



Big Idea
CONNECTpreneur

FALL FORUM

September 17, 2015
Tysons Corner Marriott



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Personalized, Adaptive Learning. Driven by Data.

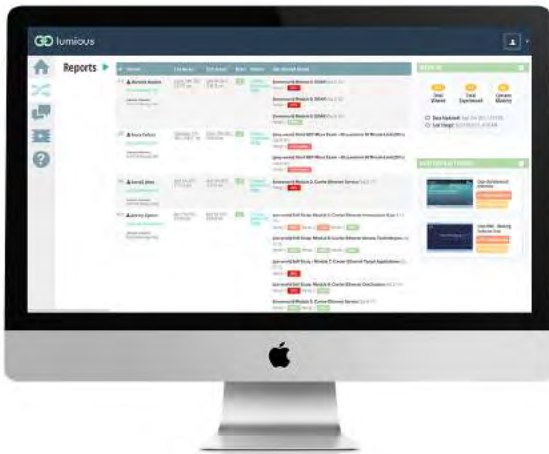
Lumious analyzes which lessons resonate best, for who, and why.

Predictive Analytics

Work smarter by predicting exactly how learners are most likely to succeed using adaptive learning.

Data Visualization

Identify trends, inform management, and make data actionable.



Timed Communication

Contact the right learner, in the right way, at the right time.

Gamification

Motivate learners by making the process visual, competitive and fun.



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Trusted by leading tech companies



Tech 2000, Inc.
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Suite 8, Herndon, VA 20170

sales@t2000inc.com

Big Idea CONNECTpreneur Fall Forum



AGENDA

07:00 – 08:15 am **REGISTRATION / NETWORKING**

08:15 – 08:20 am **WELCOME**
S. TIEN WONG, CEO of Tech 2000 and appnetic

08:25 – 09:15 am **FIRESIDE CHAT**
TOM DAVIDSON, Founder & CEO of EverFi

COMPANY SHOWCASE

	COMPANY	PRESENTER	TITLE
9:15 – 10:15 am	GovProp	Eric Adolphe	CEO
	Blue Star Veterans Network	Robert O. Wray, Jr.	Rear Admiral USN (ret), CEO
	C2C Compliance	E. Brian Alexander	Chief Legal Officer
	JobOn	Jody Presti	CEO
	OVER Technology Inc.	Jamaal Overton	CIO
	RightEye, LLC	Barbara Barclay	President
	TopBox	Jeff Yentis	Founder & Managing Partner
	ValPark Mobile	Ben Tesfaye	Founder

10:15 – 11:00 am **ALL STAR ED TECH PANEL: THE COMING DISRUPTION IN CORPORATE LEARNING AND HIGHER EDUCATION**

Moderator: **GEORGE CHURCHWELL**, Co-Founder and President, Tech 2000 and Lumious

Panelists:

KATE DAY, Vice President, Workforce Enablement, Global Technology and Operations, MetLife

STEVE GRAUBART, CFO, 1776; former Managing Director of Finance, University of the District of Columbia

MARK GROVIC, Co-Founder and General Partner, New Markets Venture Partners

MARK WALSH, Chairman of the Board of Trustees, Union College; Chairman of the Dingman Center for Entrepreneurship, Robert H. Smith School of Business, University of Maryland; Executive Chairman, HomeSnap; former CEO, VerticalNet

11:00 am **NETWORKING**

Next CONNECTpreneur Fora: December 10, 2015, March 1, 2016 and June 30 2016

SPEAKERS



TOM DAVIDSON, FOUNDER & CEO OF EVERFI @tommydavidson

Tom is the Co-founder and Chief Executive Officer of EverFi, Inc. based in Washington, D.C. Since starting the company in 2008, he's led EverFi from a startup in a Georgetown apartment to an organization with over 1,000 clients and engagement with over 10,000 K-12 schools and higher education institutions.

While a senior at Bowdoin College, Tom ran for the Maine House of Representatives and was elected in 1994. In his three terms there, he focused on key legislative areas including technology in schools, health care and economic development. As Chairman of the Utilities and Energy Committee, he led a successful effort with Governor Angus King to provide laptops to every Maine seventh grader as well as to create a major expansion of the wiring of schools and libraries across the State.

Following that, Tom served as an investment banker and venture capitalist at Village Ventures, where he invested in early-stage technology companies in the education and social media spaces.

As CEO, Tom has led two venture funding rounds that have raised \$21 million from Amazon founder and CEO Jeff Bezos, Twitter co-founder Evan Williams, Google Chairman Eric Schmidt, New Enterprise Associates, Rethink Education, and Allen and Company. He has also driven the development of strategic partnerships with the Financial Services Roundtable, the Mortgage Bankers Association and twenty-eight state banks associations.

Tom is a frequent speaker at global, national and state financial services and technology events. In 2012, he was recognized as a Top 100 Entrepreneur by Goldman Sachs and was also a finalist for the 2012 Ernst & Young Entrepreneur of the Year. Tom has been featured in numerous media outlets including Wall Street Journal, Washington Post, Bloomberg, CNN Money, Fox Business News, Yahoo Finance and Fast Company.



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

Tien is CEO of Tech 2000, Inc. a Northern Virginia based leader in technology training, mobile e-learning, and mobile content management platforms. He is also Chairman of Lore Systems, a provider of IT support, network engineering and cloud computing services.

In 1991, Tien co-founded and served as CEO of CyberRep, Inc. until its acquisition in 2003 by Affiliated Computer Services. CyberRep was one of the largest privately held CRM outsourcing companies in the world with over 2,300 employees and \$80 million in revenue. Today, the CyberRep/ACS business unit is one of the world's largest call center operations, with over \$2 billion in revenue as a division of Xerox Corp. CyberRep was ranked for 4 consecutive years in INC. magazine's "Inc. 500" as one of the fastest growing private companies in the USA. CyberRep was profitable for 11 straight years and was backed by Allied Capital Corporation.

SPEAKERS

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 provided industry commentary on the ABC, Fox, NBC, CNBC, Maryland Public Television, and China's CCTV networks, as well as Time Magazine, The Washington Post, Inc. Magazine, and Success Magazine. He serves on several boards including the CIT GAP Fund's Investment Advisory Board, the Digital DC Tech Fund Investment Advisory Board, the Potomac Officer's Club 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.

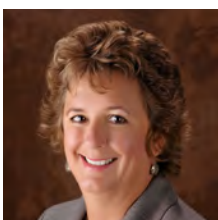


GEORGE CHURCHWELL, CO-FOUNDER AND PRESIDENT, TECH 2000 AND LUMIOUS

George is the President of Tech 2000, Inc., a leading education solutions and mobile content management company, where he is responsible for driving Tech 2000's product development, long-term strategy and vision.

Tech 2000's core strengths include software and mobile app development, content development, dynamic education tools, learning analytics, 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, and 2012.

With almost 30 years experience as an educator and technologist 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. He is a graduate of Golden Gate University.



