Tysons Corner, VA
July 13, 2022

The Big Idea
CONNECTpreneur
Summerfest Networking &
Pitch

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Wednesday, July 13th, 2022

5:00-6:30pm: REGISTRATION AND NETWORKING

6:30-6:45pm: WELCOME REMARKS

- TIEN WONG, Founder and Host, CONNECTpreneur
- ESTHER LEE, CEO, REFRACTION
- JULIE COONS, CEO, Northern Virginia Chamber of Commerce

6:45-7:45pm: COMPANY SHOWCASE / ROCKET PITCH

Intros By:
ANDY TUCKER, Partner, Nelson Mullins
DARREL BARROS, Shareholder, NEXT, Powered by Shulman Rogers
WILL CHOI, Assurance Partner, Dixon Hughes Goodman

Able Device – Roger D. Dewey
All Sober – Flora Nicholas
AtWork Systems, LLC – Ron Lewis
CareWear Corp – Dr. Chris Castel
Cravety – Ed Bodensiek
Databuoy – Kathleen Griggs
ExpressCells – Matt Handel
Happyly – Caitlin Iseler
Landcent Europe B.V. – Arun Prabhu Stanley
Omina Technologies – Brian Alexander
SafetySpect – Ken Barton
Wild West Labs – Arri Manuel

7:45-8:30pm: EXPO AND NETWORKING: Valo Park Atrium

Wine & Cheese Reception in the Atrium featuring the music of the Halley Shoenberg Trio

8:30-10:00pm: AFTER PARTY AT REFRACTION

Valo Park, 8th Floor North





TIEN WONG, CEO, OPUS8, INC.

Tien is Chairman and CEO of Opus8, an investment and advisory firm which helps technology companies and alternative investment fund managers raise capital. He is also Chairman of Lumious, an international leader in technology training and learning analytics, as well as Chairman of Lore Systems, a provider of network engineering, cloud computing, and strategic IT consulting.

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 \$3+ billion in revenue as divisions of Xerox and Conduent. CyberRep was ranked for 4 consecutive years in Inc. Magazine's "Inc. 500" as one of the fastest growing companies in the USA. CyberRep was profitable for 11 straight years and was backed by Allied Capital Corporation.

Tien is a recognized international expert in CRM, direct marketing, and BPO, having presented at dozens of industry events around the world on CRM and BPO topics. 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 Montgomery County (MD) Economic Development Corp., The Washington Institute for Business, Government & Society, Virginia Investment Partnership GAP Fund's Investment Advisory Board, Junior Achievement, Association for Enterprise Growth, and Refraction. 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 and companies. He is an Entrepreneur in Residence at Georgetown University's McDonough School of Business, and a graduate of Dartmouth College.



ESTHER LEE, PRESIDENT & CEO, REFRACTION

Esther Lee is the President and CEO of Refraction, a technology innovation hub in Northern Virginia, focused on fostering innovation and entrepreneurship by nurturing and mentoring startups and highgrowth companies. Prior to joining Refraction, Esther served as Secretary of Commerce and Trade for the Commonwealth of Virginia, where she oversaw 14 state agencies, responsible for economic development, job creation, innovation and entrepreneurship, small business, tourism, trade, housing, community development, and labor policies for the state. In that role, she led Virginia's successful bid for Amazon's second headquarters (HQ2).



JULIE COONS, PRESIDENT & CEO, NORTHERN VIRGINIA CHAMBER OF COMMERCE

Julie Coons is a transformative business leader who delivers unprecedented revenue and profit growth through innovation, operational excellence, and cultural change. She is President & CEO of the Northern Virginia Chamber of Commerce, the Voice of Business in Northern Virginia™, representing local employers with more than 500,000 regional employees. The Northern Virginia Chamber is the leader in advancing innovative solutions to the region's priorities in transportation, education, workforce, and economic opportunity.





ANDY TUCKER, PARTNER, NELSON MULLINS

Andy is a corporate and securities advisor to growing companies, particularly in the technology and government contracting sectors. His clients maintain operations around the globe. He regularly advises companies in various industries such as cybersecurity, artificial intelligence, government services and contracting, REITs, telecommunications, managed services, renewable energy, oil and gas, medical devices, pharmaceuticals, aviation, consumer product, and financial technology companies. He advises SPACs on their initial formation and sponsor capital raise, through the IPO process and their initial business combination. In addition to providing general corporate guidance, Andy also assists his clients with a broad variety of transactional support, including venture capital and private equity transactions, joint ventures, mergers and acquisitions, and public and private securities offerings.



WILL CHOI, PARTNER, AUDIT AND ADVISORY, FORVIS

Will has more than 20 years of experience in public accounting primarily in auditing both public and privately held companies in the life sciences and technology industries. He has extensive experience auditing SEC accelerated filers subject to internal control (ICFR) audits and multi-national audit clients with foreign operations, coordinating inbound and outbound services and facilitating the efficient deployment of resources and timely execution of services, including audit support for multinational companies reporting under IFRS. Prior to joining Forvis, Will was an audit partner in the Life Sciences and Technology industry practice of an international accounting firm.



DARREL BARROS, SHAREHOLDER, NEXT BY SHULMAN ROGERS

Darrel Barros has a proven record of guiding complex business and legal transactions to successful completion. Clients rely upon him to help them achieve strategic and operational objectives in fast-paced, dynamic environments. A senior business executive and a corporate attorney, Darrel brings a unique blend of skills to every situation. His extensive experience in finance and business consulting enables him to quickly assimilate and understand all aspects of a business and determine the best path forward. He has a knack for fostering entrepreneurship by empowering leaders and positioning each team member to utilize their strengths in order to be successful.

Prior to joining Shulman Rogers, Darrel led an early-stage communications and media-focused venture capital fund with \$250M under management. He assumed responsibility for leading the portfolio management team and running all aspects of the day-to-day business, as well as identifying private investment opportunities, developing investment theses, conducting financial and operational diligence and managing investments on behalf of stakeholders. Darrel has significant experience in evaluating investment and partnering opportunities, making him a logical advisor in the startup and emerging growth arena. He supports clients and their companies through strategic plan development, performance measurement and optimization, enhanced use of technology and intelligence and the development of customized tools and processes to drive efficiencies and ROI.



CONNECT preneur



Ouick Facts

Company Name: Able Device, Inc.

Address: 8311 Brier Creek Pkwy,

Email: roger.dewey@abledevice.com

Able Device Inc. Value Proposition

Company Background: Able Device offers an innovative standards-based enabling technology that simplifies and accelerates the development and deployment of connected device applications on mobile networks. SIMbae™, a patented offering, enables standard Subscriber Identity Modules (SIMs or embedded eSIMs) to act as stand-alone processors to run device management tools and/or applications in connected devices. Utilizing the processing power already resident in SIMs/eSIMs. SIMbae delivers a unique way to shift security, intelligence, and Quality of Experience (QoE) to the extreme edge of a mobile device solution. Consequently, device management is executed within the device, eliminating the need for data services to access cloud-based off-board intelligence.

Leadership Team:

Roger D. Dewey, CEO & Founder: Successfully launched and managed IoT/M2M businesses for

Ryan Rangel, CTO: In 2008, Ryan founded ClearConnex, a successful IoT application and device enablement company that he successfully exited via a sale to Telit Wireless Solutions in 2015. Leigh Ann Ryals, COO & Co-founder: 20 plus years of marketing, strategy, and operations experience in mobile technology. Awarded Connected World Magazine 2017 Women of IoT/M2M. **Jeff Simpson, CFO**: Extensive wireless industry experience, documented success in all phases of startup financial management.

Ric Murray, VP Corp Dev: Over 30 years of successful leadership in wireless and IoT industries. A founding team member of <u>Jasper</u>, which Cisco acquired in 2016 for \$1.4B

Products/Services: SIMbae enhances the value and utility of the connected device's sunk SIM and integration costs by providing a standard, secure, low power, low touch, and easily deployed applet that enables secure updates remotely via standard OTA. SIMbae can execute device connectivity, QoE, and security tools. An example of this capability is SIMbae ensuring a mobile credit card reader is always connected to the strongest signal. Another is the ability to verify that data is working. Yet another example is updating the unique application certificates of mass-produced devices shipped into the field. SIMbae can even host and execute a full IoT application, replacing the app CPU. This small applet's patented innovative technology yields significant value by leveraging existing standards to address common connected device challenges effectively.

Technologies/Special Know-How: Able Device has secured three US and one EU patents related to using a SIM to control a device as opposed to the device controlling the SIM. SIMbae is also the only standardized, user-configurable, no-code SW agent residing on SIMs, independent of the SIM's O/S, available in today's market.

standard embedded SIM as a security chip controlling maintenance access to the vehicle's various subsystems.

