learned how to lease space for owners but the conflicts were obvious. This background is critical for knowing how landlords calculate the value of deals and what's most negotiable

Mr. Sherbacow obtained a B.A., International Affairs from George Washington University. For nine years he has volunteered as a mentor for the Hoop Dreams Academic Scholarship Fund and is active in the lives of four students who were the first in their family to attend college. Mr. Sherbacow also serves on the Board and of the Jewish Historical Society of Greater Washington. He is married to Diana Sherbacow and have a wonderful son, Jack. Mr. Sherbacow is an avid golfer, skier, tennis player and cyclist. Todd is available to meet and discuss your particular needs.



THE CAPITOL BAY GROUP AT MORGAN STANLEY

The Capitol Bay Group at Morgan Stanley Provides advanced Financial Planning and Wealth Management for Middle Market Business Owners and Corporate Executives.

Middle Markets Business owners and Corporate Executives have many responsibilities and very little time. You need someone you can trust that can see the entire picture, get answers to your questions and drill down on the details. When it comes to financial planning, you need your business and corporate benefits to integrate with your personal plan. The Capitol Bay Group works with you and your advisors to craft an overall plan of action that accounts for financial, tax, estate, investment, cash flow, retirement and succession planning.

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ADAM GODDARD, SENIOR VICE-PRESIDENT, FINANCIAL ADVISOR

Adam is the one of the founding members and Senior Partners of The Capitol Bay Group at Morgan Stanley. He has 30 years of experience as a Financial Advisor, holding the positions of Vice President, First Vice President, and Senior Vice President for major investment firms including: Morgan Stanley Smith Barney, UBS and Wachovia Securities. Through his 25+ years of investment advisory experience, Adam is committed to providing his clients with high quality, personalized service. Adam's strength is in wealth management planning- developing appropriate retirement planning strategies. He also specializes in working with Private Company Business Owners in designing exit planning and monetization strategies.

Adam has appeared on NBC Nightly News and Fox On Money, and his articles on investment and financial matters have appeared in the Washington Post, Financial Times and other national periodicals. He has conducted over 500 seminars for various groups and has worked on over 2000 investment plans during his career.

He has held the designation of Certified Public Accountant (CPA) since 1981 but does not currently act in this capacity and American Institute of CPA's (AICPA) Personal Financial Specialist (PFS) designation since 1992. Adam graduated magna cum laude from the University of Maryland with a degree in accounting in 1981. Adam is a member of the Board of Governors of Opportunity International, which helps entrepreneurs in poverty stricken areas globally. He lives in North Potomac, Maryland with his wife, Julie and daughter, Hayley.



FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY

The award-winning Fairfax County Economic Development Authority promotes Fairfax County as a business and technology center. The FCEDA offers site location and business development assistance, and connections with county and state government agencies, to help companies locate and expand in Fairfax County. In addition to its headquarters in Tysons Corner, Fairfax County's largest business district, the FCEDA maintains marketing offices in seven important global business centers: Bangalore, Boston, Munich, London, Los Angeles, Seoul and Tel Aviv.



DR. GERALD GORDON, PRESIDENT & CEO

Dr. Gerald L. Gordon, Ph.D., is the president and CEO of the Economic Development Authority in Fairfax County, Virginia, one of the largest office markets in the nation. He has been with the FCEDA since late 1983, during which time office space in the county grew from 32 million square feet to more than 115 million, and jobs in the county grew from 243,000 to about 600,000. As a result, the real estate tax rate has decreased from \$1.47 to \$1.09.

Dr. Gordon has also worked for Arlington County, Virginia, and the United States Department of Labor. Dr. Gordon was instrumental in creating the Emerging Business Forum and bringing

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the 1998 World Congress on Information Technology to Fairfax County. In 2005, the FCEDA was named by Site Selection magazine as one of the Top Ten Economic Development organizations in North America. In 2007, Time magazine called Fairfax County “one of the great economic success stories of our time.” In 2011, the Washington Post said that “Fairfax County remains the economic wunderkind of Virginia and in many ways of the Washington area.”

