

Big  Idea
CONNECTpreneur
Networking & Pitch
Extravaganza

Agenda

Thursday, August 3, 2023

4:30 - 5:45 pm - REGISTRATION / NETWORKING

5:45 - 6:05 pm - WELCOME REMARKS

- TIEN WONG, Founder and Host, CONNECTpreneur
- DR. ANNE KHADEMIAN, Executive Director, The Universities at Shady Grove
- MARC ELRICH, County Executive, Montgomery County, Maryland
- KELLY SCHULZ, CEO, Maryland Technology Council

6:05 - 6:40pm - WORKFORCE PANEL - "Creative Ways to Attract and Develop Talent in Maryland"

Moderator: ANTHONY FEATHERSTONE, Executive Director, WorkSource Montgomery

- JEFF GALVIN, CEO, American Gene Technologies; CEO, AddImmune
- CARMEN ORTIZ LARSEN, Founder, BioEthx; CEO, AQUAS, Inc.; President, Hispanic Chamber of Commerce Montgomery County
- MIKE PRIDDY, CEO, Intervise; Board Member, The Universities at Shady Grove

6:40 - 7:20 pm - ALL-STAR INVESTOR PANEL - "Current Trends in Early Stage Capital"

Moderator: BILL TOMPKINS, President and CEO, Montgomery County Economic Development Corp.

- DONNA HARRIS, Founder & CEO, Builders + Backers; Board Member, Global Entrepreneurship Network
- PHIL JUNG, Partner, Sovereign's Capital; Co-Founder/Treasurer, Jeremy Lin Foundation
- KATHERINE HILL RITCHIE, Senior Director Venture Funds, TEDCO

Agenda

Thursday, August 3, 2023

7:20 - 8:00 pm - COMPANY SHOWCASE / ROCKET PITCH

Companies will be introduced by:

MARK HAAS, CEO, AEG

SARA CLASPER, Associate Attorney, NEXT powered by Shulman Rogers

PRESENTING COMPANIES

Atomic Biometrics, Inc.

Blueprint

Coagulation Sciences

Coordle Inc.

Endomedix Inc.

Hue Lens

NanoBioFAB

Shouldrs

WISE Cities

8:00 - 9:00 pm - EXPO AND NETWORKING

Dessert Reception

Speakers



TIEN WONG, CEO, OPUS8, INC.

Tien is Founder and Host of the Big Idea CONNECTpreneur Community, a global community of 30,000+ investors, entrepreneurs, business leaders and service professionals. He is CEO of Opus8, an investment and advisory firm which helps tech companies and investment fund managers raise capital. He is also Chairman of Lumious, a leading Ed Tech Company. Tien co-founded and served as CEO of CyberRep, Inc. until its acquisition by ACS/Xerox. CyberRep was one of the largest CRM companies in the world with over 2,300 employees and \$80 million in revenue. Today, the CyberRep/ACS business generates \$3+ billion in revenue as divisions of Xerox, Conduent, and Continuum. He serves on the boards of The Washington Institute for Business, Government & Society; Frederick Innovative Technology Center, Inc. (FITCI); Junior Achievement; Association for Enterprise Growth; and Austin Venture Association. He was appointed by Governor Martin O'Malley to the Maryland Venture Fund Authority which manages \$84 million in venture capital. He is an Entrepreneur in Residence at Georgetown University's McDonough School of Business, and a graduate of Dartmouth College.



ANNE KHADEMIAN, EXECUTIVE DIRECTOR, THE UNIVERSITIES AT SHADY GROVE

Dr. Anne Khademian was named to serve as the Universities at Shady Grove's third executive director in October 2020. As executive director of USG, a regional higher education center of USM in Montgomery County, with programs from nine universities on one campus, Dr. Khademian also holds the title of Associate Vice Chancellor for Academic Affairs for USM.

Before joining USG, Dr. Khademian served most recently as a Presidential Fellow and professor at Virginia Tech, where she enjoyed a stellar 17-year career that included several years as director of the School of Public and International Affairs. A longtime resident of Montgomery County, Maryland, she served in her presidential fellowship in Virginia Tech's Research Center in Arlington, VA. In that capacity, she supported the collaborative implementation of "Beyond Boundaries" initiatives, working across the university's campuses and stakeholder committees to support organizational innovation and growth.



MARC ELRICH, COUNTY EXECUTIVE, MONTGOMERY COUNTY, MARYLAND

Marc Elrich was elected as Montgomery County Executive on Nov. 6, 2018. He had previously served three terms (12 years) on the Montgomery County Council as an at-large member, being first elected in 2006. He served as a Councilmember on the Takoma Park City Council from 1987-2006. For 17 years, he was a teacher at Rolling Terrace Elementary School in Takoma Park.

As a County Councilmember, he was the chief sponsor of several landmark pieces of legislation and programs. He led the successful effort to increase the Montgomery County minimum wage in coordination with surrounding jurisdictions to \$11.50 an hour and subsequent legislation that will eventually increase the minimum wage to \$15 an hour. He was the first elected official to propose building a Bus Rapid Transit (BRT) system throughout the County to address Montgomery's transportation and environmental problems. Ground was broken in Fall 2018 for the first BRT line, which will run along Route 29.



