

Tower Club - Tysons Corner
December 20, 2021

The Big Idea
CONNECTpreneur
Networking &
Pitch
Extravaganza!

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SCHEDULE

Monday, December 20th, 2021

5:00-6:15 pm REGISTRATION AND POWER NETWORKING – ATRIUM, CRESCENT LOUNGE, & BALCONIES

6:15-6:30 pm

WELCOME REMARKS – FAIRFAX ROOM

TIEN WONG, Founder and Host, CONNECTpreneur

JEFF BROUSE, Senior Director, ClubCorp

JULIE COONS, CEO, NOVA Chamber of Commerce

6:30 – 6:35 pm – OVERVIEW OF TEDCO AND MARYLAND INNOVATION FUND

DR. ARTI SANTHANAM, Executive Director, Maryland Innovation Initiative Fund at TEDCO

6:35 – 6:40 pm – INTRODUCTION TO JOHNSON & JOHNSON INNOVATION – JLABS AND BLUE KNIGHT

SALLY ALAIN, Regional Head, JLABS @ Washington, DC

RACHEL RATH, Director, BARDA Alliance at Johnson & Johnson Innovation – JLABS

COMPANY SHOWCASE / ROCKET PITCH

6:40-7:30 pm – Intros By: Angie O’Grady, Partner and COO, StellaPop, Hunter Haines, Associate Attorney, NEXT, and Will Choi, Assurance Partner, Dixon Hughes Goodman LLP

Virtanza

Uvii

Prepps

Databuoy Corporation

Blue Ridge Networks

CyRisk

EvenFlow AI

EveryIncome

Human Health Ventures Inc

Lattus

Predictiv Care

Ubiquity Solar

7:30 – 8:45 PM

EXPO AND NETWORKING –

ATRIUM, CRESCENT LOUNGE, & BALCONIES

OUR SPEAKERS



TIEN WONG, CEO, OPUS8, INC.

Tien is Chairman and CEO of Opus8, an investment and advisory firm which helps technology companies and alternative investment fund managers raise capital. He is also Chairman of Tech 2000, a Northern Virginia based leader in technology training and learning analytics, as well as Chairman of Lore Systems, a provider of network engineering, cloud computing, and strategic IT consulting.

In 1991, Tien co-founded and served as CEO of CyberRep, Inc. until its acquisition in 2003 by Affiliated Computer Services. CyberRep was one of the largest privately held CRM outsourcing companies in the world with over 2,300 employees and \$80 million in revenue. Today, the CyberRep/ACS business unit is one of the world's largest call center operations, with \$2+ billion in revenue as a division of Xerox. CyberRep was ranked for 4 consecutive years in INC. Magazine's "Inc. 500" as one of the fastest growing companies in the USA. CyberRep was profitable for 11 straight years and was backed by Allied Capital Corporation.

Tien is a recognized international expert in CRM, direct marketing, and BPO, having presented at dozens of industry events around the world on CRM and BPO topics. He has provided industry commentary on the ABC, Fox, NBC, CNBC, Maryland Public Television, and China's CCTV networks, as well as Time Magazine, The Washington Post, Inc. Magazine, and Success Magazine. He serves on several boards including the Montgomery County (MD) Economic Development Corp., Center for Innovation Technology GAP Fund's Investment Advisory Board, the Northern Virginia Chamber of Commerce, and Refraction. He was appointed by Governor Martin O'Mally to the 9-member Maryland Venture Fund Authority which allocates and manages \$84 million of capital which is invested into top tier venture funds. He is an Entrepreneur in Residence at Georgetown University's McDonough School of Business, and a graduate of Dartmouth College.



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

Julie Coons is a transformative business leader who delivers unprecedented revenue and profit growth through innovation, operational excellence and cultural change. She is President & CEO of the Northern Virginia Chamber of Commerce, the Voice of Business in Northern Virginia™, representing local employers with more than 500,000 regional employees. The Northern Virginia Chamber is the leader in advancing innovative solutions to the region's priorities in transportation, education, workforce, and economic opportunity. For 90-plus years, the Northern Virginia Chamber has been working hand-in-hand with companies in the region to build a strong business community.

From 2017-2018 Ms. Coons served as COO of the Council of Better Business Bureaus. The Council of Better Business Bureaus is a \$31m organization comprised of a range of national programs, over 100 BBB national partners throughout North America. From 2008-2016, Ms. Coons served as the President and CEO of the Electronic Retailing Association where she led a significant financial and brand transformation of the association. Previously, Ms. Coons served as president and CEO of the Tech Council of Maryland, where she led the association to a regional position of influence. Before joining TCM, Ms. Coons was executive vice president at PCIA-The Wireless Infrastructure Association, a telecommunications trade association. Prior to the non-profit world, Ms. Coons led international business development for several telecommunications companies.

She has been an active member of numerous non-profit boards including the Advertising Self-Regulation Council and an active member of the International Women's Forum and the American Society of Association Executives. She was recently named one of the 2018 DCA Live Non-Profit Leaders. Ms. Coons graduated cum laude from the University of the Pacific in Stockton, CA, with a B.A. in economics and B.A. in Japanese language and literature.

OUR SPEAKERS



JEFF BROUSE, SENIOR DIRECTION, CLUBCORP

Jeff Brouse is Sr. Membership Director for ClubCorp, located at Tower Club Tysons. Jeff strives to leverage his relationship-building abilities with luxury club and community sales and member retention, individual and corporate membership sales, product sales, and business development. Prior to his 20 year career in corporate hospitality, Jeff consulted with companies to improve their bottom line in the oil industry, particularly with the development and sales of synthetic lubricants and environmentally friendly motor oil, by identifying cost-reduction measures, creating new strategic partnerships, and clearly positioning a company's products and services to the customer. He founded Abolish Child Trafficking Now, Inc. to raise awareness and assist child trafficking victims. Jeff is Chair the Board of Directors of Formicidae, LLC, sits on the Board for the Tysons Regional Chamber of Commerce, and on the Advisory Board of SHINE Systems, LLC. Jeff holds a bachelor degree in Political Science-International Relations from the UC-Santa Barbara. Jeff and his wife, Kathleen, reside in Sterling, VA, and have two "no longer kids," Stephen and Jack.



DR. ARTI SANTHANAM, EXECUTIVE DIRECTOR, MARYLAND INNOVATION INITIATIVE

Dr. Arti Santhanam is the Executive Director of the Maryland Innovation Initiative (MII) fund at TEDCO, the technology commercialization and investment instrument for the state of MD. She currently directs the MII funds investing in commercialization and start-up companies spun out of five participating universities; Johns Hopkins University, the University of Maryland College Park, Baltimore and Baltimore County campuses, as well as Morgan State University. Established in 2012, MII has invested \$43M that has resulted in 119 startups, >\$570M follow-on funding and 7 exits to date. At TEDCO, Dr. Santhanam has served various roles over the years including Investment Analyst for the Maryland Venture Fund and Director for the Life Science Investment Fund.

OUR PARTNERS



TOWER CLUB TYSONS CORNER

Tower Club Tysons Corner is a diverse business and social community. located in the heart of Northern Virginia, the Club is where local power players come to work and connect. With exceptional programming, business and social events, Members build lifelong relationships and develop a network of connections that lead to personal fulfillment and invaluable memories.

