

BIG IDEA CONNECTpreneur

WINTER FORUM

DECEMBER 4, 2014
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app
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SALES IN MOTION

TECH
2000

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FIVE REASONS SALES EFFECTIVENESS IS A TOP CHALLENGE

Today, buyers are more sophisticated than ever before, leading sales executives to search for ways to differentiate their company's sales process to stay competitive. Meanwhile, 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.⁽¹⁾

- Salespeople consider up to 90% of materials created by marketing useless ⁽¹⁾
- Over 80% of training efforts are not retained by sales after 90 days ⁽¹⁰⁾
- 25% of CSOs say their reps use their sales methodology less than half of the time ⁽⁷⁾
- 46% of CSOs say their CRM tool adoption rate is low ⁽⁷⁾
- 60% of B2B purchasing decision making is independently completed by the customer before the first sales call ⁽⁶⁾

HOW APPNETIC CAN SOLVE SALES PROBLEMS

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

Win more deals. Tablets 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.⁽¹¹⁾ 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. ⁽²⁾

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 tablets 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.

- Navigate content quickly with multi-touch tablet 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

Sales organizations that used mobile CRM and social sales tools won 7% more deals than their peer firms who did not use mobile tools

Big Idea CONNECTpreneur Winter Forum



AGENDA

07:00 – 08:15 am	REGISTRATION / NETWORKING																								
08:15 – 08:20 am	WELCOME S. TIEN WONG , CEO, Tech 2000 and Appnetic																								
08:25 – 09:15 am	FIRESIDE CHAT CHIP PAUCEK , CEO and Co-Founder of 2U (NASDAQ: TWOU), CEO of Hooked on Phonics																								
COMPANY SHOWCASE																									
9:15 – 10:15 am	<table border="1"> <thead> <tr> <th>COMPANY</th> <th>PRESENTER</th> <th>TITLE</th> </tr> </thead> <tbody> <tr> <td>BrownIT Holdings Corporation</td> <td>Mark Brown</td> <td>CEO</td> </tr> <tr> <td>CXO Collective International, LLC</td> <td>Jason Myers</td> <td>CEO, Co-Founder</td> </tr> <tr> <td>MedNav</td> <td>Lex Hultquist</td> <td>Co-Founder & VP of Marketing</td> </tr> <tr> <td>Delight Me, Inc.</td> <td>Marie-Louise Murville</td> <td>CEO</td> </tr> <tr> <td>Enviro Confirm</td> <td>Liam Keane</td> <td>CEO</td> </tr> <tr> <td>InSports</td> <td>Greg Arakelian</td> <td>CEO</td> </tr> <tr> <td>Ostrato</td> <td>Jay Chapel</td> <td>CEO & Co-Founder</td> </tr> </tbody> </table>	COMPANY	PRESENTER	TITLE	BrownIT Holdings Corporation	Mark Brown	CEO	CXO Collective International, LLC	Jason Myers	CEO, Co-Founder	MedNav	Lex Hultquist	Co-Founder & VP of Marketing	Delight Me, Inc.	Marie-Louise Murville	CEO	Enviro Confirm	Liam Keane	CEO	InSports	Greg Arakelian	CEO	Ostrato	Jay Chapel	CEO & Co-Founder
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10:15 – 11:00 am	<p>ALL STAR INVESTOR PANEL: LATEST TRENDS IN VENTURE CAPITAL AND EARLY STAGE FINANCING</p> <p>Introductions: JEFF REID, Founding Director, Georgetown Entrepreneurship Initiative</p> <p>Moderator: JONATHAN ABERMAN, Founder and Managing Director, Amplifier Ventures and TandemNSI</p> <p>Panelists:</p> <p>BOBBY OCAMPO, Director, Revolution Ventures</p> <p>JASON SHRENSKY, Founder & CEO, Complex Interests</p> <p>PAUL SINGH, Founder & CEO Disruption Corp. and Crystal Tech Fund</p> <p>JAKE TARR, Managing Director, Kinetic Ventures</p>																								
11:00 am	NETWORKING																								

Upcoming CONNECTpreneur Forums: March 12 and June 4, 2015

SPEAKERS



CHIP PAUCEK, CEO AND CO-FOUNDER OF 2U (NASDAQ: TWOU) CEO OF HOOKED ON PHONICS

Paucek is co-founder and Chief Executive Officer of 2U, Inc., formerly known as 2tor. 2U is a leading provider of cloud-based software-as-a-service solutions that enable leading nonprofit colleges and universities to deliver high-quality degree programs online, and recently debuted as a public company with NASDAQ.

Paucek has always thrived in an academic environment. Shortly after his college graduation, he founded Cerebellum Corporation, whose mission was to make childhood education more entertaining and accessible. Cerebellum developed the award-winning educational television program, "Standard Deviants," which was viewed on more than 100 PBS stations, and was selected by TV Guide and NBC's "Today" show as the top show on television for kids.

After leading Cerebellum Corporation for a decade, Paucek co-managed the re-election campaign of U.S. Senator Barbara Mikulski (D-MD), after which he returned to education as the CEO of Hooked on Phonics, where he increased access to the product line through expansion into infomercial sales and distribution through major U.S. retailers.

In 2012, Paucek was recognized by Ernst & Young as their Entrepreneur of the Year. The following year, Goldman Sachs named him one of the world's 100 "Most Intriguing Entrepreneurs." Paucek was most recently honored as one of the five Highest Ranked CEOs in the U.S. among small- to medium-sized companies in 2014 by Glassdoor, an online career and workplace community. This distinction came on the heels of 2U's recognition among the top-20 places to work in 2014 by the same website. Chip is also a columnist for Inc.com and serves on the board of the Network for Social Work Management.

Paucek earned a B.A. in political communication from The George Washington University and is currently pursuing an MBA from the University of North Carolina Chapel Hill's Kenan-Flagler Business School, which is one of 2U's partner programs. Outside of work, he is an avid boater and is most likely to be found on the Chesapeake Bay with his wife, Gabrielle, and two sons.



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

Tien is CEO of Tech 2000, Inc. a Northern Virginia based leading provider of technology training, mobile e-learning, and mobile content management platforms to commercial, government, and educational institution clients. He is also CEO of appnetic, a SaaS platform which allows non programmers to create native mobile sales enablement apps, load and manage sales and marketing content, and distribute the content to an unlimited number of salespeople. He is also Chairman of Lore Systems, a leading provider of 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. 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'Malley 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.



JONATHAN ABERMAN, FOUNDER AND MANAGING DIRECTOR, AMPLIFIER VENTURES AND TANDEMNSI

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.

SPEAKERS

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

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.



BOBBY OCAMPO, DIRECTOR, REVOLUTION VENTURES

Bobby is a Director at Revolution Ventures and focuses on identifying, investing in, and helping to build innovative and impactful early-stage companies. Bobby serves as a Board Observer at Booker (formerly GramercyOne) and OrderUp.

Prior to joining Revolution Ventures, Bobby was an Associate with Grotech Ventures, where he was active in sourcing and executing investments in software, internet, and digital media sectors. His investment experience includes Booker, HelloWallet, Lagrange Systems, Personal and WiserTogether.