KELLY SCHULZ, CEO, MARYLAND TECHNOLOGY COUNCIL, FORMER SECRETARY, MARYLAND DEPARTMENT OF COMMERCE

Kelly Schulz is CEO of the Maryland Technology Council, which is working to propel Maryland to become the number one innovation economy for life sciences and technology in the country. Most recently, she served 7 years in Maryland Governor Hogan's administration as the Secretary of Labor and the Secretary of Commerce. In her most recent role at Commerce, Kelly oversaw the state's primary economic development agency, responsible for attracting new businesses, job growth, and workforce development. As Secretary of Labor (Department of Labor, Licensing and Regulation), Kelly managed 2,000 employees and oversaw an annual budget of \$375 million. Under her leadership, Maryland's apprenticeship program grew to its highest level since 2008, with more than 10,000 apprentices statewide and received national recognition as one of the top programs in America. Prior her career in public service, Kelly was always focused on her community. While raising her boys, Kelly put herself through college and worked as a server and bartender in the evenings and on weekends, yet always made time to serve on the school PTA and to volunteer with her sons' sports teams. Kelly went on to work as a program manager for a defense contractor and then became a partner in opening a small business, a cybersecurity firm. Kelly has also served in the Maryland House of Delegates, representing Frederick County.

ANTHONY FEATHERSTONE, EXECUTIVE DIRECTOR, WORKSOURCE MONTGOMERY



Anthony Featherstone joined WSM in early 2021 with over fifteen years of workforce development experience. Anthony has prioritized community engagement and impact, (workforce) system building, regional collaboration, and streamlined job seeker and business services. Prior to WSM, Anthony served as the Director of Workforce Operations at KRA Corp., a national provider of employment and training for workforce development boards and human service agencies. He also held leadership roles with the South Carolina Dept. of Employment & Workforce and at the District of Columbia Department of Employment Services Office of Apprenticeship, Information & Training. Anthony earned his MBA from Webster University in St. Louis, and a BA in Sociology from Coastal Carolina University. He is a Certified Career Services Provider and Global Career Development Facilitator. Anthony is an active member of the Maryland Workforce Association, National Association of Workforce Development Professionals, National Association of Workforce Boards, Southeastern Employment & Training Association, and National Career Development Association.

JEFF GALVIN, CEO, AMERICAN GENE TECHNOLOGIES



Jeff Galvin is the CEO and founder of American Gene Technologies (AGT). He earned a BA degree in economics from Harvard and has 30+ years of business and entrepreneurial experience, including founder or executive at a variety of Silicon Valley startups. Several of his companies went public or sold to public companies, including a med tech company that was sold to Varian. Following his startup experience, Galvin retired to Hawaii and became an angel investor in real estate and high tech. During this period, he receives a business plan from an NIH lab involving the cutting-edge technology of viral vectors and gene therapies. After meeting with the lead researcher, Roscoe Brady, MD, PhD, Galvin saw the amazing potential of the technology to cure the world's worst diseases. He came out of retirement to found and fund AGT in 2007. He co-created a collaborative lentiviral vector platform for gene therapeutic development with Dr. Brady, aiming to create functional gene therapy cures to treat a broad range of genetic diseases, such as HIV/AIDS, Phenylketonuria, and liver cancer. AGT is poised to disrupt the pharmaceutical industry treating diseases and also actually curing them. AGT is in a human trial to test the safety and efficacy of a cutting edge "one-and-done" gene therapy that could return HIV patients to normal life without further antiretroviral treatment, no fear of developing AIDS or infecting others, and protection that would prevent reinfection.

DONNA HARRIS, FOUNDER & CEO, BUILDERS + BACKERS



Donna Harris is Founder and CEO of Builders + Backers, General Partner of 1776 Ventures, and has been an active investor for over 10 years following a successful career as a serial entrepreneur with multiple successful exits. She invests broadly across industries, focusing on innovations that empower individuals and networks and democratize entire industries. Donna has been recognized by Business Insider as one of the top female early-stage investors in 2021, 2022 and 2023 and she was named one of Washington DC's Power 100 by both Washington Business Journal and Washington Life. Donna has invested in industry-defining companies that include Guild Education, ID.me, Pacasso, NXCR, Twiga and many more. Prior to founding Builders + Backers, Donna was founder of 1776, Managing Director of the Startup America Partnership during the Obama Administration, and founded multiple startups with several successful exits. She is also a board member of the Global Entrepreneurship Network. Donna holds a B.S. from Central Michigan University, an M.B.A. from The University Michigan, and an honorary Doctor of Laws degree from American University.

PHIL JUNG, PARTNER, SOVEREIGN'S CAPITAL



Phil is a Partner at Sovereign's Capital, a values-driven alternative asset manager, where he helps lead the early-stage venture capital team across the U.S. and Southeast Asia. Phil was previously the CFO and CPO at Mindoula Health, a next-generation population health management company that scales the human connection through technology to address behavioral health challenges. Prior, Phil was with the Maryland Venture Fund, Foundation Capital, and TDF Ventures, leading investments in early and growth stage technology companies. Phil began his career at KPMG's Risk Consulting practice in Silicon Valley where he specialized in software asset management for Fortune 500 clients. Phil also co-founded the Jeremy Lin Foundation, a non-profit whose mission is to serve at-risk youth through education and leadership development in underserved communities.



CARMEN ORTIZ LARSEN, FOUNDER, BIOETHIX

Ms. Larsen is the President of the Hispanic Chamber of Commerce in Montgomery County (HCCMC). She founded AQUAS Inc. an award-winning Maryland technology and engineering small business in 1990. Ms. Larsen has been recognized as a top minority business leader by the Washington Business Journal and the State of Maryland, and she was inducted into the Montgomery County Business Hall of Fame. At HCCMC, she advocates to promote better opportunities for women owned and minority owned small businesses, with a focus on the Latino entrepreneurial community. Ms. Larsen also serves on the boards of the Montgomery County Economic Development Corporation, Holy Cross Hospital, and the Affordable Housing Conference of Montgomery County. She founded a bioethics information exchange forum and created a case management system for clinical ethics for the Veterans Health Administration. Ms. Larsen is a certified PMP and is certified in public transit safety and security. She attended the Tuck School of Business at Dartmouth College and the Kellogg School of Management at Northwestern University. She holds a B.S.in Physics from Georgetown University and studied International Law at American University.