Dr. Gordon holds a bachelor’s degree from The Citadel, a master’s degree from The George Washington University, and a doctorate in international economics from The Catholic University of America. He is the author of 13 books on strategic planning and economic development. His most recent books include “The Economic Viability of Micropolitan America” (CRC Press, 2013), “Reinventing Local and Regional Economies” (CRC Press, 2011) and “The Formula for Economic Growth on Main Street America” (CRC Press, 2009). He is working on another book to be published in 2015.



UBS

UBS PRIVATE WEALTH MANAGEMENT

As a Private Wealth Management client, you can benefit from the global resources and extensive capabilities of one of the world’s largest wealth management firms with the sophisticated portfolio and risk management strategies of a world-class asset manager. With origins dating back to the nineteenth century and a well-established global presence, UBS AG is uniquely positioned to serve individuals and families with significant means.

With locations in over 50 countries, UBS AG has become one of the world’s leading wealth managers with more than \$2.051 trillion in client assets as of December 2008. Our global presence enhances our ability to analyze and access investment opportunities—a critical capability in today’s world where many of those opportunities are found outside of the United States. Our financial strength has earned us strong long-term credit ratings among all financial firms and helps us solidify our relationships with our individual and institutional clients.



WILLIAM BOONE FINNERTY, SENIOR VP, INVESTMENTS, SENIOR PORTFOLIO MANAGER, & PRIVATE WEALTH ADVISOR

William manages the Finnerty Team at UBS Private Wealth Management. The team serves Ultra High Net Worth clients with a focus on entrepreneurs with significant wealth both here in the USA and overseas. His team is made up of specialists focused on planning, investments and service. William focuses on long-term market strategy and has gained industry recognition for his work in the wealth management field.

As an accredited IMCA and CPWA advisor, William has earned the professional designations of Investment Management Strategist and Certified Investment Management Analyst, as well as wealth management and alternative investment certificates. He has also completed the

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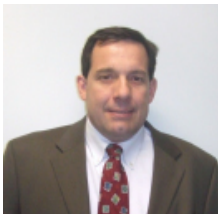
Chartered Mutual Fund Counselor program.

William was the top finance graduate of the McDonough School of Business at Georgetown University in 1994. He dedicates much of his spare time to the school where he is an Adjunct Professor of Entrepreneurship.



RYAN & WETMORE, P.C.

Ryan & Wetmore We are a full-service accounting and management-consulting firm, servicing the Northeast/Mid-Atlantic region since 1988. What makes us different from other accounting firms is our proactive approach. We work hard to earn our clients' confidence by encouraging open communication year round. This approach has enabled us to help clients become more efficient, more competitive, and therefore, more profitable. Through our numerous management engagements, we have become trusted, unbiased advisors. We do this by riding the fine line between keeping an objective perspective and being our clients' advocate.



PETER T. RYAN, CPA, CO-FOUNDER & PARTNER

Pete co-founded Ryan & Wetmore in 1988. Through his dedication and vision the firm has grown from a 2 person firm to a, 3 office, 35 person firm serving the Mid-Atlantic region. Pete currently works with clients to address tax, audit and accounting issues. He also has significant experience in international tax matters and business consulting services.

Peter provides clients with the best strategies for success. His expertise extends to the following industries: Healthcare organizations, Construction and Real Estate, Government contractors, Technology groups, Manufacturing, and High Net Worth Individuals.

His community service spans a variety of organizations. Pete has served on the Board of Directors for a number of successful for-profit and nonprofit organizations. He is an active member of the Healthcare Advisors Association, the Real Estate and Construction Association, the CPA Manufacturing Services Association, the Virginia Transportation Construction Alliance, and the Construction Financial Management Association.