Previously, Bobby was an Analyst with Piper Jaffray's Technology Investment Banking group, where he executed mergers and acquisitions and capital markets transactions in alternative energy, internet, software, and semiconductor sectors. He has also worked at a number of early-stage startups, most notably as a Research Associate with Lux Research, a strategic advisory firm which provides emerging technology market intelligence.

Bobby received his B.A. in Physics with a minor in Economics from Middlebury College.



JASON SHRENSKY, ANGEL INVESTOR; FOUNDER AND CEO, COMPLEX INTERESTS

Jason Shrensky is the founder and CEO of a new software startup targeting the legal, accounting, and financial services sector called Complex Interests and an active angel investor. Prior to founding Complex Interests, Jason was co-founder of co-working office space ÜberOffices and an Entrepreneur in Residence at the Dingman Center for Entrepreneurship at the University of Maryland's Robert H. Smith School of Business.

SPEAKERS

From 2000 to 2007, Shrensky was the founder and CEO of Required, Inc., the leading learning management system among top 250 law firms and top 100 accounting firms (acquired by Thomson Reuters). Prior to founding Required, Shrensky was an intellectual property litigator at the law firm Paul Hastings LLP. Shrensky holds a B.A. from the University of Pennsylvania and a J.D. from Cornell Law School.



PAUL SINGH, FOUNDER & CEO DISRUPTION CORP. AND CRYSTAL TECH FUND

Paul is the founder of Disruption Corporation and general partner of Disruption's post-seed venture capital arm, Crystal Tech Fund. Disruption provides research, investment and advice in the maturing private market. Prior to Disruption Corporation, Paul was a Partner at 500 Startups, an accelerator and venture firm headquartered in Silicon Valley that has invested in 750+ companies across 40+ countries. Paul has founded a few of his own startups (two successful exits and a number of failures in between) and spent some time at PBworks, AOL and Symantec. After graduating from Bishop O'Connell High School, Paul attended George Mason University. He lives in Ashburn, Virginia with his wife, Sukhi and daughter Eva. Paul can be reached at twitter.com/paulsingh.



JAKE TARR, MANAGING DIRECTOR, KINETIC VENTURES

Jake joined Kinetic Ventures in 1987. His investment activities focus on transaction-based and SaaS solutions, emerging mobile concepts, and power/clean technologies. He is a director of APX Holdings, LeaseTerm Solutions, AnyPresence, and 9Lenses. Earlier investments include SmartSynch (acquired by Itron; NASDAQ: ITRI), Clear Standards (acquired by SAP AG; NYSE: SAP), Peace Software (acquired by First Data Corp.), Innova (NASDAQ IPO, acquired by DMC), Xenergy (acquired by Energy East), and Liberty Technologies (NASDAQ IPO). Earlier in his career, Jake worked as a currency trader with the Bank of New York. He received his BA degree from Roanoke College and his MBA from Harvard Business School.

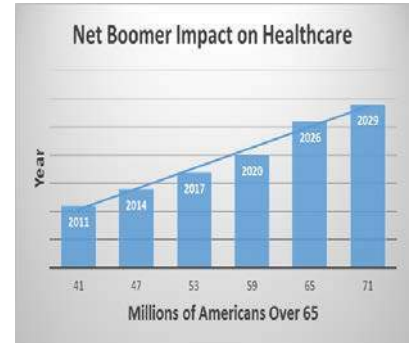
LAUNCH: NOVEMBER 2013	MARKET: \$40B	STATUS: OPERATIONAL
INDUSTRY: HEALTHCARE IT	STAGE: EXPANSION CAPITAL	CAPITAL RAISE: \$600,000

Challenge

75 million Baby Boomers will turn 65 and enter the senior healthcare market by the year 2029. This presents unimaginable and historic challenges for all healthcare consumers, providers, regulators, and insurers for decades to come.

- The over 65 population requiring healthcare will rise from 41m to 71m by 2029.ⁱ
- Three Boomers will be added to senior health care for every 1 that leaves.

Looking ahead, industry analysts advocate an unprecedented surge of investment in *Health Information Technology* as the most effective means to (a) maintain consumer access to quality care, (b) contain costs, (c) enable health officials to respond to future national health crises, and (d) support large public initiatives such as the Affordable Care Act and IT modernization at the Veterans Administration.



Health IT Market

- Commercial: \$34.5B in 2014
- Government: \$6.5B by 2016
- Combined anticipated annual growth: 24%

The BrownIT Holdings (BITH) Solution and Competitive Advantage

BITH has created a business platform to outperform competitors by acquiring undervalued Health IT product and services companies and integrating them strategically to (a) develop and offer next generation Health IT products and services, (b) maximize operational efficiencies and profits, and (c) build a prominent market presence and brand. BITH will target small and mid-size companies with capabilities and revenue in our target Health IT markets – preferably with owners seeking an exit.

BITH has attracted over 50 individual and founding investors, has an experienced Health IT CEO, and a blue chip team of Directors, Advisors, and officers with specialties in Health IT, government and commercial programs, corporate management, post M&A integration, and corporate finance. The value of BITH acquisitions are projected to top \$400m by the end of 2018. BITH's competitive advantage is strengthened by the acquisition of BrownIT Corporation, an accomplished, Health IT Company with over 15 years history and \$30m in contracts supporting federal healthcare agencies. BrownIT also brings large government Health IT partners including General Dynamics Information Technology and Computer Sciences Corporation.

Target HIT Markets

Government HIT Systems

Mobile Apps

Cyber Security

Fraud & Abuse/
Health Analytics

Opportunity

BITH plans to achieve rapid growth through an acquisition/roll-up strategy that enables investors to experience a substantial increase in the value of their equity positions. Our exit strategy options include: (a) an IPO when the company reaches \$100m, or (b) being acquired by a Strategic Competitor or Private Equity firm. Investment proceeds will be used to develop corporate infrastructure and cover due diligence costs for initial acquisitions. Individual acquisitions will be financed through additional rounds of investment.

Contact Information

Mr. Thomas E. Kurk, Acting Chief M&A Officer, Investors@BrownIT.com, 202-246-4767

ⁱ The impact is like adding a city the size of Houston every year and the populations of New York and Florida in just 20 years.



CXO Collective International, LLC

CXO Collective International, LLC (“CXI”) is an international private equity firm headquartered in Jupiter, Florida, and is the parent company of multiple subsidiaries of CXO Collectives (“CXO”). Management believes it represents a new model for next-generation private equity firms that buy, build, and sell companies. CXI was able to draw from its international talent pool, which allowed it to grow companies in numerous industry sectors.

CXI was the vision of alternative investment advisor Corbin Cowan and his Inc. 500 success story colleague Jason Myers. Cowan and Myers joined forces to address the needs they had seen after 20 years in the private capital marketplace—funding through private resources, and the deep human expertise needed to address common business challenges that prevent owners from achieving their full potential.

In September of 2012, Cowan and Myers began formulating the international business model, which was to build “chapters” across the country using the CXO Collective name. Hence, the membership model was expanded through intimate presentations and buying, building, and selling companies with talented members that get involved; each of these new entities (“chapters”) was referred to as CXO. In their CXO membership drive presentations, the cofounders shared their corporate financing and turnaround experience with C-level executives, consultants, and business owners, and began to gain significant interest in membership in CXO.