MIKE PRIDDY, CEO, INTERVISE CONSULTANTS INC.

Michael D. Priddy is the founder and CEO of 5 companies which have billed in excess of \$500,000,000 in revenue over the last 32 years. His current portfolio of companies includes a health care company and an Information technology company. Interim provides Home and Healthcare care to seniors in Montgomery, St. Mary's and Calvert Counties Maryland and Fairfax, Arlington, and Prince William Counties Virginia. Intervise is a 32-year-old Federal Contractor that builds mission critical systems. Current board member at Universities at Shady Grove UMD. I am passionate about leveraging Education to improve lives.



KATHERINE HILL RITCHIE, SENIOR DIRECTOR VENTURE FUNDS, TEDCO

Katherine has 21 years of finance and investment experience, and is a frequent speaker at investment conferences world-wide. She spent 7 years in Geneva, Switzerland and founded Private Capital Investments in 2009 to provide personalized and objective investment services for family offices beyond typical brokers, bankers or wealth managers. Katherine's work has expanded to include advising companies and funds. Her current roles: Senior Director of Venture Funds at TEDCO, Director/ Board Member for Nottingham Spirk Family Office, Investment Committee for University Impact, and Head of the Investment Committee for Beyond Impact, Fund II. She is an Angel Investor, board member of Citrine Angels, and focuses on female and diverse founders, sustainable blue and green technologies, and impact related companies. Katherine's non-profit board work includes: Chair ACG New York Family Office Committee, ACG NY, Global Co-Chair The Guild, Philanthropy/Education Committees 100 Women in Finance, and Fordham MBA Overseers Board.



BILL TOMPKINS, PRESIDENT & CEO, MONTGOMERY COUNTY ECONOMICS DEVELOPMENT CO

Bill Tompkins is the President and CEO of the Montgomery County Economic Development Corporation (MCEDC), whose mission is to make Montgomery County one of the nation's best, most diverse and equitable places to be in business. He was previously EVP and COO of MCEDC. Bill has a deep background in marketing, operations, and strategic planning. Prior to MCEDC, Bill ran a consulting practice which advised companies on strategic business opportunities and brand transformation. He also is VP, Advertising and Marketing at The Philadelphia Tribune. He made a strategic investment in The Tribune to help ensure the long-term sustainability of Black media in the US. Bill was President & CEO of the National Newspaper Publishers Association, which represents 200+ Black owned newspapers across the US. Bill joined Eastman Kodak as Chief Marketing Officer for the Entertainment Imaging Business unit and VP/General Manager of the Motion Picture Film Group. Prior to Kodak, Bill spent 19 years at The Washington Post, most recently as VP of Marketing. Bill's Board work includes Mosaic Theater Company of DC where he is Treasurer and the former Chair, Rockville Economic Development, Worksource Montgomery and the Advisory Boards of the Universities at Shady Grove and Montgomery Moving Forward. Bill received his MBA from the Harvard Business School and received his BA in Economics from Tufts University.

Value Proposition: Our identity management platform enables better, faster, and less expensive identity verification services and applications. We developed breakthrough technology that eliminates fraudulent claims of identity by quickly capturing true evidence of personhood while respecting personal privacy.

How it Works? Our **Atomic Kiosk** utilizes patented technology to convert biometric scans into a blockchain hash that serves as a single, digital ID giving users access to important applications, resources or property while respecting personal privacy. We call this secure, portable and self-sovereign identification **Atomic ID**. Clients may quickly and reliably authenticate a person's identity by using our secure hardware/app or existing legacy hardware.

Differentiation: **Atomic ID** represents the world's first zero-knowledge, zero-trust biometric ID system designed for secure access control and transaction processing. Our Atomic Kiosk boasts exceptional durability and a comprehensive array of features, fully customizable to fulfil even the most rigorous security demands. Most importantly, it guarantees provenance and prioritizes privacy, ensuring the utmost trust and reliability.

Proof Points: In addition to several domestic and international pilot programs, the company has executed several LOIs and MOUs, including two government and mining applications in Latin America, as well as planned deployments at transit hubs and Port of Miami. **We estimate \$25-\$30 million in expected annual revenue from existing pilot programs, partnerships and client backlog.**

Financing & Use of Funds: We are seeking \$2.0 million in seed funding to build kiosks for our initial clients, for whom we already have written Letters of Intent (LOIs). The remaining funds will be used to develop a robust sales function that will drive substantial growth for the company.

Problem: Current ID systems are inadequate in combating identity fraud, often outsmarted by existing tech. The increasing influence of AI in generating deep fakes and synthetic identities underscores the need for a robust "proof of personhood" approach to eliminate these growing threats.

Solution: Atomic System

- **Forensic quality biometrics** - iris, face, and up to ten fingerprints (w/ optional voice, vein scans etc.)
- **Blockchain Encryption** – data that is stored on multiple tokens – **nearly impossible to hack!**
- Our system starts with **zero-trust** and **verifies liveness**
- **Non-networked kiosk** for secure communications, satellite and cellular available
- Rugged kiosk **built for extreme environments** - tamper resistant with easy maintenance/upgrades
- Modular construction with passport scanner, printer and other optional features
- Onboarding in under 60 seconds – **nearly frictionless** - unique singular, portable identity that lasts for decades
- **Secure, risk-based system with provenance** for identity authentication in seconds
- Custom applications and integration
- **Supports key components of NIST and other frameworks**
- Authentication using our hardware/app or client's legacy systems
- **Detects impairment** and other health/wellness issues
- **Respects privacy** – no PII or imagery is stored on our system
- **Made in Maryland, USA** – *"If we build it, they will come..."*

Leadership Team: Founded by DoD contractor, staffed with industry experts: Banking Red Teams, Cyber Instructors, Cyber War Fighters, Material Science Experts, as well as a former CFO and VP of a publicly traded company.