Pete obtained a Master of Business Administration in Finance from the University of Baltimore and a Bachelor of Arts in Accounting from the Catholic University of America. He is a member of the American Institute of Certified Public Accountants, Maryland Association of Certified Public Accountants, Virginia Society of Certified Public Accountants, and the Greater Washington Society of Certified Public Accountants.

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BOB LONDON, PRESIDENT, LONDON, INK LLC

Bob is an Outsourced Chief Marketing Officer for B2B technology and professional services firms. Bob's marketing consulting practice, London, Ink LLC, specializes in upfront foundational strategy and planning to help clients jumpstart growth, as well as executing key marketing programs.



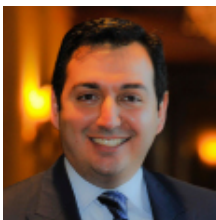
Bob is a 20+ year marketing veteran who has served as VP of Marketing for Digex, as well as director of product marketing for Verisign. Companies work with London, Ink to assess their market opportunity, determine strategic options and develop a practical go-to-market plan to improve revenue, market awareness, customer acquisition and retention. London, Ink also prioritizes and executes key B2B marketing initiatives--from online marketing to web design/development to social media to public relations--that generate the highest return on investment.

Bob's work and writing has been profiled or covered by the Wall Street Journal, The Washington Post, the Miami Herald, USA Today and Marketing News (the AMA's flagship magazine). Bob serves on the board of advisors of National Capital Companies, a mid-market investment bank headquartered in Bethesda, MD. He serves on the board of the Technology Marketing Alliance, the leading education and networking group for B2B technology marketing executives in the DC area. Bob is also a marketing advisor for Bisnow's Gen Z program for budding high school entrepreneurs..



HAFEZICAPITAL INTERNATIONAL CONSULTING

HafeziCapital International Consulting is an international financial and business consulting firm offering the following services: Growth Consulting (sales, margins, income, cashflow, valuation, leverageratios); Organization Consulting (structure, process, delivery, supply chain, restructuring); Capitalization Consulting - advising on matters of raising capital; International Consulting - entering new global markets (feasibility studies, country risk analysis, market entry strategy, joint venture development, acquisition analysis, supply chain audits, outsourced international market entry).



BABAK HAFEZI, MA, MBA, CEO

Babak Hafezi is a seasoned entrepreneurial business expert in the areas of strategy, turnarounds, growth, capitalization and international market entry consulting. He has a demonstrated expertise in strategy development, reorganization and reengineering. His advice is actively sought by leading global CEO's, government officials and news agencies such as Investors Business Daily, Thomson Reuters, and Forbes. Morgan Stanley Private Wealth Management sought his advice on the Groupon Initial Public Offering.

International clients include Luxury Jeweler Cartier, LVMH (sub-contractors) and other

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Small and Medium Corporations, Angel Investors, Private Equity and Venture Capital firms. Mr. Hafezi Capital has become a major advisor to technology firms seeking to package themselves for capital raising.

Babak Hafezi obtained a Bachelor's degree in International Relations with a focus on Middle Eastern Studies and a M.A. in International Peace & Conflict Resolution from the School of International Service at The American University in Washington D.C.. He subsequently obtained a Master's in Business Administration (MBA) from the Kogod School of Business at The American University. Babak Hafezi has volunteered at Network for Teaching Entrepreneurship (NFTE), and serves on numerous Board of Directors positions, and advisory boards among them his alma mater the School of International Studies's Young Alumni and Friends Committee at the American University.



GEORGETOWN ENTREPRENEURSHIP INITIATIVE

The Georgetown Entrepreneurship Initiative enables students to see the world as entrepreneurs do, while providing the knowledge and skills they need to act on their insights and add value to society.

Under the banner of Startup Hoyas, our mission is to create a culture of entrepreneurship throughout the Georgetown University community and to ensure that every graduate and undergraduate student has the opportunity to explore and experience what it means to behave like an entrepreneur.