Build your network of business and social connections at our special Member events. Our Members include local professionals, civic and community leaders and other influential people to enhance your circle of friends. Our programs are designed to enrich your life with cultural, educational and business-oriented events to match your interests. Enjoy guest speakers, professional seminars, and exclusive member committees, clubs and events. For more info: <https://www.clubcorp.com/Clubs/The-Tower-Club-Tyson-Corner/Contact-Us/>

NORTHERN VIRGINIA CHAMBER OF COMMERCE

The Northern Virginia Chamber of Commerce (Northern Virginia Chamber), the Voice of Business in Northern Virginia™, represents over 650 local employers with more than 500,000 regional employees. The Northern Virginia Chamber is the leader in advancing innovative solutions to the region's priorities in transportation, education, workforce, and economic opportunity. For 90-plus years, the Northern Virginia Chamber has been working hand-in-hand with companies in the region to build a strong business community. To learn more about the Northern Virginia Chamber, please visit <http://www.novachamber.org> and follow the Northern Virginia Chamber on Twitter: @NOVACHamber



NEXT powered by SHULMAN ROGERS

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

NEXT is powered by Shulman Rogers, a full-service law firm with nearly 100 attorneys offering superior service across a wide range of practice areas. In the corporate arena, Shulman Rogers provides services including business planning, operational issues, M&A, litigation, commercial real estate, landlord-tenant, commercial development, securities, tax, intellectual property, immigration, telecommunications and bankruptcy/debt restructuring. The firm also offers robust personal services such as residential closings and trust and estate planning. Shulman Rogers has earned its reputation for providing quality representation, business insight and client value, serving as a highly attractive alternative to larger, higher-priced firms and smaller, less diverse firms. Learn more at ShulmanRogers.com.

ANTHONY MILLIN, NEXT CHAIR & PARTNER, SHULMAN, ROGERS

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



OUR PARTNERS

JOHNSON & JOHNSON INNOVATION - JLABS



Johnson & Johnson Innovation – JLABS @ Washington, DC is a life science and healthcare incubator offering lab, office, and conference space, and is designed to house up to 50 start-up companies from across the pharmaceutical, medical device, consumer and health technology sectors. JLABS @ Washington, DC serves as the hub for BLUE KNIGHT™, a joint initiative between JLABS and the Biomedical Advanced Research and Development Authority (BARDA), which aims to stimulate the innovation and incubation of science and technologies that may improve health security and response by supporting companies focused on public health threats and emerging infectious disease.



SALLY ALLAIN, REGIONAL HEAD, JLABS

As Regional Head of JLABS @ Washington, DC, Sally sets the strategic direction and oversees all operational activities for JLABS in the greater Washington metro region, including Maryland and Virginia. In this role, Sally is responsible for the process of evaluating and selecting a strong portfolio of innovators for JLABS @ Washington, DC, and building strategic partnerships with corporate, academic, government and industry organizations that aim to strengthen the region's life sciences innovation network.

Sally joined JLABS after serving as Senior Director, Strategy & Operations on the Global External Innovation team at Johnson & Johnson, where she supported portfolio management and reporting and strategic business development efforts across the organization. Prior, Sally was with Janssen R&D, Immunology, where she managed a team in research operations and alliance management for the early discovery to early development portfolio. Sally understands well the needs of healthcare entrepreneurs, having launched her research career at a San-Diego based biotech startup and then working internationally for a UK-based governmental economic development agency creating early-stage biotech and academic collaborative programs aimed at accelerating the development of products to address the needs of patients and consumers.

Sally received her MBA from the University of California Berkeley, Haas School of Business, where she was recognized by 'Poets and Quants' as one of the 'Top 50' EMBA students across US & International Programs in 2016; a Master of Science Degree in Microbiology / Immunology from Virginia Tech; and a Bachelor of Science Degree in Biology from Virginia Tech.



RACHEL RATH, DIRECTOR, BARDA ALLIANCE

Rachel is the Director of the BARDA Alliance for Johnson & Johnson Innovation – JLABS ('JLABS'), based at JLABS @ Washington, DC. She is responsible for managing the BLUE KNIGHT™ joint initiative between JLABS and BARDA. Rachel is responsible for collaboratively establishing the strategic direction and oversight of all operational activities related to the collaboration with BARDA, including managing the sourcing and selection of high potential companies and developing global educational programming. Before joining JLABS, Rachel was the Chief of Staff for the National Evaluation System for health Technology Coordinating Center (NESTcc)—an initiative of the Medical Device Innovation Consortium (MDIC)—that was established with funding from the U.S. Food and Drug Administration (FDA). Prior to joining NESTcc, Rachel worked at PCORI, helping to launch the Patient-Centered Clinical Research Network (PCORnet), a national effort to engage patients and leverage electronic health data to improve the speed and efficiency of clinical research in the United States.

Rachel received her MBA from Georgetown University and MPH in global health policy from The George Washington University.



AEG

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

OUR PARTNERS



MARK HAAS, CEO, AEG

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



DIXON HUGHES GOODMAN

Ranking among the top 20 in the nation, DHG is a leading professional services firm offering assurance, tax and advisory services for clients in all 50 states and internationally. Our strength lies in the integration of our technical knowledge, industry intelligence and future focused approach. Together, these principles drive our purpose: to help clients achieve their goals today and tomorrow.

With more than 2,000 professionals across the United States and in the United Kingdom, DHG is passionate about creating unparalleled client experiences that are as personal as they are productive. We listen, collaborate and innovate to support and enrich our clients and the communities they serve.

WILL CHOI, PARTNER, AUDIT AND ADVISORY, DIXON HUGHES GOODMAN

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

MONTGOMERY COUNTY ECONOMIC DEVELOPMENT CORPORATION

The Montgomery County Economic Development Corporation (MCEDC) is a 501 (c)(3) nonprofit organization created to promote economic growth in Montgomery County, MD and support companies in achieving business success. Our retention and recruitment professionals help find the ideal location, attract top talent, and understand current market conditions.



BILL TOMPKINS, COO, MONTGOMERY COUNTY ECONOMIC DEVELOPMENT CORPORATION

Bill Tompkins is MCEDC's COO, working to direct business operations, implement the Strategic Plan and strengthen strategic partnerships. Bill helps to ensure that Montgomery County is one of the best places to grow business in the country. He brings to MCEDC a strong and wide-ranging background in, business operations, strategic planning, marketing and nonprofit management, serving for most of his career as a senior executive in the media and entertainment industries with Fortune 500 companies. Bill has also had a consulting practice that advised companies on strategic business opportunities and brand transformation.



STELLAPOP

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

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



OUR PARTNERS



ANGIE O'GRADY, COO, PARTNER, STELLAPOP

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

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

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



FIRST FINANCIAL
GROUP

FIRST FINANCIAL

Headquartered in Bethesda, Maryland, First Financial Group is a complete financial services firm – one of the largest independently owned businesses of its kind in the Mid-Atlantic region. The firm employs over 140 representatives and 1,200 licensed brokers. Business services include Executive Benefits Planning, Key Person Planning, Qualified Retirement Plans, Deferred Compensation Planning, Group Benefits, Buy-Sell Planning, and Succession Planning.



DEVON CURY, CAP®, DIRECTOR ADVANCED PLANNING, FIRST FINANCIAL GROUP

Devon Cury is the Director of Advanced Planning for First Financial Group, with more than 25 years of experience in wealth management, investment management, and risk management. Before joining FFG in 2014, he held executive leadership roles at Advancement Concepts and AXA Advisors. He specializes in working with business owners and executives on strategies to reward, retain, and recruit top talent.

Devon has completed the Retirement Specialist Certification from the Wharton Business School and holds the Certified Advisor of Philanthropy designation. He has served on the Executive Advisory Council of the Robins Business School at the University of Richmond and as the Chairman of the Catholic Planned giving Council.

