

**Washington, DC**  
**October 20, 2022**

**The Big Idea**  
**CONNECTpreneur-**  
**Networking &**  
**Pitch**  
**Extravaganza**



TISHMAN SPEYER



GOLDEN TRIANGLE



Business

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# SCHEDULE

Thursday, October 20<sup>th</sup>, 2022

**7:30am – 9:00am: REGISTRATION AND NETWORKING**

**9:00am - 9:30am: WELCOME REMARKS**

- TIEN WONG, Founder and Host, CONNECTpreneur
- LEONA AGOURIDIS, Executive Director, Golden Triangle - BID
- MARK WRIGHTON, President, George Washington University
- DAN DOOLEY, Managing Director, Tishman Speyer
- JOYCELYN JAMES, Acting Deputy Director, Business Development and Strategy, District of Columbia
- KEITH CAMHI, Managing Director, Techstars

**9:30am - 10:45am: COMPANY SHOWCASE / ROCKET PITCH**

Intros By:

MARK HAAS, CEO, AEG

DARREL BARROS, Shareholder, NEXT, Powered by Shulman Rogers

**Aseptiscope – Scott Mader**

**First Person Solutions – Joel Adams**

**Kno Corporation – Danya Sherman**

**Lyftrondata – Javed Syed**

**Mira Health – Khang T. Vuong**

**Nanochon – Ben Holmes, PhD**

**Redbrick LMD – Trisha Miller**

**SonoStik – Gary Wakeford**

**Trace Orthopedics – Adam Greenspan**

**VKTRY Gear – Steve Wasik**

**10:45am - 12:00pm: NETWORKING**

# OUR SPEAKERS



## **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.



## **LEONA AGOURIDIS, EXECUTIVE DIRECTOR, GOLDEN TRIANGLE BUSINESS IMPROVEMENT DISTRICT**

Leona Agouridis is the executive director of the Golden Triangle Business Improvement District (BID), the 44-square-block area of the central business district that connects the White House to Dupont Circle. Prior to that she served in several leadership positions including Registrar of Voters for the District of Columbia, Media Relations Director of Metro, and Assistant General Manager for Communications, Marketing and Customer Service at Metro. She has served the Golden Triangle since 2006, putting in place key initiatives that include award winning emergency preparedness, placemaking and sustainability initiatives.



## **MARK S. WRIGHTON, PRESIDENT, GEORGE WASHINGTON UNIVERSITY**

Mark S. Wrighton, Ph.D., was elected President of The George Washington University January 1, 2022. He is concurrently on sabbatical from Washington University in St. Louis where he is the James and Mary Wertsch Distinguished University Professor and Chancellor Emeritus. Wrighton served as the 14th Chancellor of the University from July 1, 1995, through May 31, 2019. During his tenure as Chancellor, Washington University made unprecedented progress in campus improvements, resource development, curriculum, international reputation, and especially in undergraduate applications and student quality. Wrighton served as a presidential appointee to the National Science Board (2000-06), which is the science policy advisor to the President and Congress and is the primary advisory board of the National Science Foundation. He is a past chair of the Business Higher Education Forum and the Association of American Universities.

# OUR SPEAKERS



## **DAN DOOLEY, MANAGING DIRECTOR, TISHMAN SPEYER**

Dan Dooley originally joined Tishman Speyer in 2001 to lead the firm's regional leasing efforts in Washington, DC. As Regional Leasing Director, he leased properties such as One Metro Center, 1325 G Street, 1099 New York Avenue, Woodland Pointe, and Plaza East before leaving in 2014. Since rejoining in 2019, he is responsible for leading leasing and asset strategy in the region. Prior to rejoining Tishman Speyer, Dan was the Chief Operating Officer with Carr Properties where he ran their Leasing, Marketing, Property Management, Asset Management and Construction Management groups. With over 30 years of experience in real estate, Dan has also held roles with Trammell Crow, JMB Realty Corporation, LaSalle Partners/JLL and Savills Studley. He graduated from Southern Methodist University with a BBA in Finance. He holds broker's licenses in DC, MD, and VA.



## **MARK HAAS, CEO, AEG**

Mark Haas is Co-founder and CEO of AEG (Association for Enterprise Growth), responsible for strategy, operations, and expansion of its communities to 30 cities nationally. He was previously President of ROM a strategy and operations management consulting firm, advising CEOs and boards to include 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 \$120 million nonprofit, merging two scientific associations, re-organizing a biomedical research agency, facilitating development of WWIV military strategy, and of facilitating a global R&D strategy for the US Navy.



## **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.



## **JOYCELYN JAMES, ACTING DEPUTY DIRECTOR, BUSINESS DEVELOPMENT & STRATEGY SENIOR TECH**

Joycelyn James, Esq., ("Joy") is a change strategist, program designer, and policy leader improving diversity, equity, and inclusion outcomes at national and local levels of collaboration. Joy currently serves as the Acting Deputy Director of Business Development & Strategy in Washington, DC's Office of the Deputy Mayor for Planning and Economic Development (DMPED). In this role, she works to promote attraction and retention of businesses that will create jobs and spur economic growth, and implements special projects that support economic inclusion for businesses owned by women and people of color. Ms. James also works with the Mayor's Innovation & Technology Inclusion Council, which released *Pathways to Inclusion*, a report providing a roadmap to create an inclusive ecosystem where all residents have an opportunity to participate in Washington's growing tech economy.

# COMMERCIALIZATION OF THE DISKCOVER SYSTEM UNDERWAY



## AseptiScope: Corporate Profile:

- Category: Class 1 Medical Device
- Focus: Healthcare Associated Infection (HAI)
- Founded: Delaware C Corp. 2016
- Prior A-Round funding: \$8M
- Status: Commercial launch, Q2, 2022
- Flagship: The DiskCover System
- First patent issued 2020, CIP in 2022
- Global Commercialization: Yes
- Product Portfolio: Yes

## Executive Leadership:



Scott Mader

Chief Executive Officer



W. Frank Peacock, MD

Chief Medical Officer



Kelly Powers

Chief Operating Officer



Steve Daly

Chief Commercial Officer



Tom Watlington

Chief Strategy Officer



Kathleen Winer

Chief Financial Officer

## Healthcare Associated Infection (HAI): The Stethoscope is Weakness in Infection Control

### HAI in the US by the numbers:

- Annual Patients Infected: 2 Million
- Annual Total Costs: \$40 Billion
- Annual HAI Mortality: 400,000



### The Stethoscope is a Potent Vector

- Touches US patients >5B X/Year
- Identical contamination as hands
- Hygiene compliance <4%

## Introducing: The First Touch-Free, Aseptic Barrier Dispensing System



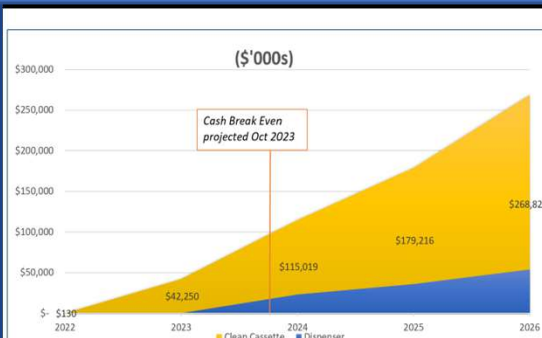
### Easy to Use - Immediate - Highly Effective

- Protects patients from pathogen exposure
- "Acoustically invisible"; does not impair exam
- Workflow compatible for high compliance
- Proven superiority to current standard of care



## Launching The DiskCover System, Bridge Investment to Drive Growth

### REVENUE FORECAST



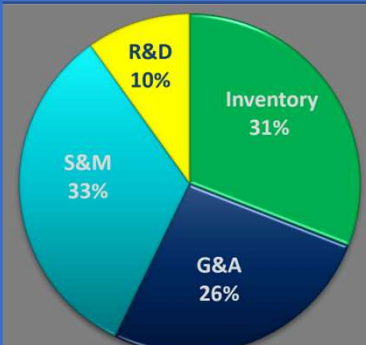
### BRIDGE (NOTE) TERMS



#### TERMS FOR CONVERTIBLE NOTE:

- 20% Discount To Future Round
- 5% Interest
- 36 Month Maturity
- \$28M Valuation Cap

### USE OF FUNDS





## Executive Summary

### Company Background

Founded in May of 2021 by Joel Adams to bring to market a treatment for Covid-19, based on over 25 years of research into the inflammatory cytokines which cause the symptoms of Covid-19 and **Long Covid**.