KATE DAY, VICE PRESIDENT, WORKFORCE ENABLEMENT, GLOBAL TECHNOLOGY AND OPERATIONS, METLIFE

Kate has over 27 years of professional management experience that includes international technology sales and operations, strategy and business development. Her expertise focuses on building new organizations and expanding lines of business. She has been selected as a guest speaker at international conferences in Europe, Canada and the US. Kate was also awarded the prestigious 2013 Chief Learning Officer Magazine's Gold Award for Innovation.

As Vice President of Global Workforce Enablement for MetLife, Kate is responsible for building

SPEAKERS

and implementing programs that enhance the productivity of MetLife's technical workforce. This includes the creation of MetLife Technical University, a development program for early-in-career employees, as well as a summer technical internship program. Kate also implements tools and platforms that manage knowledge transfer and communities of interest amongst employees, managers and internal lines of business.

Prior to joining MetLife, Kate spent 17 years with Cisco where she lived in Europe and the US, managing business development and sales operations organizations. While at Cisco, Kate's programs received multiple industry awards for operational excellence and innovation.

Kate holds a BA in History from Dartmouth College and an MBA from University of Michigan.

Kate's Community service includes: Current Board Member, Stop Hunger Now; Current Board Member, United Arts Council; Past Co-chair, Connected Women of North Carolina; Past Board Member, Triangle Red Cross, RTP; Past Board Member, MacMillan Cancer Ball, London, UK; Founding member of the Women-In-Technology Incorporated Chapter, RTP; and Co-founder of the Cisco Women's Action Network RTP Chapter.

Kate and her husband, Stephen, own a restaurant in Raleigh, NC which reflects their passion for International travel and love of global food.



STEVE GRAUBART, CFO, 1776; FORMER MANAGING DIRECTOR OF FINANCE, UNIVERSITY OF THE DISTRICT OF COLUMBIA

Steven Graubart, CFA, is the Chief Financial Officer of 1776. Previously he was Managing Director of Finance for the University of the District of Columbia, and has been CFO of a number of technology companies. He has been responsible for a number of successful exits through the sale of companies to public and privately held corporations. He has worked throughout Latin America, Europe, Southeast Asia and Africa. He was a partner in Calvert Ventures and worked at Ernst & Young. Steve has an MA from the Fletcher School of Law and Diplomacy and a BA from SUNY@ Stony Brook.



MARK GROVIC, CO-FOUNDER AND GENERAL PARTNER, NEW MARKETS VENTURE PARTNERS @mgrovic

Mark Grovic co-founded New Markets Venture Partners in 2003 and is a General Partner. Mark serves or has served on the Board of Directors for The American Academy, Innovative Biosensors, Lightningcast (sold to NYSE: TWX), Moodlerooms (sold to Blackboard) and Workspace.com. Mark also serves or has served as a board observer for Aldagen (sold to NASDAQ: CMXI), American Honors College, Andera, Appfluent, BioSET, ConnectEDU, MediaSolv, Overture Technologies, Paratek Microwave (sold to NASDAQ: RIMM), Questar Assessment, and Vision Chain. Mark also co-founded LifeJourney, an online educational company that allows students to test drive real life careers in specific corporations.

SPEAKERS

Mark is a VC in Residence and Professor of Venture Capital and Ethics at the R.H. Smith School of Business at the University of Maryland (UMD). He has 14 years experience in higher education as an instructor, administrator, and serves as an advisor to numerous technology transfer, incubator, and entrepreneurship bodies in the mid-Atlantic.

Mark helped to found and served as Board Director of the Baltimore Chapter of the Network for Teaching Entrepreneurship (NFTE), is Board Chair at Emerson Preparatory High School in Washington, D.C. and serves as Chair of the Business Advisory Board of Venture Philanthropy Partner's Youth Connect program. Mark graduated with Honors from the University of California, Berkeley, where he majored in Political Economies and received a Juris Doctor from the Georgetown University. Mark lives in Silver Spring, MD with his wife and two children and is a mediocre musician and triathlete.



**MARK WALSH, CHAIRMAN OF THE BOARD OF TRUSTEES,
UNION COLLEGE; CHAIRMAN OF THE DINGMAN CENTER FOR
ENTREPRENEURSHIP, ROBERT H. SMITH SCHOOL OF BUSINESS;
EXECUTIVE CHAIRMAN, HOMESNAP @walsh**

Mark is the executive chairman of Homesnap.com, a Revolution Ventures investment. He was formerly the CEO and Co-Founder of GeniusRocket, a pioneer in "crowdsourced" advertising media. Prior, Mark served as Chairman and CEO of VerticalNet and was Senior VP and corporate officer at America Online. He also was the President of GENie, General Electric's online service, and director of New Business Development at Home Box Office in New York.

Since 2002, Mark has managed a small angel/venture fund and has served as advisor or board member to many of his investments. They include: NutriSystems, Blackboard, Half.com, LifeShield Security, Day Software, Transactis, MobilePosse, SpectrumK12 Solutions and others. He is currently lead director for TheStreet.com and a board member of Tribeca Flashpoint College.

Mark was the first CTO of the Democratic National Committee and head of Internet Strategy for John Kerry's presidential campaign. He serves as chairman of the board of the Bipartisan Policy Center in Washington.

He has served as Trustee Board Chair of his alma mater, Union College in NY, serves as Board Chair to the Dingman Center for Entrepreneurship at the University of Maryland School of Business (Smith), and was Founding Board Chair of the New Leaders Council, a training organization for young adults focusing on political entrepreneurship. He served on the boards of the Philadelphia Orchestra and the Baltimore Symphony. Mark received a BA from Union and an MBA from Harvard Business School. Directly out of college, he was a TV anchorman and news director for a CBS Television Affiliate Station in West Virginia. He was the youngest in the nation.

Management:

CEO: Eric Adolphe
President: Robert Dickson
COO: Dwayne Robinson
CTO: Barg Upender
VP Sales: Michael Peacock

Industry: Sharing Economy Software Company

Number of Employees: 5FT, 5PT Consultants

Bank: Bank of America

Law Firm: Womble Carlyle Sandridge & Rice

Financing to Date:

Personal Funds - \$250K
Private Investors - \$100K (pledge)

Financing Plan:

Series A Round Financing:
Round Size: \$1.5M
Round Timing: 1Q 2016

Use of Funds: Marketing and scaling team

Current Investors: Sudhakar Shenoy, former CEO of iMC.

Business Description: GOVPROP.com is the Upwork® of government contracting - providing a secure on-line ecosystem for companies hiring on-demand experts to help produce winning proposals and grant applications. The addressable market is **\$58B**, and market focus is **\$500M (9,800** federal, state, and international government contractors). Contractors and grantees pay an annual subscription fee plus a small transaction fee for each consultant they hire. Consultants sign up for free.

Company Background: A Maryland S corp. founded in May 2014. The Lean Start-Up methodology was used to support development of the online ecosystem, beta testing, and product launch in early February 2015.