MARYLAND TECH COUNCIL VENTURE MENTORING SERVICE (MTC VMS)

The Maryland Tech Council Venture Mentoring Program (MTC VMS) is one of the leading team mentoring services available in the State of Maryland that is both highly sophisticated and results-driven. It exists to foster an environment that encourages innovation while expanding financial and business opportunities for tech, cyber, and life science start-ups. The MTC VMS Program provides free team-based mentoring services to qualified Maryland-based tech and life science venture CEOs who are accepted into the program. Since the MTC VMS program began, more than 45 ventures have enrolled & \$55.MM has been raised in capital & grants. More than 13,000 volunteer hours have been contributed by mentors & managing committee members, with mentor training programs scheduled monthly across the State of Maryland. More than 225 mentor team meetings have taken place. The MTC VMS program has trained more than 105 mentors.

RYAN & WETMORE, P.C.

Ryan & Wetmore is a full-service accounting and management consulting firm, servicing the Northeast/ Mid-Atlantic region since 1988. What makes us different from other accounting firms is our proactive approach. We work hard to earn our clients' confidence by encouraging open communication year-round. This approach has enabled us to help clients become more efficient, more competitive, and more profitable. Through our numerous management engagements, we have become trusted, unbiased advisors.



Debbie Holzkamp
 31964 10th Avenue, Laguna Beach, CA 92651
Phone: 714-932-2284
Email: debbie@virtanza.com

Fax: 949-549-4523
Web Address: www.virtanza.com

Management:

CEO: Debbie Holzkamp
 COO: Michael Pratt
 Chief Admissions Officer:
 Bernice Burns
 VP Sales Ops, Instruction:
 Stephanie King
 Chief Content Officer: Kylie West
 Strategy Advisor: Howard Kaplan
 (Kaplan)
 Marketing Partners:
 Karma Jack, Double Positive,
 Pearson Pathways

Industry: Education Tech.

Number of Employees: 5 full time, 13 part time

Bank: Chase Bank

Accounting Firm: Venture Count

Law Firm: Archetype Legal

Amount of Financing

Sought: \$792K of \$1M Series Seed equity

Current Investors:(\$1.644M)

TCA OC, TCA LA, TCA SD individuals, M&K, Pasadena Angels, Arizona Tech investors, Expert Dojo, Band of Angels, OSEA, Ariel Savannah Angels

Use of Funds: Student Marketing Acquisition and Admissions

Business Description: Universities around the world are not preparing students for sales. 30% of all open jobs are sales position with 1.7M open today, and yet only 3% of higher ed offer formal sales education. Virtanza provides the only scalable virtual distance learning solution embedded in universities. Virtanza produces credentialed sales professionals and speed to employment.

Company Background: Since launching the company in 2018, investment of time and money has been focused on building a network of university and alliance partnerships, and solidifying a **full service scalable solution embedded with our partners**-Course Platform, ACE Credit bearing credentialed courses, MBA certified instructors, AI student to employer matching portal, embedding solution with 24 higher Ed institutions and Alliances including (UMD, UCI, USD, UCSB, UMGC, UMBC-TC) automated digital marketing and student engagement process with Pearson/Double Positive, student financing, and helping 311+ students land in employer sales roles.

Management:

Debbie Holzkamp, CEO/Founder three decades managing 1B in sales across sales teams (KR, Gannett, Freedom-Media/Digital)
 Michael Pratt, COO, 5 successful exits to billion-dollar companies, Sr. Lecturer UMD
 Bernice Burns, CAO 30 yr sales executive (Dow Jones, Reuters), MBA UCLA
 Stephanie King, VP Sls Ops/Instruction 25 yrs. Mktg/Sales Tech Exec, startups, MBA IOWA
 Kylie West, Stanford on Scholarship, English/Film, Facebook, Content Mgmt.

Products/Services: Virtanza provides Higher Ed Institutions a private label online sales program and employer portal to provide credentialed sales ready professionals and unmatched speed to employment. The products/services are highly scalable, embedded in universities with non-traditional student sourcing from international omnichannel partners (Pearson). The solution includes: -high-quality course collection of ACE CREDIT recommended stackable courses, competency-based certificates -Omni-channel distribution - Course Platform integrated into all learning management systems -Master's level certified instructors -automated contact engagement, student financing, and an employer portal to match graduates to employers.

Technologies/Special Know-how: We copywrite each of our courses, and the Virtanza 4-Step Sales Process, authored by Debbie Holzkamp is also protected. Virtanza is a registered trademark. Virtanza has seven courses registered with the US Copyright Office. Virtanza's owns the base code in the employer portal, written from scratch, and its user experience is designed to support Sales Ready curriculum, and matching student sales competencies to employer sales sole requirements

Market: The Higher Education Technology Market is expected to Hit USD 169.72 Billion by 2028 with Increasing Spending on Learning to Augment Market Growth (Fortune Business Insights™). 108 NEW University Bootcamp Partnerships were established in 2020 totaling \$500M. Virtanza's university partners are valued at \$20.8B annually. Pearson Education partner is valued at \$4.3B. Virtanza assumes Tech Sales target is 6% or \$6.8B of the Higher Ed Tech Market. Virtanza business model is based on tuition priced to tech sales bootcamp market and ROI with tech sales career. Virtanza collect student tuition at \$5600 to \$11500 and shares 30% of revenue with Higher Ed.

Distribution Channels: Deliver our product through Universities (UMD, USD, UCI, UCSC, UCSB, USD, Clark and more) and use network partners (Pearson Pathways, Double Positive, Karm Jack) to acquire student leads, engage and pre-qualify enrollment.

Competition: Virtanza has the first mover advantage for it's scalable sales solution in the universities system. There are 23 private label technology sales bootcamps (SV Academy, Vendition, Flockjay and more). 2U/Trilogy have a similar proven partnership model with higher ed for tech stack.

Financial Projections (Unaudited):

	2021	2022	2023	2024	2025
Revenue:	\$361	\$3,942	\$35,413	\$62,090	\$91,626
EBIT:(dollars in thousands)	\$(965)	\$(2,428)	\$362	\$5,335	\$15,544

Uvii, Inc. Creator of Action Command Messaging ACM[®] November 2021 Highlights

Value Proposition: Uvii offers analytic software for product and white label SaaS with group communication across silos. Their patented virtual collaboration system and method delivers real-time analytics using sole source technology called Action Command Messaging ACM. A one touch solution to capture command driven data using video, audio, and text AI-enhanced responses for posts, surveys, and polling. This platform has lower capital and operating costs than other SaaS or EdTech companies.

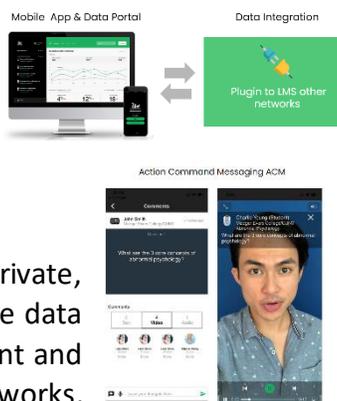
Leadership Team: Our founder and founding team have C suite experience with SaaS, Educational Services, Commercial Advertising, and Mobile Software Development. Our CEO worked with HBO and MTV; our CTO built a mobile application for voter information. The team has advisors in finance, technology, and policy.

Challenge Most of the information we receive on a daily basis we don't retain. Either we record the data or it gets lost. Schools and Businesses are using outdated metrics like user logins, screen time, and cookies. It's really hard to measure data penetration or predict outcomes.

Solution: Our Analytic Software includes:

- Mobile Application and Data Portal
- All-in-One video, audio, text comments to post.
- Action Command Messaging ACM with push notification for real-time feedback.