Go-To-Market: Direct sales will expand from our initial launch through the addition of internal sales leadership - we believe referral programs and word of mouth will also be critical to our success.

Revenue Model: Our clients pay pennies per verification – we expect high volume. In addition, we charge a small implementation fee, and the kiosks are generally sold as a passthrough expense to clients. Given the efficacy of our system, we believe our Atomic System represents a tremendous ROI with substantial cost savings compared to legacy systems.

Website: Atomic Biometrics, Inc.

Headquarters Office:

8229 Cloverleaf Dr. Suite 400
Millersville, MD 21108

Industry: Identity Management

Domain: Biometric to Blockchain Identity Management System

Leadership Team:

Founder. CEO:

Gordon Triplett

Chief Technology Officer:

Matt Findley

Chief Communications Officer:

Chris Symanoskie, IRC

Chief Financial Officer:

Timothy Shank

Seeking Financing of \$2.0M

Primary Use of Funds:

Build Atomic Kiosks to fulfill existing orders or "shovel ready projects" and develop sales function to drive growth.



“Push Button” Solve for Optimizing their Ad Budgets



Problem

Brands cannot easily control, scale, and succeed with their advertising programs. Data from digital advertising operations are disconnected and controlled by platforms and 3rd parties, leading to growing inefficiency.

Company Background & Management

After 2 years in beta as the proprietary technology developed within a Media agency to drive outsized results, Blueprint is now licensable by Brands

The management team is led by Abtin Buerhari, a technology entrepreneur who previously built the fastest growing technology company in the legal industry.

Market Size

Our technology addresses a market of more than 450k mid-market companies spending greater than 240B dollars a year on digital advertising and marketing (and growing).

Competition & Differentiation

The competitions' solutions are rigid, require major operational changes, and are expensive to implement. Most use cookie or pixel-based tracking systems, currently under major pressure from privacy advocates.

Product Solution

Blueprint's technology algorithmically manages the media buying process. It auto-generates the testing frameworks, simplifies performance measuring, and educates media buyers on how best to optimize their budget based on their unique advertising circumstances.

Distribution

We'll be using a feature of our technology to educate demand generation and growth marketing professionals on whether their current advertising meets best practices. To gain access to this feature, they'll sign up as a lead on our website.

Traction

Our client roster and pipeline is growing rapidly and includes large agencies and a series of Brands (Crak Media, Req.co, Hilton, and Bluechew)



Founder Team

Abtin Buerhari, CEO
platform@blueprint.tech
202-302-8755



Supporting Team

US-only development team
Logicboost Labs
(marketing/sales)
YPO marketing forum (advisory)



Legal

Pillsbury (advisory)
NFSTA standard docs (limited preferred rights)

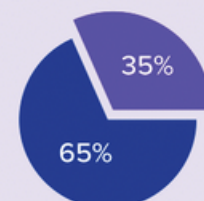


\$1M Financing Targeting

1M total seed round from angels and HWI provides 16 month runway

Use of Funds

- Software Dev 35%
- Sales & Marketing 65%





COAGULATION SCIENCES

Breakthrough in Blood Transfusion Management

EXECUTIVE SUMMARY

Clinical Problem: Research indicates 40% - 59% of blood transfusions are unnecessary. This results in needless complications such as allergic reactions, lung injury, fluid overload, immune system damage resulting in infections, prolonged hospitalization, and shortened lifespan. Hospitals lose approximately \$800 for each unit transfused in the inpatient setting while insurance companies lose billions annually.

Unmet Need: Unnecessary transfusions occur most often during major bleeding. With existing diagnostic tests, it is difficult to determine which blood products to transfuse, in what amount, and even whether blood products are indicated at all. Limitations of existing tests include prolonged time to results, complex and cognitively challenging interpretation, non-specific information and minimal, if any, treatment guidance. There is an unmet need for an easy-to-use test to guide blood transfusion decisions. Key opinion leaders, blood bank directors, surgeons and anesthesiologists confirm the need for Coagulation Sciences' Multiple Coagulation Test System (MCTS).

The Solution: Coagulation Sciences has developed the Multiple Coagulation Test System (MCTS™). The system performs 12 blood tests simultaneously, in a disposable cartridge, in approximately 10 minutes, at the point-of-care. It determines which treatments will stop bleeding. No other platform provides this information. Also, MCTS results are extremely easy to interpret.

Unique Selling Advantage: The fully-automated MCTS provides more useful information to guide transfusion than existing tests, and does so in ~ 10 mins.

Business Model: The MCTS is a platform, with a razor and razor blade business model. Addition of new therapies to the disposable cartridge can expand use from cardiac surgery to trauma and transplant surgery, and assessment of anticoagulants in doctors' offices. Revenue in year four of sales is projected to exceed \$100M.

The Market: The global coagulation testing market is projected to reach \$8.8 billion by 2031. The MCTS will not simply enter the point-of-care market, but will at times also replace tests currently performed in hospitals' laboratories and doctors' offices, such as the PT and APTT.

Research to Date: In-vitro research validates the underlying technology. Currently, treatment is often empiric, as factor levels cannot be performed quickly. The MCTS provides more information than factor levels in ~ 10 minutes. Research at the Mayo Clinic confirms the relationship between coagulation factor deficiencies and bleeding after cardiac surgery, and results will be used to improve the technology.

Intellectual Property: Coagulation Sciences holds six unique patents.