At the Georgetown Entrepreneurship Initiative, we INSPIRE students by encouraging entrepreneurial thinking, TEACH students about entrepreneurship through the experiences of accomplished entrepreneurs, CONNECT students to a community of entrepreneurs and innovators on and off campus, and encourage students to LAUNCH new ventures.



JEFF REID, FOUNDING DIRECTOR OF THE GEORGETOWN ENTREPRENEURSHIP INITIATIVE OF THE MCDONOUGH SCHOOL

Jeff Reid is the Founding Director of the Georgetown Entrepreneurship Initiative. Reid has previously held leadership roles at the Network for Teaching Entrepreneurship, DigitalBridge Communications, DLA Piper, and the University of North Carolina at Chapel Hill.

In 2009, Reid launched the Georgetown Entrepreneurship Initiative to catalyze entrepreneurial thinking and activities across Georgetown University and make a broader impact in the Washington, DC entrepreneurial community. The initiative has grown rapidly as a result of Reid's efforts, and in October 2012 Georgetown was recognized by the Global

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Consortium of Entrepreneurship Centers as a global leader in entrepreneurship education.

Reid was also the founding director of the McDonough School of Business Real Estate Finance Initiative, where he helped raise over \$6 million in seed funding and recruited his successor from the real estate industry.

At UNC-Chapel Hill, Reid was the founding executive director of the Center for Entrepreneurship, which he grew to a No. 1 national ranking by Forbes and Princeton Review and was chosen by his peers and Entrepreneur magazine as one of the top five entrepreneurship center directors in the United States. Reid earned a B.S. in business administration from Appalachian State University and an MBA from the University of North Carolina at Chapel Hill.



PRINT1 PRINTING

Print1 Printing started out as a small operation offering only black and white and color copies has grown to a full service commercial printing company with 25 employees. Print1 now also offers promotional products as well as signage. We also have a mailhouse in our Silver Spring facility to take care of any bulk or custom mailings. We offer 3 full time graphic designers to assist with any design needs and file edits. There is no job too small or too large for us to handle so think of Print1 for all your marketing and print needs!



JEFF GORDON, PRESIDENT

Jeff was born and raised in the DC area, and has lived his entire life in Montgomery County. He attended school at Montgomery County Community College and the University of Maryland. In March of 1990, Jeff purchased Print 1, his first venture as a commercial printer. Jeff is married and has 4 children. He enjoys playing golf and tennis and loves to BBQ.



THE DINGMAN CENTER FOR ENTREPRENEURSHIP

The Dingman Center for Entrepreneurship is a top-tier entrepreneurial institute recognized around the world as a leader in enterprise creation. The Dingman Center is continuously pushing the boundaries of teaching and learning with its focus on practical entrepreneurship, global innovation and international classroom experiences. The Center promotes opportunities that provide maximum resources to start-up businesses in terms of ideation, execution and financing; and that support its mission to take entrepreneurs "from the back of a napkin to the first \$1 million in financing."

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ELANA FINE, MANAGING DIRECTOR, DINGMAN CENTER FOR ENTREPRENEURSHIP AT THE ROBERT H. SMITH SCHOOL OF BUSINESS AT THE UNIVERSITY OF MARYLAND

Elana Fine was appointed Managing Director of the Dingman Center in July 2012, after joining the team in 2010 as Director of Venture Investments. As Managing Director, Elana's primary focus is leading the Dingman Center in support of its mission and strategic plan. Key responsibilities include oversight of our student venture incubator, Dingman Center Angels investor network, business competitions, and technology commercialization efforts. Elana also develops and maintains relationships with donors, board members, EIRs, the Smith School community and other campus and regional partners. She is also serving as co-chair of the Dean's Task Force on Entrepreneurship and Innovation and will be working with our Academic Director to expand the Dingman Center's research activities and curriculum development.

