

BIG IDEA CONNECTpreneur

SUMMER FORUM

JUNE 5, 2014
TYSONS CORNER MARRIOTT



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CONNECTpreneur

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Rep's Time is Still
Spent Not Selling*

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* American Marketing Association

Big Idea CONNECTpreneur Summer Forum



AGENDA

| 07:00 – 08:15 am | ARRIVAL / NETWORKING | | | | | | | | | | | | | | | | | | | | | |
|-------------------------|---|------------------------|-----------|-------|-------------------------|-------------|-----------------|----------|------------|----------------------|---------------------|---------------|---------------|-----------|---------------|--------------------|------------------|----------------------|------------------------|----------------|-----------------|---------|
| 08:15 – 08:20 am | WELCOME S. TIEN WONG, CEO, Tech 2000, Inc. | | | | | | | | | | | | | | | | | | | | | |
| 08:20 – 09:10 am | FIRESIDE CHAT WITH RICK RUDMAN Chairman, CEO and President of VOCUS (Nasdaq: VOCS) | | | | | | | | | | | | | | | | | | | | | |
| | COMPANY SHOWCASE | | | | | | | | | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th>COMPANY</th> <th>PRESENTER</th> <th>TITLE</th> </tr> </thead> <tbody> <tr> <td>Affinity - CauseNetwork</td> <td>Glen Gulyas</td> <td>President & COO</td> </tr> <tr> <td>Appnetic</td> <td>Bill Smith</td> <td>VP, Product & Growth</td> </tr> <tr> <td>ePurchasing Network</td> <td>George Spears</td> <td>CEO & Founder</td> </tr> <tr> <td>GAMESCAPE</td> <td>John Deosaran</td> <td>Co-Founder and COO</td> </tr> <tr> <td>North Star Games</td> <td>Dominic Crapuchettes</td> <td>Founder & Co-President</td> </tr> <tr> <td>Pistachio Apps</td> <td>Marco Luzuriaga</td> <td>Founder</td> </tr> </tbody> </table> | COMPANY | PRESENTER | TITLE | Affinity - CauseNetwork | Glen Gulyas | President & COO | Appnetic | Bill Smith | VP, Product & Growth | ePurchasing Network | George Spears | CEO & Founder | GAMESCAPE | John Deosaran | Co-Founder and COO | North Star Games | Dominic Crapuchettes | Founder & Co-President | Pistachio Apps | Marco Luzuriaga | Founder |
| COMPANY | PRESENTER | TITLE | | | | | | | | | | | | | | | | | | | | |
| Affinity - CauseNetwork | Glen Gulyas | President & COO | | | | | | | | | | | | | | | | | | | | |
| Appnetic | Bill Smith | VP, Product & Growth | | | | | | | | | | | | | | | | | | | | |
| ePurchasing Network | George Spears | CEO & Founder | | | | | | | | | | | | | | | | | | | | |
| GAMESCAPE | John Deosaran | Co-Founder and COO | | | | | | | | | | | | | | | | | | | | |
| North Star Games | Dominic Crapuchettes | Founder & Co-President | | | | | | | | | | | | | | | | | | | | |
| Pistachio Apps | Marco Luzuriaga | Founder | | | | | | | | | | | | | | | | | | | | |
| 9:15 – 10:30 am | | | | | | | | | | | | | | | | | | | | | | |
| 10:30 – 10:35 am | INTRODUCTION TO “NETWORKING IS NOT WORKING” DEREK COBURN , Co-Founder of CADRE , and Author of Amazon #1 Best Seller Networking is NOT Working | | | | | | | | | | | | | | | | | | | | | |
| 10:35 – 10:40 am | UPDATE ON STARTUPLAND A documentary series capturing the journey of 5 startups LISA THROCKMORTON , Executive Vice President, SpeakerBox Communications | | | | | | | | | | | | | | | | | | | | | |
| 10:40 – 10:45 am | INTRODUCTION TO DC TECH FUND JENNIFER BOSS , Interim Director of Business Development and Strategy, Office of the Deputy Mayor of Washington, DC for Planning and Economic Development | | | | | | | | | | | | | | | | | | | | | |
| 10:45 – 11:30 am | ALL STAR INVESTOR PANEL: LATEST TRENDS IN VENTURE CAPITAL AND EARLY STAGE FINANCING MODERATOR: JONATHAN ABERMAN , Managing Director, Amplifier Venture Partners ; Founder, Tandem NSI ; President, FounderCorps MARK LEVINE , General Partner, Core Capital Partners TODD KLEIN , Managing Director and Chief Investment Officer, SWaN and Legend Venture Partners HANK TORBERT , Principal and Co-Founder, RLMcCall Capital Partner ED BARRIENTOS , Serial Angel and Entrepreneur; CEO, Brazen Careerist | | | | | | | | | | | | | | | | | | | | | |
| 11:30 am | NETWORKING | | | | | | | | | | | | | | | | | | | | | |

SPEAKERS



RICK RUDMAN, CHAIRMAN, CEO AND PRESIDENT OF VOCUS.

Mr. Rudman is a senior executive with 20 years of experience in software and cloud computing serving in roles including CEO, senior executive and board member. As CEO, he has a demonstrated track record of success from start-up through \$200M, including experience running boot strapped, venture backed and public companies. His experience as an entrepreneur, public company CEO and board member has given Mr. Rudman a broad based, multi-dimensional and pragmatic vantage point for growing successful companies.

Rick Rudman is currently Chief Executive Officer of Vocus, Inc (Nasdaq:VOCS), a leading provider of cloud-based marketing and PR software. Under Rick's leadership, Vocus has grown from a start-up to one of the leading cloud-based software companies. In early June, 2014 Vocus was acquired by GTCR in an all-cash transaction valued at approximately \$447 million.

Prior to Vocus, Rick was SVP of sales and marketing for Dataway Corporation, a privately held software company developing mission critical software applications for KPMG, Booz Allen, U.S. Navy and other large companies and government agencies. Before Dataway, Rick worked as a computer programmer for the Barlow Corporation, a privately held company specializing in real estate development and retail business. Rick started work at Barlow Corporation as a staff accountant.

Rick began his career in the U.S. Air Force enlisting after high school. He completed training at the USAF Technical Training School in electronics, ground radio communications equipment repair, and advanced telecommunications and computer equipment repair. He served two years in the continental U.S. and two years in Germany with a forward Air Support Operations Center deployed in support of NATO. During his four-year tour of duty he received four promotions through the rank of Sergeant and received medals for Good Conduct, Small Arms Expert Marksmanship, Humanitarian Service, Commendation, and Air Force Overseas.

Rick received his Bachelor of Science degree in accounting from the University of Maryland, and is a C.P.A.. In 2003 Rick was selected as Ernst and Young's Entrepreneur of the Year in the software category for the Washington, D.C. region, and in 1999 Rick was named the High Tech Council of Maryland's Entrepreneur of the Year.



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

Tien is CEO of Tech 2000, Inc. a Northern Virginia based leading provider of technology training, mobile e-learning, and mobile content management platforms to commercial, government, and educational institution clients. He is also Chairman of Lore Systems, an SBA- certified HUBZone company which provides IT support and network engineering to government and commercial clients,

In 1991, Tien co-founded and served as CEO of CyberRep, Inc. until its acquisition in 2003 by

SPEAKERS

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, 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.



DEREK COBURN, CO-FOUNDER AND CEO, CADRE.

Derek is Co-Founder and CEO of cadre, an un-networking community in Washington, DC and Baltimore, MD. The organization currently serves over 100 CEOs and business leaders and routinely hosts local events featuring bestselling authors and business icons. Derek began his career as a financial advisor in 1998 and has been a partner at Washington Financial Group for 14 years.

His new book, *Networking Is Not Working: Stop Collecting Business Cards and Start Making Meaningful Connections*, is a #1 Amazon bestseller. Derek lives in Washington, DC with his wife Melanie (who is also his business partner with cadre), two sons and pit bull, Bodie.



JENIFER HUESTIS BOSS, INTERIM DIRECTOR OF BUSINESS DEVELOPMENT AND STRATEGY, OFFICE OF THE DEPUTY MAYOR OF WASHINGTON, DC FOR PLANNING AND ECONOMIC DEVELOPMENT.

Jenifer currently serves as the Acting Director for Business Development and Strategy for the District of Columbia Mayor's Office. Her efforts focus on business policy have attracted business incubators, retained a company valued in the multi-billion dollar range, enhanced financial incentives available to companies, and crafted public private partnerships with major corporations.

As a Program Analyst for Executive Office of the Mayor, She specialized in performance

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management, business process reengineering, and budget formulation. She developed performance plans for over 70 District agencies, and led a Six Sigma project designed to reduce cycle time for Housing Business Licenses.

