NEW YORK INNOVATION SHOWCASE

SUNY RF
The Research Foundation for
The State University of New York

Empire State Development

June 27th, 2013
10:00 a.m.–4:30 p.m.

SUNY Global Center
116 East 55 St
New York, NY 10022

Empire State Development Regional Offices
The State University of New York Campuses

SUNY LEVIN Institute
Welcome to the first *New York Innovation Showcase*, where we are pleased to bring together some of the best innovation-based companies throughout New York State.

This is an exciting time for New York. Governor Andrew M. Cuomo has made supporting innovation and entrepreneurship a key pillar of his administration, laying out an ambitious innovation agenda to help speed good ideas to market, grow innovation clusters, and encourage start-ups to stay and grow in New York. New initiatives include the creation of the Innovate New York Network, a collaboration between venture capitalists and higher education to foster commercialization; the $45 million Innovate NY seed stage equity fund; the development of a new $50 million Innovation Venture Capital Fund to invest in pre-seed, seed, and early stage high growth companies located in, or moving to, New York State; and the Governor’s signature Tax-Free NY initiative designed to entice companies to invest in Upstate New York by offering them the opportunity to operate completely tax-free while also partnering with the State’s world-class higher education institutions.

In the spirit of the Governor’s vision, this *New York Innovation Showcase* represents an alignment between SUNY, its Research Foundation, and Empire State Development to link innovators and entrepreneurs with the vibrant business environment of New York City. Just as the Erie Canal once ushered in more than a century of prosperity to all of New York through an innovative alliance among capitalists and entrepreneurs upstate and downstate, we today can also harness the tremendous creativity, talent, and innovation Upstate New York has to offer and link them with the global reach, business acumen, and capital resources of New York City.

Thank you for joining us today. We look forward to engaging with you regularly as we build the new New York.

Nancy Zimpher  
Chancellor  
State University of New York

Tim Killeen  
President  
Research Foundation for SUNY

Kenneth Adams  
President & CEO  
Empire State Development
**New York Innovation Showcase**  
June 27th, 10am to 4:30pm  
Global Classroom  
SUNY Global Center  
116 East 55th Street, New York, NY 10022

**Agenda**

8:45 - 10:00  Registration Begins

10:00 - 10:30  Opening Remarks from Co-Sponsors
- Dr. Nancy Zimpher, Chancellor, The State University of New York
- Dr. Timothy Killeen, President, The Research Foundation for SUNY
- Stephen Cohen, Senior Vice President and Deputy Commissioner, Empire State Development Corporation

10:30 - 11:30  Pitch Session #1 – Biotech/Healthcare

11:30 - 12:30  Pitch Session #2 - MedTech

12:30 - 1:30  Boxed Lunch (3rd Floor Café)

1:30 - 2:30  Pitch Session #3 – Energy/Materials/Education

2:30 - 2:45  Ken Adams, Executive Director, Empire State Development Corporation

2:45 - 3:15  Networking Break

3:15 - 4:30  Pitch Session #4 – IT/Digital/Media

4:30  Reception (3rd Floor Café)
Nancy Zimpher became the 12th Chancellor of the State University of New York in June 2009. With more than 467,000 students, SUNY is the nation’s largest comprehensive system of higher education.

Chancellor Zimpher began her work at SUNY with a statewide tour of SUNY’s 64 campuses, which became the first phase of a systemwide strategic planning process. This plan, called The Power of SUNY, was launched in April 2010, with the central goal of harnessing SUNY’s potential to drive economic revitalization and create a better future for every community across New York.

As The Power of SUNY is put into action, Chancellor Zimpher is leading a diverse set of new initiatives at SUNY in several key areas, including research and innovation, energy, health care, global affairs, and the education pipeline. She has also been a vocal advocate for groundbreaking legislative reforms that ensure SUNY can continue to provide broad access to higher education in an environment of declining state support, while maximizing its impact as an engine of economic development.

Dr. Killeen was appointed president of the RF and SUNY vice chancellor for research in June 2012. As RF president, Dr. Killeen is the chief executive officer responsible for the supervision and operation of the largest, most comprehensive university-connected research foundation in the country. As SUNY vice chancellor for research, he is at the center of SUNY’s strategy for the growth of basic, translational, and clinical research. Dr. Killeen leads the SUNY Research Council, an advisory body to the SUNY board of trustees, RF board of directors, SUNY provost, and campus presidents, and chairs SUNY’s Patent and Inventions Policy Board.

Prior to joining the SUNY community, Dr. Killeen was the National Science Foundation’s (NSF) assistant director for geosciences, where he managed a funding portfolio of roughly $880 million. From 2000-2008, he served as director of the National Center for Atmospheric Research (NCAR). During that time, he was a Lyall Research Professor at the University of Colorado and, in 2007, was elected to the National Academy of Engineering. He spent more than 20 years on the faculty and administration at the University of Michigan, Ann Arbor, including a term as associate vice president for research, and has been the principal investigator on numerous theoretical and experimental investigations relating to atmospheric and space science, computing and information technology, and educational innovation.

Dr. Killeen has led major strategic planning processes, including the development of the 10-year strategic plan for the $2.6 billion annual, 13-agency US Global Change Research Program, and has established several significant new programs including the Science, Engineering & Education for Sustainability (SEES) initiative. He has served on various White House committees and task forces, testified to Congress and the executive branch, and from 2010-2012 was chair of IGFA, the 25 member International Group of Funding Agencies for global change research. Dr. Killeen, a US citizen, grew up in Wales and completed his undergraduate and graduate education at University College London, earning his Ph.D. in atomic and molecular physics.
Kenneth Adams was confirmed by the Legislature as Empire State Development (ESD) President & CEO and Commissioner of the New York State Department of Economic Development on April 5, 2011. In these positions, Mr. Adams works to promote economic practices that attract business and create jobs throughout New York State. He also works closely with Lieutenant Governor Robert J. Duffy to implement the Regional Economic Development Councils across the state.

Mr. Adams came to ESD from The Business Council of New York State, the state’s leading business association, where he served as President and CEO since 2006. He led the organization in its mission of creating “economic growth, good jobs and strong communities across New York State.” The Business Council represents nearly 2,500 member businesses, chambers of commerce and professional and trade associations, employing a total of more than one million New Yorkers.

Prior to leading the Business Council, Mr. Adams was President of the Brooklyn Chamber of Commerce and Director of the MetroTech Business Improvement District in Downtown Brooklyn. He was also the founding Executive Director of New York Cares, New York City’s leading volunteer organization, from 1988 to 1994.

Mr. Adams is a resident of Brooklyn, New York, where he lives with his wife and two children.

Steve Cohen is Senior Vice President and Deputy Commissioner at Empire State Development (ESD), where he heads the Department of Community Economic Development. The department includes the Division for Small Business, the Division for Minority and Women Business Development (DMWBD), the Empowerment Zones Corporation, the Office of Contractor and Supplier Diversity, and the Economic Revitalization Unit.

Since joining ESD, Mr. Cohen has led efforts to create, implement and refine important programs and initiatives to support small business development, increase access to capital, and improve the economic climate in communities throughout New York State.

New programs and resources include the State’s $50MM Small Business Revolving Loan Fund and the Innovate NY Fund - the State’s new $45 million seed stage equity capital fund, and the Small Business/MWBE Resource Center on Business First, the State’s new online business portal. Over the past year, department programs facilitated the creation of hundreds of new businesses, hundreds of millions of dollars in capital investments in small businesses and community development projects, and the creation and retention of thousands of jobs.

Prior to joining ESD, Mr. Cohen was Senior Vice President at Seedco/Seedco Financial, where he oversaw community economic development programming, as well as program development and government relations.

Previously, he founded and ran a small music production company in San Francisco and held a number of positions in consulting and economic development. He holds a bachelor’s degree in political science from UC Berkeley and a master’s in public administration from Harvard’s Kennedy School of Government.
**Alpha-1 Biologics Corporation**

**One Line Pitch:** Developing diagnostics and therapeutics for restoring the immune system based on the human protein, alpha-1 proteinase inhibitor (alpha-1).

**Business Summary:** The discovery by Dr. Bristow that alpha-1 proteinase inhibitor (alpha-1) stimulates the generation of new CD4 helper immune cells has led to the development of an urgently needed saliva-based diagnostic test for obtaining CD4 counts in HIV disease. Therapeutics are being developed based on alpha-1. A second clinical trial is underway to treat HIV patients using alpha-1 to elevate CD4 counts. As a bonus, alpha-1 also lowers LDL and elevates HDL.

**Management:** CEO: C. L. Bristow, MS, PhD; CFO: Ron Winston, former CEO, Harry Winston Diamond Corp.; Legal Advisor: Mara Babin, JD, former partner Squire, Sanders & Dempsey; Scientific Advisors: Roy Steigbigel, MD, Director, Comp HIV/AIDS Ctr, Stony Brook Univ Hosp; Carole McArthur, MD, PhD, Director, US-Cameroon Health Program; Prod. Devel.: Tom Ippolito, VP, Reg Affairs/Quality Assur, ChemBio Diagnostic Systems; Bus. Devel.: Ctr Biotech, Stony Brook Univ.

**Customer Problem:** Globally, 2.6 million new HIV infections and 1.8 million deaths due primarily to inadequate treatment. Treatment requires monitoring the number of “CD4” helper immune cells. There are 34 million people infected with HIV and 69% are in sub-Saharan Africa. In sub-Saharan Africa, 14 million are not being treated due to lack of access to CD4 testing, and this leads to increased cost of treatment later, increased high risk transmitters, and deaths.

**Product/Services:** Based on the discovery of the role of human “alpha-1 proteinase inhibitor” (alpha-1) in restoring the immune system, we have developed a point of care lateral flow diagnostic test (dipstick) for measuring CD4 helper immune cells using saliva with applications in HIV disease.

**Target Market:** If 20% of the 26 million HIV infected patients use Alpha-1 Biologics' saliva-based CD4 test 4x per year, the current standard of care, 18 million tests would be used. The HIV market is growing. In 2010, revenue from the HIV market was $762M. By 2050, revenue is expected to be $1.456B.

**Customers:** Ministries of Health in developing nations, supply fund management groups such as the Presidents Emergency Plan for AIDS Relief (PEPFAR), and non-government organizations.

**Sales/Marketing Strategy:** The World Health Organization pre-qualifies CD4 tests that can be used in developing nations. Currently, there is only one WHO pre-qualified, point of care CD4 test. The uniqueness of our test is that it uses saliva. All other tests use blood.

**Business Model:** With a cost of $1/test for raw materials, $2/test for contract manufacturing, and a sales price of $7/test depending on the nation, we anticipate profit of $4/test. Distribution will be managed by government agencies.

**Competitors:** There is 1 WHO pre-qualified POC CD4 test, and it uses microscopy. There are 5 tests that have been launched using microscopy, lateral flow (dipstick), or flow cytometry (gold standard). There are 4 tests in the pipeline using microscopy or flow cytometry. Only 1 test, the recently launched Visitect CD4, uses lateral flow and is comparable in price to our test. However, unlike our saliva-based test, all these other tests require blood.

**Competitive Advantage:** Our solution is unique and urgently needed because it is the only available test that uses saliva instead of blood. We have one issued and one pending patent on this technology: US 6,887,678 (filed 12/2/1998, issued 05/03/2005), "Method for the quantitative determination of proteinase inhibitors in human serum"; and US 13/450,532 (filed 10/22/2009), "Cell Free CD4 Quantitation and Methods of Use."

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Bespoke Global

**One Line Pitch:** Bespoke Global is the leading global e-commerce platform for made-to-order luxury products across home and lifestyle.

**Business Summary:** Capitalizing on global growth trends in luxury ecommerce, and an increasing demand for luxury goods in emerging markets, Bespoke Global fills an existing hole in the market by linking previously inaccessible artisans with their natural, High Net Worth Individual customer base. A commission/consignment revenue model reduces the cost of sales and minimizes risk. There are minimal inventory costs. COGS is proportionate to sales.

**Management:** Gwen Carlton - an operations consultant for luxury home furnishings startups and a bespoke product designer since 2001. Notable clients include Bergdorf Goodman, the Saudi Royal Family & Soa Coppola. Pippa Mc Ardle - over 10 years experience in the international luxury marketing sector including Starwood Hotels & Resorts, LaForce & Stevens and The British Fashion Council. Partners include American Express, CAA, IMG, CFDA & LVHM Moet Hennessy.

**Customer Problem:** Barriers in the global market prevent direct access from consumers to bespoke artisans. No home furnishings e-commerce site aggregates these bespoke artisans. Inconsistent industry best practices & services.

**Product/Services:** Elusive, best in class bespoke artists can easily be searched on one e-commerce website. Transparency in the market - removing previous barriers so that consumers can access previously unobtainable products.

• Browse the nest of bespoke products by category
• Custom options
• Multi-currency

**Target Market:** $261B global luxury market with home furnishings the #1 category (57%) in custom sales to HNWI’s. Luxury sales online outperformed overall online sales, growing 25% in 2012. Emerging markets projected to become the #1 consumer of luxury goods by 2014. At 23% Home Furnishings is largest home renovations category for HNWI’s. 39% of senior executives say they are passionate about home improvement.

**Customers:** CURRENT CLIENTS: The Saudi Royal Family, The King of Jordan, Chanel, Soa Coppolla, Kirsten Dunst, Barbara Walters, Jerry Seinfeld, Valentino, Ben Stiller, Benjamin Bratt, Bergdorf Goodman & Rockwell Group.

**Sales/Marketing Strategy:** Aggressive, global PR strategy focused on building brand awareness and positioning BG as a leader in the luxury Home & Leisure market. Strategic marketing partnerships & experiential pop-up retail concepts in HNW communities. Targeted SEO strategy, integrated social media & original video/editorial content.

**Business Model:** Bespoke Global has a commission-based revenue model. This reduces costs and minimizes risk. We hold no inventory and do not pay vendors for goods until after clients pay us. As goods are made-to-order, refunds are not permitted, further reducing risk.

**Competitors:** There is currently no direct online competitor focused on best-in-class bespoke Home and Leisure. The bespoke market is fractured between showrooms available primarily to trade, privately held e-commerce websites offering a variety of interior categories and individual vendor websites. Examples: 1STDIBS.COM, DERINGHALL.COM, CUSTOMMADE.COM, AHALIFE.COM

**Competitive Advantage:** 1st Mover Advantage Founder Network: Peer relationships with elusive bespoke artists. Longstanding Global Marketing Strategic relationships.

**Contracts:** Exclusive products required in Distribution Agreement

**Site Curation:** Vigorously maintaining standards and service.

**Business Model:** No inventory - Commissions-based model reduces costs and risks.

---

**Financials (USD)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
</tr>
</tbody>
</table>
Bio-Signal Group Corp.

**One Line Pitch:** BSG's microEEG technology --miniature, easy to use, disposable -- revolutionizes brain monitoring for the ER and other points of care.

**Business Summary:** BSG provides a rapid, easy-to-use EEG system (microEEG) which allows for functional brain monitoring in new points of care (i.e. the ER, a 12.4M patient market p.a.); and transforms EEG in existing settings such as neurology practices. microEEG, proven in multiple clinical trials, has received FDA 510(k) clearance and over $5.5M in NIH funding, and eliminates the need for an EEG technician and allows for remote neurologist interpretation of EEG.

**Management:** Founded in 2002 by Dr. Andre Fenton, who is a recognized neuroscientist and a Professor at the Center for Neural Science at New York University. Led by CEO Kathleen Plath with a strong background in sales and marketing telemedicine services to ER's and start-up experience. Other BSG team members have expertise and experience in engineering, software, emergency medicine, neuroscience, FDA regulation, law and business.

**Customer Problem:** Ten percent of 124M US ER patients per year present in Altered Mental Status (“AMS”) and other conditions requiring EEG. AMS patients include: non-convulsive status epilepticus; convulsive seizures, especially following trauma; breakthrough seizures; and more. Failure to provide accurate, timely diagnosis can mean brain damage or death. However, only 2% of ER’s have EEG and 68% cannot get one done in less than 4 hours.