Market: OEMs & Enterprises that need standard, flexible, portable, and scalable tools for managing connected devices that enable them to meet their unique connected device application requirements not being fulfilled by mobile network operators (MNOs) or device OEMs. For example, a trucking company needs to manage the connectivity between public networks and their private network, or an EV OEM using a

TAM: 1.5B IoT Devices by '25, TAM Private Networks \$6B in '27.

Distribution Channels: Able Device accesses end-users by selling via a distribution model. Distributors include MNOs, OEMs, and mobile application service providers.

Competition: Includes legacy SIM (Idemia, G+D, etc.) & cellular module (Sierra Wireless, Telit, etc.) suppliers with proprietary solutions that reside in the cloud and require data connectivity services to access intelligence and trigger action.

Ericsson, Sony Ericsson, and Telit Wireless Solutions.

Industry: Mobile SW, IoT

Website: abledevice.com

Contact: Roger Dewey

Raleigh, NC 27617

Phone: 919-961-7574

Domain: Connected Devices / SIM

Bank: Pacific Western Bank

Law Firm: Wyrick Robins

Patent Estate: 3 US, 1 EU

Number of Employees: 8

Amount of Financing Sought: \$750K - \$5M Equity Financing

Current Investors: Friends & Family, The Startup Factory

Use of Funds: Business Growth and expansion of market operations

Financial Projections

\$750K Investment	Y1	Y2	Y3
Total Revenue	1,249,383	5,961,542	15,776,721
Post Tax Income	(452,100)	1,817,010	6,24,483

\$5M Investment	Y1	Y2	Y3
Total Revenue	1,249,383	16,791,542	35,616,721
Post Tax Income	(2,526,596)	4,407,380	14,317,749



Company Details: www.allsober.com

All Sober PBC: Year Founded, May 2020 Flora Nicholas, CEO Phone: 703-795-8292 Fmail: fnicholas@allsober.com

Funding Status, Current Raise, Use of Funds.

\$6.5 million raised through Seed Rounds 1 and 2. Seed Round 3 is now launched with a goal of raising \$5 million. Close date is August 31, 2022. Funds will be used to continue building of company infrastructure, hiring of key personnel, further development of the platform and the apps and funding of a national P.R. and marketing campaign.

World-class Management and Advisory Team

Everyone at All Sober has a family member or a friend who has suffered from this terrible disease and we are determined to use our professional skills to make a difference. Our team includes former and current executives from Microsoft, Ogilvy, ExxonMobil, ComScore, Deltek, Software AG, Harvard's Global Mental Health Program, Kolmac Recovery Centers, Malvern Treatment Centers, LA Unified Dell, HBO, CBS and Nat Geo. among others. Our unique blend of knowledge, experience and contacts spans addiction, recovery, technology, business, marketing, education, content, and entertainment. So, we are uniquely qualified to deliver a solution in All Sober that deals with the problem of addiction, delivers community and resources, and inspires people through connection, music, art, content and psoitivity to celebrate sobriety and stay sober.

Proof Points

Digital experts have described All Sober's growth as "Unprecedented for a recently launched brand." Web traffic has grown 337% from June 1-30. Facebook page followers have increased 1189% since late Feb. Average Facebook engagement per post is around 46% as opposed to an average across all industries of 0.064%! Facebook reach v. engagement is 95%, -- the average is 10-15%. for brands that are considered to be doing well. These stats are early indicators of All Sober's potential to be a massive brand. Discussions are ongoing with world famous companies and brands about potential partnerships, which involve All Sober providing resources and tools for their employees and helping to create sober friendly workplaces. We're in the process of negotiating several contracts with Treatment Centers, and already signed two of the most famous and respected treatment centers in the US - Ashley and Malvern. Over 125 major schools and universities have committed to being on the platform/or are in the process of setting up their pages. Celebrities with a combined social media following of almost 10 million have already been secured to be on the platform — including two Rock n'Roll Hall of Famers in Ralph Johnson of Earth, Wind & Fire and Ricky Byrd of Joan Jett and the Rlackhearts

Problem

Addiction is a national crisis: The sobering facts

1 American dies every 11 minutes from opioid addiction (2018); 107,000 Americans died from drug overdoses in 2021,192 million Americans (59% of the population) have an addiction problem, need treatment, or have a friend or family member who needs treatment (2018); \$740 billion a year cost to the US of alcohol, drug, and tobacco abuse according to NIH. Coronavirus has led to a dramatic increase in the need for services. Coronavirus has massively increased the need for services: 1000% increase in calls to substance abuse and mental health hotlines (Kaiser Foundation, April 2020); 65% increase in clients seeking mental health services in one month (Talkspace telemedicine, April 2020); 393% increase in treatment seekers and a 200% increase in providers between early March and late April 2020 (rehab.com)

Major problems exist throughout the treatment and recovery lifecycle

No completely centralized information, help and advice in times of crisis. Inability to connect 1–1 and end isolation, stigma, and shame. Limited group support and advice. Dispersed information on treatment and recovery resources. Limited access to jobs/relaunch and sober lifestyle information and resources. Fragmented sober networks and communities. No comprehensive source of inspiration to help those trying to stay sober.

Solution

All Sober Public Benefit Company

All Sober's platform and apps bring the needs of people suffering from addiction their families and friends all together in one place and creates an interconnected, information-sharing community, eco-system for all those affected by addiction. All Sober will enable people to: get crucial help and information, join support groups and benefit from peer support and experience; build their own sober networks and communities, find treatment facilities, meetings and sober houses; get sober lifestyle information, job help and advice, and be inspired to stay sober with content from their sober peers. The platform is FREE!! This will allow millions to benefit from the resources that All Sober delivers.

Competition/Competitive Advantage

All Sober is the <u>only</u> platform that delivers all the connectivity, community and information that millions of people suffering from drug and alcohol addiction and their families and friends need through treatment, recovery and into sober life — all in one place. Services and resources provided by other "competitors" are siloed, fragmented, highly specialized, not available on the scale the problem demands, or non-existent. Thus, All Sober has a huge competitive advantage.

Market Size, Revenue Streams and Financials

192 million Americans are affected by addiction (59% of the US population.) Recovery industry revenues are \$42 billion, predicted to rise to \$53 billion by 2025. All Sober's platform is free to the public. Revenue will be generated from multiple revenue streams — including treatment center listings, employer-employee recovery programs, corporate sponsorships, sober lifestyle subscriptions and merchandise. Several significant revenue streams are yet to be calculated.

Low Projections	2021	2022	2023	2024	2025	2026	2027
Revenue	0	1.0	6.1	14.3	20.8	27.7	36.6
EBITDA	-2.7	-6.5	-3.9	0	3.2	7.0	13.2
Base Projections	2021	2022	2023	2024	2025	2026	2027
Revenue	0	1.0	6.1	22.7	35.4	48.9	65.4
EBITDA	-2.7	-6.5	-3.9	6.8	14.6	23.3	35.3
High Projections	2021	2022	2023	2024	2025	2026	2027
Revenue	0.0	1.0	6.1	30.5	48.9	67.1	90.3
EBITDA	-2.7	-6.5	-3.9	12.7	24.5	37.0	54.0

Revenue and EBITDA is in millions. All revenues are on a bookings basis. All Sober's projections are based on 12 month periods from May 2022 when the platform and apps were officially launched. Analysis is based on current expectations, estimates, assumptions, and projections, as well as other factors that All Sober believes are appropriate and reasonable for planning purposes. All Sober makes no guarantee or assurance that our expectations, estimates, assumptions, and projections, including with respect to future earnings and performance, will prove to be correct or that any predictions will be achieved.

Doing Good and Doing Well

All Sober is a Public Benefit Company and once profitable, a portion of all earnings will be donated to the All Sober Foundation to help fund treatment for those who can't afford it. In due course, All Sober has significant potential for international expansion, the replication of All Sober's model to tackle other diseases and societal problems, mergers, acquisitions and an IPO. Therefore, we believe our investors have the potential to do good by helping us make a huge societal impact and do well.



Value Proposition

Company Background: AtWork Systems is a software company providing SaaS platforms, including: accounting, payroll, time & expense, contract & project management, HCM & workforce management, procurement and security, to support the Government Contractor market. By leveraging our experience and expertise, we guide GovCon contractors along their capabilities journeys to bring their operating models to full maturity. The company was founded by veterans of the industry and has assembled a team of experienced partners.