CXO’s international membership model gives what it believes to be unprecedented access to multi-talented consultants and current and former C-level executives that work in conjunction with a business’ existing management team, or as a replacement for current management in a way that not only benefits the executives and shareholders of the company but also CXO’s members and CXE equity partners as well.

CXO has unique features because it is an organization where the founders created opportunities for members to: participate in private equity transactions usually reserved for investors with significantly more capital, develop business contacts for future consulting engagements, participate in educational events for professional growth, and enjoy access to wealth building strategies.

CXO selectively invites seasoned C-level executives, consultants, entrepreneurs, and investors to join its exclusive international membership organization, and it is always providing opportunities in all areas of its business model but especially in the acquisition of existing profitable businesses.



MedNav

1505 28th Street NW
Washington, D.C. 20007
Telephone: 202-810-3944
E-mail: signup@mednav.md
URL: www.mednav.md
Pitch: invest.mednav.md

Funding:

Seeking seed funding in the amount of \$650,000 for a period of 18 months.

Use of Proceeds:

- Recruitment
- Product Development
- Sales & Marketing/User Acquisition
- Patent application

Competitive Advantage:

- Strong local presence; developing a preventative care solution for local schools and businesses.
- 12 integrated providers; 6 prospective clients.
- Defensible IP; provisional patents underway.
- Seasoned advisory team with previous start-up experience.
- Focused on big data and practice management optimization, not just appointment-filling for providers.

About

MedNav is a **location-based mobile health app** built to provide patients real-time information and access to healthcare providers in their area. Our **patent-pending** integrated platform allows patients to view **live wait times**, read **verified reviews**, and **book appointments** – all at the touch of a button. Combining this ease of use with a powerful search and scheduling tool meets patient demand for both simplicity and flexibility, improving their overall **visit experience and satisfaction**.

To the medical service provider, MedNav offers a potent patient recruitment and marketing tool, enabling providers to fill excess scheduling capacity, driving new patient volume and thereby increase revenue. As a “practice management-plus” startup, MedNav integrates with providers’ existing scheduling software in order to help optimize their practice.

Market

U.S. health care market size: \$2.8 trillion. The SaaS (Software as a Service) cloud service model is a \$30 billion market, and growing. Over 1.2 billion appointments are made in the United States every year and there are over 700,000 active healthcare practitioners nationwide.

As a SaaS application, MedNav is poised to take advantage of the burgeoning market and serve as a conduit between providers and patients in the U.S.

Competitive Landscape

- **InQuicker:** Appointment-scheduling platform. Does not have an umbrella application – each hospital/health system has its own InQuicker platform, which reduces overall utility to the user.
- **ZocDoc:** Relies on flat fee per month revenue structure. No wait-time information – essentially just OpenTable for booking physician appointments. Flat fee forces ZocDoc to drive utilization to select providers and prevents greater capture of market share.
- **iTriage:** More focused on providing relevant medical information than providing wait-time or scheduling functions. Focused on patient engagement rather than driving revenue.
- **Privia Medical Group:** Offer a concierge service to patients; assess physician performance using a reward-based system. Expensive for providers, reducing overall utility/scalability. **Patients are unhappy.**

Business Model

For a small monthly payment, providers will have access to MedNav’s basic features, which include: online booking; appointment reminders; verified reviews; and more. Additional rates will apply for access to MedNav’s advanced anonymized data and reporting metrics.

Patients can use MedNav to find nearby providers (including hospitals, urgent-care facilities, retail clinics, and diagnostic lab services), compare wait times and traffic-transit times, as well as book appointments, for free.

IPAs: MedNav is in a unique position to white-label its platform on behalf of individual practice associations and other national healthcare providers.

Who are we?

We are a team of four incurably energetic and highly skilled entrepreneurs who lead by example. The management team comprises a Software Development Engineer from Amazon, a marketing and digital strategy pioneer, and a seasoned sales expert. Our CEO previously worked at a lean start-up specializing in mobile applications for universities and K-12 schools internationally.



**Your Health.
Better Navigated.**

Advisory Team

- J. Kyle Poe
- Shabbir Ahmed
- Stephen Sklarew
- Timm Johnson

Investment Scope

- August 2014: Secured \$60,000 in pre-seed funding from HQdigital to integrate with 15 scheduling applications, develop the beta platform, file for incorporation in the State of Delaware, and submit provisional patent applications.
- Seeking \$650,000 to fully develop our MVP, scale the platform infrastructure, expand sales efforts, cover payroll costs, and file our patent application for a period of 18 months.

Traction to Date

- Visited over 120 health care provider practices from various specialty types to understand their pain given the local market. Interviewed doctors using applications by competitors and noted their primary grievances; identified recommendations for our software.
- Developed an initial working proof of concept to test our projected wait time algorithm in less than one month's time.
- We have a sample of providers paying us pre-beta launch; we are currently working to expand relationships.
- ARCPoint Labs, one of the nation's leaders in drug and diagnostic lab services, is one of our clients.
- Set-up a HIPAA-compliant cloud storage database using Atlas Health.
- Multiple opportunities exist in OH, MD and VA to white-label our product.

Exit Strategy

- MedNav's exit strategy is to move towards an acquisition by a national insurance company (similar to Aetna's bid to acquire ZocDoc in 2012 for \$300 million), or a reputable EMR with sizeable market share.
- Acquisition opportunities also exist with Google, Facebook, and Yahoo!, as our platform can complement their existing services.

**Management:**

CEO, Marie-Louise Murville
CTO, Mike Sullivan
Sales and Mktg, Yihung Mohs
Network Admin, Alex Tulchinsky

Industry: Cloud Computing

Number of FTE's: 5

Bank: Wells Fargo

Law Firm: Morrison Foerster

Funds Sought: \$500K

Current Investors:

Management, Angels, Tom
Barry, Al Berkeley, Charlie Fink

Current Customers:

Businesses and individuals

Use of Funds:

Sales, Marketing, Bus Dev, Prod
Dev

Business Description: Delight Me® is a cloud-based goal management platform for businesses and individuals available on an SAAS/subscription or private label license basis. The company is focused on solving the multi-billion dollar problem of knowledge worker turnover and client attrition at professional services firms. Delight Me is specifically designed to motivate and retain knowledge workers. Delight Me makes it easy for knowledge workers to focus on behaviors and metrics that matter most while providing managers with the visibility and data they need to make better decisions. With real-time data on performance metrics available on demand, managers can be proactive versus reactive. Incorporating positive feedback and rewards, Delight Me delights users and drives desired behaviors and participation rates.

Company Background: Delight Me is privately held and based in DC/MD/VA. Having completed beta testing of Version 1.0, the company is focused on signing up key channel partners and anchor customers. Delight Me's mobile and web platform is used by knowledge workers such as CEO's, business development executives, managers, management consultants, and real estate agents to achieve revenue and client satisfaction goals. The Company acquires users by a combination of direct and web marketing and channel partnerships. By focusing on existing ecosystems of users, the company drives viral engagement and growth. Initial target markets are professional services firms, such as consulting,

legal, accounting, and real estate firms.