**Product/Services:** microEEG captures (within 5 minutes and without an EEG technician) and wirelessly transmits EEG data from the ER and other new points of care as well as existing settings where EEG is recorded. microEEG is comprised of a small and lightweight (88g) 26 channel digital EEG machine and a proprietary electrode cap, both of which are worn by the patient, as well as a case management system for interpretation of the EEG by remote neurologists.

**Target Market:** $1.3B market in US ER’s comprised of equipment, disposables and interpretation revenue streams. $189M market in clinical outpatient EEG market comprised of equipment and disposables revenue streams.

**Customers:** 4,500 ER's in the US. Up to ten percent of the ER visits in the US each year (124M) present in Altered Mental Status = 12.4M ER visits per annum, 10% growth in ER visits in the US per annum 2008-2009 according to CDC.

**Sales/Marketing Strategy:** due to sensitivity prefer to disclose otherwise.

**Business Model:** Sales of capital equipment (EEG recording unit), disposables (disposable electrode headpiece) and interpretation (EEG interpretation).

**Competitors:** Two classes of competitor: 1) established EEG companies (e.g. Natus) which feature standard EEG but incompatible with ED environment (2% EDs have EEG). microEEG is disruptive to business model (Equipment vs. Disposables). 2) Privately-held early stage ventures (e.g. BrainScope) featuring non-standard EEG (reduced electrode montages and algorithmic interpretation). Focused on TBI and field-deployable EEG (sports and battlefield)

**Competitive Advantage:** microEEG® is the result of 10 years of development, $8M in investment, unique insights into neuroscience and medicine, and features extensive industrial know-how. BSG has a track record of successful clinical trials involving microEEG in the ER and a portfolio of patent applications for key features which would enable microEEG® in the Emergency Department setting.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>0</td>
<td>625,884</td>
<td>3,713,284</td>
<td>11,008,938</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>0</td>
<td>2,407,414</td>
<td>4,526,062</td>
<td>7,545,143</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>0</td>
<td>-1,781,530</td>
<td>-812,778</td>
<td>3,463,795</td>
<td>-</td>
</tr>
</tbody>
</table>

BSG's FY ends 31 March, so for the purposes of these estimates, "Year 2013" is the FY ending 3/31/14, "Year 2014" is the FY ending 3/31/15, and so on.
Bonded Energy Solutions

One Line Pitch: Uniquely powered building energy monitoring and control system that cuts operating costs and provides automated municipal compliance reports.

Business Summary: Bonded Energy Solutions (BES) is a clean energy sector startup that helps buildings meet minimum acceptable energy benchmarks while saving money, and ultimately tuning a building to be on the energy honor roll using a smart, holistic, whole building sensor and controller strategy. The BES product helps building owners address energy cost and accuracy issues associated with required municipal reporting requirements such as NYC Local Law 87.

Management: Currently the organization is run by Jerritt Gluck, CEO, and Laszlo Osher, CTO. Bonded is actively developing the management team prior to a full launch.

Customer Problem: Building owners face increasing fuel prices, decreased profits, and new municipal energy laws. Old, reactive management strategies are costing owners money. Non-compliance with municipal laws results in fines. BES's Green Guard automates compliance reporting and dynamic commissioning. It allows building owners to avoid fines while identifying energy and cost-saving opportunities.

Product/Services: BES sells a complete building energy conservation and compliance service using proprietary sensors that are mechanically reactive and uniquely self-powered. Building owners and their managers receive automated alerts concerning safety and abnormal energy losses, along with long-term reporting that provides analysis of energy consumption using the continuous data collected by sensors.

Target Market: Building owners, portfolio managers, and municipalities that want to track and control energy usage. The market in NYC is driven by recently introduced energy codes, such as Local Law 87, which require all buildings greater than 50,000 sq ft to have an ASHRAE Level II energy audit followed by a commissioning report every ten years based on block number. Approximately 22,000 buildings need to comply this year alone.

Customers: BES's initial target market is building owners in NYC. From the sister company's existing client base, BES has solicited letters of commitment from three major ownership groups, which collectively have a portfolio of over 600 multifamily buildings with 50 units or greater.

Sales/Marketing Strategy: Feed automated solutions offered by BES to appropriate clients from Bonded Building & Engineering, an established sister energy consulting firm. Clients will pay a monthly residual in exchange for an automated alert and reporting system. The compliance reports are included in the monthly fee along with automated alerts to the appropriate personnel when service is required outside automated correction limits.

Business Model: BES's revenue stream is generated by selling a service on a monthly basis. The key to success is to provide value at a cost that meets the "bean counter's" ROI trigger point, which can vary between clients.


Competitive Advantage: Proprietary sensors, energy storage strategies, energy generation strategies, and power management strategies. Rapid internet connectivity (<2min compared to the industry standard of +/- 15 min). NDAs in place. License agreement negotiations in progress.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
CoachMePlus

**One Line Pitch:** CoachMePlus is a mobile-based software platform that helps coaches & athletes work together to achieve health, fitness & competitive goals.

**Business Summary:** CoachMePlus enables coaches with the ability to design, manage, track and report every aspect of the athlete's training efforts. We allow coaches to customize their interaction with the athletes on every level, while saving them valuable time in the process. We are unique in that we interface with data from 3rd-party devices worn on the athlete and in the gym, giving the coach a global view of the athlete. Accountability is key to success.


**Customer Problem:** Management: Coaches still use 'paper methods' of delivering training programs to athletes, giving no data intelligence back to the coaches or managers. Creating: Coaches may also be using MS Excel, Word or paper methods to build programs, making individualizing complicated and cumbersome. Reporting: Biometric measuring devices that athletes wear or gym equipment produce their own reports, making it difficult to analyze or cross-reference.

**Product/Services:** CoachMePlus provides a web-based solution for scheduling, tracking and reporting for strength & conditioning coaches and fitness trainers. We empower coaches with the ability to customize fitness programs for individuals or groups. We are unique in that we consolidates 3rd-party fitness devices, software, and other web-based information into a single platform. This provides coaches with the intelligence they need to make informed decisions.

**Target Market:** Professional Sports Organizations and Top-tier Collegiate Sports – U.S. – over 1200 teams Available market size: $21.6m annual. Personal Trainers - U.S. - 43.6 million gym memberships, 30,000 personal training facilities Available market size: $450m annual. Additional markets – College Student Body population wellness ($165m), Physical Therapists ($262m), Secondary and High Schools ($280m), Military ($168m), Insurance, Corporate wellness.

**Customers:** Projected annual revenue growth 2012-2017. Sports Franchises - 122 locations, 3.3% growth. Colleges and Universities - 1793 locations, 2.2% growth. Public and Private Secondary Schools - 13,519, 0.9% growth. Health & Fitness Clubs - 29,365 locations, 2.2% growth.

**Sales/Marketing Strategy:** Professional, College Sports - CoachMePlus will approach the market mostly from a top-down approach, gaining traction with high-value targets that create market validation the application. Professional teams and Universities offer that value, and we already has traction in those markets. Gym efforts will be focused on large and gyms with multiple locations. This will enable us to grow with larger audiences.

**Business Model:** BtoB License: Subscription fee $120 per seat, sold annually. Current Clients: Buffalo Sabres, Edmonton Oilers (3yr), Columbus Blue Jackets (3yr) and Philadelphia Eagles (3yr). BtoB Affiliate: Wholesale pricing $7 per seat monthly, revenue split with Gyms and Personal Trainers. Leads: multiple gyms and trainers.

**Competitors:** "Individual Involvement" companies are focused on direct-to-consumer products, supported by large brand names with traditional marketing efforts. Apps you can download to your phone, products you can purchase and wear that track your biometric information, and other individualized programming. "Coached Involvement" companies are focused on business-to-business products with an emphasis of having a Coach guide you through your training process.

**Competitive Advantage:** The solution interfaces with multiple biometric data sources from 3rd-party devices and API connections, such as Heart-Rate Monitors and Fat % scales. That, along with the creation and tracking of the training programs, creating a single point of access for coaches. We are the only solution that incorporates pro team game data. We are seeking relationships with OEM fitness equipment manufacturers so our solution is provided at the source.

**Financials (USD)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>235,000</td>
<td>1,650,000</td>
<td>5,080,000</td>
<td>9,620,000</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>605,000</td>
<td>1,646,000</td>
<td>4,175,000</td>
<td>7,130,000</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>-370,000</td>
<td>4,000</td>
<td>905,000</td>
<td>2,490,000</td>
</tr>
</tbody>
</table>

**Company Profile:**
URL: http://www.coachmeplus.com
Industry: Software
Employees: 4
Founded: Sep-01-2012
Contact: Liz Young
liz@coachmeplus.com
Location: 14 Lafayette Square #1807 Buffalo, NY 14203
United States

**Financial Information (USD):**
Company Stage: Full Product Ready
Previous Capital: 0
Monthly Net Burn: 0
Pre-money Valuation: 1,500,000
Capital Seeking: 500,000

**Management:**
Mike Dawidowicz, VP Technology
Stephen Ostrow, VP Engineering
Kevin Dawidowicz, President & Product Manager
Liz Young, Director Operations & Strategy

**Advisors:**
Lawyer: Paul Mitchell - Lippes Mathias
Wexler Friedman, LLP
Accountant: Dan Tirone - MyBooks, LLC
**One Line Pitch:** Synthesizing vaccine viruses that at the protein level are identical to the pathogenic strain but now are weakened and serve as a vaccine.

**Business Summary:** Codagenix utilizes our breakthrough platform technology termed SAVE to construct live-attenuated viral vaccines against multiple targets. SAVE 're-coding' results in a vaccine virus with proteins 100% identical to the target strain. SAVE has yielded a pipeline of candidate vaccine strains against multiple targets that include: Influenza virus, Dengue Virus, Respiratory Syncytial virus, poliovirus, and others.

**Management:** Steffen Mueller, PhD Co-Founder, President, CSO ; J. Robert Coleman, PhD, MBA Co-founder, Executive Vice President Director of Research and Business Development ; Eckard Wimmer, PhD, Co-founder, Senior Scientific Advisor, Codagenix, Inc. Distinguished Professor, Stony Brook University School of Medicine, Dept. of Microbiology

**Customer Problem:** All live-attenuated vaccines that are currently used in the clinic were developed using a trial-and-error based method developed in the 1880s, pre-dating the discovery of the DNA double helix. Codagenix presents a breakthrough approach to live-attenuated vaccine design. Codagenix's SAVE platform instead relies on synthetic biology and the "re-designing" of a target virus's entire genome to yield a vaccine strain.

**Product/Services:** Live-attenuated vaccine platform against multiple viral targets

**Target Market:** Influenza A virus $500M ; Dengue Virus $4B (Currently NO vaccine) ; Respiratory Syncytial Virus $2-4B

(Currently NO vaccine)

**Customers:** Influenza A - improved vaccine for those over 50 years of age; Dengue virus - 2.5B individuals in endemic Dengue Regions; RSV - elderly and infants

**Sales/Marketing Strategy:** Vaccine Development Requires Clinical trials Business Model: Initial investment in the platform will allow the submission of an IND for three targets. These targets will then be licensed to spin-off companies or big pharma for further development

**Competitors:** Multiple competitors in the Influenza vaccine space, limited competition in the Dengue and RSV vaccine space

**Competitive Advantage:** We have a competitive advantage over all other vaccine platforms. These are clearly identified in our business plan. We are the only company globally that can construct viruses that at the level of its proteins are 100% identical to the killer wildtype strain, but have genomes that renderes them attenuated in the vaccine recipient.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>300,000</td>
<td>300,000</td>
<td>0</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>300,000</td>
<td>300,000</td>
<td>0</td>
<td>0</td>
<td>-</td>
</tr>
</tbody>
</table>
**GiveGab**

**One Line Pitch:** GiveGab is like LinkedIn for volunteers. We help volunteers and nonprofits connect, manage communications, and record activities.

**Business Summary:** GiveGab helps CONNECT nonprofits with volunteers with the right skills & interests. We help MANAGE COMMUNICATIONS with the 1000s of volunteers, events, jobs, and ongoing programs the avg. nonprofit must manage each year. We also help TRACK ACTIVITIES, creating both a volunteer resume to satisfy service learning and other requirements, and a nonprofit impact page to help gain grants and funding. Org's w volunteers are our customer, + adv.

**Management:** • Charlie Mulligan, MBA, CEO: 20 yrs. Mgmt & Sales, 15 yrs. C-suite; 2nd Startup • Aaron Godart, MBA, ME, CTO: 10 yrs. IT Mgmt exp; Led IT dev @ Cornell • Chris Beeman, SVP Sales: 12 yrs. multi-channel sales and sales mgmt • Art Healey, CPA, JD, CFO: 12 yrs CFO @ 4 prior startups; 12 yrs pub ac’t’g exp • Tony West, Marketing: 15 yrs SEO, CEO of 2 successful small businesses • Mark Ritscey, CPMP, CSM, MBA, Tech Prod Mgr: 20 yrs. Mgmt. & Agile Dev

**Customer Problem:** It is very difficult for nonprofits to connect with the right volunteers, manage communications with often 1000s of volunteers, and to track activities and promote accomplishments. Conversely, people volunteer because they want to make a difference, they want to socially interact and have fun, and they want to gain a sense of accomplishment.

GiveGab addresses all 3 pain points for both sides holistically in a fun online social environment.

**Product/Services:** We provide volunteer management solutions to nonprofits, colleges, high schools, businesses and other organizations that manages volunteers or promote the volunteering activities of their members. Our free features are designed to make GiveGab the single global authority on all things volunteering, and our premium features provide advanced communication tools, advanced reporting tools, and advanced features to help engage & recognize volunteers.

**Target Market:** We are initially targeting colleges due to their strong need to manage & promote service learning, due to their millions of student-volunteers, and because of each university’s close relationships with local nonprofits, high schools & businesses. The average university has 1000s of students giving 100,000+ hours per year & must pay to track activities (as well as for employees to enter this data). GiveGab makes this easy and ENDS DATA ENTRY!

**Customers:** Relevant Market for GiveGab Services • 1.5 million nonprofits @ $49/month x 12 = $882M/year • 6,000+ colleges @ $399/month x 12 = $478,800/year • 134,000+ high schools @ $39/month x 12 = $62.7M/year • 100,000+ churches @ $49/month x 12 = $46.8M/year • 29 million+ businesses @ $19/month x 12 = $6.6B/year • Advertising for 19M active users @ $1/Unique User/Mo. x 12 = $228M/year • Total possible relevant market = $7.8 Billion per year

**Sales/Marketing Strategy:** Direct sales to colleges & national nonprofits. (We have 130+ Universities on GiveGab and more than 400 in our sales pipeline) Get the Universities to use GiveGab to manage communications & track activities, 2) Gain & maintain millions of college students and 3) Gain all of the nonprofits, high schools & businesses that work closely with each college.

**Business Model:** Because we are both a social network and a volunteer management solution, we have 3 powerful revenue streams. We make money via 1) Premium volunteer management solutions to nonprofits, colleges, high schools & businesses, 2) Enterprise solutions for orgs such as large university alumni associations & large corporations, 3) Advertising

**Competitors:** We have competitors in all 3 areas. As far as helping people CONNECT, our main competitors are volunteermatch.org & handsonteenwork.org MANAGING COMMUNICATIONS is usually done via a combination of email, telephone, facebook and pen & paper. At least 54 companies sell software to TRACK ACTIVITIES and manage volunteer data, including volgistics.com, convio.com, volunteer2.com, and volunteerhub.com. (Convio just sold for $370 million)

**Competitive Advantage:** GiveGab combines all three volunteer needs (to connect, to communicate, and to record activities) into a social network for volunteers. We make connecting easy and fun. We automate volunteer reminders & thank yous and make it easy to communicate with all volunteers on or off GiveGab via email, Facebook & more. We also create a volunteer profile (to get into college or get a job), create a beautiful impact page for orgs, and END DATA RE-ENTRY!

