

**SEPTEMBER 20-21, 2012** 

THE FLORIDA HOTEL, ORLANDO, FL









September 20, 2012

On behalf of the University of Central Florida, the Technological Research and Development Authority and the Florida Energy Systems Consortium, thank you for attending "CleanTech to SpaceTech", held today at The Florida Hotel in Orlando, Florida. Carrying the theme "Accelerating Florida Entrepreneurship", this unique, two-day event is designed to unveil new clean technology initiatives, programs and endeavors.

The showcase will highlight three of Florida's cleantech and technology entrepreneurship endeavors: MegaWatt Ventures, the Igniting Innovation (I2) Capital Acceleration Program, and the Florida Cleantech Acceleration Network (FL-CAN). These programs feature exciting seed-and early–stage technology business competitions in addition to the first annual FL-CAN Showcase. Over the next two days, you will see two \$100,000 awards presented and a showcase featuring 60+ companies, universities and organizations developing renewable energy technologies.

Thank you again for your encouragement and support of "CleanTech to SpaceTech". This pioneering event showcases the future of clean technology, a sector vastly important to Florida's economic future. We hope that you enjoy the opportunity to learn about what new initiatives are on the horizon and have an opportunity to connect with one another to support the cleantech industry as a whole.

Sincerely,

Thomas O'Neal, Ph.D.

MegaWatt Ventures Principal Investigator
Associate Vice President

Office of Research and Commercialization
University of Central Florida

Chester J. Straub, Jr.
Executive Director
Technological Research and

Skeets / Straws fr.

Development Authority

Tim Anderson
Distinguished Professor
Director, Florida Energy Systems

Im Civider

Consortium













## CleanTech to SpaceTech: Accelerating Florida Entrepreneurship

Agenda - September 20-21, 2012 - The Florida Hotel

#### **Thursday, September 20**

8:00am Registration, Breakfast & Networking

8:30am Opening Remarks (Heroes Ballroom)

Dr. Tom O'Neal, Associate Vice President, Office of Research & Commercialization, UCF

8:45am Morning MegaWatt Ventures Company Presentations (Heroes Ballroom)

Nautilida Solar

Almos Battery Corporation Illuminated Electric LLC CeramiPower, Inc.

11:15am Panel Discussion Featuring Southeastern US Energy Programs & Utilities &

Luncheon (Heroes Ballroom)

12:30pm MegaWatt Ventures Afternoon Company Presentations (Heroes Ballroom)

Trash2Cash-Energy LLC

Florida Technology Development LLC

PV Integrated UB-Wisystems Inc. Omnii Sense, LLC

3:00pm FLCAN Showcase Opening Remarks (Heroes Ballroom)

3:15pm FLCAN Showcase Exhibitors Booth Visitations (Mezzanine)

6:30pm MegaWatt Ventures Awards Presentation (Heroes Ballroom)

### Friday, September 21

#### **MORNING SESSION**

7:30am – 8:30am Registration and Continental Breakfast

8:30am – 9:00am Welcome and Opening Remarks (Heroes Ballroom)

Chester J. Straub, Jr., Executive Director, TRDA Frank DiBello, President/CEO, Space Florida

## CleanTech to SpaceTech: Accelerating Florida Entrepreneurship

Agenda - September 20-21, 2012 - The Florida Hotel

#### I<sup>2</sup> Capital Acceleration Program

9:00am – 10:15am Company Presentations (Heroes Ballroom)

Vigilant Biosciences Flex Receipts Diametriq Solodev

Via Response

10:15am – 10:45am Networking Break

10:45am- 12:00pm Company Presentations (Heroes Ballroom)

**NATION Technologies** 

BioCurity Solis Energy Trapezoid Zentila

12:00pm – 12:15pm Morning Session Closing Remarks (Heroes Ballroom)

Chester J. Straub, Jr., Executive Director, TRDA

12:15pm – 1:30pm Igniting Innovation Luncheon and Networking (Heroes Ballroom)

#### **Clean Tech Ventures Program**

1:30pm – 1:45pm Welcome and Opening Remarks (Heroes Ballroom)

Chester J. Straub, Jr., Executive Director, TRDA

1:45pm – 3:00pm Company Presentations (Heroes Ballroom)

Water Optimizer Tai Yang

Mesdi

Microbial Defense Systems

Quantum Technology Sciences, Inc.

3:00pm – 3:15pm Afternoon Session Closing Remarks (Heroes Ballroom)

Chester J. Straub, Jr., Executive Director, TRDA

3:15pm – 3:30pm Networking Break

### Space Florida I<sup>2</sup> Capital Acceleration Program Award Presentation

3:30pm -3:45pm \$100,000 Presentation (Heroes Ballroom)

Frank DiBello, President/CEO, Space Florida

**SEPTEMBER 20-21, 2012** 

THE FLORIDA HOTEL, ORLANDO, FL







## **Partners**







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MegaWatt VENTURES

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**SPONSORED BY** 













September 20, 2012

On behalf of the MegaWatt Ventures team, thank you for attending the Megawatt Ventures Business Plan Competition. We are thrilled to be a part of this year's CleanTech to SpaceTech Showcase, the first multishowcase event of its kind in the state of Florida. Clean technologies, life sciences, and space-related technologies are vastly important to Florida's economic future. We believe that it is important to highlight new initiatives on the horizon, while also providing an opportunity to explore partnership opportunities that will hopefully one day benefit the cleantech industry as a whole.

MegaWatt Ventures program is an exciting opportunity for Florida, as it showcases the potential within our universities and entrepreneurial communities to play a significant role in the American renewable energy landscape. Created from an over \$1 million grant from the U.S. Department of Energy to commercialize technologies from university labs into the marketplace, nine early stage companies are pitching their business concepts in front of a panel of esteemed energy corporate executives and nationally renowned venture capitalists. The companies are competing for \$100,000, the opportunity to present their company to more investors at the prestigious U.S. Department of Energy National Renewable Energy Lab's Industry Growth Forum, and additional resources to grow their company.

This year's competition launched and helped accelerate the growth of nine technology companies. Through this unique economic development model, our finalists have reached aggressive technical milestones and have obtained early customer traction. For instance, one of our finalists has formed a strategic collaboration with large potential partners and jointly participated in an ARPA-E grant proposal, while another finalist is planning to install a prototype system at a local utility company for evaluation.

Thank you again for your support of the MegaWatt Ventures Program and the CleanTech to SpaceTech Showcase. Together, we provide the forum to showcase the exciting potential within our universities and entrepreneurial communities.

Sincerely,

Thomas O'Neal, Ph.D.

MegaWatt Ventures Principal Investigator

Associate Vice President

 $Of fice\ of\ Research\ and\ Commercialization$ 

University of Central Florida









### **MEGAWATT VENTURES SPONSORS**

#### **EVENT ORGANIZERS**



#### U.S. Department of Energy

The mission of the Energy Department is to ensure America's security and prosperity by addressing its energy, environmental and nuclear challenges through transformative science and technology solutions. For more information, visit www.energy.gov.



### **Stands For Opportunity**

#### **University of Central Florida**

The University of Central Florida is a metropolitan research university that ranks as the second largest in the US with more than 56,000 students. UCF's first classes were offered in 1968. The university offers impressive academic and research environments that power the region's economic development. UCF's culture of opportunity is driven by its diversity, Orlando environment, history of entrepreneurship and the youth, relevance and energy. For more information, please visit www.ucf.edu.

### **MEGAWATT VENTURES SPONSORS**

#### **PLATINUM SPONSOR**





#### Florida High Tech Corridor Council

The Florida High Tech Corridor Council (FHTCC) is a regional economic development initiative of the University of Central Florida (UCF), the University of South Florida (USF) and the University of Florida (UF) covering 23 counties. A partnership involving more than 25 local and regional economic development organizations and 14 community and state colleges, the Council is co-chaired by the presidents of UCF, USF and UF. The unique partnership has resulted in a strategic approach to high tech economic development that involves matching funds research, workforce development and a marketing program leveraging governmental, EDO and corporate budgets on a regional rather than local basis. One of the Florida High Tech Corridor Council's primary entrepreneurship offerings is the statewide online portal: the Florida Virtual Entrepreneur Center (www.FLVEC.com). With a sustained and steadily increasing number of website visitors approaching 8,000 monthly, the Virtual Entrepreneur Center offers a catalog of local, regional, state and global business resources organized by county, as well as a directory of businesses that offer services catering to entrepreneurs and small business owners.

#### **ACCELERATOR SPONSOR**



#### The Entrepreneurship Law Firm

The Entrepreneurship Law Firm, P.L., works with technology, software and Internet entrepreneurs to secure and leverage intellectual property rights, raise capital, structure co-founder relations, grow and protect the venture, and complete contracts and transactions. Headed by a former technology product manager, the firm provides services on an upfront pricing basis. For more information, visit www.orlandobusinesslawyer.com or call Ed Alexander at 407-649-7777.







## MegaWatt Ventures

MegaWatt Ventures is an annual clean energy business plan competition that is sponsored by the U.S. Department of Energy in conjunction with Florida's universities. The competition has an over-riding mission of encouraging the commercialization of innovative energy-related technologies from the lab bench into the marketplace. Entrepreneurs, students, energy corporations, and faculty are all invited to participate in this exciting program that brings innovation, entrepreneurship and the energy industry together to create new ventures that have the potential to create new jobs and help solve today's global energy issues. Ten finalists were selected to compete this year and provided with \$10,000 in seed funding, as well as top notch technology and business executive mentors. The grand prize, which will be selected at this event, includes \$100,000, a trip to present to esteemed investors at the U.S. Department of Energy's NREL Industry Growth Forum, and additional resources towards building company efforts.

Megawatt Ventures will be expanding in 2013 and plans to accept applications from companies throughout the South-eastern United States. All companies which fit the eligibility criteria of the program, as well as students from universities, in the following states, may compete: North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Tennessee, and Kentucky. For more information or to apply for the 2013 competition, please visit: http://megawattventures.com

#### **MegaWatt Ventures Schedule**

Thursday, September 20

3:15pm

6:30pm

8:00am Registration, Breakfast & Networking 8:30am Opening Remarks (Heroes Ballroom) Dr. Tom O'Neal, Associate Vice President, Office of Research & Commercialization, UCF 8:45am Morning MegaWatt Ventures Company Presentations (Heroes Ballroom) Nautilida Solar Almos Battery Corporation Illuminated Electric LLC CeramiPower, Inc. 11:15am Panel Discussion Featuring Southeastern US Energy Programs & Utilities & Luncheon (Heroes Ballroom) 12:30pm MegaWatt Ventures Afternoon Company Presentations (Heroes Ballroom) Trash2Cash-Energy LLC Florida Technology Development LLC PV Integrated **UB-Wisystems Inc.** Omnii Sense, LLC 3:00pm FLCAN Showcase Opening Remarks (Heroes Ballroom)

FLCAN Showcase Exhibitors Booth Visitations (Mezzanine)

MegaWatt Ventures Awards Presentation (Heroes Ballroom)

#### **Panel Discussion**

The 2012 MegaWatt Ventures Luncheon Panel Discussion will highlight renewable energy efforts throughout the South-eastern United States. These Program Directors have found great success in implementing federally and state funded programs but still find challenges in a region of the US that is not yet in the national energy spotlight. Our panelists include:

#### Roy Keller - Associate Director

Louisiana Business and Technology Center www.lbtc.lsu.edu

#### Ben Hill - Program Director

Georgia Tech Clean Energy Speaker Series http://secleanenergy.gatech.edu/

#### Dr. Sumesh Arora - Director of Strategic Biomass Solutions

Mississippi Technology Alliance www.technologyalliance.ms/

#### 2012 MegaWatt Ventures Judges Roster

Our MegaWatt Ventures Judges Roster is comprised of premiere US venture capitalists, energy industry executives and other important energy stakeholders. A special thank you to our judges for your time and interest in Florida's energy ecosystem!

Dr. Alvin Lavoie - Technology Director - Corporate Venturing - Dow Chemical Company

Yanev Suissa – Venture Fellow – NEA Ventures

Dr. Purnesh Seegopaul – Partner – Pangaea Ventures

George Gramatikas – Founder – Turbine Technology Services & UCF Angel Network

**Dr. Dan Watkins –** Partner – Draper Fisher Jurvetson Mercury Ventures

Ramin Assa – Lead Associate – Booz Allen Hamilton

Frank Bevc - Director, Technology Policy & Research Programs - Siemens Energy

Dr. James Drake - Executive Director, Advanced Programs - Aerojet

Todd Smith - Consultant - Kauffman Foundation

Kristine Singley - Program Manager - FOS Environmental Programs - Walt Disney Parks and Resorts, U.S

Dr. Tom O'Neal - Associate Vice President - University of Central Florida Office of Research & Commercialization







## MegaWatt Ventures Panelist Biographies

#### Sumesh Arora, Ph.D., Director of Strategic Biomass Solutions - Mississippi Technology Alliance (MTA)

Dr. Sumesh Arora is the Director of Strategic Biomass Solutions that helps commercialize renewable energy technologies by connecting entrepreneurs, investors and economic developers. Strategic Biomass Solutions is funded in part through a grant from the U.S. Department of Energy. Arora has 22 years of experience in research and project development in the private and public sectors. SBS has provided strategic business guidance to over 70 researchers, entrepreneurs, economic developers, communities and investors who are seeking to develop renewable energy projects and technologies. Arora helped attract over \$550 million in advanced biofuels projects to Mississippi and launched the "Renewable Energy Development Academy" in late 2010 which has trained over 80 individuals since then.

Arora was recognized as "Top 40 Under 40" by the Mississippi Business Journal and currently represents Mississippi on the national Governors' Biofuels Coalition through an appointment by former Governor Haley Barbour. He serves on the advisory boards of several energy related startups and investment entities and has presented at numerous national and international conferences. He has authored a book chapter on energy security and terrorism and is the co-inventor of a patented system to convert poultry litter into biogas. Arora has a PhD in International Development from the University of Southern Mississippi and Masters and Bachelors in engineering from the University of Central Florida. Arora currently resides in Madison, Mississippi with his wife and two children.

#### Roy Keller, Associate Director, Louisiana Business & Technology Center

Roy Keller serves as the associate director of the Louisiana Business and Technology Center, a high-tech small business incubator on the campus of Louisiana State University. He also serves as director of the Louisiana Technology Transfer Office (LTTO). The LTTO operates throughout Louisiana and also has offices at NASA's John C. Stennis Space Center and the NASA Michoud Assembly Facility in New Orleans.

Keller has been on the Board of Director's of the International Technology Transfer Society for six years. He is a board member of Partners for Stennis, a multi-state economic development organization. He also serves on the Inventions and Innovations and the State and Local Government committee of the National Federal Laboratory Consortium and was given the 2007 Outstanding Service Award by the Consortium.

Keller also currently serves as the director of the Louisiana SBIR outreach program and as the Technology Transfer director for the Louisiana NASA Epscor program. He received the 2012 Champion of Small Business Innovation Award from the National Small Business Association and was honored recently at the White House with the Tibbetts Award for outstanding contributions to the SBIR program.

## MegaWatt Ventures Panelist Biographies

#### Benjamin H. Hill - Program Director - Georgia Tech Clean Energy Speaker Series

Ben Hill is a Principal at the Georgia Institute of Technology's VentureLab program where his focus is creating successful energy and clean technology ventures based on university research. Over a dozen businesses in these areas are under development, currently. In addition, Hill runs the Georgia Tech Clean Energy Speakers Series, which considers the role of clean energy and clean technology in meeting future energy demand in the South.

With support of the Georgia Research Alliance, Hill successfully packaged and deployed the VentureLab commercialization model at three major research schools in Georgia. Prior to VentureLab, he was Associate Director of Georgia Tech's successful technology incubator, the Advanced Technology Development Center (ATDC).

Hill served as co-founder, Corporate Secretary and member of the Board of Directors of Cirronet Corporation, a manufacturer of industrial and commercial wireless products based in Norcross, GA. RF Monolithics (NASDAQ: RFMI) acquired Cirronet in September 2006.

An adjunct professor in the Georgia Tech College of Management, Hill periodically teaches a course on Business Sustainability and Ethics. He has served as an instructor at the University of Oxford program sponsored by Georgia Tech.

Prior to entering the technology field, Hill was a member of the Washington, DC staff of U.S. Senator Sam Nunn and the Atlanta staff of Governor George Busbee.

Hill serves on the Board of Directors of the Georgia Solar Energy Association and is a member of the American Council on Renewable Energy. He participated in the formation of Atlanta Technology Angels, an angel investor group, the Southeastern Software Association, and the Technology Executives Roundtable. In addition, Hill was a member of Class Eight of the Institute of Georgia Environmental Leadership (IGEL).

He has a MAR in Ethics from Yale University, a MBA from Emory University and a BHS from the University of Kentucky.







#### Ramin Assa - Lead Associate - Booz Allen Hamilton

Ramin Assa leads the knowledge and thought leadership team at Booz Allen Hamilton delivering business solutions using Knowledge Management, social media, and change management principles. He advises internal and client-facing teams in all aspects of the strategic KM lifecycle. Assa employs innovative solutions and technologies to achieve organizational goals and is currently building a knowledge ecosystem for a new initiative. He recently provided strategic leadership support (change management, learning, community engagement and search relevancy) to an award-winning and cutting-edge social networking and business platform. The knowledge operations empowers decision making, improves efficiencies, enhances collaboration and delivers better results to clients.

#### Frank Bevc - Director, Technology Policy & Research Programs - Siemens Energy

Frank Bevc is currently Director, Technology Policy and Research Programs at Siemens Energy, based in Orlando. He is responsible for development of energy technology policies and coordination of cooperative partnerships for the deployment of advanced energy products and businesses that serve global energy markets. Current product initiatives cover a diverse field, including carbon capture technologies, SMARTGRID distribution systems, advanced electric power transmission components, advanced turbomachinery systems, renewable energy systems, and supporting technologies. Prior assignments have included engineering management responsibility for steam turbine systems and gas turbine advanced research, product line management responsibility for marine turbine generator sets and superconducting magnet systems and commercial responsibility for advanced research programs.

Bevc received both engineering and business administration degrees from the University of Pittsburgh and is a senior member of both ASME and IEEE. He has held a number of association and advisory board positions, including past chair of the US Gas Turbine Association and the US Advanced Ceramics Association. He currently serves on industry advisory boards at the University of Central Florida, the University of Florida, the Florida Energy Systems Consortium, the Florida Center for Advanced Aero Propulsion, Carnegie Mellon University's Electric Industry Initiative, and MIT's Carbon Sequestration Initiative.

#### Dr. James Drakes - Executive Director, Advanced Programs - Aerojet

Dr. James Drakes is the Executive Director for Advanced Programs in Aerojet-Gencorp's Business Development Unit. In this role, he engages in technology development across a wide range of topics in the aerospace industry, including remote sensing, energy, propulsion, space, directed energy and autonomous systems.

Prior to joining Aerojet, he was employed by Photon Research Associates, a subsidiary of the Raytheon Corporation, as the Director for Optical Systems, where he worked closely with the space and missile defense communities in areas such as optics, passive & active remote sensing, and algorithmic development. Previously, he had worked for Ball Aerospace, serving as the Chief Scientist for the Missile Defense Agency Program Office of the Russian-American Observation System (RAMOS) satellite program.

Drakes began his career at The University of Dayton, completing the BS in Physics. He followed that with a diverse graduate program that begin with critical phenomena of low-temperature physics and culminated with an MS in Physics, with a thesis in Doppler shifts in radiative transfer, and in a PhD in Physics, in molecular quantum theory, from the University of Tennessee. His dissertation research developed molecular quantum electrodynamics for energy transfer in metastable atom-molecule systems such as those commonly found in gasdynamic lasers and combustion systems. This research was supported by the USAF Arnold Engineering Development Center (AEDC) during which time he was employed by Jacobs Engineering, formerly Sverdup Technology, Inc. The opportunities to engage real-world technology led to a fruitful 15+ year experience at AEDC that included endeavors into rocket exhaust health monitoring, rocket plume spectroscopy, computational fluid dynamics of combustion flows, plasma science and diagnostics, space vehicle contamination effects, and space propulsion. The development of space-based optical measurements of rocket plumes eventually led to a joint USAF-Russian experiment aboard the Mir space station.

Drakes is an Associate Fellow of the American Institute of Aeronautics and Astronautics (AIAA), and a long-standing member of the American Physical Society. He is a three-time recipient of the AEDC Technical Achievement Award, and a two-time recipient of the AEDC Team Excellence Award. He is a native of a town named North East, Pennsylvania, centered in an area on the Lake Erie shoreline known for vast grape vineyards and fruit orchards. He currently lives in the northern Virginia with his wife Kim Deal, and their beagle Linus.

#### George Gramatikas – Founder – Turbine Technology Services & UCF Angel Network

George Gramatikas co-founded Turbine Technology Services (TTS) with Dan Davis in the early 1980s. Serving as President and CEO throughout the 1990s, Gramatikas led TTS to prominence as an independent product, service and construction provider. Teleflex Corporation acquired the company in the year 2000 and he continued as President of the Turbine Technology Services group, as it assumed a new identity as part of Sermatech Power Solutions, a Teleflex company. Then in 2004, Gramatikas played an integral role in a management team buy-back of TTS and the return of its legacy to the private sector. From 2004 to 2007, he served as Strategic Development Officer, directing the company's strategic relations and technology management. His contributions in the executive team included market analysis, advertising, corporate social network development, corporate brand development, technology innovation initiatives, and providing technical and general support.

Today, Gramatikas serves as an active board member and advisor to TTS. In addition to his prominent role in the company, he has been serving as an international arbitrator for the American Arbitration Association (AAA) and the International Centre for Dispute Resolution® (ICDR) since 2003. In his early career with General Electric, he developed his extensive knowledge of power generating equipment in engineering roles ranging from Mechanical Field Services to Electrical and Startup Engineer and Project Manager.

Gramatikas earned a Bachelor of Science degree in Mechanical Engineering from the Wentworth Institute of Technology, in Boston, where he was honored with the prestigious Beatty Award. In 2004, he earned a Masters degree in Business Administration (MBA) from the University of Central Florida, where he is an active advocate of the UCF Executive Development Program. He is originally from the state of New Hampshire.

#### Dr. Alvin Lavoie - Technology Director - Corporate Venturing - Dow Chemical Company

Dr. Alvin Lavoie is member of the Scouting & Exploration Network in Dow's Ventures and Business Development group. In this role, he is responsible for researching and evaluating technologies and opportunities that complement Dow's robust Research & Development pipeline and have the potential to contribute to the Company's long-term success. His geographic focus is on the U.S. East Coast. During his 30-year career with both Dow and Rohm and Haas, Lavoie has held leading positions in research and technology, including R&D Director of Emerging Technology, Toxicology, Central Analytical Support, and Architectural Coatings. He also has experience in Building Products, Polymer and Resins Synthesis, and Technical Staffing and Training.

Lavoie holds a Ph.D. in Organic Chemistry from the University of Wisconsin, Madison and a Bachelor of Science degree in Chemistry from the University of Massachusetts, Dartmouth. He is a member of the advisory board for the College of Natural and Mathematical Sciences at UMBC (University of Maryland-Baltimore County) and an advisory board for the Chemistry Department at the University of Pennsylvania. Lavoie also holds 14 granted patents and is responsible for a number of commercially advantaged proprietary practices used in emulsion polymer-based businesses across Dow.

**Dr. Tom O'Neal – Associate Vice President – University of Central Florida Office of Research & Commercialization**Dr. Tom O'Neal currently serves as the Associate Vice President of Research and Commercialization at The University of Central Florida (UCF) and Executive Director of the UCF Business Incubation Program (UCFBIP) and also the Florida Economic Gardening Institute (FEGI). O'Neal has been part of UCF's Office of Research and Commercialization team working to help UCF become a leading metropolitan research university since year 2000. O'Neal areas of responsibility additionally include the sponsored programs office, technology transfer, compliance, and the UCF Venture Lab.

O'Neal has assisted in the formation of numerous spin-off companies for technologies developed at UCF, and in Oct. 1999 established the UCF Technology Incubator of which he serves as the Founding Director. The UCF Business Incubation Program has expanded to 10 locations under O'Neal's leadership. The Incubator was named the Incubator of the Year in 2004 by the National Business Incubation Association (NBIA), where he is currently serving on the NBIA's executive board.

O'Neal is a big proponent for Entrepreneurship and is currently teaching classes at UCF in the field, and advocates for it wherever he can. He is the current president of the Florida Business Incubation Association (FBIA), and has been since 2004.







#### Dr. Purnesh Seegopaul – Partner – Pangaea Ventures

Dr. Purnesh has worked with advanced materials for over 25 years, directly involved with energy and clean technologies, nanotechnology, semiconductors, thin films and coatings, catalysts, powder metallurgy, and manufacturing technologies.

Prior to Pangaea, his senior management and technology positions covered manufacturing scale-up and commercialization of nanomaterials at Nanodyne, technology management and business development activities in North America at Umicore and engineering and quality management at Materials Research Corporation. He has collaborated with both academic and industrial research groups on various advanced materials development programs, served on the advisory boards of the Marcel-Dekker Encyclopedia of Nanoscience and Nanotechnology and many advanced materials and clean tech conferences, published widely and has nine US patents.

He received his Ph.D. degree in Chemistry from the University of New South Wales in Sydney, Australia and completed his post-doctoral fellowship at the University of Delaware.

Kristine Singley - Program Manager - FOS Environmental Programs - Walt Disney Parks and Resorts, U.S Kristine Singley is the program manager of environmental programs for Facilities and Operations Services at Walt Disney World. She is responsible for managing technical program development and implementation of environmental initiatives for FOS such as energy conservation and emissions reduction. Prior to this, she held positions with Ride and Show Engineering at Walt Disney World, the Hong Kong Disneyland Opening Team. In 2007, Singley received an appointment as a White House Fellow and served one year at the White House on the National Economic Council working with the Assistant to the President for Economic Policy.

Singley received her bachelor's degree in Electrical Engineering and MBA from Duke University, and master's degree in Electrical Engineering from North Carolina State University.

#### **Todd Smith – Consultant - Kauffman Foundation**

Todd Smith is a seasoned business professional with startup and entrepreneurial management experience across multiple industries primarily focused on high-growth and technology-based ventures.

He founded his first technology business with private investor funding to develop software applications for the personal finance, small business, and legal software markets, which received accolades from the likes of Inc Magazine, BusinessWeek and the Wall Street Journal. The business secured strategic relationships and licensing agreements with key industry players including Intuit and an H&R Block subsidiary and was later acquired by H&R Block.

During the course of his first startup, Smith benefited from mentoring and advisory relationships he established with his investors and shareholders which included a personal mentoring/protege relationship with the late Jeffry Timmons. Often referred to as "The Johnny Appleseed of Entrepreneurship", Timmons was widely recognized as one of the world's foremost leaders on the subject of entrepreneurship.

After selling his first company, Smith served as the director of marketing & public relations on the startup team of a venture-backed technology business which raised \$20 million in funding and was later acquired by a publicly traded Canadian company.

In a turn-around situation, Smith served as president of a Washington DC based technology business which developed complex electronics systems for various US Dept of Defense agencies including a variety of military research labs. During the course of this business, Smith led the company's efforts to secure multiple federal contracts with such agencies as the US Naval Surface Warfare Center, Naval Research Labs, the US Army Joint Interoperability Test Command, and Air Force Research Labs. In addition, he created and managed relationships with some of the industry's largest prime defense contractors including Boeing, Lockheed Martin, Northrop Grumman and Raytheon, and also created strategic corporate relationships with US and international industry partners. During this time, Smith established relationships with members of Congress in both the House and Senate, and their respective defense subcommittees, to successfully secure the appropriation of congressional funding for new technology initiatives that directly benefited the modern warfighter. The company was later acquired by Bird Technologies Group.

In between ventures, Smith has served as a Technology & Business Consultant for the Ewing Marion Kauffman Foundation to establish entrepreneurship training programs around the country for counseling startup entrepreneurs and owners/CEOs of existing emerging growth businesses, most recently developing and leading programs in New York City and Detroit, MI.

In addition to graduating from the University of Missouri with a Bachelor Degree in Business & Public Administration, Smith earned an MBA from Babson College in Wellesley, MA, the recognized world leader in the study of entrepreneurship.