Prior to the Mayor's Office, Jenifer worked as a program analyst at the Department of Consumer and Regulatory Affairs; a planning fellow at the District Department of Transportation; worked as the primary researcher for a national workforce development study at the University of Michigan, Ann Arbor; and researched and developed segments of an EPA Smart Growth study at the International Economic Development Council.



JONATHAN ABERMAN, FOUNDER AND MANAGING DIRECTOR, AMPLIFIER VENTURES.

Jonathan Aberman, Founder and Managing Director, Amplifier Ventures. Jonathan is the founder and Managing Director of Amplifier Ventures (www.amplifierventures.com), a seed and early stage venture capital fund based in Mclean, VA. Since 2005 Amplifier has helped to start 16 new technology companies, including BrightHub, Cardstar, e-Chromic Technologies, Hook Mobile, SpydrSafe and Zenoss, and has achieved four positive exits to date (achieving an average exit IRR in excess of 40%). He is also the founder and President of FounderCorps (www.founder corps.org) a Virginia not for profit that provides experienced mentors to partners throughout the Greater Washington Region, including George Mason University, George Washington University, University of Maryland, Fosterly and others. He is also the Co-Chair of StartupVirginia, and led the establishment of StartupDC, StartupMD and Startup Virginia.

Jonathan also is very involved in intellectual property commercialization from universities and government labs. He is currently the founder and Managing Director of Tandem NSI (www.tandemnsi.com), a program funded by the Commonwealth of Virginia to bring entrepreneurs, universities and national security agencies together to accelerate economic development and national security entrepreneurship in the Greater Washington Region. Over the last two years he has assisted both the Office of Governor McDonnell and the Obama Administration in formulating policies to promote start up formation. He has also worked with both the Department of Defense Lab directorate, DARPA, DHS, AFOSR, the Army and other national security agencies on various consulting engagements addressing entrepreneurship and technology creation.

Jonathan is also an educator, and he teaches subjects relating to family- and closely-held businesses, including corporate finance, business planning, organizational development and new venture creation. He is currently Lecturer at the University of Maryland's Robert H. Smith School of Business. He is also a regular speaker on topics related to business formation and expansion for groups such as the National Academies of Science, the National Science Foundation, the Northern Virginia Technology Council and others. Jonathan is the primary host of LeftJab Radio (www.leftjabradio.com), a weekly radio show on business, politics and current events broadcast on SiriusXM. He is frequently interviewed and quoted on business topics by national and local

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news organizations, including Washington Business Report, Huffington Post, the Deal, Potomac TechWire, the Washington Post, and the Washington Business Journal.

Prior to becoming a venture investor, Jonathan had a career in London and New York as an investment banker and law firm partner, working for international investment banks (Goldman Sachs, Donaldson Lufkin and Daiwa Securities) and national law firms specializing in technology law (Pillsbury, Fenwick & West and Fish and Richardson).

Jonathan holds a BA (with honors) in Political Science and Economics from George Washington University, where he was a Phi Beta Kappa. He received an MSc in International Economics with Distinction from the London School of Economics. He also holds two law degrees, an MA from Downing College, Cambridge University and an LLM from the New York University School of Law.



MARK LEVINE, MANAGING DIRECTOR, CORE CAPITAL PARTNERS.

Mark joined Core Capital in 2000 from GCI Venture Partners, an early stage technology venture capital fund, where he was a managing member focused on Internet infrastructure technology, software, telecommunications, and biotechnology investments.

Previously, Mark was a senior executive with GEO-CENTERS, a technology services firm with more than \$200 million in revenue and 1,200 employees when it was acquired by SAIC. He was responsible for corporate development, government and industry relations, management of the firm's intellectual property portfolio, licenses and joint ventures, investment banking relationships, and senior executive recruitment. Prior to that, Mark was a Subcommittee Staff Director of the Small Business Committee in the U.S. House of Representatives and was involved in several successful legislative and regulatory initiatives including The Small Business Innovation Development Act (SBIR) and the Small Business and University Patent Act

His other activities include serving on the Boards of Trustees of the Mid-Atlantic Venture Association (MAVA) and the Maret School, the Board of Advisors of The George Washington University Business School and the Dingman Center, the Advisory Board of Marshfield Associates, and as Vice Chair and Executive Committee Member of the Professional Services Council. Mark received his M.B.A. from The George Washington University and lives in Washington, DC with his wife and two children.



TODD KLEIN, MANAGING DIRECTOR AND CHIEF INVESTMENT OFFICER OF SWAN & LEGEND.

Todd Klein is a successful private equity investor and author who focuses on identifying, investing in and helping build Transformative Companies—those that not only succeed but transform their industries, their markets and the world around them.

He is Managing Director and Chief Investment Officer of SWaN & Legend, a \$300 million private

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investment firm with interests in technology, media, retailing, education, and professional sports. Representative direct investments include KIND Healthy Snacks, SocialRadar, China Senior Care, CustomInk, Oporto, and Think Food Group (Celebrity Chef, José Andres). Fund investments include Berkshire Partners, Freeman Spogli, and Silicon Valley Angels. SWaN & Legend also holds interests in the Washington Nationals and Monumental Holdings, owners of the Washington Wizards, Mystics and Capitals.

Previously, he founded and served as Managing Partner of Legend Ventures, a private investment firm targeting New Media and Information Technology opportunities. Prior to founding Legend, he was a Managing Director and member of the investment committee of Kinetic Ventures. Earlier in his career, he worked in corporate finance for Salomon Brothers and Chemical Banking Corporation where he completed numerous mergers & acquisitions, restructurings, public and private financings and leveraged buyouts.

In addition to his private equity activities, he is the author of two books on Transformative Companies: East of Wall Street, a work of business fiction and Built for Change: Essential Traits of Transformative Companies (Praeger Publishing).

Todd is a frequent speaker on capital formation and entrepreneurship and has appeared on Lou Dobbs and CNN, as well as keynoting Fortune Magazine's Growth Summit. He received his BBA from the University of Texas and MBA from Harvard University. Todd is married with four children and lives in Bethesda, MD.



HANK TORBERT, PRINCIPAL AND CO-FOUNDER, RLMCCALL CAPITAL PARTNERS.

Mr. Torbert is a Principal and Co-Founder at RLMcCall Capital Partners, a private equity firm focused on industrial, media, technology and special situation transactions. He has spent the last 20 years in the venture capital, private equity, operational management, business development and corporate finance world. Mr. Torbert has deep industry experience in the technology, media, telecommunications, alternative energy, and transportation sectors.

Throughout his career, Mr. Torbert has focused on investing in and enhancing early venture and middle market companies, notably in the context of roll up and platform company opportunities. As a founding investor and board member, Mr. Torbert played an integral role in the launch, development and \$100MM IPO of Mood Media (TSX:MM), an internet based music services company. In addition, he has played a vital role in the formation and growth of several companies, including Midas Medici (OTB:MMED).

Mr. Torbert has served as a board director and Chairman of two middle market transportation companies. He orchestrated the acquisition of two distressed assets in the aviation sector, Direct Air and Swift Air, with a plan to restructure both companies. Mr. Torbert served as Chairman of Swift Air, a passenger and cargo charter airline that was spun out of Swift Transportation. Under

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his leadership, the company was successfully reorganized and sold in 2013.

From 2004 to 2006, Mr. Torbert served as COO of Broadcast Capital, a firm focused on investing in media and broadcasting sectors. He oversaw the firm's operations and investment portfolio. From 1999 to 2004, Mr. Torbert was an investment banker at JPMorgan Chase where he was a Vice President of the Financial Sponsor Group, Middle Market Banking. HE has completed over \$100 billion in transactions in the media and telecommunications industry. Mr. Torbert also has held positions at AIG Partners, where he focused on analyzing global private equity investments and on raising capital for the firm's \$1 billion Global Emerging MarketsFund.

In addition, Mr. Torbert serves as an Entrepreneur-in-Residence at Georgetown University's McDonough School of Business, and he speaks regularly at industry seminars on venture capital and other investment-related topics and is a recipient of the Network Journal's Top 40 Under 40 Award. Mr. Torbert holds a B.A., a masters degree in International Finance, and an M.B.A., all from Columbia University. Mr. Torbert is also an alumnus and Trustee of the Taft School.



ED BARRIENTOS, CEO, BRAZEN CAREERIST.