Leadership Team: Our team has senior-level executives with experience providing enterprise-level business, security, and technology solutions for government contractors and their supply chain: Ron Lewis - Partner & CEO, Jin Chun - CTO & Product Engineer, Brian Seeling – VP Cyber Sales & Strategy, Mike Bogdon – VP Accounting Services, Victor Rhoder – VP Channel Sales

Products/Services: AtWork Systems provides two SaaS platforms: OneLynk, an ERP that simplifies compliance, streamlines business operations, and reduces performance risks, all while driving business growth. CyberPlan is a security solution that provides total lifecycle security management including a baseline assessment, remediation and project plan tracking capability, and access to cyber professionals to achieve and maintain certification.

Technologies/Special Know-how: Our platform was purpose-built from the ground up to streamline and simplify complex rules and regulations. At the same time, we deliver modern user interfaces that eliminate the issues users experience with our competitors' products. We combine the best in new software design to deliver a complete product that will help mature their capabilities.

Quick Facts

Company Name:

AtWork Systems LLC Contact: Ron Lewis

Address: 1530 Wilson Blvd Ste.

650, Arlington, VA 22209 **Phone:** 571-376-5153

Email: ron.lewis@atworksys.com Website: www.atworksys.com Industry: B2B software

Domain: B2B SaaS Bank: Bank of America Law Firm: Schulman Rogers

Patent Estate: N/A Number of Employees: 12 Fulltime, 6 Contractors

Leadership Team:

Ron Lewis - Partner & CEO

Jin Chun - CTO

Brian Seeling – Cyber VP Mike Bogdon – VP Accounting Victor Rhoder – VP Channel

Amount of Financing Sought:

\$1,500,000

Current Investors:

CIT Gap Fund, 6 Angel Investors Use of Funds: Acquisition, Sales & Marketing, Working Capital

Auditor: N/A

Market: A \$47B market at a CAGR of 21% with a \$4.6B target of Government Contractors using a SaaS and professional services model.

Distribution Channels: We will have Direct Sales to target the entry to mid-market, and channel partners to support our mid to larger enterprise implementations.

Competition: Our competitors have shortcomings with none offering a solution that solves both the ERP and the Compliance issue for the Government Contractor. OneLynk & CyberPlan requires competitors to spend years and millions recreating their solutions to compete.

- Unanet
- Jamis
- Deltek
- Exostar
- Apptega

Financial Projections (Unaudited):

	2022	2023	2024	2025	2026
Revenue	\$1,085,755	\$2,004,000	\$7,681,000	\$16,680,000	\$30,400,000
EBIT (dollars	(203,000)	(359,000)	2,480,000	7,568,000	15,678,000
in thousands)					







Industry/Domain	Medical Devices, Disposables, Wearables & Digital Health
Address	1225 Financial Blvd Reno, NV 89502
Website	http://www.carewear.net/
Patent Estate	65+ Issued Patents, 8 families, Global. Utility & Method
Number of Employees	12
CEO	Dr. Chris Castel – <u>ccastel@carewear.net</u> 775-250-3260

Compelling Products and Value **Proposition**

multiple medical indications.

flexible substrates for the treatment of

Company Background

CareWear is an American Medical Device manufacturer located in Reno Nevada. We develop and market wearable therapeutic technology using printed blue and red light, ultrasonics and neurostimulation on highly

Our devices are used in the treatment of chronic and acute pain and soft tissue injury in arthritic joints, tendon, muscle, ligaments & post-op recovery Our platform includes anti-aging & Acne, bacterial and viral kill including Coronavirus, and MRSA for wearable and decontamination applications. Our Digital Health App-Cloud environment was developed for Remote Therapeutic Monitoring (RTM) addressing post-acute and chronic treatment in Home-Health care.

Pain Relief & Soft Tissue Injury Size: \$75B (Cost of physical rehab &

Traction: 3500 CareWear kits being

Distribution: Direct, Enterprise,

International Distribution, OEM.

used in the field by ProSports & Clinics.

Carewear Advantage: effective, easy-

Unique, Experienced Leadership Team

Regulatory Status



Investment Details

- Raised \$13.5M to date from principal's Family Offices
- Simple Cap Table Flexible Deal Terms
- Offering Bridge Convertible / \$10M investment round
- Principals will consider additional investment in the round
- Carewear is projecting revenues of \$30M with EBITDA of \$11.8M by 2026 in first growth phase following funding
- Dr. Castel Co-founded and exited his last medical device company Accelerated Care Plus for \$155M to Hanger Inc.
- Platform investment with multiple exit opportunities











FDA class II medical device, Class IIa CE,

Approved Health Canada and Australia TGA.



www.carewear.net

© Carewear Corp 2022

to-use, Non Pharma Solution for Pain, Soft tissue injury and recovery.

Key Markets

post-surgical care)

Acne & Antiaging Size: \$23B - Pharma - Cosmetic based Traction: FDA clearance, completing Acne trials and light Patch dev. Distribution: Domestic and

International Distributors., Strategic

CareWear Advantage: Significant, costeffective improvement in outcomes,



Management:

Edwin Bodensiek, CEO JG Staal, President & Chief Product Officer Kristian Bouw, Chief Technology Officer

Industry: Software

Number of Employees: #7

Bank: Bank of America

Auditor: Pilot

Law Firm: Nemphos Braue

Amount of Financing Sought: \$2M (convertible note; 3 yrs. 8%)

Current Investors: (Amt. Invested) Notion Theory, \$266k Rachael Mahoney, \$100k Richard Campbell, \$50k

Use of Funds: Marketing/channel partner enablement for sales; R&D for product development



Contact: Edwin Bodensiek, CEO/Co-Founder 9520 Berger Road., Suite 212, Columbia, Md. 21046

Phone: 202-550-6903, ed@cravety.com, www.cravety.com

Business Description: Cravety is rapidly gaining traction in the HR technology market with a SaaS-based product called ActionLogics. Cravety secured reseller partners Dell Technologies and Insight. It established a solution partnership deal with VMware and was named to the Partner Technical Advisory Board. In Dec. 2021, Cravety sold ActionLogics to FedEx Express for \$1.4M. Two expansions are currently planned, with Cravety expecting to grow the account to \$10M+ per year by the end of 2023, with pipeline building in other verticals.

Company Background: Cravety began to develop ActionLogics in March 2020. Prior to this, Cravety generated nearly \$500k in consulting fees and in sales from an early prototype product in behavioral science analytics.

Management: Cravety was founded by proven innovators in the fastgrowing industry of customer experience and HR technology. The management team has worked for E&Y, Deloitte, Microsoft, Select Medical, Johns Hopkins University, and the Fulbright Scholar Program. Two partners enjoyed successful exits from start-ups.

Products/Services: ActionLogics solves for excessive employee turnover and candidate "ghosting." ActionLogics is designed for HR (not IT) to manage. It enables HR to deliver a mobile application directly to talent and candidates. ActionLogics easily integrates into customers' existing HRIS solutions like Workday and ATS solutions such as iCIMS or Taleo, as well as other data-driven systems such as CRMs or Learning and Development platforms or procurement solutions, all to create a compelling digital experience. ActionLogics uses VMware's Workspace ONE Intelligent Hub for security and Okta/Auth0 for identity management.











2024

2025

Market:

The U.S. human resource (HR) technology market is expected to grow from \$24.04 billion USD to USD 35.68 billion by 2028. Integrating emerging technologies such as Artificial Intelligence (AI) and Machine Learning (ML) with HCM software has emerged as one of the strongest areas of interest to HR tech buyers.

2022

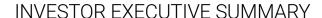
Distribution Channels: Direct channel partners VMware, Dell Technologies, Insight.

Competition: Applicant Tracking Systems such as ICIMS, Avanture, and Lever use passive models to engage candidates, often resorting to drip campaigns. ActionLogics integrates with these systems as well as the robust Human Resources Information Systems (HRIS) solutions (such as Workday) to learn from user behavior. Through machine learning and game design, the system then delivers personalized content for each individual on their mobile devices. Unlike competition, ActionLogics will also integrate with systems such as Kronos for hourly workers to manage shifts.

Financial Projections (Unaudited):

	ŕ	2022	2023	2024	2025	2026
Revenue:		\$1.4M	\$6M	\$17M	\$55M	\$138M

2022





Who is Databuoy?

A team of engineers, scientists, and thought leaders that specialize in smart sensor networks and embedded device design. **Databuoy created this disruptive technology under DARPA funding**, and are making sensor networks into a ubiquitous, persistent, cognitive infrastructure with commercial value.

Infrastructure that can Sense

Sense and locate as a service will drive the future of IoT. Databuoy builds networks of distributed devices mounted indoors to ceilings or walls and outdoors on buildings and utility poles. These devices serve as an IoT gateway and also work as a sensor system. Our devices have a built-in, multi-channel acoustic array and can sense, locate, and communicate to other connected systems.