Management: **Eric Adolphe** is a serial entrepreneur and former CEO of OPTIMUS Corporation. Full time. **Bob Dickson** is a Retired Senior Executive Service, U.S. Department of State. SVP Apptis Inc. and VP Acquisition Solutions Inc. Expert in government acquisitions. Full time. **Dwayne Robinson** is Founder of Executive Business Advisors, LLC. Advise C-Level executives on strategic planning. Former CEO of VSTI. Full Time. **Barg Upender** is a serial entrepreneur with a deep passion for building great products, teams, and companies. Founder/former CEO of Mobomo. Full Time.

Product: The Great Recession fundamentally restructured government contracting, leaving contractors with piecemeal outsourcing solutions and engaging old economy companies for individual tasks like market research or writing proposals. Contractors complain about an increase in unvetted consultants who deliver mixed results, proposal writing shops who charge between 40 and 100 percent fees for access to their consultants, and expensive market research tools that do not help win contracts. Contractors agree that people with agency insight are invaluable to winning.

GOVPROP.com enables companies to win through: a proprietary matching engine to find vetted government proposal consultants, a market research and capture tool to manage the pursuit, and a hassle free payment system. GOVPROP.com's freelancing consultants compete for work to reduce the contractor's costs.

Consultants who participate in the new freelancing economy suffer from up to 180 day payment terms, the need to sign multiple consulting agreements with varying terms and conditions, and the need to continuously network and market their services. GOVPROP.com opens the aperture of consulting opportunities available to consultants and pays them immediately upon completion of work - thereby creating a network of winning partnerships.

Market: According to USASpending.gov, there are **1.3M** federal contractors and grantees for a total addressable U.S. federal contractor market of **\$58B**. The focus is to sell **9,800** subscriptions to federal, state, and international government contractors creating an estimated **\$500M** (\$270M federal, \$130M state & local, \$100M international contractors) business. To achieve the projected level of business, GOVPROP.com is designed to be both scalable and extensible to help U.S. federal, state, municipal, international, and intergovernmental contractors grow their businesses.

Distribution Channels: GOVPROP.com plans to complement its direct sales effort by engaging channel partners who are committed to an aggressive public relations campaign and referral program. Channel partners include FEDMINE, Wolf Den Associates, Republic Capital Access, ONVIA (state & local), and ADP.

Competition: In December 2014, GOVPROP.com surveyed Government contractors and discovered that less than 10% were aware of established commercial sharing economy companies such as Upwork® or ZocDoc®. GOVPROP.com is the first to introduce the sharing economy to Government contracting. Competitors are old economy companies focused on pieces of the market but none offering a comprehensive ecosystem. For example, Deltek is the largest market research provider in the industry, but contractors have reported that market research is much less valuable than gaining access to people with insight into Government agencies, programs, and decision makers.



SUMMARY We provide aging-in-place technologies to help veterans and their spouses age safely and gracefully at home. We seek \$2.0 million in equity to expand unit sales from 200/month currently to 1000/month. After 5 years we project 82,600 customers, with \$33.8 M in rev, and a valuation of \$95.7 M.

THE NEED Seniors are the fastest growing population segment in America. In 2013, 45 M Americans were over age 65, and 40 M were over age 75. Half of those over age 75 are veterans or spouses/widows of vets. Each year, 1 in 3 seniors falls. 88% have chronic conditions which can benefit from in-home health monitoring.

WHAT BLUE STAR DOES Blue Star provides a suite of technology-enabled services to give older veterans and their spouses the support they need to continue living independently at home. Our services provide (a) safety, (b) health, and (c) connection with family and community support services. We have focused initially on gaining customers through medical alert devices. As our customer count grows, we will upsell to introduce additional tech services in our suite. Examples: in-home health monitoring; visual phones; door/window sensors; activity monitoring, fall detection, etc.

THE MARKET 2.6 M older Americans pay an average of \$47/monthly for a medical alert device. It is a \$1.49 B market, growing at 10.8% annually. Each day in the US, approximately 1,000 veteran families buy a medical alert device. Separate from the medical alert industry, the home-health monitoring market is highly fragmented, and represents a significant growth opportunity. A variety of studies project CAGR between 18 and 56%.

TRACTION TO DATE Since founding in summer 2014, Blue Star has:

- Assembled a strong team. CEO is retired Navy 2-star admiral with significant business experience. Advisory board: 15 admirals and generals from all services.
- Created a complete product suite and a mechanism for fulfillment.
- Built the necessary processes and back-office systems required to ramp to 1000 units/month.
- Grown sales, starting in January, to 200 units/month in May 2015, at acceptable costs-per-sale.

HOW WE'RE DIFFERENT

- Focus on the veteran market. Approx 3 in 4 families with seniors qualify within this segment.
- Guarantee the lowest prices, and the most liberal sales and customer care policies, in the industry.
- Deliver the most comprehensive suite of additional services in the industry.
- Are “by vets, for vets.” Owned by vets; focusing on vet families; hiring vets; donating to vets.

SALES AND MARKETING Blue Star will grow to 82,600 users in 5 years (a market share of about 3%). To do that, we will:

- Use direct-to-consumer telemarketing, direct mail, display advertising, TV, web SEM, SEO.
- Affiliation w/ American Legion (2.3M), VFW (2.1M), AMAC (1.3M). (Have signed agreements.)
- Sell to Veterans Administration. (SDVOSB status gives procurement preferences.)

FINANCIAL We invest about \$300 (\$200 marketing, \$100 equip) to get a customer who pays \$25-\$30/month for 3 to 4 years. Recent M&A activity values similar companies at 30 x monthly recurring revenue (MRR).

	Year 1	Year 2	Year 3	Year 4	Year 5
Customers at year-end	10,764	24,752	41,545	60,888	82,644
Revenue (\$M)	1.81	6.27	12.45	21.65	33.76
EBITDA (\$M)	(3.02)	(1.80)	1.15	7.51	16.74
Value at 30x MRR (\$M)	8.4	21.1	38.1	63.2	95.7

We raised a Seed Round of \$600k in Q4/2014. Currently raising “A” Round of \$2M equity, \$5M debt. Debt committed, 90% of equity penciled in. Anticipate closing October 1, 2015.

CONTACT Please see www.BlueStarVets.US, or contact CEO Rob Wray at robert.wray@bluestarvets.us. 1-844-BLUESTAR. 10411 Motor City Drive, Suite 750, Bethesda, MD 20817



SMARTCOMPLIANCE

Smarter Risk Management
and Compliance Solutions

EXECUTIVE SUMMARY

The Growing Risk and Compliance Market

The worldwide risk information technologies and services market is anticipated to be \$79.2 billion in 2015 and grow to \$97.3 billion by 2018. A study by the Ponemon Institute estimated that U.S. businesses spent \$688 billion on compliance in 2011, and that the costs of regulatory non-compliance are about 3x higher than costs of prevention. The risks to businesses are significant because regulatory settlements and reputational losses for non-compliance can be staggering. A cornerstone of any risk and compliance program is organizational understanding of applicable regulatory and standards-based requirements. Accordingly, C2C SmartCompliance's (C2C) Compliance Mapper solution – a powerful content and mapping engine – is perfectly situated to address the complex risk and compliance issues facing regulated businesses.

Software and services that dramatically increase management control over organizational compliance and risk functions, decrease compliance costs and simplify audit processes.