---

**Financial Information (USD):**

- **Company Profile:**
  - URL: http://www.GiveGab.com
  - Industry: Internet / Web Services
  - Employees: 11
  - Founded: Feb-07-2011
  - Contact: Charlie Mulligan
  - charlie@givegab.com
  - Location: Scranton, PA
  - United States
  - Financial Information (USD):
    - Company Stage: Prototype Ready
    - Previous Capital: 2,000,000
    - Monthly Net Burn: 125,000
    - Pre-money Valuation: 0
    - Capital Seeking: Series B est. 2014
  - Management:
    - Art Healey, CTO
    - Charlie Mulligan, CEO & Founder
    - Aaron Godert, CTO & CoFounder
    - Chris Beeman, SVP Sales & CoFounder
  - Advisors:
    - Lawyer: Drinker Biddle
    - Accountant: Ernst & Young
  - Investors:
    - Friends & Family ($400k+)
    - Employee Equity ($500k+) (11 Employees)

---

**Financials (USD)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Expenditures</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>0</td>
<td>450,000</td>
<td>-450,000</td>
</tr>
<tr>
<td>2013</td>
<td>587,400</td>
<td>1,800,000</td>
<td>-1,212,600</td>
</tr>
<tr>
<td>2014</td>
<td>6,900,000</td>
<td>6,200,000</td>
<td>700,000</td>
</tr>
<tr>
<td>2015</td>
<td>31,500,000</td>
<td>14,200,000</td>
<td>17,300,000</td>
</tr>
<tr>
<td>2016</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
GradFly

One Line Pitch: Just like artists create portfolios, we help science, tech, engineering, and math students showcase their technical talent to stand out.

Business Summary: GradFly provides a portfolio and discovery platform for science, technology, engineering, and math (STEM) students to broadcast technical projects widely and efficiently. Few online communities exist for innovative students, and global competitiveness hinges on a qualified workforce. Our customers include colleges that recruit technical talent, and STEM-oriented companies that offer job and internship opportunities.

Management: Each founder fulfills an early stage need within the company and is mentored by a board of advisors. We bring several years of diverse experience and a history of success including being finalists at Startup Weekend, Startup Labs, and getting into Z80 Labs Tech Incubator. We represent GradFly’s interests rather than our own and take every opportunity to develop our technical skills, leadership capability, and understanding of our industry.

Customer Problem: Science and technology students frequently complain about their inability to capture and broadcast their innovative projects. Whether it’s a robot or lab experiment, students want to develop a portfolio and stand out to colleges and companies. Websites like Tumblr, YouTube, and Blogger aren’t enough. GradFly is a community exclusive to STEM where students can create a portfolio, share projects, and get matched to colleges, internships and jobs.

Product/Services: GradFly is a portfolio and discovery platform created for science, tech, engineering, math (STEM) students to stand out. These are students that build robots, conduct research, create amazing projects and work hard to get into the best colleges. But unlike artists and designers, how can they archive and showcase their work widely and efficiently? GradFly is a hub to showcase projects from beginning to completion by creating beautiful portfolios.

Target Market: End users consist of high school / college students, ages 14-23. (36M students in the USA). Other markets include colleges and companies. Out of 4600 colleges, nearly 2400 of them report difficulty recruiting STEM students. Companies include those that recruit technical interns and graduates. According to the US Bureau of Statistics, 80% of jobs in the next decade will require technical skills; 2M STEM jobs will be created in the next 5 years.

Customers: GradFly’s target end customers are colleges and high tech companies who recruit technically-skilled students or graduates. Colleges are split into 2 categories: 1) institutes of technology and; 2) liberal arts colleges with expanding STEM degree programs. There are 20M STEM students, 7.5M STEM professionals, 4,600 colleges, and 285,000 tech firms in the USA. Growth rate in education tech companies predicted to rise to 22% by 2020.

Sales/Marketing Strategy: GradFly will enter the market via high school pilot programs, guidance counselor associations, direct sales to colleges, and strategic partners like FIRST Robotics who have agreed to encourage students to use GradFly. We will also offer colleges and high-tech companies free trials to our service. GradFly will focus initial marketing efforts in WNY (Rochester, Syracuse, and Buffalo).

Business Model: Students join GradFly for free in order to build the network with content. GradFly sells a service to colleges and companies: Colleges and universities with emerging STEM degree programs pay for an annual subscription that includes high quality student leads and metric reports. High tech companies that recruit student interns and college grads pay to list job postings and featured ads on GradFly. We will also offer colleges and high-tech companies free trials to our service. GradFly will focus initial marketing efforts in WNY (Rochester, Syracuse, and Buffalo).

Competitors: There are a couple of competitors in this space (e.g. Pathbrite, Seelio, Transfolios), The key to success is differentiating the platform down to a unique niche based on a number of attributes, including price, educational focus, level of engagement, branding, and channels. Pathbrite and Seelio are new education portfolio companies that launched recently in January 2013.

Competitive Advantage: Our competitive edge includes our niche in STEM and our recommendation engine that matches students to colleges, internships, and high tech careers. The algorithm will be legally protected as a trade secret; the website will be protected through trademarks and copyrights. There is no other dedicated portfolio-focused company in STEM and none that has GradFly’s technology roadmap or passion to own this space.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>0</td>
<td>187,030</td>
<td>2,367,320</td>
<td>7,806,940</td>
<td>15,274,640</td>
</tr>
<tr>
<td>Expenditures</td>
<td>0</td>
<td>367,028</td>
<td>1,314,110</td>
<td>3,324,393</td>
<td>7,878,196</td>
</tr>
<tr>
<td>Net</td>
<td>0</td>
<td>-179,998</td>
<td>1,053,210</td>
<td>4,482,547</td>
<td>7,396,444</td>
</tr>
</tbody>
</table>
**One Line Pitch:** A leading manufacturer and supplier of advanced materials, Graphene Labs aim is to move 2D materials from research to industrial markets.

**Business Summary:** Graphene Laboratories, Inc. leads the market in the manufacture and sale of advanced 2D materials for use in printed, organic, and flexible electronics industries. Clients of Graphene Labs includes every major research university and many Fortune 500 companies. Our executives are invited speakers at leading international conferences and our input is sought by leading publications such as Bloomberg and the BBC.

**Management:** Our management team consists of a CEO, CTO, VP of Public Relations and a Business Administrator/Accountant. Our CEO and CTO are regularly invited to international conferences to speak about the commercial production of advanced materials, and have their insights published in many leading publications. We are fully staffed in both business and production, teams which work cohesively to serve our clients.

**Customer problem:** The printed electronics industry is hindered by the limitations of conventional materials being employed. Expensive silver-based inks currently used have a high load, making the inks viscous. Advanced materials are the solution to this problem due to their outstanding properties. Graphene-based inks provide good conductivity at much lesser loads, which leaves room for optimizing the inks properties, including viscosity.

**Product/Services:** Graphene Laboratories leads the market in the manufacture and sale of a wide range of 2D materials including graphene, Boron Nitride, MoS2, and WS2 to researchers worldwide via the Graphene Supermarket (www.graphene-supermarket.com). These materials have desirable properties for a range of commercial applications including use in RFID devices, OLEDs, thin film batteries, and photovoltaics.

**Target market:** Graphene inks and composites have high potential in the printed, organic, and flexible electronics industries, which are expected to grow to over $76 billion by 2023. We will integrate into the supply chain of companies using advanced materials in commercial applications. Due to its anticipated commercial use, the total market for graphene alone - one of many advanced materials - is estimated to grow to $1 billion by 2022.

**Customers:** We will focus our efforts in these key markets where graphene can compete at a price point and outperforms conventional materials. Current customers are research groups at product manufacturers in these fields; we will expand as these materials move from R&D labs to commercial applications.

**Sales/Marketing strategy:** Our success in R&D sales funds current operations and forecasts a large volume of sales to industrial clients in the future. Our strategy consists of active brand-management, social and email marketing, paid advertisements, and serving as industry thought leaders. Most importantly, we create customer loyalty by producing the highest-quality in a wide range of innovative materials.

**Business model:** Our near-term business model relies on the sale of samples for R&D and pilot testing; however, our long-term strategy focuses on B2B sales of materials to product manufacturers. Graphene Labs is already a research supplier to many Fortune 500 companies. We expect that sales to companies will grow exponentially as we scale-up production capabilities and integrate into the supply chain of major corporations.

**Competitors:** Our competitors are both other companies in the advanced materials space, and companies manufacturing conventional materials which are currently employed in end-products. We expect that advanced materials will beat conventional materials for use in a range of applications, and the market for advanced materials will change drastically as research-suppliers begin competing in industrial markets.

**Competitive advantage:** Graphene Labs is a leading supplier of advanced materials; our customer database includes more than 5000 customers from 70+ countries, and we are fully staffed with operational production facilities. Our materials are advantageous in many markets because they do not need high temperature processing and they do not oxidize; they are stretchable and work on many substrates, all at a lower price-point than currently employed materials.

**Financials (USD)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Headliner

One Line Pitch: Headliner is a content marketing network. We help SMB’s and brands amplify reach of their content on Facebook, Twitter and Tumblr.

Business Summary: Headliner, the first large-scale content marketing network. Headliner matches businesses social content with like-minded businesses and influencers who share it with their followers. Headliner sends out over 37 million content messages a day, 72% which are viewed on mobile.

Management: Mike More, a 3rd-time successful entrepreneur, sold his publishing company to Universal, and then while in Columbia B School, with Bill Cromie, formed Nabbr (now SelectableMedia) which they built to $20M revenue, the 9th largest web video property. In 2010, the Nabbr team started Headliner to address the bigger opportunity of scaling b2b recommendations. They hail from NYU, Carnegie Mellon, Juilliard and the NY School Performing Arts.

Customer Problem: Brands and businesses only get 1% on average of their followers share their content on Facebook, Twitter and Tumblr. Headliner gets outside this “box” by matching businesses with likeminded influencers and businesses willing to share their content with their respective followers, reaching millions. Participants earn credits which they in-turn use to ask share other members to share their content.

Product/Services: Headliner quickly matches businesses and brands to like-minded influencers and businesses who share their content with their followers on Facebook, Twitter and Tumblr. Campaigns are matched and launched in minutes. Customers upgrade at over 1.5% to paid monthly subscriptions, to buy additional recommendation credits, and to sponsor recommendations. Recommendations are 5x more likely to result in sales than social ads (Emarketer).

Target Market: We target content creators and SMB’s wanting to reach new prospects via content marketing. There are 10 million SMB’s and over 25 million content creators on the social web this market is expected to reach $3 billion by 2016 with a 28% CAGR. Additionally, we service brand marketers. Brand Marketers are expected to spend $9.6 billion on social marketing by 2016 with a 16% CAGR.

Customers: The 10 million SMB and medium size businesses and 25 million content creators who use Facebook, Twitter and Tumblr for marketing. Reference repeat customers include: over 1000 content creators and SMB’s: including, apparel makers, app makers, retailers, and brands such as LiveNation, PapaJohns, and Guitar Center.

Sales/Marketing Strategy: 94% of Headliner’s 150k users come from channel partners and viral. E.g. with partner SoundCloud, we’re the #1 app, with 76% convert rate & 80K + users. We rolled out our self-serve “Promote This” button API to speed up acquisition with WordPress, SoundCloud, and a large-scale partner pipeline. In addition, we have a profitable LTV/CPA ratio for social ads, and an ever improving viral co-efficient.

Business Model: Headliner has two revenue streams: 1) Monthly subscriptions for $30-$50 where users upgrade to go faster, reach more people, advanced analytics and other features. 2) Brand advertising at $5-10 CPMs where we sell to agencies. Headliner has steadily improved its KPIs to date. 1.5% free users upgrade to paid.

Competitors: As the first content marketing network, Headliner is in “white space”. The closest competitor is MyLikes, a social marketing platform that allows you to share ads with followers to earn cash. MyLikes is consumer focused, where we are SMB and influencer focused. It breaks the social contract, CPC-based, and attracts low-end direct response clients. Twitter, Facebook and Tumblr are focused elsewhere but could enter our space.

Competitive Advantage: AffinityRank, Headliner’s algorithm, made 9 billion matches in 2012 between content and influencers who are most likely to authentically and effectively share their content. AffinityRank is to content marketing is what PageRank is to search. Headliner has a network effect where the larger our influencer/marketer population, is the more effective and scalable we perform for our users. Finally, PromoteThis API adoption is a barrier.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>85,686,207</td>
<td>1,702,030</td>
<td>11,229,730</td>
<td>32,343,345</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>686,207</td>
<td>1,790,739</td>
<td>5,919,488</td>
<td>13,057,359</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-600,712</td>
<td>-88,709</td>
<td>5,310,242</td>
<td>19,285,986</td>
<td>-</td>
</tr>
</tbody>
</table>

Company Profile:
URL: http://www.headliner.fm
Industry: Marketing / Advertising
Employees: 10
Founded: Mar-10-2010
Contact:
Mike More
mike@headliner.fm
Location:
36 East 23rd Street
Suite10F
New York, NY 10010
United States

Financial Information (USD):
Company Stage: $0 - $500K in Trailing 12 Mo. Revenue
Previous Capital: 1,600,000
Monthly Net Burn: 60,000
Pre-money Valuation: 6,600,000
Capital Seeking: 1,500,000
Management:
Mike More, CEO and Founder
Bill Cromie, President and Co-Founder
Chris Lee, CTO and Co-Founder
Advisors:
Lawyer: Adam Dinow
Investors:
Steve Brotman
Erik Jansen
Greg Raifman

Pre-money Valuation: 6,600,000
Capital Seeking: 1,500,000
Monthly Net Burn: 60,000
Previous Capital: 1,600,000
Company Stage: $0 - $500K in Trailing 12 Mo. Revenue
HistoWiz

One Line Pitch: Accelerating histopathology for cancer research

Business Summary: HistoWiz is a histopathology outsourcing service company that processes, embeds, cuts, stains mouse specimen and digitizes the results for cancer researchers in academia and pharma. Unlike academic core facilities and CROs, HistoWiz guarantees a 3 day turnaround time and provides instant remote access of virtual slides, online collaboration features, mouse cancer pathology expertise, low-cost data management, and a cancer image database.

Management: Ke Cheng is an experienced cancer researcher with expertise in mouse histopathology. She received her PhD in Cancer Biology from Harvard and successfully led a team of scientists and pathologists to complete several projects leading to 6 publications in journals such as Nature and Blood. Ke is the recipient of a NCCR Molecular Oncology postdoctoral fellowship and worked as a scientist at a clinical diagnostic company.

Customer Problem: 1. Current speed of histology greatly hinders cancer research progress. The average turnaround time is 2 weeks, and there is no scalable IT infrastructure to manage the large whole-slide digital images. 2. It is difficult for cancer researchers to find the right pathologists and to collaborate remotely. 3. Scientists cannot view histology images from other labs to compare results or to obtain statistically significant data.

Product/Services: HistoWiz offers the first fully-automated and scalable histology service for cancer researchers in academia and pharma. We have built an app on the Cloud that allows instant remote access of virtual slides on any mobile devices without the need for download. Our proprietary cancer image database allows better search/comparison of pathology data for research, and serves as a platform for collaboration and debate between scientists and doctors.

Target Market: A typical cancer research lab spends an average of $100,000/year on histology service alone. The global market for histology service in cancer research is $4.5 billion/year. This service can be easily extended to other biomedical research areas such as neurodegenerative diseases, diabetes and obesity with a market of $56 billion/year, as well as to hospitals and patients.

Customers: Scientists from Academia and Pharma carrying out cancer research. We will focus in cancer research but can expand to all biomedical research using animal models as well as human samples in the future.

Sales/Marketing Strategy: We did door-to-door sales for 1 week offering free trials to University labs and achieved a 400% revenue growth that month. Since then, we have had a 100% revenue growth per month by word of mouth. We also have a consultant who will be responsible for contacting pharma and large cancer consortiums to introduce this service. There are currently 25 customers from MSKCC, Columbia, NJ cancer institute, Cornell, Orentriech foundation and biotechs.

Business Model: Revenue initially comes from histology and IT service, but as our customers grow so will our cancer image database which we intend to use as our future revenue generating product. We already have over 500 virtual slides of interesting cancer pathology. 

Competitors: Despite NY being the biggest cancer research market in the US, there is no histology service companies in NY yet. There are 5 histology companies in the U.S. serving academia but they do not provide digital results. There are 9 University-affiliated histology core facilities in NYC but they are too slow (2-4 weeks turnaround time).