Ed is a well-known serial entrepreneur and angel investor in the Washington DC region. He is currently the CEO of Brazen Careerist, a high-growth startup in the HR software space. He sits on the Board of Advisors of the George Washington University School of Business and is an Entrepreneur in Residence at the Dingman Center for Entrepreneurship at the University of Maryland. Ed is a national faculty member at the National Science Foundation Innovation Corps and sits on numerous Boards including the Board of Directors of Founder Corps, where he is also a charter member.

From 1996 to 2005, he was President and CEO of Arc Second Inc., a high growth market leader in the field of laser based, high-precision GPS. Ed led Arc Second to a successful exit (acquired by Metris NV of Belgium) at the end of 2005. He sat on the Board of Directors of Metris NV, and worked as an active Board member through the Company's IPO (2006) and its acquisition by Nikon (Japan) in 2009. From 1993 to 1996, Ed served as Managing Director of Max Schlatterer GmbH & Co KG, a leading German manufacturer of products for the food, drug and machine tool industry with headquarters outside of Munich, Germany. From 1991 to 1993, he was an international marketing consultant for Management Partner GmbH, a boutique management consulting firm based in Stuttgart, Germany. He started his professional career with IBM in 1986, serving in a number of technical and marketing related positions. Ed holds a B.S. in Management from Virginia Commonwealth University and an MBA from the George Washington University.

Consumers trending from “big box” to ecommerce are directing their shopping to merchants who support causes.

To capitalize on that trend, Affinity is building the

causenetwork
the marketplace for giving

OVERVIEW

causenetwork is a Cause Commerce Marketplace that links charity causes, “Cause Shoppers” and Merchants. We enable cause ecommerce that generates donations through the simple act of shopping.

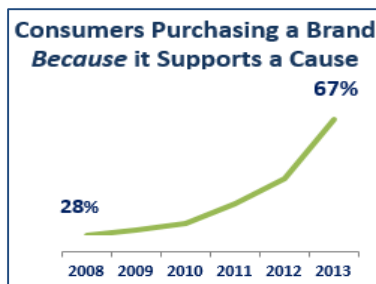
causenetwork delivers value.

- Non-Profits get an expanded, engaged donor base and dramatically increased tax free revenues.
- Consumers get special pricing, offers and rewards for themselves while giving to the cause(s) of their choice.
- Merchants get direct access to loyal cause oriented consumers, ongoing cause sponsorship, and access to a highly segmented advertising channel.

MARKET DYNAMICS DRIVING THIS CONVERGENCE

Consumer purchasing trends:

- 81% “...think businesses should do more to support causes.”
- 91% “...would switch brands to support a cause.”
- 44% “...would pay more for products from brands supporting causes.”



Merchant trends:

- Retailers increasing commitment to ecommerce
- Merchants are aligning with causes to enhance corporate image because consumer trust is at the lowest point ever.
- Merchants are cultivating cause-oriented consumer loyalty.
- Corporate Non-profit sponsorships are ineffective and shrinking.

Cause (Non-Profit) trends:

- Total donations are down 16.5% since 2007
- Non-profits are forced to innovate to find new donors and raise money
- Causes are relying more on social networking and ecommerce

causenetwork is the first Marketplace that directly links causes, consumers, and merchants in ways that are beneficial to each of them.

HOW IT WORKS & HOW WE MAKE MONEY

1. Participating Merchants offer specials and donation \$\$\$ to sponsor causes
2. Causes (Non-Profits) join **causenetwork**, promote membership to donors
3. Donors join **causenetwork** for FREE, create their cause profile and get a Patent Pending **Giveld™** which provides access to special savings
4. As “Cause Shoppers” they save \$\$\$, feel great and share savings with others
5. Merchants pay Affinity commissions for sales and advertising tied to causes
6. Affinity shares purchase and advertising revenues (tax free) with Causes



Empowering Causes with Commerce

Profile: www.AffinityStores.com
Industry: Cause Commerce
Employees: 10 FTEs
Headquartered: McLean, VA
Founded: December 2012

State of the Business

- Platform (V2), operating
- 1st patent filed, preparing 2nd
- 1200+ merchants in platform
- 15+ sites, strong pipeline

Capital

- Investors: management, angels
- \$600K equity, \$800K in debt
- **Seeking \$750K convertible debt**

Use of Funds:

- 60% sales and marketing
- 30% IP, product development
- 10% G&A

Monthly Burn Rate:

- Less than \$65K, breakeven: 2015

Executive Management:

Mike Rowen, CEO
Glen Gulyas, Pres. / COO
Chad Wach, CTO
Sal Fondaco, CFO

Board of Directors:

Mike Rowen
Glen Gulyas
Lloyd Griffiths
Tracy McMahon
Gen. Ken Minihan (Ret.)

Example Non-Profit Branded Sites

Parkinson.org: ShopToBeatPD.com
Loyola: ShopGreyhounds.com
RMHC: HelptheHouse.org

Contact us:

Glen Gulyas (202) 390-1000,
glen@affinitystores.com
Mike Rowen (703) 304-9426,
mike@affinitystores.com

For More Information visit:

www.AffinityStores.com.com

WHY IT WORKS: EVERYONE GETS WHAT THEY WANT



Consumers shop easily and in multiple ways, by simply saving money on name brands. They feel great about driving donations without a cost to them and even build their personal status as they share.

Merchants get a brand “halo” that is advertised and promoted by both **causenetwork** and Non-Profits, protect prices*, get loyal consumers

Non-profits expand donor base and increase tax free revenue without costs or compromising the integrity of their mission.

** Patent pending technology verifies customers & protects offers from Merchants*

THE NEW CAUSE COMMERCE MARKETPLACE: PROMOTED BY CAUSES, POWERED BY MERCHANTS

Corporate sponsorships that generate donations are familiar fundraisers but they no longer achieve the objectives produce results that non-profits or the Merchant sponsors seek. Several “choose-a-cause” ecommerce platforms have emerged offering consumers the ability to direct a small % of purchases to a variety of causes. These options, restrict donor access to a single purchase from a single merchant, offer paltry returns to non-profits, and risk donor membership.

The **causenetwork** provides a cause-centric, Groupon-like one-to-many purchasing marketplace that increases loyalty, expands consumer engagement, increases sales volume and stimulates social media referrals. For the first time, Merchants can engage in “pay as you go cause sponsorships”, using discounted products to buy their “halo” instead of or as an augment to writing a check. Merchants get to associate with many great causes, not just one. They also offer special, protected prices to Cause Shoppers. Merchants gain the access to loyal, cause-oriented online consumers that they have always wanted but never achieved through traditional corporate sponsorships.

MARKETING SUPPORT AND... VALUABLE DATA

Our agency-grade promotions utilize email, social media, and mobile to provide valuable relevant content for non-profit supporters so they can easily leverage their relationships and increase donors and donations. Our Cause Commerce Database captures and tracks demographic data, purchasing psychographic data and buying behaviors. This becomes a valuable Affinity asset for direct marketing and segmented advertising sales not to mention one of the biggest assets at exit.



SUMMARY

causenetwork Value Drivers:

“Coupon” leaders RetailMeNot.com and Coupons.com recently executed IPOs, verifying the shareholder value of on-line coupon shopping. Affinity’s platform exploits the coupon-craze and expands on it with a shopping cart, an advertising network, and more - all designed to maximize savings, sales, donations and profits. Affinity’s **causenetwork** is a perfect complement to these public companies which makes the company a potential target acquisition.

Our roadmap is well defined, incorporating features and capabilities requested by Partners, Merchants and Consumers. It includes mobile apps, expanded social media capabilities, frictionless automated shopping, full-scale advertising network, Merchant-side **GiveID™** transactions.

Our team has relevant expertise and experience building enterprise value and exits. We are now generating revenues with multiple non-profits who increasingly promote us and build our market. Merchant Sponsors are offering us their “best price” and validating our patent-pending **GiveID™** technology. And our consumer conversion metrics exceed industry norms, pointing to the “loyalty effect” of our model.

We are seeking to complete our \$3M seed capital round with \$750,000 in convertible debt. Proceeds will be used to grow sales, expand our offerings, and develop additional IP. **causenetwork** is changing the face of online shopping and creates value for shareholders by establishing Affinity as leaders in convergence of online retailing and Cause Commerce.

Business, Financial Pro Forma, Metrics are Available Upon Request



Powerful Mobile Sales Apps Start Here

sales in motion

FIVE REASONS SALES EFFECTIVENESS IS A TOP CHALLENGE

Today, buyers are more sophisticated than ever, leading sales executives to search for ways to differentiate their company's sales process to stay competitive. In addition, inefficiencies continue to plague the sales process. Despite "miracle" tools like CRM and salesforce automation that we've hyped as gamechangers, 71% of a sales representative's time is still spent not selling.