Profile:

<http://c2csmartcompliance.com>


Risk Management & Compliance
Technology Solutions and Services


Founded: 2007


Management:

Steve Crutchley, CEO
E. Brian Alexander, CLO
Larry Candler, CCO

Web-based/Enterprise Solutions:

 C2C's flagship product **Compliance Mapper™** provides a wealth of custom compliance mapping, visualization and reporting tools.

 **Compliance Module** – powerful assessment tools that increase the efficiency of internal audits and assessments by leveraging mappings created in Compliance Mapper.

 **Risk Module** – an audit proven methodology to perform asset-based risk assessments utilizing a pre-defined or custom threat, vulnerability and controls library.

Contact:

E. Brian Alexander
balexander@c2csmartcompliance.com
(o): 703.872.7340

Address:

110 N Royal St. S. 525
Alexandria, VA 22314

The Compliance Mapper™ Solution

Compliance Mapper provides scalable content and mapping capabilities that allow an organization to manage risk and compliance with incredible flexibility, speed and economic efficiency. Compliance Mapper licensees mainly include businesses operating in heavily regulated industries (e.g., financial services, utility/energy and healthcare). C2C and consulting firms also use Compliance Mapper to perform assessments and other service engagements. Licensees can create custom compliance libraries, or engage C2C to build a library for them. Compliance Mapper enables licensees to map (link) regulatory requirements, standards and contractual obligations, and best practices to an organization's policies, controls, business units or other assets. This provides true line-of-sight across the organization's compliance requirements and the assets intended to maintain compliance.



Compliance Mapper's Risk and Assessment Modules allow an organization to use its compliance library and mappings to perform internal risk and compliance assessments, and maintain artifacts and records associated with assessments. Compliance Mapper includes reporting capabilities that show organizational compliance. Moreover, Compliance Mapper provides a compliance methodology and reports that are proven to satisfy regulators and external auditors.

Compliance Mapper users can build regulatory libraries that include almost any U.S. or international regulation, standard or best practice. So companies have assurances that all relevant requirements have been captured in their library. Users can also upload their organization's policies, controls, business units, etc. Compliance Mapper includes numerous mapping tools to facilitate identification of relevant relationships between requirements and an organization.

C2C also has built a number of content libraries to assist clients in building and mapping their custom compliance library. Libraries in Compliance Mapper cover international banking/investment, information security/cybersecurity and privacy (among other topics). C2C offers a managed update service that ensures subscriber libraries include the most current regulations and standards. Subscribers to the update service are provided with alerts and impact information when regulatory changes occur, and Compliance Mapper automatically updates their compliance library.

Company and Management:

C2C provides risk management and compliance software and professional services across multiple industries and markets, including financial services, healthcare, information technology, utilities/energy, government contracting and manufacturing. The C2C SmartCompliance management team brings extensive experience in global management consulting, regulatory compliance, risk management, IT infrastructure, security management, legal and governance programs.

Representative Partners and Clients:

C2C is an IBM partner, and has integrated Compliance Mapper with IBM's enterprise-GRC platform, OpenPages. C2C's partnership with IBM and the Compliance Mapper/OpenPages integrated solution have led to numerous opportunities with large and mid-sized financial services institutions.

Exemplary C2C Clients include: TD Bank, Shriner's Hospitals, Ernst & Young, Booz Allen Hamilton, McAfee (Intel), IBM, Pall Corporation, United Technologies, SAIC, Unisys, Zesco (Zambia Power), Abu Dhabi Company for Onshore Petroleum Operations Ltd. (ADCO), Public Service Electric and Gas (PSE&G).

Management:
Jody Presti – CEO
Chris Wiatrowski – Sales
Colleen Durocher – Client Service

Industry: Employment Tech

Number of Employees: 12

2015 Revenue Run Rate:
\$1.0M

Current Investors: Founders, ESR (incubator), MD Venture Fund

JobOn revolutionizes employment applications and engagement in service industries of retail, restaurant and hospitality. Today nearly 80% of all workers will use a mobile device for job search and employers need a positive technology driven process to engage prospective employees. Traditional employment applications can require more than 1,000 characters of type making them nearly impossible to complete using a smart phone. Managers in these industries face turn-over ranges of 70% (retail) and 250% (restaurant) and are in a perpetual need for workers. JobOn empowers managers to engage applicants how and when they want.

The Market: Today, nearly 75M hourly workers are employed at 9M workplaces. Each month 2.5M hires are made largely relying on the \$7B domestic recruitment advertising market. This includes sites like Craigslist, Monster and Indeed. Hourly job seekers typically lack resumes and rely upon job applications as their primary method of engagement. While job applications are largely indistinguishable and employers average 90 applications per open position, hiring managers report that the interview is the only part of the process that matters. JobOn consolidates the interview and application into a short mobile friendly process.

Management Background: JobOn was formed in 2011 by a team with 30 years combined experience in recruitment tech. The product became commercially available in mid-2013 and is actively used in thousands of workplaces. The CEO has 10 years at Dice.com NYSE:DHX (\$1B market cap at IPO) and has led sales and business development teams creating more than \$100M in revenue. The team has recent experience from early stage through IPO.

Products/Services: JobOn leverages nearly 95% of all mobile devices today. The *JobOn First Impression* is a portable / mobile profile used to seamlessly apply to 40k locations offered by its customers. Candidates record responses to interview questions using the camera on any device. Employers consolidate the application and interview, allowing them to meet hundreds of applicants quicker than a single in-person interview. Packages start at \$10/mo. per franchise or up to \$100/mo per store.

JobOn Plus! leverages the pool of un-hired applicants by recycling their profile to similar employers in the neighborhood. On average 1 in 80 applicants are hired, the remaining use their JobOn Profile to apply. Considering similarities among most hourly roles, this positions the company to grab share of the \$1,000 / yr per store recruitment spend (National Franchise Association). JobOn Plus! Is sold for \$99 each and includes video applications.

Competitive Edge: JobOn’s product is specifically tailored to the service industry. Our customers are associated with terms like “offers made on the spot” and “hired today, start tomorrow.” JobOn is fast and can be used in its entirety over a mobile device.

For larger customers with complex human resources applications, JobOn’s modular components can fill in the gaps created by mobile users without displacing the customer’s investment in enterprise software. JobOn extends the life of their current system by adding its tools to a legacy architecture that was previously mobile incompatible.

Sales Strategy: JobOn continues to make progress with the service industries with more than 350K videos created. These employers direct their walk-in applicants to go through the JobOn hosted process. JobOn Plus! broadcasts paid jobs to sites such as Craigslist and satisfies the need for recruiting and assessment technology in a single purchase.

Competition: Monster and CareerBuilder sell advertising to employers at the same rate, regardless of the job’s pay scale. These models target professionals and are prohibitive to SMB. Services such as Craigslist and Ziprecruiter provide job ads in most markets but don’t provide value added services such as interview technology, evergreen job listings, standardized applications and applicant overflow rerouting. Interview technologies like Hirevue focus on professional applications and staffing.

Financing: Founders have invested \$300k and raised a total \$1.7M. The company is raising \$2.5M via a sale of equity to further our market and provide enhancements to our technology. JobOn is debt free and will be profitable by year end.