Competitive Advantage: FAST: 3-day guaranteed turnaround time. RELIABLE: consistent high quality slides, cancer pathology expertise. ECONOMICAL: automated on demand computing using virtual servers. EASY: full service, mail-in and web-based. SECURE: Long-term storage in data disaster recovery facility. NOVEL: proprietary cancer image database connects scientists and doctors for online collaboration, enabling discovery and accelerating drug development.

<table>
<thead>
<tr>
<th>Financials (USD)</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>0</td>
<td>233,083</td>
<td>2,866,245</td>
<td>2,772,519</td>
<td>5,512,956</td>
<td>10,969,768</td>
</tr>
<tr>
<td>Expenditures</td>
<td>0</td>
<td>222,908</td>
<td>1,259,325</td>
<td>1,936,847</td>
<td>2,763,856</td>
<td>3,872,137</td>
</tr>
<tr>
<td>Net</td>
<td>0</td>
<td>10,175</td>
<td>606,920</td>
<td>835,672</td>
<td>2,749,100</td>
<td>7,097,631</td>
</tr>
</tbody>
</table>
**One Line Pitch:** sxRNA is an both a molecular tool and an RNA-based gene therapy that allows for protein delivery to specific cell types.

**Business Summary:** We are pioneering a trans-RNA switching mechanism called “structurally interacting RNAs” (sxRNA) which delivers desired proteins to cells of specific tissues, disease states, and development stages by taking advantage of both post-transcriptional regulation processes and the unique expression profiles of non-coding RNAs, such as microRNAs. sxRNA offers new possibilities for molecular tools and therapeutics among other applications.

**Management:** The management team consists of Edward (Ted) Eveleth who is an experienced entrepreneur. Ted has been working with the Tenebaum Lab at the University at Albany to develop this technology for commercialization for the last four years. Ted has started several companies and raised millions of dollars of investment.

**Customer Problem:** We solve two problems. First, as a molecular tool we provide a high throughput single cell miRNA detection tool. This will allow researchers to track in vivo the expression levels of any particular RNA. Secondly, we offer an RNA based targeted delivery mechanism to deliver proteins as a therapeutic. Currently, protein therapies suffer from a lack of specificity, and gene therapy is limited by their use of DNA.

**Product/Services:** We have two broad product offerings. First, a molecular tool that can be used by researchers to study miRNA or differentiate different tissues and cell states by miRNA expression levels. Secondly, sxRNA will enable a new class of therapeutics that use RNA to deliver needed proteins to specific tissues. This can address many of the 900+ genetic disorders as well as cancer with possible use as an antiviral and antibiotic.

**Target Market:** The target market of a molecular tool is in the tens of millions. Our particular interest is in using the technology as a stem cell quality control tool both as a marker to identify specific cell types and as quality control to weed out undesirable cells. The market for a therapeutics is in the billions of dollars if the technology can achieve its therapeutic goals for even a small number of conditions.

**Customers:** For a molecular tool application, our target market is life science researchers. For a therapeutic, our target market is large pharmaceutical companies that we would partner with for clinical trials and eventual commercialization.

**Sales/Marketing Strategy:** For a molecular tool application, we anticipate following a fairly well established marketing path. If we have to, we can promote our products ourselves, but most likely, we will partner with one of the established molecular tool companies that already has a large customer base. For a therapeutic product, we would partner with a pharmaceutical company.

**Business Model:** We would either market a molecular tool directly to customers or license that tool or tools to another company. How much of the product development is done by that marketing partner has yet to be determined. The arrangement could be a royalty on sales or a subcontract to provide individual tools. For a therapeutic, we assume we would receive royalties on a successful drug.

**Competitors:** There are two alternatives to consider. First, there are a number of technologies that can turn off protein production, e.g. siRNA. In some cases, siRNA may allow you to achieve the same goal as a molecular tool. Secondly, gene therapy and protein therapy would be effective when surface chemistry allows for cell type specificity. We believe sxRNA will be more specific than surface chemistry will ever be.

**Competitive Advantage:** We are unaware of any other technology that can provide for cell specific protein production. We have an exclusive license from the University at Albany to the core patent for both the US and Europe.
Mezmeriz, Inc.

One Line Pitch: Interactive gesture, 3D mapping, and pico-projector module for mobile electronics based on patented MEMS technology from Cornell.

Business Summary: Mezmeriz has developed a unique MEMS module which can be embedded into smartphones and mobile electronics to enable gesture UI, 3D depth photography, and interactive projection.

Management: CTO Shahyaan Desai is the inventor of Mezmeriz’s technology and successful entrepreneur. He worked for four years at Fakespace and holds BS and MS degrees in Materials Science from Cornell. CEO Brad Treat was the founding CEO of SightSpeed, which profitably sold for $30 MM to Logitech. He has a combined 15 years manufacturing and management experience. He holds a Mechanical Engineering degree from NC State and a MBA from Cornell.

Customer Problem: Smartphones and related electronics are constrained by the small size of these devices. With a single module that can create both a large display and an interactive experience, the smartphone user can seamless interact with their electronics regardless of size.

Product/Services: Mezmeriz makes an embeddable module for smartphones that can be both a depth camera and a projector that together produce seamless interactivity. This module is small, thin, and energy efficient enough to go into existing and future smartphone designs.

Target Market: Manufacturers of smartphones, tablets computers, notebook computers, and automotive head's up displays. The TAM for 3D Gesture and Depth Camera is $8.0B, with an additional TAM for pico projectors of $2.4B.

Customers: Potential customers are mobile phone system integrators, and laser print head unit manufacturers. We are actively engaged with multiple major players who are eager and willing to speak to serious investors in support of the company.

Sales/Marketing Strategy: Mezmeriz is working directly with the companies in the mobile phone and mobile computing industry

Business Model: Design and sell embeddable MEMS modules which are enabled by our fiber technology.

Competitors: Mezmeriz's core technology allows the company to use a single module to deliver the capabilities of a projector, gesture recognition, and 3D depth camera. Pico Projector Competitors: Texas Instruments, Microvision, Citizen, Syndiant, Opus, Maradin, Lemoptix, Fraunhofer, Compound Photonics Gesture / 3D Depth Sensing Camera Competitors: Pelican Imaging, PrimeSense, PMD, Leap Motion, SoftKinetic, Mesa Imaging, LinX Imaging

Competitive Advantage: Mezmeriz has a unique scanning micromirror based on patented fiber materials. This is the only technology capable of large scan angles AND fast scan speeds necessary for usable projector & 3D camera. Mezmeriz has granted patents, pending patents, and trade secrets to protect these innovations.

Financials (USD)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>0</td>
<td>24,000</td>
<td>500,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>1,041,706</td>
<td>1,500,000</td>
<td>2,500,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-1,041,706</td>
<td>-1,476,000</td>
<td>-2,000,000</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
**Customer Problem:** We are targeting solutions mitochondria dysfunction which is believed to be the underlying cause of, or are linked to, a wide range of degenerative and pro-inflammatory related diseases or disorders, including those of the central nervous, digestive and endocrine systems, heart, muscle, and kidneys, and Type 2 Diabetes, Alzheimer’s Disease, Parkinson’s Disease, eating disorders, cardiovascular disease, and hypertension.

**Product/Services:** We have three families of patents that we have licensed from SUNY. We have patents on the use of morphine and Morphine precursors to regulate mitochondrial activity. We also are developing and testing a patent pending compound from a plant that is generally accepted as safe. We are currently performing rodent studies to test its effectiveness and toxicity. The third family of patents are on mu3 receptors.

**Target Market:** This is a platform technology that will have the ability to improve the health of individuals that are suffering from mitochondrial dysfunction. One market is the Diabetes Type 2 market. In the United States, it is $18.2 billion dollars and expected to double by 2030. There are over 10 million people globally that have neurodegenerative diseases resulting in a $20 billion market. 20% growth is expected over the next decade.

**Customers:** Our goal is to develop strategic partners and joint ventures in a variety of verticals to further research and develop the products that will be commercialized. There are applications for these technologies in the human health, animal and plant industries. We will be analyzing the best early targets as the research develops.

**Sales/Marketing Strategy:** Our revenue strategy is to develop strategic relationships that will lead to joint ventures, partnerships and other agreements. The goal is to develop companies that will be responsible for developing products in particular verticals. These relationships will include licensing fees, royalties, equity and other revenue streams.

**Business Model:** We plan to support the continued research and development of our licensor as well as protect intellectual property. We will license the technology to affiliate companies with strategic partners that will be principally responsible for the development and commercialization of a specific area of the technology or benefits derived from such technology. We also may invest or hold a majority or minority equity position in each vertical company.

**Competitors:** Other researchers are working on finding solutions for the problems associated with mitochondrial dysfunction including the University of Rome, Baylor University, Harvard University, Yale University Medical School and Mayo Clinic. Both the research and the commercialization of our products will face a highly competitive landscape.

**Competitive Advantage:** Our technology is being developed by Dr. George Stefano and Dr. Richard Kream at the State University of New York at Old Westbury. They are leaders in their field and are they are working with compounds obtained from a source that is already generally accepted as safe and abundant. Even though we are a research and development company, we have a product in testing.

**Financial Information (USD):**
- **Company Stage:** Product In Development
- **Previous Capital:** $1,215,000
- **Monthly Net Burn:** $35,000
- **Pre-money Valuation:** $1,117,000
- **Capital Seeking:** $5,000,000
- **Management:**
  - Dr. George Stefano, SUNY Research Team
  - Dr. Richard Kream, SUNY Research Team
  - Mark Atwood, Director
  - Evan Rayl, Director & Vice President
  - Isaac Tessmer, Director & Vice President
- **Advisors:**
  - Lawyer: Chris Lent, Woods Fuller, Schultz & Smith, Sioux Falls, SD
  - Accountant: Derry Anderson, Anderson & Company, Sioux Falls, SD
- **Investors:**
  - We currently have 46 investors that have invested $1.215 million
- **Referred By:**
  - Per Stromberg & Art Angst from the State University of New York

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>1,000,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>-1,000,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
NIRx Medical Technologies, LLC

One Line Pitch: NIRx develops wearable neuroimaging technology that explores brain function in social settings and natural environments.

Business Summary: NIRx is an early stage biomedical imaging company comprised of accomplished scientists, engineers and software developers who are focused on implementing next generation neuroimaging resources to explore new frontiers in brain function. Our company has a comprehensive patent portfolio, is profitable and has had a 25% sales growth per annum over the past three years. We operate through a world-wide network of 17 distributors in 30 countries.

Management: The business management team has over a decade of experience in electronics and software design, manufacturing, industry certifications, and has established a growing worldwide distribution network by partnering with 17 companies in over 30 countries. The technical team has a proven track record of accomplishment as evidenced by having been continuously funded by the NIH and the DOD since 1993.

Customer Problem: Much of the available neuroimaging technology requires studies under highly restricted conditions. Our technology overcomes this limitation by providing solutions to study the brain in open environments. This allows our customers to understand brain function for situations involving customer preferences, learning efficiency, traumatic brain injury, rehabilitation, among other applications.

Product/Services: NIRx provides wearable to whole head neuroimaging systems, comprehensive analysis software, and custom engineered solutions to assist researchers in cutting edge neuroimaging research. Our product platform features the NIRSport, a wearable system that weighs < 1kg, the NIRScout, a desktop monitoring system, and the NIRScout Extended, a high capacity system that can image multiple subjects simultaneously interacting in a group setting.

Target Market: NIRx’s current target market is the neuroimaging research community with an estimated market cap for 2013 at $818 million. As governments and private institutions worldwide continue to increase funding for neuroscience research it is anticipated that this market will grow to $1.26 billion by 2018. (EEG/EMG/Brain monitoring report for 2012, Global Industry Analysts, Inc)

Customers: The target demographic is comprised of neuroscience labs affiliated with universities, hospitals, government research centers, military bases, and private research institutions worldwide.

Sales/Marketing Strategy: Customers are acquired through an informative website, exhibiting at international neuroscience meetings, providing educational workshops in North America, Europe, and Latin America and Asia, working with experienced distributors, and ensuring customers are well trained so they can collect meaningful data and continue to publish in research journals. First level support is provided by distributors and advanced support directly by NIRx staff.

Business Model: NIRx revenue stems from producing systems and software that are sold through a worldwide distributor network. Distributors are provided a 20-30% margin on the final sale price and NIRx retains the sale amount less the distributor fee. Product sales will account for 90% of revenue. Secondary revenue streams will come from government awarded research grants in the US and Germany, that will assist in subsidizing R&D.

Competitors: NIRx has competition from other manufacturers of NIRS systems as well as from manufacturers of related neuroimaging technology. Drivers for innovation come principally from steady improvements in optical component and computer hardware technology and from improvements in analysis software design and algorithm implementation. Having a strong scientific understanding of the problem space, we are best positioned to harness these opportunities.

Competitive Advantage: As one of the first to enter our field in 1987 we benefit from over 2 decades of experience in developing imaging technology. Since then we have gone on to build a comprehensive patent portfolio on system electronic design, algorithms, and imaging processes. We have also developed proprietary analysis and visual display software that is considered to be offer extensive capabilities over our competitors.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>2,200,000</td>
<td>3,200,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>1,400,000</td>
<td>2,100,000</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>800,000</td>
<td>1,100,000</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
One Line Pitch: PSI can enable the radical miniaturization of mobile technology. "How to get more out of Moore's Law, by understanding a single atom."

**Business Summary:** "Miniature is about to get significantly smaller." Now & in the future for manufacturers is to make things smaller, lighter & less expensively. PSI's patented disruptive technology allows inventors as well as corporate, university research scientists, medical device manufacturers and defense contractors to study materials at the atomic & subatomic levels with PSI's patented metrology system (PSi 1™) which includes lab equipment & software.

**Management:** Four of the five PSI Management Team members have worked together along with the rest of the SoPark Team for 4 yrs to strategically grow SoPark in profitability & value. Both the SoPark Team and PSI are housed at SoPark with Murak owning 100% of PSI and 100% of SoPark, setting the stage for vertical integration of PSI1™ electronic & product assembly. PSI has a top advisory team covering financial, technical, strategic, legal & public accounting.

**Customer Problem:** Imagine a cell phone transmitter that fits in a tooth; currently the technology to make this happen does not exist. The ability to fit more electronic components in less space at a lower cost requires the need to research materials at the smallest possible level (the atomic scale) in order to make any device smaller, lighter and less expensive. The tools required to conduct atomic scale research are not commercially available to date.

**Product/Services:** PSI’s initial product, PSI1™ is disruptive technology. It is a breakthrough metrology R&D system capable of studying the physical properties of materials as small as a single atom. PSI’s Multi Functional Sub-Nanometer Metrology System includes patented hardware, with a high end isolation system, custom electronics, data acquisition & proprietary software. PSI will supply & service the scientific, industrial, defense & medical research markets.

**Target Market:** PSI’s target market is the world’s research labs that are looking to create the next generation of revolutionary materials & devices that are relevant to medical device & semiconductor manufacturers, space & defense contractors, high-tech corporations, universities, etc. Over $10 Billion is spent annually, worldwide, just to research nano materials. The market for current nano metrology lab equipment is determined to be >$200 million annually.

**Customers:** PSI’s target customers are worldwide materials engineers and research scientists working at a university, medical research institution, space & defense contractor or manufacturing research lab where they are focused on research related to the study of existing materials & nano materials and/or the design and development of new materials.

**Sales/Marketing Strategy:** PSI will leverage the benefit of the inventors published research papers & peer reviews by internationally renowned research scientists in nano metrology thru international trade shows, direct sales & internet. Research performed using the patented technology has been highlighted by the American Physical Society & was given a 2012 cover story on the internationally renowned research publication, "Physica Status Solidi - Rapid Research Letters".

**Business Model:** Think Lamborghini - low volume/high price/high margins. Due to PSI’s patented disruptive technology, the pricing strategy is to regularly increase the price as new modules are developed. Primary revenue streams will come from the PSI1™ Sub-Nano Metrology System with additional sales revenue opportunities through support services, software upgrades, consumables and maintenance contracts.

**Competitors:** The closest competitors to PSI’s product offering are manufacturers and distributors of systems which focus on imaging a material’s surface. None of the current offerings by these company’s come close to the 50 times greater resolution offered by PSI’s Sub-Nano Metrology System, PSI1™. Potential competitors would face significant & costly lead times to develop a competing system with custom software that has comparable performance.