- Salespeople consider up to 90% of materials created by marketing useless
- Over 80% of training efforts are not retained by sales after 90 days
- 25% of CSOs say their reps use their sales methodology less than half of the time
- 46% of CSOs say their CRM tool adoption rate is low
- 60% of B2B purchasing decision making is independently completed by the customer before the first sales call

HOW APPNETIC CAN SOLVE SALES PROBLEMS

Armed with Appnetic, sales reps can collaborate better with their team and clients to:

Win more deals. Mobile devices deliver a distinctive client experience and real-time access to the right information to advance the sale. Appnetic's solution offers:

- Improved time to market by making it faster and easier to deploy, update, and adapt sales programs in the field

Improve productivity. A study by CDW IT Monitor found 74% of IT decision makers indicated that using tablets and smartphones has led to an increase in productivity in their organization. Appnetic can help you boost sales performance by:

- Allowing salespeople to complete work any place, any time – with or without an internet connection
- Providing fast and flexible access to product catalogs, workflow management, and CRM systems from one central "hub"
- Eliminating the costs of printing, storing, and distributing paper-based sales collateral and pitch books
- Helping sales reps get up to speed faster with sales guides, coaching tools, and playbooks that reinforce training and coaching investment in real selling situations

Sell smarter. Now you can unlock the power of analytics to quickly interpret and optimize the sales approach. Appnetic empowers sales teams through:

- Uncovering previously unseen data trends on performance, customer insights, and market trends
- Capturing, identifying, and sharing best practices of top performers
- Providing data-driven decision support in the field to support better cross-selling recommendations, consultative selling, and advice

Leading sales organizations are starting to use Appnetic to create engaging mobile experiences that deliver transformational business results. The Sales Management Association found that 70% of sales organizations using tablets are already realizing a positive return on their investment.

NEED HELP WITH IT ALL? TALK TO ONE OF OUR FOUNDERS TODAY.



sales in motion



Always-On
Connectivity



Data-Driven Decision
Support



Direct Links to
Marketing Materials



Machine-to-Mobile



On-Site Quotes



Custom Client
Briefcase



Live Tracking



Language and Content
Localization



Improve Communication



Social Selling



Advanced Search



Real-Time Content
Access

THE ADVANTAGES OF APPNETIC

Combining the unique capabilities of mobile devices with the power of social, analytics, and cloud computing, Appnetic can yield sales productivity improvements not achievable with personal computers.

Sales teams are clamoring to adopt Appnetic because it makes work simple, intuitive, and easy.

ADVANCED, MODERN TOOLS

- Navigate content quickly with multi-touch mobile interface and advanced search tools
- Share rich video, 3D animations, graphic images and visual ordering tools with clients
- Gather and record more client information during sales interactions using image and voice capture, interactive survey tools and location-based services
- Collaborate with clients face-to-face because several people can see the same content at once



NEED HELP WITH IT ALL? TALK TO ONE OF OUR FOUNDERS TODAY.



Company Background:

There is a substantial and unique opportunity to aggregate the data of Specialized Commercial and Industrial Products specific to large organizations in our target fragmented industry. ePN has been working with several multi-national, multi-unit operators in the Theme Park, Hospitality, Restaurant, Convenience Store, and Casino Gaming spaces who have major pain points sourcing and procuring this category. There is a need to digitize paper catalogs, automate manual processes and organize all derivative information – utility, engineering, mechanical, drawings, sizing, training, operation manuals, warranty, accessories, videos, reviews and pricing into one centralized, searchable database. For the past two years we have done extensive market research with prospective clients and product manufacturers and have identified (4) specific areas both sides are seeking solutions for and this is the foundation on which the ePN (working) platform has been built.

Business Description:

ePURCHASINGnetwork, Inc. is an Online, Enterprise Purchasing and Digital Catalog Company. Using our exclusive dashboard, ePN makes it extremely easy for purchasers to research technical information, review, rank, share with colleagues, purchase, check status and track orders. ePN has created a private label, online eProcurement marketplace where buyers and sellers of specialized products can easily find one another, creating tremendous value.

Products and Services:

Platform includes: Creating Digital Libraries, ecommerce (transactional including social components), Order Management & Media Services.

Special Know How:

Our individual Team members have extensive backgrounds founding, developing, operating, and scaling multiple companies. We have special expertise in the sales, marketing, and distribution of commercial and industrial products in our target market segments plus the technical expertise of software development, IT solution design, deployment, and strategic planning.

Markets:

ePN is launching in the Theme Park, Hospitality, Restaurant, Convenience Store, and Casino and Gaming Spaces. These are very large segments with over \$100B in product sales volume according to Food Service Equipment Industry publications. It's a huge consolidation opportunity because though fractured, fragmented and on the surface they seem

dissimilar all actually purchase the same core family of products for their operations – Professional Services, Kitchen Supplies, Material Handling, Furniture, Decorative, Janitorial, Non-Warranty Service, Parts, and Commercial Kitchen Equipment.

Competition:

There are competitors that perform pieces of our model, for example, repetitive transaction processing software, ecommerce, order management, media services, and content creation but these are mostly offered independently and as broad solutions for commodities across the industry whereas ePN is focusing on a specific combination of these elements for buyers and sellers of specialized, commercial products and services.

Management:

Our team has proven track records as leaders. Our CEO is an industry insider and has deep relationships with the clients and product manufacturers doing business with both sides over the past 25 years with his manufacturers' representative firm. In May 2010, his profile was featured in "Profiles in Success: Inspirations from Executive Leaders in the Washington DC Area, Volume 1."

Industry: Theme Park, Hospitality, Restaurant, Convenience Store, Casino and Gaming

Number of Employees: 4

Bank: Virginia Heritage

Law Firm: Cooley

Amount of Financing Sought: \$500,000

Current Investors: Founder, White Hall Capital, Herndon Associates, and Individual Angels

Use of Funds:

Onboard - clients, product manufacturers, service providers.

| Financials: | Revenue | Operating Income |
|--------------------|----------------|-------------------------|
| 2014 Proj (6 mos) | \$ 1,495,800 | \$ 213,800 |
| 2015 Projected | \$ 3,108,130 | \$ 261,130 |
| 2016 Projected | \$ 6,264,895 | \$ 744,495 |
| 2017 Projected | \$10,305,610 | \$ 4,137,410 |
| 2018 Projected | \$15,477,756 | \$ 8,740,056 |

***These projections only reflect the product categories of Kitchen Equipment, Kitchen Supplies and Furniture based on our prospective initial client's request. There are 7 other areas to serve – Materials Handling, Maintenance, Facility, Parts, Services, Janitorial, and Decorative that will generate additional, similar revenue streams.*



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 \$500,000

Primary Use of Funds

Complete initial rollout of the platform, expand sales & marketing, build strategic partnerships and legal fees for IP protection

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. 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 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 at Thomson-Reuters, Rydex Funds, and Edgar Online. At Rydex, Mark built from scratch an in-house Finance and Accounting function that had previously been completely outsourced.

Accomplishments and Current Status

We have closed our Friends and Family round, having reached our goal and are actively working on our next larger round of financing. We have launched our corporate website at www.getgamescape.com. Our product platform is in the final stages of alpha testing and is expected to roll out to our BETA sites in Summer, 2014. We expect the BETA program to run for about 5 weeks. We are in the process of recruiting sales and support staff to join us during the BETA period.

Financial Projections

Financial projections model Sports Bar Industry only. Cash assumes additional \$500k of financing as convertible debt. We are EBITDA positive in Q3 2015.

| | 2014 | 2015 | 2016 | 2017 |
|--------------|-----------|-----------|------------|------------|
| Revenue | 360,000 | 5,323,550 | 11,409,515 | 16,570,475 |
| EBITDA | (732,056) | 1,355,953 | 5,948,630 | 9,906,530 |
| Cash | (297,127) | 225,054 | 3,979,233 | 9,811,250 |
| Gross Margin | 81.67% | 82.06% | 83.91% | 84.11% |

Overview

North Star Games (NSG) has published award-winning board games since 2004. We've sold over 1.3 million games through Target, Wal-Mart, Toys "R" Us, Barnes & Noble, and thousands of other retail locations. Over 15 million consumers know our brands.

Capital Needs

We are seeking \$2M in equity to build digital versions of our blockbuster brands for smartphones, tablets, and set top boxes.

Opportunity

NSG will leverage the brand awareness of its blockbusters board games to expand into mobile games. This strategy will enable NSG to increase revenues in both the board game market (\$5B worldwide) and the digital game market (\$22B worldwide). Sales of our board game brands will be significantly enhanced when they are complemented with digital games that enable users to easily learn the rules and take our games anywhere. Board games such as Ticket to Ride and Carcassonne have shown that adding digital games to their company's product line have increased the physical board game sales by 40% - 70%. The gross margins on our physical board games are over 60%.