Management: Marie-Louise Murville, CEO & Founder – Serial entrepreneur, operating executive, investor, and management consultant specializing in turning ideas into products and businesses: Delight Me and Noxilizer founder, VP Marketing and Business Development at Telezoo, Charles River Ventures, Arthur D. Little, Mechanical Engineering Massachusetts Institute of Technology, London Business School. **Mike Sullivan, CTO** – 25+ years designing, building, and operating internet applications and telecommunications networks for national and international customers. VeriSign, AT&T, Paxfire. Northwestern, GWU. **Yihung Mohs, VP Sales & Marketing:** Discovery Channel, MS University of Maryland. MBA, Johns Hopkins. **Alex Tulchinsky, Network Infrastructure and Security** – 25+ years network engineering, IT/enterprise services, integration services, and project management. Neustar, SunRocket, AOL. Temple Univ.

Competition: Enterprise project management and customer relationship management applications like Salesforce, Kronos, and Success Factors require extensive customization, training, and overhead. The labor intensive aspects of these large applications provide an opportunity for Delight Me's light and easy motivation solution. Social networks like LinkedIn lack the purpose of personal, professional, and client goals. Personal productivity apps are siloed and lack the ability to track and motivate multiple global teams. By securely and privately allowing users to manage personal and professional goals, Delight Me reduces burnout and turnover. With more continuity in project teams, clients achieve better outcomes.

Technologies/Special Know How: Delight Me's patent-pending Goal Management System and Platform is built with the Ruby on Rails framework and is deployed via Heroku and Amazon Web Services. Using the Agile methodology, Delight Me employs Jira, Git-hub, HTML5, CSS, and Postgres. Delight Me® is a registered trademark.

Financial Projections (Pro Forma): Delight Me plans to reach profitability in 2015 and generate revenues of over \$90 million in five years. The company is currently raising \$500K to ramp sales and marketing activities. Delight Me has three recurring revenue streams: 1) direct subscription, 2) enterprise, private label, and on-premises licenses, and 3) sponsorship/advertising. Average account size: \$15,000/year. Subscriptions start at \$5/month/user.

	2014	2015	2016	2017	2018
Total Revenue	\$ 0.1 M	\$ 3.2 M	\$ 8.1 M	\$ 34 M	\$ 90 M
EBITDA	(\$ 0.6 M)	\$ 0.5 M	\$ 2.9 M	\$ 21 M	\$ 27 M
Number of Users	5,100	80,000	250,000	850,000	2,285,000

Goal – Eliminate the Great Green Swindle

Eliminate untrue “friendly to the environment” claims and in the process turn vast quantities of unstructured data into revenue-generating insights.

Shareholding Management	Liam Keane, Ph.D., CEO; and Ron Fairman, CIO
Board of Advisors	Gary Voight – Management; Dennis Lucey - Marketing
Target Market	\$Multibillion, Worldwide, Most Business Sectors
Number of Employees	1 FT, 1 PT, Many Consultants
Current Investors – Founders	\$600K, No Debt
Financing Sought	\$750K
Primary Use of Funds	Application Development; IP Protection; Marketing & Sales; Operations;

The Problem – Environmental Chaos

“Friendly to the environment” claims that are exaggerated, absurd, or downright lies are common as more companies use green marketing. The scale of deception is colossal and is causing confusion. Chaos brings opportunity!

Size of the Problem – Impacts Everyone

Everyone looking to buy a “friendly to the environment” product or service is faced with disinformation. This condition is so pervasive that even the Wall Street Journal states that 95% of Consumer Goods use deceptive environmental claims. Moreover, the Federal Trade Commission is cracking down.

Solving the Problem – Rate Claims against ISO Standards

Eliminating the knowledge gap between buyer and seller will solve the problem. “Friendly to the environment” claims associated with a product/service are called Eco Labels. Enviro Confirm will **Rate** all Eco Labels (>470 third party endorsements and endless self-serving statements) against a single worldwide, universally acknowledged standard, and place them into a five star rating system. *The Ratings will be available through our free downloadable application that interfaces with our DB.* The rating technology has been completed and a patent, with 2 claims, is pending.

Our Solution, the Best Solution – Currently no Solution

Currently, there is no solution other than lots of research and technical knowledge. Our solution will generate substantial income because we can participate in a wide range of financial transactions, worldwide. The Environmental aspects of any solution are difficult. Easy do, easy copy doesn’t apply because the barrier to entry is very high.

Market Size – Worldwide

While the exact size of the market is impossible to determine, it runs into the multi-billion USD because “friendly to the environment” claims are used in at least 25 distinct business sectors and in 197 countries.

Early Adaptors – Millions

There are remarkably positive demographics associated with environmentally concerned people. Many of whom are members of environmental organizations. Targeting these will be relatively easy (proposition has been tested).

Management – Decades of Experience

Our leadership has decades of software development and product classification experience. Plus, our CEO is a successful Serial Entrepreneur who has started many successful companies and sold products/services to many prestigious organizations worldwide. Our advisors enthusiastically participate to ensure success.

Financial – Simple Model

Obtain \$750K to finish application and setup Rating Organization. Follow the multiple potential income streams: e.g., help organizations move to “good” Eco Labels; lease our DB to Amazon, Travelocity, etc.; identify cheaters; pay per click; and others. We will demonstrate feasibility of each income stream. Raise \$1-2M Series A in Q3 2015, be cash flow positive in Q2 2016.

Exit Strategy – Sell in 3 Years but Remain Flexible and Seek \$3-4M in Series B

The search for a purchaser will begin upon completion of the application. Enviro Confirm is a unique offering that easily fits into many major internet organizations, e.g., Amazon, Travelocity, Yahoo, etc. (Wikipedia lists 191 Social Networking Sites and only **one** remotely addresses Environmental Issues).



Company: InSports, Inc. www.insports.net

Founder: Greg Arakelian, greg@insports.net

Senior Engineers: Michael Bush, Kyle Rector

Headquarters: Reston, VA

Year Founded: October 2011

Current Investors: \$40K Friends & Family

Business Description

InSports is a web-based platform that unites sports leagues and related business under one 'roof'.

Organizations get enterprise quality software features to run their businesses, coaches get the tools they need to run their teams, and parents get the tools they need to manage their life in sports.

Founder's Story

InSports began as a classic 'I need this myself' type of story. Greg was a board member and scheduler for a local Little League. He started by building a simple website to communicate game and practice schedules to coaches in the league he interacted with. He was approached by one of those coaches who happened to own an indoor baseball facility about building a website for him, and ended up integrating that website into his own. That integration led to other businesses, including a personal hitting and batting coach who wanted to work the kids in the league, as well as MVP International Athletics which sends kids overseas for baseball trips.

Marketing/Promotion Strategy

The company has grown to 10,000 users and 15 client leagues and organization without any marketing. The service itself is highly viral. If participants in a league find it useful, they typically recommend it to other leagues during the next season.



How We Stand Apart from Competitors

InSports' approach is to build enterprise quality software that meet the needs of sports leagues and related business who lack the budget or expertise to build enterprise quality software themselves. Long-term will believe InSports will penetrate the market by 'owning' the leagues that 'own' the teams.

Business Model

We take a percentage of all transactions we processed online, which include not just registration fees but secondary revenue sources like facility rentals, and personal training fees. All of our users have a credit card on file, and pay for any vendor's services uses a "Buy Now" type of button. Our fee is 2.5% above any merchant processing fees.