### Leadership team

The founders are experienced CEOs. The team includes three medical professionals with expertise in bringing medications to market. The CFO and the GCMO both have extensive *international* backgrounds with large organizations.

[JOEL ADAMS, CEO & Founder](#) Experienced CEO, Multiple startups  
[Prof. Dr ALBEN SIGAMANI](#) MD and experienced medical researcher.

[MARY ANDRADE, CFO](#) International Finance career including taking startup to \$1.1 Billion buyout.

[SUJATA PURANIK Global Chief Marketing Officer](#) Former Global CMO for Dell Services and A.C. Nielsen

[MILAN GANDHI, India Country Lead](#) Senior Finance and Operations Exec

[RAJAT KAPUR, USA CMO](#) Extensive International Marketing Experience

[NIRDOSH JAGOTA, Advisor](#) Sr. VP. Global Regulatory and Compliance

**Product:** [CelWel™](#) Is a direct-to-consumer treatment for **Long Covid** taken by way of a sub-lingual drop. It is currently available from our website, CelWel.in, and from Amazon.

**Technology:** [CelWel™](#) combines 25 years of research in molecular signaling with [Guduchi](#), arguably the most powerful herb in ayurvedic medicine. [CelWel™](#) Inhibits the Inflammatory cytokines that cause the symptoms of Long Covid and helps the body recover by stimulating the creation of new white blood cells.

**Market:** 15 Million Long Covid cases In the US (currently), 40 Million in India. In 12% of all cases, symptoms are so severe that individuals cannot work or even leave their homes. Although some have recovered, there are no known cures. We manufacture and market in India and have export licenses to export globally. [CelWel](#) is equally effective treating Covid, flu, Dengue, colds and possibly Ebola.

**Distribution Channels:** Currently [CelWel™](#) D-to-C throughout India via Amazon and our website. Eventually pharmacies and all medicine counters. We will export to North America and eventually around the globe.

**Competition;** **NONE** No one currently has a viable treatment for Long Covid. Most sufferers currently self-prescribe a variety of diets, herbs, and supplements.

#### Financial Projections (Unaudited):

	2022	2023	2024	2025	2025
Revenue (\$,000)	5	3150	13,700	34,999	172,125
EBIT (dollars in thousands)	-522	2,750	12,000	30,000	150,000

The retail price in India for a boxed 14-day treatment is approximately \$4.00 (USD) with an 80% gross margin. Retail price in North America is yet to be determined.

**Company:** First Person Solutions, USA; First-Person Health Solutions India Pvt. Ltd.

**Contact:** Joel Adams

**Address:** 1167 West Baltimore Pike, Suite 237, Media, PA 19063

**Phone:** 800-920-2959

**Email:** [Joel@JoelAAdams.com](mailto:Joel@JoelAAdams.com)

**Websites:** CelWel.in; FirstPersonSolutions.com

**Industry:** Nutraceutical moving to OTC medicine

**Bank:** ICICI Bank, India; WSFS (USA)

**Law Firm:** DLA Piper

**Licenses:** FSSAI license number 1222999000286

**Number of employees:** 6

**Financing sought:** \$500,000

**Current Investors:** 6

**Use of Funds:** Marketing/Commercialization/Academic Research Study/Export Logistics  
**Auditor:** Marlene A. Brankovic

# KNO CORP. PRESENTS KNOPE™

## Say Knope™ to Drink Spiking



## OVERVIEW

KnoCorp combats drink spiking through empowerment, education, and advocacy, and is an industry-leading safety company in the \$10.5B healthtech industry.

KnoCorp created Knope™, a patent-pending discreet, portable, and gender-inclusive empowerment tool against drink spiking, disguised as a stick of gum. Knope is able to simultaneously detect the presence of 11 commonly used drugs of abuse in 3-5 minutes. To use Knope, place a few drops of your drink in the sample port, using your finger or stir stick. Wait 3-5 minutes, and review the results.

For people who want to socialize while maintaining personal comfort and safety, we create discreet, portable, gender-inclusive detection devices for rape drugs and comprehensive educational resources so they can have nights out focusing on fun and being present rather than concerns of drink tampering. Regardless of age, gender, sexual orientation, and geographic location, everyone, everywhere deserves comfort and safety. Say Knope to Drink Spiking.

## SUPPORTERS

- Toyota & Ford
- Georgetown University
- The George Washington University
- UC Berkeley
- Tulane University
- Arizona State University
- Halcyon Incubator
- The Global Good Fund
- CVS Health & 76 fwd
- Target Accelerators

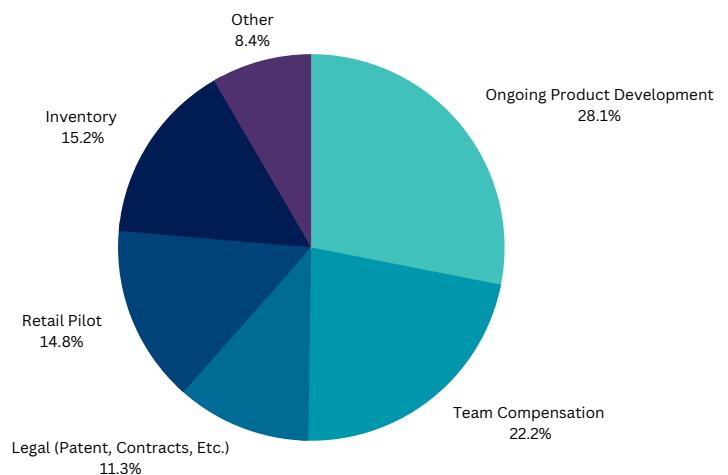


**DANYA  
SHERMAN**  
FOUNDER & CEO

- MBA, Georgetown University
    - STEM Designated Management Science
  - Forbes 30 Under 30
  - Toyota's Mother of Invention
  - Washington Life's Technology Hall of Fame
  - DCA Live's NEW Power Women of Tech
- Set up an introduction call. [Drs@knonap.com](mailto:Drs@knonap.com)

## WHERE WE ARE TODAY

### RAISING \$750K SAFE



### AS THINGS STAND

- Working MVP with Established Supply Chain, Completed First GMP Run on Inventory, and Secondary Packaging Completed
- Inked pilot opportunity with national retail chain
- Ongoing conversations with international liquor brand to execute co-branded Knope product and NPD

### USE OF FUNDS

- Complete Knope product optimization
- Manufacture finished tests for retail and e-commerce distribution
- Hire a sales team to grow brand sponsorships and university partnerships
- Start U.S. university-wide student ambassador program

**QUICK FACTS**

Company Name: Mira  
Contact: Khang Vuong  
HQ: New York City  
Email: [khangv@talktomira.com](mailto:khangv@talktomira.com)  
Website: talktomira.com

Industry: health tech  
Number of employees: 10-20

Amount of financing sought:  
\$2M

Current investors: Flybridge Capital, Newark Venture Partners, PrecursorVC, CityLight

Use of funds: grow membership base, open enrollment season.