Smith's community involvement and recognitions have included being a founding member of the Small Business Technology Executives Political Action Committee in Washington DC, serving as a member of the Whiteman Air Force Base Community Council, serving on the Advisory Board for the Johnson County Kansas Community College Entrepreneurial Studies Programs, serving on the steering committee of the Midwest Angel Investor Network, being named the recipient of the Kansas City FastTrac Entrepreneur Award presented by the Council of Growing Companies, and being named to the Ingram's list of Kansas City's "Forty Under 40".







#### Yanev Suissa - Venture Fellow - NEA Ventures

Yanev Suissa joined NEA officially in 2010, having worked with the firm since 2009. He currently works with the boards of Solidfire, Bridge International Academies, Bandgap Engineering, and Boulder Wind Power for NEA. In the tech space, Suissa focuses on earlier stage investments, including enterprise and cloud solutions, digital media, and consumer technologies. In the energy space, Suissa focuses on both supply and demand side solutions across all renewable technologies while simultaneously providing regular advice to energy companies within NEA's portfolio.

Prior to joining NEA, Suissa was a Senior Investment Officer with the Department of Energy's Loan Guarantee Program, where he helped form the group back in 2007. At the Department of Energy, Suissa was engaged in the underwriting of billions of dollars of debt for issuance to companies spanning all sectors within the energy technology industry. Prior to joining the DOE, Suissa served as a consultant working with a range of leading financial industry clients to assess growth opportunities. He also worked as an advisor to several successful startups around the world.

Suissa serves on the board of NYCVC, a group dedicated to building relationships and facilitating interaction among the next generation of New York venture capitalists. He is also the recipient of a series of fellowship, including the Kauffman Fellowship, the Presidential Management Fellowship, the Heymann Fellowship, the Kennedy Fellowship, and the Cravath Fellowship.

Suissa earned an MBA with distinction from the Oxford Said School of Business (Christ Church), a JD from Harvard Law School, and a Master's degree from Sydney Law School. He graduated magna cum laude and Phi Beta Kappa from Yale University, receiving his BA in Ethics, Politics & Economics and Sociology.

#### Dr. Dan Watkins - Partner - Draper Fisher Jurvetson Mercury Ventures

Dr. Dan Watkins has experience in operating and investing roles with start-up companies, particularly in life sciences and advanced materials. Prior to co-founding DFJ Mercury, Watkins was the founder and Managing Partner of A3 Associates, L.P., a Houston-based investment firm focused on seed-stage investments and advisory services for start-up companies. In this capacity, Watkins co-founded both Nanospectra Biosciences, Inc. and X-EMI, Inc. (VizionWare). He has also been awarded three National Science Foundation grants as Principal Investigator for life sciences research. Prior to A3 Associates, Watkins was a Vice President at Schnitzius & Vaughan, a Houston-based investment-banking firm; and served as a worldwide manager for operations and control systems for Scientific Software Intercomp, Inc. (acquired by Baker Hughes). He is a co-founder of the Rice Alliance for Technology and Entrepreneurship, and is currently an Adjunct Professor of Management at the Jones Graduate School of Management at Rice University, where he teaches a course on venture capital. Watkins currently serves on the Board of Directors for DNAtriX, Illumitex, GlycosBio, Vertos and Marval Biosciences; and is on the advisory boards of BioHouston, the Texas Emerging Technology Fund, the Rice Alliance, the UT-M.D. Anderson Cancer Center Technology Review Committee and the Rice Bioengineering Department.

He received his B.S. in Materials Science and Engineering from Rice University and his M.S. and Ph.D. in Materials Science and Engineering from Carnegie Mellon University.

## MegaWatt Ventures Finalists



















#### **Megawatt Ventures Finalist**

#### **Almos Battery Corporation**



#### **Company Information**

- Founded 2012
- Employees 3
- Energy Storage

#### Management Team

- Ashwani Kaul
- Pyoungho Choi
- Ethirajulu Dayalan

#### Advisors

Scott Faris

#### Company Contact:

Primary Company Contact: Pyoungho Choi

Company Address 20606 Longleaf Pine Ave Tampa, FL 33647

Company Phone: 407-310-9884

Company Email: almosbattery@yahoo.com

Company website: www.almosbattery.com

#### Presenter(s):

Ashwani Kaul

# ALMOS

#### Company Introduction

The company is engaged in developing a new battery technology which is safe & low cost for electric power grid applications.

#### Description of Product and Technology

The proposed product is a prototype battery which is scalable to megawatts power and megawatts-hr energy. The prototype battery is being built. The battery allows the operation to be on an unattended basis for extended period of time. Integration of battery system into utility transmission and distribution is a mature and well defined process.

#### Competitive Advantage

Almos Batteries are safe, non-flammable and non-explosive. They are much cheaper, at a fifth of the cost of any current batteries available today. It employs low cost, environmental friendly materials with abundant resources in North America. It lasts long, i.e., it has twenty years of lifespan.

#### Market Background

Customer Problem: Electricity from renewables is more expensive because it cannot be stored on a large scale. If it can be stored on a large scale, it will reduce the cost substantially and make renewables practical and dispatchable power.

Target Market: The target markets for distributed energy storage systems are twofold; 1) for enabling "National Smart Grid" development and 2) for use in balancing large installations of renewable energy systems. The demand for large scale energy storage is ubiquitous and worldwide.

Customers: Potential customers are power companies world-wide such as Electrical Power Equipment Companies (GE & Siemens), Utility Companies, Multi-State Transmission and Distribution operating companies.

Milestones Achieved Through Megawatt Ventures 2012

Through Megawatt Ventures, we have achieved the following milestones:

- Discharge capacity > 100mAh/g
- Round trip efficiency > 75%
- Down-selected 3-5 promising cathode materials
- Developed efficient material synthesis methodologies

#### Future Outlook/Why Team Should Win \$100,000

Growing electricity generation from renewable sources such as sunlight and wind forces Utilities to integrate energy storage technology into their system for full utilization of the electricity and reducing the consumption of fossil fuels. The integration of Almos battery into power grids will create thousands of jobs and also generate numerous other opportunities, e.g., hardware and software development required to integrate the storage technology into power grids. Florida is the best place for developing these technologies.

#### **Megawatt Ventures Finalist**

#### CeramiPower, Inc.



#### Company Information

- Founded 2012
- Employees 5
- Combined Heat and Power

#### Management Team

- Elizabeth Leggett
- Michael Termini

#### **Team Members**

- Jiaan Baghi
- Manuel Robayo
- Jason Haglund

#### Advisors

Dr. Nina Orlovskaya

#### Company Contact:

Primary Company Contact Elizabeth Leggett

Company Address 974 Whisperpine Dr. Melbourne, FL 32901

Company Phone (321)480-7591

Company Email
CeramiPower@gmail.com

#### Presenter(s):

Michael Termini



CeramiPower

#### Company Introduction

CeramiPower, Inc. is a company founded on researching and developing ceramic based combustion products for both military and civilian applications.

#### Description of Product and Technology

Our combined heat and power unit (CHP), compromised of our enhanced porous burner technology and coupled with a state of the art heat engine, e.i., thermoelectric technology/sterling engine, can have significant competitive advantages over upcoming energy supplying/generation technologies.

#### Competitive Advantage

Porous burner technology has two main competitive technologies: solid oxide fuel cells (SOFC) and lithium ion batteries. SOFCs are perhaps the most promising technology due to high efficiency, fuel flexibility and scalability, but the required high startup temperatures (800°C to 1000°C) result in a long startup time. The complex eletro-chemistry, extreme heat gradients and breakdown of cell components of SOFCs still prove to be issues that need to be solved. CeramiPower's porous burners operate at the same temperatures but with simpler mechanics. The porous burner has the fuel flexibility of SOFC, as well as scalability. A portable CHP with the enhanced combustion efficiency of our porous burner technology coupled with thermo electrics that burns JP8, will have a significant order of magnitude advantage in the energy supply per kilogram used when compared with modern batteries.

#### Market Background

CeramiPower aims to market this CHP unit to government contractors for Department of Defense (DoD) and government use. The United States military currently has 152,000 soldiers in Iran and Afghanistan; according to the DoD, portable power generators are essential for these troops. Due to new policies from the Environmental Protection Agency (EPA) and desires of the military, the research and development of new sources of power has become an important goal of the DoD. The ideal portable generator should capable of running off of a range of fuels, enduring harsh environments, improving energy efficiency and should be lighter than current generators.

#### Milestones Achieved Through Megawatt Ventures 2012

CeramiPower has purchased and is in the process of manufacturing a larger scale porous burner in order to determine the applicability and viability of large porous burner. A small scale power generator prototype type has already been constructed and tested. CeramiPower has worked with University of Central Florida's Laboratory of Ceramic Materials for Energy Applications to determine the most appropriate testing equipment for the next level of research and development for the small scale portable power system. CermiPower is a sub-contractor on an ARPA-E proposal, which is being led by the University of Central Florida.

#### Future Outlook/Why Team Should Win \$100,000

CeramiPower has created a five-year plan in which the CHP unit will be researched and developed along with various other applications. At the end of five years, CeramiPower plans to license the CHP unit to well established government contractors for production and distribution to the United States military. This award would be used for extensive testing to ensure that CeramiPower's product is reliable, safe, and easy to maintain.

#### **Megawatt Ventures Finalist**

#### FLORIDA TECHNOLOGY DEVELOPMENT, LLC



#### **Company Information**

- Founded May 2012
- Based in Tallahassee, FL
- Smart Grid/PV

#### Management/Technical Team

- · Travis Yelverton
- Paul Vergamini
- R. H. (Rick) Meeker, Jr.,
- Harsha Ravindra
- Dr. Omar Faruque, PhD.

#### **Company Contact:**

Primary Company Contact Travis Yelverton

Company Address 411 College Ave Tallahassee, FL 32301

Company Phone (850) 728.3131

Company Email tyelverton@fltechdev.com

Company website www.fltechdev.com

#### Technical Presenter(s):

- · Rick Meeker
- · Harsha Ravindra

#### Business Presenter(s):

- Travis Yelverton
- Paul Vergamini





Florida State University, Center for Advanced Power Systems

#### **Company Introduction**

Florida Technology Development, LLC, advances promising research and development along the path to commercialization through careful selection, business plan development, technology de-risking, product and process development, identification and development of the best full commercialization path, and managing and brokering necessary arrangements to reach full technical and commercial success.

#### Description of Product and Technology

FTDC, with the Florida State University (FSU) Center for Advanced Power Systems (CAPS), is working on the development and commercialization of the Distributed Resources Intelligent Voltage Regulator, ("DRIVR"), a microprocessor-based distributed resource monitoring and control device to accommodate increasing levels of grid-connected intermittent resources such as solar and wind energy by providing integration and coordination with electric utility operating and control systems.

#### Competitive Advantage

- A solution developed, tested and de-risked in the context of the end-use environment (through real-time hardware-in-the-loop simulation available at FSU CAPS)
- Fully coordinated, optimizing Volt-VAR control (VVC) solution
- Flexible operating objectives, varying depending on the utility circuit and integration scenario
- Includes a variety of selectable standard and custom control approaches, while also adaptable to incorporating future best-in-class control and automation algorithms and strategies that may emerge, developed within FTDC, FSU CAPS, or by others.

#### Market Background

DRIVR is a supervisory-level VVC and distribution automation device targeted for the electric utility industry market. The primary function is to maintain acceptable voltage or power factor at all points along a distribution feeder, under all loading conditions, by leveraging intelligence existing in distributed resource integration equipment, particularly power electronics converters (e.g. solar PV inverters). DRIVR may be applied to execute a coordinated "optimal" switching plan for all voltage control devices to achieve utility-specified objectives and may support and enable the provision of ancillary services by distributed generation owners.

DRIVR also has the ability to support the following "Smart Grid" related objectives:

- Enable widespread deployment of distributed generation, renewables, energy storage, and other distributed energy resources
- Minimize mechanical activations of traditional regulatory equipment (e.g. tap changers, capacitor banks) extending the life of equipment, and reducing resulting electrical transients
- Reduce the need for traditional regulatory devices, thereby reducing system cost
- Improve efficiency (reduce losses) through voltage optimization
- Reduce electrical demand and/or enable conservation through voltage reduction

Because of the structure of the electric power industry which owns and has ultimate responsibility for the infrastructure that benefits from the introduction of this technology, the leading option for initial adoption of the technology in the market is to demonstrate the benefits of DRIVR's supervisory controls to Florida's electric utility providers.

#### Milestones Achieved Through Megawatt Ventures 2012

Funding from Megawatt Ventures has allowed FTDC and FSU CAPS to develop and demonstrate a prototype, to conduct macro-level market analysis, and to develop a preliminary business plan, as first steps in the IP commercialization process. Testing has been conducted using the FSU CAPS real-time simulation test-bed and product features and functionality have been refined to best meet the needs of the target application within the electric power sector. The initial market/competitive analysis and the business plan developed in the course of Phase I concludes that a continuation of the IP commercialization efforts into Phase II is warranted.

#### Future Outlook/Why Team Should Win \$100,000

DRIVR introduces a fully de-risked supervisory control technology to support more widespread deployment of distributed energy resources onto the evolving electric grid. Phase II of DRIVR will involve the design and construction of two to three pre-production models, test marketing and more extensive market analysis. Manufacturing costs and facility requirements must also be established. Phase II is estimated to require \$475,000 and 15-18 months. Winning the \$100,000 award will provide cost match for this effort and exposure to attract private funding for the completion of Phase II and onto required funding for commercialization in Phase III.

#### Illuminated Electric LLC/ The SOLALUM Lighting System



#### Company Information

Founded 2012
3 Employees
Advanced Lighting Products

#### Management Team

George Hernandez
Founder and Interim CEO
Licensed Electrical
Contractor (EE-98)

Dr. Kunal Mitra
Chief Technology Officer
Professor
Florida Institute of
Technology

Greg Lovell Florida Institute of Technology

Jordan Dard INSA France

#### Advisors

Mike Brennan
Founding Partner and Coprincipal
Envirobrite
Jason Plourde
Founding Partner and Coprincipal
Envirobrite

#### Company Contact:

George Hernandez

1050 West NASA Blvd. Melbourne, FL 32901

(505) 907-0722

<u>George@illuminatedelectric.com</u> www.illuminatedelectric.com

#### Technical Presenter(s):

George Hernandez

#### Business Presenter(s):

George Hernandez



#### **Company Introduction**

Illuminated Electric is an alternative lighting company specializing in energy efficient, solar hybrid lighting solutions for commercial, industrial and residential buildings.

#### Description of Product and Technology

Illuminated Electric is developing an advanced patent-pending Solar Powered Hybrid Lighting system, called The SolaLum, which collects sunlight via a small roof top solar collector and redistributes the light via fiber optics to interior lighting fixtures. A centralized system measures the intensity of the sunlight and supplements the sunlight with LED light to ensure sufficient interior lighting. The centralized system design results in lower fixture and installation costs, as well as, significant lower operational expenses versus competitive systems. Utility patent US20110017199 was filed in 2011.

#### Competitive Advantage

Existing solar hybrid systems utilize complex fixture designs that require individual fluorescent bulbs, diffusion rods, power supplies, and intensity sensors requiring each lighting fixture to be wired by a licensed electrician at a significant expense. In contrast, The SolaLum lighting system utilizes a single centralized solar and LED source, which eliminates the need for electrical wiring at the end-point. This creates significant savings in both the fixture design as well as installation. End users utilizing The SolaLum lighting system will realize an instant ROI on their electrical energy bills.

#### Market Background

Daylight harvesting lighting systems achieve greater efficiency in transferring energy than conventional PV systems. However, current systems utilize hybrid fixtures containing both sunlight diffusion rods and fluorescent light bulbs and require 120V wiring by a licensed electrician. The cost of the hybrid fixture, plus the cost for installation negate the potential savings of utilizing redistributed sunlight as an interior lighting solution.

The advanced lighting industry is a \$4 billion dollar a year market and is forecasted to grow 10.9 percent annually. Illuminated Electric's initial target market is commercial buildings (e.g. retail big-box stores, warehouses, etc.), which represent the largest users of lighting. This target also includes retail buildings, office buildings, education buildings and healthcare buildings. Retailers typically supplement their lighting with natural daylight (e.g. Walmart utilizes skylights) to increase sales.

This target audience represents over 5.4 million locations, averaging 14,773 square feet at each location. Illuminated Electric estimates a \$1.3B annual addressable market for products in the retail building category.

Milestones Achieved Through Megawatt Ventures 2012

- Developed and built initial prototype system
- Measured and validated distributed light throughput
- Developed manufacturing and co-marketing partner relationships
- Confirmed market via customer outreach (e.g. Walmart, Target, architects)
- Built relationships with key industry mentors/experts
- Wrote business plan and created market penetration strategy

## Future Outlook/Why Team Should Win \$100,000 Funds will be used to:

- Secure beta customers
- Finalize product design and select manufacturer for initial units
- Expand network of fixture partners and secure distribution channels
- Execute beta trials

#### Nautilida Solar



#### Company Information

- Founded 2012
- Employees 3
- Concentrating Solar, PV, and Thermal

#### Management Team

- Joe Arthur (II) CEO and Engineering Lead
- Justin Piedad Operations and R&D
- Joseph Arthur CFO and Marketing

#### Advisors

- Jeff McAulay Fraunhofer Center for Sustainable Energy Systems
- Tommy Hull Lockheed Martin

#### **Company Contact:**

Primary Company Contact Joe Arthur

Company Address 5601 Commercial Blvd. Winter Haven, FI 33880

Company Phone (850) 293-0021

Company Email joe@nautilidasolar.com

Company Website www.nautilidasolar.com

#### Presenter(s):

- Joe Arthur (Presentation and Q&A)
- Justin Piedad (Q&A)



#### **Company Introduction**

Nautilida Solar, Inc. is a start-up manufacturing company in Winter Haven, Florida. We specialize in producing concentrating solar energy equipment.

#### Description of Product and Technology

Our devices utilize a spiral-shaped mirror to focus and separate light into visible and infrared (IR) spectrums. The visible light is converted with a silicon solar cell, while the infrared energy is captured for usable heat.

#### Competitive Advantage

Our systems co-produce electricity and usable heat, whereas most solar energy systems produce only one or the other. Our collector design also directs IR radiation away from the solar cells, allowing them to operate at a lower temperature and higher efficiency.

#### Market Background

Solar energy systems provided 450 of the 116,476 (0.0038%) million kilowatt-hours consumed in the US during the month of May, 2012. The systems installed from the beginning of 2010 to June 2012 tripled the capacity of solar production. With ever-growing electrical demand and finite fossil fuels, companies that can cost-effectively capture sunlight have a bright future.

#### Milestones Achieved Through Megawatt Ventures 2011

Incorporation, construction and testing of system with 1.25 m<sup>2</sup> collector area, and filing of provisional patent.

#### Future Outlook/Why Team Should Win \$100,000

Our systems offer a marked improvement on existing technology, using commercially available components. As such, we require far less major capital investment than the majority of solar manufacturing start-ups. There is a sizable and growing market supplying electrical and thermal loads.

# Omnii Sense, LLC



## Company Information

- Founded 2012
- Employees 3
- Smart Grid/ Intelligent Sensor Networks

## Management Team

- Mr. David Burt
- Mr. Evan Kell
- Dr. Chiu Choi

## Advisors

- Dr. Jerry Merckel
- Mr. David Hayes

## Company Contact:

Primary Company Contact Mr. David Burt, CEO

Company Address
Dean's Office
College of Computing,
Engineering, and Construction
1 UNF Drive
Jacksonville, FL 32224

Company Phone 904 620 1354

Company Email <u>Davidburt08@gmail.com</u>

Company Website www.omniisense.com

# Technical Presenter(s):

• Dr. Chiu Choi

## Business Presenter(s):

Mr. Evan Kell



## **Company Introduction**

Omnii Sense LLC, headquartered in Jacksonville, Florida, is a developer of intelligent wireless sensor networks.

## Description of Product and Technology

Intelligent sensor networks gather, record, and report real time data for multiple industries including energy, health, environmental, and security. The Omnii Sense "smart" sensor technology requires no human interaction once activated and no retrofitting to existing infrastructure. The sensors automatically establish a viable communication path, identify nearest neighbors, perform self-healing in the event of disruption, and can be used to detect everything from energy consumption, to microbes and chemical warfare agents.

Distinct product offerings are tailored to the needs of each sector. Energy applications include smart grid lighting solutions for municipalities, maritime, and airports to increase the safety and efficiency of light monitoring. Within the health sector applications include home healthcare, First Responder diagnosis of acute and routine testing, and tracking viral outbreaks for public health safety. The environmental sector can benefit through wastewater monitoring and quality control applications for drinking water and crop yields. The security sector is divided into two segments: Residential Security Solutions and Homeland Security. The sensors can be utilized in a home setting to monitor and report external threats such as intruders as well as detect internal threats such as gas leaks and fires. Application for homeland security includes the real time detection and reporting of chemical warfare agents, explosive materials, and volatile organic compounds.

## Competitive Advantage

The competitive advantage of Omnii Sense technology lies in its plug-and-play sensor system that is incorporated into the intelligent network, allowing easy assimilation of multiple sensor types into one network without any human interaction. Additionally, the sensors require no retrofitting of existing infrastructure. They are installed, activated, and fully operational within minutes. The technology is patented and copyrighted.

## Market Background

Intelligent sensing markets are rapidly growing. Technological and economic restraints previously limited the mainstream adoption of these sensors. However, due to advancements in miniaturization and cost reductions, intelligent sensor networks will soon be found in numerous applications including energy, healthcare, environmental and agricultural, and security to name a few. Each of these multi-billion dollar markets represents major revenue opportunities.

# Milestones Achieved Through Megawatt Ventures 2012

Incorporation of Omnii Sense LLC, completion of business plan and executive presentation, agreement from the Jacksonville Electric Authority to perform a streetlight monitoring pilot.

## Future Outlook/Why Team Should Win \$100,000

UNF and the Omnii Sense team have developed technology that has the potential to impact every aspect of our lives. Should Omnii Sense win, financial projections predict profitability within 24 months of receiving the grant money.

# P.V. Integrated



## Company Information

- Founded 2012
- Employees 3
- Photovoltaics

## Management Team

- Eric Schneller
- Narendra Shiradkar

## Advisors

- · Dr. Neelkanth Dhere
- Mr. Vaibhav Ahbyankar

## Company Contact:

Primary Company Contact Eric Schneller

Company Address 365 Georgia Blvd Orlando, FL 32803

Company Phone (631) 241-0497

Company Email P.V.Integrated@gmail.com

## Presenter(s):

- Eric Schneller
- Narendra Shiradkar



# Company Introduction

P.V. Integrated LLC aims to bring down the cost per watt of Thin- Film Photovoltaic (PV) modules.

## Description of Product and Technology

A novel process for low cost, high throughput manufacturing of CIGS Thin-Film solar cells is being developed. This process, once integrated into existing Thin-Film photovoltaic manufacturing lines, will reduce the number of processing steps leading to a reduction in the time and cost associated with manufacturing. This is made possible through the replacement of the standard Cadmium Sulfide/ZnO layer with a ZnMgO alternative. This process has the added benefit of removing the need for a toxic Cadmium compound and eliminating the costs related to the disposal of Cadmium containing waste products.

# Competitive Advantage

The process is being developed using industry standard sputtering techniques for the two-step manufacturing of CIGS solar modules. This means that the new process can be implemented by CIGS manufacturing companies with minimal additional investment or changes in existing production lines. This considerably reduces the time to market of this technology and allows for an important step forward in the push for more affordable solar energy.

# Market Background

Currently, Silicon based solar modules control the PV market with a market share of 80%-90%. With more than 50% of module production costs resulting from purely materials, there is little to no scope for further cost reduction for production of these Silicon based solar modules. Thin-film PV technologies have the potential for even lower production costs because of the significant reduction in material consumption. In order for Thin-Film PV to penetrate this market and further reduce the cost per watt of solar energy, manufacturing costs need to decrease. Our process will provide a viable alternative for Thin-Film PV manufacturers to reduce the cost of manufacturing without the need for excessive additional investment or significant changes in existing production lines.

# Milestones Achieved Through Megawatt Ventures 2012

A clearly defined go to market strategy was developed that allows for a clear-cut route to implementation. In order to make our process attractive to potential clients, demonstrations at both the cell and module level are necessary. Progress has been made on the ability to produce large area cells at pilot plant production scales. This is a crucial step forward in our ability to market our process to future clients.

# Future Outlook/Why Team Should Win \$100,000

- Fabrication and development of large area cells is currently underway.
- Fabricated of a 12.6% (NREL Certified) CIGS solar cell has been accomplished.
- With a clear go to market strategy and realistic future development goals, \$100,000 will allow P.V. Integrated LLC to reach full potential and will lead to a real change in the future of Thin-Film PV manufacturing.

# **Megawatt Ventures Finalist**

# Trash 2 Cash-Energy LLC



## Company Information

- Founded 2012
- 6 Employees
- Biofuels, Solar Concentration

# Management Team

- Tim Roberge (CEO)
- Ali Gardezi (CTO)
- Devin Walker (PI)

## **Advisors**

- Dr. Babu Joseph
- Dr. John N. Kuhn

## **Company Contact:**

Primary Company Contact Dr. John N. Kuhn

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Company Phone Phone: 813-484-9677

Company Fax Fax: 813-974-6973

Company Email troberge@trash2cashenergy.com inkuhn@usf.edu

Company Website www.trash2cashenergy.com

# <u>Technical Presenter(s):</u>

Ali Gardezi

# Business Presenter(s):

· Tim Roberge



## Company Introduction

Converting Landfill Gas to Customer Specific Liquid Fuel

# Description of Product and Technology

Our proprietary gas to liquid process converts naturally produced landfill gas (LFG), composed mainly of methane and carbon dioxide, to hydrocarbon fuels specific to the customer needs such as diesel fuel. We couple a patent pending Fischer Tropsch (FT) eggshell catalyst to an innovative process design, incorporating a novel tri-reforming reaction to reduce the troublesome impurities found in crude bio-derived gases and produce desired syngas for the FT reaction. This alleviates many problems associated with accumulating municipal solid waste (MSW) in landfills and provides a domestic, sustainable, green fuel.

## Competitive Advantage

Electricity produced by the incineration process show low efficiencies ranging from 14-28%. Comparing our process to those that produce electricity by the collection and cleaning of LFG to power generators, our process is 62% more efficient and makes 2-3 times more revenue converting the same amount of LFG. By producing liquid fuel from the landfill gas, a cleaner burning alternative fuel can be provided to the landfill trucking fleet. The Public Service Commission states, investor-owned utilities must pay independent power producers, such as landfills, only what it would cost the utility company to produce the electricity by the cheapest means possible (ex. \$0.05/kwh). Therefore, often times the landfill only gets paid half of what the utility company charges its customers (ex. \$0.10/kwh). Our process cuts out the middleman (utility company) and allows the landfill to no longer pay diesel pump prices to fuel the low gas mileage trucks that transport waste.

## Market Background

The EPA has set strict regulations regarding the collection/burning of methane gas. Therefore, the methane produced by biodegradation of the MSW is most often burned using gas flares or collected and compressed for later use. We are currently targeting landfills already collecting LFG. There are 60 Class I MSW plants in FL that could benefit from implementing our technology.

# Milestones Achieved Through Megawatt Ventures 2011

Both the tri-reforming and Fischer Tropsch catalysts, have been synthesized, tested, and optimized to produce desired products. Process flow diagrams and process thermodynamics have been analyzed and optimized to maximize production of diesel fuel.

## Future Outlook/Why Team Should Win \$100,000

Charlotte County Landfill and Lime-Energy have verbally committed to allowing T2C to collect and use the LFG to demonstrate our process. Upon successful incorporation of Gas-to-Liquid technology in Florida, this technology could be marketed to larger plants nationwide.

# **UB-WiSystems**, Inc.



# Company Information

- Founded 2012
- Employees 3
- Low Power Consumer Electronics

## Management Team

- Lawrence
   Fomundam
- Christopher Dougherty
- Walker Turner

## Advisors

Jenshan Lin

# **Company Contact:**

Primary Company Contact Lawrence Fomundam

Company Address P.O BOX 15443 GAINESVILLE, FL 32604

Company Phone 443-939-6198

Company Email lawfom@gmail.com

Company Website www.ubwisystems.com

## Presenter(s):

Lawrence
 Fomundam



# Company Introduction

UB-WiSystems, Inc. was founded in May 2012 and provides ultra-low power transceiver solutions for Wi-Fi enabled consumer electronics.