Competitive Advantage

Customer acquisition costs have become a significant barrier to entry for mobile game developers. NSG will leverage its brand awareness, established sales history, and built-in customer base to acquire customers at lower costs than digital-only competitors. NSG will market its digital games directly to its active and passionate fan base through its existing marketing channels, including national radio advertisements, press campaigns, board game rules, social media, internet forums, and fan pages.

Management Team

Since 2004, Co-Presidents Dominic Crapuchettes and Satish Pillalamarri have grown NSG into one of the nation's leading independent board game publishers. Prior to joining NSG, industry veteran Matt Mariani spent 5 years growing the Apples to Apples brand until it was acquired by Mattel for \$25M in 2008. Scott Rencher, a Senior Strategy Manager for Intel's Tablet Group since 2004, will be joining NSG to run its Digital Game Division.

Financials

NSG has averaged 88% annual revenue growth over the last 10 years (see below). NSG grew its profitability by 198% last year.

| | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
|------------|---------|---------|---------|----------|--------|---------|---------|---------|---------|---------|
| Revenue | \$15K | \$53K | \$95K | \$309K | \$729K | \$1.47M | \$1.92M | \$2.36M | \$3.23M | \$4.32M |
| % Growth | NA | 250% | 81% | 223% | 136% | 102% | 31% | 23% | 37% | 34% |
| Net Income | (\$37K) | (\$84K) | (\$80K) | (\$105K) | \$15K | \$81K | \$233K | \$230K | \$325K | \$969K |
| % Growth | NA | NA | NA | NA | NA | 449% | 188% | -1% | 41% | 198% |

NSG is projecting \$15.8M in revenues in 2018, \$9.5M from the Board Game Division and \$6.3M from the Digital Game Division.

Exit Strategy

Acquisitions of independent game publishers are standard in the board game industry (Cranium: \$77.5M, Apples to Apples: \$25M, Scene It?: \$75M). NSG's goal is to have a liquidation event within 5 years by selling one or more brands to a major game company like Hasbro, Mattel, or Spinmaster.



Overview

User-driven
enterprise
software

Pistachio is web-based software that builds business “apps” by combining basic feature blocks. These blocks encompass the most often-used features of enterprise systems - features to capture information, act on it, and create reports.

Unlike most enterprise software though, non-programmers can build their own applications without relying on the IT department or external consultants. You build an app for Office 365 or SharePoint around a familiar concept: the business form. Pistachio then adds features to search, report on, drill into, export, update, and send information to others. Apps are accessible online through desktops, tablets and smaller screen sizes.

Market

Users of
Office 365
& SharePoint

Office 365 is Microsoft’s cloud platform, offering its Office suite along with online file sharing, group collaboration, email and other hosted services. It is an ideal platform for small to mid-sized organizations - it has a familiar interface and the same features as its desktop software, but frees subscribers from managing on-premise file and email servers.

Many larger companies and the Federal Government are also adopting Office 365 as an extension to their on-premise SharePoint installations. SharePoint is Office 365’s larger enterprise platform - its sales exceed \$2 billion yearly, representing 45% of the enterprise content management market. Over 66,000 organizations with 125 million users have implemented SharePoint.

Many vendors, including a dozen or so with revenues over \$25 million, supply products and services for Office 365 and SharePoint. We guesstimate this secondary market to be \$800 million per year and is growing.

Opportunity

Few business
applications
exist

Office 365 does not offer business functionality beyond its core features of document creation, sharing, collaboration and communication. The biggest challenge faced by on-premise SharePoint users is integrating and building business applications. Users must usually revert to other platforms on which the applications exist.

Pistachio offers several approaches to address these challenges:

- **App builder** - organizations or consultants use Pistachio to configure custom business applications for Office 365 and SharePoint in less time and lower cost than custom programming.
- **Ready-made apps** - we offer pre-configured Pistachio applications that address common business needs, such as budget preparation, expense reimbursement, time reporting and the like.
- **Third-party apps** - partners with specific vertical-market expertise offer niche market solutions that are built with Pistachio.

Revenue Model

Subscriptions
& licensing

Several companies are using (and have paid for) pilot versions of Pistachio, including Hospital Corporation of America, Nissin Foods and the Inter-American Development Bank. Fees are structured to match Microsoft’s billing model on the target platform:

- A monthly **subscription fee** for Office 365, offering a low cost entry point that increases with the number of users or applications being used.
- A software **license fee** for on-premise SharePoint, with a monthly subscription alternative for those so inclined.

Revenue can also be generated from licensing Pistachio to third-party applications, and from implementation services offered with the software. Direct sales will be on a self-service, “try it and buy it” basis. A more time-intensive sales process will be used to recruit and sell through implementation and vertical market partners.

Projected Five-Year Revenue

| | 2014 | 2015 | 2016 | 2017 | 2018 |
|--------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Revenue: | | | | | |
| Subscriptions | \$0 | \$319,659 | \$1,597,278 | \$3,992,400 | \$7,486,788 |
| License/Renewals | 114,950 | 1,032,901 | 2,805,563 | 6,459,240 | 9,761,858 |
| Partner Apps | 0 | 0 | 1,248,427 | 1,560,459 | 1,950,598 |
| Services | 24,500 | 183,750 | 490,000 | 980,000 | 1,347,500 |
| Total Revenue | 139,450 | 1,536,309 | 6,141,267 | 12,992,099 | 20,546,744 |
| Expenses: | | | | | |
| Salaries & Benefits | \$370,000 | \$1,367,600 | \$3,267,000 | \$6,272,000 | \$9,222,000 |
| Marketing | 100,000 | 300,000 | 500,000 | 800,000 | 1,100,000 |
| Indirect | 75,000 | 280,000 | 775,000 | 1,632,000 | 2,553,000 |
| Total Expenses | 545,000 | 1,947,600 | 4,542,000 | 8,704,000 | 12,875,000 |
| Earnings (ebitda) | (\$405,550) | (\$411,291) | \$1,599,267 | \$4,288,099 | \$7,671,744 |

Investment Sought

\$1,000,000

We are seeking investment from one or more investors/partners that have strong enterprise and government software expertise. Funds will be used to build the sales team, increase marketing, build a support infrastructure and to continue product development. Pistachio has been funded to date by the founder, friends & family and sales.

Several acquisitions and venture capital investments have been made recently in SharePoint third-party product and service vendors, with at least two over \$50 million. This underscores the potential for growth within this market, and as a possible exit strategy as this largely fragmented market begins to consolidate.

Team

Business experience and technology expertise

Marco Luzuriaga (*Founder*) is also CEO of LimeLeap, Inc. a Washington DC provider of outsourced IT services. He started the firm to develop information management systems, and later expanded to offer outsourced IT and help desk services to small and mid-sized organizations.

Before LimeLeap, Marco was an independent software developer and built one of the first Windows-based university management systems which he sold to CIS/Jenzabar, a higher education ERP solution vendor. He's also held business analyst positions at the Inter-American Investment Corporation (an overseas investment bank) and American University. Marco holds a Bachelor of Commerce degree from the University of Toronto (Ontario, Canada), and an MBA from American University (Washington, DC).

Jeff Repanich (*Partner*) is technical lead at Pistachio Apps. Throughout his career Jeff has blended his business background and "inner geek" to build solutions that simplify and automate business processes. His portfolio includes web solutions to manage cash operations, credit card processing, billing & receivables management and budgeting.

Besides his work as an independent software developer, Jeff has held technical and non-technical positions at Erz Holdings, Sawyer Realty Holdings, Bright Horizons and Peoples Bank. Jeff holds a Bachelor of Arts in Business Administration from Western Washington University (Bellingham, WA).

Two more staff round out the team: **Christopher Swasey** is our expert front-end developer, and **Mallory DeMarines** is our marketing intern.

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LORE SYSTEMS, INC.

Lore Systems helps our clients with cutting-edge 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 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.

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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 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

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.



MARK FITZGERALD, PARTNER

Mark Fitzgerald is a partner in the Washington, D.C., office of Wilson Sonsini Goodrich & Rosati and has been an integral part of the office since its opening in 2000. His corporate and securities practice focuses on the representation of public and private technology, life sciences, and national defense clients at every stage of their development. Mark has counseled clients on a wide variety of matters, including private placements and public offerings of securities, mergers and acquisitions, seed and angel financings, venture capital, joint ventures, corporate governance, regulatory compliance, complex cross-border transactions, and other general corporate and securities law issues. From 1987 to

Big Idea CONNECTpreneur Summer Forum



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1992, Mark served as an officer in the U.S. Air Force, stationed at the Electronic Systems Center at Hanscom Air Force Base in Massachusetts, where he conducted antenna and semiconductor research as an electrical engineer and later managed information technology defense contracts. Mark currently serves as a colonel in the U.S. Air Force Reserve.