**Competitive Advantage:** PSI has obtained a U.S. Patent and has patents pending in 44 other countries for PSI’s Sub-Nano System. There is no documented metrology equipment available on the market that can consistently & reliably study materials at the sub-nano or atomic level. Published research papers and articles related to PSI’s patented technology are receiving very favorable reviews from national and international experts.

---

**Financials (USD)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>0</td>
<td>1,440,000</td>
<td>3,360,000</td>
<td>6,300,000</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>550,000</td>
<td>1,300,000</td>
<td>2,494,800</td>
<td>4,606,900</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>-550,000</td>
<td>140,000</td>
<td>865,200</td>
<td>1,693,100</td>
</tr>
</tbody>
</table>

**Company Profile:**

**URL:** www.precisionscientificinstruments.com

**Industry:** Nanotechnology

**Employees:** 6

**Founded:** Jun-29-2011

**Contact:**

Gerry Murak
gmurak@murak.com

**Location:**

3300 South Park Avenue
Buffalo, NY 14218
United States

**Financial Information (USD):**

**Company Stage:** Prototype Ready

**Previous Capital:** 337,000

**Monthly Net Burn:** 40,000

**Capital Seeking:** 500,000

**Management:**

Gerry Murak, President & CEO
Rupa Shannugam, PSI Project Manager
Ted Beringer, Advisor
Jason Armstrong, PhD., Co-Inventor & Translational Researcher
Joseph Miano, VP of Sales

**Advisors:**

Lawyer: Thomas Schofield - Magavern, Magavern & Grimm, LLP
Accountant: David Nelson; Brock, Schechter & Polakoff, LLP

**Investors:**

Gerry Murak
Ranny Wyckoff
Kevin Wyckoff
Rgenix, Inc.

**One Line Pitch:** Rgenix is developing the world's first cancer therapies designed to target metastasis, the main cause of mortality in cancer patients.

**Business Summary:** Rgenix is founded on a microRNA-based discovery platform from Dr. Sohail Tavazoie’s Lab of Systems Cancer Biology at Rockefeller University, leveraging $14 million of research funding. The platform led to discoveries, published in Nature and Cell in 2012, which elucidated novel drug targets, drug candidates, and companion diagnostics for melanoma, colon cancer, and breast cancer.

**Management:** The Rgenix management team incorporates all of the critical skills and expertise necessary for an emerging biotechnology company. These include scientific, clinical, industry, finance, and management. Specific areas include chemistry, cell biology, genetics, drug development, clinical trial design, raising capital and board oversight.

**Customer Problem:** In the field of oncology, most therapeutics target tumor growth and are not effective at preventing metastasis. Chemotherapy, radiation, and targeted therapies all have limited impact on metastasis.

**Product/Services:** Founded on microRNA-based discoveries leading to the identification of novel drug targets for melanoma, colorectal, and breast cancer, Rgenix ultimately aims to sell small-molecule drugs for the treatment of these cancers.

**Target Market:** The market for mid-to-late stage melanoma and colorectal cancer is estimated to be >100K patients annually in the U.S. by 2021. If clinically successful, Rgenix' two lead programs (RGX-101 & RGX-202) could generate approximately $2B in U.S. revenue annually.

**Customers:** Potential customers of marketed oncology drugs would be the healthcare systems in which they are approved. This would include patients, physicians, and payers that comprise a traditional healthcare system.

**Sales/Marketing Strategy:** As a drug development company currently with no approved products on the market, our efforts are focused on achieving proof-of-concept (POC) in human clinical trials. A sales and marketing strategy could take many different forms following POC depending on the business strategy of Rgenix at the time, and the possibility of a large pharmaceutical company co-promotion partnership upon approval.

**Business Model:** Rgenix' business model is to continue to raise capital in order to fund our pre-clinical and clinical programs for our lead compounds through human proof-of-concept. At that time we will consider various liquidity options for our investors such as through M&A, IPO, or a pharmaceutical company partnership.

**Competitors:** There are no targeted adjuvant therapies approved for melanoma or colorectal cancer. Also there are no known antibody/small molecule agonists of our target receptor being developed in melanoma, or antibody/small molecule inhibitors of our target channel protein being developed in colorectal cancer. In melanoma, vemurafenib & ipilimumab have limited efficacy & significant safety issues. And both are unproven at preventing metastasis.

**Competitive Advantage:** Rgenix has secured the exclusive world-wide rights via a license option agreement with Rockefeller University to its metastasis discovery platform & uses of all targeted genes in the company's initial pipeline. The company's two lead small molecule drug candidates are related to a drug and nutraceutical that have both shown to be safe in humans for other indications. Rgenix will thus pursue rapid approval in its target markets.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Scivanta Medical Corporation

One Line Pitch: The SCMS is a patented minimally invasive cardiac monitoring device that will provide the primary measurements of cardiac performance.

Business Summary: Scivanta is a publicly-held (OTCBB: SCVM) healthcare technology company developing a patented system for measuring and monitoring heart functionality known as the Scivanta Cardiac Monitoring System (the “SCMS”). A robust, low-cost, low-risk device suitable for broad clinical application, the SCMS is poised for significant growth in large ($1 to $1.5 billion annually) and fast-growing niche markets within cardiac disease management.

Management: Extremely experienced management team versed in operational, financial and transactional issues. Experienced board of directors to support management.

Customer Problem: Current standard of care for monitoring critically ill patients suffering from cardiovascular conditions is a pulmonary artery catheterization. This procedure must be performed in critical care settings and requires an incision into a patient’s neck/groin and the insertion of the Swan-Ganz catheter into the right atrium and ventricle of the heart, and then into the pulmonary artery. This procedure is highly invasive, expensive and risky.

Product/Services: The SCMS is a patented minimally invasive cardiac monitoring device that will provide the primary measurements of cardiac performance, including left atrial pressure, which is a crucial measurement in monitoring cardiac challenged patients. The SCMS uses a two-balloon esophageal catheter, which is attached to a specialized computer and monitor containing proprietary software.

Target Market: Total U.S. market potential for the SCMS exceeds $1 billion per annum. U.S. hemodynamic monitoring sales currently exceed $500 million, including pulmonary artery catheter sales of $250 million. We believe there is at least $500 million of annual U.S. sales not being met by existing products. The SCMS can be used in markets not reached by any competing devices, including peri and post-operative settings and emergency room settings.

Customers: Targeted customer include hospitals where it can be used in many settings including peri-operative where anesthesia is used, post operative of cardiac challenged patients and emergency room. Out patient clinics are also a targeted customer group as is cardiologists who can use the SCMS during in-office visits as part of their treatment of patients with congestive heart failure and other cardiovascular diseases.

Sales/Marketing Strategy: We currently intend to outsource the distribution and sales requirements related to the SCMS. No formal distribution or sales agreements have been entered into at this time.

Business Model: Business model is to manage all facets of the development, manufacturing, marketing and distribution of the SCMS internally but to outsource the actual work related to each area. The revenue model follows the classic razor-razor blade model whereby the majority of the profits will be generated from the sale of the single use disposable catheter as opposed to the computer/monitor system.

Competitors: SCMS competition: pulmonary artery catheters, trans-esophageal echocardiography, pulsed doppler sonography utilizing doppler transducer and impedance cardiography. Unlike competing devices, the SCMS has the following attributes: constant monitoring of left heart function; insertion by nursing/medical tech in any clinical setting; single use minimally invasive disposable catheter; and greater accuracy in measuring mean left atrial pressure.

Competitive Advantage: Patented technology that is less invasive and less expensive than pulmonary artery catheters (Swan-Ganz), the current standard of care. The minimally invasive nature of the SCMS and the accuracy of its data will expand the use of the SCMS beyond where current competing products are currently used. The SCMS has the potential to change the way cardiologists treat patients for congestive heart failure in-office because of its ease of use.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>1,000,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>-1,000,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Second Avenue Learning

One Line Pitch: Second Avenue seeks funds to use its edtech expertise to launch a STEM game suite and platform in institutional and consumer channels.

Business Summary: Second Avenue, a women-owned educational technology company, develops custom software such as interactive modules, serious games and learning management systems for education market leaders such as W.W. Norton, Pearson and McGraw-Hill. The company is developing a proprietary educational STEM (science, technology, engineering, math) game suite/platform leveraging NSF and DOE grants to address low and declining US performance and interest in STEM.

Management: The company has a strong team with expertise in education and technology. Key team members: CEO Victoria Van Voorhis, VP Strategy & Business Development Susan Byrd, VP Development & Delivery Stephen Nazarian, Creative Director Susan Colodny, Technology Director Matthew Grieshaber, Research & Learning Design Director Anne Snyder Ph.D. All are passionate about improving educational outcomes through research based, commercially sound innovation.

Customer Problem: US educational performance, particularly in STEM, is poor and declining. To remain competitive globally, the US must reverse this trend. Elementary and middle school are the ideal time to ignite interest in STEM with assignable, assessable digital materials. Publishers, schools, teachers and parents are looking for innovative digital materials to address this urgent need. Our games offer a scalable, market-based, innovative solution.

Product/Services: We design, develop & manage digital educational products and learning management systems for publishing clients. To address the US STEM crisis we are developing a proprietary suite of STEM games and platform for institutional & consumer channels leveraging our educational expertise, partially funded by NSF and DOE grants. The initial prototype game produced impressive results with the target audience of middle school students.

Target Market: Our target is institutional & consumer markets. US education market is $1.1Trillion, international market $5Trillion. 60% of US spend is K-12. eLearning CAGR 20% US, 33% international. Schools, parents & students represent strong, growing market for digital STEM games & apps that are high quality, research based, assignable and assessable. Adjacent markets include international sales, sales of underlying data and related cross-media products.

Customers: Target institutional customers are US elementary, middle, high schools, teachers, after school programs, science camps. US K-12 elearning spend is $5.4B, 2012-17 projected CAGR 20%. Sales to educational institutions by 3 top publishers strong; sales rising through online channels e.g. Edmodo. Target consumer channel customers are 43 million US elementary, middle, high school students, parents, international students/parents.

Sales/Marketing Strategy: Institutional channels leverage current relationships - Pearson, McGraw-Hill, Edmodo, Learning.com, Florida Virtual School. Internal sales team manages pre-sales, direct sales, customer success. Marketing plans include aligning with e-textbooks, webinars, thought leadership activity, trade shows, channel roadshows, teacher community sponsorships, PR, social media, lead generation programs, sales tools. Consumer sales are through online channels. Business Model: Product revenue streams: sales of STEM games and platform to US institutional and consumer markets via subscription and sales of game data to institutions. Channels include traditional publishers, online channels, some direct sales. NSF,DOE grants provide partial funding. Cross-media, data sales, international opportunities not included in forecast. Current software and managed services business with ed market leaders grows selectively.

Competitors: Many companies sell educational games e.g., Fablevision, Six Red Marbles, Filament Games, Muzzy Lane, Learning Games Network. Second Avenue's assignable, assessable STEM game suite and assessment tools differ from current market offerings in 5 important ways: proven efficacy; assessment data; quality of graphics, storyline and game design; alignment with curricular standards; research-based design focused on improving STEM performance.

Competitive Advantage: The characters, story, gameplay design and data driven assessment platform for teachers and parents are proprietary. Games are aligned to curriculum, include lesson plans and dashboards and are competitively priced. Graphics approach entertainment quality; STEM concepts are reinforced across multiple media vehicles including affinity space. Research and testing confirm efficacy of our scalable solution to declining STEM interest and performance.

Company Profile:
URL: http://www.secondavenuelearning.com
Industry: Education
Employees: 20
Founded: Apr-05-2006
Contact:
Susan Byrd
susan@secondavenuelearning.com
Location:
190 Office Park Way
Rochester, NY 14534
United States

Financial Information (USD):
Company Stage: 1.1 million (2012 revenue)
Previous Capital: 60,000 (at inception)
Monthly Net Burn: 120,000
Pre-money Valuation: 4 million
Capital Seeking: 1.5 million

Management:
Victoria A. Van Voorhis, CEO
Susan P. Byrd, VP Strategy & Business Development
Stephen S. Nazarian, VP Development & Delivery
Susan M. Colodny, Creative Director
Matthew J. Grieshaber, Director, Technology
Anne E. Snyder, Ph.D., Director, Research & Learning Design

Advisors:
Lawyer: Wilson Sonsini Goodrich & Rosati
Accountant: Greenebaum Saiger & Kasdin PC
Investors:
Victoria Van Voorhis, Lonny Dolin, Patricia Foster
Referred By:
We have a signed term sheet with Cayuga Venture Fund of Ithaca, NY for a $1.5 million Series A Preferred round of financing. Cayuga is leading the round with a commitment of $750,000. Additional investors have expressed interest, up to an additional $500,000. Second Avenue is working with Cayuga to fill out the round.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>1,100,000</td>
<td>3,230,000</td>
<td>6,842,000</td>
<td>15,834,000</td>
<td>30,129,000</td>
</tr>
<tr>
<td>Expenditures</td>
<td>1,100,000</td>
<td>3,623,000</td>
<td>6,496,000</td>
<td>8,881,000</td>
<td>12,088,000</td>
</tr>
<tr>
<td>Net</td>
<td>0</td>
<td>-393,000</td>
<td>346,000</td>
<td>6,953,000</td>
<td>18,041,000</td>
</tr>
</tbody>
</table>
**One Line Pitch:** A solar thermal micro concentration, distributed generation, modular, combined heat & power solution deployed on a fixed or mobile platform.

**Business Summary:** Solar Evolution, Inc. designs, manufactures and deploys patent-pending micro concentrating solar power panels and twin micro turbine, modified ORC platforms. Operating as an ESCO, our distributed generation service can be deployed on a fixed or mobile platform, parallel to an electric distribution grid, or, off grid. Our units, equipped with storage, operate 24/7 and include a back-up boiler fueled by OxyHydrogen, created on demand and on site.

**Management:** Decentralized management team, please refer to business plan.

**Customer Problem:** Eventually, the planet will run out of oil. Oil currently accounts for approximately 34% of world wide energy production. Also, distributed generation increases grid reliability by providing on site demand, on the customer side of the meter and supplying excess electric generation within a local distribution grid, eliminating the need for long distance transmission and minimizes line loss.

**Product/Services:** A solar/renewable energy collection, storage and conversion platform that provides green electricity, climate control and hot water. The platform is modular, scaleable, portable and sustainable (creates green energy service 24 hours a day).

**Target Market:** Retail electric service customers in deregulated states, and, electric vehicle charging stations in deregulated states. Also, off grid applications and disaster relief services.

**Customers:** Retail electric service customers in deregulated states, electric vehicle charging stations, hydrogen vehicle fueling stations and off grid customers that do not have access to a local grid.

**Sales/Marketing Strategy:** The Company intends to operate as an energy service company by installing it's equipment on site, for no out of pocket expenses to the site owner. As each unit satisfies site consumption and produces excess electricity that the company may sell to the grid, this model can only be deployed in deregulated states. Marketing will be conducted in target areas only.

**Business Model:** The company will offer green energy services and peripheral devices to take advantage of the full suite of services available.

**Competitors:** To date, there is one competitor in the panel design arena. Chromasun Inc., San Jose Ca. In the CHP service provider arena, there is Sopogy Inc, in Hawaii. Neither company competes in our target market (our niche) which is small commercial structures. (ie gas stations, warehouses)

**Competitive Advantage:** No out of pocket expenses for end users. 24/7 availability. Modular design that allows for deployment on both a fixed or mobile platform. Yes we have a patent pending.

---

**Financials (USD)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>1</td>
<td>1</td>
<td>5,300,000</td>
<td>10,600,000</td>
<td>15,900,000</td>
</tr>
<tr>
<td>Expenditures</td>
<td>1</td>
<td>1</td>
<td>265,000</td>
<td>530,000</td>
<td>795,000</td>
</tr>
<tr>
<td>Net</td>
<td>0</td>
<td>0</td>
<td>5,035,000</td>
<td>10,070,000</td>
<td>15,105,000</td>
</tr>
</tbody>
</table>
One Line Pitch: Provide a B2B and B2C non-invasive muscle force analysis to clients with chronic joint pain to reduce health care cost and improve outcomes.