Description of Product and Technology

Ultra-low power multi-spatial stream Wi-Fi transceiver for 802.11ac

# Competitive Advantage

Key features of our transceiver are: a "circular QAM" modulation scheme (currently not been implemented in any product) and adaptive supply biasing. Current low power embedded Wi-Fi solutions are software enabled. Our ultra-low power transceiver is achieved by a re-design of the physical layer. This all leads to more efficient Wi-Fi components.

# Market Background

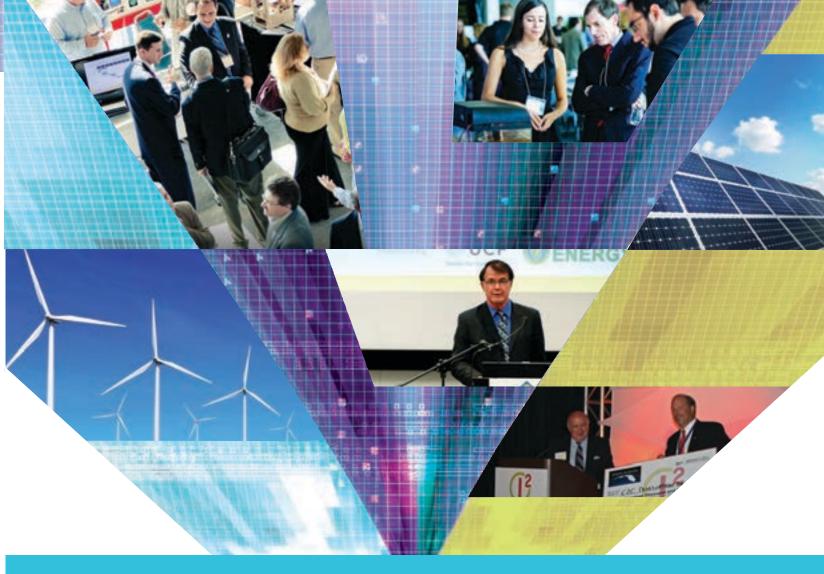
According to market research firm HIS iSuppli, over one billion Wi-Fi chipsets will be shipped in 2012 and over two billion in 2014. Companies positioned to capture this market are Redpine, Broadcom, Gainspan, Qualcom and UB-WiSystems.

Milestones Achieved Through Megawatt Ventures 2012

- Formation of technical team for transceiver design
- High frequency simulations in process
- Component/module design in process
- Creation of company website in process
- Development of business model in process

# Future Outlook/Why Team Should Win \$100,000

The money would be utilized for a demonstration of the product. More efficient Wi-Fi components would be a revolutionary technology, requiring less power from the battery and therefore, assisting consumer electronic device makers to capitalize on offering even more features for end users.



# CLEANTECH TO SPACETECH 2012







Dear Showcase Attendees,

Welcome to the 2<sup>nd</sup> Annual Igniting Innovation (I<sup>2</sup>) Showcase.

Space Florida and the Technological Research and Development Authority are excited to host what we believe will be an unparalleled day of entrepreneurial presentations and exhibits of cutting-edge products and services. The fifteen companies that you'll hear from and meet today represent some of the most promising and investment ready businesses currently operating in Florida and were chosen from among a group of more than 100 Florida technology firms that applied to present their business case at the I<sup>2</sup> Showcase.

Today's morning presentations feature companies in the Biotech/Life Science, Clean Technology/ Alternative Energy, Defense/Homeland Security and IT/Telecommunications industry sectors. Space Florida will award one of the presenting companies a cash prize of \$100,000 at the conclusion of the I<sup>2</sup> Showcase.

The afternoon presentations are dedicated solely to clean technology companies. The presentations are being made as part of the Clean Tech Ventures program supported by the Florida Department of Agriculture.

In addition to the fifteen presenting companies, there are five other companies exhibiting their technologies and products.

While private investment nationwide is on the upswing this year–\$7 billion in the second quarter alone–Florida's challenge is to position itself for a greater share of those funds. The I² Showcase is a key effort to do just that–to prepare Florida companies for investment and to boost deal flow in the state. In fact, the inaugural I² Showcase resulted in approximately \$40 million in capital secured by nine of the 20 presenting companies. We look forward to building upon that success with this year's participating companies.

Since January, numerous colleagues have come forward to assist the I<sup>2</sup> Showcase, including: John Cambier, Managing Partner, IDEA Fund Partners; Tim Cartwright, Managing Director, Tamiami Angel Fund; Jennifer Dunham, Operating Principal, Arsenal Venture Partners; Bob Fleming, Managing Partner, Inlet Venture Partners; Richard Molloy, Founder and Managing Partner, Florida Gulfshore Capital; Randall Poliner, Partner, Antares Capital; and Casey Swercheck, Associate, Hamilton Lane.

We thank these individuals and our sponsors for their generous support of the I<sup>2</sup> Showcase.

Welcome to Orlando-we wish you an enjoyable, engaging and productive experience with us today.

Frank DiBello

Chester J. Straub, Jr.

President and CEO Space Florida

Executive Director
Technological Research and
Development Authority







# CleanTech to SpaceTech: Accelerating Florida Entrepreneurship

I<sup>2</sup> Agenda - September 20-21, 2012 - The Florida Hotel

# Friday, September 21

# **MORNING SESSION**

7:30am – 8:30am Registration and Continental Breakfast

8:30am – 9:00am Welcome and Opening Remarks

Chester J. Straub, Jr., Executive Director, TRDA Frank DiBello, President/CEO, Space Florida

# I<sup>2</sup> Capital Acceleration Program

9:00am – 10:15am Company Presentations

Vigilant Biosciences Flex Receipts Diametriq Solodev Via Response

10:15am – 10:45am Networking Break

10:45am- 12:00pm Company Presentations

NATION Technologies

BioCurity Solis Energy Trapezoid Zentila

12:00pm – 12:15pm Morning Session Closing Remarks

Chester J. Straub, Jr., Executive Director, TRDA

12:15pm – 1:30pm Igniting Innovation Luncheon and Networking

# **CLEANTECH TO SPACETECH 2012**

# CleanTech to SpaceTech: Accelerating Florida Entrepreneurship

Agenda - September 20-21, 2012 - The Florida Hotel

# **Clean Tech Ventures Program**

1:30pm – 1:45pm Welcome and Opening Remarks

Chester J. Straub, Jr., Executive Director, TRDA

1:45pm – 3:00pm Company Presentations

Water Optimizer

Tai Yang Mesdi

Microbial Defense Systems

Quantum Technology Sciences, Inc.

3:00pm – 3:15pm Afternoon Session Closing Remarks

Chester J. Straub, Jr., Executive Director, TRDA

3:15pm – 3:30pm Networking Break

# Space Florida I<sup>2</sup> Capital Acceleration Program Award Presentation

3:30pm -3:45pm \$100,000 Presentation

Frank DiBello, President/CEO, Space Florida



Launched in 1987, the Technological Research and Development Authority (TRDA) is a technology-based economic development organization with a focus on the incubation of new businesses, the acceleration of the growth of existing firms, and the commercialization of innovative technologies. For more information, call 321-872-1050 or visit www.trda.org.



Space Florida was created to strengthen Florida's position as the global leader in aerospace research, investment, exploration and commerce. As Florida's aerospace development organization, we are committed to attracting and expanding the next generation of space industry businesses. With its highly trained workforce, proven infrastructure and unparalleled record of achievement, Florida is the ideal location for aerospace businesses to thrive – and Space Florida is the perfect partner to help them succeed. For more information, call 321-730-5301 or visit www.spaceflorida.gov.

# **IGNITING INNOVATION COMPANIES**



www.Acudyn.com









































HELPING INNOVATORS THRIVE

We understand the extraordinary passion that entrepreneurs and early stage companies bring to their ideas and their need to build value quickly. They require practical, cost-effective and strategic advice on both legal and business issues. Edwards Wildman has a strong commitment to helping entrepreneurs and early stage companies achieve commercial success.

Our mission is simple. From incorporation through important milestones, we work to create value for our clients by providing superior legal advice and business counsel. We are practical, business driven legal advisors.

We also recognize that high quality lawyers, while an essential component in building a successful business, are expensive, and money is scarce at this stage of a company's development. With that in mind, we provide substantive financial assistance to promising entrepreneurs and early stage companies through our HIT (Helping Innovators Thrive) program, and through our support of local and regional entrepreneurial programs. Our firm has committed to provide up to \$2 million annually in the form of discounts, grants and deferral arrangements for companies in our HIT program.

Our lawyers help early stage company clients select the type of company that is right for their situation. The type of organization which would be appropriate will depend on the client's short and long term goals and contemplated sources of capital. We also assist these clients with other important foundational issues, such as protecting intellectual property, employment agreements and policies, agreements with consultants, advisors and founders, equity incentive plans, website terms and conditions of use, licensing of technology, lease agreements, data security and privacy issues, governance issues and of course seed and venture capital financings. We have seen costly mistakes made early in the life of many start-ups. With HIT, we can help companies avoid costly mistakes by providing them affordable solutions when they need them most.

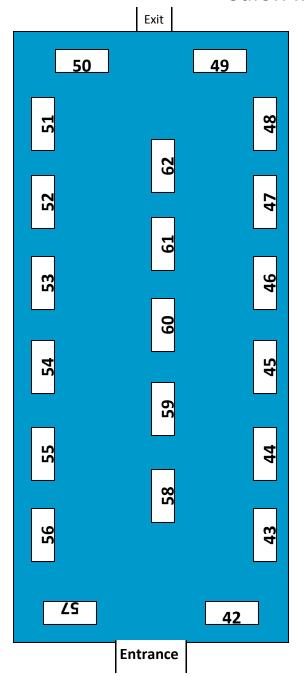
Contact one of our legal advisors below for more information regarding our HIT program.

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# CLEANTECH TO SPACETECH 2012





# Acudyn Incorporated

12151 Research Pkwy Ste 100 Orlando, FL 32826

#### Contact:

Darren T. Engle, CEO Phone: 407-392-4796 ext. 4802 darren.engle@acudyn.com

Year Founded: 2005

Industry: LMS/LCMS Software

Development stage: Startup

Number of Employees: 4

**Funding Opportunity: \$750,000** 

## Use of Funds:

35% Product Development 40% Marketing/Sales 20% Operation/Inventory 0% Existing Debt 5% Legal/Other

## **Existing Investors:**

None - self funded to date

**Business Description:** Global technology corporations that develop complex products have an urgent need for consistency and compliance to corporate mandated design methodologies and assurance that globallydispersed engineering teams are utilizing common benchmarks, processes and corporate best practices. Since 2005, Acudyn has provided energy corporations such as Siemens, TurboCare and many others with engineering support services. Through these services a learning/retention/knowledge transference deficiency was identified that to date has not been resolved for technical training on industry tools, techniques, processes, systems, software, etc. Acudyn has developed a learning content management system (LCMS) designed specifically for training product designers and engineers that solves knowledge transfer deficiencies in globally diverse companies. Acudyn's LCMS ensures globally dispersed engineering teams are using consistent methodologies to design, test and produce advanced technological products that are corporate compliant. Acudyn intends on spinning this product out into an independent software company upon closure of seed capital.

experts within corporate teams or stored as niche proprietary documentation. With the rapid global expansion of talent over the past decade, there is an urgent need to capture domain expertise and know-how, and to provide training solutions to share expertise globally and to ensure compliance with engineering best practices. The proprietary content and internal know-how that large corporations own has more value than any generic content produced by a third party. By creating a platform that allows global corporations to utilize their own processes, procedures, tools, and techniques to consistently train employees for a specific position or product, these corporations will be able to improve quality globally by harmonizing how and what their employees assimilate.

## **Management Team:**

**Darren T. Engle - CEO**: As Acudyn's founding CEO, Mr. Engle has led the executive team that has successfully grown a research, design, and development corporation specializing in the advancement of energy and automation technologies, from \$0 to \$2M in three years. Before founding Acudyn, Mr. Engle worked as an Integrated Product Team Lead at Siemens Energy, Inc. for 6 years, and led a team of 20 engineers. He has a Masters in Business Administration and a BS in Mechanical Engineering.

**Jody Wilson - COO**: Mr. Wilson is well versed in the organizational challenges and project management of technology based startups. Mr. Wilson has more than 20 years of experience in the areas of high level systems integration, design, development, fabrication, and analysis of complex gas turbine systems, and was personally responsible for overseeing \$20M in R&D programs at Siemens Energy. He has 7 patents and 3 patents pending.

**Ralph Strean - CTO**: Mr. Strean has vast knowledge of and working experience in areas of animation, modeling, scripting, programming, and UI design. He's worked for EA Sports, Disney, and Lockheed Martin amongst others, utilizing the latest tools and techniques in unique and innovate ways to advance legacy platforms. He has an AS in Computer Science with an emphasis in Computer Animation from Full Sail University.

**Ola Lysenstøen - CMO**: Mr. Lysenstøen is a seasoned veteran with 15-years of Marketing and Sales experience. He has broad expertise in both startup and large corporate environments. While performing lead roles at companies such as LA Turbine, Transonic Combustion, Innovative Turbo Systems, and Turbonetics, he executed a 200% increase in customer acquisition, managed an aftermarket business unit to profitability from \$5.9M to \$12.5M inside 12 months, and planned and executed all business development from startup to \$1.3M in revenue within 12 months at Innovative Turbo Systems. He speaks Norwegian, English, Swedish, Danish, and German, and has a BA in Business Administration and a BS in Mechatronics.

**Products/Services:** Acudyn has developed a technical training LCMS called AGILE (Advanced Global Interactive Learning Environment). AGILE's unified, user-friendly interface enables trainees to easily learn at their own pace, test their understanding, and advanced their knowledge. AGILE is a multi-user environment where developers may create, store, reuse, manage, and deliver digital learning content from a central object repository. Engineering managers can create, manage and deliver training modules, and also manage and edit all the individual pieces that make up a catalog of training. AGILE allows users to create, import, manage, search for and reuse small units or "chunks" of digital learning content and assets, commonly referred to as learning objects. These assets may include media files developed in other authoring tools, assessment items, simulations, text, graphics or any other object that makes up the content within the course being created. AGILE manages the process of creating, editing, storing and delivering e-learning content, ILT materials and other training support deliverables such as job aids. AGILE has the ability to assemble and consolidate learning objects into lengthier "learning paths" or learning experiences that are personalized to a learner's profile, job description, assessment results, or requests. AGILE allows corporations to preserve their intellectual capital by capturing the experience and knowledge of their employees as time moves forward. Through modules that AGILE gives the corporations the power to develop, the lack of knowledge transference from those retiring to those entering will be preserved.

**Technology:** AGILE's code base was solely developed at Acudyn, and is protected by copyrights and trademarks. The algorithms used to manage and store proprietary content "chunks" and then seamlessly combine them into unique learning modules is considered a highly proprietary trade secret. Acudyn is also aggregating a portfolio of "best in class" content that has been developed for client projects, but that Acudyn retained ownership rights to.

Market Potential: Existing LMS vendors represent an \$850 million market. Despite the success of current vendors, organizations in all industries are struggling to upgrade and revamp their skills. It was reported that learning leaders at major banks, defense contractors, trucking companies, and government agencies - all reinforced the importance of building stronger technical and operational skills in their workforce. The changing nature of the workforce, need to develop GenX and GenY workers, and the tremendous growth in informal and social learning will drive accelerating growth in the need for LMS solutions. Skills specialization is not just a "nice thing" to have - it is a business imperative. The LMS market for large corporations, i.e. fortune 500, offers the greatest opportunity for growth, as only 36 percent of these companies are using an LMS. According to Bersin &Associates, the \$850 Million LMS market will continue to grow at a rate of 10-15% annually.

Competitive Advantage: The six largest LMS product companies constitute approximately 50% of the market; SumTotal (including GeoLearning), Saba, Meridian, Outstart (now owned by Kenexa), Plateau (purchased by Success Factors which was then purchased by SAP), and Learn.com (purchased by Taleo which was then purchased by Oracle in Feb.2012). Unlike these vendors, AGILE is the first LCMS platform specifically designed for global, advanced engineering organizations. It is unique in its ability to allow end-users to develop highly relevant engineering training by leveraging the expertise and content developed by internal domain experts. It is also designed to address cultural, language and engineering standard deviations that are a significant problem in communicating "know-how" in globally diverse engineering organizations.

**Strategy:** Acudyn is focused initially on fortune 500 corporations that have a need to share product/engineering design and development best practices across globally diverse teams. Siemens Energy is our first customer, and our initial focus will be on advanced energy generation/turbine engineering groups. Other short-term market segments will include defense/aerospace, automotive, and oil/gas exploration teams. Our business model is a perseat monthly subscription fee. Licensed users can both create content and participate in training sessions.

Financial Projections: (d	dollars in thousands)				
	2012	2013	2014	2015	2016
Revenue:	\$75	\$397.1	\$1,950.9	\$5,339.4	\$11,236.9
COGS:	(\$72.6)	(\$193.6)	(\$214.8)	(\$290.8)	(\$343.8)
R&D:	(\$24)	(\$52)	(\$48)	(\$60)	(\$90)
SG&A:	(\$253.5)	(\$749.6)	(\$1,519.4)	(\$2,264.2)	(\$3,485.7)
EBITDA:	(\$275.1)	(\$598.1)	\$168.6	\$2,724.4	\$7,317.3
Headcount:	4	5	7	10	12



**Advanced Magnet Lab, Inc.** 1720 Main St., Bldg. #4 Palm Bay, FL-32905

www.magnetlab.com

Contact:

Mark Senti, President Phone: 321.728.7543 x14 msenti@magnetlab.com

Year Founded: 1995

**Industry:** Superconducting Magnet

Technology

Development stage: Early Revenue

**Number of Employees: 9** 

**Funding Opportunity:** 

AML Spin-Off Businesses Market/Product Joint Ventures

**Existing Investors:** 

**Founders** 

Series A & B Private Offering

Business Description: Advanced Magnet Lab (AML) is at the forefront for development of innovative magnet and superconducting based solutions in energy, medical and aerospace. Combining unique experience, design software, magnet and manufacturing technology with collaborative partners at leading research laboratories and corporations, AML is executing a business model to address large and rapidly growing markets through a combination of manufacturing, joint ventures, licensing and company spin-offs. Commercial products include enabling medical magnets for Proton Therapy cancer treatments. Recently, the Department of Energy (DOE) singled out AML's generator design for use in large wind turbines, as part of the their National Offshore Wind Strategy Plan and AML competed internationally to win a multi-million dollar contract for France's Grand Accélérateur National d'Ions Lourds clearly establishing AML as a world leader in superconducting magnet technology.

**Problem/Opportunity:** Superconductivity, one of the most important

discoveries of the 20<sup>th</sup> Century, has the potential to bring profound change to the energy and transportation landscape. To date, the most successful commercial application for superconductors has been Magnetic Resonance Imaging (MRI). Near term markets exist where the relative efficiency, size and/or weight advantages of devices based on superconductivity outweigh the additional costs involved. Emerging applications include electric power generation, power transmission, power distribution and industrial motors.

**Management Team:** AML's management team has extensive experience in the creation, growth and successful exit of technology companies. Key members of our team have 20+ year careers of successfully starting, developing and exiting advanced technology companies, producing investor returns of over \$100M. Key executives include:

## Mark Senti, President and Co-Founder

- 25+ years of expertise includes startup formation & growth; business development; R&D; and manufacturing.
- Co-founder / President of GSMA Systems, an international provider of robotics and factory automation.
- Orchestrated sale of GSMA to SWF Comp. [Dover Company]. Grew new business unit to 35% of SWF business.

#### Rainer Meinke, Chief Technology Officer and Co-Founder

- 30+ years of experience in physics and engineering, including 20 years in the development, manufacturing, and testing of superconducting magnets.
- Held leadership positions at advanced accelerator facilities including responsibility for technical design, budget and schedule of Superconducting Super Collider (SSC), the world largest accelerator.

## Vernon Prince, GM, AML Energy

- 20+ years of leading edge manufacturing technology development in micro-electronics and telecom devices.
- Co-Founder of Optical Process Automation. Grew to a staff of 150+ in 6 mo. Sold to JDSU in less than 15 mo.
- Co-Founder, AMTI (Advanced Manufacturing Tech Inc.); merged with Zevatech Group; acquired by ESEC.

## Gerry Stelzer, VP Engineering/Operations and Co-Founder

- 20+ years of experience in engineering design and manufacturing for commercial and government markets.
- Co-Founder and VP of GSMA Systems where he oversaw operations of a 75-person division.

**Products/Services:** AML products are the result of unique knowhow and enabling technologies that encompass a full suite of intellectual property to include design software, families of magnet technology, manufacturing technology and product solutions. Product Development is a combination of both AML born solutions and strategic engagements where AML enables other corporations through development agreements. Examples range from a medical magnet product, which is a patented, sole source component for Proton Therapy (PT) cancer treatment – to - large generators for 10-Megawatt and larger wind turbines. AML technologies and products have global impact based on very strong value propositions, which are manifested in a combination of lower cost, lighter and smaller systems, and higher efficiency, reliability and performance.

**Technology:** AML's Intellectual Property (IP) and capabilities are clearly differentiated and includes state-of-the-art design software, magnet technology, manufacturing processes and product solutions. For superconductivity, which allows the flow of electrical current with almost zero energy losses, AML's experience and capabilities are unmatched (worldwide). AML's IP portfolio is continually growing, with 15 US patents, 1 International patent with several US and PCTs in process. New IP is continually being generated for technology and new product solutions.

**Market Potential:** AML is ideally positioned, as a leader in the field of applied superconductivity having proven capabilities and enabling technology for the commercialization of *multiple*, high value products each addressing *multi-billion dollar markets* including:

- Renewable Energy: Superconducting generators for large Offshore Wind Turbines will drive these power generation systems to become cost effective as compared to other alternatives due to lower weight and size, higher efficiency and elimination of high cost rare earth materials.
- **Electrical Grid Components**: Superconductors will allow for low-loss transmission of power at higher reliability, stability and efficiency of power grids with products such as *Fault Current Limiters*, which instantaneously limit unanticipated electrical surges, and *Synchronous Condensers* that serve as grid voltage regulators and "shock absorbers", dynamically generating or absorbing reactive power.
- **Power Distribution**: The use of modular, scalable and high efficiency systems to distribute or aggregate multiple megawatts of power within facilities such as *Data Centers* and *Solar Farms* respectively.
- Industrial Motors and Generators: Considering the fact that Motors and Generators of 1,000 HP or greater consume over 33% of power in the US, superconducting versions of these systems that operate at greater than 95% efficiency will significantly to reduce energy consumption.
- *Transportation*: All-electric propulsion systems are highly desirable for many types of transportation including aviation and ship propulsion.

- *CoilCAD*<sup>TM</sup>: Unique & Proprietary Software has over 16 years of development and use...it is the most advanced existing and allows the rapid design and optimization of complex 3D coil geometries.
- Revolutionary Electromagnet Technologies: Double-Helix™ is a "packaging" technology providing "perfect" magnetic fields. It is simple, elegant and has virtually no limits for configuring magnetic fields.
- *Innovative Manufacturing*: ©CoilCAD™ software output directly controls automated manufacturing process which is tooling-free and without complicated assemblies.
- **Superconducting Application Experience**: Unique knowhow, experience, technology to apply the science of "superconductivity" for commercially viable applications.

**Strategy:** At the core, AML's business is "Platform IP and Discovery", the "Bell Lab's" approach with a commercialization strategy to apply innovative technologies into large (\$B+) and rapidly growing markets through a combination of manufacturing, joint ventures, licensing and company spin-offs. This includes a Chilean partnership for global product demonstration and access to Latin America markets. Investment and Strategic Partnership opportunities include:

- Spin-Off Company for high-efficiency power transmission business. (Series A-\$2M, Series B-\$6.5M, Series C-\$8.5M Inv. = \$242M/yr., \$34M EBITDA in 4 years)
- **Joint Venture** (strategic partner) for the manufacturing of large rotating machines such as offshore wind turbine generators. (Total Market = \$14B, 2016-2020)

**Opportunity:** Opportunity exists for a profound change in the above markets, which is predicted to bring large increases in demand, profits in billions of US dollars and competitive upheaval due to large increases in demand as a result of the attractive value propositions provided. As a result of the advancements in materials, cooling and magnet technology - market entry for energy solutions is less than two years away. Commercial implementation of superconductivity is the next technology revolution and presents an unprecedented opportunity for those companies who can harness its benefits. AML is among only a few companies globally that has the experience and proven capability in superconductivity to catalyze this opportunity.

<sup>&</sup>lt;sup>1</sup> "Superconductivity: The 7th Era and Coming Revolution in Power, Energy, Electronics, Computers, Communications, Transportation, Space and Beyond – Technologies, Applications, Markets, Competitors and Opportunities: 2011-2020 Analysis and Forecasts", Amadee & Company, Inc., September 2011



# **BioCurity**

6696 Engram Road New Smyrna Beach, Florida 32169

#### Contact:

Cheryl H. Baker Phone: 407-432-6332 Cheryl.Baker@biocurity.com

Year Founded: 2010

**Industry: Biotechnology** 

Development stage: Startup

Number of Employees: 3

## **Funding Opportunity:**

• \$750,000 to complete Series A

\$8M Series B in 2014

#### Use of Funds:

75% Product Development 10% Marketing/Sales 15% Intellectual Property

## **Existing Investors:**

Series A - Orlando Health

## **Business Description:**

BioCurity was founded in 2010 to develop a portfolio of therapeutic solutions for treating cancers. BioCurity's first product is a nanoparticle-based radioprotectant (RadGuard™), which selectively protects healthy tissue from radiation damage while still allowing radiation treatments to attack cancerous tissue. BioCurity is pursuing FDA approval for both a cream and injectable form of RadGuard™.

Problem/Opportunity: According to the National Cancer Institute, 1.4 million new cases of cancer are diagnosed each year. Over 500,000 cancer patients receive radiation therapy every year (multiple radiation treatment sessions per patient). Radiation therapy is highly effective in treating cancer, but radiation exposure risks to healthy tissues limits dosage amounts, which reduces effectiveness. If healthy tissues could remain intact, increased radiation dosages would greatly improve tumor destruction. RadGuard™ is uniquely able to selectively protect healthy tissues while allowing radiation therapy to destroy cancer cells.

### **Management Team:**

President: Dr. Clarence Brown was President of MD Anderson Cancer Center Orlando from 1997 to 2011. He has served on numerous boards in Orlando and is past-Chairman of the Board of Directors of the Orlando Health Foundation. He has served on the Florida Division Board of Directors of the American Cancer Society and as a delegate to the National Assembly of the ACS. From 2001 through 2003, Dr. Brown was chairman of the Cancer Research and Advisory Council for the state of Florida, appointed by then-governor Jeb Bush. He was named one of the "Best Doctors in America" from 1996 to 2011 and in 1998 was named one of the 25 most influential leaders in health care in Central Florida. Dr. Brown remains an Adjunct Professor in the Department of Blood and Marrow Transplantation, University of Texas M.D. Anderson Cancer Center and Professor of Medicine, University of Central Florida College of Medicine.

Chief Scientific Officer: Dr. Cheryl Baker is the former director of Orlando's MD Anderson Cancer Research Institute and has a strong track record of commercializing research. Dr. Cheryl Baker has over 20 years of cancer research experience, including tenures at Harvard, Texas Tech, UCF and University of Texas M. D. Anderson Cancer Center. As the Director of MD Anderson-Orlando's Cancer Research Institute, Dr. Baker built a highly credible team of over 40 doctoral level investigators and technical staff and instituted collaborative, state-of-the-art cancer research projects. Dr. Baker secured over \$5 million of external funding for the initial development of RadGuard™ while at MD Anderson-Orlando.

**VP Pharma Relations: Dr. Chris Stevens** has fourteen years of senior management experience in the biotechnology industry providing clinical and regulatory strategic development, execution and operations management for U.S. and European clinical trials Phases I through IV, and preparation of NDA, BLA, and MAA filings including formulating responses to regulatory questions and FDA Scientific Advisory Board presentations. As VP of Clinical Development at Alnara Pharmaceuticals, his clinical team completed two Phase 3 trials. Led clinical efforts for NDA filed with FDA in March 2010. Success of liprotamase program led to the acquisition of Alnara by Eli Lilly in June 2010. As the Director of Clinical Affairs at Altus Biologics, he led the design, development, and initiation of three Phase I and Phase II trials for a three-drug combination pancreatic enzyme product. The successful Phase II trial drove an IPO in 2006.