BDO

For more than 100 years, BDO USA has been recognized as a premier accounting, tax, financial advisory and consulting organization. Providing services to a wide range of publicly traded and 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 ELLENBOGEN, MANAGING PARTNER ASSURANCE SERVICES

Mark has over 15 years of experience in public accounting. Mark is responsible for the local commercial audit practice which includes the Software & Technology, Government Contracting, and Private Equity Group practices. Mark is also responsible for the formulation of growth strategies and the subsequent implementation of those strategies throughout the various commercial practice groups. Mark acts as the liaison for the BDO Greater Washington, D.C. audit practice to many local business associations and chambers of commerce. In addition, Mark is the Assistant Regional Technical Director for the Mid-Atlantic region.



DELOITTE.

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.

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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 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.



AH&T INSURANCE

AH&T is an insurance brokerage, risk management consulting, employee benefits, surety bond and retirement planning services organization dedicated to providing innovative solutions globally for business and individuals. AH&T is employee-owned and one of the largest independent insurance brokerages in the nation, with offices in the metro areas of Washington, D.C., Seattle, Washington, and New York. AH&T is a partner of the RiskProNet and TechAssure global broker networks. For more information about AH&T, visit www.ahtins.com or call (800) 648-4807.



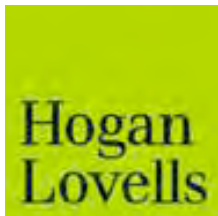
PETER DEAN, PRINCIPAL

Pete has led AH&T Insurance in developing its expertise in both privately held and publicly traded financial institutions. Peter's expertise has earned him a seat on the private equity committee of the Northern Virginia Technology Council (NVTC), as well as the advisory board of SONA Bank,

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a NASDAQ-traded bank in Virginia. He also has been a community bank board member and currently is an active shareholder in a securities broker-dealer firm.

Prior to joining AH&T in 2003, Pete was an account manager and underwriter for a national carrier, where he was one of the top managers in the management liability arena. "When I joined AH&T, I started looking at the regional financial institutions," he said. "No one was really taking care of them. Even though a lot of independent shops will offer coverage, it's not their focus. I realized the need for someone to specialize in this area." Pete earned a B.A. from Hobart College.



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 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.

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THE MELTZER GROUP

The Meltzer Group is a diversified financial services company based in Bethesda, Maryland. Meltzer has become industry leaders in the insurance field as cited by the Washington Business Journal, providing comprehensive business, personal and corporate insurance and financial strategies. Founded in 1982, The Meltzer Group prides itself in providing clients exceptional service and innovative problem solving ideas. They believe that the clients' needs and desires are the most important factors in the insurance process.



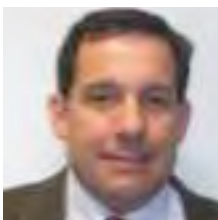
RICHARD "RICH" DIPIPPA, PARTNER

Rich is a native of Longmeadow, MA, and graduated from The George Washington University. He started in the insurance industry in 1985 with New York Life. He joined Mass Mutual and The Meltzer Group in 2008 as a partner. Rich primarily works with Business owners and executives on Succession and Estate Planning. Most of Rich's clients come from referrals by advisors (CPA, AH, CLIENTS, etc.). Rich is married to Molly and has one daughter, Carmen (13).



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

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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.



WASHINGTON NETWORK GROUP (WNG)

Established in 1995, the WNG is a membership organization of senior-level executives in the private, public and nonprofit sectors. Our membership includes leaders in companies, professional service firms, associations, nonprofit organizations, multilateral institutions, legislative offices, government agencies, foreign embassies, and the news media. The WNG is dedicated to helping members advance their business and professional objectives by convening targeted networking receptions and educational forums. WNG events are organized across five Roundtables - International, Communications, Government, Technology, and Entrepreneur - and by our Women's Leadership Forum.



BILL STOKES, WNG CHAIRMAN

Bill Stokes is founder and chairman of the WNG. A DC native, Bill launched his career working in think tanks on KStreet. His highly operational work on international trade and national security issues led him into business consulting, executive recruiting and leadership development. Today, Bill advises corporate and nonprofit leaders on professional development and career transitions. His work with institutional clients includes stakeholder assessment and leadership evaluations, and the design and execution of business development, advancement and fundraising strategies. Bill has served on numerous boards, including the George C. Marshall International Center and the World Affairs Council of Washington, D.C. He pursued graduate studies at the Elliott School of International Affairs at The George Washington University, and undergraduate studies at the College of William & Mary in Virginia, and attended Phillips Exeter Academy. He speaks German well enough to get himself into serious trouble. To keep it real, Bill coaches youth lacrosse, recently leading the boys to an undefeated spring season.



BOB LONDON, PRESIDENT, LONDON, INK LLC

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.

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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 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

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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.

Mr. Hafezi is fluent in German, Spanish, and Farsi. He lives with his wife in McLean, Virginia and enjoys traveling, skiing, tennis, golfing, sailing, music, polo, and helping their various charities.



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 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.

Big Idea **CONNECT**preneur Summer Forum



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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 Capitol Bay Group
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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 Market 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.

Big Idea CONNECTpreneur SUMMER 2014 Forum - Attendee List

| SPEAKERS | | | |
|--|-----------------|---|--|
| First Name | Last Name | Title | Company |
| Rick | Rudman | Chairman, CEO and President | Vocus |
| Derek | Coburn | Co-Founder and Author | CADRE |
| Jenifer | Boss | Interim Director of Business Development and Strategy | Office of the Deputy Mayor of Washington, DC for Planning and Economic Development |
| Jonathan | Aberman | Managing Director, Founder & President | Amplifier Venture Partners, Tandem NSI, and FounderCorps |
| Mark | Levine | General Partner | Core Capital Partners |
| Todd | Klein | Managing Director and Chief Investment Officer | SWaN and Legend Venture Partners |
| Hank | Torbert | CEO | RLMcCall Capital Partners |
| Ed | Barrientos | Serial Angel and Entrepreneur; CEO | Brazen Careerist |
| | | | |
| PRESENTERS | | | |
| First Name | Last Name | Title | Company |
| Affinity | | | |
| Glen | Gulyas | COO | Affinity |
| | | | |
| Appnetic | | | |
| Bill | Smith | VP, Product & Growth | Appnetic |
| | | | |
| ePURCHASING Network | | | |
| George | Spears | CEO & Founder | ePURCHASING Network |
| Jon | Finkelstein | CTO | ePURCHASINGnetwork |
| Lucas | McCann | COO | ePURCHASINGnetwork |
| | | | |
| 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 |
| | | | |
| North Star Games | | | |
| Dominic | Crapuchettes | Founder & Co-President | North Star Games |
| Satish | Pillalamarri | Co-President | North Star Games |
| Scott | Rencher | Director of Digital Division | North Star Games |
| | | | |
| Pistachio Apps, Inc. | | | |
| Marco | Luzuriaga | Founder | Pistachio Apps |
| Jeff | Repanich | Partner | Pistachio Apps |
| | | | |
| PARTNERS | | | |
| First Name | Last Name | Title | Company |
| AH&T | | | |
| Peter | Dean | Principal, Senior Vice President | AH&T Insurance |
| | | | |
| BDO | | | |
| Stacy | LaMontagne | Senior Manager | BDO |
| Tony | Deflumeri | Business Development Director | 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 |
| | | | |
| Deloitte & Touche LLP | | | |
| Steve | Balistreri | Audit Director and Leader | Deloitte & Touche LLP |
| Natalie | Buford-Young | Business Development Executive | Deloitte & Touche LLP |
| | | | |
| Dingman Center for Entrepreneurship | | | |
| Joel | Marquis | Assistant Director, Venture Programs | Dingman Center for Entrepreneurship |
| | | | |
| Georgetown University Entrepreneurship Initiative | | | |
| Jeff | Reid | Founding Director | Georgetown Entrepreneurship Initiative |
| | | | |
| HafeziCapital International Consulting | | | |
| Babak | Hafezi, MA, MBA | CEO | HafeziCapital International Consulting |
| | | | |