Current Needs

We would like to raise \$500K to hire 3 full-time engineers, a marketing/sales person, and a part time customer service rep. Our biggest challenge will be finding the right people, particularly in the areas of software engineering and UI/UX/design. We are working on a mobile application for iOS.



Executive Summary
December 2014

Overview: Ostrato enables agile enterprises to rapidly adopt and integrate cloud services through a simple, unified user experience. Today, 65% of enterprises using the cloud are using more than one cloud service provider in order to increase agility, gain scale, and reduce costs. However, the use of a multi-cloud (hybrid) service creates administration and security, management, and cost visibility challenges for IT. The **cloudSM™** solution provides enterprise IT with needed the visibility and control to manage cloud consumption, and reduce cost and complexity. More information can be found at www.ostrato.com.

Management: Jay Chapel, CEO; Dale Wickizer, CTO; Brock Spradling, Head of Sales; Joe Ammeraal, Principal Architect

Board: John Chapel, Whitehall Capital; Tom Axbey, Rave Mobile Safety; Michael Biddick, Fusion PPT; Jay Chapel

Industry: B2B Software

Number of Employees: 9 FTE's

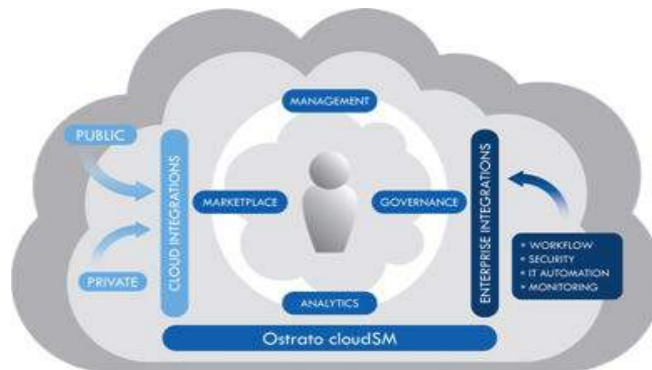
Angel Investment: \$2.48M

Financing Sought: \$3.0M

Primary Use of Funds: Sales, Marketing, Development

Provisional Patent: 61/895,127

Business Snapshot: Ostrato was founded in June 2013. The solution was prototyped early in 2012 with two federal agencies as a services engagement. We secured initial funding in May 2013 in order to productize and continue the development of our cloud management platform. In January 2014 we secured our first customer, and October 2014 we went GA with cloudSM. We now have 3 customers, 6 pilots in progress, and a robust sales pipeline.



Management Team: Our leadership team is comprised of industry veterans with extensive B2B sales and technology management backgrounds, specifically experience with systems and service management software, virtualization and IT infrastructure from the likes of IBM, NetApp, Micromuse, Concord and Alcatel. Additionally, we have successfully worked together in varying capacities for the past 12 years developing and selling complex IT software and network solutions to both commercial and government customers.

Market Situation: According to IDC, spend on public IT cloud services will exceed \$107B by 2017, a CAGR of 23.5%, five times that of the industry overall. Hybrid Cloud and IT-as-a-Service Broker are both included in *Gartner's Top 10 Strategic Technology Trends for 2014*. Enterprises are expanding into hybrid cloud computing and are taking on the role of a "cloud broker", they require a platform to execute this plan. By 2018 the cloud broker market will be \$10.5B, a CAGR of 46.2% per year.

Technology / Use of Funds: cloudSM is stateless, multi-threaded orchestration engine built on Python and leveraging REST for API calls, with a sleek UI (front end). We have built integrations with leading cloud service providers – AWS, Azure, VMware, Google & OpenStack, as well as single-sign on solutions, configuration management tools and other enterprise IT technologies. In order to rapidly scale the business, we are seeking capital and an exceptional firm to enable full execution of a very solid business plan – fund usage is for Sales/Marketing (55%) and Development (45%).

Ostrato, Inc. 21351 Gentry Drive, Suite 255, Sterling, VA 20166

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APPNETIC

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

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

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



BILL SMITH, VP, PRODUCT & GROWTH

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

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

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



LORE SYSTEMS, INC

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



COURTNEY NOLES, DIRECTOR, BUSINESS DEVELOPMENT

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

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strategic clients.

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

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

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



TECH 2000, INC

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



GEORGE CHURCHWELL, CO-FOUNDER AND PRESIDENT

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

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

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

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



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 ANDERSEN, PARTNER

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

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



Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION

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.



MICHAEL LABRIOLA, ASSOCIATE

Michael Labriola is an associate in the Washington, D.C., office of Wilson Sonsini Goodrich

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& Rosati, where he works with public and private technology companies through all stages of their growth. Michael also frequently represents investment banks, venture capital funds, and private equity firms in a broad range of investment transactions.

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

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



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

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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.



UBS PRIVATE WEALTH MANAGEMENT

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

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



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

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

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

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



THE MELTZER GROUP

The Meltzer Group is a diversified financial services company based in Bethesda, Maryland.

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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.



RYAN & WETMORE, P.C.

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



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

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

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

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

Pete obtained a Master of Business Administration in Finance from the University of Baltimore

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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.



FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY

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



DR. GERALD GORDON, PRESIDENT & CEO

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

Dr. Gordon has also worked for Arlington County, Virginia, and the United States Department of Labor. Dr. Gordon was instrumental in creating the Emerging Business Forum and bringing the 1998 World Congress on Information Technology to Fairfax County. In 2005, the FCEDA was named by Site Selection magazine as one of the Top Ten Economic Development organizations in North America. In 2007, Time magazine called Fairfax County "one of the great economic success stories of our time." In 2011, the Washington Post said that "Fairfax County remains the economic wunderkind of Virginia and in many ways of the Washington area."

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

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TODD A. SHERBACOW, CEO, EMISSARY REALTY, LLC

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

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

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

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

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



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,



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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 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.



BOB LONDON, PRESIDENT, LONDON, INK LLC

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

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

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



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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 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.

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.



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

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

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ELANA FINE, MANAGING DIRECTOR

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

Prior to joining the Dingman team, Elana was an Associate and a Vice-President at the Boston office of Revolution Partners, a national middle market investment bank specializing in mergers and acquisitions and private capital advisory for the technology industry. While at Revolution Partners, Elana advised on a variety of transactions ranging between \$5 million and \$100 million, including venture investments for both early and late stage private companies, sell side and buy side acquisitions and fairness opinions. Elana worked with companies in a number of industries, such as enterprise & infrastructure software, technology services and digital media. Elana also served as Revolution Partner's Chief Financial Officer from 2003-2006, and administered the firm's internal controls and its budget as it grew to \$10 million annually. From 1997-2000, Elana was a consultant with Accenture, where she implemented technology solutions for clients in the financial services, government and natural resources industries.

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



THE WHARTON CLUB OF DC

Join us at the 2015 Wharton DC Innovation Summit: Connect - Create - Transform on April 28-29, 2015.



Brought to you by the Wharton Club of DC, proudly serving the DC region's business community and Wharton alums for over 45 years. WhartonDC.com

ALI QURESHI

Xcelerate's Vice President of Federal Civilian and International Programs, is responsible for

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the development and account management of Xcelerate's portfolio of business within this client set. Ali brings nearly two decades of experience assisting Federal Government and commercial clients in meeting their technology services needs through innovative solutions. Ali is currently the Program Chair for the 2015 Wharton Innovation Summit and also serves as the Wharton DC Club's Vice President for Programs.