Elana earned an MBA in Finance and Accounting from the University of Chicago's Booth School of Business in 2002, and earned a BS in Finance, magna cum laude, from the Smith School of Business at the University of Maryland, College Park, in 1997. Elana resides in Potomac, Maryland, with her husband and two children.

Big Idea CONNECTpreneur FALL Forum 2014 - Attendee List			
SPEAKERS			
First Name	Last Name	Title	Company
Sid	Banerjee	CEO & Co-Founder	Clarabridge
Doug	Humphrey	Founder & CEO	JETCO Research, Cidera, & DIGEX
John	Burke	Partner	True Ventures
Thanasis	Delistathis	Managing Partner	New Atlantic Ventures
James	Pastoriza	Managing Partner	TDF Ventures
J.S.	Gamble	Founding Partner	Blu Venture Investors
PRESENTERS			
First Name	Last Name	Title	Company
Conscious Venture Lab			
Jeff	Cherry	Executive Director	Conscious Venture Lab
Cosmina	Pope	Managing Director	Conscious Venture Lab
ePray.org			
Tom	Freiling	CEO	ePray.org
Jack	Quarles	COO	ePray.org
John Freiling	Freiling	CFO	FNH USA
Collaborate: The Innovator's Conference by Fosterly			
Adam	Zuckerman	Founder	Fosterly
GAMESCAPE			
John	Deosaran	Co-Founder and Chief Operating Officer	GAMESCAPE
Michael	Sarvi	Co-Founder and Chief Executive Officer	GAMESCAPE
Mark	Murphy	Chief Financial Officer	GAMESCAPE
Keystone Business Group			
J. Christopher	Golden	CEO	Keystone Business Group
David	Faulconer	Director - Government Services	Keystone Business Group
Privia			
Glenn	Giles	President & CEO	Privia
Chuck	Teubner	Strategic Advisor	Privia
Stanley	Paul	Strategic Advisor	Privia
Resilient Network Systems			
Richard	Spires	CEO	Resilient Network Systems
Britton	Wanick	EVP, Customer Relations	Resilient Network Systems
David	Winks	Senior Sales Representative	Resilient Network Systems
PARTNERS			
First Name	Last Name	Title	Company
BDO			
Mark	Andersen	Partner	BDO
Tony	Deflumeri	Director Business Development	BDO
Elizabeth	Carp	Marketing Specialist	BDO
The Capitol Bay Group at Morgan Stanley			
Adam	Goddard	Senior Vice President, Investments	The Capitol Bay Group at Morgan Stanley
Steve	Lowman	Financial Advisor	The Capitol Bay Group at Morgan Stanley
Alex	Raymond	Financial Advisor	The Capitol Bay Group at Morgan Stanley
Will	Patch	Financial Advisor	The Capitol Bay Group at Morgan Stanley
Deloitte			
Natalie	Buford-Young	Business Development Executive	Deloitte
Dingman Center for Entrepreneurship			
Adam	VanWagner	Community & Venture Programs Coordinator	Dingman Center for Entrepreneurship
Emissary Realty			
Todd	Sherbacow	CEO	Emissary Realty
Bernadette	Walker	Director	Emissary Realty
Fairfax County Economic Development Authority			
Rodney	Lusk	Director of National Marketing	Fairfax County Economic Development Authority
Anne	Rosenblum	Capital Attraction Manager - IT & Life Sciences	Fairfax County Economic Development Authority
Georgetown University Entrepreneurship Initiative			
Jeff	Reid	Founding Director	Georgetown Entrepreneurship Initiative
HafeziCapital International Consulting			