## Scientific and FDA Advisory Board:

• **Dr. Aniket Kaloti:** Expert in navigating venture-backed biotech companies through product development, FDA approvals and financing. Led teams at iNDx Technologies, and business development activities at MiniVax.

- **Dr. Patrick Kupelian:** Vice Chair, UCLA Department of Radiology. With over 20 experience in developing radiation technology to enhance site-specific radiation, Dr. Kupelian has served on a number of advisory boards formulating response and questions for FDA approval for clinical trials.
- **Dr. Richard Britten:** Professor at East Virginia Medical School has over 20 years of experience in radiation biology, with specific expertise in key research areas that are relevant to BioCurity. Dr. Britten is also leading a CMCR-funded project focused on identifying biomarkers for radiation exposure. Before joining Eastern Virginia, Dr. Britten was a key Scientific Officer in Radiation Oncology, Radiobiology and Biophysics with the National Cancer Institute of Canada, and also held research positions at University of Alberta, Canada and M.D. Anderson Cancer Center in Texas.

**Products/Services:** RadGuard™ will be available in both topical cream and injectable forms. The cream is used to prevent radiation exposure to skin before cancer radiation treatments. The injectable product supplements the cream for radiation exposure scenarios that require protection or post-exposure mitigation for organs and other deep tissues.

**Technology:** The initial RadGuard<sup>™</sup> formulations were developed by Dr. Cheryl Baker while she was the Director of the MD Anderson Cancer Research Institute in Orlando, FL. BioCurity has secured ownership of all relevant IP developed therein, and plans to submit additional utility patents for RadGuard<sup>™</sup> formulations.

Market Potential: According to the National Cancer Institute, 1.4 million new cases of cancer are diagnosed each year, and over 500,000 cancer patients receive radiation therapy every year (with multiple radiation treatment sessions per patient). With an average of 20 treatments/patient, BioCurity has a \$2B/year recurring revenue market opportunity (assuming \$200/treatment) opportunity in the U.S.

## **Competitive Advantage:**

<u>Amifostine</u>: Developed by U.S. Biosciences, and approved for US in 1999. It prevents radiation-induced cell death and facilitates repair of normal cells. Key drawbacks include a very short shelf life (must be injected within 15 minutes of drug preparation), serious side effects (high blood pressure, renal and hematologic dysfunction and severe nausea), and high cost to administer (over \$25,000/patient/year), all which significantly limit its usage in many patient populations. There is no cream formulation of Amifostine. BioCurity's RadGuard provides both external (cream) and internal radiation mitigation therapy and has a very long, rugged shelf life and initial animal studies have shown minimal side effects. The cost per patient will be at least an order of magnitude less than Amifostine.

<u>Onconova</u>: Privately-held, venture backed company. Onconova has developed a cellular mechanism that interacts with the cellular activities that signal damage occurring and that enhances cellular repair processes. This approach is very different than BioCurity's so is most likely a complimentary option. Onconova's solution, which is in Phase I FDA trials, requires an injection so is much less portable than BioCurity's topical RadGuard™ product.

Strategy: BioCurity has conducted extensive in-vitro and animal testing on RadGuard™ with very promising results. To reduce the FDA approval timeline and costs, we will pursue FDA Phase II approval of the cream-based RadGuard™ and FDA Phase I approval of the injection. Upon completion of these two milestones, BioCurity will pursue acquisition by a large pharmaceutical company to finance Phase III/IV clinical trials and take the final product to market. BioCurity currently has relationships with Orlando Health, University of Central Florida and Eastern Virginia Medical School that will help expedite the initial FDA approval processes.

Financial Projections:					
	2013	2014	2015	2016	2017
Revenue:	-	-	-	\$750,000	\$2,250,000
Grant Income:	\$150,000	\$250,000	\$500,000	\$500,000	\$250,000
R&D:	\$501,004	\$834,006	\$1,402,792	\$1,961,035	\$2,488,720
SG&A:	\$230,591	\$455,520	\$687,986	\$905,431	\$1,122,332
EBITDA:	(\$581,595)	(\$1,039,526)	(\$1,590,778)	(\$1,616,466)	(\$1,111,052)
Headcount:	04	07	12	14	19



## Diametriq

1990 W. New Haven Ave. Suite 303 Melbourne, FL 32904 Contact:

Anjan Ghosal, CEO Phone: 321-473-4271 aghosal@diametriq.com

Year Founded: 2012

**Industry:** Wireless Telecom

Infrastructure

Development stage: Early Revenue

Number of Employees: 45

**Funding Opportunity:** \$5.0 Million

Use of Funds:

30% Product Development 55% Marketing/Sales

**Existing Investors**: Internally funded

Business Description: Diametriq was launched in 2012 to focus on a rapidly emerging niche in the control layer of the 4G/LTE wireless network. The company was derived from the executive leadership, engineering, and technology of IntelliNet Technologies, a wireless solutions company founded in 1992. Diametriq's Diameter Routing Engine™ (DRE) balances the signaling load and provides for interworking with legacy networks. Diametriq has a reputation as a 4G/LTE control signaling pioneer with field proven technology. The DRE will be sold directly to the wireless network operators, OEM equipment providers who will sell to the network operators and service bureaus who will sell the service to network operators.

**Problem/Opportunity:** Due to the popularity of smart phones and tablets, wireless data usage is exploding and operators around the world are moving quickly to 4G/LTE technology. This is causing an excessive amount of signaling traffic that sets up data sessions, checks authorizations, implements policy, effects charging, etc. The resulting congestion has the potential to cause service interruptions. To address this problem the leading LTE operators have begun to seek Diameter signaling management solutions.

**Management Team**: Diametriq's core team has more than 100 years of experience building complex telecom software solutions. Key employees include:

## Anjan Ghosal, Founder, CEO

• Serial entrepreneur, Built IntelliNet into leading 3G signaling solutions provider, spun off to Ruckus Wireless, E&Y Entrepreneur of the Year, Florida

# Kumar Ramalingam, Vice President Product Development

Successfully delivered and deployed multiple 3G signaling solutions in Tier I operators around the world.
 Lucent, Motorola and Stratus Telecom

## **Chris Knight, Vice President Product Management**

Solutions and Product Architect for SS7, VoIP, data offload, SBC, IMS and LTE networks at Stratus
 Telecom, VocalTec and Sonus

## **Dan Wonak, Director Marketing and Operations**

- Sr. VP Marketing and Business Development at Tellular, executive positions at Tellabs, Coherent and Extel Scott Page, CFO
  - Business Unit Controller with JDS Uniphase, CFO/Controller for Mnemonics, Two successful start-ups/exits

Products/Services: Diametriq's *Diameter Routing Engine™* (DRE) balances the signaling load and routes signaling messages between elements in an LTE network architecture. The first release of the *DRE* will address the load balancing function. This release is expected to be ready to trial in 3Q 2012 with customer deployments in late 2012. The platform is designed to support application development such that applications such as location-based services and analytics may be hosted on the platform itself, further extending the value of the platform to the operator. The *DRE* software is hosted on commercially available carrier grade communications hardware platforms, enabling the *DRE* to be offered in various configurations allowing for wide scalability and reliability at multiple price points as well as the flexibility to be deployed in multiple locations within the network.

**Technology:** IntelliNet was recognized in the industry as a Diameter pioneer. After the spin out, the company retained its high performance and field proven Diameter platform. Based on this core technology, Diametriq is developing a product suite that addresses the challenges of Diameter routing, load balancing, and interworking with legacy 2G/3G networks. Diametriq's Diameter protocol has been deployed since 2006 and is using this core technology as the foundation its **DRE** products. Diametriq now owns multiple software assets acquired from IntelliNet that include legacy 2G/3G technologies such as SS7, roaming and interworking technologies.

Market Potential: The legacy SS7/STP market is estimated at \$400 million annually in 2010. As wireless carriers make the shift to LTE networks, the SS7/STP market will erode and next generation Diameter signaling products will replace and grow the signaling management category. Diameter signaling is a nascent market, with Informa forecasting growth to \$320M in 2016. Our internal projections are a bit more bullish as we project the market to reach an annual rate of \$500 million by 2016. This market will exceed the current signaling market due to the aggressive roll out of LTE technologies as well as the need for legacy interworking with 2G/3G technologies. Furthermore we expect to see cloud based services, such as Amazon, Apple, Netflix and Google to be customers for this technology, adding significantly to the potential market size.

## **Competitive Advantage:** There are three principle forms of competition:

- Legacy equipment providers: Tekelec is the 600 lb. gorilla: a large company with a product built on an expensive legacy proprietary platform. They will sell only direct, not through OEMs, and will sell to their existing base of Tier 1 operators. 2nd/3rd tier operators may find them too expensive.
- LTE network element providers: Companies such as Acme Packet, Sonus, and Openet have announced their products; however each would be integrated with an existing network element they offer. Operators are opting for standalone devices capable of fulfilling multiple signaling functions that are not coupled to a vendor's network element.
- Diameter Signaling Controllers: The firm most similar to Diametriq is Traffix Systems. Traffix has been selling Diameter since 2007, but they lack a strong telecom background. Traffix was recently acquired for ~\$140 million by F5 Networks. This will position F5 squarely as a signaling vendor and highlight the necessity for Tier 1 equipment suppliers to have an offering in this category.

Diametriq's competitive advantages come from excelling at meeting the following carrier needs:

- Carriers want Diameter signaling products that will satisfy multiple use cases, being deployed in multiple
  configurations and at various locations in the network. By deploying the *DRE* on standards-based carriergrade hardware platforms, Diametriq can offer the required flexibility and scalability at multiple price points.
- Carriers are concerned with how products interoperate with their existing LTE infrastructure. As a standalone product, Diametriq's **DRE** excels at interoperation with multiple vendors network elements.
- Carriers are concerned with how products will interwork with legacy technologies. Diametriq has a strong history and core stable of legacy interworking software assets to meet the carrier needs.
- Carriers are concerned with performance and reliability. Diametriq has scalable and superior signaling performance and five-nines reliability allowing it to be deployed for the most demanding applications.
- Carriers are more comfortable purchasing network equipment from Tier 1 vendors. Diametriq's product is designed for resale through OEMs and the product can be customized or white labeled as needed.
- Carriers seek flexibility in the functionality of their signaling products, allowing for future services and use cases to be easily supported. Diametriq's DRE is built on an application platform so that new services may be hosted on the DRE itself, further extending the value of the platform to the operator.

**Strategy:** Diametriq already has excellent visibility in this market, is being covered by industry analysts covering this product area and has been invited to participate in RFIs and RFPs from network operators. As the market is currently small, the Tier 1 equipment vendors (Ericsson, Alcatel-Lucent, Nokia Siemens Networks, Motorola Solutions, Huawei and ZTE) will not seek to develop their own products, rather they will seek partners to source technology from. Diametriq already has relationships with many equipment providers and service bureaus and has ongoing discussions with several of them. We expect that with the acquisition of Traffix by F5 Networks, the necessity for Tier 1 equipment vendors to have an offering in this space will accelerate. Diametriq's initial efforts will be to secure reference accounts directly, expand distribution through OEMs, with an eventual exit via acquisition. We have already signed an OEM agreement with a major roaming application supplier with 500+ network deployments.

Financial Projec	Financial Projections: (dollars in thousands)						
	2012	2013	2014	2015	2016		
Revenue:	\$774	\$2,572	\$9,884	\$22,296	\$55,392		
COGS:	\$395	\$1,272	\$4,028	\$7,431	\$13,400		
R&D:	\$780	\$1,941	\$2,877	\$4,086	\$5,473		
SG&A:	\$512	\$2,378	\$4,353	\$7,140	\$10,461		
EBITDA:	(\$912)	(\$3,019)	(\$1,374)	\$3,639	\$26,058		
Head-count:	45	65	91	123	155		



# **flexReceipts** 1412 Longmeadow Way Windermere, FL 34786

Contact:

Tomas Diaz, CEO Phone: 269-208-7538

Tomas.Diaz@flexReceipts.com

Year Founded: 2010

**Industry: Technology** 

Development stage: Startup

**Number of Employees:** 5

Funding Opportunity: \$1,200,000

Use of Funds:

Technology: \$500k
• Engineering & IT

Marketing & Sales: \$500k

Sales TeamMarketing

Operations: \$200k

**Existing Investors:** 

Series Seed from Angels & VenVelo:

\$300k

**Business Description:** flexReceipts ("FR") enables merchants to deliver digital receipts and allows consumers the ability to store and access those receipts in one central cloud-based platform. FR technology also provides retailers with superior data analytics and customer engagement tools. **FR's vision is to create the world's largest consumer commerce database, enabled by digital receipts.** 

**Problem/Opportunity:** Today, when making purchases, consumers receive paper receipts which are often trashed, misplaced, or damaged. These inconvenient pieces of paper are nowhere to be found when needed most. Consumers are desperately seeking a more convenient solution to managing these proofs of purchases.

In addition, retailers are faced with the challenge of trying to identify, track, and engage their consumers. Today, retailers spend enormous amounts of money to solve this problem with unsophisticated tools. The best solution thus far has been loyalty programs, which typically have low value propositions for consumers. Most loyalty programs are costly to develop and deploy. They also have low registration rates and are not able to track consumers outside of a specific retailer's stores. It is time for a solution to be brought to the market that offers an easy, inexpensive and effective way to capture and utilize valuable customer information.

The flexReceipts Team: flexReceipts is comprised of five individuals that forge a diverse team with backgrounds in sales & marketing, operations, and technology. flexReceipts founders are Tomas Diaz (CEO) and Jay Patel (CTO).

As CEO of FR, Tomas has been able to recruit a highly talented team and board of advisors, outline the vision of the product, and create an effective go to market strategy.

- Graduated with his MBA and BA with distinction from Rollins College.
- Spent most of his career at Whirlpool Corporation, at director levels, selling to the nation's largest retailers. Consistently ranked within the top 5% of sales employees. Top sales director for the company in 2010.
- Served as marketing director for Whirlpool brand, a flagship, \$4b brand, making it the most desired brand in the marketplace as rated by Nielsen.
- Has a rolodex that includes C-Level executives from Wal-Mart, Sears, IKEA, and Lowes, to name a few.

Jay Patel has an extensive background in technology development, systems integration, and project management.

- Graduated magna cum laude from University of Pennsylvania's prestigious Computer Science program.
- Worked as an Executive at Accenture, successfully delivering multi-million dollar custom software & integrations for globally respected clients such as the United States Postal Service (USPS) & XM Radio. In particular, led efforts to build complex data heavy systems processing billions of records a year for USPS.
- Architected a reliable interface that makes it easy for Point-of-Sale (POS) companies to integrate with flexReceipts.
- Developed extensive knowledge of Retail standards such as ARTS and PCI in developing a commercially viable and future thinking digital receipts solution.

**Products/Services:** The FR consumer experience begins when consumers arrive at the cash register to make a purchase. Before payment, the consumer is asked if they would like a digital receipt. If so, the consumer can use their registered credit card, loyalty card, email, or phone number to uniquely identify themselves. Once validated,

a digital receipt is sent to the consumer's FR account. The consumer can then access that receipt through the FR website or mobile app, enjoying many value added services such as categorizing/organizing their receipts, receiving relevant coupons, and interacting with social media tools to share purchases with friends. The beauty of FR is that it requires minimal effort from the consumer as the digital receipt is sent directly from the point-of-sale to their FR account.

For retailers, FR will utilize its valuable digital receipt database to provide superior data analytics and consumer engagement tools. For example, FR will be able to provide consumer wallet share across industries, retail store cannibalization, and heat mapping analyses. Retailers can then compliment this key information by offering promotions directly to consumers through FR in order to increase redemption rates, consumer loyalty, and ultimately revenue.

**Technology:** FR's technology is architected to be simple and flexible, capable of integrating with any major point-of-sale (POS) system. In fact, FR has already integrated with the largest POS company, Micros. FR also incorporates key retail standards such as ARTS and PCI which are increasingly becoming more and more important in the industry.

FR has a pending patent which encompasses its full digital receipt solution, and in particular focuses on utilizing NFC as method of being able to uniquely identify a consumer at the point-of-sale. FR also has trade secrets around the use of receipt data to analyze consumer shopping history, trends, and forecasting. This includes capturing critical purchase information that feeds the FR taxonomy and analytics engine. The rare combination of successful POS integrations, industry knowledge, patent and trade secrets make it difficult for a competitor to infringe on FR's marketplace.

Market Potential: The total addressable market size is \$2 Billion, which accounts for the cost of the paper retailers are currently incurring. Today, retailers are spending between \$.01 - \$.02 per transaction to print each paper receipt. FR intends to fully capitalize on this market by charging retailers \$.01 for any digital receipt enabled. \$.01 times the hundreds of billions of transaction that occur each year makes this a very attractive industry for FR. Furthermore, FR will be monetizing its database through couponing and advertising.

Competitive Advantage: The digital receipt industry is at an infantile stage. Major competitors today are Lemon, Slice, and Neat receipts. These companies provide incomplete solutions to address consumers' needs of complete receipt management. There are three primary advantages that separate flexReceipts from the competition: 1. Technology – flexReceipts has designed an agnostic and scalable solution that does not require additional consumer action to obtain digital receipts, unlike its competitors. 2. Defensible Distribution Model – flexReceipts enjoys established relationships with the nation's largest POS Providers, which are already installed in 100's of thousands of point-of-sale terminals. 3. Team – FR has the brightest digital receipt engineers and a proven management team.

**Strategy:** FR's target customers are retailers that print paper receipts and want a better way to engage their consumers. To fuel adoption, flexReceipts will initially target retailers that offer high-value goods and services, accommodate tech-friendly consumers, and promote green initiatives. The industries that most fit this profile are retailers within the (1) electronics and (2) apparel. To be successful, flexReceipts must reach critical mass and ubiquity. To gain scale, flexReceipts is partnering with the nation's largest point-of-sale (POS) software companies. In order to get the POS companies to buy in, FR is offering a free innovative feature to augment their product and a revenue share agreement to help increase their revenue. The integrated POS companies will be able to distribute and scale FR's technology to all retailers within their network. To date, flexReceipts has on-boarded three major POS companies; including MICROS the nation's largest.

Financial Projections: (	dollars in thousands)				
	2013	2014	2015	2016	2017
Revenue:	\$785	\$3,100	\$12,675	\$38,025	\$51,750
COGS:	\$987	\$1,767	\$6,338	\$18,252	\$24,840
SG&A:	\$716	\$1,085	\$2,535	\$6,464	\$8,798
EBITDA:	(\$918)	\$248	\$3,803	\$13,309	\$18,113
Headcount:	8	14	26	42	50



**Kleo, Inc** 6815 Biscayne Blvd Suite 103-462 Miami, Florida 33138 Contact:

James Rosenberg, Founder & CEO Phone: (786) 309-5811 jrosenberg@mykleo.com

Year Founded: 2009

Industry: Education; Technology

**Early Growth Stage:** \$175,000 seven months trailing revenue

Number of Employees: 3

**Funding Opportunity: \$1.5M** 

## Use of Funds:

50% - Sales/Business Dev 25% - Product development 15% - Admin and support

## **Existing Investors:**

\$300K Series A friends and family

**Business Description:** Kleo has developed a SaaS platform that manages fundraising, funds management and ecommerce in the K-12 education space. Kleo's disruptive value proposition is that funders and donors receive immediate transparency into every ecommerce transaction conducted by fund recipients. Kleo licenses its fund management/transaction platform to online school fundraising sites, schools, school districts, learning management system vendors, funding sources such as foundations and corporations, and other channel partners that touch K-12 stakeholders. Kleo derives revenues from 1) licensing our backend transaction platform (white label model) and 2) from every purchase transaction from our proprietary, closed vendor network. Kleo earns between 20%-40% from all ecommerce sales, which is shared with our channel/white-label partners.

**Problem / Opportunity:** Discretionary funding and ecommerce in K-12 entails a wide range of fragmented sources including corporate/individual philanthropy, foundations, back-to-school/parent shopping, out-of-pocket spending by teachers and school fundraising activities. In addition, there is a plethora of sites where stakeholders can raise funds via social media, affiliate vendor networks, donate at checkout, and crowdfunding. Despite the diverse

sources of fundraising, there is virtually no accountability on how the funds are managed or used once a pool of funding has been raised. Checks are simply written to the school by parents or funding sources, with no accountability for how the funds were actually spent. In addition, district and school administrators often have limited control or oversight into how teachers or school programs are raising or using discretionary funds. Kleo addresses both the fundraising and spending accountability issues, while also providing a robust suite of programs and a vendor network that enable teachers, schools and districts to streamline and increase all discretionary fundraising and spending activities.

**Management:** The management team, combined, has over 50 years experience in education and technology, with several investor exits.

<u>James Rosenberg - Founder & CEO:</u> Over 14 years experience in K-12 education and fundraising. Founded Adopt-A-Classroom in 1998, which has raised over \$18mm on behalf of 75,000 classrooms. James is a 2012 Miami Technology Entrepreneur of the Year Finalist.

<u>Michael Edell – Chairman & Chief Strategy Officer:</u> Serial entrepreneur that has been managing and operating companies for over 25 years with multiple successful exits. He sold his company eLabor.com to Microsoft and ADP. He has raised over \$50 million for companies, and helped take a company public in 2004 which sold for over \$250 million in 2008. Michael also has significant experience leading aggressive growth strategies while prudently managing cash flow.

<u>Dan Cane - Board Member:</u> Founder and former CTO of the leading education company Blackboard, Inc, which he took public in 2004 and, in 2011, was purchased by Providence Equity for \$1.64B.

**Products/Services:** The KLEOplatform<sup>™</sup> includes the following components: (1) KLEOaccounts<sup>™</sup> - virtual wallets (similar to Paypal<sup>™</sup> accounts) for all K-12 stakeholders to receive and aggregate funds; (2) KLEOapps<sup>™</sup> - a suite of cloud-based applications that enable users to fundraise via social media and other channels; and (3) KLEOnetwork<sup>™</sup>, an integrated proprietary network of vendors which are immediately available to all KLEO end-users to purchase needed goods for schools at discounted rates.

**Technology:** Kleo centralizes K-12 discretionary funding for school needs and provides detailed transaction management, ecommerce and fundraising campaigns through its proprietary cloud-hosted KLEOplatform™. KLEO has been powering Adopt-A-Classroom for over 8 years and is tested and tried in the marketplace, with over \$10M in transactions processed. Kleo's integrated ecommerce platform (comparable to Amazon™, but specific for -1€2 education al needs) enables teachers or school administrators to draw from their KLEOaccounts™ to purchase materials and supplies, econtent, professional development and curricula from Kleo's network of affiliate vendors. In addition, the ecommerce platform services self-funded purchases such as parent back to school shopping and educator out-of-pocket spending.

Market Potential: The target market size is \$23 billion, consisting of school fundraising activity (\$2B), back-to-school shopping (\$17B), philanthropic distributions (\$2B) and teacher out-of-pocket spending (\$4B). Other verticals exist in \$800 billion nondiscretionary K-12 spending, higher education and the \$300 billion philanthropy space.

**Strategy:** Kleo provides private-label platform licenses to channel partners that either have network of schools or distribute funds to schools. Channel partners use Kleo for funds management to stakeholder accounts, the related ecommerce and transparency reporting, and fundraising programs for the educators, parents and students. Kleo also sells directly to schools and school districts, but believes the channel partner strategy is more scalable for rapid market expansion at a national level.

Competitive Advantage: Kleo is the only K-12 funds management platform that provides both (1) a complete back-end to manage user accounts (wallets) for discretionary funds, real-time usage reporting to funders, a robust vendor network for schools/teachers to make discounted purchases from, and advanced fund usage accountability features, and (2) a complete front-end to manage fundraising campaign for schools, teachers and parents. Kleo is first-to-market with a proven proprietary platform with over 100,000 users. Kleo's first-to-market position as a K-12 backend accountability solution, a robust and growing vendor network, extensive education-specific relationships and goodwill create significant barriers to entry.

## **Financial Projections:**

	2012	2013	2014	2015	2016
Revenue	\$ 161	\$ 3,192	\$ 12,274	\$ 27,341	
COGS	\$ 62	\$ 241	\$ 499	\$ 549	
SG&A	\$ 158	\$ 3,501	\$ 6,984	\$ 10,555	
EBITDA	\$ (59)	\$ (549)	\$ 4,240	\$ 16,237	
Headcount	3	22	24	27	



# Microbial Defense Systems, LLC

8130 Baymeadows Way, Suite 200 Jacksonville, FL 32256

Contact:

Matthew F. Myntti, Ph.D. Phone: 904-647-4161

mmyntti@microbialdefense.com

Year Founded: 2009

**Industry:** Biotechnology

Development stage: Startup

**Number of Employees:** 5

Funding Opportunity: \$5,000,000

## Use of Funds:

75% Product Development 15% Marketing/Sales 0% Operation/Inventory 0% Existing Debt 10% Legal/Other ...

## **Existing Investors:**

Series A - Auklund Trust Fund

**Business Description:** Microbial Defense Systems (MDS) is a licensor of extremely effective low toxicity disinfectants that are uniquely able to disinfect a biofilm and remove it from a surface. Our proprietary biofilm disinfecting technology eradicates bacteria in all forms, including resistant forms. We work with established corporations in target markets to develop products with optimal formulations and leverage our partners established sales and marketing groups. Our technologies address unmet needs in a broad range of applications including: Food Safety, Industrial Cooling, Oil and Gas mining, Health Care Acquired Infections, Oral Care, Consumer Hard Surface Disinfecting, Chronic Wound Care, and more.

**Problem/Opportunity:** Biofilms are impossible to remove and disinfect with present technologies. These bacteria exhibit resistance to disinfectants and antibiotics and there are no economically effective or toxicologically acceptable methods for the treatment of a biofilm

Management Team: <u>CEO</u>, <u>James Mozley</u> has 30 years of experience heading up a variety of innovative companies. Jim founded Mozley Company, a successful start-up in Architecture and Urban Planning. Jim has also built and operated a number of businesses, including public utilities in Hawaii and a number of resorts, and the founding, planning and development of the city of Palmetto Bluff. In these activities, Jim has established relationships and a track record of success in developing, managing, and leveraging relationships with US

regulatory bodies.

<u>President, Matthew Myntti, Ph.D.</u> holds a Ph.D. in Materials Science and Engineering and is the inventor of our biofilm disinfection technology and brings 15 years of engineering experience, and 8 years of biomaterial development experience. He was the manager of the Medtronic Surgical Technologies Biomaterials Group, and responsible for that divisions first ever internally developed biomaterial (MeroPack) and their first internally developed and manufactured biomaterial (C-Pak).

<u>V.P. of Business Development, Chris Samuel</u> holds a BSEE, BSME, and JD. He has managed major sales accounts including medical accounts to Abbot Labs and Franz Medical as well as Big Three automotive and Tier 1&2 suppliers. He also lead design teams for Delphi Automotive bringing two breakthrough fuel pump technologies from drawing board to production validation

<u>CFO, Alan Trench</u> has an MBA with 6 years of big four and fortune 500 company experience. Alan is an experienced medical device industry financial executive, having worked at Medtronic, analyzing departmental spending and implementing resource tracking there resulting in cost savings of approximately \$500K in quarterly savings.

**Products/Services:** MDS has developed and demonstrated a revolutionary patent pending technology that removes biofilms in an environmentally friendly, cost effective manner. MDS biofilm disinfection technologies exhibit the following qualities: high efficacy, low toxicity, and odorless. Products based on these technologies can range from mouthwash to industrial cleaners. The first products to market will be a wound wash, oral rinse, broad spectrum disinfectant, and cleaner for industrial heat exchangers. This will be followed up with several products to treat chronic sinusitis, cleaner / disinfectants for the food and beverage industry, and an FDA approved sterilant / high level disinfectant.

**Technology:** MDS's initial chemistry and use patent was applied for in 2009. Two subsequent applications have been filed and six more will be applied for. The efficacy of several formulations has been verified. Several versions of product have been developed for specific applications with confirmatory testing. Montana State University Center for Biofilm Engineering, which is the premier research facility on this topic has tested the MDS technology and shown it to be superior in efficacy to all existing products. Texas Tech University has tested the MDS

technology in their chronic wound model and found it to be extraordinarily effective at very low concentrations. The biofilm and wound treatment results have been repeated by several possible large multi-national commercial partners.