Our Shotpoint® acoustic gunfire localization and our mobile Geofob™ panic button are fundamental products. Shotpoint® uses a patented sensor fusion approach and leads the market in reliability and accuracy. The patented panic button system offers the smallest, most capable devices on the market. Our sensor systems connect with camera images for the complete situational picture. Our devices are custom-built, network-capable IoT hub platform with hardware-accelerated signal processing, and arm computing that can also host IP devices and other peripherals like cameras or additional sensors.

Customers include cities (outdoor high crime areas), schools, colleges, casinos, hotels, stadiums, government buildings, airports, churches, retail locations, hospitals, manufacturing facilities, and more. Many have mandated the purchase of panic buttons. Once installed, our full coverage networks can support a limitless number of IoT applications that can be billed as a service. This means **subscription revenue for** location and tracking applications including acoustic artificial intelligence, autonomous robot and drone control, augmented reality, and telepresence are also made possible by Databuoys.

Investor Highlights

Challenge and Opportunity: Databuoy is making an immediate impact with solutions to the highly difficult challenges of gun violence and personnel safety. Gun violence is a leading cause of death in the US. Shootings devastate victims and families, and they also create business loss, brand impact and large liability claims. Personnel safety is also a rising concern. Service industries are reporting a record number of incidents of assault. Across the US, "panic button laws" are taking effect requiring hospitality property owners to provide workers with devices that can summon security for immediate assistance. Databuoy brings both gunshot detection and panic button solutions in one platform.

Market Positioning: The *global gunshot detection market* is estimated at \$500M/yr and growing The leading outdoor competitor is SST Shotspotter, with a current valuation of \$340M and while indoor-only Shooter Detection Systems (SDS) was recently acquired outright. Shotpoint employs a unique collaborative sensing technology and the only system that addresses both the indoor and outdoor markets. The *global market for "panic buttons"* is estimated at \$1B/yr and growing. A short list of competitors' panic button products have limited functionality compared to Databuoy's Geofob device. Market drivers for panic buttons are mandates for both schools and hospitality worker safety and Alyssa's Law, which is a school panic button mandate. Databuoy's technology once again is the leading performer among a short list of competitors that have more limited functionality systems.

Leadership Team: CEO has strong R&D skills and founded and managed two successful businesses. VP is a 2x DARPA Program Manager. CTO is a PhD and expert in Networked Gunshot Sensing.

Traction: Successful pilots with numerous, actual shot events and used by law enforcement as evidence. Strong strategic partnerships with industry leaders include: Itron, Panasonic, Pelco, Motorola, JCI, Insight, Qognify, Milestone, Everbridge, Alertus, and many installation and service companies.

Business Model: Sensor hardware sales (current market rate ~\$800/sensor) are managed by reseller and installation companies. System monitoring and software support provided as annual subscription agreement (~\$100/sensor-yr) and additional applications are added to annual subscriptions. On-site service agreements are sold by partners.



QUICK FACTS

Website

www.databuoy.com

Launched

October 2006 (Government Contractor) April 2016 (Full Commercial Start Up)

Corporate Status

Delaware C-Corp

Headquarters Office

7950 Jones Branch Dr., Ste 800 Mclean, VA 22102, (703) 865-8220

Offering: Series A Growth Capital

Use of Funds: Secure engineering and sales talent and create scalable deployment solutions.

SENIOR MANAGEMENT

Kathleen Griggs, CEO & Co-Founder Steve Griggs, VP Eng & Co-Founder Alex Chermak, VP Sales & Ops Nick Jones, CDO

INDUSTRY

Physical Security, Smart Cities, IoT, Gunshot Detection

PATENTS

Patents # 7433266, # 9910128, # 10,180,487, # 10,746,839, # 11,287,509 Acoustic Source Localization, Video & Lighting Integration, Panic Button

Patent # 10,571,312 - Adjustable Mounding System

Patent # 10,921,437 Object Tracking in a Area of Distributed Sensors

CONTACT INFORMATION

Kathleen Griggs, CEO & Founder kgriggs@dbuoy.com, (703) 865-8220

Alex Chermak, VP Sales & Operations achermak@dbuoy.com, (703) 865-8220



ExpressCells is a rarity: a biotech company that has customers and generates revenue

Pain: Customers need cell lines for drug development, basic biology, safety testing, and to produce biologic therapeutics. These cells must be precise to pass FDA review and delivered quickly. Current technologies fail to produce knock-ins (cells with genes inserted) that meet this standard. They take months to deliver, have limited number of edits, and often have off-target effects.

Solution: Our FAST-HDR plasmid (small bit of DNA), used with CRISPR, addresses all of these problems. We can precisely knock in multiple genes, do other types of genetic modifications, and deliver them months faster than our competition.

Basic Details:

Founded In: 2018 # Of Employees: 10

Funding History and Deal Terms:

Total Raised to Date: \$1,800,000 **Total Seeking:** \$3,000,000 Committed Funds: \$1,463,000 \$10,000,000 Valuation:

Type of Financing: Series B Preferred Equity

Use of funds:

Scale up by expanding promotion, opening new production facility, and broadening our product offerings to generate annual fees and royalties

Financials:

Burn Rate: \$90,000/month Cumulative Revenue: \$600,000 Cash Flow Positive Target: EOY 2022

Market Size:

Total accessible market: \$600m Expected growth: >300% through 2028

Estimated Reach: 5% by 2026

3-Year Revenue Forecast:

Year 1 (2022): \$2m Year 2 (2023): \$8m Year 3 (2024): \$15m

Team:

Matt Handel, CEO & Co-Founder: 30 years in life sciences, commercial at Merck & Shire, licensing & acquisitions at Shire. Founder of two therapeutics

companies prior to ExpressCells.

Oscar Perez Leal, MD, Scientific Advisor & Co-Founder: Professor at Temple University School of Pharmacy, inventor on four patents, previously founded Recensa Therapeutics with Matt Handel.

Shamim Naghdi, PhD, Scientific Director: Runs production. Previously at University of Graz and research faculty at Jefferson University.

Connie Davies, Controller: previously at Shire.

Worked with multiple companies.

Rob Hart, PhD, Operations: CTO/CEO, Halo Labs

Contact Us:

Phone: +1 (484) 483-6759 Website: xpresscells.com

Email: mhandel@xpresscells.com

Advanced Technology

Our patented plasmid system, used with CRISPR, delivers genes into mammalian cells by tricking the cell's genetic repair mechanism into inserting new DNA. We then use antibiotics to kill off non-edited cells. These cells can be tagged (bioluminescent or fluorescent proteins that allow visual experiments), include genetic point mutations, or overexpress targeted proteins. Can do multiple edits in each cell. We provide both custom and catalog cell lines.

Defendable IP

One issued US patent on plasmid; creates genetic signature for any cells made using FAST-HDR. 11 additional claims under review at USPTO. Pending patents in Europe, Japan, Korea, India, China, Israel, and Canada. Additional trade secrets around process. All employees must sign CDA's to protect these trade secrets.

Proven Business Model

B2B approach. Custom cell lines sell at \$15-50k each; average is \$25k. Targeting industry, both small biotechs and big pharma. Biotechs buy 1-2 cell lines per contract, big pharma 1-10. Sales cycle is 1-3 months for biotech, 2-8 months for big pharma. 18% of customers so far have repeat orders. Catalog items sell for \$2-8k. Sales cycle of 1-4 weeks. 35 customers to date.

Go-To-Market Strategy

Multi-channel strategy: (1) account management through manufacturers' representatives and internal sales team, (2) strong online presence, including search engine optimization, targeted advertising, and e-commerce site, and (3) distributors who already provide off-the-shelf cell lines & lab supplies.

Better than the Competition

There are two groups of competing companies. The first create custom cell lines using older, slower technology: Horizon Discovery, Synthego, GenScript and Genoway. These are either small companies or the cell lines are a business within a larger biologics company. The second are distributors such as MilliporeSigma and Thermo Fisher Scientific. They have their own off-the-shelf cell lines and often use smaller companies as OEM for custom work.

Milestones

1/2021: First patent 9/2018: Closed Series A first tranche

7/2019: Opened lab

7/2020: First commercial sale

12/2020: Won 2 venture competitions

11/2021: Surpassed 30 customers 12/2021: Japanese distribution

agreement

Exit Strategy

Targeting competitors, distributors, and companies in adjacent spaces (e.g., synthetic biology). Envision exit in 2-5 years. Targeting \$30 million or higher (10-12x total investment) based on comparable companied.