Business Summary: Our MyoWave service provides a muscle force “imaging” service for those suffering from musculo-skeletal pain. MyoWave converts muscle vibration to effort to detect imbalance. A customized exercise regimen that addresses the client's imbalance is designed. Self-insured entities offering this service can save up to 90% of healthcare cost for employees with these conditions.

Management: Management are experienced entrepreneurs (8 previous start-ups) in Bioengineering, Medical Device and Computer Software. Dr. McLeod internationally known in muscle activity research and skeletal adaptation. Team also has experience operating electronics-based, manufacturing, early stage enterprise financing and strategic planning.

Customer Problem: Knee pain results in more than 14M doctor visits annually. 60M suffer yet 75% never seek help. The existing standard of care averages $5K/person (over 3 yrs). 80% of the time, there is no orthopedic intervention that can help. For employers, this is an enormous cost center, both direct and indirect. Muscle balance is known to be a prime cause and exercise is known to ameliorate the condition. The challenge has been - who has these imbalances?

Product/Services: Sonostics offers: MyoWave - Direct consumer service for chronic knee pain sufferers. Service identifies muscle imbalance, a prime cause of knee pain, and includes a custom exercise regimen. Offered direct to public, via self-insured entities, (public and private), and via pharmacy-based primary clinics. Research product offered via BIOPAC Systems. FDA approval not required.

Target Market: Target 1: General Public, in metro areas. a 3-assessment package costs $500 in Binghamton; the fee in New York City is $700. Payment is out-of-pocket. Target 2: Self Insured Entities. 1/3 of all employees are insured directly by employers. An estimated 80% of all companies with more than 1K employees are self-insured. The average cost to the entity is $5K. Sonostics charges $500-$750. Target 3: National Pharmacy Chains with Primary Care Clinics.

Customers: The demo is 35-85 yr-olds with chronic knee pain. Market size is 60M annually. 80% of whom have no pathological reason for pain - it is physiological. 40% of all Americans over 50 report such pain each year. Customers reached directly, through employers and through pharmacy-based clinics.


Business Model: Revenue potential for each location >$400K/yr. The cash-based service is working in Binghampton and NYC. Clients are motivated to improve quality of life and self-pay is not a barrier. Employers are motivated to reduce healthcare cost and out-time. Pharmacy-based clinics are looking to add new primary care services.

Competitors: Standard of care: visit your MD, get referred to an orthopod, undergo tests, 80% of the time be told there is no solution until the condition worsens. Or try shotgun approach PT without objective data. Our clients reject that path, want to avoid surgery, and/or want to catch things early and reverse through targeted exercise. No competitors can detect muscle imbalance.

Competitive Advantage: Sonostics is the exclusive licensee of the technology as developed at SUNY Stony Brook and Binghamton. One patent issued, one pending. The normative data base we are developing is proprietary. Continuing research is focused on additional muscle groups, specifically, lower leg (2nd heart), and lower back.
SynchroPET

One Line Pitch: Bringing to market revolutionary PET Scan technologies invented at Brookhaven National Laboratory, can be miniaturized and coupled with MRI

Business Summary: SynchroPET is a start-up biotech firm that is focused on bringing to market the next generation of PET Scanners which have superior imaging capabilities to what is currently available in the pre-clinical and clinical markets today. Our technology is unique in that it can be paired with a pre-existing MRI machine enabling simultaneous imaging and has greater clarity than any other device.

Management: Our management team is in formation, currently the founders are our CEO- a corporate attorney with broad policy experience in tech transfer and commercialization, a Director of Sales with decades of experience in marketing at Dunn and Bradstreet, and a CTO who is one of the inventors from BNL with commercialization experience at a start up that sold to Philips. Our Board of Advisors includes a PET Tech with biomedical device sales experience.

Customer Problem: 1.) Current research for neuronal diseases like Alzheimer’s and Parkinson’s utilizes small animal PET Scans, however the animal must be anesthetized, which skews the results of the data. 2.) Currently human PET Scans are not as accurate as they could be due to the lack of non-invasive quantitative PET which could provide Kinetic modeling- enhancing diagnosis and treatment, and drug development. 3.) MRI of the breast generate 40% false positives

Product/Services: 1.) RATCAP- The smallest and lightest PET Scanner in the world that fits on the small animal head (rat or mice) which provides for awake animal imaging of small animal brains with freedom of movement of the animal. Additional prototypes 2.) simultaneous small animal PET/MRI 3.) WristPET- for accelerated drug trials on humans, and enhanced treatment protocols, makes traditional PET more accurate, 4.) BreastPET/MRI -eliminates false positives

Target Market: Our pre-clinical devices would be sold to researchers in academia and pharma-$110M annual market /150 units (Frost and Sullivan). Our clinical devices WristPET- would be of interest to all traditional PET Scan owners to make their current devices more useful- there are currently 5,000 installed Human PET scanners worldwide (17% CAGR)= $3.75B T.A.M. BreastPET- sold to all owners of MRI’s with Breast Coil-22,115 worldwide= $16.5B T.A.M.

Customers: Investigative: Academic researchers pursuing independent and NIH backed experiments in neuroscience and metastatic processes (Cancer); Drug Development: Pharmaceutical Companies; Hospital Researchers in Cancer Treatment Strategies and Cell Mapping. Clinical: Hospital and Independent Imaging Centers including radiologists, oncologists and clinicians involved in infectious disease.

Sales/Marketing Strategy: We will beta site two to three devices of each model with industry leaders in exchange for an agreement to write a paper on their experience with the new technologies. After our beta process, we will market directly to our commercial customers by building an experienced sales team for lab sales. We will look to create strategic partnerships with manufacturers of traditional PET and MRI for sales and distribution as well.

Business Model: We have a bifurcated business model, our primary business will be that of an OEM, manufacturing our equipment and selling our equipment to the appropriate end user. We however contemplate a potential service model early on in the company, given the fact that our devices can perform research no other devices can for Pharma, we can act as a CRO and perform studies for them, to generate revenue and branding.

Competitors: RESEARCH MARKETS-GE (18.2%), Phillips (12.7%), Siemens (54.60%), Gamma Medica (14.5%) - we can sell for a fraction of their cost, have smaller devices with smaller footprint in lab, and can provide awake animal imaging, and simultaneous PET/MRI dual imaging that the competition cannot. CLINICAL MARKETS- Siemens, GE, and Phillips are the major players. Siemens is currently the only company that can provide dual PET/MRI simultaneously.

Competitive Advantage: 3 U.S. Patents, 7,286,867 & 7,126,126 & 7,091,489 IC Mask work registration in process Software copyrights Know-how -10 year $10M investment from DOE.

### Financials (USD)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>0</td>
<td>0</td>
<td>4,000,000</td>
<td>9,900,000</td>
<td>12,600,000</td>
</tr>
<tr>
<td>Expenditures</td>
<td>0</td>
<td>500,000</td>
<td>3,500,000</td>
<td>5,700,000</td>
<td>6,500,000</td>
</tr>
<tr>
<td>Net</td>
<td>0</td>
<td>-500,000</td>
<td>500,000</td>
<td>4,200,000</td>
<td>6,100,000</td>
</tr>
</tbody>
</table>

2013 shows 3 customers and 0 revenue because these will be beta sites
The Worldwide App, Inc.

One Line Pitch: The only smartphone application giving fans the power to transport the most talented independent filmmakers from their Hometown to Hollywood.

Business Summary: Worldwide Mobile Movie Theater™ is inspired by interactive national talent competitions: American Idol, Miss USA, and the NFL. WW brings this tremendous branding power to the booming independent film community by showcasing film-festival vetted films direct to mobile devices to motivate in-app voting crowning 4 mobile box office winners as Kings/Queens. We love to discover new talent; the last century in U.S. pop culture proves that fans do too.

Management: It goes without saying that we are all highly experienced, educated, and diverse. What we are most grateful for is to have handselected humble, genius, expert, do-gooders who value substance over notions of fame and fortune. Our business model allows for all involved to (1) take care of each other (2) begin spreading goodwill throughout the world. We plan to lead our industry, and all industries, by giving back to our “Hometown Heroes”.

Customer Problem: Entertainment consumers have created an increasing demand to have more control over their content viewing, and to be directly involved with who the entertainment industry deems a star. Worldwide cuts out the self-interested middle-men and allows for authentic connection/curation. Studies show that the general public has a need to identify with and celebrate advancing the dreams of others in order to sustain/improve the viewers quality of life.

Product/Services: mobile app entertainment. Award-winning short-form filmed entertainment product direct to mobile devices. Target Market: (1) Smartphone app consumer (2) Independent film enthusiasts. Our research indicates that 50% of the U.S. population currently owns smartphones (Approx. 125M+ screens). That number expands exponentially with the advent of new tech and equipment, there are currently 500,000 independent filmmakers looking to exhibit their work and 7,000+ global film festivals cropping up daily. We sit atop this indie pyramid, just under the majors.

Customers: Smartphone app consumer in the proper age+ affinity bracket is (1) 18-25 years of age (2) 26-34 years of age. 50/50 male to female ratio as these are the trends largely seen in film festival studies. In 2008, there were only 800 applications in the smartphone marketplace, this year there are over 775,000 and that number will continue to grow. There are only 1296 apps in my sector, and none contain our unique fusion of platform+process+prize.

Sales/Marketing Strategy: Our focus groups revealed 18 built-in interest groups. In year 1, we will engage and acquire users via (a) Filmmaker (b) PR (c) Social Media (d) Live Events in each Filmmakers Hometown (e) Tastemakers. All are cost-effective with high-impact. Grass-Roots activity accounts for 1/4 of our PR model. As we generate revenue and buzz, we will start to rollout top-down (1) Consumer Marketing (2) Regional Marketing (3) Filmmaker Acquisition tactics.

Business Model: 3 main teams: Sr. Level Executive, Marketing, Technology, supported by an intern base of junior-level execs. We can start from 3-6 and expand to a team of no more than 30 using a well-structured low overhead operations model of the virtual mobile company. $$$ (1) Consumer pays to consume in-app content (2) Sponsors pay for user eyeballs (3) Media conglomerates buyout platforms that successfully aggregate content+consumers.

Competitors: Our competitors are content+community aggregators from the mainstream studio realm and also independent distributor realm. Several film festivals have created content apps that are redundant to their live events. Because no one has used this platform the way we intend to, we are easily compared to a “film festival app”. Our main competitor is the Virgin Media Shorts app (UK) that showcases a short film competition with high-profile prizes.

Competitive Advantage: We are American Idol for Independent Short Filmmakers, Broadcast on Mobile Phones. We exist in a lucrative untapped market that competitors don’t have the capacity, or relationships to replicate on U.S. soil re: brand or marketing model. By Y2 we will have patentable technology in-house. Related apps showcase: studio feature films, movie showtimes/reviews, promote a local brick & mortar theater, trivia questions, low-quality amateur films.

Financial Information (USD):
- Company Stage: Full Product Ready
- Previous Capital: 20,000
- Monthly Net Burn: 10,000
- Pre-money Valuation: 500,000
- Capital Seeking: 125,000

Management:
- Tracy Balsz, Chief Marketing Officer
- Stephen Selzler, Chief Design Officer
- Nancy Bates, Vice President
- Shannon Harris, Executive Vice President
- Jon Shaivitz, Chief Digital Officer

Advisors:
- Lawyer: Tiffany L. Gray, Esq.

Investors:
- The Principals have personally invested $20K in startup funding. Currently seeking $125K for first angel round to prove concept.

Referred By: We are the newest resident of the SUNY Fredonia Technology Incubator, they encouraged us to showcase in conjunction with our upcoming public announcement/launch.

- Revenues - 125,000 - - -
- Expenditures - 60,000 - - -
- Net - 65,000 - - -
**One Line Pitch:** thinkplay is revolutionizing musical performance by enabling musicians to play any sound from their instrument. Think it, play it.

**Business Summary:** thinkplay is a home studio suite that gives musicians unprecedented autonomy over their instruments. Using our patented ePedal building software, you can upload audio/video clips and turn them into playable notes, taking your performance to the next level. thinkplay’s pedalsphere is a platform for sharing and selling your own custom creations. DJ on a guitar, dubstep on a banjo, and techno philharmonics are all now possible.

**Management:** Jesse is a visionary and amicable CEO. He has been able to manage both rigorous academics while starting thinkplay. His management skills, extensive research, and dedication have brought thinkplay to where it is today. Brendan has been incredibly efficient with our limited funds. A versatile team player who can perform a wide range of tasks. Jeff is a Jacobs engineering scholar at Cornell whose hard work and intellect helped prove our concept.

**Customer Problem:** 1) Musicians have no control over the effects sold in the market and are forced to select from the choices presented to them. 2) Musicians are unable to play popular styles of music such as techno on instruments. 3) Effect pedals are expensive and cumbersome. Our software allows for enough customization and professionalism for a thriving online marketplace. Talented musicians can be entrepreneurial and make money by selling their ePedals.

**Product/Services:** thinkplay is a package that consists of an effects building software program and online marketplace. The software allows you to: 1) Construct unique virtual ePedals. 2) Assign digital audio and video clips to notes on your instrument so you can trigger them while playing. The online marketplace is a platform for thinkplay users to buy and sell the virtual effect pedals they have created.

**Target Market:** Over $550 million are spent worldwide on effect pedals annually. Our product will appeal not just to current effect pedal users but DJs, and producers as well. We estimate that by capturing less than 1% of the current market thinkplay will generate over $2,000,000 in online store transaction fees (1-2 years).

**Customers:** Our customers are musicians of all kinds. From the novice to the experienced professional, users will be able to derive value using our software. Its uniqueness gives instruments new capabilities and users an opportunity to profit off their creativity. We will particularly appeal to young musicians and DJs who can now play techno, hip hop, and dubstep on musical instruments.

**Sales/Marketing Strategy:** We have a Cornell marketing team who are actively recruiting DJs and musicians in New York City. Music professors at Juilliard and Berklee College of Music are willing to clinic our software with their students. We will be shooting videos of musicians pushing musical boundaries using our software (e.g. DJing guitar player, techno violinist). Advertising at a variety of music festivals, including The Big Up Music Festival, about event promotion.

**Business Model:** Our model is similar to the Amazon kindle’s business model. Amazon has an initial sale of the kindle whereas we will have an initial sale of our software. After the initial sale Amazon generates recurring revenues (transaction fees) from users downloading ebooks. We will generate recurring revenues from our online store where users will be downloading ePedals.

**Competitors:** Effect pedal companies are competitors. thinkplay will undermine their business model which is founded upon expensive, non-customizable hardware. thinkplay allows users to build their own ePedals. thinkplay differentiates from all current audio effect software due to our expanded capabilities for instruments. Artists can trigger drum tracks, techno, and visual compliments from designated notes on their instruments in an intuitive and easy way.

**Competitive Advantage:** Effect pedal companies make their money by being the only producers and suppliers of pedals. Currently there is no software for building and selling ePedals. In addition, our sound clip triggering system has not been commercialized and musicians have expressed great interest in this feature from survey data we collected. This feature is highly innovative. We are turning expensive hardware into cheaper software. Our technology is patent pending.

---

**Financials (USD)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expenditures</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
One Line Pitch: Zinnia’s technology addresses a major public health problem. Our mission is to offer the first technology to successfully prevent suicide.

Business Summary: Zinnia produces medical device systems that monitor individuals for suicide attempts in custodial settings, where suicides occur more frequently than in the general public. Psychiatric hospitals and jails bear large operating, regulatory, and liability expenses to address suicide. Our system will reduce the consequences of suicide, including injury, disability, and death; thereby reducing the institutional costs.

Management: Founder and CEO Andrew Kaufman runs Zinnia from it's headquarters at the CNY Biotech Accelerator in Syracuse, NY. Andrew has successfully recruited several experienced business and technical advisers to guide his vision. At present, veteran consultant Chris Camadella from Vroom, Inc, an Ithaca based engineering firm, is leading the development of Zinnia's first generation product.

Customer Problem: Suicide is a major public health concern. It has grown to epidemic proportions and is the most commonly reported hospital sentinel event. When an individual is placed in the custody of an institution, such as a psychiatric hospital or jail, safety should be paramount. Despite significant efforts, 1,800 suicides occur annually in psychiatric hospitals in the US and jail inmates commit suicide at a rate 3 times the general public.