#### **Market Potential:**

ACTIVE DEVELOPMENT PROGRAMS								
MARKET	ADDRESSABLE MARKET SIZE *	ANTICIPATED CAPTURED MARKET	POTENTIAL ROYALTIES *	ANTICIPATED RELEASE				
Ind. Heat Exchangers	375	125	6.50	2013 / 2015				
Consumer Kitchen & Bath	750	225	11.50	Q4 2013				
Oral Care	900	90	4.75	Q2 2013				
Chronic Wound Care	1,500	300	30.00	Q2 2013				

\*Annual In Millions USD Total 52.75

FUTURE PROGRAMS								
MARKET	ADDRESSABLE MARKET SIZE *	ANTICIPATED CAPTURED MARKET	POTENTIAL ROYALTIES *					
Food Processing / Cleaning	2,300	230	11.50	2017				
Endoscope Reprocessing	350	35	3.50	2017				
Surface Cleaning - HAIs	1500	150	15.00	2017				
DUWL / Lab Instruments	110	11	1.00	2017				

\*Annual In Millions USD Total 31.00

Competitive Advantage: Current biofilm treatment technologies are high toxicity compounds which are toxic to the environment or only effective against specific strains of bacteria. Those that do show any efficacy at killing the bacteria in the biofilm have little to know effect on removing the biomass resulting in recontamination issues. The MDS technology is the first general purpose biofilm disinfection solution that is low in toxicity and extremely effective in eradicating biofilms. MDS has currently filed three patents, with five others in process. Other technologies being developed in this area are dispersion technologies and antibacterial peptides which still only target specific strains of bacteria. Formulations based on MDS technologies have significant competitive advantages including affordability, low toxicity, oral safety, environmentally friendly, odorless, material compatibility, fungal efficacy, biofilm efficacy, and most importantly our technology completely removes the biofilm.

#### Strategy:

To optimize marketing, MDS will focus on licensing opportunities with large multi-national companies; allowing MDS to avoid the sizeable cost of distribution while providing rapid access to multiple markets and increased market share. MDS has established contacts and good communication with three of the largest consumer products companies who are interested in surface cleaning and disinfecting products for home use, with several major industrial supply companies interested in surface cleaning and disinfecting products for the food and beverage industry as well as hospital and health care settings, and with companies in the health care industry, specifically sinus, ear, and wound care applications.

Licensing rates will be market dependent with consumer products having the lowest rates and medical applications having the highest rates. Exclusive licenses will be granted with up-front fees and higher royalties. Targeted markets for exclusive markets include industrial heat exchangers, oral care, and wound care. Non-exclusive licenses will be provided with no up-front fees with continuing royalties. Food processing, endoscope reprocessing, and industrial surface cleaning are targeted markets for non-exclusive licenses.

Financial Projections: (	dollars in thousands)				
	2012	2013	2014	2015	2016
Revenue:	\$0	\$43	\$1,810	\$13,500	\$69,500
COGS:	\$0	\$0	<b>\$0</b>	\$0	\$0
R&D:	\$58	\$2,420	\$3,300	\$3,000	\$3,000
SG&A:	\$1,095	\$1,590	\$1,680	\$1,710	\$2,410
EBITDA:	(\$1,680)	(\$3,580)	(\$3,170)	\$8,790	\$64,090
Headcount:	4	5	5	6	7



Mesdi Systems, Inc. 607 Palm Key Court #205 Orlando, FL 32825 Contact:

Brandon Lojewski, President Phone: 954-235-5867

brandon@mesdisystems.com

Year Founded: 2011

**Industry:** Clean Tech Manufacturing

Development stage: Start-up

Number of Employees: 3

Funding Opportunity: \$1,000,000

## Use of Funds:

55% Product Development 15% Marketing/Sales 20% Operation/Inventory 0% Existing Debt 10% Legal/Other ...

Existing Investors: None

#### **Grants:**

\$100,000 Department of Energy National Clean Energy Business Plan Competition (5/2012)

\$10,000 Megawatt Ventures (4/2011)

**Business Description:** Mesdi Systems supplies next-generation spray equipment for manufacturing advanced coatings and chemical powders where high quality and product uniformity are vital. Applications requiring these high precision powders and coatings include lithium-ion batteries, solar cells, LED lighting, semiconductors, pharmaceuticals, and medical implants.

Problem/Opportunity: High cost has hampered the adoption of clean energy technologies like battery powered electric vehicles and solar cells. The high cost stems from the expensive manufacturing processes required to obtain the high quality particles and coatings that enable functionality of the batteries and solar cells. Although liquid spray is a low cost route for manufacturing these powders and coatings, today's spray nozzles result in large, non-uniform particles that fail to meet the quality demand. Mesdi's advanced spray nozzles enable manufactures to bridge the gap between high-quality and low-cost processes by generating the smallest, most uniform liquid droplets physically possible.

## Management Team:

**Brandon Lojewski – President:** Mr. Lojewski developed Mesdi's spray technology during his graduate studies at UCF, currently leads mechanical design, and manages all business aspects of Mesdi.

Weiwei Deng, PhD – Chief Technology Officer: Weiwei is a world renowned pioneer in Mesdi's core technology, multiplexed

electrospray. Dr. Deng has authored 14 peer-reviewed journal articles on the topic, is the inventor of the multiplexed electrospray technology, and an expert in electrohydrodynamics (the study of electricity's influence on liquids). Dr. Deng oversees the technical design of the multiplexed electrospray nozzles.

**Michael Tullbane – Chief Electrical System Designer** - Mr. Tullbane has over 30 years experience as a field engineer for Texas Instruments, Evans and Sutherland, Raydon, and Rockwell Collins working to install and maintain defense simulators. He was responsible for the development of Operation and Maintenance manuals for simulators as well as training for customers. He previously developed automated CNC control systems and optical coating systems. Mr. Tullbane is the chief designer of the electrical controls for Mesdi's spray technology.

Craig Nelson – President of RTP Systems – Industrial Automation Adviser: Mr. Nelson has over 25 years experience in developing technology companies spanning semiconductor thin film deposition, automated industrial manufacturing, quality systems, and lithium-ion battery production. While at EMCORE, he established the first compound semiconductor materials for high speed and optoelectronic devices. As cofounder of Solicore, he developed a patented lithium polymer battery for the emerging powered smart card industry. He was also a principal at Planar Energy, a venture-backed company spun out of Oak Ridge National Labs that developed innovative thin film battery technologies. As Mesdi's Industrial Automation Adviser, Mr. Nelson currently leads development of Mesdi's automated commercial grade prototype system.

**Products/Services:** Mesdi Systems sells spray equipment as standalone systems or as drop-in retrofit components to existing manufacturing infrastructures, depending on the customer need. The equipment is complemented by engineering services for consulting, installation, and training. Mesdi's equipment enhances manufacturing control over coating thickness and particle size, improves product uniformity, and eliminates the waste of expensive chemicals. Mesdi's customers are on the forefront of quality control for advanced clean energy manufacturing.

**Technology:** Mesdi's core multiplexed electrospray technology was developed at UCF and is currently protected by a provisional patent owned by UCF. Mesdi is in the final stages of negotiating an exclusive license agreement with UCF. In addition, significant trade-secrets and know how have been developed by the founders during the

development and refinement of the alpha prototype system at UCF. Mesdi is also developing follow-on patents and is currently developing an automated commercial grade system.

Market Potential: Mesdi's beachhead market is lithium ion batteries, stemming from today's immense demand in consumer electronics and future opportunity for growth in electric vehicles. There is a \$400M/year revenue opportunity for spray systems designed for manufacturing nano-LiFePO<sub>4</sub> cathode powder and \$225M/year for systems designed to apply electrode coatings on foil at high-speed. Together these lithium battery applications make-up a \$625M/year revenue opportunity, but only represent a fraction of Mesdi's total addressable market, not considering other industries like LEDs, solar cells, medical devices, or pharmaceuticals.

Competitive Advantage: Pneumatic or ultrasonic spray systems have been the de facto precision spray solutions, using high pressure gas or high frequency vibrations to generate spray. Both techniques result in spray containing large, inconsistent droplet sizes, and significant material waste. The underlying fluid mechanics governing droplet generation differentiate Mesdi's electrospray from pneumatic or ultrasonic spray by using electricity instead of pressure or vibrations. This enables highly uniform droplets that are orders of magnitude smaller. Although there are a few existing electrospray vendors, such as YFlow, Advion Biosciences, or New Objective, their spray systems can only process research scale amounts of material; a reliable electrospray nozzle scale-up design has been the limiting factor for utilizing electrospray in industrial applications for decades. Mesdi's patent pending design is uniquely able to utilize electrospray technology for high volume industrial manufacturing.

**Strategy:** Mesdi will initially focus on delivering retrofit services and equipment, deriving revenues through non-recurring engineering proposals (NRE). After gaining credibility via NRE projects, Mesdi will work to become an OEM supplier of its spray systems to coating and powder capital equipment makers. Early adopters of Mesdi's technology will likely require validation at a smaller pilot scale as a first step. This model fits with natural growth of the technology since Mesdi's production capabilities will grow in parallel with market acceptance and customer demand.

Our customer acquisition strategy is to first identify manufacturers of fine chemical powders and coatings in the lithium battery space, such as Dow, BASF, 3M, A123 Systems, or Johnson-Saft. Using NRE projects at these customers will provide a sound basis to fund product development while simultaneously building experience and customer relations with growth potential.

After success in multiple NRE projects, Mesdi will have gained the credibility, experience, and growth necessary to pursue an OEM supplier model and drive long-term revenue by selling spray systems in volume to large coating equipment makers like Applied Materials, MEGTEC, Coatema, and Hirano Tecseed as well as spray powder equipment makers like GEA, Buchi, Anhydro, Spray Drying Systems, and Hovione. During the retrofitting phase, Mesdi's tools will be installed directly on the coating or powder equipment from potential OEM partners. Positive relations with NRE partner's can lead to testimonials, contact leads, and constructive feedback to help garner OEM partners. The OEM phase is setup for high-volume sales with field support and installation overhead carried by the OEM partner.

Mesdi intends to only participate in NRE projects supported by a minimum of \$500k for six months or equivalent (\$250k for three months or \$1M for one year). Mesdi plans to engage in at least five NRE projects of various size scales by the close of 2013. Mesdi will begin forming OEM partnerships in 2014, delivering revenues on the order of \$5-10M per OEM partner per year by mid-2014. By forming at least three substantial OEM partnerships Mesdi can expect to drive \$20M+ revenue per year by the close of 2015 with continued growth in the following years as Mesdi's equipment becomes the spray industry standard and emerges into other quality stringent applications.

Financial Projections: (	dollars in thousands)				
	2011*	2012*	2013	2014	2015
Revenue:	\$0	\$55	\$3,260	\$8,750	\$24,570
COGS:	\$0	\$20	\$906	\$1,944	\$3,686
R&D:	<b>\$9</b>	\$16	\$978	\$1,458	\$2,234
SG&A:	\$1	\$43	\$2,119	\$3,063	\$8,354
EBITDA:	(\$10)	(\$24)	(\$743)	\$2,285	\$10,296
Headcount:	2	3	5	10	20

<sup>\*</sup>Note the financial projections do not reflect grant income



NATION Technologies Group, Inc.

951 Market Promenade Avenue Suite 2107 Lake Mary, Florida 32746 Contact:

Stephen Nation, President Phone: (407) 697 - 8713

snation@nationtechnologies.com

Year Founded: 2010

**Industry:** Cyber Security

Development stage: Revenue

Number of Employees: 4

Funding Opportunity: \$1.5 M

#### Use of Funds:

50% Marketing / Sales 25% Product Enhancements 10% Customer Service 10% Operations

5% Legal/Other

#### **Existing Investors:**

Series A - 10 individual angels

Business Description: Information, in electronic form, is an incredibly valuable asset that is vulnerable to theft or unauthorized access. To address the need for improved protection and accountability, NATION Technologies has developed BIOWRAP®, the world's first cloud service that seamlessly protects, tracks and controls digital information at all times. Unlike current data security systems that are difficult to use and either protect sensitive information while in transit or at rest, BIOWRAP is an easy-to-use service that is able to protect your information in transit and also monitor/control access to it at rest. With users around the world, BIOWRAP is establishing itself as the new standard in digital information security.

**Problem/Opportunity:** Data breaches from major organizations have become regular headline news stories, and both public and private organizations have an urgent need to protect valuable data, both internally and when shared and stored with authorized partners.

To add complexity to these persistent data security breaches, information privacy/security regulations are becoming the norm in key markets (*such as healthcare*, *financial and insurance*). The challenge is how to provide seamless integration with existing applications, data management platforms or audit processes while protecting sensitive, regulated digital information.

Brief list of regulatory requirements for data-centric protection / auditing that BIOWRAP® addresses for compliance: PCI DSS, HIPAA, HITECH, FACT Act, SOX, FTC Identity Theft Red Flag Rules, and State Data Protection Laws

#### **Management Team:**



#### STEPHEN NATION (President – Founder)

- · NYPD Intelligence Division, built proactive anti-terrorism intelligence gathering unit
- Vice President of Operations, biometric startup, \$2.2M in government sales for biometric access to encrypted data and RFID biometric access controls for facility management.
- Graduate of the U.S. Merchant Marine Academy
- Graduate of Nanyang Technological University's Institute for Defense and Strategic Studies



#### G. MARK HARDY, CISSP, CISM, GSLC (Vice President of Sales)

- AXENT Technologies (acquired by Symantec) where as a sales and marketing executive Mark brought in \$25M in new business
- Managing Director of Guardent (acquired by VeriSign) where he oversaw the acquisition
- Developed all cryptography courses for System Security Certified Practitioner (SSCP) certification training



#### ROD MELI (VP Technology and Engineering – Founder)

- Led international cross-functional teams in development of software components in advanced telecommunications systems (Siemens Stromberg-Carlsom - Sprint Nextel)
- · Pioneered the use of Project Management software and methodologies
- Developed and conducted training on Patent and Intellectual Property protection



# Products/Services: BIOWRAP® Encrypt anything to anywhere

BIOWRAP is the first cloud service to transparently certify, encrypt, track and control all types of digital information for protection in use, storage and transmission. The BIOWRAP service allows owners to decide who can read or modify content files, creates an audit trail documenting every attempt (*successful or not*) to access a file, and even allows files to be remotely disabled -- all through an easy-to-use interface. Customers benefit by knowing their information is always secure in use, storage and transmission and can only be read with their permission. BIOWRAP is fully compliant with current data privacy laws.



**Technology:** BIOWRAP is a secure cloud-based data encryption key management service that is protected by U.S. Patent 7,844,832, issued November 30, 2010. NATION offers both downloadable and browser-based interfaces for our file wrapping/monitoring interface that can be accessed by any PC, tablet, or smart phone with seamless integrations available as an web-service or DLL. The BIOWRAP technology has also been approved by the U.S. Government for International Mass-Market Export.



**Market Potential:** IT security and audit teams are facing an ever-increasing need to enable secure, yet agile, information sharing in a safe, cost-effective and scalable way. BIOWRAP is easy for any organization to utilize, but NATION's initial markets will be highly regulated sectors with urgent needs for information privacy or security – healthcare, financial and insurance.





**Competitive Advantage:** The current information security solution sets only serve to only protect information where it resides or the method of delivery. BIOWRAP serves to get back to the basics of information security by protecting your files at all times.

Our closest competitors provide hardware based encryption key management that represents a large capital expenditure, constant IT support and non-user friendly interfaces. BIOWRAP is a cloud-based service that is easy-to-use, simple to set up, flexibility and represents the lowest TCO for any data encryption solution.



#### Strategy:

Direct Sales: Direct sales team focused on regulated markets

Buyers CSO, CISO, CIO, GM

Sales cycle 3 to 9 months (typical of enterprise security software)



**Channel Partners:** Strategic OEM, Volume End User and Value Added Partnerships with legacy application providers, cloud / mobile / SaaS providers and government contractors. *Incentive based distributor pricing to attract leading distributors.* 

**Identity Partner Program:** Identity based companies can leverage their existing identity solutions to promote and sell BIOWRAP.



Target Certificate Authorities
Market Fortune 2000 client base

Financial Projections: (dollars in thousands)

	2011	2012	2013	2014	2015
<b>BIOWRAP Transactions</b>	133K	910K	9.6M	29.5M	58.3M
Revenue	\$39.9	\$273	\$2,880	\$8,850	\$17,500
COGS	\$24	\$14.2	\$25	\$85	\$120
R&D	\$190	\$190	\$240	\$450	\$600
SG&A	\$189.6	\$210.4	\$742.9	\$1,590	\$2,460
EBITDA	(\$403.6)	(\$141.6)	\$1,872.1	\$6,725	\$14,320
Headcount	4	4	11	19	26



Power Tree Corp 1111 Brickell Avenue Suite 1100 Miami, FL 33131 Contact:

Gary Stuart, General Counsel Phone: 305-416-7500

garystuart@powertreecorp.com

Year Founded: 2008

**Industry: Grid Scale Energy Storage** 

**Development stage:** R&D **Number of Employees:** 20

Funding Opportunity: \$10,000,000

Use of Funds:

70% Product Development 5% Existing Debt 25% Legal/Other

**Existing Investors**: Over \$2,000,000 Founders, Friends, & Family Independent Third Parties



**Business Description:** Power Tree Corp is developing a grid-scale flywheel based energy storage system designed to cost-effectively store and discharge megawatt hours of electrical power. Power Tree's novel design and construction approach is unlike any other current flywheel system, enabling our flywheel to scale in size, mass and speed with minimal energy losses achieving low cost per kWh storage capability. Power Tree has built an operational quarter scale device with full electronic controls. The company plans to further advance this operational device and complete development of its full scale commercial size prototype.

**Problem/Opportunity:** The current economic and environmental challenges facing the generation and distribution of grid scale electrical power are pervasive both in the US and around the globe. **Wind & Solar:** the inherent intermittency factor of wind and sun cause inefficiencies which do not allow wind and solar generation to consistently provide power when needed and in an economically viable way.

**Utilities**: lack of grid-scale storage results in an inefficient power grid with little elasticity to meet spikes in demand and necessitating massive financial outlays to build new power plants or utilize other expensive, fossil fueled peaker-plants.

**Commercial Customers:** Users during peak times are required to pay more for this higher demand electricity. In some parts of the world, grid power is simply not available during peak periods.

#### Management Team:

*Greg Stuart (CEO):* Mr. Stuart has 25 years experience in the brokerage and investment banking industries. Mr. Stuart began his career as a broker with Prudential Bache Securities and later went on to found his own brokerdealer G.R. Stuart & Co. which grew to 15 offices and 220 brokers nationwide. In 1995, he sold G.R. Stuart & Co. to a publicly traded Nasdaq listed company. Since that time, he has focused his efforts on raising capital for both public and private companies in a wide range of industries. He is a graduate of the University of Massachusetts.

**Gary Stuart (General Counsel)**: Mr. Stuart has focused his legal practice on corporate and securities law. He was formerly General Counsel of China Direct Industries, Inc., a public company that owns growth businesses located in the People's Republic of China. Mr. Stuart received his B.A. from Tufts University; J.D. from the University of Miami School of Law, where he was a member of Law Review and graduated Cum Laude; and an LL.M. in Securities Regulation from Georgetown Law Center. He is member of the State Bar of Florida and California.

Chris Barone (SVP Engineering): Mr. Barone has over 25 years experience in electrical and mechanical engineering and design. An EE by education he has designed and managed overall machine projects for major manufacturing companies. Some of these companies include Motorola, Sensormatic (Tyco Electronics), Johnson and Johnson, Boston Scientific Medical, ITW, Sonny's Enterprise and others. His strengths include electrical/electronic control design, multiple programming languages and software development.

William Bachrach (Advisory Board): formerly a Senior Project Leader for General Electric Corporation's R&D Center, with a special focus on turbine blades, holds a BS Degree in ME from Purdue University ('80), a Ph.D. and Masters of Science Degree in Theoretical and Applied Mechanics from Northwestern University ('85), and a Masters of Business Administration from the Sloan School of Management at MIT ('88).

Joseph C. Hoose (Advisory Board): Mr. Hoose is a seasoned director of technical sales driven organizations with a background in bringing new energy related products and services to market. Mr. Hoose is experienced in open access energy markets, analytical dispatching, energy storage, SMART Grid, CHP and renewable energy technology integration. He holds a BS in Electrical Engineering from Rensselaer Polytechnic Institute ('89) and is the owner of Cool Systems, a company focused on utility optimization of large scale power, heating and cooling systems.

Harry Arnon (CEO of R&D Partner – Hernon Manufacturing, Inc.): Mr. Arnon has over 40 years experience and is owner of Power Tree's R&D partner Hernon Manufacturing, Inc. which specializes in military grade adhesives with global clients such as Boeing, Lockheed Martin, NASA, Department of Defense, etc.

The information contained in this document does not and shall not be construed as an offer for sale of any

**Thomas J. Bray (Engineering Manager – Hernon):** Mr. Bray has been involved in the design and manufacturing of custom machines and machine tool automation since 1984. Skills include design and assembly for: high speed machines running 24/7 to six sigma quality; precision linear and rotary motion systems / integrated electronics; advanced multi-axis precision servo motion controlled systems; and complex pneumatic and hydraulic systems.

**Products/Services:** Power Tree's system was specifically designed to provide economic viabilities that surpass those of other storage technologies as such as batteries, pumped hydro, capacitors, etc. for a wide variety of customers. The retail cost of the system is projected to be approximately \$1,300,000. The system's footprint is approximately 18' (L) x 12' (W) x 13' (H). Depending on the location of the customer, their electricity consumption profile, the availability of demand response programs to remove peak loads such as required by FERC Order 745 in the United States, the ROI for best suited target customers is projected to be within 3 years.

**Technology:** Our technology is uniquely designed to achieve cost effective grid scale power. Our design includes a heavy mass, large diameter rotor that spins along the horizontal axis and a robust and reliable hydrodynamic bearing apparatus that can bear the weight and the velocity required for mw power storage. This design enables our system to overcome the challenges associated with flywheel rotor integrity at large mass and high velocity. A proprietary Energy Cost Balancing Smart Control System will permit remote operation, monitoring and load profiling. Three separate utility patents have been filed in connection to the rotor construction, variable speed drive system and containment features. Power Tree's engineers have also developed surrounding technologies for the flywheel system for which we expect to file other US and international patents.

**Market Potential:** The market for grid scale storage is vast and global. Lux Research estimates the market to exceed \$100 billion by 2017. We believe entering providing our technology to wind turbines is the first, best entry into the marketplace to address the challenge of intermittency which has always been the key to enabling wind power to achieve true economic viability without government subsidies. Additionally, a large market for load shifting and pricing arbitrage exists in many parts of the world. For example, in Sao Paolo Brazil, the disparity between peak and off peak pricing and can be as wide as \$.50/kwh. Management conservatively believes it can generate at least \$.06/kw under its shared cost savings model as an additional revenue stream.

**Competitive Advantage:** Current flywheels in the marketplace are small and lightweight and incapable of economically storing megawatt hour power. In relation to other storage devices such as chemical batteries, compressed air, etc., Power Tree's technology's advantages include: more environmentally friendly with no toxic emissions or disposal issues; transportable with small physical footprint; simplicity of installation; higher profit potential. Power Tree's solution to the energy storage challenge is unique and management has confidence in the protection provided by its current pending patents and future submissions it will be filing.

**Strategy:** Management believes the most effective business model for Power Tree's storage technology is to license the technology while also sharing in the profits and/or cost savings directly attributable to its deployment. This model includes an annual software fee license and results in a recurring royalty/profit stream. Our strategy is to partner with a global manufacturer in the energy space, who will provide the necessary capital financing, production and distribution infrastructure to manufacture the device and rapidly bring it to market.

Financial Projections: (dollars in thousands)								
	2008-2011	2012	2013	2014	2015			
Revenue:	\$0	\$0	\$0	\$10,659	\$99,141	_		
COGS:	<b>\$0</b>	\$0	<b>\$0</b>	\$N/A	\$N/A			
R&D:	\$1,306	\$300	\$3,000	\$2,500	\$ 250			
SG&A:	\$992	\$400	\$850	\$1,250	\$ 950			
EBITDA:	\$(2,298)	(\$700)	(\$3,850)	\$7,280	\$52,789			
Headcount:	12	20	25	30	12			

<sup>\*</sup> Projections assume the execution of a licensing/joint venture agreement with an industrial strategic partner for beta testing and subsequent mass production and distribution of commercial units in Q3 2014.



Quantum Technology Sciences, Inc. 1980 North Atlantic Ave, Suite 201 Cocoa Beach, FL 32931 http://www.gtsi.com Contact:

Mark Tinker, President (321) 868-0288 mtinker@qtsi.com

Year Founded: 1991

Industry: Security, Surveillance, Defense

**Development State:** Growth **Number of Employees:** 30 **Funding Opportunity:** \$5M

Use of Funds:

56% Product Devel & Manufacturing

17% Sales / Marketing

13% Technology Development

8% Capital Expenditures 6% General Expenses management team possesses significant experience in venture funded growth, production, executive management, product-to-market, and technology development. QTSI recognizes the revolutionary improvements it can contribute

to the multi-billion dollar perimeter security and surveillance markets worldwide, and intends to expand into these markets as aggressively as possible.

Business Description: QTSI has developed a series of buried sensor systems with

customer-validated capabilities exceeding those of any in-ground sensor system

in the security and surveillance market today. The technology is advanced,

intelligent, and adaptive. The company is positioning for rapid growth, as it is

directly addressing extremely large and growing market segments. The

QTSI's groundbreaking security and surveillance systems are based on the expertise, intellectual property, and foundational systems from nearly 15 years of earlier mission-critical projects. Existing

customers advise that QTSI's sensor systems will revolutionize traditional security paradigms.

**Problem/Opportunity:** Both the public and private sector rely on a wide array of critical infrastructure resources that are potential targets for terrorists, saboteurs, thieves, and other criminals. Traditional security architectures, from fences to cameras, are only partial solutions. Physical security vulnerability, inadequacy, and its reactive, rather than proactive, nature is the problem set solved by QTSI's offerings, and defines its market space. QTSI's revolutionary advancements in military surveillance can now be affordably applied to an array of commercial market segments that include:

- High Value Assets: Heavy equipment, large property, livestock
- Critical Infrastructure & Key Resources: Electric, gas, and water production, transmission, and storage. Petrochemical facilities. Missile and commercial space launch sites, weapons storage facilities, military bases.
- International Borders

To address the broad market opportunity requiring advanced security solutions, QTSI is introducing its innovative  $6^{th}$  Sense product family, enabling our customers to see what cannot be seen and to hear what cannot be heard.

**Product/Technology:** QTSI's  $6^{th}$  Sense product platform uniquely combines a proprietary buried vibration sensor with a sophisticated suite of trade secret

**Application Example:** Six acres of an electric substation can be surrounded by 8 sensors, providing an awareness zone of over 40 acres (purple box) of persistent monitoring for human footsteps whether approaching via a road or obscured by forest. 6<sup>th</sup> Sense automatically detects, classifies, and locates the threat prior to contact with the asset, prioritizing and slewing cameras, if necessary. It works the same for vehicles (with much greater distance to threat) or other threats.



detection and classification algorithms. Line of sight to the threat is not required, allowing it to be obscured by weather, darkness, topography, vegetation, or infrastructure yet still be automatically detected and classified. Because QTSI sensors are buried they are invisible to intruders. 6<sup>th</sup> Sense intelligently and automatically classifies the location and type of intrusion not only at and within a security perimeter, but well-beyond this perimeter, out to a larger, "awareness perimeter." This delivers significant additional time and space for response and enables proactive security, in which threats may be detected and dispositioned even before they enter a secured asset or cross a secured perimeter.

A 6th Sense system comprises three principal functional elements: sensing, data acquisition, and data analysis. Data acquisition and analysis are centrally located within a single "node;" an enclosure that also controls power (12v) and communication. Data is sensed from up to 8 sensors connected to the node. Each system is configured according to the monitoring or surveillance requirements of the particular application.

**Management Team:** QTSI's leadership team has extensive successful technical, executive management, venture funded, and production experience.

**Dr. Mark Tinker**, President – Mark is a recognized expert in "tactical seismology" and its applications and holds a Ph.D. in Geophysics. He has led the development of numerous mission-critical systems resulting in revenue of \$50M.

**Geoff Phillips**, COO – For 30 years, Geoff has held extensive executive and technical leadership roles in large and venture-funded commercial companies. He has grown and scaled businesses & organizations from pre-revenue to over \$100M.

**Dr. Ken Ports**, Director, Production Engineering – Ken has over 30 years experience in large and small corporations. He has an extensive background in productization, having taken to market and supported more than sixty integrated circuit technology and product platforms for more than 10M units.