Summary: Doctors often select a treatment for bleeding based on an abnormal blood test result, but most tests are non-specific, and can require too much time, while some are difficult to interpret. Rapid and easy-to-interpret MCTS results can guide management of bleeding patients within minutes, improving patient outcomes and decreasing costs.

For information contact: Sheldon Goldstein MD, CEO
sgoldstein@coagulationsciences.com 917-363-6542
4700 Independence Ave. Riverdale, NY 10471

Coordle Executive Summary

The effective, effortless, expert way to move your group

Coordle is a group movement platform that asks the question: How can we move groups better, simpler, and more organized? Our answer is an intuitive, feature-rich app and web platform that serves as a central hub for all your real-time information, communication, logistics and needs as you move your group. Group movement is in the details, which is why we focus on features that assist trip hosts in managing all the nuances that previously caused movements to become unorganized, chaotic, and frustrating. The less time spent on the details, the more time spent enjoying the experience. You'll no longer have to organize everything through a variety of Google docs, spreadsheets, emails, or text threads, only for those methods to become either obsolete or time-consuming once the group starts moving. Coordle's centralized platform will serve as a hub for all group-related information and communication, which will save you time as you'll spend less time answering everyone's questions about daily itineraries, changes, tasks, movements of separate groups, meetings, etc. Using Coordle for your group movement logistics helps ensure that the right personnel are present at the right location and time—facilitating collaboration and efficient workflow.

We center on inclusion, diversity, accessibility, safety, and mobility. We care about ensuring the needs of those often overlooked are prioritized and valued on Coordle.

Group movement experiences vary significantly for individuals from diverse backgrounds, including LGBTQ+, BIPOC, and/or disabled folks. Recognizing and addressing these communities' unique needs and challenges is essential to ensure an inclusive and equitable group movement. We know that safety is a key component of moving your group and want to help you keep your folks safe. We prioritize the safety and well-being of those managing the group and within the groups. Our platform will include safety features such as emergency contact information, medical profiles, and real-time location sharing.

coordle

PlexiClot™ Absorbable Hemostat addresses \$1.8B market in brain & spinal surgeries, solving problems shared by all current products that lead to avoidable complications & re-operations, direct hospital costs and longer patient stays. PlexiClot introduces first major innovation in sector since 1945 and will be 1st device specifically approved for brain surgery. Device has been tested successfully in 3 animal trials. M&A activity in this sector is high and an exit prior to FDA approval is expected. Company has received early interest from Strategics, one of which has funded an animal trial.

Endomedix is a Delaware Corp. located in Montclair, NJ. It has developed a unique 'tunable' chemistry platform that can be used to develop a series of different biosurgery devices.

Leadership Team: CEO is a MedTech vet with 2 prior start-ups with exits. Team has experience with over 30 product launches, multiple successful clinical trials and FDA approvals. Key member is former chair of Polymeric Materials section of American Chemical Society. Clinical team from Presbyterian-New York Columbia University, UPenn and Memorial Sloan-Kettering Cancer Center.

Product: Absorbable hemostats are used in virtually all the 5.4 million targeted neurosurgery procedures in our targeted markets. PlexiClot is a handheld device that delivers a spray onto a bleeding site; the spray forms a produces a 3-D structured/engineered and multifunctional hydrogel device *in situ*. The adherent spray forms the hydrogel within 2-9 seconds and stops bleeding within 20 seconds (compared to 10 minutes for the current standard of care).

PlexiClot's patented composition of matter and mechanisms of action produce a device that solves the problems associated with slow action, requirements for manual compression, reliance on biochemical agents for effectiveness, swelling of devices in use. Current devices are opaque and obscure surgical vision, while PlexiClot is transparent and uniquely allows real time verification of effectiveness. These are the significant problems shared by the competitive devices that are all based on a common legacy technology that result in avoidable complications and re-operations, surgical costs and readmissions.

Technology Breakthrough: Endomedix's core technology starts with natural polysaccharides with a history of use in FDA regulated products but uses these materials in a unique method. The PLEXimine™ chemistry produces a 3-D structured and multifunctional device with unique characteristics well-suited for neurosurgery.

Market: PlexiClot will be used by neurosurgeons & orthopedic spine surgeons, before expanding to other surgical subspecialties. Purchasers will be hospitals and ambulatory surgical centers.

Distribution Channels: In US, Endomedix will partner with a Strategic & support field reps with Clinical field Specialists to sell direct to hospitals. \. In OUS markets, will sell to independent distributors.

Competition: 3 companies – Pfizer, Baxter and J&J lead market with legacy devices.

Quick Facts
Contact: Richard Russo, CEO

Address: Montclair, New Jersey

Phone: +1 848 248 1883

Email: rrusso@endomedix.com

Website: <https://endomedix.com>

Industry: Life Science/ MedTech

Corp. law; Sheppard, Mullin
Patent law: Goodwin Procter

Patent Estate: 7 issued patents & 2 published applications protect composition of matter, method of manufacture & 4 mechanisms of device action. US & international coverage, key patents expire in 2038.