Select Employers Using JobOn



O.V.E.R. Technology Inc.

Damarn Carroll

Phone: 410-701-0551

Email: dcarroll@overmediatech.net



Management:

Daamrn Carroll/CEO

Khalilah Carroll/COO

Eugene Mosby Jr. M.ISM/CTO

Garrett Irby/CFO

Eric Lockett/CMO

Jamaal Overton/CCO

Industry: *Social Media/Mobile App*

Number of Employees: 6

Bank: *Navy Federal Credit Union*

Auditor: *N/A*

Law Firm(s): *Wilson Sonsini Goodrich & Rosati*

Amount of Financing Sought:
500,000.00

Use of Funds: *Product development, marketing/sales, distribution, etc.*

Current Investors: *N/A*

Technologies/Special Know-how:

We currently do not have any patents or IP. We do have unique features and design that is all our own.

Target Markets: *We plan to target people from the ages of 16–34.*

Distribution Channels: *Google Play Store, Apple App Store*

Competition: *Unlike YouTube, Instagram, Vine, and Tumblr, Mass Appeal has unique features that will be more appealing to users seeking to promote themselves. With Mass Appeal, artists will be able to compete against and collaborate with each other all in a social setting. This feature will give those users the opportunity to gain a stronger audience and following that could possibly lead them to be discovered. A huge market exists for talent competitions and collaborations. For the first time ever, Mass Appeal will bring those major markets into a social setting.*

Summary of Business Strategy:

We plan to develop and release a superior app that offers a feature-rich experience to keep our users engaged. We plan to attract third party advertisers to market their products and services, as well. We will use contextual data and other data to personalize advertising for each user. With these data, advertisers will be able to better target a specific group to market their respective products.

Business Description:

O.V.E.R. Technology is a social media company that focuses on innovating video sharing, social media, and how users interact by offering a new social app called “Mass Appeal.” For the first time ever, users will be able to compete and collaborate with each other in a social setting. Mass Appeal will offer a feature rich experience in which users will have total control over their network without compromising the esthetics and functionality of the app. Mass Appeal will offer an experience unlike any other. It will redefine self-branding and self-marketing as we know it.

Products/Services:

While researching social media, we discovered that a viable network doesn’t exist that is geared toward passionate people looking to gain exposure. Unlike YouTube, Mass Appeal will allow those users to reach their followers instantly in a social setting, eliminating embedding videos across multiple sites. Mass Appeal will be able to reach multiple platforms through open AP’ to maximize the user’s exposure. Mass Appeal will be the first of its kind to allow users to collaborate with each other and also compete against each other from anywhere around the world. Users will have the opportunity to quickly gain a following and build their network, while also working with other users that they would not normally work with. We anticipate Mass Appeal to be a new business model for entrepreneurs to market their products and services with the potential to reach millions of people instantly. Besides the competition and collaboration features, we will offer a Customizable Newsfeed and Trendsetters Page. The customizable newsfeed will give users total control over the content that they see and when they see it. The Trendsetters Page is where users will be able to see who is trending. The Trendsetters Page will use contextual data and other data from the users’ device to personalize their trends, giving every user his or her own unique Trendsetters Page. This feature will make each user experience different.

Market:

Although this app is for everyone, we want to extend extra effort toward this target market. Similar apps, such as Vine, have stated that their average users are in their late teens to early 20s and their average user is 20 years old. Instagram, another successful app, said that over 90% of its 300 million users are under the age of 35. Instagram also told advertisers that one client, Ben & Jerry’s Ice Cream reached 9.8 million people aged 18–35 in 8 days. This age group is a big social network of users, and they are an excellent audience to which advertisers market.

Video content marketing is increasing, and marketers are catering to digitally savvy and more video-oriented consumers. Video will be 55% of all Internet by 2016. Mobile video traffic will increase by 1,800% in 2016. At least 64% of consumers are likely to buy a product after watching a related online video. On average, users spend 16 minutes and 49 seconds each month watching online ads.

As most of us may know, Hip-Hop is the world’s most profitable and marketable genre of music. As an example, Damian Lillard of the Portland Trailblazers started #4BarFriday on Instagram. It offers users the ability to post 15 seconds of freestyle rap videos. In just a few months, the page gained over 43,000 followers with over 100,000 videos posted. Multiply that by the millions of rappers who need more than 15 seconds to display their talents and you now have a multimillion user network of just rappers, followed by singers, dancers, models, poets, etc., not including their audience. The market is huge for artists to display their talents in a social setting that will allow them to be voted on, rated by their followers, and also possibly discovered.

MARKET PROBLEM

17 visual skills are needed for reading, learning, sports, and in life, yet the lack of comprehensive, efficient, objective testing has led to a general failure to identify and treat common eye disorders that affect individuals of all ages. Similarly, although the vast majority of people with acquired brain injury suffer vision disorders, no comprehensive, objective vision tests exist for measuring injury recovery and vision is often largely ignored.

All vision disorders, whether originating from injury and cardiovascular incidents or occurring naturally, affect daily life and learning, and benefit from vision therapy accompanied by objective documented measurement in order to identify exact deficiencies and support vision improvement. Yet this is missing.

Eye tracking is widely desired by the market for measurement, yet it is missing from assessment and treatment due to historic cost and complexity. Additionally, adding eye-tracked games to vision improvement therapy can improve outcomes due to real-time measurement and corrective in-game feedback on exact looking behavior.

SOLUTION

RightEye uses eye-tracking technology to track precise eye movements and measure visual skills and health in 2 minutes providing a comprehensive patient report on over 30 aspects of vision. Think of it like a blood test for your eyes. Then with eye-tracking therapy, RightEye can help fix most issues, and dramatically improve daily living including learning, work, sports and driving.

CREATING REVOLUTIONARY VISION TESTS AND VISION TRAINING SOLUTIONS

- **Measure in under 2 minutes:** RightEye applies the most advanced eye tracking technologies in the world to quickly and accurately collect critical data about a person's vision in a measurable way never before possible.
- **Analyze in real time:** RightEye uses a proprietary analysis system to create a unique vision profile. This profile, which is based on a series of scientific criteria, can identify how a person's vision compares with the population.
- **Transform lives:** The remarkable discoveries and insight that RightEye obtains is then used to assign 3D training solutions that use eye tracking technology to transform and improve a person's vision.

TARGET MARKETS

- **Healthcare:** Optometry | General Medicine | Neurology | Rehab/PT | Pediatrics
- **Military:** Armed Forces | Law Enforcement | Security
- **Sports:** Professional | College | Youth

COMPANY PROFILE

7979 Old Georgetown Rd. | Suite 900
Bethesda, Maryland 20814
www.righteye.com

CONTACT:

Adam Gross, CEO
adam@righteye.com
Direct: (301) 251-7795

MANAGEMENT TEAM:

- Adam Gross: CEO & Co-Founder
- Barbara Barclay: President
- Dr. Melissa Hunfalvay: Chief Science Officer & Co-Founder
- David Willich, CFO

CLIENTS:

- U.S. Special Operations Command
- IMG Academy
- Pittsburgh Pirates
- Major National Olympic Team
- Various healthcare providers including optometrists, rehabilitation facilities, etc.