**What is Mira?**

**Mira is reinventing healthcare coverage, allowing you to create your healthcare stack, starting with essential care.**

For an average of \$45/month, Mira members get access to affordable primary and urgent care at home or on the road, including upfront discounted in-person care, virtual care, lab tests, and prescriptions.

**Market**

B2C: 30M uninsured, 86M underinsured. 52% or more are middle-income millennials, not qualified for any subsidies under ACA.

B2B: businesses with large contractors in hospitality, IT agencies, and demand aggregators.

**Traction**

- Raised 3M to date from top VC firms including Flybridge Capital, Newark Venture Partners, Precursor VC, and CityLight.
- 9X ARR from 2021 and achieve \$1.1M in annualized booking.
- 64% contribution margin after paying provider and member care staff (vs. 19% that of OneMedical).
- Burn less than \$60K cash monthly in the last 2 months.

**Financing Details**

- Closing a 2M round at with \$1.35M committed. Looking for \$250K minimum check size.
- Strong tailwinds in the next years with double-digit increase in health insurance premiums and incoming recessionary pressure on the labor market.
- Positive signal from Series A investors for future conversations when reaching milestones.





**Company Background:** Lyftrondata Connects, Normalizes, and Analyzes data. We are the industry's Only End-To-End Data Fabric And Data Mesh Solution. In our 2 years of operations, we have consistently been recognized by G2 Crowd as a leader in the Modern Data Pipeline/ETL Tools category in their G2 Grid.

**Leadership Team:** Javed Syed, CEO & Co-Founder. M.S. Business Intelligence Graduate of Grantham University with two decades of expertise in the product engineering and development of modern data strategies, cloud migrations and implementations, and BI acceleration use cases.

**Products/Services:** Lyftrondata enables enterprises to be data-driven by eliminating bottlenecks of data silos and data mess in minutes with the next-generation modern data stack, that empowers engineers and analysts to analyze, organize, centralize, and share their data without any engineering.

**Technologies/Special Know-How:** Our leading-edge technology has a rich feature set of Data Virtualization, Data Governance, and Native ELT Support to name a few. Our secret sauce is Native API connectors and frankly, it is a game changer.

**Market:** Total Addressable Market: The global big data analytics market is projected to grow from \$271 Billion in 2022 to \$655 Billion by 2029, a CAGR of 13.4% in the forecast period.

<https://www.fortunebusinessinsights.com>

Serviceable Available Market \$77 Billion, Serviceable Obtainable Market \$6.5 Billion. Our target market is data-driven enterprises, primarily in the government and healthcare sectors, that are challenged by productivity, speed, cost, time, density, and simplicity. Our revenue model is based on Pay As You Grow Pricing! We offer a 14-day Free Trial. Our paid subscriptions range from \$65 to \$1,250/month based on the number of rows and \$1,999 to \$7,999/month based on the number of cores.

**Distribution Channels:** Lyftrondata overcomes or sidesteps problems of data extraction constraints and accelerating costs. Our platform was built to run on hyperscalers/public cloud infrastructure so that it can take advantage of a cloud vendor's infrastructure-as-a-service (IaaS) capabilities.

**Competition:** It is a very fragmented market. Our competitors are Fivetran, Hevodata, Stitch, Matillion, and Airbyte. Each of them has limited or no functionality, while Lyftrondata has complete functionality in the Data Fabric and Data Mesh category.

**Financial Projections (Unaudited):**

	2023	2024	2025	2026	2027
<b>Revenue</b>	\$701,000	\$8,028,267	\$44,112,796	\$120,550,038	\$270,243,413
<b>EBIT</b>	\$397,813	\$4,794,160	\$26,444,877	\$72,307,223	\$162,123,248

**Quick Facts**

**Company Name:** Lyftrondata

**Contact:** Javed Syed

**Address:** Reston, VA

**Phone:** 571-420-2037

**Email:** [javed.syed@lyftrondata.com](mailto:javed.syed@lyftrondata.com)

**Website:** [www.lyftron.com](http://www.lyftron.com)

**Industry:** Technology

**Domain:** Data Analytics

**Bank:** Bank of America

**Law Firm:** Cyruli Shanks & Zizmor

**Number of Employees:** 20

**Leadership Team:**

Shagufta Begum Co-Founder/CTO

Kent Graziano, Ex- Snowflake

Robert Reagan, Ex-IBM

Andrew Jones, Ex-Amazon

**Financing Sought:** \$2 Million

**Investors:** \$225K Virtual Tank Global

**Use of Funds:** Marketing, Sales, R&D



### Company Contact

Ben Holmes  
CEO  
[Ben.Holmes@nanochon.com](mailto:Ben.Holmes@nanochon.com)  
(703) 994-6099

### Management Team

**Ben Holmes CEO** **Nathan Castro CTO** **Matthew CFO**  
**Gary Wakeford BD**  
**Christopher Cannova MD**  
**Chief Medical Advisor**  
**David Hendren Strategic Adviser**

### Advisors

**Jon Dickens MD**  
Head of Research Sports Med  
Walter Reed Medical Center

**Jon Godin MD**  
Sports Med/Knee Specialist  
Steadman, Vali CO

**Tom Noonan MD**  
Team Physician  
Colorado Rockies

**Kevin Kaplan MD**  
Sports Med/Knee Specialist  
Jacksonville Orthopedic  
Institute

**Dave Flanigan MD**  
Sports Med/Knee Specialist  
Ohio State University

Legal Counsel  
**Crowell and Moring**

Intellectual Property  
**WSGR - IP Counsel**

Accountant  
**MARCUM**

**COMPANY OVERVIEW:** Nanochon is finalizing development of a technology for use within the orthopedic market. Nanochon has developed a novel device to replace damaged cartilage within the knee in a market that is significantly under served. The initial target market is comprised of active adult patients between the ages of 18 – 55. The company has completed the first step in setting a new clinical standard for cartilage restoration and is raising seed capital to take the next steps.



**UNMET NEEDS:** Current methodology utilizes total joint replacement in solving joint defects, but the limited lifespan of replacement joints limits their use to patients aged 55 or older. This leaves patients between the ages 18 and 55 suffering from cartilage damage, traumatic injury, or early stage cartilage loss with limited treatment options. Current alternatives for this subset of patients all suffer from common short falls:

- ✓ exorbitant costs (\$10K - \$30K)
- ✓ Long procedural wait times (up to 8 months due to the need to cultivate cells)
- ✓ Poor long-term results



**SOLUTION:** NANOCHON™

- ✓ Replaces lost or damaged cartilage & encourages new growth
- ✓ Is 3-D printed, is made of novel proprietary nano and micro material
- ✓ Is an orthopedic load bearing implant
- ✓ Has the potential to deliver faster and more successful recoveries for patients, while reducing costs to health providers, payers, and patients
- ✓ Goal is to become the new clinical standard for complex joint repair

**COMPANY MILESTONES:** The Company has already made very significant headway in demonstrating the efficacy and feasibility of the technology working on a very slim budget.

- ✓ Accepted into the Johnson & Johnson Innovation JLABS program
- ✓ **Approved by FDA as a Breakthrough Device.** Center for Disease and Radiological Health (CDRH) concurs with our proposed pre-clinical and clinical roadmaps.
- ✓ Initial large animal study completed with strong evidence of product efficacy.
- ✓ Hospitals and primary investigators standing by to conduct 15 patient human study (Brisbane Australia)

**MARKET OPPORTUNITY:** Initially there are 300K – 400K patients we feel would directly benefit from our technology in the near term representing somewhere between a \$550M and an \$825M market. As the technology gains market acceptance and proves out its' utility, the initial target market has the potential to expand to 700K procedures per year far exceeding the \$1B mark. In launching the technology, we will focus on sports medicine surgeons who own their own surgicenters as a market segment. These surgeons see the highest volume of these patients and make purchasing decisions in the practice. Nanochon has developed a clear path to securing reimbursement for this technology, which will pave the way for large scale adoptions in acute care hospitals as well.