Users are connected on their own personalized, private, and secure communication platform for actionable data with a dashboard view of analytics for time spent and productivity, export or plugin to other networks. Customer trials will be for 1 month and after Seed Round.



Technology: Our analytic platform is supported by a mobile application and real-time data portal to generate instant command driven responses using push notification to share information to the video and audio record screens for mobile devices. The patented, first to market, sole source technology Action Command Messages ACM enables real time data collection and penetration with AI enabled voice, video, and text responses.

Market: The educational services, corporate training, and remote work market is a trillion-dollar industry seeing 900% growth. Our aim is to deliver personalized communication information infrastructure to our clients. US addressable market includes primary to post-secondary schools, government agencies, telecommunication providers, and advertisers.

Revenue Model: Our revenue streams are from student, institutional, and organizational licensing contracts with recurring annual usage, maintenance fees, and add on service fees. Our second revenue is IT solutions for white label SaaS using our patent technology in contracting, sales, finance, and marketing.

Financial Projections for Two Verticals

	Year 1	Year 2	Year 3	Year 4	Year 5
Units in Users	2,000	220,000	1,200,000	3,500,000	7,150,000
Total Revenue	40,000	4,650,000	24,400,000	65,270,000	\$159,500,000

Website: www.uviapp.com

Headquarters Office:

2785 8th Avenue NY, NY 10039

Industry: Information Technology, EdTech

Domain: Software on integrated platform, White Label SaaS, Data Analytics

Leadership Team:

Co-Founder. CEO:

Kimberly Gray

Founding Team, CTO:

Matt Megenhardt

Finance Advisor:

Matt McGuire

Technology Advisor:

Clayton Banks

Operations & Policy Advisor

Elizabeth Moeller

Seeking Financing of \$4M

Previous Funding: \$250K

Use of Funds: Product rollout, trial, marketing and operations

Value Proposition

Company Background: *Prepps launched in September 2021. In the first month over 2,000 students joined to create a student profile to connect with colleges.*

Leadership Team: *Christian Dupervil, Co-Founder, holds a Master's degree in Higher Education Administration along with over 8 years of experience in college admissions. Derek Cromwell, Co-Founder, is active duty military with over 7 years of experience in high school recruitment. Nicole Givens, VP of College Partnerships has over 15 years experience in college admissions with over 8 years serving as a Director of Admissions.*

Products/Services: *Elite colleges are not visiting underserved communities Private colleges continue to fail at meeting diversity goals. Prepps allows institutions to expand their outreach and connect with low-income students. Prepps will be the first and only platform to allow a college to filter specifically for student profiles in low-income zip codes and send a message or invite to apply that the student immediately receives due to the Prepps mobile app notification.*

Technologies/Special Know-How: *Our team possesses over 23 years of experience in college admissions leadership along with extensive research in pursuit of a graduate degree. We hold intimate knowledge of where colleges are failing and what colleges prioritize.*

Market: *There are over 4,000 colleges and universities within the U.S. The target market will be all institutions, but particularly private colleges as they struggle most with diversity. Prepps will be free for students and charge colleges a monthly subscription that equates to 1% of their current marketing spend, \$5,995/month. It will only take 100 colleges to reach \$7.2M in revenue.*

Distribution Channels: *Our student acquisition is done in-person through high schools along with paid ads on Tik Tok, Facebook, and Instagram. College acquisition is done via email campaigns and paid ads on LinkedIn.*

Competition: *The vast majority of spending in digital recruiting is absorbed by Facebook and Google. They are the main competition. These pay-per click ads are mean to generate leads or website visitors. Our focus is on establishing connections that benefit underserved communities. Prepps allows a college to make instant connections due to the notifications in the mobile app. The specific filter for low-income zip codes and instant connections on the mobile app are what set Prepps apart.*

Quick Facts

Company Name: Prepps

Contact: Christian Dupervil

Address: 269 Moore Hill Drive
Southington, CT 06489

Phone: 860-9113-8378

Fax:

Email: christian@prepps.com

Website: www.prepps.com

Industry: Education

Domain:

Bank:

Law Firm:

Patent Estate:

Number of Employees: 4

Leadership Team:
Christian Dupervil
Derek Cromwell
Nicole Givens

Amount of Financing Sought:
\$430,000

Current Investors
N/A

Financial Projections (Unaudited):

	2022	2023	2024	2025	2026
Revenue	1.4M	3.6M	7.2M	16.4M	34.6M
EBIT (dollars in thousands)	600,000	2.1M	4.8M	10.3M	22.4M

Who is Databuoy?

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

What is the Value of an Infrastructure that can Sense?

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

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

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

Investor Highlights

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

Market Positioning: The *global gunshot detection market* is estimated at \$0.5B/yr (\$112M/yr US) and growing to over \$1B/yr by 2025. The leading outdoor competitor is SST Shotspotter, with a valuation of \$0.5B and leading indoor competitor is Shooter Detection Systems (SDS) and several other indoor competitors employ similar tech to SDS. Shotpoint employs a unique collaborative sensing technology and the only system that addresses both the indoor and outdoor markets. Shotpoint is the superior solution in both domains and has capabilities that no other system offers making it the technical choice. The *global market for "panic buttons"* is estimated at \$1B/yr and growing to over \$5.5B/yr in 2025. Market drivers for panic buttons are mandates for both schools and hospitality worker safety and Alyssa's Law, which is a school panic button mandate. Databuoy's technology once again is the leading performer among a short list of competitors that have limited functionality systems.

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

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

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

Exit Strategy: Target is 3rd Year Acquisition by a global firm in the IoT/Security space.

QUICK FACTS

Website

www.databuoy.com

Launched

October 2006 (Government Contractor)

April 2016 (Full Commercial Start Up)

Corporate Status

Delaware C-Corp

Headquarters Office

7950 Jones Branch Dr., Ste 800

Mclean, VA 22102

(703) 865-8220

Offering: \$6.0M Series A

\$34M Pre-Money Valuation

Secure operational talent to drive sales and acquire engineering talent.

SENIOR MANAGEMENT

Kathleen Griggs, CEO & Co-Founder

Steve Griggs, VP Eng & Co-Founder

Alex Chermak, VP Sales & Ops

Nick Jones, CDO

Dr. Janos Sallai, CTO

INDUSTRY

Physical Security, Smart Cities, IoT,

Gunshot Detection

PATENTS

Patents # 7433266, # 9910128, # 10,180,487, # 10,746,839 – (TESSA) Acoustic Source Localization, Video & Lighting Integration, Panic Button

Patent # 10,571,312 – Adjustable Mounding System

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

CONTACT INFORMATION

Kathleen Griggs, CEO & Founder

kgriggs@dbuoy.com, (703) 865-8220

Nick Jones, CDO

njones@dbuoy.com, (702) 813-9210

Alex Chermak, VP Sales & Operations

achermak@dbuoy.com, (703) 865-8220



14120 Parke Long Court
Suite 103
Chantilly, VA 20151

www.blueridgenetworks.com
sales@blueridgenetworks.com
investor_relations@blueridgenetworks.com
(703-833-7337)

Management:

CEO: John Higginbotham
President: Srinivas Mirmira, PhD
Sales Head: Mark Webber
COO: Maureen Gray
CTO: Tom Gilbert
CFO: Jeff Simpson
VP-Fin & HR: Danille Wilson

Employees: 25

Primary Investors:

USVC-1, LLC
32 Laight Street Partners
North Atlantic Capital
Employees and Advisors

Corporate Domicile: Delaware

Blue Ridge Networks, Inc., develops and deploys unique, proprietary Zero Breach™ cybersecurity software, systems, and managed security services to prevent breaches of critical operations in a zero trust architecture. The Company is a proven innovator for providing resilient, compatible, and efficient solutions to protect critical IT/OT infrastructure operations. Blue Ridge’s solutions have protected government and industry customers for over two decades with no reported breach - ever.