REVENUE FORECAST:

2016: \$3.7MM Revenue

2017: \$14.3MM Revenue

2018: \$32MM Revenue

{ REVENUE OPPORTUNITY = \$2.065 BILLION }

Enabling Call Centers to Find the Root Cause of Customer Impacting Issues

Contact centers are frustrating – long wait times, under-skilled agents and inconsistent service. TopBox helps call centers get to the root cause of the issues that impact their customers by giving them a tool to efficiently gather and analyze call data that they don't have access to today. This allows them to improve the customer experience, increase sales and control costs.

TopBox's patent-pending application allows users to gather data in a time-sequenced format, and then analyze the data for cause-and-effect relationships. Capturing agents' actions, and the resulting customer reactions, throughout the course of a call provides the data that call centers need to identify the root cause of issues.

Founded: March 2014
Founders: Brian Timmons, Chris Tranquill & Jeff Yentis
Employees: 6
Market: Customer Experience Analytics
Product: SaaS Analytics application
Closed: \$1.5 million seed
Seeking: \$750K convertible note



Market Opportunity: There are 100,000+ contact centers around the world with companies spending in excess of \$250B annually to operate them. In the US alone, there are nearly 44,000 centers with over 3.4 million agents. 96% of respondents to a recent Deloitte survey are expecting call volumes to grow over the next two years, primarily to support business growth and customer experience demands.

There is a large market for “interaction analytics” today. Existing analytics tools are complex, premise-based applications and hardware that are difficult to implement, extremely expensive and slow to achieve ROI. But call center managers know they need these tools. Only 24% of contact centers are utilizing analytics today but another 27% plan to use them in the future. TopBox's cloud-based application was built to completely disrupt this interaction analytics market – one that is projected to exceed \$4 billion by 2019.

Competitive Advantage: Lean, cloud-based and intuitive - the TopBox application empowers a traditionally underutilized asset, the Quality Assurance team, to be a mission-critical function. TopBox requires no capital expenditures, implementation is measured in days and users become fully productive after one day of using the application. Our monthly subscription model, SaaS deployment and no-risk terms makes TopBox a dramatically easier solution to purchase compared to our competition.

Management Team: The Founders worked together for 15 years while managing call centers for some of the world's largest technology, communications, travel, healthcare and retail companies on behalf on Xerox. The Founders were the executive leadership team for Xerox's Customer Care division with over \$1 billion in P&L responsibility and over 40,000 employees. Brian Timmons, Chris Tranquill and Jeff Yentis bring to TopBox nearly 60 years of call center experience and complimentary skill sets in the areas of strategic leadership, operations management, sales & marketing and finance.

Financial Projections

(\$MM)	Revenues	EBIT	Gross Margin
2014	\$ -	\$ (0.33)	-
2015	\$ 0.22	\$ (0.95)	44.8%
2016	\$ 2.48	\$ (1.24)	54.6%
2016	\$ 7.14	\$ 0.82	56.6%
2018	\$ 14.14	\$ 4.46	57.3%
2019	\$ 24.77	\$ 10.03	57.9%



ValPark Mobile is an app suite that makes paying for Valet and Garage parking easy, fast and secure all from your smart phone. Users can Find, and Pay for parking as well as Request their vehicle when they are ready to go.

BUSINESS SUMMARY

Launching in 2013, ValPark Mobile built version one of it's app and beta tested it at 33 locations in the DC metro area. We used that feedback and experience to build version 2 that in 2014 was launched at 112 including restaurants, nightclub, hotels and sporting arenas.

MANAGEMENT

Co-Founders Wayne Johnson and Ben Tesfaye are both experts in their respective fields. Wayne Johnson is an awarded Digital Art Director that has designed such websites as The U.S. Treasury. Ben Tesfaye owns one of the largest parking companies on the east coast. He knows the parking industry inside and out.

CUSTOMER PROBLEM

Most Americans carry less and less cash as technology progresses into the world of credit card & mobile transactions. The parking industry suffers the most from this, as it's an antiquated cash-based industry with very little capacity to accept credit cards or even track transactions. Being cash-based, theft is a huge concern and accepted tax.

Customers are left to get cash ahead of time or find street parking instead.

SOLUTION

ValPark Mobile provides a secure way for customers to pay via iPhone with saved credit card info in their created profiles for valet and garage parking in addition with physical credit cards via an integrated swiper. It also provides a system for vendors to track all transactions (mobile, credit card, and cash) and cut attendant theft out of the parking industry.

MARKETING STRATEGY

To date we have had over 30,000 unique transactions process. Our strategy for expansion has been to align ourselves with large format venues such as concert halls, sporting arenas and music festivals. In addition, we perform promotional campaigns for discounted or free valet if paid with ValPark. We see large signups in a short period of time with this strategy.

Our app also uses iBeacon technologies to alert customers when they are near a location that accepts ValPark. This encourages repeat usage.

BUSINESS MODEL

ValPark does not take any of the vendors principle fee to the customer, instead we add a 10% convenience to every transaction and it's passed on to the customer. We have seen no resistance to this fee from customers and we feel that we could even raise the fee to 15% in a future iteration.

COMPETITORS

Our only direct competitor is CurbStand. They are based out of Los Angeles and have a comparable amount of locations.

COMPETITIVE ADVANTAGE

Our advantage is three fold. Our payment process uses a special type of Bluetooth connectivity that allows users to pay without even pulling their phone out. Attendants detect users that are within a 25ft radius of the location and check in parkers using only their name. Another key difference is ValPark also accepts physical credit card payments in addition to our mobile payments, this more than triples transaction opportunities. Lastly, our vendors receive their money within 48 hours whereas our competition takes up to 30-days.

FINANCIALS

ValPark is seeking

\$750,000

in seed capital in exchange for 20% equity.

Monthly Run-Rate Revenue - \$85,000
Monthly Run-Rate Profit - \$8,500

Run-Rate Annual Revenue - \$1,020,000
Run-Rate Annual Profit - \$102,000

2016 Forecasted Revenue - \$4,000,000
2016 Forecasted Profit - \$400,000

Note: Forecast based on expanded presence at existing locations, new parking operators, and integration with venue sales.

ADVISORS

Dwayne Boothe

COMPANY INFORMATION

ValPark Mobile LLC
Industry: Parking/Mobile Payment
Employees: 3
Founded in 2013
URL: www.valparkmobile.com

CONTACT INFORMATION

Wayne Johnson
Co-Founder
wayne@valparkmobile.com
(240) 286-4286

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TECH 2000, INC @tech2000inc

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 and learning analytics technologies which have resulted in the creation of the Appnetic and Lumious platforms.