Prior to joining Xcelerate, Ali had leadership experience in a number of healthcare technology companies serving as Chief Technology Officer for RF Telematics, and Chief Operating Officer for MedRed LLC which develops and sells Medical Records and Clinical Decision Support Systems. Ali also served 8 years in the Office of the Chief Administrative Officer for the U.S. House of Representatives in a variety of technology leadership positions. As the Senior Deputy Chief Administrative Officer, he managed House operations and maintained direct oversight of House Information Resources, Administrative and Financial Services, overseeing a staff of more than 700 employees and 1,100 contractors.

Prior to joining the Federal Government, Ali had a successful consulting career supporting projects that focused on environmental policy, telecommunications, strategic sourcing, and healthcare with Booz Allen Hamilton and Accenture. Ali has international on-site consulting experience, specifically in Sub-Saharan Africa. He holds a Bachelor's Degree in Environmental Engineering from Wilkes University and an Executive Master's Degree from the Wharton School and School of Engineering and Applied Science at the University of Pennsylvania.

Big Idea CONNECTpreneur Winter Forum 2014 - Attendees

SPEAKERS			
First Name	Last Name	Title	Company
Chip	Paucek	CEO	2U Inc.
Jonathan	Aberman	Founder and Managing Director	Amplifier Ventures and TandemNSI
Bobby	Ocampo	Director	Revolution Ventures
Jason	Shrensky	Founder & CEO	Complex Interests
Paul	Singh	Founder & CEO	Disruption Corp. and Crystal Tech Fund
Jake	Tarr	Managing Director	Kinetic Ventures
PRESENTERS			
First Name	Last Name	Title	Company
BrownIT Holdings Corporation			
Mark	Brown	CEO	BrownIT Holdings Corporation
Bob	Procelli	COO, & Internal Counsel	BrownIT Holdings Corporation
CXO Collective International, LLC			
Jason	Myers	CEO, Co-Founder	CXO Collective International, LLC
Corbin	Cowan	Co-Founder & Managing Director	CXO Collective International, LLC
Brett	Fogle	Founder	Cydec Software LLC
Delight Me, Inc.			
Marie-Louise	Murville	CEO	Delight Me, Inc.
Mike	Sullivan	CTO	Delight Me, Inc.
Christine	Williams	UI Design	Delight Me, Inc.
Enviro Confirm			
Liam	Keane	CEO	Enviro Confirm
InSports			
Greg	Arakelian	CEO & Founder	InSports
Michael	Bush	Developer	InSports
Kyle	Rector	Developer	InSports
MedNav			
Lex	Hultquist	Co-Founder & VP of Marketing	MedNav
Waleed	Qamar	Co-Founder & CEO	MedNav
Parvin	Mavaneh	Co-Founder & CIO	MedNav
Ostrato			
Jay	Chapel	CEO & Co-Founder	Ostrato
Dale	Wickizer	CTO	Ostrato
Jonathan	Chashper	CEO & Founder	ProductSavvy
PARTNERS			
First Name	Last Name	Title	Company
BDO			
Mark	Andersen	Partner	BDO
Tony	Deflumeri	Director	BDO
Dingman Center for Entrepreneurship			
Elana	Fine	Managing Director	Dingman Center for Entrepreneurship
Emissary Realty			
Todd	Sherbacow	CEO	Emissary Realty
Bernadette	Walker	Director	Emissary Realty
Fairfax County Economic Development Authority			
Anne	Rosenblum	Capital Attraction Mgr., IT & Life Sciences	Fairfax County Economic Development Authority
Debra	Claire	Business Development Manager	Fairfax County Economic Development Authority
Georgetown University Entrepreneurship Initiative			
Jeff	Reid	Founding Director	Georgetown Entrepreneurship Initiative
HafeziCapital International Consulting			
Babak	Hafezi, MA, MBA	CEO	HafeziCapital International Consulting
Hogan Lovells			
Rich	Becker	Partner	Hogan Lovells US LLP
London, Ink			
Bob	London	President	London,Ink

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The Meltzer Group			
Rich	DiPippo	Partner	The Meltzer Group
Ryan and Wetmore			
Tessa	Lucero-Bennett	Associate	Ryan and Wetmore
Kelly	Standiford	Marketing Coordinator	Ryan and Wetmore
Erika	Lehman	Accountant	Ryan and Wetmore
UBS Private Wealth Management			
William	Finnerty	Senior VP	UBS Private Wealth Management
Wharton Club of Washington, DC			
Alan	Schlaifer	Chairman	Wharton Club of Washington, DC
Ali	Qureshi	Co-Chair, Healthcare & Biotech	Wharton Club of Washington, DC
Mark	Drever	President & CEO	Xcelerate Solutions
Wilson Sonsini Goodrich & Rosati			
Mark	Holloway	Associate	Wilson Sonsini Goodrich & Rosati
ATTENDEES			
First Name	Last Name	Title	Company
Steve	Abramowitz	Chief Executive	CEO Boardroom
Giadha	Aguirre DeCarcer	Founder & CEO	Frontier Financials Group Inc
Rafael	Alfonzo	Managing Partner	Quatrefoil Capital
Eric	Allen	President	Admit.me
Roger	Allenbaugh	Managing Partner	Northharbor Capital, LLC
Ian	Altman	CEO	Grow My Revenue
Takatsugu	Amano	President & Representative Director	Cell Signaling Technology
Vaibhav	Anand	Marketing Intern	Appnetic
Scott	Ankeny	CEO	GoingGreenToday
Ahmadali	Arabshahi	Advisor	Shimmo
Louis	Aronson	CEO & Founder	Discourse Analytics
Ethan	Assal	CEO	Verasolve
Tim	Baik	CEO	Digital Fortress One, LLC
Omar	Balkissoon	CEO	OGSystems
Courtney	Banks Spaeth	CEO	NSAWW
Trevor	Barlow	Chief Event Strategist	ConferenceEdge
Michael	Barnett	CEO	InGo
Kevin	Barrow		Georgetown University
Tim	Batchelor	Chairman	White Peak Capital
Carolyn	Berrigan	Director	Striker Golf GPS
Gustavo	Bessalel	CFO	Luminal, Inc.
Brien	Biondi	CEO	Biondi Group
Randy	Blake	Principal	Duncaster Investments
Ryan	Blaney	Partner/Member	Cozen O'Connor
James	Bo	President	BusinessObject Solutions
Chris	Bolster	Managing Partner	PublicRelay
Judd	Borakove	CEO	Uprise Fitness
Michael	Broder	President & CEO	Brightline Strategies
Kathy	Broe	Director, Compliance & Administration	Lore Systems
Peter	Buchanan	Managing Director	The Fahrenheit Group
Craig	Burris	CEO / Founder	SmartCEO
Dan	Call	Director of Sales	Dynamics Edge
Bill	Calvo	President	Provideo Management, Inc.
Debra	Cancro	CEO	Autonomy Engine LLC
Charles	Carr	Assurance Partner	McGladrey LLP
Sean	Cease	Founder	BizDevX
Phillip	Chang	CEO	Striker Golf GPS
Jonathan	Chashper	CEO and Founder	Product Savvy Consulting, LLC
Antonia	Chen	Financial Analyst	Tech 2000
Danni	Chen	Account Executive	SmartCEO
Jeff	Cherry	Executive Director	Conscious Venture Lab
Dewan	Chowdhury	Founder & CEO	MalCrawler
Stewart	Christ	Princpal	BMC Associates
George	Churchwell	Co-Founder & President	Tech 2000
Jeanne	Churchwell	Co-Founder & VP of Operations	Tech 2000
Dan	Coffing	President	Syntegrity Networks
Matthew	Colbert	CEO	Spend Consciously
Kathryn	Collings Laing	Partner	US Boston
Bill	Collins	Chairman & CEO	The Collins Companies
Richard	Cousins	Executive Chairman	CommandHub Inc.
Thomas	Dann	Managing Director	Maryland Venture Fund
John	Daus	President	DigiFutures