Value Proposition

Company Background: Happyly is the country's leading Employee Connection Platform, empowering companies to create a connected culture resulting in greater productivity, morale, and retention. The Happyly platform enables companies to drive culture, wellness, and corporate social responsibility initiatives across a distributed team.

Leadership Team:

Caitlin Iseler - CEO, https://www.linkedin.com/in/caitliniseler/ Randi Banks - Editor in Chief/Co-Founder, linkedin.com/in/randi-banks-2616371a8

Kyle Martin - Chief Product Officer, <u>linkedin.com/in/kylepmartin</u> Jordan Cohen - Chief Commercial Officer, <u>linkedin.com/in/healthjsc</u> Liz Doerr - Fractional CFO, <u>linkedin.com/in/liz-doerr-6a643836</u>

Products/Services: Happyly is an app delivering trusted activity recommendations, eliminating the stress of planning and securing more active and fulfilling time outside of work. Happyly's tech enables businesses to create a culture calendar for employers while catering to the physical and mental health of employees.

Technologies/Special Know-How: Happyly has both an exclusive license to an active patent and a patent application on our technology. Happyly is a first mover in transforming and supporting the future of work. It is the only app to boost all aspects of wellness, both physical and mental.

Market: Happyly works with corporations with over 500 employees and ideally \$100M + in revenue in numerous major cities, with a roadmap for even more expansion in 2022. Our target customers have employees who live and work in and around major cities or frequently travel.

Distribution Channels: Outreach to CHRO's is driven by established relationships and cold calling. Happyly works with corporate leaders and their rewards & benefits teams to assess their wellness objectives & budget. A pilot and evaluation survey follows, leading to an SOW and launch. Usage data is provided quarterly to monitor engagement. https://www.youtube.com/watch?v=OCOdeGCjsFM

Quick Facts

Company Name: Happyly

Contact: Caitlin Iseler

Address: WeWork Office Space 1201 Wilson Blvd #27 Arlington, VA 22209

Phone: 202-870-3278

Fax:

Email: caitliniseler@happyly.com

Website: www.happyly.com

Industry: Health and Wellness/Future of Work

Domain:

Bank:

Law Firm:

Patent Estate:

Number of Employees: 14

Leadership Team: Caitlin Iseler Randi Banks Kyle Martin Jordan Cohen Liz Doerr

Amount of Financing Sought: \$2.5M

Current Investors: CAV Angels

Use of Funds: Sales/Marketing

Competition: Corporate wellness solutions range from mental health apps like Calm and Ginger to gym memberships and Fitbits. There are no existing corporate connection apps on the market.

Financial Projections (Unaudited):

	2022	2023	2024	2025	2026
Revenue	\$.50M	\$3.08M	\$9.08M	\$21.26M	\$50.25M



Landcent accelerates the fight against global diseases of poverty, by developing & delivering affordable, sustainable solutions, that are safe to use at scale.

Founded

2011

Capital Investment

2011: \$1.27 Million Investors: Founders 2014 -18: \$8.94 Million Investors: Angels, Grants, VC

Seeking

- \$7.0M for capital equipment & working capital
- \$5.0M for R&D and WHO pre-qualification

Schedule

Q3-Q4, 2022

- Complete Series A
- Sign LTAs with global donors
- Complete acquisition of WHO registrations & patent

Team

2 founders

Huali (Danny) Lin Co-Founder, Group MD

Arun Prabhu Co-Founder, CEO

Total of 45 team members located in Amsterdam and Shanghai, along with 8 international advisors.

Highlights

- WHO GCDPP Member
- Backed by The Bill & Melinda Gates Foundation
- Winning Finalist at UNDP-A2030
- EIS Compliant

BILL & MELINDA GATES foundation









Problem

After decades of progress, malaria is on the rise again. 1,500 people die everyday from malaria, 77% being children below 5. In 2020, malaria deaths increased by 12% from 2019. The disease also continues to cripple communities, causing an economic loss of \$12 billion in Africa alone.



Solution

The WHO recommended package of core interventions, includes quality-assured preventive methodologies in 4 technology quadrants – LLINs, IRS, Chemoprevention and novel Active Ingredients.

Landcent is the only company in all 4 quadrants.

Products



- Next generation dual-insecticide treated nets
- High bio-efficiency that works against malaria transmitting anopheles mosquitoes



- Improved storage stability achieved by CS micro-encapsulation
- Twice the IRS residue effect (17-22 months) compared to current products in market



- SMC pills provide protection from malaria for 30 days in children below 5
- Has proven public health value of significantly reducing malaria rates



Ouick Facts

Company Name:

Omina Technologies BV (Belgium)/ Omina Technologies US LLC

Contact:

Rachel Alexander/ Brian Alexander

Address:

1750 Tysons Blvd., Ste 1500 McLean, VA 22102

Phone:

703.665.6623

Email:

rachel.alexander@ominatechnologies.com brian.alexander@ominatechnologies.com

Website

https://ominatechnologies.com/

Industry:

AI/ML and Data Engineering Services

Bank:

M&T

Law Firm:

Cambrian

Number of Employees:

29

Leadership Team:

Rachel Alexander, CEO Global Wouter Van Den Broeck, CTO Brian Alexander, Pres. U.S. Peter Heinckiens, Manager Europe Mattias De Groe, CCO Kevin Steensels, COO Dirk Verbruggen, CFO Martin Canter, EAI/XAI Manager Anita Prinzie, Product Manager Bas Jansen, Life Sciences Manager

Amount of Financing Sought: \$2 Million

Current Investors:

\$250K Committed from US Investors

Use of Funds:

Sales/Marketing, Justifai go-tomarket, road map to fully selfservice Justifai.

Company Background

Omina Technologies is an expert in trustworthy and explainable Artificial Intelligence (AI)/ Machine Learning (ML) solutions. Rachel Alexander, Founder and Global CEO, started Omina with the mission of enabling companies big and small to successfully implement AI in a trustworthy and ethical way. In 2019, Omina started developing Justifai, a unique AI as a Service platform that empowers business domain experts to co-create scalable, trustworthy and regulatory compliant AI innovations and bring them to value faster and more efficiently. Last year, Omina realized its first Justifai licensing revenue and, this year, we have three companies (incl. two Fortune 500 cos.) working with Justifai and are ramping up Justifai go-to-market activities. Primary sectors for Justifai include Healthcare, Life Sciences and Insurance, where high risk/high-stakes decisions are being made by using AI to process sensitive personal data.

Leadership Team

Omina's Founder and Global CEO, Rachel Alexander, started working with AI in college and, in the last 10 years, became focused on AI/ML giving rise to the formation of Omina. In 2019, Ms. Alexander connected with Wouter Van Den Broeck, who had the technical expertise to make Justifai a reality and is now Omina's CTO. Brian Alexander and Peter Heinekens focus on US and European growth, respectively. Mattias De Groe, Omina's CCO, brings extensive experience in business development, including managing large sales and marketing operations. The Omina team also includes AI/ML experts that have a unique understanding of trustworthy, explainable and ethical AI, as well as industry expertise covering Justifai target sectors.

Products/Services

Justifai, Omina's AI as a Service platform, radically changes the way data and AI can deliver value to complex, high risk environments, such as healthcare and life sciences. Justifai is built by design to empower



development of Trustworthy AI in situations where there is a complicated regulatory framework, sensitive personal data and multiple stakeholders. Justifai offers a library of use cases that are available on demand or that can be customized based on user needs (e.g., in healthcare: adverse health event

prediction, patient risk profiling, personalized diagnosis/prognosis/treatment). Layered on top of the use case library, Justifai provides a trustworthy AI layer that provides assurance of compliance.

Justifai creates trustworthy and compliant AI solutions by employing, (1) a dynamic user interface that converses in industry language, (2) an expert reasoning system with embedded domain/industry knowledge and (3) a trustworthy/ethical AI layer that ensures regulatory and other obligations are satisfied. Justifai allows users to easily set business requirements and create an AI solution – then, the user can quickly change the requirements, create a new AI solution and compare the two solutions (or as many as the user wants). In 2023, Justifai will become self service and can be offered as a tiered AI as a Service.

Technologies/Special Know-How

Omina filed EP Application No. 20203454.2, which was extended to a PCT application (Application No. PCT/EP2021/078833). We may file additional patent applications related to other technologies being developed by Omina.

Market & Distribution Channels

Justifai is the only system on the market that includes deep domain-level reasoning and provides capabilities for users to create scalable, trustworthy and compliant AI solutions. Justifai has a vertical portfolio consisting of a library of use cases that are customizable by the user. Currently, use cases in Justifai are focused on the healthcare value chain. Justifai also has a vertical portfolio when used as an AI as a Service platform that supports implementation of scalable, trustworthy and compliant AI across any vertical, particularly where high risk/high-stakes decisions are being made using AI.