**FINANCING:** The company has previously raised close to \$500K from grants and a small pool of initial investors from the following sources:

- ✓ Awarded NSF Phase I grant dollars
- ✓ NSF – I-CORPS, Wilson Sonsini Investment Fund, Pediatric Ortho Society of NA
- ✓ Friends and Family Investments

As of August 2022, The Company has raised a total of \$2.7 Million in a Series Seed round, which is required to fully validate the technology, prepare for GMP manufacturing and most importantly position Nanochon to conduct a first in man clinical trial. Nanochon plans to open a \$8M Series A in Q4 2022, to fund continued commercial development and human clinical trials.

**Redbrick’s mission is to create transformative buildings and dynamic urban neighborhoods that reflect the way people want to live, work, and play in the coming decades. We believe that a keen focus on visionary placemaking in addition to impactful environmental and social outcomes creates value for our stakeholders.**

**Company Background:** *Founded in 2003, Redbrick LMD is an experienced, vertically integrated developer, owner, and asset manager of high-impact real estate focused on ground-up development in Washington, D.C. Redbrick is among the largest private Opportunity Zone (OZ) landowners in the District of Columbia. Redbrick has a development pipeline in excess of 7 million sq feet of owned or controlled land strategically located along Metro’s Green Line in both opportunity and non-opportunity zones.*

**Leadership Team:** *Redbrick was founded by Thomas Skinner, an experienced investor in real estate, technology and financial services, William Passmore, formerly a partner at McKinsey & Co., and Louis Dubin, who was a founder and owner of Athena Group and a fourth generation real estate developer in Washington DC. The Redbrick real estate development team is led by Britt Snider, formerly of JBG SMITH. The Redbrick real estate construction team is managed by Paul Elias, also from JBG SMITH.*

**Products/Services:** *Redbrick is operating as an agent of positive change in two neighborhoods that are poised to benefit from new community investment via an opportunity zone structure: the Bridge District located at the foot of the Frederick Douglas Bridge and St. Elizabeths East adjacent to the Congress Heights metro station. The Bridge District is comprised of 8 acres currently under development to construct five large multi-family buildings (of which a portion is designated affordable “workforce” housing) with retail on the ground level and potentially two pre-leased office buildings. At St. Elizabeths East, Redbrick has developed affordable multi-family, for-sale townhomes and a medical office building which will be the new home of Whitman Walker’s headquarters.*

*Redbrick has recently entered into an agreement to acquire 13 acres of waterfront property to be developed in Washington DC (not located in an opportunity zone) which will include both residential and retail in a unique and dynamic location.*

**Technologies/Special Know-How:** *Redbrick is a leader in sustainability and social impact. We construct buildings designed to be net-zero carbon from operations with a focus on health and wellness providing immediate access to pedestrian and bike trails, a 110 acre national park and public transportation. We support hiring local contractors, providing internships, and creating jobs in the community. None of Redbrick’s projects displace current residents. We are committed to bringing needed resources such as housing, food, retail and medical, to an under-served area. We believe responsible development and long-term value creation are complementary goals.*

### Quick Facts

**Company Name:** Redbrick LMD

**Contact:** John Mastal

**Address:** 1627 I Street N.W. Ste 920 | Washington, DC 20006

**Phone:** 703-517-1898

**Email:** [jmastal@redbricklmd.com](mailto:jmastal@redbricklmd.com)

**Website:** [redbricklmd.com](http://redbricklmd.com)

**Industry:** Real Estate

**Number of Employees:** 45

**Use of Funds:** Real Estate Development  
proximity

### Company Contact

Gary Wakeford  
*President & Chief Executive Officer*  
gary.wakeford@sonostik.com  
(330) 766-1173

### Advisors & Consultants

Hawaa Almansouri MD  
*Founder & Chairman*

Ben Holmes PhD  
*Board Member/Commercialization-Operations*

Carl Stamp  
*Board Member/Commercialization-Operations*

Neal Sikka MD  
*Board Member/Chief Medical Officer*

### Medical/Clinical Advisors

Adam Corman MD  
*Founder/Medical Advisor*

Greg Shears MD  
*Medical Advisor Committee Chair*

### Legal Counsel

Thompson Hine Cleveland Ohio

### Patent Attorney

Fish & Richardson Washington DC

### Intellectual Property

4 Patents Issued  
2 Patents Pending

### Accountants

Ernst & Young

## COMPANY OVERVIEW:

SonoStik® LLC was established to develop medical devices that can facilitate proper, efficient, and easy intravenous catheter placement. The Company's mission is to make procedures easier for physicians and health care providers while offering patients a more pleasant experience by reducing discomfort and complications. Intravenous line placement is one of the most common medical procedures performed (200M each year in the US alone) and is used to administer fluids, medication, or draw blood.

**UNMET NEEDS:** The current standard of care often involves the clinician attempting the IV stick with little or no visualization. This results in an average of a 60% failure rate in achieving a successful placement on the first attempt. The market is moving towards using portable ultrasound units to increase the ease and success rates of first-time placements. This currently requires two clinicians because of the need for a two-handed insertion increasing procedural time and cost.

- ✓ Average of 2.1 attempts to achieve a successful patient placement
- ✓ 3% of patients require 3 or more attempts to achieve a successful placement
- ✓ Pin cushion Effect. 58% of patients express strong dissatisfaction with their experience, which is often reflected in poor hospital satisfaction scores. (Negative Patient satisfaction scores and adversely impact reimbursement rates to hospitals).

## SOLUTION: Sonostik™ Guide Wire Introducer.



**SOLUTIONS:** Sonostik™ Our Motto is **GET IT RIGHT – THE FIRST TIME**

- ✓ First and only device on the market specifically designed to enhance portable ultrasound success with a one-handed technique
- ✓ The Sonostik™ Guidewire Introducer offers an easy, straightforward manner in which to achieve a successful IV placement with one clinician, using one hand.
- ✓ Use of Sonostik™ Guide Wire Introducer will significantly increase first time success rate, increase patient satisfaction, and decrease insertion time.

**MARKET OPPORTUNITY:** There are over 1 billion IV catheter placements each year representing \$4.9B in peripheral IV catheter sales. This market has a CAGR of 6%.

- ✓ Total Available Market of \$4.9B
- ✓ Sizeable Addressable Market of \$2.1B
- ✓ Serviceable Obtainable Market of \$1.05B

**COMPANY MILESTONES:** The Company has raised \$2M from a Leading Family Office in the United Arab Emirates in a SERIES A round and has achieved the following milestones:

- ✓ Achieved design specifications for minimum viable product status.
- ✓ Secured positive clinical feedback in multiple initial test sites.
- ✓ Secured FDA approval, ready for launch in US market.
- ✓ Secured global manufacturing & distribution agreement with MedSource Labs Chanhassen MN

**FINANCING:** The Company is preparing for a Series A-2 round raise of up to \$5M to support:

- ✓ Manufacturing & Production ramp up
- ✓ Scale sales to fully validate market opportunity
- ✓ Develop product line extensions for Midlines, PICCS and Anesthesia
- ✓ Secure the CE Mark in the European Union and the new UKCA regulatory requirement
- ✓ Implement product launch into both the US and Middle East markets

<https://sonostik.com/>





THE FUTURE OF TENDON REPAIR

**Website:** [www.traceortho.com](http://www.traceortho.com)

**Industry:** Medical Devices

**Founded:** April 2019

**Market Size:** Between \$5B and \$20B

**Company stage:** Pre-revenue, Series A

**Fundraise Amount:** \$1.5M, Q3 2022

**Previous capital raised:** \$355,000

**Monthly burn rate:** \$35,000

**Use of desired proceeds**

- **MVP development and testing:**  
Implant failure analysis, Pre-clinical animal testing, Instrument design and development
- **Product commercialization:**  
Regulatory compliance, IP protection, Field testing

**Management team**

- **Adam Greenspan, MS, President and CEO:** >15 yrs R&D and IP licensing; Biomedical and materials engineer; US Patent Agent

**William Morrison, MD, Medical Director:** Director of MSK Imaging at Jefferson Hospital; Consultant to Phila. pro teams & Zimmer

- **Paul Gianneschi, Board Member:** Veteran surgical product sales executive; Manager of Hatch Medical, Angel investor

**M&A market example**

In 2018 Smith & Nephew acquired Ceterix for \$50,000,000 at 8x revenues.