Babak	Hafezi, MA, MBA	CEO	HafeziCapital International Consulting
Hogan Lovells			
Rich	Becker	Partner	Hogan Lovells US LLP
London, Ink			
Bob	London	President	London,Ink
Ryan and Wetmore			
Peter	Ryan	Partner	Ryan and Wetmore
Tessa	Lucero-Bennett	Associate	Ryan and Wetmore
Kelly	Standiford	Marketing Coordinator	Ryan and Wetmore
Erika	Lehman	Accountant	Ryan and Wetmore
Chloe	Parker	Accountant	Ryan and Wetmore
UBS Private Wealth Management			
William	Finnerty	Senior VP	UBS Private Wealth Management
Wilson Sonsini Goodrich & Rosati			
Mike	Labriola	Associate	Wilson Sonsini Goodrich & Rosati
Mark	Fitzgerald	Partner	Wilson Sonsini Goodrich & Rosati
ATTENDEES			
First Name	Last Name	Title	Company
Steve	Abramowitz	CEO	CEO Boardroom
Eric	Adolphe	Co-Founder	GOVPROP.COM
Glenn	Alpert	Co-Founder	Gordon & Alpert
Vaibhav	Anand	Intern	Appnetic
Panos	Anastasiadis	CEO	Logicea
George	Aposporos	Principal	Aposporos Advisors
Louis	Aronson	CEO & Founder	Discourse Analytics
Byron	Athan	President	Techanax LLC
David	Bain	President	TM Technologies, Inc
Zvi	Band	CEO	Contactually
Kevin	Barrow		Georgetown University
Gordon	Bernhardt	President & CEO	Bernhardt Wealth Management
Mike	Binko	President & CEO	kloudtrack®
Randy	Blake	Principal	Duncaster Investments
Kathy	Broe	Director, Compliance & Administration	Lore Systems
Jennifer	Burka	CEO	Planning Simple LLC
Elizabeth	Burton		
Daniel	Call	Director of Sales	OFFICEPRO
Debra	Cancro	CEO	Autonomy Engine LLC
Rich	Carlson	President	Neon Dolphin Technology Group
J.J.	Carrasco	Managing Partner	Atoll Financial Group
Sean	Cease	Managing Partner	Tavares Solutions
Mike	Chan	Co-founder	Locatize
Shilpa	Chandran		Georgetown University
Antonia	Chen	Business Analyst	Tech 2000
Jill	Chodorov	Angel Investor	
David	Chow, M.D.	President Emeritus	Medical Society of Northern Virginia
Stewart	Christ	Founder & CEO	Executive Peer Forum
George	Churchwell	President	Tech 2000
Jeanne	Churchwell	Vice President of Operations	Tech 2000
Dan	Coffing	President	Syntegrity: Intelligent Security
Matthew	Colbert	Founder & CEO	Spend Consciously
Kathryn	Collings Laing	President/Principal	Pear Tree Partners/US Boston
Bill	Collins	Chairman & CEO	The Collins Companies
Mike	Collins	Fairfax Outreach Director	Office of Congressman Gerry Connolly
Tim	Condon		
Christine	Copple	CEO	Starise Ventures, Inc.
Ben	Cotton	President & CEO	Cytech Services
John	Cramp	CEO	Gaming Network Solutions LLC
Dominic	Crapuchettes	Founder & Co-President	North Star Games
Gordon	Davidson	President	Davidson Consulting Group
Dennis	Defensor	EVP, Corporate Strategy	Accelera Solutions
Taylor	Devine	Founder & Managing Partner	The CDI Group
Mahesh	Dhillon	Entrepreneur	
Fred	Diamond	President	DIAMOND Strategic Marketing
Cosmo	DiMaggio	Managing Partner	The Tauri Group
Bob	Dinkel	Managing Director	Pierce Capital Partners
Rich	DiPippo	Partner	The Meltzer Group
Steven	Eddy, CPA	CEO & Managing Director	Resourceful Business Advisors LLC
Aisha	Edwards		
Nick	Erardi	VP of Marketing	Pyclid