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Gordon	Davidson	President	Davidson Consulting Group
Randy	Davis	CEO	DynAgility
Nick	DeFelice	Partner	Take2 Group
Taylor	Devine	Founder & CEO	The CDI Group
Sarah	Djamshidi	Managing Partner	Speedshift Ventures
Daniel	Dolce	Senior VP, Acquisitions & Development	LaKota Hotels & Resorts
Mark	Drever	President & CEO	Xcelerate Solutions
Darrell	Duane	CTO	GoingGreenToday
Arne	Dunhem	Chairman & CEO	Elsinore Services, Inc.
Steven	Eddy, CPA	CEO & Managing Director	Resourceful Business Advisors LLC
Lynda	Ellis	CEO	Capitol Concierge
Benjamin	England	CEO	FDAImports.com
Asher	Epstein	COO	Access Health Group
Mark	Esposito	BD Executive, Strategic Growth Markets	Ernst and Young
Heather Louise	Finch	Account Executive	SmartCEO
Dwight	Fischer	Executive Vice President	Lore Systems
Matthew	Fischer	CEO	Control A+
Jed	Fochtman	President	Capital Advisors Corporation
Lynne	Ford	Executive Vice President	Calvert Investments
Greg	Foscato	Account Manager, Premium Sales	Washinton Nationals
Michael	Fox	Regional Leasing Director	ByteGrid Holdings LLC
Earl	Furfine	Founder	CGAS, LLC
Robert	Gahagan	CEO & President	CCSI-Corporate Consulting Services, Inc.
Squire	Galbreath	President	Interchange Credit Services
J.S.	Gamble	Blu Venture Investors, LLC	Managing Principal
Marc	Gonyea	Co-Founder and Managing Partner	memoryBlue
Dan	Gonzalez	Principal	Avison Young
Don	Goodwin	Partner	ByteGrid Holdings LLC
David	Gorodetski	Co-Founder, COO & Executive Creative Director	Sage Communications
Carl	Grant	EVP, Business Development	Cooley LLP
Idris	Grant	LSI Media LLC	Founder
Sabine	Grant	CEO	LSI Media
Michael	Gray	Vice President	Exhibit Edge Inc.
Richard	Greene	President	RGA Venture Funding
Ingar	Grev	CEO	The Growth Coach
Susan	Groter	Senior Business Performance Advisor	Insperty
Fred	Gumbinner	President-DC Metro Chapter	Keiretsu Forum
Justin	Gutwein	Director	Startupland
Bob	Haas	VP Services and Solutions	Provideo Management, Inc.
Rob	Hagerty	Associate	Farragut Capital Partners
John	Hahn	VP, Investment Management Division	Goldman, Sachs & Co.
Mellena	Haile	Founder	Epulse
Jeff	Hale	Co-Founder and COO	Rebel Desk
Ken	Hansen	CEO	co.com LLC
Emmy	Harbo	Principal	Darkhorse Geospatial
Kelly	Harman	Marketing Strategist, Author & Speaker	Zephyr Strategy
Dr. Jeffrey	Hausfeld	Chairman	Society of Physician Entrepreneurs
Tim	Hawkins	President	LTBD, PC
Dan	Henderson	Investment Director	CIT GAP Funds
John	Higginbotham	Chairman & CEO	Blue Ridge Networks
John	Holaday	CEO & Managing Director	QRxPharma
Mark	Holan	Staff Writer	Washington Business Journal
Seth	Hurwitz	Managing Director	Cambridge Associates
Bernadette	Hyland	CEO	3 Round Stones, Inc.
Connie	Inukai	CEO	Tip 'n Split LLC
Gloria	Jacobovitz		Johns Hopkins Applied Physics Laboratories
Nelson	Jacobsen	CEO	Altavoz Entmt
Vinod	Jain	President & CEO	India-US World Affairs Institute, Inc.
Archana	Jaiswal	funseek	founder
Ken	Jenkins	Business Development	The Meltzer Group
Andrew	Johnson	Director of Operations	GigaTrust
Mahesh	Joshi	Professor	George Mason Center for Innovation & Entrepreneurship
Jim	Juliano	Director of Marketing	Tip 'n Split Solutions
Mariama	Kabia	Co-Founder, President	Memunatu Magazine
Art Brooks	Kahn	Principal	AK Marketing
David	Karp	Managing Director, Partner / Co-Founder	HighTower Advisors
JD	Kathuria	CEO	Washington Executive
Shahab	Kaviani	Co-founder	Onevest
John	Kealey	CEO	Decision Lens
James	Kenny	Executive Vice President	RMR & Associates
Tim	Keough	SVP & GM	Recreation & Resource Management
Joe	Kessler	Managing Partner	Next-Stage Development Group
Serge	Khoury	Managing Partner	Take2 Group