Product/Services: We offer a fully wireless suicide monitoring and detection system for at risk individuals in custodial settings, such as psychiatric hospitals and jails. We provide training and installation as well as ongoing technical support. In addition, we provide remote back-up monitoring to ensure all emergencies are responded to appropriately.

Target Market: Our target market is two-fold: psychiatric hospital units and jails. There are 1,795 hospitals with psychiatric wards int he U.S. providing care for 1.8 million admissions each year. Thirty to forty percent of these admission are related to suicide risk. There are 3,376 U.S. jails housing 13 million inmates annually. Our first-order projections estimate the total domestic market size at approximately $500M annually.

Customers: Our hospital customers include psychiatric hospitals, community hospitals with psychiatric wards, academic medical centers and VA hospitals. Our correctional customers include local jails, usually run by county governments. These customers already spend significantly on operating costs and liability associated with suicide.

Sales/Marketing Strategy: Through market research conducted by an independent firm, participants representing jails and hospitals across the country received our technology enthusiastically, agreeing to host clinical trials. Zinnia will foster relationships with those facility executives to facilitate early adoption of it’s technology. In addition, Andrew’s colleagues include medical directors, regulators, and government officials involved in mental health care.

Business Model: We are considering different models at this stage, including equipment sales, disposables, software as a service, and end user license fees.

Competitors: Zinnia's main competition comes from skilled labor. Facility staff routinely perform suicide risk assessment and suicide observation at a high cost. SPO medical, an Israeli company, is using a similar system in a prison but has not pursued U.S. customers. Lastly, General Electric has developed a suicide monitoring system using radar technology. Unfortunately, it has not been shown to reliably detect suicide attempts.

Competitive Advantage: Zinnia is among the first to offer a technological solution to the problem if institutional suicide based upon monitoring and detection. If successful, it will be the first product to reduce the human and financial burden of suicide. Andrew’s unique understanding and appreciation of the market and its nuances from his experience as a national expert in forensic psychiatry positions Zinnia to be a leader in suicide prevention technology.
**One Line Pitch:** Zypsee's B2B2C model brings smartphone booking to the untapped 99% of the $20B ground transportation market.

**Business Summary:** Zypsee has built the platform and relationships to be the "Seamless Web" of the smartphone ride booking market. Unlike Uber, Hailo and existing car providers - Zypsee is a single destination ride platform that (1) serves both corporate and retail users struggling to find rides (2) motivates existing corporations and vehicle operators to acquire riders on behalf of Zypsee (3) provides retail rides with the same scale as yellow-taxis.

**Management:** The founding team has a history of successful collaborations. Michael & Vivek helped start an enterprise security startup sold to Symantec. They also created and licensed manufacturing execution software to the Fortune 500. Michael & Ram worked together previously at McKinsey & Co on business development and mobility topics. The founders are joined by industry experts that collectively have 50+ years experience in ground transportation.

**Customer Problem:** For riders: Zypsee changes the ride experience to create more transparency and reliability. Riders no longer need to be subjected to unpredictable taxi wait times. For vehicle operators: Zypsee provides the technology to maintain competitiveness and a network of partners that gives the operator benefits of scale.

**Product/Services:** For retail and corporate consumers requiring metro rides: Zypsee provides smartphone ride-request technology and access to a network of vehicles with scale that exceeds any single fleet. For vehicle operators: Zypsee provides the technology, operating model, and market access to protect their existing book of business as well as participate in new markets.

**Target Market:** We target the metro ride market. World wide the market is approximately $20B. In NYC alone approximately 900k retail rides occur daily.

**Customers:** We have two stakeholders. (1) Our riders, consisting of metro commuters who have smartphones. This is a horizontal market that represents a large fraction of the urban population. (2) Our vehicle operators, consisting of companies that manage anywhere from 50-1000 cars in target geographies and have a large existing book of business.

**Sales/Marketing Strategy:** We have constructed a value proposition for vehicle operators to join our broader network of operators and migrate their existing customers/riders to that network. Convincing the vehicle operators to join is an enterprise sale or business development deal. We pursue them with a standard pipeline. Once closed we slowly get access to their customers (typically numbering in the 1000s to 10s of 1000s of riders per operator).

**Business Model:** We facilitate rider access to both corporate and retail rides. For corporate rides we charge the operator a small service fee. For retail rides we take a larger commission on the fare.

**Competitors:** We compete against the de-facto ride-request habits which vary from market to market. E.g., in the NYC central business district it is yellow-taxi street hails. In the NYC outer boroughs it is pre-booked liverycabs. From a consumer view, our technology appears similar to Uber/Hail-o. However, since all smart-phone booking players combined have yet to exceed 1% market share we regard traditional ride-request habits as our primary competition.

**Competitive Advantage:** Until Zypsee everyone in this space had the same approach: competing for customers and drivers with the industry players they needed to run their business. We partner with industry players and have them deliver customers and fleets to us. We are the only company (1) with a business development capability to get these partnerships done (2) whose tech facilitates these deals by working like a "Seamless Web" destination for riders.

---

**Financials (USD)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>-</td>
<td>500,000</td>
<td>7,000,000</td>
<td>35,000,000</td>
<td>-</td>
</tr>
<tr>
<td>Expenditures</td>
<td>-</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-</td>
</tr>
<tr>
<td>Net</td>
<td>-</td>
<td>500,000</td>
<td>7,000,000</td>
<td>35,000,000</td>
<td>-</td>
</tr>
</tbody>
</table>

This is the highest-level summary of revenue targets. Interested, qualified parties can obtain current metrics (revenue, expenses and operations) and forward-looking models by contacting us.
June 27th, 2013
10:00 a.m.–4:30 p.m.
SUNY Global Center
116 East 55 St
New York, NY 10022

Sponsors
Innovate New York Funds
Advisory Board
SUNY Research IS AT THE CENTER OF NEW YORK’S ECONOMIC REVITALIZATION

People
Connect to Find a SUNY Scholar - a database of more than 21,000 profiles of SUNY faculty experts supporting SUNY and the Entrepreneurial Century. www.rfsuny.org/sunyscholar

Infrastructure
SUNY Campuses, Centers of Excellence, Business Incubators, Centers for Advanced Technology and other SUNY assets drive entrepreneurial opportunity and economic growth. Connect to the SUNY Assets Map. www.suny.edu/researchmap

Technology
Connect to a portfolio of cutting-edge SUNY technologies and learn about new business opportunities. www.rfsuny.org/commercialization

Connect to the Power of SUNY Research

SUNY RF
The Research Foundation for The State University of New York

www.facebook.com/rfsuny
www.rfsuny.org

Subscribe to RF eNews: www.rfsuny.org/joinenews
Empire State Development (ESD) is New York State’s leading economic development agency.

The mission of ESD is to promote a vigorous and growing economy by supporting private sector investment and job growth in New York State. Through the use of loans, grants, tax credits and other forms of assistance, ESD enables businesses to grow and create jobs throughout New York.

ESD is also the lead agency for Governor Cuomo’s Regional Economic Development Councils, the Governor’s Office of Motion Picture and Television Development, Minority and Women-Owned Business Services, Small Business Assistance, and Tourism, which manages “I Love NY,” the State’s iconic brand.

For more information, including small business and innovation program details, please visit: www.esd.ny.gov
SUNY Levin Institute is pleased to partner with the Research Foundation of SUNY and the Empire State Development Corporation to host the first New York Innovation Showcase. We welcome innovators and entrepreneurs from many SUNY campuses and from the portfolios of ESD’s Innovate New York Funds, to build bridges with the New York City entrepreneurial investment community. This Showcase demonstrates the Power of SUNY to bring together key stakeholders from around New York State to promote the economic vitality of the State in this Entrepreneurial Century.

MISSION STATEMENT

SUNY Levin Institute promotes thoughtful educational engagement and an analysis of globalization and its impact on New York State. The Levin Institute operates in the tradition of the urban land grant University; public universities dedicated to addressing challenges of 21st century cities. The Levin Institute enhances public discourse, creates and disseminates knowledge, engages international, national and local partners, and develops and manages programs to support New York’s and the nation’s economic growth, sustainability and social vitality. The Levin Institute focuses on international involvement, entrepreneurism, innovation, scholarship and workforce development. Levin programs in the fields of innovation and entrepreneurship include:

**JumpStart:**
Unique career transition program which connects mid-career professionals to opportunities in start-up enterprises.

**FastTrac:**
Enterprise education that has trained over 2,500 entrepreneurs to start and grow new businesses in New York City alone.

**Women Entrepreneurs and Investors:**
Supporting the success of women-led enterprises through public engagement, networking, and a master class for women entrepreneurs.

**Entrepreneurship in New York - A Baseline Study:**
Forthcoming study of the state of entrepreneurship in New York, focused on university-affiliated, innovation-based start-ups enterprises.

Dr. Daniel Julius, Executive Director, daniel.julius@suny.edu

Thomas Moebus, Deputy Director, thomas.moebus@suny.edu
Innovate New York Fund Awardees

The Innovate NY Fund is a $25 million seed stage equity fund to support innovation, job creation, and high growth entrepreneurship throughout the state.

Six competitively selected investment funds have each received approximately $4 to $5 million to invest in technology companies and other high growth firms.

All contracted investment funds must secure at least a 2:1 match from private sources on its aggregate portfolio at the time of investment. State Small Business Credit Initiative (SSBCI) funding may not exceed $500,000 per investment or $750,000 in the case of any individual biotechnology related company.

As part of the Small Business Jobs Act signed into law by President Obama in September 2010, the SSBCI was created to provide direct support to states for use in programs designed to increase small businesses' access to credit. On September 15, 2011, it was announced that the U.S. Department of the Treasury approved New York's SSBCI application, allowing the state to access $55.4 million in federal money to fund three new small business lending programs which enable small businesses to leverage new capital and credit to help them create private sector jobs. Among the three new small business programs is the Innovate NY Fund, a $25 million seed-stage equity fund used to support innovation, job creation, and high growth entrepreneurship throughout the state.
Canrock Ventures

Founded in February 2010 by three accomplished technology entrepreneurs with extensive angel investing backgrounds, Canrock Ventures has become the most active center of new technology entrepreneurship on Long Island, and has already invested $11.8M in 14 companies, generating 53 permanent, high-paying jobs.

Key Facts

Stages of investments
- Early-stage $250-500k
- Follow-on investment: reserves up to $1.5M

Investments in companies founded by regional entrepreneurs.

Investment themes
- Enterprise software
- Consumer applications
- Cloud computing
- Social media
- Large-scale analytics

Geographic coverage
- Long Island

Canrock has $14 million of Assets Under Management, of which 77% are invested in New York State, mainly in Long Island.

In addition to investing in companies founded by regional entrepreneurs, Canrock works closely with nearby world-class research institutions to commercialize academic projects. **Canrock provides an incubator and shared services.**

This year, Canrock is helping to build a larger-scale future of technology entrepreneurship on Long Island, and was recognized with a **$3M grant from NYS to build Thought Box 1, a transit-oriented industry cluster and incubator.**

To counter the historically low rate of technology startups in the region, Canrock provides leadership and support to the nonprofit economic development organization, **Accelerate Long Island**, which aims to cultivate the technology ecosystem as successful regions have done in the past (such as San Diego, CA and Waterloo, Ontario).

<table>
<thead>
<tr>
<th>Company</th>
<th>Business Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Health Journal</td>
<td>Content monetization</td>
</tr>
<tr>
<td>Clearpath Robotics</td>
<td>Software Applications</td>
</tr>
<tr>
<td>Coo Coo</td>
<td>Content Monetization</td>
</tr>
<tr>
<td>General Sentiment</td>
<td>Large Scale Analytics</td>
</tr>
<tr>
<td>Hatsize</td>
<td>Cloud Computing</td>
</tr>
<tr>
<td>Hip Street</td>
<td>ecommerce</td>
</tr>
<tr>
<td>Karma411</td>
<td>Social Media Solutions</td>
</tr>
<tr>
<td>LoadnVote.com</td>
<td>Content Monetization</td>
</tr>
<tr>
<td>Sentiment Alpha</td>
<td>Large Scale Analytics</td>
</tr>
<tr>
<td>SEO Pledge</td>
<td>Content Monetization</td>
</tr>
<tr>
<td>Soletron</td>
<td>Content Monetization &amp; ecommerce</td>
</tr>
<tr>
<td>Sparkoloege</td>
<td>Software Applications</td>
</tr>
<tr>
<td>Three2N</td>
<td>Software Applications</td>
</tr>
<tr>
<td>Thrive Metrics</td>
<td>Business Intelligence &amp; Analytics</td>
</tr>
</tbody>
</table>

Canrock Ventures, LLC has received $4.5 million to invest in technology-focused seed stage businesses located in the Long Island region.
Cayuga Venture Fund is based in Ithaca, New York. Since 1994, they have been working to create and establish a thriving community of leading edge, high tech start-up companies in Ithaca and upstate New York by providing the necessary capital and other resources they need to grow and prosper.

Key Facts

Stages of investments
- From seed to growth stage

Investment themes
- Innovative technology or product
- Across industry sectors

Location and geographic coverage
- New York State

Cayuga Venture Fund has approximately **$60M under management**, not including Innovate New York’s fund allocation.

**95% of its funds are invested in New York State**, in a wide variety of industry sectors.

Many of the companies they invest in have a strong foundation in university based research, particularly Cornell University. Cornell is one of the nation’s leading research universities, and this results in an attractive array of investment opportunities that have been largely underserved by the capital markets.

Cayuga Venture Fund has a rigorous selection process to ensure that an investment target is a good fit for its portfolio. Attributes considered include:
- Strong and committed management team
- Innovative technology or product
- Strong IP protection or early mover advantage
- Strong technical team
- Significant market potential
- Financing background
- Founders
- Investment Geography

Investments to New York State Ventures
*(Those receiving INY Funds are in green)*

<table>
<thead>
<tr>
<th>Company</th>
<th>Business Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advion BioSciences</td>
<td>Life Science Products</td>
</tr>
<tr>
<td>Allworx Corporation</td>
<td>Telecom</td>
</tr>
<tr>
<td>BinOptics</td>
<td>Telecom/Datacom</td>
</tr>
<tr>
<td>Calient Networks</td>
<td>Telecom/Datacom</td>
</tr>
<tr>
<td>Cheribundi</td>
<td>Food &amp; Health</td>
</tr>
<tr>
<td>Chequed</td>
<td>Internet/Software</td>
</tr>
<tr>
<td>e2e Materials</td>
<td>Composite</td>
</tr>
<tr>
<td>GiveGab</td>
<td>Social Media/Internet</td>
</tr>
<tr>
<td>Kionix</td>
<td>MEMS Technology</td>
</tr>
<tr>
<td>Mezmeriz</td>
<td>MEMS Technology - Optics</td>
</tr>
<tr>
<td>Primet Precision Materials</td>
<td>Nano Technology</td>
</tr>
<tr>
<td>Rheonix</td>
<td>Life Science Products</td>
</tr>
<tr>
<td>Soundcloud</td>
<td>Internet/Software</td>
</tr>
<tr>
<td>Stormblok</td>
<td>Building Products</td>
</tr>
</tbody>
</table>

Cayuga Venture Fund IV received $6.4 million from the Innovate New York Fund to invest primarily in the Southern Tier, Western New York, Finger Lakes, and Central New York regions.
Excell Partners is a state supported seed-fund investing in high-tech startups in Upstate NY. Excell is an affiliate of the University of Rochester, and was funded in 2005 by the State of New York via the University of Rochester Medical Center.

Excell Partners has $7 million under management (including Innovate NY funds), 100% of which is seed capital to be invested in New York State.