Number of Employees: 2 + constellation of consultants

Leadership Team:
 Richard Russo - CEO
 Piyush Modak – VP R&D

Amount of Financing Sought: \$1.2M

Current Investors: Private & 2 small funds

Use of Funds: Scale up of polysaccharide processing; surgical dispenser development

Auditor: Citrin Cooperman LLC





HUE LENS

Color, Light and Vision



Hue Lens | Hue.AI

2300 Wilson Boulevard, Ste. 700
Arlington, VA 22201
571-766-6943
www.huelens.com
contact@huelens.com

PROFILE

Company began 2019
Product launched 2020

FINANCIAL INFO

Company Stage: Series A
Previous Capital: \$2.4 MM
Monthly Net Burn: Profitable
Capital Seeking: \$3 MM



USE OF FUNDS

46% New Hires
19% Marketing Campaigns
20% Product Development
15% Software/Ops Opti

MANAGEMENT TEAM

CEO & Co-Founder:
Justin Fong
Harvard Masters
Fmr Fortune 200

CTO & Co-Founder:

Keenan Valentine
Cornell PhD
Fmr Fortune 200

Advisor:

Richard Blue
Princeton Alumni Angels
Fmr McKinsey

EYEWEAR COMPANIES SELL THE SAME LAME LENS TINTS BECAUSE NEW INVENTIONS ARE EXPENSIVE AND TIME CONSUMING TO MAKE



HUE LENS USES AI TO CREATE NEW LENS TINTS THAT MAXIMIZE COLOR RESOLUTION, 4X BETTER LENSES, 10X FASTER >500,000 PAIRS ALREADY SOLD



Like upgrading to HDTV in real life.



Vertical 1



Vertical 2



Vertical 2

JOIN US IN IMPLEMENTING OUR "LAND & EXPAND STRATEGY"



UNDER ARMOUR
Example Customer

IN THE \$150 BN OPTICAL INDUSTRY

	2020	2021	2022	2023 YTD
Revenues				
Rev*	519,000	1,242,000	2,117,000	1,200,000
COGS	(357,000)	(653,000)	(1,225,000)	(611,000)
Gross Margin (\$)	162,000	589,000	892,000	589,000
Gross Margin (%)	31%	47%	42%	49%

- Profitable since 2021.
- High margin, low capex business model.
- Repeat revenues under long-term contracts.



NanoBioFab, a leading-edge medical device innovator, is transforming infectious disease diagnostics by providing a real-time, on-site detection solution with unrivalled speed and precision. Functioning as a 'smoke detector' for infectious diseases, our integration of patented nanosensor technology and Artificial Intelligence (AI) expedites symptom recognition and treatment decisions, effectively mitigating healthcare burdens and optimizing patient outcomes.

LEADERSHIP

Our proficient leadership team comprises industry veterans specializing in nanomaterial fabrication, commercialization, and entrepreneurship, paving the way for advanced, intelligent, and cost-effective healthcare solutions.

PRODUCT PORTFOLIO

We offer a unique suite of products: GonoFast™ Smart Cup for home-based Gonorrhea detection, RAPID-iNose™ for real-time bacterial monitoring using smart bandages, and iNose™ Breathalyzer for at-home lung infection diagnosis.

TECHNOLOGICAL ADVANTAGE

Our distinct edge lies in our patented, highly sensitive nanosensor array fused with sophisticated AI algorithms. This system offers 97% accurate detection and differentiation of nine different pathogens, thereby outpacing traditional 'Gold Standard' bacterial and fungal testing methods that require extensive expertise and large equipment.

MARKET OPPORTUNITY

We target a vast market segment, encompassing \$9.2 Billion STD diagnostics market, \$20 Billion global wound care sector, and \$31.88 Billion cystic fibrosis market.

DISTRIBUTION STRATEGY

Our strategic distribution approach involves alliances with established medical device companies. This allows us to integrate our sensor technology into their products, reaching end-users through their robust sales channels.

COMPETITIVE LANDSCAPE

While we face competition from traditional lab testing methods and other wearable infection-detection devices, NanoBioFab holds a unique position due to our real-time, non-invasive detection capability and minimal response time.

BUSINESS MODEL

Our business model revolves around a B2B2C approach and co-development partnerships with healthcare providers and distributors. This strategy ensures maximum market reach and optimal product placement for our devices.

FINANCIALS AND FUNDING

NanoBioFab has already secured \$4M in funding, including \$3.25M from DHA SBIR contracts and \$0.75M Angel investment from TEDCO and angel investors. A projected \$2M Bridge investment will enable the launch of our GonoTest product, enhanced IP protection, R&D for other product pipelines, and the establishment of a comprehensive TeleHealth infrastructure.

FINANCIAL PROJECTIONS (UNAUDITED)

	2022	2023	2024	2025	2025
Revenue	686,534.67	2,000,000	5,000,000	12,000,000	60,000,000
EBIT (dollars in thousands)	(30,106.74)	(112,272.56)	(67,508.13)	7,948.38	1,658,441.62



INVESTMENT SUMMARY

Shouldrs, Inc.

Founded March 2023
Washington DC/Northern VA

Company Stage

Pre-Revenue

Investment Sought

\$1.1M in pre-seed/angel funding

Use of Funds

- Team
- Product development
- Outside SB experts
- Product deployment
- Marketing

Milestones (Post-Raise)

- MVP (6 mons)
- POCs (9 mons)
- Production (11 mons)
- Series A (18 mons)

Management

Chris Simkins
CEO/Co-Founder
[linkedin.com/in/christophersimkins](https://www.linkedin.com/in/christophersimkins)

Joey McCord
CTO/Co-Founder
[linkedin.com/in/joeymccord](https://www.linkedin.com/in/joeymccord)

TAM

\$14.8B

SAM

\$2.5B

Contact Information

Chris Simkins
chris.simkins@shouldrs.com
(571) 206-8346 (mobile)
(571) 206-8434 (office)

Vision

Fully autonomous back off for small businesses (SMBs)

Problem

There are 33 million SMBs in the U.S., employing 46% of the total U.S. workforce. Most SMBs fail because of an inability to focus on their highest priorities, such as cash flow, marketing, sales, product/market fit and strategic planning. SMB execs are forced to spend as much as 68% of their time on back-office tasks on a weekly basis.