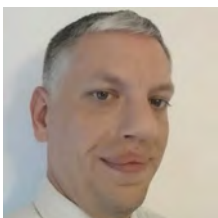
BOBBY MERHAUT, TRAINING ACCOUNT MANAGER

Bobby Merhaut's expertise in sales has been exhibited in his position as the Training Account Manager at Tech 2000. Bobby is an integral part of Tech 2000's Public Seminar Sales team, where he is responsible for driving new business and supporting existing customers to exceed the targets of the company. He works closely with Cisco, Apple and MEF contacts at various companies worldwide. Based on his demonstrated abilities within the Tech 2000 product lines, he plays an integral role in keeping the sales pipeline full. Bobby's strength is his ability to match his strong sales skills with his technical knowledge to provide the right solutions for his customers. Prior to joining Tech 2000, Bobby was Enrollment Operations Manager for K12, Inc. He has proudly served our country for six years in the United State Air Force.



LORE SYSTEMS, INC @loresystems

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."



ANDREW ZALESKI, VICE PRESIDENT AND DIRECTOR OF INFORMATION TECHNOLOGY

Andrew (Drew) Zaleski is Vice President and Director of Information Technology at Lore Systems, Inc. an IT professional services company which provides enterprise network engineering, virtualCIO, managed hosting, and cloud services. At Lore, Drew has oversight of the Company's engineering operations and sales engineering functions, and built the Company's vCIO (virtual Chief Information Officer) practice.

Drew has over 15+ years of experience in design, installation, configuration, administration and troubleshooting of LAN/WAN infrastructure and security, leveraging a multitude

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of technologies to produce solutions. He holds ITIL, Microsoft and other professional certifications.

Prior to joining Lore, he held a variety of operational, management and leadership positions with DIsperive Solutions, Inc. and Dataprise, Inc. He also worked as Director of Information Technology for Petroleum Marketing Group, Senior Consultant for Database and LAN Solutions, and Director of Operations and Information Technology for Christian Relief Services Charities.



APPNETIC @appneticmobile

appnetic is SaaS-based mobile sales enablement platform which helps our customers sell more by allowing their sales people to access the right content at the right time.

Eazy to use, with a clean UI and UX, appnetic is the mobile sales enablement tool of choice for organizations 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. Our customers include HP, Cisco and other major brands.



BILL SMITH, VICE PRESIDENT PRODUCT & GROWTH @wilsmith2

Bill is the Vice President, Product & Growth for appnetic, a SaaS mobile app platform 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 has experience building companies from inception to over \$30m in revenue. Bill has also worked in business development and finance with global brands like The Walt Disney Company and J.P. Morgan Chase. Bill received a BA from the University of Virginia and an MBA from UCLA.

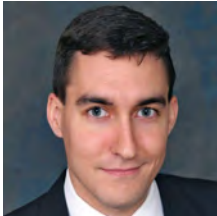


Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION

WILSON SONSINI GOODRICH & ROSATI @wilsonsini

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.

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MICHAEL LABRIOLA, PARTNER

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

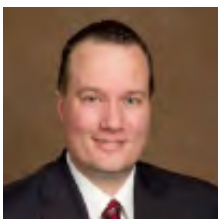
Michael's practice focuses on corporate and securities law, including general corporate representation, IPOs, VC financings, and M&A. He has assisted clients with matters ranging from formation and early-stage venture financing to IPOs on U.S. and foreign exchanges. He also has considerable experience 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's assurance and business advisory division. While at Arthur Andersen and EY, Michael audited public, private, and not-for-profit entities in several sectors. Michael is a CPA in Virginia.



BDO @bdoaccountant

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. He 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.

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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.

The practice is also home to Deloitte's Tech Venture Center in McLean which hosts programs throughout the year, which provides entrepreneurs with excellent networking, introductions to investors, and learning from subject matter experts.



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

Steve has more than 20 years of diverse experience in serving emerging technology companies, their entrepreneurs, and venture and private equity investors. He has led audits of these privately-held entities, working with CEOs and CFOs to make the audit process a valuable tool throughout the business growth cycle.

Steve is an active leader in many programs impacting the entrepreneur and local communities including: Lead Program Partner for the Deloitte Fast 500- awards program that recognizes the top 500 Fastest Growing Technology Companies; Executive Leader of 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 – Network for Teaching Entrepreneurship. Steve also serves as a guest lecturer teaching entrepreneurship and financial models at GWU, UVA and American University.



RYAN & WETMORE, P.C. @ryanwetmorepc

Ryan & Wetmore is 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 more profitable. Through our numerous management engagements, we have become trusted, unbiased advisors.

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

Pete co-founded Ryan & Wetmore in 1988, a 3 office, 35 person firm serving the Mid-Atlantic region. He currently works with clients to address tax, audit and accounting issues. He also has significant experience in international tax matters and business consulting services. His expertise extends to: Healthcare organizations, Construction and Real Estate, Government contractors, Technology, Manufacturing, and High Net Worth Individuals.

Pete has served on the Board of Directors for a number of 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.

He has an MBA in Finance from the University of Baltimore and a B.A. in Accounting from the Catholic University of America. He is a member of the AICPA, Maryland Association of CPAs, Virginia Society of CPAs, and the Greater Washington Society of CPAs.



MONTGOMERY COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT @montgomerycomd

The Montgomery County Department of Economic Development creates and administers programs that support and grow our diverse business community, expand the county's economic base and provide employment opportunities for residents. Through our Business Innovation Network, Agriculture Reserve, Small Business Mentorship and Small Business Empowerment programs, Workforce Services and Strategic Financing programs, we assist businesses at all stages of growth. To learn more, contact us at 240-777-2000, e-mail us at ded.info@montgomerycountymd.gov or visit www.ChooseMontgomeryMD.com.



SALLY STERNBACH, ECONOMIC DEVELOPMENT DIRECTOR

Sally currently serves as Acting Executive Director for the Montgomery County Department of Economic Development. She joined the department in 2012 as Deputy Director. Since that time, she has been instrumental in developing programs to support the local business community including the MOVE, the Life Sciences Impact Grant, the Business Innovation Network, and Cybersecurity programs.

Previously, Sally served as the Executive Director for Rockville Economic Development, Inc. During her tenure there, she launched the Rockville Women's Business Center, gained approval for a hotel for Rockville Town Center, participated in successful bids for Choice Hotels and MesoScale Diagnostics headquarters, initiated the Rockville Innovation Center which today houses 35 start-ups, and created a women's business plan competition with \$20,000 in annual cash prizes and an annual Postdoc Conference and Career Fair for 500 S.T.E.M. postdocs.

In her prior life, she spent 18 years with AT&T, taught accounting and finance, and ran a social

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services non-profit in NYC and a tourism development organization in West Virginia. Her proudest accomplishments, aside from her family, include national and international gold medals in rowing with the Potomac Boat Club and with Avalon.



FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY **@fairfaxcounty**

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.

Dr. Gordon has also worked for Arlington County, Virginia, and the U.S. Department of Labor. He 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.

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).



HAFEZICAPITAL INTERNATIONAL CONSULTING @hafezicapital

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).

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BABAK HAFEZI, MA, MBA, CEO @bhafezi

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.

Babak obtained a Bachelor's degree in International Relations with a focus on Middle Eastern Studies and a M.A. in International Peace & Conflict Resolution and an MBA from The American University. Babak 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.