**Contact information:**

Adam Greenspan  
Trace Orthopedics, LLC  
[adam@traceortho.com](mailto:adam@traceortho.com)  
+12158406118

**INVESTMENT OPPORTUNITY**

**What we do** – The Trace tendon fastener repairs low to high-grade partial tears by tacking the loose tissue down into the bone. This heals painful injuries in the hip abductor and adductor, elbow, and shoulder.

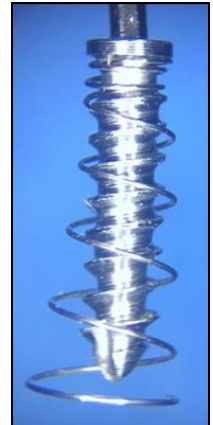
**Need/Opportunity** – Partial tendon tear is a common, painful injury, yet there is no effective treatment apart from costly and debilitating open surgery or arthroscopy.

**Solution** – The Trace fastener achieves tendon fixation using a minimally invasive percutaneous implant. The ultrasound-guided procedure is performed by interventional radiologists and orthopedic surgeons.

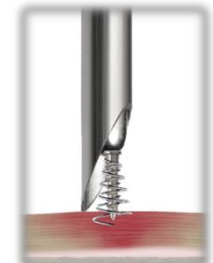
**Top milestones** –Produced prototypes and demonstrated function in human cadavers, validated market opportunity through clinician interviews, secured patent rights

**Competitors How we are different**

- |   |   |
|---|---|
| Tenotomy                                  | - Our fastener reattaches loose tendon rather than cutting away.<br>- Our procedure leads to better outcomes without pain recurrence.   |
| Platelet-rich plasminogen (PRP) injection | - Our product mechanically pulls the detached tendon back into the bone rather than trying to stimulate the biological healing response.<br>- Our procedure leads to better outcomes without pain recurrence. |



PATENTS PENDING



**Go To Market** – We will educate the image-guided community with data and training then partner with regional distributors to supply providers at hospitals and surgery centers in 2023, with the initial indications as listed.

HIP	Gluteus medius or minimus
	Adductor (Groin)
ELBOW	Lateral/medial epicondyle
	Biceps or triceps
SHOULDER	Rotator cuff
	Pectoralis

**Revenue model** – Existing tendon repair reimbursement codes will be used to pay for procedures utilizing our fastener product. We estimate \$800 in revenue per procedure (product kit includes fastener implant, delivery needle, and faciotomy tool). Our COGS target (\$211.20/set) is based on the average orthopedic device margin reported at 73.6%.

# VKTRY Gear: Business Overview

VKTRY Gear (Milford, CT) is the manufacturer and marketer of the *only* Sports Insole which is scientifically proven to help athletes run faster and jump higher while also reducing the chance of injury. What makes VKTRY's Performance Insoles special is the *patented* design, aerospace-grade carbon fiber technology, five degrees of custom flexibility, premium pricing, and professional endorsements. There is simply no other insole on the market which has the same athletic propulsion and foot protection properties... *and we have the science and testimonials to prove that!*



A. **Product Origins:** Matt Arciuolo, a Certified Pedorthist expertly trained in foot & leg biomechanics, has been working closely with elite athletes for over 30 years. In 2005, he was asked to work with the **USA Olympic Bobsled & Skeleton Teams**. During that time, Matt invented the first generation "VK" to help American Olympians gain a more explosive start – and win more gold medals. He refined the product over the years receiving the patent in 2015. Matt remains very involved in the leadership of VKTRY.

B. **How the Product Works:** Most shoe insoles are made simply from foam or plastic, and during the foot's "push off" phase, much of an athlete's stored energy is lost. Made from aerospace-grade carbon fiber, VKs reduce an athlete's wasted energy ...allowing for **greater ground force** ...and explosive energy return to the athlete. VKTRY Insoles provide improved support & stability for the athlete *helping to reduce the chance of injury* to the foot & lower leg. They also aid in rehabilitation from injuries such as Turf Toe and Plantar Fasciitis. A recent study at 4 college football programs (263 athletes wearing VKs for all practices & games) resulted in **41% less foot/toe injuries and 22% less lower leg injuries**.



C. **Proven Performance:** In a 12-month independent study at the Human Performance Lab in New Haven CT, athletes gained **+9.3% explosiveness** when they utilized VKTRY Insoles. Athletes at over 350 pro and college teams are now using VKs for performance & protection. "After an extensive 6-month research study by the Korey Stringer Institute at the University of Connecticut, it is clear that VKTRY Insoles improve lower body biomechanics, stability of the ankle and knee during running, and shock absorption during landing. These improvements can help safeguard athletes by providing injury protection." - **Dr. Douglas Casa**, PhD, ATC, Professor of Kinesiology, CEO of KSI

D. **The Opportunity:** The Sports Gear Category is a \$450 Billion global business. There are **over 65M athletes** in the USA alone who could benefit from VKTRY Insoles. For every 1% penetration, VKTRY achieves \$85M in revenues. This high-tech gear works for all sports involving ground force (football, basketball, baseball, track, volleyball, soccer, lacrosse, distance running, etc.) VKTRY has a first mover advantage, significant white space to grow, and many potential exit partners. New capital will be used to fund further development of the business:



- **Marketing** – Educating consumers and raising awareness; primary target is young athletes (<30) using digital marketing.
- **R&D** – Investment in product development will allow us to lower COGs and launch new products (one patent pending).
- **Operations** – As our business grows, we will add qualified people and systems to ensure customer satisfaction.

# ATTENDEES

## SPEAKERS

First	Last	Title	Company
Tien	Wong	Chairman & CEO	Opus8, Inc.
Leona	Agouridis	Executive Director	Golden Triangle - BID
Mark	Wrighton	President	George Washington University
Dan	Dooley	Managing Director	Tishman Speyer
Joycelyn	James	Acting Deputy Director	District of Columbia
Keith	Camhi	Managing Director	Techstars Washington DC

## PRESENTERS

First	Last	Title	Company
Scott	Mader	Co-founder and CEO	<b>AseptiScope</b>
Joel	Adams	Founder & CEO	<b>First Person Solutions</b>
Danya	Sherman	Founder & CEO	<b>Kno Corporation</b>
Javed	Syed	CEO & Co-Founder	<b>Lyfrondata</b>
Khang	Vuong	Founder & CEO	<b>Mira Health</b>
Ben	Holmes, PhD	CEO	<b>Nanochon</b>
Trisha	Miller	Executive Managing Director	<b>Redbrick LMD</b>
Gary	Wakeford	CEO	<b>SonoStik</b>
Adam	Greenspan	President and CEO	<b>Trace Orthopedics</b>
Steve	Wasik	CEO	<b>VKTRY Gear</b>