Company Background: Since its founding, Blue Ridge has provided advance cybersecurity solutions to the US Intelligence Community and other government customers to protect highly sensitive global network operations in contested environments. Over the last several years, the Company has successfully adapted its field proven breach prevention solutions to protect commercial IT/OT network assets (LinkGuard™), distributed workforce network access (EdgeGuard®), endpoint and server

operations (AppGuard®), and data-in-transit (Zero Breach™ Connect) from cybersecurity breaches. It distributes its high-margin, primarily recurring revenue, solutions through channel partner and reseller alliances including Schneider Electric, Athena Vault, Blue Planet-works, and other similar global market sector leaders and integrators, to protect critical operations for industrial, healthcare, financial, and other Industrial Internet of Things (IIoT) enterprises.



Major Brand Validation – Large Addressable Markets: Blue Ridge solutions have been recently selected to protect network assets and distributed operations for certain government maritime and defense operations, global oil and gas refiners, national and municipal water management authorities, national healthcare systems and operations, autonomous vehicle system vendors, and other large scale providers in critical infrastructure sectors. Blue Ridge projects booked and near-term deployment of its solutions for its current customers and pipeline prospects represents over \$100 million of addressable annual recurring revenue (ARR) potential.

Management: Blue Ridge’s management team possesses decades of successful senior executive performance with large and small private and public enterprises in relevant industries. The Company’s active founding technologists are recognized industry leaders for developing innovative breach prevention cybersecurity solutions.

Investment: The Company is currently completing its Series 4 Preferred stock investment round up to \$15 million of which approximately \$12.5 million has recently closed. The use of proceeds for this investment round is to expand and accelerate sales penetration into customer validated market verticals to capitalize on this extraordinary growth opportunity.



Contact: Ben Goodman

Address: 223 Headquarters Road, Erwinna, PA 18920

Phone: (484) 228-1182

Fax: 484-858-0427

Email: Bgood@cyrisk.com

Web Address: www.cyrisk.com

Management:

CEO: Ben Goodman

VP Sales/Mktg.: Kevin Kreh

CTO: Gary Adams

Cloud Security Architect: J. Hickman

Advisor: Jim Kelly, Connected Ventures

Industry: Cybersecurity & InsurTech

Number of Employees: 7.5

Bank: TD Bank

Law Firm: Cowan, DeBaets, Abrahams & Sheppard LLP

Amount of Financing Sought:

\$5.5M equity

Current Investors: (\$Amt. Invested)

\$500,000 Connected Ventures

\$1,500,000 Founder's Capital

Use of Funds:

Product Development 30%

Sales & Marketing 35%

Customer Success 12%

Operations 12%

G&A 11%

Business Description: CyRisk is a pioneering cybersecurity insurtech platform for Insurance Companies. Insurers rely on CyRisk to control losses and improve profitability by automating the identification and remediation of critical Cyber Risk risks, especially Ransomware and zero-day vulnerabilities. We are currently working with Insurance Companies and their policyholders to prevent cyber-attacks, control losses and minimize insurance claims.

Company Background: CyRisk grew out of a cybersecurity consulting firm and launched CyRisk CloudView, its first cyber insurance loss control platform in late 2018. Followed in 2020 by CyRisk InsightEngine cyber underwriting platform. As cyber insurance loss ratios increased over the last 2 years, CyRisk met the insurance industry's need for portfolio risk analysis with the launch of CyRisk RED and CyRiskZED offerings in late 2021.

Management:

Ben Goodman: Founder and CEO. ISACA CRISC, Worldwide Achievement Award Winner, 1st Prize Winner Casualty Actuarial Society, Society of Actuaries, Canadian Institute of Actuaries.

Kevin Kreh, Head of Pro. Program Development, AXA XL; Chief Operating Officer, Select Professional, Vice President, Underwriting Management, Global Professional

Gary Adams: CTO, Full Stack Developer, 4A Security & Compliance
Cloud Security Architect: J. Hickman, 4A Security & Compliance, IDX
Jim Kelly (Advisor), Partner at Connected Ventures, 3 successful prior exits (2 in InsurTech).

Products/Services: The CyRisk Platform includes:

- CyRisk RED & ZED – Ransomware/Zero-day Exposure Detection
- CyRisk InsightEngine – Cyber risk platform for underwriters
- CyRisk Director – Integrated cyber risk management and loss control platform with end-to-end supply chain security, for insureds.

Technologies/Special Know-how: CyRisk develops highly specialized vulnerability detection tools that can penetrate firewalls, drawing on hacker's tactics, techniques, and procedures. Each CyRisk platform component is proprietary, highly configurable, and built from the ground-up to promote interoperability with standard systems.

Market: We are acquiring customers in the Cyber Insurance Carrier segment, though we are rapidly pivoting to respond to Policy Holder demand to access our services.

Distribution Channels: Insurance Carriers, Direct Sales, Partner/Existing Referrals, Channel Partners

Competition: BitSight, Security Scorecard, Cyence, RiskRecon, CyberCube, HackerOne.

Financial Projections (Unaudited):

	2022	2023	2024	2025	2026
Revenue:	\$1.8M	\$9.7M	\$26.6M	\$56.7M	\$109M
EBIT:	\$(3.7M)	\$(950)	\$11.2M	\$35.4M	\$ 78M

Value Proposition

EvenFlow is a SaaS revenue optimization engine for auto dealership service departments. Our solution optimizes the mix of appointments at variable price points while empowering customers with transparent choices. Our business model is based on delivering an incremental yield of ~\$15 per repair order at a cost of ~\$2 per repair order. Initial data from our pilot is exceeding this target, with \$25+ per repair order. For a typical dealer with \$7M in service revenue, this is a \$500,000 lift in profit, up about 15% over the baseline.

Leadership Team: Our CEO & Founder (United Airlines, Opargo, Pointshound) has taken airline capacity and revenue management best practices to other industry verticals (1 exit, 1 pending exit). Our CCO & Co-Founder (Chevrolet, Nissan, Dealer eProcess) has 30 years experience owning and operating auto dealerships and co-founded a marketing technology company which has ~3,000 dealer customers.

Challenge: Service departments deliver ~50% of dealership profit but current scheduling practices impede growth and place existing revenue at risk. By not controlling the flow of customers into the service department, bottlenecks are created in peak periods and fixed resources are underutilized in off-peak periods. This results in negative customer experiences with longer than expected wait times. In addition, a lack of transparency in pricing and a negative price perception leave customers questioning the value. As a result, dealerships lose 80% of their customers when their warranty period ends.

Products/Services: Our dynamic pricing engine enables price transparency while optimizing dealership margin by providing customers with choice (value of time vs. price). Our capacity management capabilities based on airline best practices smooth peak vs. off peak periods by better matching customer demand with dealership capacity.

Technologies/Special Know-How: Our SaaS product includes patent pending real time scheduling optimization methods that leverage muscle memory from past experiences in other industries (airlines, hotels, healthcare). The real time capacity management and dynamic pricing capabilities are powered by a proprietary deep neural network model.

Market: The global Automotive Service & Parts market is \$1T+ of which the US represents \$400B. This ecosystem is supported by a \$20B software market which is expected to double by 2025. Our initial target market segment are franchise auto dealerships in the US (17k locations, \$100B+ service revenue). Our SaaS solution is expected to untap a \$2B+ new market opportunity, generating revenue through a monthly licensing fee model.