Justifai lies at the convergence of the auto-ML and AI governance markets (respectively, \$15B and \$1.7B expected 2030 US/EU market sizes). But with Justifai's vertical offering, it is also a player in the overall AI market, currently \$47B and expected to grow to \$637B by 2030. Omina is initially focusing the Justifai offering on the Healthcare, Life Sciences and Insurance sectors. In 2022-23, Omina is pursuing a growth strategy in Europe and the US.

Competition

Auto-ML: AIBLE, DataRobot, H2O.AI, Amazon Machine Learning.

AI Governance: Google AI, 2021.AI, SAS, KenSci, credo.ai. IBM Watson.

	2020	2021	2022 (proj.)	2023 (proj.)	2024 (proj.)	2025 (proj.)	2026 (proj.)
Invoiced Sales	€815K	€1.6M	€3.3M	€8.1M	€21.0M	€60.0M	€95.5M
Justifai	€0	(€451K)	€425K	€5.1M	€19.7M	€56.1M	€85.8M



Company Background: What we do: Multi-mode Sensing Platforms with AI Data Analytics for Sanitation Inspection & Disinfection: SafetySpect has developed products under the CSI brand for an advanced optical sensing solution to breakthrough current practices in sanitization assessment, and proprietary compliance under FSMA. CSI technology started from substantial collaboration between the USDA and the US Army research laboratories to inspect kitchen facilities and safeguard our soldiers from foreign contamination threats. SafetySpect has exclusively licensed this patented technology. We further enhanced both the hardware and software to bring to the commercial marketplace.

Leadership Team: *Kenneth Barton, CEO*, seasoned business professional in the technology sector, specializing in growing new companies from concept to commercialization; *Thomas Burke, CFO*, investment banker, and principal finance expert with major financial institutions; *Fartash Vasefi, CTO*, Principal Investigator in multiple funded grants from USDA, NOAA, etc. with optical imaging, spectroscopy, machine learning, and hardware expertise.

Products/Services: SafetySpect's CSI technology utilizes IoT device + AI Data Analytics. CSI-D+ further adds disinfection ability and decontaminates invisible contamination such as organic residues and respiratory droplets hosting biological and viral threats. These residues may contain viral (e.g., SARS-COV-2, Ebola, H1N1, etc.), bacterial (e.g., Salmonella, E. Coli, etc.), or fungal infectious agents. IoT/sensors ensure complete disinfection (CSI-D+) and operator safety, with software guidance directing standard sanitization operating procedures (SSOPs) and workflows. CSI's web dashboard with centralized reporting and control enables proof of compliance of sanitization best practices and remote monitoring.

Technologies/Special Know-How: SafetySpect has exclusively licensed key, patents from the USDA and has pending patents for expanded applications. The underlying licensed technology benefits from 14 years of development and field trials funded by the US government. SafetySpect has a formal cooperative research and development agreement (CRADA) with both the USDA-ARS and US Army which provides access to valuable laboratory equipment, facilities, and personnel.

Markets: Food Processing & Institutional Kitchens – 375,000 Priority Targets

- 1M Restaurants, 36K Food processing facilities, 40K grocery stores

 Medical & Healthcare
- 58K Facilities: Military/VA, Private/Public, Urgent, Skilled, and Assisted Living **Distribution Channels:** SafetySpect is selling key reference accounts directly and will use resellers and distributors for various market sectors.

Competition: No direct competition. SafetySpect's CSI and CSI-D+ systems are a *complementary* solution that *enhances or replaces* other sanitation and inspection methods.

Quick Facts

Company Name: SafetySpect Inc.

Contact: Kenneth Barton - CEO

Phone: (310)864-2130

Email: kbarton@SafetySpect.com

Address: (North Dakota): 4200 James Ray Dr., Suite 182. Grand Forks, ND 58202, (California): 14144 Ventura Blvd., Suite 270, Sherman Oaks, CA 91423

Website: www.SafetySpect.com

Industry: AgTech / BioTech

Bank: JPMorgan Chase

Law Firm: Stradling Yocca Carlson

& Rauth

Approx. Capital raised: \$11.1M grants, equity, indirect government funding

Number of Employees: 17

Stage: Early Revenue

Market Opportunity: \$10+ Billion

Current Raise: \$10M Equity
Round from accredited investors

Valuation: Ceiling \$40M pre-

money valuation

Prior Round: \$2M

Financial Projections (Unaudited):

Unit Sales & Recognized Revenue						
	Current Year	Year 1	Year 2	Year 3	Year 4	Year 5
	FY 2022	CY 2023	CY 2024	CY 2025	CY 2026	CY 2027
# Gross Units Sold - All Verticals (CSI Model Only)	15	30	2,000	6,000	10,000	20,00
Recognized Revenue - Unit Sales	\$ 380,000	\$ 213,283	\$ 14,178,484	\$ 48,510,485	\$ 95,078,026	\$ 190,154,02
Grant & Federal Contract Revenue	\$ 1,780,000	\$ 2,750,000	\$ 3,750,000	\$ 4,250,000	\$ -	\$ -
Total Revenue	\$ 2,160,000	\$ 2,963,283	\$ 17,928,484	\$ 52,760,485	\$ 95,078,026	\$ 190,154,02

^{*}FY ending April 2022, other years shown are calendar years ending December. FY 2022 unit sales include unit sales in 2021 and 2022

Product Extensions:

Like all technology companies we have multiple technology assets in different stages of development, including food quality and medical imaging technologies. We have not included any future revenue from these additional technologies in our financial forecasting.



Company: Wild West Labs is a data innovation corporation that has been developing forgery-proof data for the past 5 years.

Problem: Every business in the modern age needs to transmit digital information over the web. Digital information is always subject to forgery and various attacks during transmission.

Solution: Our patented Blockring algorithm creates **immutable and forgery-proof** data that can be transmitted safely over any network.

Company

Wild West Labs Arri Manuel - CEO arri@blockring.tech (661)-965-6079

Visit: www.blockring.tech **Meet**: calendly.com/arrim

Industry

Technology

Domain

Data Integrity Solutions

Patent Estate

Patent Granted - Mar '22

Seeking Connections

Industries:
Cloud Infrastructure
Identity Management
Streaming/DRM
Hardware Development
Encryption
Defense

Technology

In practice, a **Blockring** can be compared to a simple text or MP3 file. A Blockring can be stored on a USB drive, attached to an email, or transferred over any network.

The Blockring algorithm guarantees **tamper-proof data**. The data itself contains all information needed to verify that it has not been changed during transmission. Validating this data requires no external checks.

Traction

Patent for Blockring is **granted** as of March 29, 2022. Claims include Blockring creation, transmission, verification, proprietary algorithms, & more.

Patent and licensing rights fully owned by Arri Manuel and WWL.

WWL has further completed a working and scalable proof-of-concept.

Business Model

We will pursue **patent licensing** as a revenue stream, rather than building an in-house service. Algorithm use will also be subject to **royalty fees**, based on data volume.

The natural licensees of the Blockring algorithm are large corporations and governments. Web security alone is a **\$100b+ market**, and our algorithm can benefit all digitally connected industries.

Market Strategy

We expect an initial increase in firms requesting to **license** our algorithm to develop software, services, and protocols based on the technology behind Blockring.

As the algorithm gains traction, more of the world's data will be written into Blockrings. This increases Wild West Labs' revenue from **usage royalties**.

Wild West Labs stands to profit however the world chooses to use our algorithm.