## ATTENDEES

First	Last	Title	Company
Sara	Adams	Business Development Manager	DC Government - DMPED
Joel	Adams		
John	Aggrey	CEO	DinDin
Leona	Agouridis	Executive Director	Golden Triangle - BID
Paolo	Alejandro Catilo	CEO	Cerebro NeuroTech
Rich	Andrews	Entrepreneur	SRA Technologies LLC
Solomon	Asad	Venture Fellow	TEDCO
Darrin	Auito	Partner	HEA Law, PLLC
Judy	Ayala	CEO	Atlas of IT
Yasmina	B	CMO	Procegen
A.J.	Ballantine	CEO & Founder	Rendr
Darrel	Barros	Shareholder	NEXT Powered by Shulman Rogers
Shagufta	Begum	Co-Founder/CTO	Lyfrondata
Laura	Beldin	Senior Vice President	Bank of America Private Bank
Mike	Bellody	Wealth Manager	Imperia Wealth Management
Caroline	Bereuter	GW University	
Eduardo	Bocock	CEO	Daily Diner Technologies
Hepsie	Bohman	Financial Services Professional	New York Life
Dominic	Boles	Managing Partner	DH Partners
Hal	Boles	Senior Advisor	DH Partners
Jill	Bondurant	Director - Marketing and Communications	Nemphos Braue
Ted	Bosse	Financial Services Professional	New York Life
Roosevelt	Boursiquot	Physician	RB Medical Practice, PC
Richie	Brandenburg	CCO, Founder	Unfold Hospitality
Kathryn	Breisch	Founder & CEO	GoPursue
Mike	Broder	CEO	RCKRBX
Peter	Buchanan	CEO	NewPlan
Abtin	Buergari	CEO	ModelB
Rob	Buller	CEO/Founder	Pahu
Mary Claire	Burick	CEO	Rosslyn BID
Patrick	Burke	Senior Director	Amarex Clinical Research
Kevin	Burns	VP of Sales	AseptiScope
David	Campbell	COO	SOAR
Doug	Carney	Program Development Manager	Northrop Grumman
Lyles	Carr	Senior Vice President	The McCormick Group
Charles	Cathlin	CEO	Polaris Genomics
Julia	Catuara	Financial Services Professional	New York Life
Hao	Chen	Vice President	Capital Bank
Jeff	Chod	Regional Director	Tishman Speyer
Jim	Chung	Associate Vice President	GW
Joseph	Claybourne II	Entrepreneur	
Zac	Cohen	Managing Director	Bank of America
Deborah	Cole	Marketing Senior Associate	Amarex Clinical Research
Bill	Collins	Vice Chairman	NAS Labs, Inc.
Sean	Connelly	Program Manager	GW
Julie	Coons	CEO	Northern Virginia Chamber of Commerce
Susan	Coots	Financial Services Professional	New York Life

Julia	Cottafavi	Founder	The Good Neighbor
Lubna	Dajani	Managing Partner	Allternet Ltd.
Patrick	Daley	Property Manager, Property Operations	Tishman Speyer
Diptadip	Dattaroy	Licensing Manager	GW
Gordon	Davidson	Investor	Lightsense Technology
Stephen	Day	CEO	Day Capital Partners
Margot	DeFrance	Managing Director	Entoro
Michael	DeLeo	Founder	InTheMiddle
Brian	DeMuth	Partner	Riphean Investments
Rich	DiPippo	Partner	NFP
Amy	Dunn	Director of Business Development	Ryan & Wetmore, P.C.
Danny	Duong	General Partner	Cross Ocean Ventures
James	Early	Managing Partner	Tamarack Advisory
Benjamin	Ebenezer	Managing Principal	Blu Venture Investors
Sam	Edland	Corporate Development Manager	Foundation Medicine
Asher	Epstein	COO	10Pearls
Herb	Ezrin	CEO	Potomac Business Group
M. James	Faison	Partner	Faison Law Group
John	Falcicchio	Deputy Mayor	Executive Office of Mayor Muriel Bowser
Chris	Faranetta	Vice President & Co-Founder	NearStar Fusion
Tom	Fergus	CEO	Commonwealth Trading
Santiago	Ferrari	Co-Founder	Hathor
Michael	Ferrier	Program Coordinator	GW
Luis	Fiallo	Managing Director	China Telecom
Elana	Fine	CEO	VWG Wealth Management
Dwight	Fischer	Founder	Covenant
Ethan	Foxman	Atlantic President	NFP
Lisa	Friedlander	Marketing and Business Development	NEXT Powered by Shulman Rogers
Chris	Galloway	Advisor Board	Tigress Financial Partners
Ruben	Garcia	CEO, Founder	Unfold Hospitality
Tiffany	Gary	Business Development Manager	DC Government - DMPED
Sara	Gibson	CEO	20 Degrees
Candace	Gill	Director - Business Development/Client Services	Nemphos Braue
Sam	Glickstein	President	VivaSci
Sriram	Gollapalli	Managing Director	TBD Angels
David	Gorodetski	CEO	Sage Communications
Kamel	Greene	CEO	Poly Platform
Kathleen	Griggs	CEO	Databuoy
Glen	Gulyas	Co-Founder	Onclave Networks
Anita	Gupta	Founder & CEO	Hulchull LLC
Jeff	Guzy	CEO	CoJax Oil & Gas Corp.
Mark	Haas	CEO	AEG
Hunter	Haines	Associate Attorney	Shulman Rogers
Evan	Haines	Director of Product Management	ProductSavvy
Claudine	Halabi	COO	Heartland Clinics of America
Liu	Han	President	Leader Funding, Inc
Brian	Hanlon	Chief Relationship Officer	Luqueque Global
Eric	Hanson	Recruiting Director	Pax Momentum
Matthew	Hanson	Managing Director	PAX
Michael	Harpen	Licensing Manager	GW University
Chris	Haug	Founder & CEO	360 Venture Management Group
Lorens	Helmchen	Associate Professor	GW University
Browning	Herbert	Managing Director	Ringbolt Capital
Steve	Hiegel	President	JustCollegeFootball
Dr. Lewis	Hofmann	Advisor	The Pinea Group
Uchenna	Ibekwe	Founder and President	Communal Impact Corporation
Joycelyn	James	Acting Deputy Director, BD & Strategy	DC Government - DMPED
Tisha	Jepson	CEO	True Bearing Diagnostics
April	Jin	CEO	J & J Premier Financial Alliance
Mike	Jing	Founder	CyberData Technologies
Caroline	Johnston	Founder & CEO	Caroline Sarah Ventures and GreenIsland Bakery
Drew	Jubert	Senior Director, Finance and Administration	Golden Triangle - BID
Venroy	July	Partner	Dickinson Wright PLLC
PETER	JUSTEN	CEO	The Cascades Group
Riva	Kamat Nerikar	CEO/Founder	Lotus Clinician Well-Being
Aileen	Kantor	VP	Health Literacy Innovations
Joe	Kessler	CEO	Next Stage Development
Eli	Khazzam	Program Director, Penn West District	Golden Triangle - BID
Jim	Killorin	Founder	Rendr
Jennifer	Kirkland	COO/CFO	GW
Marty	Koev	Co-Founder	Koev Brothers Private Investor Group
Sotti	Koev	Co-Founder	Koev Brothers Private Investor Group
Tom	Kohn	Professional Lecturer	Kogod School of Business / American University
Prakash	Kolli	CEO	3D Orthobiologic Solutions
Stephanie	Komsa		
Soohyun Julie	Koo	President & CEO	Luqueque Global
Ina	Kovacheva	Founder	ARCH DASH
Dr. Norman	Lai	Executive Board of Director	USMediGene Inc.
Carmen	Larsen	President	AQUAS, Inc
Sarah	Leary	Program Manager	GW
Ines	Lebow	CEO	ETS
Esther	Lee	CEO	Refraction