- Typical investment: $150K - $200K per round, out of a $750K-$1M round
- Will lead and/or co-invest
- Preferred instrument – convertible debt

To date:
- Excell has invested $2.7M in 23 ventures
- Excell’s investments have raised over $134M of follow-on funding
- In 2011 Excell’s portfolio accounted for 245 FTEs

Investments to New York State Ventures
(Those receiving INY Funds are in green)

<table>
<thead>
<tr>
<th>Company</th>
<th>Business Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adarza Bio</td>
<td>Medical Diagnostic</td>
</tr>
<tr>
<td>ADHT</td>
<td>Tele-Health</td>
</tr>
<tr>
<td>AndroBioSys</td>
<td>Therapeutic</td>
</tr>
<tr>
<td>Advanced Feed Technology</td>
<td>Consumer Products &amp; Services</td>
</tr>
<tr>
<td>Cerebral Assessment Sys.</td>
<td>Medical Software</td>
</tr>
<tr>
<td>Cerion</td>
<td>Fuel Additive</td>
</tr>
<tr>
<td>CypherWorx</td>
<td>e-learning</td>
</tr>
<tr>
<td>Diffinity</td>
<td>Medical Device</td>
</tr>
<tr>
<td>e2e Materials</td>
<td>Green Materials</td>
</tr>
<tr>
<td>EET Diesel Sys.</td>
<td>Industrial / Energy</td>
</tr>
<tr>
<td>First Wave Products Group</td>
<td></td>
</tr>
<tr>
<td>GiveGab</td>
<td>Software</td>
</tr>
<tr>
<td>Graphene Devices</td>
<td>Industrial / Energy</td>
</tr>
<tr>
<td>Isolation Sciences</td>
<td>Industrial / Energy</td>
</tr>
<tr>
<td>Koning</td>
<td>Medical Imaging</td>
</tr>
<tr>
<td>LAGeT</td>
<td>Medical Device</td>
</tr>
<tr>
<td>Mezmeriz</td>
<td>Consumer Prod. / Electronic Dev.</td>
</tr>
<tr>
<td>Novomer</td>
<td>Green Materials</td>
</tr>
<tr>
<td>OSM Environmental</td>
<td></td>
</tr>
<tr>
<td>SensiVida</td>
<td>Medical Device</td>
</tr>
<tr>
<td>SpectralSight</td>
<td>Electronic Dev.</td>
</tr>
<tr>
<td>StormBlob Systems, Inc.</td>
<td>Building Products</td>
</tr>
<tr>
<td>Strong Arm</td>
<td>Business Products &amp; Services</td>
</tr>
<tr>
<td>Terreneu</td>
<td>Green Materials</td>
</tr>
<tr>
<td>Tetragenetics</td>
<td></td>
</tr>
</tbody>
</table>

Excell Partners, LLC received $5.1 million from the Innovate New York Fund to invest in seed stage businesses focused on life sciences, energy, software and consumer products and located in the Southern Tier, Western New York, Finger Lakes, Capital and Central New York regions.

Excell Partners Inc.
222 West Ridge Road, Suite 156-1
Rochester, NY, 14615
info@excellny.com
http://excellny.com

Excell Partners, Inc.
(585) 458-SEED (7333)
**ff Venture Capital**

*ff Venture Capital is an early-stage venture capital firm with about $60M under management. From late 1999 to December 2012, ff Venture Capital has made over 160 investments in 61 early-stage companies. Nearly 40% of ff Venture Capital’s portfolio companies are based and headquartered in New York.*

**Key Facts**

**Stages of investments**
- Primarily seed stage

**Investment themes**
*We Require:*
- Disruptive technology
- Compelling business models
- Generalists in terms of industry / sector

**Geographic coverage**
- Location-agnostic
- ff Venture Capital has invested in companies around the US, and in Canada, Europe, and Israel
- Nearly 40% of ff Venture Capital’s portfolio companies are New York based

The ff Venture Capital team is heavily involved with a number of New York City and New York State technology initiatives. Our Partners are mentors at such NY accelerators as Dreamit Ventures, Entrepreneurs Roundtable Accelerator, Founder Institute, Lean Startup Machine, and the Startup Leadership Program. David Teten, Partner, is Founder and Chairman of Harvard Business School Angels of Greater New York and co-founder of the Venture Capital Access Program, which helps women and minority entrepreneurs raise capital from members of the Harvard angels network. Ryan Armbrust, Associate, is on the board of the Columbia Venture Community, and is the founder of the Brooklyn Venture Community.

ff Venture Capital believes that by providing our companies with an unusually broad array of resources and hands-on support, we can significantly increase their odds of success. Specifically, we provide a job board, recruiting assistance, strategy consulting, an experienced mentor network, a pool of preferred service providers, a portfolio executive community, accounting services, help with software development, and public relations counsel.

**Investments to New York State Ventures**
*(Those receiving INY Funds are in green)*

<table>
<thead>
<tr>
<th>Company</th>
<th>Business Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adcade</td>
<td>Advertising</td>
</tr>
<tr>
<td>Addepar</td>
<td>Financial Services</td>
</tr>
<tr>
<td>Adsie</td>
<td>Advertising</td>
</tr>
<tr>
<td>Appy Couple</td>
<td>Mobile</td>
</tr>
<tr>
<td>CapitalSpring LLC</td>
<td>Enterprise</td>
</tr>
<tr>
<td>Centzy</td>
<td>E-Commerce</td>
</tr>
<tr>
<td>Clearpath</td>
<td>E-Commerce</td>
</tr>
<tr>
<td>Contently</td>
<td>Marketplace</td>
</tr>
<tr>
<td>HowAboutWe</td>
<td>Consumer Web</td>
</tr>
<tr>
<td>Indiegogo</td>
<td>Social</td>
</tr>
<tr>
<td>Kohort</td>
<td>Consumer Web</td>
</tr>
<tr>
<td>LocalResponse</td>
<td>Advertising</td>
</tr>
<tr>
<td>Movable Ink</td>
<td>Advertising</td>
</tr>
<tr>
<td>Moveline</td>
<td>E-Commerce</td>
</tr>
<tr>
<td>Parsely</td>
<td>Social</td>
</tr>
<tr>
<td>Payz</td>
<td>Financial Services</td>
</tr>
<tr>
<td>Phone.com</td>
<td>Consumer Web</td>
</tr>
<tr>
<td>Plated</td>
<td>Health</td>
</tr>
<tr>
<td>TheaterMania</td>
<td>E-Commerce</td>
</tr>
<tr>
<td>Transactis</td>
<td>Financial Services</td>
</tr>
<tr>
<td>Voxy</td>
<td>Education</td>
</tr>
</tbody>
</table>

ff Venture Capital received $5.7 million from the Innovate New York Fund to invest in disruptive technology companies that are located in the state of New York.
**Golden Seeds**

*Golden Seeds is an investment firm dedicated to delivering above market returns through the empowerment of women entrepreneurs and the people who invest in them. Started in 2004, Golden Seeds now has two seed/early stage venture funds, the fourth largest angel network in the United States (as per the Angel Capital Association) and an educational services group.*

**Key Facts**

**Stages of investments**
- Early seed
- Seed stage

*Golden Seeds invests in early stage Technology, Consumer, Life Sciences, and Media companies nationwide. We focus on capital efficient companies with a focus on early exits. We promote diverse management teams by requiring companies to have a woman in a senior management position—often the chief executive officer—with significant (not necessarily majority) equity position in the venture.*

**Investment themes**
- Technology
- Consumer
- Media
- Life Sciences

**Geographic coverage**
We have 277 nationwide members with the following breakdown:
- New York (194)
- Silicon Valley (29)
- Boston (30)
- Dallas (20)

**Golden Seeds** is very engaged with the New York entrepreneurial community. It was a recipient of the New York Enterprise Report’s Award for Advocate of the Year in 2008 and has developed relationships with other angel groups in the city through angel network memberships with New York Angels, Life Sciences Angels, Wharton Angel Network (NYC), Harvard Angels (NY), and Long Island Angel Network.

Golden Seeds has three branches (an angel network, a venture capital funds, and a Knowledge Institute) that operate in harmony. The Golden Seeds’ funds have $35 million under management. The entire Golden Seeds firm (including angels) has invested over $50 million to date. Golden Seeds manages the funds received from the Innovate New York Fund ($5 million) alongside its second venture capital fund. To date, Golden Seeds has invested the Innovate New York Funds into three investments. The Innovate NY Fund beneficiary companies are Plum Perfect, Bespoke Global, and Little Pim.

Golden Seeds has 48 companies under management in the portfolio currently. The companies detailed in the chart below are the companies in which the most recent fund (Fund 2) is invested.

**Investments to New York State Ventures**

*(Those receiving INY Funds are in green)*

<table>
<thead>
<tr>
<th>Company</th>
<th>Business Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>AboutOne</td>
<td>Technology</td>
</tr>
<tr>
<td>Avaxia</td>
<td>Life Sciences</td>
</tr>
<tr>
<td><strong>Bespoke Global</strong></td>
<td><strong>Consumer</strong></td>
</tr>
<tr>
<td>Cognition</td>
<td>Life Sciences</td>
</tr>
<tr>
<td>Therapeutics</td>
<td>Life Sciences</td>
</tr>
<tr>
<td><strong>Plum Perfect</strong></td>
<td><strong>Technology</strong></td>
</tr>
<tr>
<td>Cravebox</td>
<td>Consumer</td>
</tr>
<tr>
<td>Crimson</td>
<td>Consumer</td>
</tr>
<tr>
<td>Hexagon</td>
<td>Technology</td>
</tr>
<tr>
<td>Culture Jam</td>
<td>Technology</td>
</tr>
<tr>
<td>Flixmaster</td>
<td>Technology</td>
</tr>
<tr>
<td>Groupize</td>
<td>Technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company</th>
<th>Business Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hatsize</td>
<td>Technology</td>
</tr>
<tr>
<td>Learning Corp</td>
<td>Technology</td>
</tr>
<tr>
<td>LARK</td>
<td>Consumer</td>
</tr>
<tr>
<td>Little Passports</td>
<td>Consumer</td>
</tr>
<tr>
<td><strong>Little Pim</strong></td>
<td><strong>Consumer</strong></td>
</tr>
<tr>
<td>Open Road</td>
<td>Media</td>
</tr>
<tr>
<td>Playrific</td>
<td>Technology</td>
</tr>
<tr>
<td>RuMe</td>
<td>Consumer</td>
</tr>
<tr>
<td>Style for Hire</td>
<td>Consumer</td>
</tr>
<tr>
<td>TextureMedia</td>
<td>Media</td>
</tr>
<tr>
<td>Trusted Hands</td>
<td>Consumer</td>
</tr>
</tbody>
</table>

Golden Seeds received $5 million from the Innovate New York Fund to invest alongside deals that the Golden Seeds Fund 2 invests in located in all regions of New York State.

Golden Seeds
888-629-6774

750 Lexington Ave, 6th floor
New York, NY 10022
www.goldenseeds.com
SCP Incubator is a part of Z80 Labs, which was formed in 2012 for the purpose of growing the internet based technology sector in Western New York. While Z80 Labs was recently formed, Seed Capital Partners and Softbank Capital have been investing in early stage companies since before 1999.

Working and living in Buffalo, SCP Incubator and Z80 Labs are solely focused on New York companies. Their objective with this fund is to change the startup ecosystem in the Buffalo area.

In the last ten years, and before this year’s Innovate New York fund award, Softbank Capital and Seed Capital Partners have invested in excess of $200M in New York State-based companies.

Funds under management are from Seed Capital Partners, Softbank Capital NY and SCP Buffalo Incubator.

Investments made in the New York State are as follows:
- Seed Capital Partners - +/- 50%
- Softbank Capital NY – 100%
- CP Buffalo Incubator – 100%

Key Facts

Stages of investments
- Early stage

Investment themes
Investment themes include but are not limited to:
- Enterprise
- Consumer
- SaaS
- Media
- Health IT
- Medical device
- Life Sciences
- Financial
- Green
- Apps
- Games
- Mobile
- Robotics

Geographic coverage
New York State based companies only. Z80 Labs will focus on companies prepared to locate in their facility in downtown Buffalo.

SCP Buffalo Incubator LP received $5.1 million from the Innovate New York Fund to invest in internet broadband and life science focused seed stage businesses located primarily in Western New York.
Stonehenge Capital

Stonehenge Capital Company was created in 1999 as a spinoff from Bank One. Stonehenge invests in regions that are rich in innovation, yet lacking in locally-available sources of institutional equity capital. Stonehenge Growth Equity supports the growth of companies in up-and-coming markets by backing passionate entrepreneurs applying technology to solve business problems.

Key Facts

Stages of investments
- Seed/early stage equity
- Growth equity

Stonehenge invests to support growth of sales and marketing rather than research and development.

Companies must have completed the development of their product offering, have strong managerial teams, and are in need of equity financing to support their growth.

Investment themes
Technology-enabled businesses
- Healthcare
- IT

Geographic coverage
- New York, especially Upstate
- Florida and the Southeast

Current or exited investments in NYS are from Rochester, Buffalo, Kingston, and Norwich.

Since 1999, Stonehenge’s growth equity team, led by Brian Model in New York and Steve Lux in Florida, has invested $44.3 million in 29 companies. Since 2001, Stonehenge’s growth equity team has invested $11.9 million in 12 New York businesses.

- Overall employment has increased from 141 at the time of initial investment to 935 as of December 31, 2012 or the time of exit, a gain of 794 jobs.
- In New York State, these companies have grown from 133 employees to 552, a gain of 419 jobs.

The majority of investments from Stonehenge will occur in high growth information technology (“IT”) and healthcare companies that leverage technology to make their customers’ businesses or products/services better, faster, or less expensive.

Investments to New York State Ventures
(Those receiving INY Funds are in green)

<table>
<thead>
<tr>
<th>Company</th>
<th>Business Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>7thOnline, Inc.</td>
<td>IT</td>
</tr>
<tr>
<td>Commerce Systems, Inc.</td>
<td>IT</td>
</tr>
<tr>
<td>Critical Mention, Inc.</td>
<td>IT</td>
</tr>
<tr>
<td>DataSynapse, Inc.</td>
<td>IT</td>
</tr>
<tr>
<td>eHealth Global Technologies</td>
<td>Healthcare</td>
</tr>
<tr>
<td>Hotel Tech Solutions</td>
<td>IT</td>
</tr>
<tr>
<td>iCardiac Technologies</td>
<td>Healthcare</td>
</tr>
<tr>
<td>Knovel Corporation</td>
<td>IT</td>
</tr>
<tr>
<td>Lumetrics, Inc.</td>
<td>IT</td>
</tr>
<tr>
<td>Medidata Solutions, Inc.</td>
<td>Healthcare</td>
</tr>
<tr>
<td>Partsearch Technologies</td>
<td>IT</td>
</tr>
<tr>
<td>PixFusion, LLC</td>
<td>IT</td>
</tr>
</tbody>
</table>

Stonehenge Growth Equity received $6.4 million from the Innovate New York Fund to invest in seed stage businesses located statewide, with a substantial focus in upstate New York and on healthcare information technology and life sciences.
New York Showcase Innovation Advisory Board:

Michael Batten, M.D.  SUNY Levin Institute
Clayton Besch         Empire State Development
Jeffrey Boyce         The Research Foundation for SUNY
Judith Estrella       Empire State Development
Matthew Gardner       SUNY Levin Institute
Jordan Levy           Seed Capital Partners
Theresa Mazzullo       Excell Partners
Jason Mellen           SUNY Levin Institute
Brian Model           Stonehenge Growth Capital
Tom Moebus             SUNY Levin Institute
                        The Research Foundation for SUNY
Greg O’Connor          The Research Foundation for SUNY
Sharon Rutter          Empire State Development
David Schoenhaut, Ph.D. SUNY Downstate Medical Center
Per Stromhaug, Ph. D.  The Research Foundation for SUNY
Hodgson Russ’s intellectual property and corporate attorneys are proud to support SUNY’s Innovation Showcase.

Practicing in virtually every substantive area of law, our attorneys facilitate the U.S. legal aspects of transactions around the world and regularly advise start-up, high-growth, and established companies at every stage of their evolution. We also represent venture capital funds, strategic investors, and angel investors on the full range of their activities.

Ask for a free copy of our handbook *Entering the Market: A Legal Primer for Emerging Companies.*

For more information, contact:
Ranjana Kadle, Ph.D.
rkadle@hodgsonruss.com

Where value is law.

1540 Broadway, 24th Floor, New York, NY 10036
212.431.7500  www.hodgsonruss.com
New York  Buffalo  Albany  Saratoga Springs  Palm Beach  Toronto