**Bob Nieman**, Vice President, Operations - Bob has 15 years of leadership experience in large and small organizations managing hundreds of technical personnel. He is a Certified Project Management Professional (PMI).

**Market Traction:** The available market for QTSI's 6th Sense is many \$10Bs, with a 6% growth rate. It is diverse, broad, and international in scope. QTSI is actively pursuing multiple market segments, including:

- High Valued Assets
  - o Large property: Pursuing extremely large property, livestock, and equipment protection in south Texas.
  - o System demonstrated at an exotic game ranch with poaching issues. In discussions with installation/maintenance outsource for this and other privately held high value assets.
- Critical Infrastructure & Key Resources
  - o Nuclear Weapons Security: Contract with the Air Force and Navy investigating use at trial facilities.
  - o Energy distribution networks: Exploring pilot programs for electrical substation monitoring.
  - o Artillery Range Monitoring: Contract with the Army for unexploded ordnance detection.
  - o Space launch complex: Installed at Launch Complex 41 of the Eastern Range for evaluation of Atlas V security.
  - o Force protection and special use monitoring: US Special Operations Command.
  - o Surveillance: Nineteen systems have been ordered by the Navy in 2012.
  - o Mine Safety: "MinerSense" product developed for the detection and location of entrapped miners.
- International Borders
  - o QTSI's sensor system has been designed into Northrop Grumman Corporation's Scorpion security system for border monitoring applications they are pursuing in multiple Latin American countries.
  - o QTSI's systems already have been internationally demonstrated successfully to three Central American countries.
  - o QTSI is positioning for Brazil's SISGAZ and SISFRON programs. These programs are to be released this year, and have a total value of \$10B for monitoring 17,000km of Brazil's land and water borders. QTSI is working with a prime contractor already established in Brazil, has demonstrated integration into its overall system, and is currently preparing for an in-country demonstration.
  - o QTSI has performed multiple operations along the southern border with Customs and Border Protection using the military variant of *6th Sense*. The company is leveraging its relationships and reputation to demonstrate the broad value of *6th Sense*, as there is no other system that can detect tunneling, walkers, vehicles, and aircraft from the same single-sensor product.
  - o QTSI is actively exploring partnerships with three international security integrators.

Competitive Advantage: Today's most advanced security solutions generally employ video or thermal cameras in concert with other sensing modalities. Some systems may include expensive radar units. With sensitivity extending from hundreds of feet to a mile beyond the formal security perimeter, a buried, invisible  $6^{th}$  Sense system detects vibrations from all directions all the time, providing a persistent (24/7) three dimensional awareness zone of security on, above, and below its surrounding earth or water terrain. No other hidden system or technology can automatically detect low-flying light aircraft from over a mile away, track threats through a visibly impenetrable forest, or classify underground digging,

managing multiple threats simultaneously.  $6^{th}$  Sense has competitive life cycle costs, high accuracy, low vulnerability, high resistance to compromise, simple system integration, and high reliability.

QTSI Financial Projections (\$K):								
	2012	2013	2014	2015	2016	2017		
Revenue	\$ 4,009	\$ 7,225	\$ 26,415	\$ 47,875	\$83,000	\$ 110,000		
cos	\$ 2,256	\$ 3,677	\$ 13,313	\$ 24,055	\$41,620	\$ 55,140		
Margin	\$ 1,753	\$ 3,549	\$ 13,102	\$ 23,820	\$41,380	\$ 54,860		
Expenses	\$ 2,518	\$ 7,250	\$ 11,050	\$ 20,500	\$29,500	\$ 32,750		
EBIT	\$ (764)	\$(3,701)	\$ 2,052	\$ 3,320	\$11,880	\$ 22,110		



Solis Energy, Inc. 927 Fern St. Suite 1200 Altamonte Springs, FL 32701

Contact:

Robert Reynolds, CEO Phone: 407-339-6786 robert@SolisEnergy.com

Year Founded: 2005

**Industry:** Energy

Development stage: Revenue

Number of Employees: 4

**Funding Opportunity:** \$1,250,000

**Use of Funds:** [Generic Overview]

34% Product Development 37% Marketing/Sales 20% Operation/Inventory 5% Existing Debt 4% Legal/Other ...

**Existing Investors**: Startup - Founder

**Business Description:** Solis Energy is a manufacturer of Solar Generators and Outdoor Battery Backup systems for wireless radios, surveillance and remote monitoring. Solis Energy provides simple and economical solutions for two real world problems: the unavailability of power and the unreliability of the power grid.

Solis Energy is successfully selling products through national distributors Anixter, Gexpro, and Graybar. Radio and meter giants Motorola Solutions and Mueller Systems are currently bundling and reselling our products. In addition our products are a recommended and approved solution by leading radio manufacturers such as Motorola, Aruba Networks, FluidMesh and Tropos.

Customers include Oklahoma Gas & Electric, U.S. Department of Energy, Homeland Security, U.S. Marshall's Service, FBI, U.S. Army, U.S. Air Force, Amtrak, Windstream Communications, Argonne and Oak Ridge National Laboratories, multiple airports and more.

**Problem/Opportunity:** The emergence of low cost, low power radios and security devices has generated a flood of new infrastructure applications. Low power radios are being used to build Public Safety networks, both electric and water Smart-Grid Advanced Metering Infrastructure (AMI), surveillance and monitoring systems, and Wi-Fi Hot Zones. All of these applications require reliable power 24/7.

Often power is not available where these systems are being deployed such as along perimeter fence lines. The dips, sags, surges and outages from the power grid not only make these radios and security devices unreliable but can damage them as well. Solis Energy's products solve these issues.

Management Team: Robert Reynolds has more than 15 years of experience as a senior operating and management executive in the technology industry. His proven track record of developing and leading startup and rapid-growth operations, including successfully selling two prior startups and serving two terms on Juniper Networks' (NYSE:JNPR) Executive Advisory Board, led to his present role as Founder & CEO.

Solis Energy' team also includes a sales director with over 20 years of sales experience, a lead electrical engineer with 15 years experience. The team is also supported by multiple electrical engineer and marketing contractors.

Upon funding, Solis Energy plans to fill its executive team by recruiting a Director of Operations, a Vice President of Sales and Marketing and a Senior Engineer. This team will oversee sales, develop and monitor key operational and financial metrics, develop and manage products and sales forecasts, and negotiate distribution agreements. Solis Energy will expand its inside and outside sales department and bring on additional engineering and manufacturing personnel to continue new product development and keep up with increasing demand.

**Products/Services:** Current products include:

Solar Power Plant (SPP): Power a remote electronic device where there is no readily available

power source

Continuous Power Bridge (CPB): Bridge daytime power gaps caused by an intermittent power source,

such as a parking lot light on a centralized timer

Uninterruptible Power Supply (UPS): Protection against temporary brown outs, black outs and power

surges/dips

Light Pole Power Tap (LPT): Easy access to AC power by tapping into the photocell outlet on

outdoor lights

Remote System Monitor (RSM): A system management platform that alerts via email or SNMP if

remote power systems are operating outside of normal conditions

Power over Ethernet (PoE) injector switch: Very low power 5 port rugged Ethernet Switch with PoE (Under Development)

**Technology:** Solis Energy's proprietary components and enclosure design provides a unique advantage by putting intelligence into the systems. Our Remote System Monitor technology alerts network operations managers of power issues before a system outage occurs, preventing system downtime and costly emergency truck rolls. Additionally, our status verification technology allows non–technical personnel to install, test, and verify that our systems are installed and working properly eliminating the need for an on-site electrician or engineer.

Solis Energy has taken the need of our specific market segment and optimized our systems around these applications. We have a number of system enhancement plans to continue to innovate and refine our offerings within our market.

As an industry specialist, Solis Energy extended its focus on intelligent smart energy solutions by filing for three patents related to intelligent circuit breakers and electrical power management. These patents are focused on providing the power provider with views of the power distribution systems that have never before been available.

**Market Potential:** Solis Energy's total addressable market through 2015 is \$1,395,622,544. This can be broken down into five target markets:

Smart Grid/Advanced Metering Infrastructure (AMI) \$285,146,190
Public Safety \$330,607,754
Security \$398,664,000
Telecommunications \$102,217,500
Remote Monitoring \$278,987,100

The per product market is 300,736 solar power plants, 392,019 uninterruptable power supplies, 19,269 continuous power bridges, and 890,959 LPTs.

Competitive Advantage: Solis Energy specializes in low power radio and security applications, while larger competitors (Kyocera, Alpha, SunWize) have a more general line in other markets/applications. Solis meets the needs of these remote wireless/security applications with a custom tailored product line. Our competitors are much larger and do not fully target the applications that we are pursuing. Smaller competitors do not have the distribution reach, manufacturer approvals or the proprietary technology to compete for the larger more lucrative projects and typically market online or through a small direct sales force. This is recognized by the leading radio manufacturers and wholesale distributors who recommend our products over our competitors.

**Strategy:** Solis Energy has penetrated and formed initial relationships with wholesale distributors (Anixter, Alliance Communications, Gexpro, Graybar) as well as sold products through select integrators and radio manufacturers (Motorola, Aruba Networks, Tropos, FluidMesh and Airaya) which have tested our products to ensure performance and interoperability with their systems. As a result, these manufacturers become an extended sales and marketing arm of Solis Energy. Our plan for 2013 is a 750% growth in sales. To do so we will need to expand our relationships with these partners to fully dominate these channels and this market. This requires an investment in partner training, engineering design support, custom designs for volume partners, pre-sales teaming, and post-sales support. Funding these sales and strategic functions will enable Solis Energy to own this market segment.

Financial Projections: (do	ollars in thousands)				
	2011	2012	2013	2014	2015
Revenue:	\$ 387	\$ 430	\$3,354	\$11,412	\$27,371
COGS:	\$ 245	\$ 271	\$1,668	\$ 5,631	\$13,555
R&D:	<b>\$ 19</b>	\$ 32	\$ 234	\$ 345	\$ 370
SG&A:	\$ 166	<b>\$ 168</b>	<b>\$1,735</b>	\$ 3,186	\$ 5,462
EBIT:	(\$ 43)	(\$ 41)	(\$1,758)	\$ 705	\$ 6,113
Headcount:	4	6	20	37	55



**Solodev** 745 North Thornton Ave. Orlando, FL 32803

Contact: Shawn Moore, CEO

407-967-1167 smoore@solodev.com

Year Founded: 2007

Industry: IT/Software

**Development stage:** Profitable / Growth

**Number of Employees:** 8

**Funding Opportunity:** \$1,000,000

#### **Use of Funds:**

- 31% Sales (Sales Professionals)
- 26% Marketing (Advertising & Conferences)
- 19% Infrastructure (Penetrate Major Markets)
- 15% Support & Training (Customer Support)
- 9% Management (VP of Sales)

**Existing Investors**: None

Solodev is a multi-channel content management platform that enables our enterprise clients to easily build and manage content simultaneously across a broad range of online channels: native mobile applications, interactive websites, social media, CRM, ecommerce and more.

Content is at the core of every business and Solodev's Enterprise Content Management Platform enables businesses to deliver content & engage customers across a growing ecosystem of Internet-connected devices. Specifically, Solodev provides a comprehensive solution for enterprise marketing staff, with little IT expertise required, to easily build, deploy, and dynamically manage content that drives mobile applications, websites, social media applications, and B2B communications without redundant data entry. Solodev serves clients such as CNL, UHS, Stein Mart, Verint & municipalities including Volusia & Flagler Counties, Metro Orlando EDC and Miami Beach VCA.

# Problem/Opportunity:

In today's online world, all businesses need to provide consistent messaging across a complex matrix of online channels. In doing so they face challenges of: too much data, too many devices, too many online channels, and too many software programs to effectively manage content, integration issues, lack of consistency & control, and of course, sky-rocketing costs.

Solodev solves these issues by giving its clients the POWER to manage all online content, channels and devices by using a SINGLE (CMS) Content Management System.

#### **Management Team:**

**SHAWN MOORE – CEO:** Shawn is the founder and CEO of Solodev with over 14 years of experience as a software engineer and C-level business executive. Most recently, Shawn was a COO of a local startup company. In this role, Shawn managed all business operations and a 10-member project team. He was in charge of building commercialized software products for government, and during his tenure, one of his products was spun off and soon acquired. Over the past decade, his business efforts have been recognized nationally - as a speaker on content management and as a frequent contributor to trade and industry publications. A visionary leader, Shawn has strategically grown Solodev from inception to a successful company that services clients across the nation.

**JOHN MARINI - Director of Marketing:** John has over 20 years of C-level experience in marketing and most recently was the Director of Marketing for the University of Central Florida Athletics Department. He managed a team of 20 and was in charge of their national marketing efforts, partnership development and online strategy. Since joining our team two years ago, John has garnered national attention for Solodev by developing relationships with industry analysts and increased sales by developing the inbound marketing program that feeds our current pipeline.

**DASHA MOORE, MBA, MSA, CAPM – COO:** Dasha is a results-focused professional with more than eight years of experience in leadership, financial analysis, and business operations. She is in her second year with Solodev and is responsible for overseeing all company operations, quality control, and RFP efforts. Dasha has worked for two Fortune 500 companies, Apollo Group (APOL) and Southern Union Group (SUG), where she worked as a Senior Financial Analyst. Her attention to detail and precision of budgeting and forecasting are qualities not commonly found in companies at our stage.

**BEN O'GRADY, MBA - Director of Sales:** Ben has just recently joint our team. He has over 8 years of experience in software sales. Most recently, Ben managed sales for NFI studios, a web software startup company for which he tripled their sales, and which was recently acquired after three years.

#### **Product:**

Solodev is an Enterprise Content Management Platform that allows non-technical end-users to easily build, deploy and manage mobile applications, dynamic websites, social media applications, ecommerce stores and custom applications. Solodev seamlessly manages the display of content to a complex array of Internet connected devices including Mobile (Iphone, Android, Windows, Blackberry), Desktop (Microsoft, Apple, Linux) and API (3<sup>rd</sup> party applications). At the same time, it collects usage information, demographics and other key metrics to optimize the user experience and provide detailed reports for ongoing marketing initiatives.

# **Technology:**

The Solodev codebase has been 100% developed internally without any outsourcing. As such, the Solodev codebase is a trade secret and protected by **copyright**. Furthermore Solodev owns several trademarked brands. Solodev software runs in all Internet browsers and can be installed on both Linux and Windows. Solodev has been developed on top of a database abstraction library and currently supports the following databases: Mysql, SQL Server, Oracle and PostGre.

#### **Market Potential:**

Solodev's typical customer spends \$40,000 annually for Content Management Software and related services. There are over 60,000 companies in the US with revenues over \$10M bringing Solodev's potential enterprise market to \$2.4B/yr. In addition, governmental entities spend about \$30,000 a year on Solodev solutions and there are over 40,000 governments in the US – raising **Solodev's potential US market to \$3.6B a year**. Also, since the mobile CMS market is in the early stages of forming, there is not enough data to value it yet. But the early estimates suggest that the mobile market will be at least 5 x that of the traditional CMS market.

# **Competitive Advantage:**

The content management sector is highly fragmented. Solodev's competitors provide support for either traditional websites or native mobile applications (but not both). To service the remaining online channels (email, social applications, CRM and B2B), a complex array of specialty companies that focus on a single channel have been created. Mixing platforms to support various online channels is costly, requires technical IT staff to support, integration of many software tools, and results in redundant data entry. Solodev provides a single platform to manage all online channels (websites, mobile, social, ecommerce, B2B) at the enterprise level. As a single source for content management, Solodev eliminates the need for multiple software packages, complex integrations and duplicate data entry.

# **Strategy:**

Execute national roll-out plan, expand into major markets and focus on technology, healthcare and government verticals. Post funding, we will hire a VP of sales and support staff to conduct outbound sales, inbound sales and develop channel partners (e.g. resellers, consulting firms & advertising agencies). As part of our national roll-out plan we will sponsor vertical focused trade shows, engage research analysts (Gartner, Forrester) and continue to build-out our inbound marketing efforts.

# **Financial Projections:** (dollars in thousands)

Years	2011	2012	2013	2014	2015
Sales Revenue	726	1,201	2,992	7,343	13,652
COGS	16	32	80	125	160
Payroll (incl. R&D)	242	488	2,145	3,157	5,188
Other SG&A	234	285	1,176	1, 425	2,344
EBITDA	234	396	(409)	2,636	5,960
Head Count	4	9	29	38	62



# **Tai-Yang Research Company** 3958 W. Pensacola St.

3958 W. Pensacola St. Tallahassee, FL 32304

Contact:

Dr. Christopher M. Rey

President

Phone: 865-250-0237 cmrey@tai-yang.com

Year Founded: 1999 (New venture 2012)

Industry: High Technology R&D

**Development stage:** Commercialization

**Number of Employees: 8 FTE** 

Funding Opportunity: \$3.0 M

#### Use of Funds:

25% Product Development 40% Marketing/Sales 20% Operation/Inventory 0% Existing Debt 15% Legal/Other ...

# **Existing Investors/Gov Contracts:**

Air Force Research Lab Phase 1 STTR

**Business Description:** Tai-Yang Research Company (TYRC) of Tallahassee, FL is dedicated to the research and development (R&D) of applications involving High Temperature Superconductors (HTS). TYRC designs, fabricates, and tests first-of-kind HTS based prototype devices for commercial and military industrial applications.

TYRC has developed a unique proprietary technology that enables HTS based Superconducting Magnetic Energy Storage (SMES). Upon closure of funding, TYRC will spin out a new Florida-based company to commercialize this technology, and is seeking an experienced leadership team with marketing, sales, and management skills to develop this unique opportunity.

Problem/Opportunity: High power density electrical energy storage is needed in nearly every segment of the commercial and military electrical power industry. In the military, there is an urgent need for lightweight, transportable, non-flammable energy storage capacity for pulsed weapon technology. In commercial utilities, high capacity energy storage is needed for load-leveling of renewable energy sources and for rapid carry-over during power outages and pumped hydro backup.

\_\_\_\_\_

**Management Team**: Dr. Chris Rey is the President and Founder of TYRC. Formerly Dr. Rey was a Distinguished Scientist at the Oak Ridge National Laboratory where he was the Technical Project Officer for the US ITER Central Solenoid with fiscal responsibilities > \$ 450 M. TYRC recognizes the need to obtain a business team to accelerate the commercialization of the SMES product line by establishing key business partnerships and investment capital. A CEO and business advisory board is currently being pursued, and will be hired once funding is closed.

**Product/Technology:** TYRC has developed a unique proprietary technology that has the ability to improve HTS SMES energy and power density electrical energy storage capacity by 3-5X. Provisional patents are in process. HTS SMES can deliver round trip energy efficiencies of > 95 % and can be charged and discharged *extremely rapidly* without degradation or loss of system life, nearly an infinite number of times. The time delay during charge and discharge is extremely short and typically faster than that of even ultra-capacitors. HTS SMES provides one of the highest power ratings of any energy storage medium and can deliver very high power almost instantaneously safely and without degradation. Key advantages include:

Cycle Life	Dwell Time	Round-trip Eff	Scalability	Internal Losses	Safety	Calendar life
> 100,000	< 1 min	> 95 %	kW to -GW	< 1 %	Non- flammable	> 10 years

**Market Potential:** The market potential for high energy and power density electrical energy storage in the > 10 MW range is tremendous. According to the Electric Power Research Institute (EPRI) the annual cost to U.S. industries from power outages and power quality problems is over US\$100 billion. SMES systems are uniquely able to protect the power coming into manufacturing facilities from these types of short-duration power sags.

In addition to the energy grid, nearly every cyclical renewable energy source (e.g. photovoltaic, wind, hydro, etc.) could benefit from an electrical storage medium, so that power could be delivered on an "as needed" basis instead of on an "as generated" basis. Worldwide there are over 125 GW of power generated by wind farms (almost 2% of the total world demand). Some countries, such as Denmark, produce almost 20% of their power from the wind. According to the European Photovoltaic Industry Association 2011 Market Report, solar PV is growing rapidly, albeit from a small base, to a total global capacity of 67,400 MW at the end of 2011, representing 0.5% of worldwide electricity demand. The total power output of the world's PV capacity run over a calendar year is equal to some 80 billion kWh of electricity. This is sufficient to cover the annual power supply needs of over 20 million households in the world. TYRC's initial markets will be lightweight, transportable energy generation/storage devices utilizing renewable energy resources (mainly solar) for military and space based applications. Expansion into larger grid-based applications will follow successful entry into these smaller, niche markets.

# **Competitive Advantage:**

SMES has many potential advantages over traditional energy storage mechanisms such as batteries, ultra-capacitors, and flywheels.

- Improves power quality for critical loads and provides carryover energy during momentary voltage sags and power outages
- Improves load leveling between renewable energy sources (wind, solar) and the transmission and distribution network
- Environmentally beneficial as compared to batteries and ultra-capacitors; superconductors do not rely
  on a chemical reaction and no toxins are produced during the manufacturing process
- Unlike batteries which can be highly flammable if discharged too rapidly or too frequently, Superconductors are cooled with cryogenic fluids such as liquid nitrogen or liquid helium and thus cannot catch fire making them highly desirable for confined-space military applications such as airborne, space, or naval platforms
- Enhances transmission line capacity and performance SMES features a high dynamic range, an almost infinite cycling capability without loss of system life, and an energy recovery rate close to 100%

Several Teams including ABB, Siemens, Toshiba, Furikawa Electric, General Electric, American Superconductor, and SuperPower Inc. are working on developing SMES systems. Traditional systems based upon Low Temperature Superconductors (LTS) do not store enough energy to be commercially competitive with batteries. HTS based systems such as the ones being developed by ABB and Furikawa Electric/SuperPower Inc. are using an unfavorable geometry (toroids) that will result in large, heavy, and expensive SMES units. Unlike the competition, TYRC's design uses a simple low cost, lightweight, solenoid that when combined with its unique proprietary technology can produce unsurpassed energy densities at far lower costs.

**Strategy:** TYRC envisions three stages of HTS SMES market development: Phase 1 (0-3 years) R&D subsidized by US Government contracts (~ \$1-2 M/year), Phase 2 (3-7 years) initial sales (~ \$5 M/year) of lightweight, transportable devices for military, space and alternative energy applications, and Phase 3 (> 7 years) commercial sales (> \$25 M/year) of larger capacity land based devices to the commercial electric utility sector.

TYRC plans on raising a \$2-3M Series A round of venture capital towards the end of Phase I. At this time a new Company with a new management team with the business skills to develop this opportunity will be hired. Dr. Rey will continue as the company CTO. TYRC anticipates having it first functional prototype in 3 years with alpha and beta test units sold to the military industry in the 3-7 year time frame.

Financial Projections: (dollars in thousands)

	2013	2014	2015	2016	2017
<b>Commercial Revenue:</b>	\$ 0	\$0	\$0	\$ 500	\$4500
Grant Revenue:	\$500	\$1000	\$1000	\$1000	<b>\$0</b>
COGS:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	\$500	\$3000
R&D:	\$1000	\$1000	\$1000	\$750	\$250
SG&A:	\$250	\$500	\$500	\$500	\$250
EBITDA:	(\$750)	(\$500)	\$(500)	\$(250)	\$1000
Headcount:	7	8	12	<b>15</b>	20



# **Trapezoid Digital Security Services**

4931 SW 75TH Avenue Miami, FL 33155 www.trapezoid.com Contact:

Robert Rounsavall CEO Phone: 954-644-9370 rrounsavall@trapezoid.com

Year Founded: 2011

**Industry:** Digital Security

Development stage: Startup

Number of Employees: 10

**Funding Opportunity:** \$1-\$3 million

Use of Funds:

30% Product Development 10% Marketing/Sales 45% Operation/Inventory 0% Existing Debt 15% Legal/Other

**Existing Investors:** 

Series Seed - Digitalera Group

**Business Description:** Trapezoid Digital Security Services, LLC ("Trapezoid") is a digital security company focusing on hardware trust for enterprise and cloud environments. We developed a set of software and services that intelligently integrate existing security technologies to dynamically enforce security policies based on the trust level of the underlying hardware. Our Trapezoid® Trust Control Suite ("TCS") software transmits real-time events and associated metadata regarding the hardware trust status of a variety of server, client, networking and storage devices. Changes in the startup code of these devices are communicated immediately to various security tools for reporting and policy enforcement.

Problem/Opportunity: Currently most information security tools address concerns at the application and operating system level. However, as higher-level defenses increase, attackers look for lower level vulnerabilities. This presents two different threats to a hardware platform: (i) supply chain concerns and (ii) direct attacks against the BIOS. The Trapezoid® Trust Control Suite combines hardware related security data from technologies like Intel TXT, McAfee Deep Defender,

digitally signed BIOS and operating system code, hardware status and virtual machine status to create audit *visibility* at the lowest possible level and allow for *policy enforcement* to protect against threats.

Management Team: Trapezoid was founded in 2011 by former senior Terremark Worldwide ("Terremark") information security engineers, who left there after Verizon acquired it for \$2B, and Digitalera Group, a long time McAfee channel partner. The team has experience building solutions and responding to security incidents in both the commercial and Federal space. Several of them hold active Top Secret Clearances. The principals are:

#### Robert Rounsavall, CEO

- Architected Cloud Security Infrastructure for Terremark commercial and Federal cloud offerings and built
  out security operations center.
- Built the Security Operations Center from ground up before handing over to operations.
- First cleared security engineer at Terremark working on numerous Federal security engagements.

#### Albert Caballero, CTO

- Previously served as the Custom Security Engineering Manager at Terremark where he managed the Security Operations Center.
- Deployed all security products and implementations for Terremark's Cloud Infrastructure as a Service (IaaS) offerings for both commercial and Federal customers, allowing Terremark to beat out larger players, such as Amazon and Verizon, for Cloud Infrastructure offerings.
- Experience helping commercial organizations and government agencies achieve PCI, FISMA, DIACAP and ISO compliance standards for Cloud, Hosting and Collocation environments.

#### Jose Gonzalez, CBDO

- Chief Legal Counsel and later SVP, Business Affairs at Terremark. As CLO (2000-2004), he oversaw the
  legal functions of this fast paced, publicly traded company; as SVP Business Affairs (2004-2007), he filled
  multiple roles: Headed global IS group, managed Business Process office, assisted CEO on international
  development, worked with COO on developing and launching new products and services
- Member of senior executive team during early growth phase from 0 to 100M revenue.
- Executive sponsor of Security team, which allowed Terremark to differentiate in the datacenter space.

#### **Products/Services:**

The Trapezoid® *Trust Control Suite (TCS)* enables enterprises to gain visibility into and control over their virtualized infrastructure using hardware trust and integrity technologies. The main components of TCS include:

- Trust Control Suite a software tool that validates the trust levels of IT hardware allowing, restricting or blocking access and enforcing policies based on the trust level of the hardware.
- Security Portals Tools that focus on the needs of the CIO, Administrators, and Security Analysts enabling
  them to make resource decisions based on overall trust status, tactical decisions, and respond to security
  threats.

**Technology:** Trapezoid is addressing issues related to hardware trust. Intel, McAfee, Symantec, Cisco, Citrix, and VMware are all in various stages of releasing hardware security capabilities within their products and we are working with them to include those functionalities in our Trust Control Suite. In collaboration with Intel, we are surfacing multiple Intel technologies such as Trusted Execution Technology ("TXT") and Identity Protection Technology ("IPT"). McAfee is releasing a product called "Deep Defender" that looks at client hardware trust. Cisco is code signing their BIOS and operating system code. Citrix and VMware are beginning to take advantage of these new hardware trust capabilities. We are integrating hardware trust capabilities from all these vendors into the Trapezoid Trust Control Suite to create a single product that allows enterprises to validate and attest that they are running their applications on trusted hardware and a trusted hypervisor/operating system.

Market Potential: Trapezoid participates in the global Cyber Security market, projected to reach \$120.1 billion by the year 2017. Our initial target customers include large enterprises (e.g. Forbes 2000) and Federal Government Agencies that are deploying or have deployed private, public, or hybrid cloud-based applications. Our model is recurring subscription revenue, thus we license our product on an annual basis. Our fees are based on the size of the infrastructure being managed by the Trapezoid Trust Control Suite. We estimate our initial addressable market for these products within just the Forbes 2000 alone to be more than \$500 million during our first year of operation, with continued addressable market growth as we expand our service offerings, enterprise reach, and distribution channels.