Seji	Lee		Asian American Chamber of Commerce
Troy	LeMaile-Stovall	CEO	TEDCO
Ron	Lewis	Founder and CEO	AtWork Systems, LLC
Jason	Liang	Co-Founder	BigBox Retailer
Katie	Littman	Policy & Special Projects Manager	DC Government - DMPED
Xiaonao	Liu	CEO	Nanobiofab
Lesley	Liu		Vision Times
Jayden	Liu	Vice President	Bank of America
Brad	Love	Managing Partner	Kang Capital
John	Lundgren	CEO	BreachBits
Jackie	Luo	Partner	TCV Growth Partners
Arri	Manuel	Wild West Labs	CEO
Kyle	Martin	Chief Product Officer	Happpyly
John	Mastal	Managing Director	Redbrick LMD
TJ	Master	Technology Mentor	ICAP
Eric	McAllister	Senior Data Consultant	Lyftrondata
Tim	McCaffrey	Chief Scientific Officer	True Bearing Diagnostics, Inc.
Megan	McLoughlin	Technology and IP Attorney	Founders Legal
Robert	McNamara	Partner	Guidehouse
Jomy	Methipara	Member	Dickinson Wright
Anthony	Millin	Founder and Co-Chair	NEXT Powered by Shulman Rogers
Qasim	Mueen	CEO	Zigron
Rafael	Mueen	CEO	Financial Startup
Jenna	Murrow	Research Assistant	GW University
Roger	Nakazawa	Vice President	Baltimore Sister Cities
Silvana	Nani	Principal & CIO	Korabi Consulting
Ashwath	Narayanan	CEO	Social Currant
Victor	Nazario	Partner & COO	SOAR
Laura	Newman	Commissioner	Maryland Economic Development Corporation
Jessica	Nguyen	Program Manager	GW University
David	Nguyen	CEO	United Solutions
Joseph	Nicynski	General Manager, Studio by Tishman Speyer	Tishman Speyer
Mike	Niggel	CEO	ACT1
Angie	O'Grady	Partner & COO	StellaPop
Abolaji	Omitogun	Consultant	TANTV   LUCEQUE
Irina	Orlova	Assistant Dean	The George Washington University
Kobby	Osei-Kusi	Founder & CEO	Pirl Technology
Hakan	Ozsancak	AVP Media Relations	American University
Jean-Luc	Park	Senior Director	TEDCO
Frank	Peacock	Cofounder and CMO	AseptiScope
Athena	Peros	Associate Consultant	StellaPop
Raymond	Peterson	CEO and Founder	DNA Analytics
Anthony	Pham	Marketing Manager	AseptiScope
Mali	Phonpadith	CEO	SOAR
Brian	Pierson	CEO/Founder	Integrated Wealth Platform, Inc
Polina	Pinchevsky	Co-Founder	Unit Co
Sarah	Price	Director Economic Development	Golden Triangle - BID
Joel	Price	Director of Product Innovation	CoreSource Technologies
Claire	Quinn	Chief Privacy Officer	PRIVO
Ali	Qureshi	COO	NuAxis Innovations
Rajesh	Rai	Partner	VIPC
Jeff	Reid	Founding Director	Georgetown Entrepreneurship Initiative
Victor	Rhoder	VP of Channels and Strategic Partnerships	AtWork Systems, LLC
Adam	Roberts	Executive Director	Bethesda Green
Daniel	Ryan	Partner	Alikos Wealth Management
Pete	Ryan	Partner	Ryan & Wetmore
Raychelle	Santos	Growth Associate	10Pearls
Bill	Sareen	Co-Founder	Agria
Rosemarie	Savino	COO	AEG
Lily	Saylor	Project & Content Manager	VivaSci
Candy	Schibli	Founder & CEO	Southeastern Roastery
Eric	Schmidt	CEO	GlueUp
Steven	Schneider	CEO	Logi Analytics/Capitol Canary
Joseph	Schniebs	Founder, CTO	Ridgeline International, Inc.
Brian	Seeling	VP of Cybersecurity	AtWork Systems, LLC
Krishan	Shah	Early Intervention Systems	CFO & Co-Founder
Cindy	Shao	CEO	Asian American Chamber of Commerce
Steve	Shapiro	US Managing Partner	eHealth Ventures, LLC
Evan	Shubin	President and Founder	Candlelight Partners
Dustin	Siggins	Founder	Proven Media Solutions
Neal	Singal	Co-Founder & CFO	Globally Unified Air Quality
Gordon	Skene	CFO	CamDo Solutions Inc.
Kerry	Slattery	Program Manager	GW University
Mike	Smith	Government Affairs Director	PRIVO
Mike	Stagnitta	Marketing Director - Atlantic Region	NFP
Sean	Sutherland	CMO	Kapowza
Michael	Tadesse	Founder	Hewot
Sravasti	Talukdar	Managing Partner	SB Ventures Partners LLC
Denise	Tayloe	CEO	PRIVO
Claire	Tempest		Pax Momentum
Laura	Thomas	Founder & CEO	Effective to Great Education
Albert	Ting	Photographer	Golden Triangle - BID

Chris	Tomseth	Co-Founder and CMO	SkySquad
Hayden	Tran	Investment Associate	Quantum Financial Advisors
Rosemarie	Truman	CEO	Center for Advancing Innovation
Alem	Tsehay Bekele		GW
Shirita	Turner	Founder & CEO	Inclusive Work Solutions
Simone	Vaillancourt	Studio Terrae	Founder
Hunter	Wagner	Financial Planner	Imperia Wealth Management
JoAnn	Waller	Manager, Activations & Events	Golden Triangle - BID
Ana	Walshe	Director, Property Management	Tishman Speyer
Jay	Walton	Internal Sales Director	Redbrick LMD
Steve	Weber	Co-founder	Rendr
Eziel	Wedemeyer	Founder	History X
Barry	Weinbaum	Financial Services Professional	New York Life
Tom	Weithman	Chief Investment Officer	Virginia Venture Partners
Kirkland	Williams	CEO	SOAR
Meredith	Williams	Director, Marketing	Tishman Speyer
Kevin	Witterschein	Finance Consultant	Ryan & Wetmore, P.C.
William	Wong	Sales Consultant	Lyftrondata
Miranda	Woolston	Associate Director of Communications	Golden Triangle - BID
Rahama	Wright	Founder & CEO	Shea Yeleen
Ron	Wright	Chairman / CEO	JNetDirect Incorporated
Kinley	Yann		Georgetown University
Nima	Yazdanpanah	CEO	Procegence
John	Yetman	Co-Founder	AEG
Eric	Yvon	Associate Professor	GW University
Liming	Zhang		Comcast Business
Carrie	Zhang	Founder & CEO	Markeny



## THE OFFICE OF THE DEPUTY MAYOR FOR PLANNING AND ECONOMIC DEVELOPMENT (DMPED)

The Office of the Deputy Mayor for Planning and Economic Development (DMPED) assists the Mayor in the coordination, planning, supervision, and execution of economic development efforts in the District of Columbia with the goal of creating and preserving affordable housing, creating jobs, and increasing tax revenue. DMPED pursues policies and programs that create strong neighborhoods, expand and diversify the local economy, and provide residents with pathways to the middle class.

The priorities for the Deputy Mayor derive from our broad goals of increasing affordable housing, increasing jobs and increasing District revenues. Together, they support the Mayor's vision of Inclusive Prosperity. Underlying all of our work is a commitment, driven by the Mayor, to good government and transparency.