First Name	Last Name	Title	Company
Guijit	Khurana	Founder and CTO	Jane 24/7
Stephen	Klein	Managing Director	Carriage Hill, Inc.
Rich	Kochman	Chief Marketing Officer	General Assembly
Eric	Koefoot	Managing Partner	PublicRelay
Tom	Kohn	Executive in Residence	American University/Kogod
Chris	Koomey	President	Freedom Ring Capital LLC
Bob	Krantz	CEO	Mindseye
Steve	Kubisen	President	InnoComm
Mark	Lamberty	Vice President Business Development	Marketing Alternatives
Shana	Lawlor	CEO	YOPP
David	Lebow	CEO & Chief Learning Scientist	HyLighter, LLC
Marissa	Levin	CEO	Successful Culture
Mark	Levine	Managing Director	Core Capital Partners
Martin	Levine	Founder & CEO	Whyttle Inc.
David	Lindsay	Marketing Director	BlueJean Time
Stephan	Little	CEO, Managing Partner	Zero Limits Ventures
Jim	Long	Managing Director	VentureCross Partners
Bob	Louthan	CEO	VeteranCrowd, LLC
Brad	Love	ID Private Equity	M&A
Alan	Luba	CEO	Human Resources Consultants LLC
Dennis	Lucey	Vice President	TKC Global
Sean	Mallon	Senior Investment Director	CIT GAP Funds
Beth	Maloney	President	Palladian Partners
Janice	Mandel	Communications Consultant and Advisor	
Ghazenfer	Mansoor	Founder	Hireworx
Andrew	Mason	CEO	EventStir.com
Michael	Matalone	Partner	Excelsior
Mark	McGovern	CEO	Mobile System 7
Tim	McLaughlin	CEO	Siteworx
Kelly	McVeary	Chief Scientific Officer	Ekagra Technologies
Nancy	Meiers	Principal	Cappemini Government Solutions
Kirsten	Melander	Account Manager, Ticket Sales	Washington Nationals Baseball Club
Scott	Messick	CEO	Analyst Platform, LLC
Andrew	Miller	President and Co-Founder	Big Swift Kick
David	Miller	Professor	George Mason Center for Innovation & Entrepreneurship
Navroop	Mitter	CEO & Founder	Gryphn
Yasmin	Moinuddin	Accountant	Ryan & Wetmore
Ashley	Montague	Director of Operations	Control A+
Robert	Morgan	President	Caneel LLC
Christina	Morris	Managing Director, SVP	Xerox
Andrew	Moses	Manager	MorganFranklin Consulting
Marlon	Muller	Private Investor	
Mark	Murphy	GAMESCAPE	CFO
Bob	Nelson	Chairman & CEO	CrossMine, Inc.
John	Nelson	President	Nelson Harris LLC
Lisa	Nisenson	Founder	GreaterPlaces
John	Nolan	President	Quadel Consulting Corporation
Courtney	Noles	Director, Business Development	Lore Systems
Mark	Norris	CXO Software Executive	Startup, Growth & Turnaround
Jennifer	Nycz-Conner	Special Projects Producer	Washington Business Journal
Catherine	Ogorzaly		
Angie	O'Grady	Ex-COO	Carr Workplaces
Paul	Opalack	Managing Director	Noblestar International
Ilbay	Ozbay	CEO & Founder	Outroop Inc.
Doug	Palley	CEO	Palley Ventures
John	Palmisano	Chairman	eTrios Commodities LLC
Carolyn	Parent	Founder	gravy
Heather	Peeler	VP, Member & Partner Engagement	Grantmakers for Effective Organizations
Alan	Pentz	Director	Corner Alliance, Inc.
Michael	Pesce	Founding Partner	Working Lab Capital
Ali	Pilehvar, Ph.D.	Senior Marketing Analyst	Liquidity Services
Cosmina	Popa	Managing Director	Conscious Venture Lab
Anton	Popov	Entrepreneur & Startup Advisor	
Ronald	Prater	Partner	Corner Alliance, Inc.
Jody	Presti	CEO	JobOn
Matthew	Pugsley	President	Chalant Health
Donald	Quartel	Chairman & CEO	NTELX partners
Phil	Quatrini	Managing Attorney	Rimon Law Group
Rick	Quinn	Principal	FDImports.com, LLC
Harley	Radin	Private Investor	
T. J.	Radtke	Acertiv	President and CEO
Vinay	Raman	CEO	CAARMO
Nagesh	Rao	Chief Technologist	Office of Investment and Innovation, SBA

First Name	Last Name	Title	Company
Ari	Raz	CEO	PureJoy
John	Reardon	Managing Director	Choctaw Telecommunications, LLC
Stefanie	Reiser	Residential Developer, Entrepreneur	
Raymond	Rice	Angel Investor	
Carrie	Rich	CEO	Global Goodfund
Chris	Roberts		
Ryan	Ross	Program Manager	Halcyon Incubator
Steven	Roth	Partner	CM Equity Partners
Mickin	Sahni	Outreach/Strategy	Fosterly
Jamila	Sams	Program Director	The Mentor Foundation USA
Nick	Sanna	President	Digital Risk Management Institute
Liz	Sara	Managing Director	Best Marketing LLC
Lauryn	Sargent	Partner	Stories Incorporated
Michael	Sarvi	CEO	GAMESCAPE
Tom	Scholl	Venture Partner	Novak Biddle Venture Partners
Leigh Ann	Schultz	Managing Director	MorganFranklin Consulting
Gerhard	Schwandt	Certified Executive Coach	Efficiency Experts
Jana	Sedlakova	Founder	You Successful You
Chris	Seline	CTO	DistilleryLab
Denis	Seynhaeve	Manager	Force V Partners
Mario	Shaffer	CapitalSouth Partners	Managing Director
Waheed	Shahzad		
Patrick	Sheridan	CEO	Modus Create, Inc.
Henry	Sienkiewicz	CEO	OTS
Diana	Sierra	CEO	BeGirl
Michael	Slage	CEO	LiftOff Health
Don	Small	CEO	MetroNet
John	Smith	CTO	Analyst Platform, LLC
Bill	Smith	VP, Product & Growth	Appnetic
Patrick	Smith	Founder & CEO	Power Supply
Anthony	Solazzo	Managing Partner	Masonboro Partners
Ryan	Spahn	CEO	SpeakerBlast
Scott	Spitzer	Principal	Law Offices of Scott Spitzer
Tom	Springer		
Lawrence	Stanley	President	The Cap-X Group, LLC
Lori	Staub	Finance & Operations Manager	Whiteford, Taylor & Preston
Scott	Stephens	Executive Vice President	Bendure Communications
Sally	Sternbach	Deputy Director	Montgomery Co. Dept. of Economic Dev.
Bill	Stokes	Chairman	The Washington Network Group
Steve	Strasburg		
Robert	Stratton	General Partner	Mach37 Cyber Accelerator
Oron	Strauss	Chairman	Pantheon
Tony	Surak	VP, Global Channels	FoundationDB
Julia	Taxin	VP	Grotech Ventures
Frank	Taylor	Director, Collaborate 2015	Fosterly
Solomon	Thompson	President & CEO	BlueJean Time
Lisa	Throckmorton	Executive Vice President	SpeakerBox Communications
Monica	Tillett	Managing Director	Andersen Tax
Louis	Tucker	CEO	Mission Sync LLC
Anne	Van Gilson	Angel Investor	
Sita	Vasan	Managing Director	Silicon Valley Bank
Josh	Verstandig	BD, Sales and Marketing	The Meltzer Group
Adam	Viener	CEO	Imwave, Inc.
Gary	Voight	Board Member	Appfluent Technology
Neil	Wasserman	Managing Partner	Timewave Analytics, LLC
Norman	Weissberg	Senior VP Sales	
Tom	Weithman	Vice President and Managing Director	CIT Gap Funds
Kelly	Whalen	Senior Program Coordinator	SmartCEO
Matt	Whitaker	CEO	Clear Rock M&A Advisory Services
Conor	White	President, X-Business	Daon
Tina	Williams	President	TCecure, LLC
Brittany	Wisner	Vice President, Business Development	Congressional Bank
Tien	Wong	CEO	Tech 2000 and appnetic
Jeff	Yentis	Managing Partner	TopBox LLC
April	Young	Managing Director	Hercules Technology Growth Capital
Drew	Zaleski	VP & Director IT Services	Lore Systems
Phil	Zalewski	CEO	FreshBrix
Marc	Zbinden	Managing Partner	ValueBridge International
John	Zett	VP Operations	Illuminage Beauty Inc.



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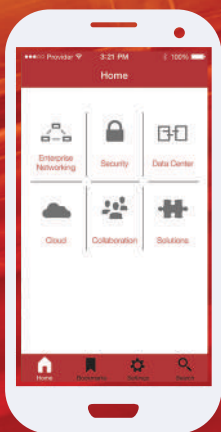
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