| PARTNERS | | | |
|---|----------------|---------------------------------------|-----------------------------------|
| First Name | Last Name | Title | Company |
| Hogan Lovells | | | |
| Rich | Becker | Partner | Hogan Lovells US LLP |
| Kevin | Clayton | Partner | Hogan Lovells US LLP |
| London, Ink | | | |
| Bob | London | President | London,Ink |
| The Meltzer Group | | | |
| Rich | DiPippo | Partner | The Meltzer Group |
| Ryan and Wetmore | | | |
| Peter | Ryan | Partner | Ryan and Wetmore |
| Tessa | Lucero-Bennett | Associate | Ryan and Wetmore |
| Kelly | Lesagonicz | Accountant | Ryan and Wetmore |
| Erika | Lehman | Accountant | Ryan and Wetmore |
| The Washington Network Group | | | |
| Bill | Stokes | Chairman | The Washington Network Group |
| Wilson Sonsini Goodrich & Rosati | | | |
| Mark | Fitzgerald | Partner | Wilson Sonsini Goodrich & Rosati |
| Mike | Labriola | Associate | Wilson Sonsini Goodrich & Rosati |
| ATTENDEES | | | |
| First Name | Last Name | Title | Company |
| Nancy | Abbot | Vice President | TD Bank |
| Steven | Abramowitz | CEO | CEO Boardroom |
| Imran | Aftab | CEO | 10Pearls |
| John | Aggrey | CEO | The Unicorn Group |
| Javier | Aguirre | Partner | Farragut Capital Partners |
| Ian | Altman | CEO | Grow My Revenue |
| Vaibhav | Anand | MBA Candidate | George Washington University |
| Tania | Anderson | Tech Editor | Bisnow |
| Saad | Ansari | Founder, CEO | Tularan Monumental People |
| Simien | Antonis Parr | Chief Creative Officer | Transit Labs |
| George | Aposporos | Managing Partner | Disrupture Consulting |
| Christopher | Arabia | Senior Vice President | TD Bank |
| Zal | Azmi | Chief Strategic Officer | Key Cybersecurity |
| Caren | Backus | Managing Director | AH&T Insurance |
| Khalil | Bangura | Co-Founder | SENtelevision.com |
| Henry | Barratt | Managing Director | Blue Water Capital |
| Kevin | Barrow | Co-Founder | OurStand Education |
| Tim | Batchelor | Managing Member | White Peak Capital |
| John | Becker | Consultant | |
| Kathleen | Benson | President & CEO | ORI |
| Amiel | Bent | Director | Stanford Venture Advisors |
| Scott | Berg | Partner | Blu Venture Investors |
| Casey | Berman | Partner | Berman Enterprises |
| Brien | Biondi | Founder & CEO | The Biondi Group |
| Randy | Blake | Principal | Duncaster Investments |
| Michail | Boloudakis | CEO | Kinems |
| Christopher | Bolster | Managing Partner | PublicRelay |
| Claiborne | Booker | Co-Founder | InAffinity Networks |
| Stillman | Bradish | CoFounder & COO | The Wireless Registry |
| Kathy | Broe | Director, Compliance & Administration | Lore Systems |
| Benjamin | Bryant | Co-Founder | E Pluribus |
| Peter | Buchanan | CEO | VIAcode Consulting |
| Michael | Burke | Business Development Manager | Arlington County |
| Elizabeth | Burton | | |
| Tony | Byrd | Account Executive | Northrop Grumman IT Defense Group |
| Dan | Call | Director of Business Development | OfficePro |
| Teresa | Carlson | VP, Worldwide Public Sector | Amazon |
| Lyles | Carr | Senior Vice President | The McCormick Group |
| JJ | Carrasco | Managing Partner | Atoll Financial Group |
| Sean | Cease | CEO | BizDevX |
| Paul | Chan | Chief Scientist | Climate Decision |
| Mike | Chan | Co-founder | Locatize |
| Antonia | Chen | Business Analyst | Tech 2000 |

| ATTENDEES | | | |
|----------------|--------------------------|---|---|
| First Name | Last Name | Title | Company |
| Stewart | Christ | Founder & CEO | Executive Peer Forum |
| Luke | Chung | President | FMS |
| George | Churchwell | President | Tech 2000 |
| Jeanne | Churchwell | Vice President of Operations | Tech 2000 |
| Colin | Clark | Associate | Washington Financial |
| Wilson | Cochran | Sales Executive | Key Cybersecurity |
| John | Coleman | BD & Sales | Washington Kastles |
| Mike | Collins | Fairfax Outreach Director | Office of Congressman Gerry Connolly |
| Bill | Collins | Chairman & CEO | The Collins Companies |
| Clara | Conti | CEO | ATSI |
| Marty | Cornish | CEO | EasyPaint |
| John | Crain | Founder & Principal | 452 Consulting |
| Kevin | Cunningham | Principal | Leeds Novamark Capital |
| Brian | Darmody | Associate VP Corporate & Foundation Relations | University of Maryland College Park |
| Charles | de Vilmorin | CEO | Linked Senior |
| Taylor | Devine | Founder & Managing Partner | The CDI Group |
| Fred | Diamond | President | DIAMOND Strategic Marketing |
| Christina | DiGiulian | Managing Director, Greater Washington | Hartman Executive Advisors |
| Sarah | Djamshidi | Managing Partner | Speedshift Ventures |
| Dennis | Emison | Corporate Controller | Tech 2000 |
| Eugene | Evans | CEO | Gopop.tv |
| Joseph | Faccone | President | The Kighthorse Companies |
| Sonja | Faison | Partner, VP Client Solutions | Linksoft Innovate |
| Heather Louise | Finch | Senior Business Development Coordinator | Smart CEO |
| Dwight | Fischer | Executive Vice President | Lore Systems |
| Adam | Fischman | Vice President | Visiosafe |
| Cindy | Flanders | Verit Advisors | Senior Advisor |
| Mike | Fletcher | Tax Partner | McGladrey |
| Bill | Flook | Reporter | Washington Business Journal |
| Rick | Foster | Managing Director | Foster Mathews Capital |
| Marc | Freedman | Managing Partner | Expense To Profit |
| Laurie | Freeman | COO | Cyber Solutions & Services |
| Ciera | Gallub | COO | Pelonkey |
| Nicole | Gallub | CEO | Pelonkey |
| J.S. | Gamble | Co-Founder | Blu Venture Investors |
| Valerie | Gaydos | President | Capital Growth |
| David | Giannini | Executive Chairman | CirrusWorks |
| Paul | Giordano | Angel Investor | New Dominion & Dingman Center Angels |
| Angela | Goerner | Development Director | Hamiltonian Gallery and Digital Initiatives |
| Bernadette | Goovaerts | BDManager, IT and Cybersecurity | Mont. Co. Dept of Economic Dev |
| Rick | Graf | General Counsel | Cultivate Ventures |
| Jennifer | Graham | VP of Strategy | RedPeg Marketing |
| Sabine | Grant | CEO & President | LSi Media |
| Idris | Grant | Co-Founder & Chairman | LSi Media |
| Tina | Grassi | Regional Director, Mid-Atlantic | RR Donnelley |
| Tyler | Gray | CEO | Gray Street Solutions |
| Richard | Greene | President | Keiretsu Forum - Angel Investing |
| Ingar | Grev | Business Growth Engineer & CEO | The Grev Group, LLC |
| Susan | Groter | Senior Business Performance Advisor | Insperty |
| Melanie | Guinn Buchanan | CEO | Zander Guinn Millan |
| Fred | Gumbinner | President & CEO | FRG Enterprises |
| Ajay | Gupta | CEO | Health Solutions Research |
| Rob | Hagerty | Associate | Farragut Capital Partners |
| Jeff | Hale | Co-Founder | Rebel Desk |
| G. Mark | Hardy, CISM, CISSP, GSLC | President | CardKill |
| Ed | Harrell | Managing Partner | Harrell Partners |
| Oliver | Harriehausen | COO | EasyPaint |
| Ken | Harvey | Business Development | ETS |
| Glen | Hellman | Chief Revenue Officer | 10Pearls |
| Dan | Henderson | Investment Director | CIT GAP Funds |
| Gary | Hensley | Co-Founder | edbacker |
| Tom | Hohman | Principal | AspeQT |
| John | Holaday | CEO & Managing Director | QRxPharma |
| Stan | Hubbard | Director of Communications & Research | MEF |
| Bernadette | Hyland | CEO | 3 Round Stones, Inc |
| David | Ihrie | CTO | Center for Innovative Technology |
| Jennifer | Ives | Director | TandemNSI |
| Gloria | Jacobovitz | Technology Manager | JHU Applied Physics Laboratory |