WHARTON CLUB OF DC

The Wharton Club of Washington, DC (whartondc.com) supports the Greater Washington, DC business community and alumni success in our region through our rich calendar of events – a total of 150 to 200 or more each year - as well as liaison with the Wharton School, and other professional and alumni groups.

Join us in DC for two days April 26-27, 2016, for our 3rd Annual Innovation Summit: Meet fellow entrepreneurs, funders, mentors, leading Wharton, and Penn professors. In workshops, startup veterans will guide you thru market-tested planning and execution steps, boosting your "success quotient" as you push your idea ahead. Learn more at <http://www.whartondc.com/>



ALI QURESHI, VICE PRESIDENT @aliq21

Ali Qureshi serves as VP of Consulting Services at Xcelerate Solutions. Ali brings nearly two decades of experience assisting Federal Government and commercial clients in meeting their technology services needs through innovative solutions. He is currently the VP for Programs and the Program Chair for the 2015 Wharton DC Innovation Summit.

Prior to joining Xcelerate, Ali had leadership experience in a number of healthcare technology start-up companies. He was Chief Technology Officer for RF Telematics, which delivers the MedLogiq data management platform for the healthcare market. Previously, Ali served as the Chief Operating Officer for MedRed LLC which develops medical records and clinical decision support systems.

Ali 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.

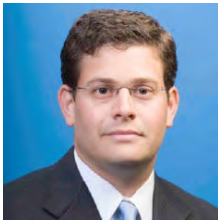
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emissary realty



TODD A. SHERBACOW, CEO, EMISSARY REALTY, LLC @tsherbacow

Mr. Sherbacow founded Emissary Realty, LLC to provide service lines not currently available in commercial and residential markets. As your emissary, we are your trusted agents and cover all aspects of your real estate needs. 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 and IT.

Emissary Realty also handles retail and residential transactions offering all brokerages under one roof. 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 GWU. 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. Mr. Sherbacow is an avid golfer, skier, tennis player and cyclist.



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

@umd_dingman

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."



ELANA FINE, MANAGING DIRECTOR @elanafine

Elana Fine is Managing Director of the Dingman Center. 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. She is also co-chair of the Dean's Task Force on Entrepreneurship and Innovation.

Prior to joining the Dingman team, Elana was an Associate and a Vice-President of Revolution Partners, an investment bank where she advised on a variety of technology transactions ranging between \$5 million and \$100 million. Elana also served as Revolution's CFO from

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2003-2006. From 1997-2000, she 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.



GEORGETOWN ENTREPRENEURSHIP INITIATIVE @hoyapreneur

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.

Our mission is to create a culture of entrepreneurship throughout the Georgetown University community insuring that all members have the opportunity to explore and experience what it means to behave like an entrepreneur.

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. He 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. In 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.

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. Reid earned a B.S. in business administration from Appalachian State University and an MBA from UNC Chapel Hill.

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SMARTCEO @smartceo

SmartCEO is the largest platform for regional events and content, serving an exclusive community of growth-minded CEOs and business leaders. Our mission is to educate and inspire visionary leaders at our high-energy entrepreneurial events and with access to valuable online, video and print resources. Currently operating in the Mid-Atlantic region with offices in Philadelphia, New York, Baltimore and Washington, DC.



HEATHER LOUISE FINCH, MARKET DIRECTOR @finch_lou

Heather Louise Finch is the Market Director for SmartCEO in the Greater Washington, DC region, where she works with C-level executives to help them grow their companies through involvement with the SmartCEO community. She is responsible for SmartCEO's overall business development and marketing activities in the DC market.

Prior to joining SmartCEO, Heather Louise worked in Raleigh, NC at T.A. Cook, an international management consulting company for asset and operations management. Prior to T.A. Cook, she worked in the North Carolina Governor's Office of Bev Perdue.

Heather Louise is a graduate of Peace College, where she received her B.A. in Communication with a minor in Spanish. She studied in exchange programs in Qatar, Spain, Morocco and Japan. She received the Public Leadership Education Network (PLEN) Scholarship and is involved with a variety of nonprofits in the DC Community, such as the Junior League of Washington, Bright Beginnings, Inc.; the March of Dimes; and UNA-NCA.



INSTITUTE FOR EXCELLENCE IN
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IES

The Institute for Excellence in Sales (IES) helps sales professionals worldwide and in the DMV crush their quotas. IES is your trusted conduit to the best sales services, products, and content in the world. We have monthly programs in Tyson's Corner, VA for sales pros featuring presentations and workshops by some of the greatest sales thought leaders and authors on the planet, such as Neil Rackham, Challenger Sale author Matt Dixon, and The Referral Coach Bill Cates. The workshops are held at the USA Today Building.

The IES also holds the Mid-Atlantic region's only award program that recognizes corporate and organization sales excellence. This year's event will be on June 11, 2015, recognizing companies that have exhibited greatness in sales or BD such as CoStar, Wedding Wire, Cvent, Carahsoft, Brocade, Ellucian, Deltek, and Red Hat. This year's Lifetime Achievement Award winner is NetApp Sales leader Mark Weber. Our website is i4esbd.org

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Fred Diamond gets engaged by tech and professional services CEOs around the world because they need to increase sales, generate more revenue, bring new products to market, or grow into new markets. They realize that a more effective way to go-to-market will help accelerate sales.

With expertise garnered by working with world-class firms such as Apple, Compaq, Microsoft, and Oracle, Fred is the outsourced marketer of choice for technology and professional service CEOs looking to get their vision into the marketplace and sales leaders who know that their companies can go-to-market better. His approach to marketing has especially been well received by international companies looking to enter US markets.

As the CEO of DIAMOND Strategic Marketing and the Institute for Excellence in Sales, he helps companies grow business in the right vertical markets, such as public sector markets, by designing, developing, implementing, and managing sound, smart, and strategic marketing efforts that accelerate business development.

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First Name	Last Name	Title	Company
Tom	Davidson	Founder & CEO	EverFi
Tien	Wong	CEO	Tech 2000, Inc
George	Churchwell	Co-Founder & President	Tech 2000, Inc
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Mark	Grovic	Co-Founder & General Partner	New Markets Venture Partners
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Dwayne	Robinson	Chief Operations Officer	GovProp
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Khalilah	Carroll	COO	OVER Technology Inc.
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Adam	Gross	CEO & Co-Founder	RightEye, LLC
Dr. Melissa	Hunfalvay	Chief Science Officer & Co-Founder	RightEye, LLC
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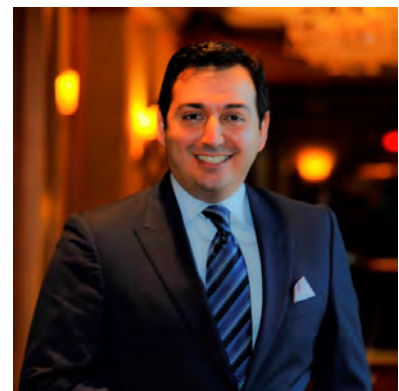
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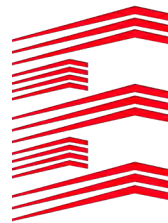
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