Solution

Our AI-driven platform will make SMB back-office processes fully autonomous, requiring minimal input. It will autonomously perform tasks, integrate with other applications, interact with execs, create projections, manage processes, and enable strategic planning. It will be like having a director of finance, a director of operations, an HR manager, a contracts manager, and an admin "in a box"!

Competitive Advantages

Our AI will generate new data (IP) about SMB behavior that we will use to help SMBs. Autonomous AI solutions are the new paradigm.

Customer Benefits

SMB success rates will go up as execs spend time on improving revenue, cash flow and strategic planning, while reducing costs.

Why Now

Recent advancements in AI have made it possible to create a new paradigm for SMBs, not just an incremental improvement. Industry recognizes the need to use AI to shoulder overhead processes.

Competitive Landscape

Competitors use AI to automate some back office (e.g., accounting, HR, workspace, CRM), but they are primarily just developing new tools for SMBs. There is not yet an AI-driven platform that autonomously performs these functions.

Business Model

A B2B SaaS, with monthly subscriptions priced on a per employee basis. A product-led GTM strategy with a marketing-driven focus.

Market

Initial targets will be TechCos and services companies with less than 20 employees. The serviceable market for these segments is \$2.58B.

WISE Cities

wisecities.us | contact@wisecities.us

Mission

To rethink communities to support us as we age.

Company Profile

WISE Cities offers a accessible platform tailored for older adults to connect with local service providers. We remove barriers to access, help families worry less, and allow businesses and governments to easily and effectively share services with their older audiences.

Achievements

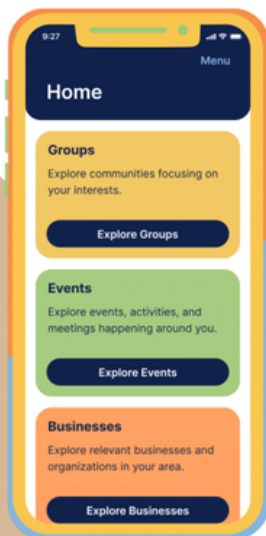
- Pilot with the City of Fairfax, VA.
- Interviews w/250+ stakeholders.
- \$35,000 in non-dilutive funding.
- Recognized in 10+ competitions.
- Completed beta test.



WISE Cities has generated more attention on addressing the issue of senior isolation, but also is creating avenues for local economic growth.

This company's work is being recognized at the family, community, and municipal levels."

Program Manager, Fairfax Economic Development Authority



Introduction

By 2050, **the number of adults over 65 is projected to double**, and nearly **90%** want to age at home. However, **40%** of this population is chronically lonely and **25%** is clinically socially isolated. The perceived absence of community resources and services is a main cause of this isolation, and a major barrier to healthy independent aging.

Problem

Currently, **there is a gap** between older adults and services. Older adults cannot find the services they need to age independently, and services struggle to reach this population due to ineffective marketing and outreach methods. Community, commercial, and government services lose billions per year because they fail to tap into this market.

Solution

We bridge this gap. **For older adults**, we provide an easy-to-use local service finder specifically designed for them. **For services**, we provide a portal that helps them tailor their information for this audience and a statistics dashboard that helps them track engagement.

Competitive Advantage

Platforms like SeniorPlanet and My Active Senior are parallel efforts, but struggle with accessibility, diversity, and community engagement. Our platform is 508 accessibility compliant across all devices, multilingual, and stakeholder driven. We've **actively tested and co-designed** our platform with older adults and services from day one.

Market Trends

Today, older adults control **\$2.3 trillion** of national spending power and **50%** of global spending in the five largest consumer categories. By 2050, this population is expected to control **70%** of disposable income. But they are not being reached. Older adult internet usage is at **75%** and growing fast. Now is the right time for a **wiser** solution.

Business Model

We follow a tiered **vendor subscription model** at both the commercial and government level. These services pay to have their information included on the platform, with discounts provided to non-profits. The platform is free for older adults and community services like senior centers.

Team

Marie Brodsky, CEO: TED-Ed Educator w/1M+ views, Research Intern MIT Lincoln Lab.
Kat Close, CPO: Scaled 40K+ member platform, UMD User Experience (UX) Instructor.
Victoria Chai, CTO: Co-Director of Technica Hackathon, Bloomberg SWE Intern.
Sonia Warrior, CGO: NIH Research Fellow, VT Cognition and Memory Lab Researcher.

We are backed by an expert advisory board with experience in healthcare, age tech, and software engineering and at organizations such as the National Council on Aging.

Get in Touch

We expect to raise a pre-seed round for \$500K early next year. For now, we are looking for introductions to potential customers and mentorship from people working in government contracting and marketplace solutions. We'd love to hear from you!

Our Partners



The Universities
AT SHADY GROVE

THE UNIVERSITIES AT SHADY GROVE

The Universities at Shady Grove (USG) offers nearly 80 undergraduate and graduate degree programs from nine Maryland public universities on one convenient campus in Montgomery County. USG helps prepare students for rewarding careers in the region's most high-demand fields. Students who successfully complete their coursework on the USG campus graduate with a degree from one of its nine partner universities. Through on-campus services such as academic coaching, career advising, internship preparation, personal counseling, and leadership training, students leave the USG campus with the academic skills and real-world experiences needed for successful careers.



MONTGOMERY COUNTY
ECONOMIC DEVELOPMENT
CORPORATION MARYLAND

MONTGOMERY COUNTY ECONOMIC DEVELOPMENT CORPORATION

The Montgomery County Economic Development Corporation (MCEDC) is the official public-private economic development organization representing Montgomery County, Maryland. Created in 2016, MCEDC is led by a Board of Directors of business executives. Its mission is to help businesses start, grow and relocate in Montgomery County by helping them gain access to top talent, business and market intelligence and prime locations. For more information, visit our website. Follow us on Twitter, Facebook and LinkedIn.