## TISHMAN SPEYER



Since its inception in 1978, Tishman Speyer has acquired, developed, and operated 505 properties, totaling 218 million square feet with a combined value of over \$124 billion. Tishman Speyer currently has approximately \$65 billion in assets under management, including iconic destinations around the world and innovative technologies to build a better future.

Tishman Speyer creates vibrant communities and physical spaces that unlock human potential. Our diversified portfolio of life science, industrial, residential, office, and mixed-use spaces spans 32 markets across the United States, Europe, Asia, and South America. We are also a strategic investor in companies and technologies that are transforming how customers interact with real estate. Guided by a commitment to ESG principles and hospitality, Tishman Speyer's leadership team and on-the-ground experts are unparalleled in their ability to anticipate global and local needs, promote human health and well-being, and establish new customer-centric product lines and services.

## GOLDEN TRIANGLE BUSINESS IMPROVEMENT DISTRICT (BID)



Formed in 1998, the Golden Triangle BID enhances Washington, DC's central business district, the 44 square-block area stretching from the White House to Dupont Circle. Home to almost 6,000 businesses, the BID has been a center of economic activity for decades, providing a clean, safe, and vibrant environment for hundreds of thousands of workers, residents, and visitors. The BID encourages placemaking and economic development through capital projects, public art, sustainability initiatives, and events, often through bringing together public and private partners and leading long-term efforts like the Penn West Equity and Innovation District. The Golden Triangle is also the first BID in the world to be certified through the U.S. Green Building Council's LEED for Communities program, achieving LEED Platinum certification.

## GW SCHOOL OF BUSINESS



The GW School of Business cultivates ethical, inclusive, and entrepreneurial leaders that make a positive impact on the environment, society and governance locally and globally through market-responsive lifelong learning programs, innovative research, and outreach to the business and policy community.

## NEXT powered by SHULMAN ROGERS



NEXT disrupts the legacy legal industry by offering a broad range of fixed fee solutions (stand-alone products and annual legal plans) delivered by senior attorneys with valuable business expertise. NEXT solves the problem that startup and emerging growth companies face when launching their business as well as scaling: lack of access to predictable legal fees, seasoned attorneys, the latest technology and key business services. We use cutting edge technology platforms to deliver real efficiencies, transparency and a collaborative environment for clients, attorneys and investors. NEXT partners with its clients to de-risk their business and get to the NEXT



level, together reaching each milestone of success.

NEXT is powered by Shulman Rogers, a full-service law firm with nearly 100 attorneys offering superior services across a wide range of practice areas. The firm also offers robust personal services such as residential closings and trust and estate planning. Shulman Rogers has earned its reputation for providing quality representation, business insight and client value, serving as a highly attractive alternative to larger, higher-priced firms and smaller, less diverse firms. Learn more at [ShulmanRogers.com](http://ShulmanRogers.com).

#### **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](mailto:amillin@shulmanrogers.com).

#### **BANK OF AMERICA**



While working with your private client advisor, your core team may also include a private client manager, a portfolio manager and/or a trust officer. Depending on your situation, they can also draw upon the guidance of a highly-credentialed wealth strategist and specialists for a broad-based view of your finances. Whether it’s evolving markets, the growing complexity of the financial landscape or changing regulatory environments, we’re here to help. You will have access to the wide range of resources from Bank of America.



#### **LAURA BELDIN, SENIOR VICE PRESIDENT, BANK OF AMERICA**

Laura Beldin, CTFA, is a Senior Vice President and Private Client Advisor at Bank of America Private Bank in McLean, Virginia. Since joining the firm in August 2002, Laura has been providing services and customized advice and guidance to clients with complex financial needs. She provides the following services: credit, banking, investments and trust and wealth transfer, as well as philanthropic and special assets management, and financial and succession planning. Prior to joining Bank of America Private Bank (formerly U.S. Trust), Laura spent five years as a District Sales Manager for S.A.S. International Trade Company, where she was responsible for overseeing product sales and helping the company expand in China. Laura speaks Chinese-Mandarin and Cantonese languages fluently. Laura Beldin holds the Certified Trust and Fiduciary Advisor (CTFA) designation which is sponsored by the ABA Institute of Certified Bankers.



#### **NFP**

NFP is a leading insurance broker and consultant that provides employee benefits, property and casualty, retirement and individual private client solutions through our licensed subsidiaries and affiliates. We have specialized experts across multiple industries and products, and are unique in that we provide a boutique offering, with the tools, resources, and leverage of one of the world’s largest privately-owned brokers. We like to ask questions in order to understand our clients and their business, allowing us to work collaboratively to help solve their biggest problems. We’re intentional with identifying and understanding what the issues are and connecting solutions to solve those issues. Our expertise is matched by our commitment to each client's goals and enhanced by our investments in innovative technologies in the insurance brokerage and consulting space. Locally, NFP is the



largest employee benefits broker and insurance advisor in the Washington Metro Region (Washington Business Journal), while also ranking among the top corporate philanthropists in the region on an annual basis (Washington Business Journal).



#### **ETHAN FOXMAN, ATLANTIC PRESIDENT, NFP**

Ethan has been in the insurance business for over 20 years and is currently President of NFP's Atlantic Region, overseeing nearly 50 offices and more than 1,000 team members. Ethan had served as President of NFP's Mid-Atlantic Region since 2016 prior to the Mid-Atlantic and Southeast Regions merging in 2021. Prior to NFP, Ethan served as The Meltzer Group's Chief Operating Officer, and later as President, leading the largest insurance broker in the Washington, D.C. region. Ethan entered the insurance industry in 1999 with Group Dental Services (GDS), a niche provider of ancillary benefit plans to the labor union market. From 1999 until 2006 Ethan served in nearly every role at GDS, including underwriting, finance, operations, sales and client management. Under Ethan's leadership GDS grew from \$10 million to nearly \$50 million in revenue, and in 2008 was purchased by Coventry Healthcare, the sixth largest public healthcare company in the country. Ethan remained with Coventry until 2013 as President of the dental and vision business. Ethan earned his bachelor's degree from the University of Vermont and later added a MBA from the University of Maryland. He has served on a number of Boards, including the University of Maryland Smith School of Business, The Honour Society, and the Humane Society Maryland State Council, and is an active member of Young Presidents Organization (YPO).



#### **IMPERIA WEALTH MANAGEMENT**

Imperia Wealth Management is a comprehensive wealth management practice that specializes in portfolio management and financial planning for high net-worth individuals. Founded in December of 2020 by the merge of 3 successful financial planning practices, their team brings a collaborative approach and level of intellectual excellence that is rare in the industry. Their mission is to provide all of their clients with a concierge level wealth management experience.



#### **MIKE BELLODY, WEALTH MANAGER, IMPERIA WEALTH MANAGEMENT**

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.



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#### **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.

# OUR PARTNERS



## 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 multi-million 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



**MALI PHONPADITH**  
CEO  
SOAR Community  
Network



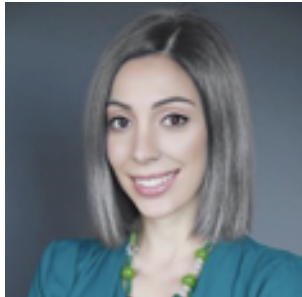
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# Big Idea

## CONNECTpreneur

### Upcoming Events

#### 2022 IN-PERSON CALENDAR

**November 16, 2022**  
Baltimore, MD

**December 13, 2022**  
McLean, VA

**January 2023**  
Proposed Bethesda, MD

#### 2022 VIRTUAL CALENDAR

**October 27**

**November 22**

**December 21**

**2023**

**January 26**

**REGISTER FOR OUR  
NEXT IN-PERSON EVENT**



**REGISTER FOR OUR  
NEXT VIRTUAL EVENT**



# Big Idea CONNECTpreneur

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