Distribution Channels: We have entered into a strategy partnership agreement for business development with motormindz (largest network of automotive C-Suite experts with 1,000+ dealership ‘rooftops’ partners). Our go-to-market strategy consists of three routes: (1) direct selling to influential and large dealership groups (*active*), (2) auto manufacturer certification and co-op partnerships (*under development*), (3) co-branded partnerships with digital marketing agencies that service auto dealerships (*under development*).

Competition: The auto software market is dominated by 4 mega players and 3 secondary players that have a suite of solutions, including a class of software called Service Lane Tools that manage the service department workflow from customer check-in to check-out. Service Lane Tools have basic schedule calendar functionality but do not have any capacity management or dynamic pricing capabilities.

Quick Facts

Company Name: EvenFlow AI

Contact: Dave Anderson

Address:
Edens Tower Plaza
790 Frontage Rd
Northfield, IL 60093

Phone: 312.241.8536

Email: davea@evenflow.ai

Industry: Automotive Technology

Domain:
Software for Auto Dealerships

Bank: JP Morgan Chase

Number of Employees:
2 + Contractors

Leadership Team:
Dave Anderson, CEO & Co-Founder

Mike Helmstetter, CCO & Co-Founder

Amount of Financing Sought:
\$1M

Current Investors:
Private investors + Founders

Use of Funds:
Product rollout, trial, marketing and operations

Financial Projections (Unaudited):

	2021	2022	2023	2024	2025
Revenue (000s)	--	\$645	\$7,165	\$19,185	\$30,720
EBIT (000s)	--	(\$1,440)	\$1,490	\$7,675	\$13,825



Tedla “Ted” Mekonnen
 1950 Old Gallows Rd, Suite 770, Vienna, VA 22182
 Phone: 571-370-5400
 Email: Tmekonnen@everyincome.com

Web Address: <https://everyincome.com/>

<p>Management: Tedla “Ted” Mekonnen, CEO Michael Metzger, CTO Brani Dovedan, COO Stephanie Crowe, COM</p> <p>Industry: SaaS Fintech Number of Employees: Seven Bank: Atlantic Union Bank Auditor: BPS & Associates, LLC Law Firm: Greenberg Traurig, LLP Amount of Financing Sought: \$2M Current Investors: \$2.5M 2 Family Offices, Private Investors, & Large Personal Fund from Founder Use of Funds: Product development, marketing/sales, and G&A.</p>	<p>Business Description: EveryIncome is an online education platform for Professionals audiences on how to navigate their Financial Intelligence through all their major life events. We provide financial education, coaching, and management tools to connect people with real financial professionals. People get financial confidence, literacy, and management through the help of financial professionals and the tools/information they offer. Financial professionals get a great way to expand their reach, build trust and their brand, get new clients, and nurture relationships. Our white-labeled platform can be delivered to businesses and end-users under the Freemium model through our network of paying financial professionals.</p> <hr/> <p>Company Background: The inception of EveryIncome was late 2018; however, the idea initially originated back in 2000. Unfortunately, in 2000, I was not in a position; the timing and marketplace were not ideal for starting the business. Since 2018, we bootstrapped the company, recruited senior management and advisors, had several setbacks, pivoted a couple of times, and learned valuable lessons to launch our platform in Q1 of 2022. Today, our YoY revenue growth has been 366% and 721% in 2020 and 2021, respectively.</p>
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Management: Our senior management prior experiences is deep and includes over 50 years in Financial Services and Technology industries. In addition, our CEO and Founder has worked closely with Financial Professionals for the last two decades, run a successful division at Transamerica and Cole Capital, and helped IPO Cole Capital in 2014. Other senior management and advisors have worked, built, exited three successful tech firms, and raised \$50M+.

Products/Services: We provide financial intelligence tools and access to financial professionals. Our education is interactive through our “navigator,” covering different life events and gamifies the learning experience. In additions, our money dashboard lets users link all financial accounts with the industry leading service provider-Yodlee, our partner. Our key competitive advantages are personalized financial education and technology, objective financial professionals, no unwanted products & ads, and safe end-users’ data under the freemium model.

Technologies/Special Know-how: The EveryIncome team has invested over 20,000 hours building out the EveryIncome platform infrastructure, financial tools, education content, white-label capabilities, and marketing collateral for Financial Professionals and sponsors to promote the platform. EveryIncome is hosted within the Google Cloud Platform using a state-of-the-art architecture built for securities, scalability, and high availability. A vital component of the platform is the ability to handle many types of customers and tailor the platform’s distribution to their needs. For example, a financial professionals can offer the platform to individuals, business, other professionals, or other types of organizations. They may offer it for free to some customers and charge others. Customized marketing collateral makes it easy for customers to send high-quality communications to their audiences. Once Financial Professionals audiences start getting educated, engaged, and using the Freemium option in the platform, our revenue will be sticky. As evidence, our last two years subscription churn rate is 0%.

Market: Our target market is financial professionals. They pay for the platform, share it with prospects & clients, and provide financial coaching services to our business and end-users accounts. The market segments include Financial Advisors, HR managers, CPAs, Insurance Agents, Estate Lawyers, and Mortgage & Real-Estate Brokers. The TAM is over \$14.5B and growing at a healthy rate. Our revenue models are licensing, subscription, shared-freemium fees. We have also uncovered seven more revenue opportunities in our business model we plan to monetize in the future.

Distribution Channels: Our product distribution channels are direct sales, affiliates partnerships through Impact Radius, channel partners, (i.e., insurance & financial service companies, associations, etc.), and personal networks.

Competition: The current potential direct competition list is FinFit, EverFi, Best Money Moves, Enrich, and Learnlux. In addition, we have several indirect competitions that do not provide a personalized financial intelligence platform. However, the competitive outlook is very positive since we operate under a partnership and freemium model with our financial professionals. Our model of catering to financial professionals prospecting needs while growing their audience’s network through free business signups is what sets us apart-also, no complicated fees or end-users data sharing.

Financial Projections (Unaudited):

	2022	2023	2024	2025	2026
Revenue:	\$3,338	\$15,582	\$50,209	\$123,658	\$289,279
EBIT:	\$863	\$9,600	\$34,481	\$87,653	\$234,042

(Dollars in thousands)

Human Health Ventures, Inc.

Mahesh Bhatija, CEO

1803 Research Blvd., Suite 102, Rockville MD 20850

Phone: 240-477-9933

Email: mahesh@humanhealthventures.com

Web Address: www.humanhealthventures.com

Management:

CEO Mahesh Bhatija

Chairman of Board Ferhan Hamid

Pharmacist in Charge Salma Srour

CMO Nilay Thaker

CTO Trishant Bhatija

Industry: Health Technology Software

Number of Employees: 7

Bank: Bank of America

Auditor AMT Consultants.

Law Firm: Cooley LLP

Amount of Financing Sought:

\$2M SAFE

Current Investors:(\$250,000)

Hamid Capital Partners (Seed investor), Co-Founder \$100,000.

Use of Funds: Product development, marketing/sales.

Business Description: Where online shopping meets healthcare.

Human Health Ventures has solved the problem of inefficient patient care by launching a direct-to-consumer brand marketing erectile dysfunction medicines to men. Human Health Ventures is an early mover in the direct to consumer as a platform space.

Company Background: Launched in 2019 and began development of telemedicine platform and state licensing process. Continued development in 2020 and received key certifications including LegitScript and became fully functional marketing prescriptions in 2021.