ATTENDEES

ATTENDEES									
SPEAKERS									
First	Last	Title	Company						
Tien	Wong	Chairman & CEO	Opus8, Inc.						
Julie	Coons	President & CEO	Northern Virginia Chamber of Commerce						
Esther	Lee	CEO	Refraction						
PRESENTERS									
First	Last	Title	Company						
Roger	Dewey	Founder & CEO	Able Device						
Flora	Nicholas	Founder & CEO	All Sober						
Victor	Rhoder	Founder & CEO	AtWork Systems, LLC						
Chris	Castel	CEO	Carewear Corp.						
Ed	Bodensiek	CEO & Co-Founder	Cravety						
	bouchsick		cialciy						
Kathleen	Griggs	CEO	Databuoy						
Matthew	Handel	CEO	ExpressCells						
Caitlin	Iseler	Founder & CEO	Нарруlу						
Arun	Prabhu Stanley	CEO & Co-founder	Landcent Europe B.V.						
niuli	Frauliu Stalliey	CLO & CO-louildei	במווטנכווג בעויסשב ס. ע.						
Brian	Alexander	CEO, North America	Omina Technologies						
Kenneth	Barton	CEO	SafetySpect						
Arri	Manual	CFO	Wild Work I also						
Arri	Manuel	CEO	Wild West Labs						
ATTENDEES									
First	Last	Title	Company						
Manish	Agarwal	Managing Partner	Attain Nextgen						
John	Aggrey	CEO	The Unicorn Group						
Adote	Akpabie	CEO	AEIG-CORP						
Satya	Akula	Managing Partner	New Angel Capital						
Basel	Al-Ghoussein	Real Estate and Finance	Basel						
Brian	Alexander	CEO, North America	Omina Technologies						
Omar	Amjad	Venture Analyst	Ben Jen Holdings						
Walt	Anderson	Managing Director	AVEALTO Ltd.						
Solomon	Asad	Venture Fellow	TEDCO						
Larry	Austin	Managing Director	Roy Hahn						
Catherine	Avon	Co-Managing Director	Girls in Tech						
Will	Avon	Volunteer	CONNECTpreneur						
Dr. Terrence	Baker	Medical Advisory Board Member	CareWear Corp.						
	Baker-McEvilly	•	·						
Brian		Volunteer	CONNECTpreneur						
Mark	Baldino	CEO	FireBot Supression						
Steve	Balistreri	Managing Director	Morgan Franklin						
Ken	Barbieri	EVP Growth	Code3						
Joung	Barnes	Director	KoBE/USIDC						
Brian	Barnett	Industry Advisor	SafetySpect						
Darrel	Barros	Shareholder	Shulman Rogers						
Carrie-Ann	Barrrow	CEO	Scaling Strategies						
Kenneth	Barton	CEO	SafetySpect						
Ryan	Bass	Founder & CEO	CAREier, Inc.						
Debbie	Bates-Schrott	Senior Vice President	Yes&						
Fernando	Batista	COO	InvestUSC LLC						
Luis	Benitez Ayala	COO	Cryptorama						
Lex	Beresnev	CTO and Co-Founder	Bloonics						
Eduardo	Bocock	CEO	Daily Diner Technologies						
Ed	Bodensiek	CEO & Co-Founder	Cravety						
Matthew	Boehm	CEO	PrefTech						
Michael	Bogdon	VP Financial Services	AtWork Systems						
Hepsie	Bohman	Financial Services Professional	New York Life						
Maurice	Boissiere	CCO	DataTribe						
Ted	Bosse	Financial Services Professional	New York Life						
William	Boyle	Investor	Dingman Center						
Laura	Bradley	Owner	Beans & Beans Bed and Breakfast						
Kathryn	Breisch	OWING	ocano di ocano oca ana orcaniast						
John	Brown	Founder	Hydden						
Desmond	Brown	CEO	BMG Inc.						
Michael	Brown	Leader Team	Altoida						
Patrick	Bryant	Founder and CEO	Code/+/Trust						
Peter	Buchanan	Managing Partner	NewPlan, LLC						
Sunil	Budhrani	Managing Director	PayVider Solutions						
Dani Kaitlin	Canubas	CEO Senior Manager	Formicidae Halcyon						

Halcyon

Pals App Inc

Kaitlin

Caroline

Capobianco

Carini

Senior Manager

CEO & Co-Founder

Doug Carney Program Development Manager Northrop Grumman President CarrTech Corp. Sue Carr Chris Castel CEO

Carewear Corp. Julie Catuara **Financial Services** NY Life - Eagle Strategies Michael Catudal Managing Partner Capital Business Collective

Chermak VP of Sales Databuoy Alex Will Assurance and Advisory Partner Choi Forvis

Chun Jin AtWork Systems Clayborne II Entrepreneur Startup Joseph Ashley Clingman-Jackson Postpartum Recovery Center COO Coblitz **Executive Director** GWU Brian Daniel Cohen CEO and Co-Founder **Bloonics** Colligan Founder AlphaGrowth.io Bryan Bill Collins CEO The Collins Company David Constance Senior Manager WeWork

Julie Coons President and CEO Northern Virginia Chamber of Commerce

Cooper President Persona Biomed, Inc. Don Susan Coots Financial Services Professional New York Life

Victor Cora Nazario **SOAR Community Network**

Program Specialist Department of Energy Emilv Costello John Cronin CEO OpCenter, Inc.

Stephanie Cummings Rashad Cummings

Diptadip Dattaroy Licensing Manager GWU

Gordon Davidson Investor Lightsense Technology Blanca De La Rosa Operations Adviser All Sober

Margot DeFrance Managing Director Entoro

ΙP DeGross Owner DeGross Consulting Frank Demarco **Executive Director Arlington Soccer**

Brian DeMuth Partners / GP Riphean Investments Roger Dewey Founder & CEO Able Device coo Sam Dillener Oubi, Inc. Rich DiPippo Partner NFP

Doug Doan General Partner Hivers and Strivers Funds

Bill Drohan Southeastern Capital Investment Holdings

River Duan CFO Summit Capital, LLC Dunn **Director of Business Development** Ryan & Wetmore, P.C. Amy

Securiful inc Sveinung Eidissen CEO Barry Einsig Investor Individual Jasmin El Kordi CEO Mblue Labs

Mary Elkordy Founder Elkordy Global Strategies

Mark Esposito Director Herb Ezrin CEO

Potomac Business Group Adedayo Fashanu CEO TANTV

Roy Feinson CEO Orb Reality CEO & Co-Founder Feldman

Volo Technology Group Zachary Emily Fenush Social Media Intern Opus8 / CONNECTpreneur

Maria Fernanda Jackson COO/CMO Perla, Inc Shavini Fernando CEO OxiWear Christian Figueroa Rivera CEO Cryptorama Elana Fine CEO

VWG Wealth Management Daria Fish Head of Communications OxiWear

President Fochtman Capital Advisors LLC Jed

Justin Fong CEO Hue Lens

Francis Director, Client Development Capitol Concierge, Inc. Helen

Alan Friedman Founding Principal Focus-to-Win Nathan Garcia Pocket Plan

Monique Gaw Co Founder and Partner Capital Business Collective

Paul Gayter Chief Vision Officer All Sober Ghafoorian Reza CEO, Co-founder Perla, Inc Daniel Gold Investor and Former CEO Lifematters USA Doug Goldstein Partner Salt Flats Capital Gordon CEO Tidal Cyber Richard

David Gorodetski CEO Sage Communications **Evans** Grenier Vice President Questa Capital Venture Fellow **TEDCO** Teddy Gresser Griffin Investor Double T Apparel Nicole Joel Griffin CEO Riphean Group

Kathleen Griggs CEO **Databuoy Corporation** Sameer Gulati CEO Ordway Gulyas Founder/CSO Onclave Glen

Gumbinner G2 GEM Finance Fred Managing Partner Mark Haas CEO and Co-Founder AEG Duality Haroon Hameed Founder/CEO Advisor NanoBioFab Lisa Rong Han

ExpressCells Matthew Handel CEO CEO Forest Planet Dearden Hank Services/Partner Coreen Harney OmniTech

Vice President Darla Harris JPMorgan Chase Bank Chris Haug Director Startup Grind Maryland Jen Hecht **Director of Business Development** Winmar Construction

Heidenrich Co-founder Natasha Astroport Space Technologies, Inc.

Daniel Heimlich On-Demand CMO Heimlich Group President & CEO Oanh Henry Allegra Fairfax Kayiana Hernandez Volunteer CONNECTpreneur Principal Stephanie Hessler Stephanie Hessler Coaching John Higginbotham CEO Blue Ridge Networks Stephanie Holland VP of Talent Acquisition MindGrub

Stephanie Holland VP of Talent Acquisition MindGrown MindGrown Marcelo Homrich Program Manager Halcyon Johnathan Howard Engineering Manager Twitter Terry Hsiao Professor Marymoi

Terry Hsiao Professor Marymount University
Wei Hu Quantitative Researcher Balyasny Asset Management

PatrickHughesPresident & CEOReverse IonizerTimHyltonCo-FounderPryzeCaitlinIselerFounder & CEOHappyly

 Phil
 Jaeger
 Attorney
 Bean, Kinney and Korman

 Piyush
 Jain
 CEO
 Simpalm

 Michael
 Janking
 CEO
 Tottoric labe

Michael Jenkins CEO Tectonic Labs
Tisha Jepson CEO True Bearing
Thomas John CSO Landcent Europe B.V.
Caroline Johnston

Peter Justen CEO The Cascades Group
Steve Kaczowka Director Connor Group

Pankaj Kamble

Jackie

Marcel Kaminstein Senior Manager, International BIO
Aileen Kantor VP Health Literacy Innovations, LLC