Competitive Advantage: The Trapezoid team has been working on hardware security issues for the most demanding commercial and federal customers for several years now. The key to the value of the Trust Control Suite is the ability to quickly integrate new hardware trust features and functionalities as vendors such as VMware, Cisco, Citrix and Intel begin to support them. We operate the Trapezoid Interoperability Lab, in which we integrate multiple commercial off-the-shelf security products, as well as pre-release technologies to build different use cases and product integrations. In this way, we learn what technologies can provide hardware trust events that can execute the necessary orchestrated response in a client's environment via our Trust Control Suite.

Strategy: Trapezoid is working with multiple partners who have an interest in seeing their technology move forward within the industry. The Trust Control Suite is a product that enables these technologies to gain relevance in the marketplace immediately. We are actively engaged in go to market activities with the sales teams from Intel, VMware, McAfee and Citrix. For example, as members of McAfee's Security Innovation Alliance, we have integrated the Trust Control Suite with McAfee's security console (used throughout the Federal government) thereby creating a SKU that the McAfee sales force can sell directly. We are also working with multiple large federal systems integrators such as Lockheed Martin and CSC for them to leverage our technology as a differentiator to their customers demanding very high security requirements. With customers, we plan on building long-term relevance by increasing the return on their current security spend; by surfacing trust data from hardware they already own and making it visible and actionable by tools they have already deployed, customers can now include hardware trust in their security plans just by adding the Trapezoid Trust Control Suite.

#### Financial Projections: (dollars in thousands)

	2011*	2012	2013	2014	2015	2016
REVENUE	226	650	2,692	8,981	16,297	25,778
COGS	(41)	(345)	(1,466)	(4,592)	(7,101)	(11,311)
R&D	(187)	(238)	(373)	(470)	(794)	(1,152)
SG&A	(423)	(891)	(1,484)	(2,917)	(3,160)	(3,432)
EBITDA	(425)	(824)	(631)	1,002	5,242	9,883
HEADCOUNT	6	12	20	25	35	48



Via Response Technologies, LLC 3251 Progress Dr., Suite D3

Orlando, FL 32826

Contact:

Derrick Meer, President Phone: 855-842-8421 dmeer@viaresponse.com

Year Founded: 2010

**Industry: Education Technology** 

**Development stage:** Early Revenue

**Number of Employees: 11 FTE** 

**Funding Opp. Series A:** \$1,000,000

**Use of Funds:** 

45% Product Development 45% Marketing/Sales 5% Operation/Inventory 5% Legal/Other ...

**Existing Investors:** 

Seed - \$800,000 Angel Round

**Business Description:** Via Response is a web-based platform that enables course instructors to ask questions, poll students, validate attendance, conduct assessments (quizzes/tests) and engage students via a robust, highly interactive feature set. The students utilize their own mobile devices, tablets or PCs to interact with the class, even if they are located remotely from the classroom. Instructors utilize Via Response to display results through a classroom projector, smart board and/or to a student's mobile device.

**Problem/Opportunity:** Financial performance pressures for public and private universities are driving ever increasing instructor-to-student ratios. The Internet has also changed how students learn with over 50 percent of course material being delivered outside the physical classroom. Utilizing Via, Instructors can automate the way they engage students in these large, and often virtual, classroom environments. This automation results in higher student retention and graduation rates as

students feel like they are getting individual personalized attention.

#### Management Team:

Joe Burns, Chairman & Founder -- Seasoned entrepreneur with successful sales of three ventures to publicly traded entities including: Pharmfusion to Healthinfusion, Burns & Loomis to Eckerd Corporation and Medical Options to American Home Patient. Joe is a managing member of a legacy student assessment "clicker" company that provided insight into student interaction issues within large hybrid classrooms.

**Derrick Meer, President** -- Derrick has multi-venture management and ownership success, with expertise in sales, marketing, operations and technical leadership roles. He has deep domain experience in higher education through H-ITT, a student assessment company, where he served as Vice President of Corporate Development. As COO of HPC, a post-acute care buying company, he doubled purchasing volume in 24 months to \$600 million with a successful exit to the largest buying group in the space. Meer founded and built, Momentum Marketing, which was a boutique management consulting firm serving rapidly evolving companies. He controlled a multi-million marketing and promotion budget as Marketing Director for SEMCO, the largest medical tradeshow management company in the country during his tenure. Meer has also served as a Mobility Practice Manager for Sprint providing complex mobile and application delivery for companies like AAA and CSX.

Eric Elliston, CTO – Eric is the technology thought leader of Via's engineering team. Prior to Via, Eric was the Director of Technology for Media Marshal, an online media delivery company where he managed a team of 40+ developers. As President of Elliston Consulting, he was the primary consultant for several large-scale government based organizations, including New York State. As a Software Architect for Lights Together, a social network application tailored toward the Christian community, he managed a team that designed a system to accommodate 50 million users. Agent Shield, an application that Eric architected and built for the real estate industry, continues to grow and thrive from his designs. Eric has received his CCNA, MCSE, and MCSD certifications.

**VP of Sales/Marketing** - hiring in process.

#### **Products/Services:**

• <u>Via Engage™ (Instructor)</u> - a cloud-based platform that enables instructors to manage their rosters, question banks, assessment creation, alerts and grade books without ties to complex client-server systems, computers or intranet-based applications. Unlike first generation "clicker" based assessment systems, Via Engage is a web-based platform that eliminates hardware for the instructor and students providing flexibility and freedom. Via Engage allows instructors to simultaneously interact in real-time with <u>all</u> students (in-class and remote) through assessments and live interactions that help instructors determine the level of student subject mastery, even in very large, distributed classroom environments. Because students can use any device from

- any location (iPhone, Android, tablets, laptops and all browsers) to interact with Via Engage over the Internet, the hardware and integration costs to students and schools are significantly reduced.
- <u>Via Response<sup>™</sup> (Student)</u>- enables student polls, assessments and discussion participation via web or mobile app interfaces, so there is essentially no learning curve. Leveraging ubiquitous smart devices, student participation is integrated into the lecture instantly, even from remote locations. Students review their participation, attendance, grades, homework and quiz results at any time from any device.

**Technology:** Via Response leverages the Internet to create a "personalized" cloud-based platform for instructor-student interaction that goes well beyond the capabilities of current learning management and classroom assessment/clicker systems. Via Response has two provisional patents and a US/international utility filing. Further innovations will be provisionally filed as proof of concepts for new features/platforms are built and validated.

Market Potential: Via Response will initially focus on the \$3.75 Billion dollar U.S. higher education market for class participation and assessment solutions. There is a short-term revenue opportunity in the U.S. for \$950M within this market in the immediate future, based on the number of classes with over 50 students. This is a bottoms up number with \$25 annual subscription from 19 million students. In the 2<sup>nd</sup> quarter of 2013, we will ramp into two additional markets - tradeshows and corporate compliance education that add an additional \$2B in market opportunity for Via Response. Currently more than 205 million attendees participate in continuing education programs at large industry events, and compliance/vendor education seminars. Via Response provides 3<sup>rd</sup> party accountability of participation and real-time online assessments for compliance education, which is currently lacking in passive participation seminar formats.

# **Competitive Advantage:** There are three categories of competitors:

- 1. Legacy/proprietary clicker companies (iClicker, Turning Technologies): Hardware-based clickers that use older client-server architectures that are driven by software running from instructor PCs. This PC-based client-server models result in complexity for the instructor to manage students, messy IT support, inconsistent data control (since it is on each instructor's PC), student data privacy issues, and severe limitations in available functionality for both instructors and students, and only limited ability to support hybrid, virtual or blended classrooms.
- 2. Startup companies with cloud-based polling/assessment systems (Top Hat Monocle and Poll Everywhere). While being Via's closest competitors, both have limitations in features and are passive polling solutions. Top Hat focuses on STEM (ability to include advanced equations in questions), with much less focus on instructor and class collaboration solutions. Poll Everywhere is a very passive polling system that simply replaces a clicker device.
- 3. Learning Management Systems (Blackboard, many others): Focus on static content delivery instead of on real-time interaction with students in large classroom environments. Via interacts with these systems via import/export APIs to reduce IT support and data inconsistencies. These are potential partners and sales channels for Via.

**Strategy:** For most campuses, strategy is to seed 2-5 "pilot" classes each semester per campus, and leverage those for larger campus-wide adoption within two semesters. Currently have two regional reps (commission-only) in Texas and Georgia. Also have inside sales team calling instructors and campus educational technology directors.

**Financial Projections:** Revenue producing customers at UF, UCF, Georgia State, UC Valencia, Brigham Young, University of South Alabama, and forty new instructors being trained monthly. With solid connections into the tradeshow and conference industry, we also expect a \$2M pipeline to be in place by mid-2013.

	2012	2013	2014	2015	2016
Revenue	\$144,298	\$1,891,409	\$6,232,533	\$18,675,011	\$47,796,140
cogs	(\$74,205)	(\$474,037)	(\$1,562,038)	(\$4,680,454)	(\$11,978,983)
Gross Profit	\$70,093	\$1,417,372	\$4,670,494	\$13,994,557	\$35,817,158
Salaries	\$1,024,660	\$1,676,716	\$2,123,940	\$2,735,694	\$3,432,585
SG&A	\$177,290	\$360,310	\$469,975	\$565,656	\$638,695
EBITA	(\$1,138,437)	(\$619,654)	\$2,076,579	\$10,693,207	\$31,745,877
Headcount	11	15	20	27	35



Vigilant Biosciences, Inc.
Suite 1550
701 Brickell Avenue

Miami, FL 33131

Contact:

Matthew H.J Kim Phone: 305-728-5382

MKim@VigilantBiosciences.com

Year Founded: 2011

**Industry:** Medical Devices

**Development Stage:** Clinical

**Current Headcount: 2** 

**Current Funding Opportunity:** 

\$600K seed round (FDA Filing)

/ \$7MM tranche Series A (Product Launch)

Use of Funds:

80% Product Development / Regulatory

10% IP / Legal 10% Operations

**Previous Investment:** 

\$3MM+ in grants procured by University of

Miami to advance the technology

#### **Business Description:**

Vigilant Biosciences, Inc. ("VigilantBIO") is a medical device company focused on developing technologies and products to enable early disease detection and intervention. Our initial product is a point-of-care oral rinse test strip screening kit for oral cancer, specifically head and neck squamous cell carcinoma (HNSCC) scheduled for product launch in 2015 to compete in the \$570MM+ total addressable oral cancer screening market in the U.S. and *multi-billion dollar* worldwide.

#### Problem/Opportunity:

Approximately \$2.9B is spent treating the 40,000 people in the U.S. that are diagnosed with oral cancer each year. Currently, a visual and physical examination is the "gold standard" for oral screening, but 2/3 of cases are diagnosed at Stage III or Stage IV with this method. However, early intervention yields 80% - 90% cure rate representing a potential savings of \$2B if the oral cancer is diagnosed at Stage I/II or earlier. What is missing is a simple, specific and cost-effective test that can screen for early stage oral cancers.

#### The Product:

The VigilantBIO screening kit consists of a simple, oral cancer-specific and cost-effective oral rinse and test strip. The test strip is formulated to detect proteins specific to oral cancer captured by the oral rinse. Competitively priced with existing dental reimbursement of \$35 per screen, the test kit will be sold to distributors at approximately \$7 per test kit and ultimately to dental practices at \$10 per test kit. Its ease-of-use will be championed by hygienists; its specificity to minimize false positives and to catch oral cancer early will be championed by patients and doctors, and its cost-effective will be championed by all.

#### **Management Team:**

Matthew H.J. Kim, J.D. - Founder, CEO and Chairman

- Former Intellectual Property Counsel at SpectRx, Inc. (now Guided Therapeutics, Inc.) a biomedical device company providing innovative diagnostic and drug delivery applications for diabetes (glucose screening / continuous glucose monitor / infusion sets), cancer diagnostics (cervical cancer) and infant care (noninvasive bilirubin detection).
- Founder of AeroVectRx Corporation, a pulmonary drug delivery company where Matthew procured exclusive licenses to platform, secured initial business development deals, identified lead product candidates, advanced regulatory strategy, recruited senior management and advisory panel, raising ~\$1.5MM in venture-staged seed financing while leveraging an existing \$5MM+ in non-dilutive financing invested in the technology prior to transitioning management.

#### Henry Grage, M.S. - Chief Technology Officer

- Anticipated full-time for Vigilant upon financing.
- Chemist and Acting CSO or CTO for numerous start-ups
- Amira (acquired by Roche), LifeScan (J&J), Boehringer Mannheim(now Roche), Cholestech
- 16 issued U.S. patents and involved multiple 510Ks for diagnostic/screening assays including those for cardiovascular disease (Ferritin Diagnostic Systems Laboratories), various hormones (i.e. Androstenedione, Estradiol and Progesterone), anti-coagulant companion diagnostic (CoaguChek Roche), and Cholesterol assay (ALT Cholestech).

#### Technology:

U.S. Patent #8,088,591 issued in early 2012 for broad method claims to associate certain key biomarkers specific for oral cancer as part of the technology portfolio exclusively licensed to VigilantBIO from the University of Miami. Additional patent applications subject to the licensed portfolio are pending.

#### **Market Potential:**

<u>Smokers.</u> There are estimated 45.3MM adult smokers in the U.S. At \$7 per test, this at-risk population represents a total addressable market of \$317.1MM annually. The global opportunity is substantial. According to the World Health Organization, there were over 1 billion smokers worldwide placing the total addressable market at \$7B. Additionally, some studies have shown oral cancer to be attributed to second-hand smoke (estimated 88M in U.S.). This subset would further increase the total addressable market attributed to smoking only.

<u>HPV.</u> Human papillomavirus (HPV) infection, particularly HPV-16, is now the number one cause of oral cancer. With 40MM adults in the U.S. already infected with HPV (with 630MM estimated worldwide), there is even a larger at-risk population with the potential to become infected with HPV. Although the total addressable market currently is at \$280MM at \$7 per test represents (\$4.4B+ worldwide), this market could be significantly more if expanded to include all adults at risk of becoming infected with HPV.

<u>Drinkers.</u> In addition to smoking and tobacco use, drinking is also a high risk factor for developing oral cancer. When combined with smoking, the risk becomes synergistic. With an estimated 60MM drinkers in the U.S., this set of at-risk patients alone represent a total addressable market of \$420MM annually. Worldwide, there is an estimated 2B adult drinkers placing the total worldwide addressable market at \$14B.

#### **Competitive Advantage:**

The current "gold standard" for screening is a visual/manual oral examination given by the dental professional as part of the annual checkup standard of care. However, even with visual inspection, over 2/3 of all oral cancers are being identified at Stage III or Stage IV. VigilantBIO seeks to revolutionize the oral cancer screening market by providing an easy-to-use, HNSCC specific test that allows for detection even before visual symptoms present.

Currently, there are several light-based systems attempting to address the need for earlier intervention. Light based systems include spectroscopic and chemiluminescent-based (also requiring use of acid or dye) offerings. Insufficient and inconclusive clinical data exists to support widespread acceptance of current offerings as screening or diagnostic tools for HNSCC. Additional drawbacks of these systems include: (1) They address "abnormalities" in general versus HNSCC specifically; (2) They can require a significant upfront capital investment; (3) They are labor intensive and disruptive to business operations for dental practices; (4) Some are invasive requiring tissue excision; and (5) Results can be subjective depending on the examiner.

The VigilantBIO solution overcomes these drawbacks by: (1) detecting protein markers specifically for oral cancer; (2) requiring no significant capital investment; and (3) providing "easy-to-use" and "low touch" instructions to provide immediate and objective results.

#### Strategy:

Upon receiving a 510K clearance as an adjunctive screening aid class II device, VigilantBIO's product launch in 2015 will provide estimated 70% - 80% gross margin to the company and 35% margin provided to leading dental industry distributors (e.g. Henry Schein, Patterson) via exclusive incentives while still providing attractive margins to dental practices selling to patients at reimbursement rate or lower. The cost-effective, high-turn, low-touch nature of the VigilantBIO device is ideally suited for sale through dental distributors, taking advantage of the established relationships that reps enjoy with dentist offices. The cost model is adaptable to existing reimbursement codes in both dental (CDT) and medical (CPT) markets. Even more important, our model aligns with the credit-card, elective private-pay business dynamics of dental practice management. This cost dynamic will enable dentists to enjoy customary margins and encourage ready adoption.

Financial Projections (do	ollars in thousands):				
	2013	2014	2015	2016	2017
Revenue:	\$0	\$0	\$6,090	\$15,960	\$39,480
COGS:	\$0	<b>\$0</b>	\$1,120	\$2,530	\$6,140
R&D:	\$330	\$767	\$3,301	\$4,440	\$6,792
SG&A:	\$138	\$2,362	\$3,717	\$5,691	\$10,395
EBITDA:	(\$468)	(\$3,129)	(\$2,048)	\$3,299	\$16,153
Headcount:	03	06	08	10	12



Water Optimizer, Inc. 4921 Memorial Hwy, Suite 300 Tampa, FL 33634 Contact:

Tom O'Connor, CEO Phone: 8138-880-8881

toconnor@kingengineering.com

Year Founded:2011

**Industry: Clean Technology** 

Development stage: Early Revenue

Number of Employees: 3

Funding Opportunity: \$1,000,000

Use of Funds: 100% Marketing/Sales

**Existing Investors:** 

King Engineering, Inc. - 100%

Business Description: Water Optimizer, Inc. provides an innovative irrigation management system that has proven to provide significant water consumption reductions for outdoor irrigation and that addresses key challenges facing water providers and property managers. WaterOptimizer® is more than an irrigation controller. For both residential and commercial end users (new and retrofit market) it is a very cost effective, proven monitoring system that significantly reduces irrigation water consumption by monitoring ground moisture levels and irrigating only when needed. WaterOptimizer® has proven to save up to 50% of water used for irrigation in residential, commercial and government applications

**Problem/Opportunity:** According to US Government estimates, 36 states are expected to face water shortages in the next 2 to 3 years. Available freshwater supplies are dwindling across the country due to rising temperatures, droughts, population increase and sprawl. According to the USDA, over one half of the states in the US experienced some level of drought in the summer of 2011. This water shortage is limiting economic growth and has led to government restrictions on water use in many areas across the country.

These conditions create significant challenges for water providers, property managers and owners. Water Providers have limited water supplies available and incur significant expense in trying to develop new water supplies. Property managers and owners experience watering restrictions by the various water authorities which degrade the quality of their significant landscape investment.

Our product is so efficient that it creates additional water supplies for a water provider and allows property managers and home owners the ability to irrigate on a more frequent basis while still saving water over conventional means.

Management Team: WaterOptimizer® was spun out of King Engineering in 2011. King is a privately held consulting firm that provides civil and environmental services to public/private sectors. King has 100 employees with offices in Tampa, Jacksonville, Miami, Sarasota, Austin & Dallas. King has long term relationships with the largest national & local home builders, municipalities, & commercial developers. These relationships have been instrumental in entering this new market. WaterOptimizer's team spun out from King with the product:

Thomas O'Connor, PE – CEO – over 27 years of professional engineering experience in the water and reclaimed water industry. His expertise includes public and private water supply and irrigation systems and alternative water

supply programs including desalination, reclaimed water and stormwater reuse. **Keith Appenzeller, PE – President** - over 30 years of engineering experience in the development industry. His experience is based on long term relationships with the national home builders. He serves on various community

<u>Jim Orchard, CPA, - CFO</u> - over 27 years of accounting and finance experience. He has experience with public companies, start-ups, raising capital and the manufacturing and distribution industries.

boards ranging from economic development to national homebuilders associations

**Products/Services:** WaterOptimizer® is a smart irrigation system that monitors ground moisture and only deploys sprinkler systems when the lawn or garden needs it. Our intelligent monitor/controller significantly reduces the amount of water used for irrigation and reduces customers' water bills. It incorporates smart irrigation technologies that monitor soil moisture needs or weather conditions to determine irrigation demand. Its unique 2-way communication system allows irrigation systems to be remotely controlled and monitored, and thus ensures irrigation use is optimized.

**Technology:** Water Optimizer has one approved patent for Adaptive Control for an Irrigation System (patent no 8219254). This patent application relates to an adaptive control for modifying a weather based irrigation program based

on actual moisture levels as measured by the moisture sensor. Water Optimizer has another Patent Pending for the Control System. This patent application relates to a control system connecting a water provider to a multiplicity of independent users empowering the water provider to interrupt non-essential irrigation of multiplicity of independent users to maintain proper essential water flow. There are three other distinct and independent inventions that are in the process of being submitted: 1) Battery power moisture sensor probe connected by a wireless transmitter. 2) A communication system utilizing a mesh network of irrigation units to relay information unrelated to irrigation such as information of a gas department, an electric department, a parking department, a lighting department, a smart home systems and the like, 3) A wireless remote controlled solar operated irrigation valve. A divisional application can be filed on each of these independent inventions.

Market Potential: WaterOptimizer's initial markets include residential users, commercial users and water providers in Florida. Follow-on states will include Texas, California and Colorado. Due to persistent water shortages across the U.S., both residential and commercial users are constantly seeking cost effective ways to manage their irrigation water consumption and related costs. Furthermore, local municipalities are in need of better technology and processes to manage water supplies and costs. The initial target markets for WaterOptimizer® will be water consumers and suppliers that have the best opportunity for immediate water and cost savings results: 1) Residential Consumers: In Florida there are almost 4 million single family homes that make up the retrofit market. Additionally, there are approximately 50,000 new homes currently being constructed in Florida each year. This relates to a +/- \$3.5 billion dollar equipment market opportunity along with a recurring monitoring revenue of \$384 million dollar per year.2) Commercial Consumers: In Florida, there is approximately 383,000,000 square feet of multi-tenant retail space, 481,000,000 square feet of multi-tenant office space and 1,111,541 apartment units in housing development having 10 or more units. Commercial consumers provide a +/- \$51 million market with \$11 million dollar per year monitoring opportunity 3) Water Providers: Utilities, municipalities and organizations that are responsible for water production and management. This market consists of over 1,000 organizations that can provide WaterOptimizer as part of water saving rebate programs. There is comparable large-scale application in the agriculture industry, which will be a future market focus.

**Competitive Advantage:** The WaterOptimizer® controller is competitively priced - even compared with single technology controllers. No other controller has all of WaterOptimizer®'s features while being cost competitive with lower-end systems. WaterOptimizer® products have proven to provide over 50% water savings for irrigation. This significant cost savings, in addition to the competitive pricing of the WaterOptimizer® products, provides an attractive cost benefit to the consumer. The average customer should realize between a 12 and 24 month Return of Investment (ROI) on WaterOptimizer®, dependent on the parcel size and consumer irrigation patterns.

Due to our cost effective 2-way communications and continuous monitoring capabilities, water providers are provided assurances that their customers' needs are being met and are able to be maintained remotely. Our system can accommodate either weather based or sensor based technology depending on the water providers preference or the part of the United States the customer is located

Strategy: WaterOptimizer® has been specifically designed to automatically save water, unlike other controllers that are passive timer-based boxes. As such, the sales approach will focus on water conservation benefits and ROI instead of trying to compete as a commodity irrigation controller. Current customers include Trane Corporation, City of Lakeland, City of Doral, Cooper City, St. Johns County, Ryland Homes, Medallion Home, Deeb Construction and Actus Lend Lease. Marketing and distribution channels to date have been a combination of direct sales and channel partners depending on the specific market area. For residential homes, the focus is on developing relationships with national homebuilder brands. In the commercial sector, with commercial developers and property management companies. As noted in our current customer list, we have already penetrated several water management groups within public/government sector customers.

Financial Projections: (dolla	rs in thousands)				
	<b>2011</b> (actual)	2012	2013	2014	2015
Revenue:	\$55	\$400	\$2,291	\$6,481	\$12,501
COGS:	\$49	\$325	\$1,498	<b>\$3,775</b>	\$6,764
R&D:	<b>\$0</b>	\$0	\$0	\$0	\$0
SG&A:	\$437	\$380	\$1,420	\$2,170	\$3,597
EBITDA:	(\$254)	(\$132)	\$(461)	\$726	\$2,349
Headcount:	1	2	8	19	26



**Zentila.com** 9636 Woodmont Pl Windermere, FL 34786 Contact:

Mike Mason, CEO Phone: 407-656-5683 mike.mason@zentila.com

Year Founded: 2011

**Industry:** Travel/Hospitality

Development stage: Revenue

Number of Employees: 4

Funding Opportunity: \$3 MM

Use of Funds:

67% Marketing/Sales 20% Product Development 13% Service Operations

**Existing Investors:** 

\$1.5 MM Angel

#### **Business Description:**

Virtually all corporate meetings – over \$45 billion annually, representing one-third of all travel spend – are still booked the old-fashioned way: offline, using phones, faxes, and spreadsheets. Zentila is the first complete platform that enables corporate planners to plan, price, and book meetings and conventions at hotels entirely online. Our unique buying process saves planners considerable time and enables them to receive deals unavailable through traditional hotel sales channels. Zentila's booking platform dramatically improves hotel sales teams' productivity and response time to planners compared to other lead channels.

#### Problem:

Corporate meeting planners have very few resources to help them in researching and sourcing meetings at hotels and other venues.

Departmental and meeting budgets continue to be cut, forcing planners to do more work, and with limited tools. For example, researching meeting hotels is time-consuming, and there is nowhere to go to get unbiased meeting planner feedback about hotels. The typical process to create a

detailed meeting request is antiquated and cumbersome: At best, you fill out an online form; at worst, you build it in Word or Excel. Adding to the pressure, meetings today are being booked in a progressively shorter window, with 60% of all meeting demand falling inside 90 days.

Hotel sales teams also face mounting issues due to the current booking process. Current eRFP providers send a single eRFP to dozens of hotels, most of which have no shot at winning the business, creating what's known in our industry as **RFP Spam**. The result is chaos in the sales office as sales managers attempt to respond to high volumes of non-bookable leads. Planners in turn receive the end product: incomplete and late bids, if they receive any quality bids at all.

#### Management Team:

- Founder Mike Mason, CEO, brings 25 years of experience in the convention hotel business, most recently as SVP of Sales & Marketing for the Gaylord Hotels chain.
- Co-founder Drew Bagley, COO, comes from the online world, most recently as VP of Strategic Planning for EmbanetCompass, an online education services provider.
- Tom Murphy, CTO, has been developing innovative software for over 20 years. He is the former CTO of Alinean, Inc. and technical director at Electronic Arts.

**Additional key management hires:** We intend to add a sales leader to drive corporate adoption and a business development executive to build channel partnerships.

#### **Product:**

In contrast to eRFP tools, Zentila has created an "a-to-zRFP" that completes the booking process.

We have developed a group meetings and conventions booking engine that guides planners through the steps to create a full meeting RFP, send it to their selected hotels, and book and connect to their favorite hotel, all within hours instead of weeks. Our booking path ensures that planners receive complete and timely bids from their selected hotels – enabling planners to efficiently book their favorite hotel bid. Hotel sales managers love Zentila because Zentila leads have far higher close rates than other eRFP channels (11% vs. 2-3%).

Our intuitive planning tools are best-in-class, from our intuitive RFP Genie to our planner-focused search filters. Users also earn a reputation score by growing their Zen Garden and earning Karma points; this score is shared with hotels and helps to establish planner reputations, which in turn leads to better deals from hotels.

#### Technology:

Zentila owns its entire code base, which is copyright-protected. Zentila's booking engine algorithms are highly proprietary and considered a trade secret. In addition, we are considering pursuit of a business process patent. Many of our site features, such as crowdsourced hotel recommendations and interactive maps for hotel research, are the first such features in our industry.

But our real innovation is our business process technology, which is based on extensive research and decades of experience in understanding efficient paths for connecting meeting planners and hotel salespeople. The result is simply a far more effective path to booking meetings, resulting in substantial time savings for both planners and hotels compared to other booking processes available today.

#### **Market Potential:**

Our audience plans over 1.4 million meetings and conventions for U.S. corporations and associations each year, representing over 230 million room-nights and in excess of \$45 billion in direct spend at hotels (source: PriceWaterhouseCoopers study "The Economic Significance of Meetings to the U.S. Economy").

Hotels pay Zentila 10% commission on all room revenue generated through our site. Based on group meeting volume in our target hotel segments, Zentila's addressable market is presently \$2.2 billion. Future markets include ancillary event services (e.g., audiovisual, floral, transportation), space-only meeting venues (e.g., conference centers), and international expansion.