Management: Mahesh Bhatija, Co-Founder and CEO. Launched and sold two technology companies previously. Also has deep experience in enterprise software development and deployment. Formerly of Hughes Network and Goldman Sachs. Ferhan Hamid, Chair of Advisory Board and Co-founder. Trishant Bhatija, CTO, Masters in IT and runs his own gaming company.

Products/Services: Prescription medications are too difficult to obtain because of the slow adoption of technology to the healthcare sectors. Patients are not treated like consumers. Human Health Ventures has developed a direct to consumer as a platform model. Mendown is a direct-to-consumer brand marketing generic drugs aimed at men, with other brands on the roadmap.

Technologies/Special Know-how: We are in the process of obtaining licenses from the U.S. Army for patented blockchain and AI technology to be integrated into the telemedicine platform. The license will be exclusive for Human Health Ventures in the healthcare industry. On the backend we have developed a custom pharmacy management system and CRM, specific to the direct to consumer as a platform offering. Finally, we have stood up our own multi-state licensed mail order pharmacy for order fulfillment.

Market: The U.S. online pharmacy market will reach approx. \$132 billion by 2026. Hospitals have received 500% more online consultations, and E-prescriptions among healthcare providers have also increased. Mobile app-based pharmacies dominated the market. Increase in the number of patients using mobile phones is one of the major reasons for this and is expected to grow at a CAGR of over 19% during the forecast period.

Distribution Channels: Distribution channels include online marketing, including, but not limited to Google Ads, You Tube ads, and others for the direct-to-consumer model. We have also engaged in traditional marketing such as magazine ads. We are also working on more traditional pharmaceutical marketing by using pharma reps who have direct relationships with physicians' offices.

Competition: Competitors include Roman, Hims, Bluechew, and Lemonaid Health. Recent acquisitions include Lemonaid Health which was acquired by 23 and Me for \$400M last month. Hims and Hers Health was recently acquired by a healthcare SPAC for \$1.6 billion. Ro ("Get Roman") recently raised \$500M at a \$5 billion valuation.

Financial Projections (Unaudited):

	2020	2021	2022	2023
Revenue:	\$33,000	\$410,000	\$3.5M	\$25M

Value Proposition: Lattus is the one-stop-shop human connection platform for cultivating engagement. The solution facilitates private, secure employee conversations; initially onboarding and orientation during the first 100 days. The software helps companies create communities and ignite performance by guiding users through who to connect with, what to discuss, and when to engage to exchange topic-based knowledge through value-driven conversations - all in one place. Lattus helps business leaders attract, engage, and retain their people (with metrics). When properly implemented, Lattus offers a 1000x cost avoidance opportunity for companies and ROI is realized by reducing turnover by ~1%. Proven with 60+ partner organizations since 2020, launching with 10+ more partners in Jan 2022.

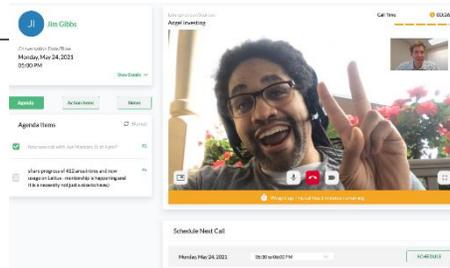
Leadership Team: Our founder and core team have been part of 5 acquisitions/exits and worked with 10+ startups. Our CRO has scaled 3 large sales teams for B2B SaaS companies, our head of product led multiple 75+ person technical teams, and the development team has an average of 30 years of experience building saleable, secure software solutions. The Lattus advisors have been part of more than 25 startups, \$1B+ of exists/acquisitions, and raised more than \$100M.

Challenge: There is a trillion-dollar turnover problem impacting companies of all sizes. The great resignation is happening because ~70% of US workers are disengaged, lack a sense of belonging, and do not feel connected to their teams/leaders. Covid-19 exasperated departures; 41%+ of employees are looking to leave their current role and ~38% are leaving in the first year of employment.

Solution: Our one-stop-shop software platform enables users to:

1. Create a profile and identify topics of interest (to learn/teach on)
2. Set their availability (integrates with Outlook and Google calendars)
3. Get matched and have the 1:1 video conversation (no Zoom/Teams)
4. Track agendas, notes, & feedback

Technology: Lattus separates itself from the competition by providing a simple and intuitive tool for structured, active ongoing internal engagement while streamlining the knowledge transfer process over time. Admins receive 65+ metrics and extensive engagement insights to fuel fact-based HR decisions the lead to lower turnover, increased productivity, and higher profitability.



Website: www.Lattus.com
Headquarters Office:
 163 Schramm Ln
 Butler, PA. 16002
Industry: HR Technology
Domain: SaaS for companies
Leadership Team:
Founder & CEO: Pete Schramm
Chief Revenue Officer: Frank Sette
Data & Metrics: Joe Serdakowski
Head of Product: Robby Black
Design: Kurt Jenkins
System Architect/Dev: Mike Perez
Operations Advisor: Tien Wong
CFO/Accountant: Pete Ryan
HR Advisor: Beth Davis
Business Advisor: Jeff Cherry
Partnership Advisor: Ethan Nicholas
BD Advisor: Jim Roddey
Seeking Financing of \$1M
Previous Funding: \$0.45M
Use of Funds: Product enhancements (based on customer needs), automate user onboarding, scale the customer success and sales team, and launch the marketing campaign.

Market: B2B business model is a \$75B+ TAM in the employee engagement space. The SAM is \$8B based on working with companies with 20+ employees and an average deal size of \$10k. The SOM is \$160M based on targeting (16k) customers with 100+ employee companies with small/strained HR teams, tech savvy employees that are distributed across multiple offices or have a large number of remote workers, and growing/onboarding more people.

Revenue Model: One time setup cost ranging from \$1,000 to \$10,000 (based on size) and a monthly subscription based on the number of users in each group; \$5 per person per month (cost goes down as the group grows).

Traction: MRR is \$3k as of 12/1/21 with additional verbal commitments for \$10k MRR by 3/1/22 and \$50k MRR by 12/15/22. The pipeline has \$4M of contracts in negotiation now (2022-2023). There are ~4k users across the 60+ groups.

Financial Projections (verbal commitments for 80% of the 2022 ARR, \$4m in contract negotiations today)

	2021	2022	2023	2024
Paying Groups	16	100	974	15,012
ARR (x1,000)	\$35	\$1,272	\$4,708	\$12,495
EBITDA	(\$425k)	(\$533k)	(\$246k)	\$2,125
FTE	1	12	30	100



2483 Old Middlefield Way, Suite C, Mountain View, CA 94043

The First **DNA-Based Digital Twin** to predict and prevent diseases

FUNDING NEEDS

\$2M in 2022 to reach:

- \$1M/month revenue
- 5,000 Digital Twins
- Profitable

PROBLEM

Over **10% of serious diseases** have a genetic component that could have been **prevented**:

- 12% of adult hospital admissions are for genetic causes
- 15% of all cancers have an inherited susceptibility
- 10% of chronic diseases (diabetes, heart disease, Alzheimer) have a significant genetic component.

REVENUE FORECAST

- 2021: \$210K
- 2022: \$5.0M
- 2023: \$62.3M

Reach Profitability in Q3-2022

SOLUTION

Predictiv is a **DNA-Based digital twin** for health that analyzes the entire genome of a patient to predict and prevent risks on more than **22,500 diseases** and simulate reaction to **750+ drugs**.

Enabled by our unique **genomics pipeline** and **AI engine** (both patent-pending), we have automated the entire process and have by far the most comprehensive solution on the market.