Steve Kantor President Lifebushido
Michael Karlin Co-CEO Ibex Biosciences, LLC
Amanda Keaton Community Manager Refraction
Amanda Keeton Community Manager Refraction

AmandaKeetonCommunity ManagerRefractionCrissKennedyVice PresidentFirst National Bank

Nafijah Khan Postpartum Recovery Center CFO

Raj Khera Managing Partner MoreBusiness.com Vijay Khilnani CTO All Sober

Julia Kim Postpartum Recovery Center CEO

JuliaKimCEOF-Concepts, Inc.TomKlaffCEORevolution CookingMartyKoevCo-FounderKoev Brothers

Sotti Koev Co-Founder Koev Brothers Private Investor Group

Tom Kohn Professor Kogod School of Business

Sales & Operations Manager Dan Kosich Databuoy Borrow A Bin Chris Kostolni Co Founder Vijay Lakshman Managing Director Mindgrub Ventures Rosemary Lauer President Tetra Global Real Estate Ines LeBow CFO **Enterprise Transformation Solutions**

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REFRACTION

Refraction is a leading innovation hub in Northern Virginia, focused on fostering innovation and entrepreneurship by nurturing and mentoring startups and high-growth companies to help create jobs in the greater Washington region. In five years, more than 100 member companies have collectively raised over \$250 million in capital. Refraction's partners include Amazon, Cox, Cvent, Fairfax County, Arlington County, Loudoun County, CIT, Blu Ventures, Smart City Works, Virginia Tech, and George Mason University



ESTHER LEE, PRESIDENT & CEO REFRACTION

Esther Lee is the President and CEO of Refraction, a technology innovation hub in Northern Virginia, focused on fostering innovation and entrepreneurship by nurturing and mentoring startups and highgrowth companies. Prior to joining Refraction, Esther served as Secretary of Commerce and Trade for the Commonwealth of Virginia, where she oversaw 14 state agencies, responsible for economic development, job creation, innovation and entrepreneurship, small business, tourism, trade, housing, community development, and labor policies for the state. In that role, she led Virginia's successful bid for Amazon's second headquarters (HQ2).



AMAZON WEB SERVICES

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—are using AWS to lower costs, become more agile, and innovate faster.



TAMARES

Tamares Group is a private real estate investment company with a \$3 billion portfolio. Our iconic holdings in New York's Times Square, London's Mayfair, Northern Virginia, Las Vegas, NV and across Israel encompass 2.3 million square feet of office space and 7 hotel properties with over 1,600 total rooms.

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ANTHONY MILLIN, NEXT CHAIR & PARTNER, SHULMAN, ROGERS



Anthony Millin is the Chair of NEXT and a trusted legal and business advisor to startup, early-stage and emerging growth companies. As a corporate and securities attorney, a successful serial entrepreneur and a venture capitalist, Anthony brings a unique legal and business perspective to advising his clients. "Anthony has had a tremendous impact on the success of my company since we were in the startup phase," says Dale Nirvani Pfeifer, Founder and CEO of GoodWorld. "He has not only provided sound and creative legal support but has also served as a key business advisor throughout the growth of my company." Anthony understands firsthand what it takes to start, scale and manage a company, to successfully prepare for and run a fund raising process, and to address the legal issues faced by a startup. This background provides him with valuable insights into the legal and business needs of his clients. Anthony has worked closely with a range of angel and institutional investors and helps clients identify real opportunities. He serves businesses across multiple industries including internet/SaaS, technology, biotech, cleantech, ed tech, fintech and health care. Another specialized skill set Anthony brings to the table is his China-based experience, assisting early-stage and middle-market companies interested in conducting business in China or seeking direct foreign investment from China. Contact Anthony at amillin@shulmanrogers.com.



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ANDY TUCKER, PARTNER, NELSON MULLINS

Andy is a corporate and securities advisor to growing companies, particularly in the technology and government contracting sectors. His clients maintain operations around the globe. He regularly advises companies in various industries such as cybersecurity, artificial intelligence, government services and contracting, REITs, telecommunications, managed services, renewable energy, oil and gas, medical devices, pharmaceuticals, aviation, consumer product, and financial technology companies. He advises SPACs on their initial formation and sponsor capital raise, through the IPO process and their initial business combination. In addition to providing general corporate guidance, Andy also assists his clients with a broad variety of transactional support, including venture capital and private equity transactions, joint ventures, mergers and acquisitions, and public and private securities offerings.



AEG

AEG is a growing and profitable company that provides elite business advisors and midmarket CEOs unprecedented business development and peer to peer networking opportunities through an ecosystem of city-based communities. Deliberate culture and technology create deep personal relationships to drive fast and efficient business referrals that accelerate business development and growth for these advisors and CEO peer groups.



MARK HAAS, CEO, AEG

Mark Haas is President of Research and Organization Management, a strategy development and performance management consulting firm based in Washington, DC. He advises executives and Boards on diagnostics, strategy, business models and performance management aimed at growth, strengthening operations and agility. His consulting includes leadership training for Tanzanian energy executives, developing curricula to train consultants in 40 countries for an international bank, crafting strategy and innovative business models for a \$120 million nonprofit, emerging two scientific associations, reorganizing a biomedical research agency, revitalizing a human service nonprofit and developing strategy for a national vital records enterprise.



FORV/S

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FORVIS was created by the merger of equals between BKD and DHG. We now have the scale and scope of a dynamic, top 10 professional services firm—but we'll continue our legacy of Unmatched Client Experiences with remarkable care, expertise, and drive.

Our clients benefit from a single organization with the enhanced capabilities of an expanded national platform, deepened industry mastery, greater resources, and innovative advisory services. Our aim is to help you succeed today while preparing you to forge ahead into a clear future.



WILL CHOI, PARTNER, AUDIT AND ADVISORY, FORVIS

Will has more than 20 years of experience in public accounting primarily in auditing both public and privately held companies in the life sciences and technology industries. He has extensive experience auditing SEC accelerated filers subject to internal control (ICFR) audits and multi-national audit clients with foreign operations, coordinating inbound and outbound services and facilitating the efficient deployment of resources and timely execution of services, including audit support for multinational companies reporting under IFRS. Prior to joining Forvis, Will was an audit partner in the Life Sciences and Technology industry practice of an international accounting firm.



NEW YORK LIFE

At the heart of New York Life is a commitment to be there for our customers when they need us—whether today or decades into the future. We have delivered on that promise for over 175 years by investing wisely, growing a portfolio of strategic businesses, and remaining true to our mission as a mutual company, accountable only to our customers, not to outside investors. For our customers, that means having the confidence that comes with knowing they can build a better future for themselves and those they love.



STELLAPOP

The Pursuit for Relentless. Like the brain, StellaPop's capabilities are divided into two halves: management and creative consulting. We specialize in functions within each while maintaining a deep understanding of how one affects the other. We know that within every company, the two sides must work together seamlessly to drive success.

We're in the "creating solutions for your business" business. With tailor-made answers, we accelerate growth, expand markets, streamline operations, leverage technology, and activate brands. Our marketing expertise serves a diverse range of industries including public, private, manufacturing, retail, financial, science, medical, pharmaceutical, engineering, aerospace, real estate, education, and not-for-profit.



ANGIE O'GRADY, COO, PARTNER, STELLAPOP

As soon as my feet hit the floor in the morning, I'm running full speed, and that's the way I like it.

I spent 15 years as employee number one, the President and COO for Carr Workplaces, building it into a 30 location multimillion dollar business. Before Carr, I spent 14 years at HQ Global Workplaces, now known as Regus. I was coworking when coworking was executive suites, and now I'm leading the charge into 2021 as the industry innovates to a more flexible office concept.

In January 2015, I decided to join my husband, Mike, as a partner and thought leader on the business management consulting side. StellaPop's primary focus is assisting client CEO's in improving their people, operations, brand, and bottom line. On the personal side, when I'm not moving and shaking at work, you can find me lacing up my sneakers and hitting the running path or spending time at our son's basketball events.

THANK YOU TO OUR PREP TEAM



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SOAR Community
Network



INES LEBOW
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FLAVORS FOR THE REFINED PALATE

Chili Mango | Rosemary Lemon | Balsamic Raspberry | Chamoy Watermelon



Big Cldea CONNECTpreneur Upcoming Events

2022 IN-PERSON CALENDAR

September 2022

Proposed Rockville, MD

October 2022

The Golden Triangle Washington DC

November 2022

Proposed Baltimore, MD

December 2022

Tower Club, Tysons Corner, VA

January 2023

Proposed Bethesda, MD

2022 VIRTUAL CALENDAR

July 28

August 25

September 29

October 27

November 22

December 21

2023

January 26

February 23

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