#### **Competitive Advantages:**

Our key differentiators are our team, with deep domain expertise; our business process that focuses on booking meetings, not just generating RFPs; our scalable technology platform; and our robust, intuitive planner-focused sourcing tools that make the entire process engaging and fun.

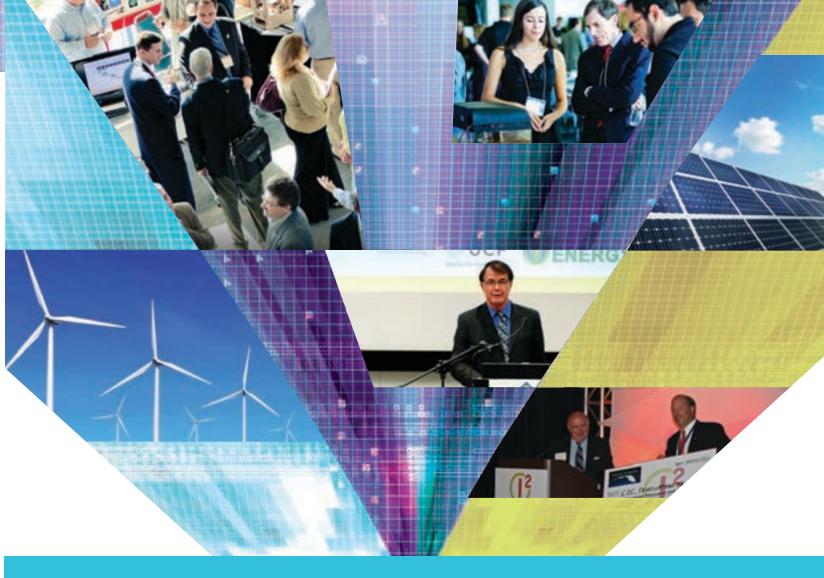
**Direct Competition:** Third-party meeting brokers (ex.: Helms-Briscoe). These companies deploy 1099 contractors who represent corporate planners in site selection with hotels. The third-party broker model has tremendous labor requirements, is not scalable, and uses the same off-line booking methods currently used by corporate planners. In contrast, Zentila's platform can accommodate tens of thousands of bookings each year.

**Indirect Competition:** SMMPs (ex.: Cvent). We also compete indirectly with Strategic Meeting Management Programs (SMMPs). SMMP software is expensive, enterprise-level accounting software that tracks meeting expenses. These packages provide limited planning and sourcing tools, and do not complete bookings.

#### **Planner Acquisition Strategies:**

Enterprise sales, marketing partnerships, and direct marketing are Zentila's three major sales channels. Through enterprise sales, we target professional meeting planners and bring on companies' full meeting departments, capturing all bookings. We also partner with organizations whose members book meetings (both professional and non-professional planners); the organizations encourage their members to use Zentila in exchange for a revenue share. Direct marketing comprises online and traditional marketing, targeting non-professional planners.

	2012	2013	2014	2015	2016
Revenue	\$115	\$2,045	\$10,906	\$30,078	\$72,049
Gross Profit	\$45	\$1,489	\$8,374	\$23,383	\$57,074
Web Development	\$169	\$900	\$1,650	\$2,964	\$4,347
SG&A	\$605	\$2,762	\$5,029	\$9,323	\$17,109
EBITDA	(\$729)	(\$2,173)	\$1,695	\$11,096	\$35,618
Headcount	5	30	58	102	158



# **CLEANTECH TO SPACETECH 2012**











The Florida Cleantech Acceleration Network (FL-CAN) is sponsored by U.S. Economic Development Administration and U.S. Department of Energy to support the Florida renewable energy ecosystem. Through several networks and resources around the state, the program facilitates competitive renewable energy technology developments, from universities and local companies, into high growth opportunities. FL-CAN participants have access to a number of services and resources to assist in technology and product development, management development, manufacturing, business development, and funding growth. These activities are actualized by an increasing list of FL-CAN resources available to participants such as the Mentor Network, Renewable Energy Intellectual Property Catalog, State Labs Capabilities Catalog, market and competitive product research, entrepreneurial development education workshops, and networking opportunities. Each year, FL-CAN hosts a Showcase that connects sixty prominent hi-tech energy companies and organizations to connect with investors, customers, end-users, and partners.

FL-CAN is administered via a partnership between the University of Central Florida, The Technological Research and Development Authority, and the Florida Energy Systems Consortium. For more information, please visit <a href="www.flcleantech.com">www.flcleantech.com</a> or contact Andrea Wesser, FL-CAN program manager at <a href="mailto:andrea.wesser@ucf.edu">andrea.wesser@ucf.edu</a> or 407-882-0594.

# FL-CAN Showcase Schedule Thursday, September 20

3:00pm FL-CAN Showcase Opening Remarks (Heroes Ballroom)

3:15pm FL-CAN Showcase Exhibitors Booth Visitations (Mezzanine)

7:00pm FL-CAN Showcase closes for the day

#### Friday, September 21

7:30am – 8:30am Registration and Continental Breakfast

9:00am FL-CAN Showcase officially opens

3:00pm FL-CAN Showcase closes







# Florida Cleantech Acceleration Network Showcase Exhibitors

# **Algenol Biofuels**

#### www.algenolbiofuels.com

Algenol is a global, industrial biotechnology company that is commercializing its patented algae technology platform for production of ethanol and green chemicals. Our patented DIRECT TO ETHANOL® technology enables the production of ethanol for less than \$1.00 per gallon using sunlight, carbon dioxide and saltwater and targets commercial production



of 6,000 gallons of ethanol per acre per year. The low production costs and high yields are achievable because DIRECT TO ETHANOL® does not involve killing or harvesting algae, and relies on our patented photobioreactors and proprietary downstream techniques for the low-cost recovery and purification of ethanol. These novel, low-cost techniques have the added benefits of consuming carbon dioxide from industrial sources, not using farmland or food crops and being able to provide freshwater.

Contact info:

Arianne Taylor 28100 Bonita Grande Drive Suite 200 Bonita Springs, FL 34135 Arianne.Taylor@algenol.com 239.444.6303

# **Bing Energy International**

#### www.bingenergyinc.com

Bing Energy International (BEI) has licensed, from Florida State University, and developed the technology that is required for the mass commercialization of Proton Exchange Membrane (PEM) fuel cells. By utilizing a revolutionary carbon nanotube based solution, BEI has developed a product and process that maximizes the effectiveness of the platinum catalyst required for PEM fuel cells. PEM fuel cells are relatively low temperature devices that can be used in a wide variety of applications ranging from backup power, to automotive power, to stationary power generation. The result is equal or better electrical output, from only 30% of the platinum and with increased durability. This technology has been independently verified to meet nearly all of the Department of Energy's hydrogen fuel cell goals for the year of 2015.



#### Contact info:

R. Dean Minardi Chief Financial Officer 2051 E. Paul Dirac Dr. Tallahassee, FL 32310 deanm@bingenergyinc.com 850-597-7431

#### **BioTork LLC**

#### www.biotork.com

Created in 2008, BioTork LLC is a biotechnology company developing microbial strains to be used for the industrial production of biofuels and bio-renewable chemicals. The mission of BioTork is to achieve complete replacement of crude petroleum oil with biomass derived equivalents. BioTork is based in Gainesville, FL. Further information on BioTork is available on the internet at www.biotork.com.



# Contact info:

#### Ziad Ghanimi

Marketing & Communication Manager 2153 SE Hawthorne Rd, Suite #130, Gainesville, FL-32641, USA (352)-505-8611

# BlueChip Energy, LLC

#### www.bluechipenergy.net

BlueChip Energy, LLC (BCE) is a fully-integrated solar PV power generator, occupying all segments of the solar power value chain, from manufacturing of solar panels and balance of systems components, to the sale of turnkey solar power plants – and electricity – to utility, commercial and residential customers. BCE develops finances, constructs, operates, and monitors solar plants for companies and individuals, as well as for its own portfolio.



#### Contact info:

#### **Lawrence Hefler**

Director of Corporate Marketing 400 Rinehart Road Lake Mary, Florida 32746 USA 1-407-804-1000 x 502

# **Cella Energy**

#### http://www.cellaenergy.com/

Cella Energy is an 'Advanced Materials and Technologies' sector company with first-mover advantage in safe, low-cost hydrogen storage technology. Cella's goal is to produce a new source of transport fuel that is commercial, competitive, available at scale – and does not require a whole new infrastructure. Near term Cella is producing military power solutions for unmanned systems with 3x the duration of lithium-ion batteries, and radiation shielding materials for space satellites. Cella is also working to develop longer lasting power solutions for portable electronics products such as laptop computers.



# Contact info: Stephen Voller +44 (0)1235 567 503

Stephen.voller@cellaenergy.com







# **Eclipse Energy Systems, Inc.**

#### www.eclipsethinfilms.com

Eclipse Energy Systems, Inc., is a world leader in thin films processing for nano-based optical materials and nanotechnology systems. Eclipse has built off this expertise and capability to design, fabricate, and assemble working novel systems which incorporate metamaterials phenomenon, one of which is currently flying in space.



Contact Info: Jay R. Wolfington President (727) 344-7300 office (813) 966-3627 cell

# **Energy Innovation Portal**

#### http://techportal.eere.energy.gov

The Energy Innovation Portal (which was launched in June 2010, showcases more than 700 cleantech focused technology marketing summaries and maintains a searchable database of more than 16,000 US patents and US patent applications created using DOE funding. While the marketing summaries are focused on the clean energy space, the patents cover the entire swath of DOE funding from fossil energy to nuclear energy to health sciences to environment remediation. The Portal even provides an advanced visual search application that allows users to dive into the patent data without a keyword search (http://techportal.eere.energy.gov/visual\_patent\_search). The Portal provides a single point from which businesses, entrepreneurs and investors can search for, identify and select (by contacting the technology transfer professional responsible for moving each technology to market) DOE-funded technologies that can help them grow their businesses, creating jobs and enhancing America's competitiveness along the way.

Contact info: Matt Ringer Portal Program Manager 303–275-4469 matthew.ringer@nrel.gov

# Florida Atlantic University's Southeast National Marine Renewable Energy Center

#### http://snmrec.fau.edu

The U.S. Department of Energy-designated Southeast National Marine Renewable Energy Center (SNMREC) at Florida Atlantic University seeks to help enable the commercialization of marine and hydrokinetic power generation through research, outreach, regulatory assistance, and technology testing. By working among academic, government, and industry partners, the Center aims to address the inter-dependent social, economic, technological, environmental, and educational needs of the growing offshore renewables industry. Initial efforts are focused specifically on ocean current and ocean thermal energy conversion, especially with respect to offshore resource characterization and prototype small-scale energy converter testing and validation. For more information, please visit http://snmrec.fau.edu.



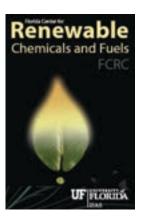
Contact Info: Laurie Bransdorf 561.297.2697

# Florida Center for Renewable Chemicals and Fuels

#### http://fcrc.ifas.ufl.edu/

The Florida Center for Renewable Chemicals and Fuels (FCRC) acts as a hub for multi-disciplinary education and research in producing chemicals and fuels from biomass. FCRC SOLVES new technological challenges in renewable energy production; CONNECTS faculty and students in productive communication; ASSISTS faculty in the development of competitive grants; and MAKES VISIBLE and VIABLE the possibilities in renewable chemicals and energy sources at the state and national levels. FCRC seeks to expand and enhance the efficiency and sustainability of biofuels production through the creation of biorefineries that use biomass and and energy crops to replace petroleum-based fuel and chemical products.

Contact info: Sheilachu P. Gomez, PhD. Assistant Director 352-392-0237 spgomez@ufl.edu



# Florida Energy Systems Consortium

# www.FloridaEnergy.ufl.edu

The Florida Energy Systems Consortium (FESC) was created in 2008 by Florida statute to promote collaboration among the energy experts at Florida's 11 public universities for the purposes of sharing energy-related expertise and assisting in the development and implementation of a comprehensive



energy strategic plan for the state. The Consortium was charged with performing research and development on innovative energy systems that lead to alternative energy strategies, improved energy efficiencies, and expanded economic development for the state. To kick off this program, the legislature provided approximately \$40M for energy research, education, outreach, and technology commercialization at five of the Florida universities. Please visit www. floridaenergy.ufl.edu to learn more about FESC.

#### Contact info:

Canan "Janan" Balaban

Associate Director University of Florida Nuclear Science Building 202 A PO Box 118300 Gainesville, FL 32611-8300 Tel: 352/392 0899 cbalaban@ufl.edu







#### Florida Solar Energy Center

#### http://www.floridaenergycenter.org

The Florida Solar Energy Center® (FSEC®) is the largest and most active state-supported renewable energy and energy efficiency research organization in the United States. A research institute of the University of Central Florida, FSEC's research activities include Advanced Energy Research: alternative transportation systems, hydrogen fuel and fuel cells; Buildings Research: energy-efficient buildings; and Solar Energy: solar water and pool heating and solar electric and distributed generation systems; Education: continuing education courses and K-12 activities. FSEC maintains extensive laboratory facilities for research in all of its program areas. For more information about the center, visit http://www.floridaenergycenter.org.



Contact info: FSEC Public Affairs Office 321-638-1015

#### Florida State University's Center for Advanced Power Systems

#### http://www.caps.fsu.edu/

The Center for Advanced Power Systems (CAPS) at Florida State University is a multidisciplinary research center organized to perform basic and applied research to advance the field of power systems technology. CAPS emphasis is on application to electric utility, defense, and transportation, as well as, developing an education program to train the next generation of power systems engineers. The research focuses on electric power systems modeling and simulation, power electronics and machines, control systems, thermal management, high temperature superconductor characterization and electrical insulation research.





Contact info: Steve McClellan Deputy Director 850.645.2157 mcclellan@caps.fsu.edu

#### **Logicor USA**

#### www.logicorUSA.com

LogicorUSA is a Florida based company launching the "Logicor Green Adaptor™" as the first of its patented energy saving devices. "The Logicor Green Adaptor™" is a mechanical timer that turns off appliances



automatically without drawing electricity. The user sets the turnoff time to be from 5 minutes up to 24 hours to suit the appliance before it turns off. Saving the energy drain from appliances plugged in, but not in use, will save homeowners up to 41% on their electric bills. Generating revenue, creating jobs, conserving energy, and saving money for homeowners are the primary motivators for the company. They are manufacturing in St. Cloud, Florida with the initial distribution in Central Florida. LogicorUSA owns the worldwide manufacturing and distribution rights to the product.

Contact info: Alan M. Shafer Director Marketing & Chief Marketing Officer 215 Celebration Place, Suite 330 Celebration, Florida 34747

ashafer@logicorusa.com

#### Mud Power, Inc.

#### www.mudpowersystems.com

Dead batteries are always frustrating. For marine-based military and science applications, loss of power is far more than an irritation; it can be disastrous. Imagine a deployment costing millions of dollars wasted due to power failure. Mud Power, Inc draws upon experienced researchers to develop creative modular power solutions for persistent power generation in aquatic environments. They were the winner of the 2011 MegaWatt Ventures competition and a nominee for the ACC Clean Energy Challenge. Mud Power is founded by student entrepreneurs and advised by top-notch industry and academic leaders.



Contact info: 15123 N. 19th St. Lutz FL, 33549 727-512-9636

#### Nanogen Power Systems, LLC

#### www.nanogenpower.com

Nanogen Power Systems, LLC., (NANOGEN), is a Wyoming Company with offices in Cocoa, Florida. NANOGEN is a Solar Electric Generation Systems (SEGS) company which offers 250kW to 10MW solar power plants using proprietary Concentrated Solar Power collector technology. The company's concentrated solar power systems included optional thermal storage capability that allow hours of operation to extend significantly beyond hours of sunlight.

Contact info: Perry Douglas West CEO Post Office Box 427 Cocoa, Florida 32923 321 636 5804 pdwest@att.net

#### **NASA John F. Kennedy Space Center**

#### http://kscpartnerships.ksc.nasa.gov

Kennedy Space Center is NASA's premier launch complex with a 50-year history serving as our nation's gateway to exploring the universe. Center Planning and Development serves as KSC's "front door" to developing partnerships with industry, government, and academia utilizing our facilities, technical capabilities, labs, and expert talent to maximize your mission success.

Contact info: Joyce Riquelme 321-867-8545









#### Nextwind, Inc.

#### www.nextwindinc.com

Nextwind is an engineering consulting company focused on utility scale wind turbine design. Nextwind has been active for 10 years as a technology consultant, and since 2007 has helped bring 5 new wind turbine designs to market in the US, Germany and China. We support wind turbine manufacturers to make their products safer, more productive, more reliable, and cheaper to produce and maintain. In 2010 we expanded our services and over the last two years we have developed a range of high-productivity and high-reliability wind turbines which can be directly licensed by wind turbine manufacturers globally.



Contact info: Rain Byars CEO PO Box 3891 St. Augustine, FL 32085 904-342-0622

#### **Solar Fuel Corporation**

#### http://www.solarfuelcorporation.com/

Solar Fuel, a spin-out from the University of Florida, is a high growth, solar, biofuels (non-biomass) company that uses a proprietary low pressure/high temperature thermochemical process and proprietary reactor to convert solar energy, water and CO2 into fuel (hydrogen OR syngas). Solar Fuel: 1) has a flexible, mobile footprint accommodating varying locations, 2) zero carbon footprint and 3) produces cost



competitive, (non-subsidized) fuel. Solar Fuel has raised (late 2011) \$3MM from the DOE, \$35K from the University of Florida and completed a bench prototype. Solar Fuel is currently scaling the product and is in discussions with potential strategic partners including oil and gas, defense, utility, states and neighboring nations.

Contact info: Kevin Bowles Co-Founder, Chairman, CEO 919.274.5428 Kevin@solarfuelcorporation.com

#### **Thorn Products**

#### www.ThornProducts.com

ThornProducts is developing, under an EPA SBIR Phase 1 Grant, an innovative patent-pending electricity monitoring and reporting technology. Called Pinch-A-Watt™, this ultra simple, low cost, highly reliable technology can be embedded directly into standard receptacles, switches (and other devices) during



the manufacturing process enabling economical monitoring of electricity consumption - "for the masses" - of every connected point within a home or business, enabling users to save hundreds of dollars off their electric bills! The technology also enables a new methodology for Sub-Metering, called Flex Tenant Metering, where costly rewiring of facilities is eliminated. Building owners and EMS/BMS managers can create "Virtual Circuits" enabling billing of each tenant for actual electricity usage. Our plan is to grow to over \$100 million in annual revenue within 7 years.

#### Contact info:

Dave Thorn
President
1050 W. NASA Blvd. Ste 114
Melbourne, FL 32901
(321) 727-2477
DaveT@ThornProducts.com

#### **University of Central Florida's Office of Technology Transfer**

#### www.tt.research.ucf.edu

UCF researchers make exciting new discoveries every day in both physical and life sciences and our professional team of law, business, and science experts has a finger on the pulse of these latest discoveries. We work diligently with UCF inventors and industry partners to protect intellectual property and to share the benefits of UCF discoveries with the real-world through commercialization. Contact our office to learn how to protect discoveries made at UCF, start a company, or license UCF technology today.



Contact info: 407.822.0340 ucftto@ucf.edu







#### University of Florida's College of Engineering Research Service Centers

#### http://rsc.aux.eng.ufl.edu/

The College of Engineering's Research Service Centers (RSC) support and enhance the research, education, and public service missions of the University of Florida by providing access to characterization and process instrumentation. Expert staff provides the assistance and guidance necessary so that students.



faculty, and industry get the most effective and appropriate use of the center's facilities. The Major Analytical Instrumentation Center (MAIC) is a materials characterization and analysis facility established to provide analytical support for Florida's scientific and engineering community in meeting the challenge of technology development. MAIC is a user oriented facility with over 20 major instruments and analytical techniques for materials characterization and analysis, that provides service to the University of Florida, the state university system (SUS), and the industrial and commercial community. The Particle Analysis Instrumentation Center (PAIC) grew out of a National Science Foundation ERC into one of the premier particle characterization facilities in the US. The PAIC provides the instrumentation and expertise to synthesize and characterize particulate systems for a wide variety of applications across a broad range of industries. There are over 30 instruments available for analyzing particle size, shape, surface and bulk powder properties along with spectroscopic, imaging and analytical instrumentation for chemical analysis and systems characterization. The Nanoscale Research Facility (NRF) service center was created to provide a state-of-the-art facility for university research in micro/nano device fabrication, teaching laboratories associated with micro/nano fabrication, and a collaborative, open environment. The NRF currently houses over 60 fabrication and inspection related tools with a purchase cost of over \$8M. The facility and its resources are available to the entire university community and provide an excellent foundation for current research and grant proposals.

Contact info: rscinfo@mail.ufl.edu

#### University of Florida's Nanoscience Institute for Medical and Engineering Technology

#### http://nimet.ufl.edu/

The mission of NIMET is to focus and coordinate research and educational activities at the University of Florida in the fields of nanoscale science and nanotechnology (NS&T). Research in nanoscience and related fields at UF has developed in several colleges and now involves the research of over eighty faculty and staff in physics, chemistry, biology, medicine, engineering, and materials science.



The goals of NIMET are to:

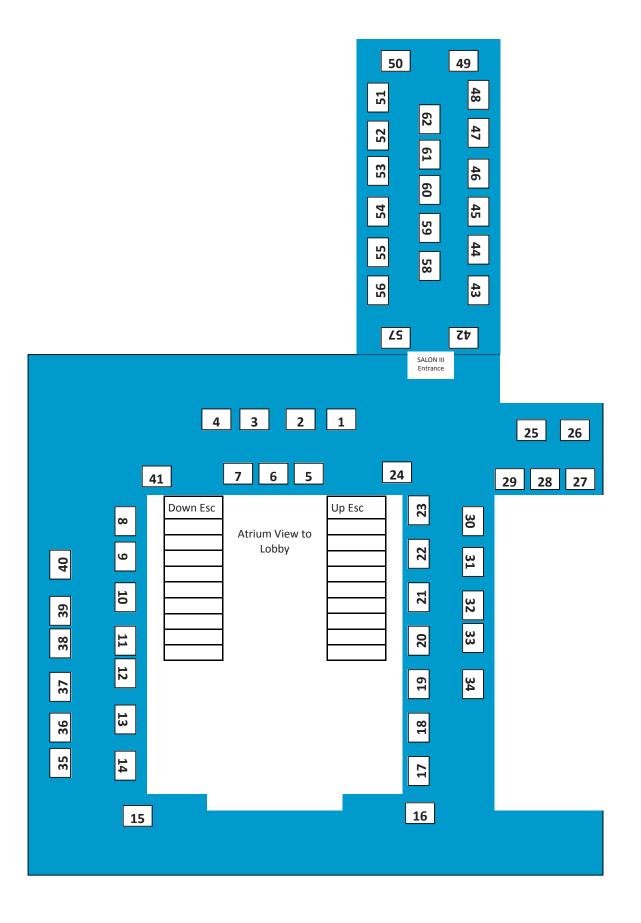
- Consolidate and focus leading edge, multidisciplinary research and education at UF in the areas
  of nanoscale science and technology (NS&T).
- Provide world-class, centralized facilities, technical support, and equipment for NS&T research.
- Train students in the use of NS&T techniques and equipment as part of their education, and to prepare them for future careers in nanotechnology.
- Create an open environment for research with universities, industry and national labs; and pursue major funding opportunities in NS&T.

Contact info: (352) 846-2626 info@nimet.ufl.edu





## **EXIBITORS**









# **Exhibitor Assignments**

- 1. Spacecoast Business
- 2. Edwards Wildman
- 3. Christopher & Weisberg
- 4. Florida High Tech Corridor Council
- 5. Registration Desk
- 6. Registration Desk
- 7. Registration Desk
- 8. DAIS Analytic Corporation
- 9. Nanogen Power Systems, LLC
- 10. Logicor USA
- 11. Eclipse Energy Systems
- 12. Solar Fuel Corporation
- 13. Florida Solar Energy Center (FSEC)
- 14. Cella Energy
- 15. Nextwind, Inc.
- 16. Advanced Technologies & Testing Laboratories, Inc.
- 17. G4 Synergetics
- 18. Mud Power, Inc.
- 19. BioTork
- 20. Florida Energy Systems Consortium (FESC)
- 21. UCF's Office of Technology Transfer
- 22. Energy Innovation Portal
- 23. NASA John F. Kennedy Space Center
- 24. FAU's Southeast National Marine Renewable Energy Center
- 25. Nautilida Solar
- 26. Almos Battery Corporation
- 27. UB-WiSystems, Inc.
- 28. Florida Technology Development, LLC
- 29. P.V. Integrated
- 30. Illuminated Electric LLC
- 31. Omnii Sense, LLC
- 32. Trash 2 Cash-Energy LLC
- 33. CeramiPower, Inc.
- 34. MegaWatt Ventures
- 35. UF's Labs
- 36. Space Coast Energy Consortium (SCEC)
- FSU's Center for Advanced Power Systems (CAPS)
- 38. BlueChip Energy, LLC
- 39. Algenol BioFuels
- 40. Bing Energy International

- 41. SunnyLand Solar,LLC
- 42. Zentila
- 43. Via Response Technologies, Inc.
- 44. Diametriq
- 45. Kleo, Inc.
- 46. Quantum Technology Sciences, Inc.
- 47. Water Optimizer, Inc.
- 48. Power Tree Corp.
- 49. Mesdi Systems, Inc.
- 50. Solodev
- 51. NATION Technologies Group, Inc.
- 52. Tai-Yang Research Company
- 53. Advanced Magnet Lab, Inc.
- 54. Microbial Defense Systems, LLC
- 55. Acudyn, Inc.
- 56. Space Florida
- 57. Technological Research and Development Authority (TRDA)
- 58. Vigilant Biosciences, Inc.
- 59. Solis Energy, Inc.
- 60. Trapezoid Digital Security Services
- 61. BioCurity
- 62. flexReceipts



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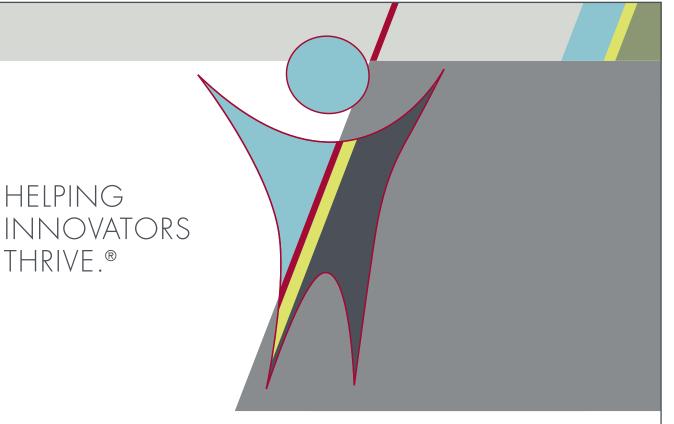
The free online library of entrepreneurial resources to *start*, *grow* or *relocate* your business.

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# If necessity is the mother of invention, we're the overprotective father.

Christopher & Weisberg is a law firm dedicated to intellectual property protection for a wide range of technologies, industries and services. We strive to help our worldwide clients develop, protect and exploit their intellectual property assets within the framework of their strategies, goals and budget. Our services include patents, trademarks, copyrights, litigation, arbitration, research and much more.

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If you're an entrepreneur, a business incubator can be a lifesaver! Incubators and Accelerators help entrepreneurs transform their dreams into reality. Incubators support the successful launch and operation of early stage businesses.

But, what if you operate the incubator? Who is looking out for you and empowering you with access to the tools and resources you need to make your incubator skyrocket to success? The Florida Business Incubation Association (FBIA) is here to serve YOU. FBIA provides the following:

Statewide Peer-to-Peer Meetings - The FBIA hosts numerous meetings for its members throughout the year plus the Annual Conference.

**Program Development** - The FBIA plays an integral role in identifying and developing programs that help you provide greater service to your incubator clients.

Unified Voice - Through the FBIA, statewide incubators have one, centralized mechanism to 'speak as one'.

For more information on the FBIA, Contact Program Manager, Henriette Schoen at 407 882 0107 or fbia@ucf.edu

#### **National Affiliation**

FBIA teams up annually with the National Business Incubation Association (NBIA) to award conference scholarship opportunities to Florida incubation professionals. NBIA's annual conference allows incubation professionals to enhance their industry knowledge on a national and international level.

Follow us on facebook.

www.fbiaonline.org









# Special Thanks

#### **Event Partners:**

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