Heather Louise	Finch	Senior Business Development Coordinator	Smart CEO
Earl	Fine, CPA, PMP, CITP	Founder, President and CEO	Cardinal Green Advisory Services
Dwight	Fischer	Executive Vice President	Lore Systems
Jed	Fochtman	President	Capital Advisors Corporation
Ben	Foster	Startup Advisor	
Lisa	Friedlander	CEO	Activity Rocket
Robert	Gahagan	President & CEO	CCSI-Corporate Consulting Services
Brian	Gaister	Managing Member	GF Angel LLC
Jim	Garrettson	CEO	Executive Mosaic
Valerie	Gaydos	President	Capital Growth
David	Giannini	Executive Chairman	CirrusWorks
Daniel	Gold	Managing Director	Senior Reach
Aviva	Goldfarb	CEO	The Six O'Clock Scramble
David	Gorodetski	Co-Founder, COO & Executive Creative Director	Sage Communications
Jennifer	Graham	Director of Strategy	RedPeg Marketing
Sabine	Grant	CEO & President	LSI Media
Idris	Grant	Co-Founder & Chairman	LSI Media
Steve	Graubart	CFO	1776
Ken	Green	President & Founder	UnionTrack, Inc.
Richard	Greene	Business Advisor & Venture Funding	Keiretsu Forum
Susan	Groter	Senior Business Performance Advisor	Insperty
Fred	Gumbinner	President	Keiretsu Forum - FRG Enterprises, Inc.
Rob	Hagerty	Associate	Farragut Capital Partners
George	Hall	VP, Business Development	StayAtHand
John	Hart	Founder	Imaginelf
Kenneth	Harvey	Business Development	Electronic Transaction Systems Corp.
Daniel	Heimlich	Principal	Daniel Heimlich, Inc.
Glen	Hellman	CRO	10Pearls
Michael Scott	Hess	Chairman & CEO	ABS Advisory Services Group, Inc.
John	Higginbotham	Chairman & CEO	Blue Ridge Networks
Doug	Howard	CEO	SAVANTURE
Candice	Hunter Nalepka	Founder, Creative Principal	Media Hunter
Frederique	Irwin	Founder and CEO	Her Corner
Gloria	Jacobovitz	Faculty	University of Maryland
Nelson	Jacobsen	CEO	Altavoz, Inc.
AJ	Jaiswal	founder	funseek
Christ	Jones	Principal	Capital Search Group, LLC
Jieman	Jordan	Partner	Decisive Investment Group
Arthur	Karell	VP, Operations	Fiscal Note
Bill	Karpovich	Founder	Zenoss, Inc.
JD	Kathuria	Founder & CEO	Washington Executive
Liam	Keane	CEO	EcoEmergence Corporation
Joe	Kessler	Managing Partner	Next-Stage Development Group, LLC
Tom	Kohn	Executive in Residence	American University/Kogod
Matthew	Koll	President	410 Labs
John	Kraft	Managing Director	Kraft Consulting
Steve	Kubisen	Director	George Washington University
Alex	Kuczkowski	Chief Financial Officer	Threespot
Jen	Lacagnina	Implementation/Program Manager	Tech 2000
Scott	Laughlin	Director	LMO Advertising
Shana	Lawlor	Founder and CEO	YOPP
Larry	LeDoyen	Principal	Velarity
Ryan	Lester	Founder & CEO	CypherChat
Mike	Leurdijk	Vice President	Core Capital Partners
Marissa	Levin	CEO	Successful Culture
Martin	Levine	Founder & CEO	Whyttle Inc.
Chih-Hsiang	Li	Executive Director	CCACC
Steve	Little	CEO	Zero Limits Ventures
Jim	Long	Managing Director	VentureCross Partners
Jackie	Luo	CEO	E-ISG Asset Intelligence
Darren	MacLennan		
Rajesh	Manda	Intern	Appnetic
Mike	Marcian	CEO	Corporate Press
Michelle	May	Founder & Owner	Womin Media
John	May	Managing partner	New Vantage Group
E.B.	McLindon	COO	Optimal Research
Art	Medici	Partner	Newport Board Group
Jon	Merril, MD	CEO	Astute Technology
Terry	Moraska	CEO	Warrior Communications
Rick	Morgan	CEO	Sunset Learning Institute
Michael	Mosel	Founder & Principal	Velarity
Alex	Murphy	Owner	Long Tail Interactive
Marie-Louise	Murville	CEO	Delight Me, Inc.
Ben	Muscolino	CEO	Benel Solutions
Daniel	Neal	CEO & Founder	Kajeet Arterra