| ATTENDEES | | | |
|---------------|-------------|--|---------------------------------------|
| First Name | Last Name | Title | Company |
| Nelson | Jacobsen | Altavoz Entertainment | CEO |
| Ed | Jaehne | EIR | Mach37 |
| Praduman (PJ) | Jain | CEO | Vignet Corp |
| Juan | Jaysingh | Sales Executive | IMC |
| Brooks | Kahn | President | Tinia |
| Chris | Kauffman | Founder & CEO | Personam |
| Laura | Kennington | Director of Business Development | OTJ Architects |
| Joe | Kessler | Managing Partner | Next-Stage Development Group |
| Shawn | Key | Founder & CEO | Key Cybersecurity |
| Lindsay | Kin | Executive Director | Luke's Wings |
| Peter | Kirsch | Chairman | Palace Investments |
| Joe | Klein | Founder and CEO | Disrupt6 |
| Joseph | Koech | Founder | Local High |
| Tom | Kohn | Corporate Development | SPROCKIT |
| Chris | Koomey | President | Business Godfather |
| Sarat | Kosuri | Co-Founder | RightHire |
| Kay | Kromah | Co-Founder/CEO | SENtelevision.com |
| Steve | Kubisen | Director | George Washington University |
| Jen | Lacagnina | Implementation/Program Manager | Tech 2000, Inc |
| Sean | Lam | CTO | IM Systems Group |
| Tony | Lau | Chief Strategy Officer | Automated Precision Group |
| Caesar | Layton | Founder | Cultivate Ventures |
| Curvin | Leatham | Co-Founder | AreaProbe |
| Rebecca | Leung | President | Hyphen Group |
| Mike | Leurdijk | Vice President | Core Capital Partners |
| Marissa | Levin | CEO | Successful Culture |
| Martin | Levine | Founder & CEO | Whyttle |
| Winnie | Lin | Director, Enterprise Svcs, Public Sector, Civilian | HP |
| Steve | Little | President & CEO | Zero Limits Ventures |
| Jim | Long | Managing Director | VentureCross Partners |
| Bill | Loomis | CFO | Centennial |
| Brad | Love | President | Kang Capital |
| Alan | Luba | CEO | Human Resources Consultants |
| David | Lucas | President | Traverse Strategies |
| Dennis | Lucey | VP, Strategic Accounts | TKC Global |
| Jonathon | Lunardi | CEO | Military Job Networks |
| Chad | MacDonald | President & CEO | Connected Ventures |
| Lawrence | Machabee | Founder | Impact Fantasy Sports |
| Darren | MacLennan | Principal | AspeQT |
| Fred | Malek | Managing Partner | District Hospitality Partners |
| Sean | Mallon | Senior Investment Director | CIT GAP Funds |
| Rajeshwar | Manda | MBA Candidate | The George Washington University |
| Patrick | Matos | Co-Founder & CEO | CareLuLu |
| John | May | Managing Partner | New Vantage Group |
| Michelle | May | Founder & Owner | Womin Media |
| David | McDonell | Co-Founder & CEO | Mei LLC |
| Gerard | McLoughlin | Senior Vice President | Bank of Georgetown |
| Tom | McMillen | CEO | Homeland Security Capital Corporation |
| Kathy | McNeill | CIO | ATSI |
| Jonathan | Mervis | Chief Growth Officer | Mervis Diamond |
| Adam | Metcalf | Co-Founder/President | ZeeMee Inc. |
| Terry | Moraska | CEO | Warrior Communications |
| Christina | Morris | Managing Director | Xerox |
| George | Nagy | CEO | Terminusg Group |
| Lowell | Nerenberg | Principal & Coach | Coach Lowell |
| Katie | Nesbitt | Senior Account Supervisor | SpeakerBox Communications |
| Minh | Nguyen | CEO | dysjgr |
| Lisa | Nisenson | Co-Founder | GreaterPlaces.com |
| Courtney | Noles | Director, Business Development | Lore Systems, Inc |
| Jennifer | Nycz-Conner | Special Projects Producer | Washington Business Journal |
| Jennifer | O'Daniel | Senior Associate | CIT GAP Funds |
| Kristi | Otto | CEO | Inspire Living Inc |
| John | Palmisano | Chairman | eTrios Commodities |
| Dhaval | Parikh | President | BusinessWiseCPA |
| Patrick | Parodi | CoFounder & CEO | The Wireless Registry |
| Stan | Paul | Partner | Indian River Advisors |
| Kimberly | Person | President | The KAP Group, LLC |
| George | Pitts | Partner | Wiley Rein |

| ATTENDEES | | | |
|-------------|--------------|--|--|
| First Name | Last Name | Title | Company |
| Robert | Pizzimenti | Senior Associate | The Regis Group, Inc. |
| Anton | Popov | Startup Advisor | |
| Nancy | Prager | Senior Partner | Prager Law, PLLC |
| Phillip | Quatrini | Managing Attorney | Rimon Law Group |
| Harley | Radin | Private Investor | |
| Yashi | Rahmatollahi | Co-Founder | Visiosafe |
| Nishi | Rawat | Founder | Openbeds |
| Amy | Riccardi | CEO | HCM2020 |
| Stephen | Rodriguez | Principal | Scout Ventures |
| Anne | Rosenblum | Capital Attraction Manager | Fairfax Co. Economic Dev. Authority |
| Christopher | Ross | Senior Portfolio Manger | BNY Mellon Wealth Management |
| Steven | Roth | Partner | CM Equity Partner |
| Camilo | Russi | Director of Innovation y Strategic Alliances | Impact HUB |
| Soussan | Saadat | Vice President | Americas ETL Systems |
| Bill | Schafer | CEO | DigitalDME |
| Alan | Schlaifer | President | Wharton Club of DC |
| Tom | Scholl | CEO | Scholl, Scroll, School & Skull |
| Gerhard | Schwandt | CEO | APPEX |
| Michael | Script | CEO | Guardit.com |
| Denis | Seynhaeve | Managing Partner | Force V Partners, LLC |
| Elizabeth | Shea | President & CEO | Speakerbox Communications |
| James | Shepherd | Store Manager/AVP | TD Bank |
| Parag | Sheth | Sr. Director | Radius (formerly High Street Partners) |
| Jenny | Shtipelman | VP & Business Development | EagleBank |
| Jennifer | Simpson | Managing Director | The Gladstone Companies |
| Ram | Singh | CEO | Afinate / VoteRaise |
| Sam | Small | Co-Founder and CEO | Fast Orientation |
| Patrick | Smith | Founder & CEO | Power Supply DC |
| Bob | Smith | President & CEO | Welbeck Secure Solutions, LLC |
| Jonathan | Smith | CEO | ChiefOptimizer |
| Piyush | Sodha | CEO | Kastle Systems |
| Anthony | Solazzo | Managing Partner | Masonboro Partners |
| Julien | Stamatakis | CTO | Senseware |
| Jordan | Steffy | Business Development Manager | Accountable Health Solutions |
| Scott | Stouffer | CEO | Salsa Labs Inc. |
| Bob | Stratton | General Partner | Mach37 |
| Greg | Sturgill | Principal | AspeQT |
| Stephen | Su | Founder/CEO | ConnectUs |
| Tony | Surak | VP Business Development | FoundationDB |
| Uyen | Tang | Founder & CEO | STYLECABLE |
| Chuck | Teubner | Executive Chairman | SpringCM |
| Lisa | Throckmorton | Executive Vice President | SpeakerBox Communications |
| Clayton | Toppin | COO | GameHawk |
| Andy | Tucker | Shareholder | VedderPrice |
| Ben | Turner | Partner | Vente Networks |
| Aaron | Udler | President | OfficePro, Inc |
| Adam | VanWagner | Community and Venture Programs Coordinator | Dingman Center for Entrepreneurship |
| Hector | Velez | VP for Business Development | HireStrategy |
| Addison | Viener | Student | |
| Adam | Viener | Chairman & Founder | IMWave |
| Bob | Waddington | Vice President Operations | Tech 2000 |
| Tom | Weithman | Vice President and Managing Director | CIT Gap Funds |
| Ledger | West | Associate Partner | Mach37 |
| Matt | Whitaker | Managing Partner | Intelligent Office of Alexandria |
| Steve | Woda | President & CEO | uKnow.com |
| Tien | Wong | CEO | Tech 2000 |
| Smith | Wood | CEO | Seneca Corporation |
| Tom | Woolston | Partner | Connected Ventures |
| Felix | Yao | Principal | Booz Allen Hamilton |
| Michael | Yeh | President | Caelum Research Corporation |
| Jeff | Yentis | Managing Partner | TopBox |
| Chris | Yoko | President | Yoko Co |
| Drew | Zaleski | VP & Director IT Services | Lore Systems |
| Hans | Zeigler | CFO | E Group |
| Mark | Zuckerman | CEO | Clear Government Solutions |
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