WorkSource
MONTGOMERY
Connecting Employers & Job Seekers

WORKSOURCE MONTGOMERY

WorkSource Montgomery (WSM) focuses on linking local and regional economic development and workforce efforts in Montgomery County, Maryland. WSM develops a deep understanding of target and emerging industry demands, creating sustainable workforce solutions that are tailored to the region. This increases the ability of individuals to compete for higher-quality jobs and employers to compete within the marketplace. WorkSource Montgomery addresses workforce development issues at the local, state, and national levels. WSM catalyzes change in the community to build an effective workforce development system by being a community facilitator and convener to identify issues and act collectively with partners to address them. WSM acts as an intermediary/broker between the supply and demand sides of the workforce system about current and future skill needs to ensure mutually beneficial relationships and outcomes.

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.

TEDCO

TEDCO (Maryland Technology Development Corporation) has a series of venture capital funds that are an independent instrumentality of the State of Maryland, established by the Maryland General Assembly in 1998, to facilitate the creation of businesses and support their growth in all regions of the State. TEDCO's role is to be Maryland's leading source of funding for early-stage, technology-based businesses; to provide other business assistance to entrepreneurs throughout the State; and to foster technology transfer and commercialization from the State's universities and Federal labs. TEDCO is leading innovation to market in Maryland and contributing to a robust entrepreneurial ecosystem in the State through its various programs and funds.



TEDCO
LEADING INNOVATION TO MARKET

ANITA GUPTA, FOUNDER, KIWITECH



Anita Gupta is Founder of KiwiTech, a global innovation ecosystem and innovation partner of choice for startups, enterprises, and government authorities. Anita is a serial entrepreneur with a track record of creating industry-changing innovations over the past three decades. Anita has been recognized as a Forbes 50 Over 50 honoree. She and her brothers, Rakesh and Neal, founded Aptara in 1989, where she drove the professional publishing services division and led sales and marketing for the company. With Anita's leadership, Aptara became the largest publishing services company in the world, and was listed on the Inc 500 three years in a row. In 2009, Anita and her partners founded KiwiTech, which has created an ecosystem for entrepreneurs to succeed by supporting their technology development and investment efforts. KiwiTech is now partnering with, and invested in, over 500 startups. Anita is a frequent speaker, having presented at CES, MyGlobalVillage, the US State Department, the Society of Physician Entrepreneurs, FICCI Big Data and Analytics Conclave, and KiwiTech's Female Founder Demo Days. Anita will be hosting events and pitch competitions at Cannes Next during Cannes Film Festival 2023 in partnership with MyGlobalVillage. Anita holds a Bachelor's degree from Marietta College in computer science, as well as a Masters in Public Policy from The Kennedy School at Harvard University. as a Sloan Fellowship recipient.



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 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.



NFP

NFP is a leading insurance broker and consultant that cares deeply about our employees' and clients' well-being. We're honest, hardworking, dedicated professionals who love what we do and strive to lead by example. But what truly defines us is that for us, business is personal.

At the end of the day, our vision isn't a financial metric or a top 10 list. It's that when you hear "NFP," you think of a world-class company that's authentic, genuine and real. One whose expertise and scale are only matched by its passion for building lifelong personal relationships.



RICHARD DIPIPPA, PARTNER, NFP

Rich DiPippo works with business owners, key executives, and families to help clarify their objectives and take action. Rich believes in a holistic approach to planning and works with many local attorneys, CPAs, and wealth management advisors to guide clients through the planning process. Rich is a 1979 graduate of The George Washington University. Following graduation, he served as the Academic Coordinator for GWU athletics and as an assistant baseball and wrestling coach. Rich joined New York Life in 1985 as an agent and became a member of the NYL Chairman's Council, representing the top 1% of all agents his last 11 years with the company. He was also chosen for the company's Agents Advisory Council and served as the Chairman of the Life and Long-Term Care Committee. In 1998, Rich formed RCD and Associates, a full-service insurance and planning firm. RCD then merged with The Meltzer Group in 2008. Rich and his wife Molly reside in Silver Spring, Maryland, along with their daughter Carmen. He is an active supporter of GWU athletics, and he enjoys golf, and coaching his daughter's basketball and softball teams. Rich has been a member of the Washington Wrestling Officials Association since the early 90s, officiating county, regional, and state tournaments.





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.



THE MARYLAND TECH COUNCIL VENTURE MENTORING PROGRAM

The Maryland Tech Council Venture Mentoring Program (MTCVMS) is one of the leading team mentoring services available in the State of Maryland that is both highly sophisticated and results-driven. It exists to foster an environment that encourages innovation, while expanding financial and business opportunities for tech, cyber and life science start-ups.



ENTERPRISE TRANSFORMATION SOLUTIONS

INES LEBOW, FOUNDER AND PRINCIPAL @ilebow1

Ines LeBow is the Founder and Principal Startup Consultant at Enterprise Transformation Solutions (ETS), which advises entrepreneurs on how to position themselves for funding. Over the course of her 30+ years in the industry, Ines has helped companies secure more than \$800M in funding, led start-ups and turnarounds for companies with up to \$500M in revenue, managed 11 M&A transactions, and guided 9 companies to a successful exit. With expertise spanning Operations, Executive Leadership, and Mentoring, Turnarounds, Revenue implementation, Engineering, as well as Communications, Ines has helped many companies prepare for VC and angel investment.



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CORPORATION MARYLAND



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MONTGOMERY
Connecting Employers & Job Seekers



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Big Idea

CONNECTpreneur

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September 21

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Washington DC

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