John	Nelson	President	Nelson Harris
Lowell	Nerenberg	Principal & Coach	Coach Lowell
Courtney	Noles	Director, Business Development	Lore Systems
Jeff	Nosanov	Manager	Nosanov Consulting LLC
Jennifer	Nycz-Conner	Special Projects Producer	Washington Business Journal
Jennifer	O'Daniel	Senior Associate	CIT GAP Funds
Garrett	O'Shea	President	PocketShip
Kristi	Otto	CEO	Inspire Living Inc
Ilbay	Ozbay	CEO & Founder	Outroop Inc.
Jean-Luc	Park	Managing Director	Ferrum Capital
Kimberly	Person	President	The KAP Group, LLC
Anton	Popov	Startup Advisor	
Jody	Presti	CEO	JobOn
Matthew	Pugsley	President	Chalant Health
Waleed	Qamar		
Rob	Quartel	Chairman and CEO	NTELX, Inc.
Ali	Qureshi	VP, Federal Civilian & International Programs	Xcelerate Solutions
Sridhar	Ramachandran		
Vinay	Raman	CEO	CAARMO, Inc.
Mark	Raterman	Managing Partner	Leeds Novamark Capital
Jeff	Reid	Founding Director	Georgetown Entrepreneurship Initiative
Scott	Rencher	Director of Digital Division	North Star Games
Raymond	Rice	Partner	Capital Search Group, LLC
Aaron	Rosenthal	Founder & CEO	Golfswell
Michael	Runde	President	World Trade Center Dulles Airport
Genevieve	Ryan	Founder	The Wardrobe
Chandni	Sandhu	VP of Operations	Spend Consciously
Nicola	Sanna	President & CEO	Netuitive, Inc.
Liz	Sara	Managing Director	Best Marketing, LLC
Rob	Schumann	President & Co-Founder	DateNight
Mike	Scott	VP Business Development	Spend Consciously
Joel	Selzer	Co-Founder & CEO	ArcheMedX, Inc.
Denis	Seynhaeve	Manager	Force V Partners, LLC
Sameer	Shalaby	Managing Partner	Select Venture Partners
Cindy	Shao	President	Asian American Chamber of Commerce
Elizabeth	Shea	CEO	SpeakerBox
Chris	Shead	Chief Marketing Officer	GAMESCAPE
Parag	Sheth	Sr. Director	Radius
Henry	Sienkiewicz	CEO	Open Travel Software
Jennifer	Simpson	Managing Director	The Gladstone Companies
Bill	Smith	VP Product & Growth	Appnetic
Reid	Snyder	Publisher	In The Capital
Anthony	Solazzo	Managing Partner	Masonboro Partners
Pamela	Sorensen	Owner	Pamela's Punch
Angela	Sparrow	Business Consultant	Citi Merchant Services
Venu	Sripada	CEO	Sripada Marketing
Larry	Stabler	CFO	
Scott	Stephens	EVP	Bendure Communications
Sally	Sternbach	Deputy Director	Montgomery Co. Dept. of Economic Dev.
Kathryn	Stewart	Managing Director	Cranbrook Capital
Bill	Stokes	Chairman	The Washington Network Group
Bob	Stratton	General Partner	MACH37
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Gus	Williamson	Licensing Associate, Physical Sciences	George Washington University
Cheryl	Wilner	CEO	Bethesda Advanced Solutions
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