FUNDING RAISED

\$1.2M in 2021:

- Plug and Play Ventures
- Draper Associates
- Republic

MARKET

Predictiv is a **medical grade solution** for healthcare professionals (physicians, hospitals, telemedicine companies...) available in the market. We target the **67% of US adults** that would be interested in getting genetic testing to determine if they are at risk for any diseases or conditions.

PARTNERS

- DocOnline, Healwell24
- DNAVisit
- Quality of Life

ALTERNATIVES

Many alternatives exist today for genetic testing but none of them come close to the capabilities of Predictiv:

- | | | | |
|-------------|---------------------|------------------------|------------------|
| ▪ Predictiv | 20,000 genes | 22,500 diseases | 784 drugs |
| ▪ 23andMe | 90 genes | 14 diseases | - |
| ▪ Invitae | 147 genes | 20 diseases | - |

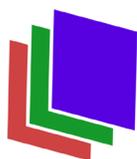
CONTACT



Sajung Yun
CEO & Cofounder
sajungyun@predictivcare.com
+1 (240) 383-2921

WHY INVEST?

- A team of passionate people that includes two of the best genomics experts and an entrepreneur with 2 successful exits
- A **cutting-edge technology** (Genomics pipeline and AI Engine) giving a strong competitive advantage on our scalability and cost structure
- By far the **most comprehensive solution** on the market
- A strong traction with contracts promoting through telemedicine partners for their over 3 million customers



UBIQUITY SOLAR

Robert J. Johnston, Ph.D. Executive Vice President, Strategy & Stakeholder Relations
1093 Clark Street, Endicott NY, 13760
Phone: +1-202-577-1952
Email: Robert.johnston@ubiquitysolar.com
Web Address: www.ubiquitysolar.com

Management:

*CEO: Ian Maclellan
CFO: Francois Cartier
EVP Thin Film: Charles Marino
EVP Silicon PV: Sjouke Zilstra
EVP Strategy: Robert Johnston*

Industry: *Advanced solar PV manufacturing*

Number of Employees: *30*

Bank: *RBC/City National*

Auditor: *MNP*

Law Firm: *Gowlings*

Amount of Financing Sought:
Up to \$20m pre-IPO special warrants

Current Investors:*\$11m raised through accredited investors; additional investment from Utica Leaseco, State of NY, Canadian govt*

Use of Funds:

- a) Endicott factory redevelopment*
- b) Silicon PV equipment order*
- c) Working capital*

Business Description: Ubiquity Solar will leverage our proprietary interrelated PV technology platform to create the most sustainable, high performance solar energy solutions for our customers, stakeholders, and the planet. Our business model is aligned with customer, shareholder, and government focus on climate action, sustainable investing, secure supply chains, and reshoring of advanced high-tech clean energy manufacturing.

Company Background: Ubiquity is emerging from stealth mode following a decade long development project focused on how to produce low cost, high efficiency solar PV products that can support national and global climate change targets while competing with low-cost Asian solar manufacturers. We are re-developing an 800,000 square foot facility in the legacy IBM campus in Endicott, NY with supporting polysilicon supply from Becancour, Quebec.

Management: Our executive team has decades of experience across all aspects of the value chain in solar PV and semiconductor manufacturing in the US, Canada, and the EU. We believe solar PV technology will be the ubiquitous energy technology for the 21st century, as oil was in the last century.

Products/Services: Our 100% made in North America products are high efficiency with more power output per square meter, making them ideal for commercial, industrial, transportation, and aerospace market applications. These applications range from building-integrated solar PV to thin film PV rooftop solutions for powering electric vehicles and 5G low earth orbit satellites.

Technologies/Special Know-how: Our gallium arsenide thin film product portfolio is backed by 285 patents and has a world record for cell efficiency. Our silicon-PV products have 67X less embodied GHG emissions per kilogram than comparable products from Asia. Our unique regional modular close-coupled manufacturing enables a capital efficient “build as you grow” solution to keep costs low and supply chains secure and sustainable for our customers.

Market: TAM of \$27bn by 2025 and \$70bn for combined silicon-PV power generation, vehicle and flight-integrated PV, and derivative materials markets.

Distribution Channels: As a vertically integrated manufacturer, we will sell solutions directly to customers in the commercial/industrial, aerospace, and automotive markets. Outside North America we have a distribution partnership to reach customers around the world.

Competition: Vertically integrated solar PV manufacturing is dominated by China, with only First Solar as a major US-based player. However, Ubiquity focuses on different market segments than First Solar.

Financial Projections (Unaudited- with additional post-IPO capital investment):

	2022	2023	2024	2025
Revenue (US\$ millions):	\$11	\$270	\$650	\$1,000

ATTENDEES As of 12 22 21

PRESENTERS			
First Name	Last Name	Title	Company
Debbie	Holzkamp	CEO & Founder	Virtanza
Kimberly	Gray	Founder & CEO	Uvii
Christian	Dupervil	CEO	Prepps
Kathleen	Griggs	CEO	Databuoy Corporation
John	Higginbotham	Chairman & CEO	Blue Ridge Networks
Ben	Goodman	Founder & CEO	CyRisk
Vinnu	Deshetty	CEO/General Manager	EVA Virtual Conferences + Registration
Dave	Anderson	CEO & Co-founder	EvenFlow AI
Ted	Mekonnen	CEO & Founder	EveryIncome
Trishant	Bhatija	Co-Founder	Human Health Ventures Inc
Pete	Schramm	Founder and CEO	Lattus
Sajung	Yun	CEO	Predictiv Care
Robert	Johnston	Executive Vice President Strategy & Stakeholder Relations	Ubiquity Solar

ATTENDEES			
First Name	Last Name	Title	Company
Sonny	Abassi	Housing Board	State of Virginia
Athena	Abate	Operations Director	Banneker Partners
Ricardo	Abella	Enterprise Agile Coach	US Fed Reserve
Pallavi	Agarwal	CEO & Founder	Kander
Mark	Ajamian		
Satya	Akula	Managing Partner	New Angel Capital, LLC
Brian	Alexander	CEO	Omina Technologies
Irfan	Ali	President & CEO	Lambda Systems Corporation
Sally	Allain	Regional Head	Johnson & Johnson Innovation - JLABS
Stephanie	Ambrose	CMO	Chief Outsiders
Jinni	Amin	Senior Consultant	Eagle Global Scientific
Kirsten	Anderson		
Dave	Anderson	President	Prestructure, LLC
Michael	Araman	Financial Analyst	Comptroller of Maryland Agency
Peter	Archey		Franklin Templeton
Ethan	Assal	Managing Partner	CYPF Manager, LLC
Justin	Ayars	CEO	equalityMD
Cyrus	Bakhshi	Product Manager	Sunny Day Fund
Mark	Baldino	CEO	Firebot Suppression
Suzanne	Baldino		MCEDC
Steve	Balistreri	Managing Director	MorganFranklin Consulting
Michael	Ball	CTO	Triblio, Inc.
Justin	Banford	Founder	SiteSprinter
Mark	Barry	CEO	Saltenna - video comms through SCIFs & seawater
Beverly	Beavers	CEO	ProclivIT
Ken	Beecher	President	Ibility
Laura	Beldin	Senior Vice President	Bank of America Private Bank
Dave	Belford	Broker Development Lead	WeWork
Richard	Bell	Partner	Helfner & Bell Associates
Sylvanus	Bent	CEO	Asset Insights
Cyrille	Betant	Founder & CEO	Wind of the Future Inc.
Mahesh	Bhatija	Co-Founder, CEO	Human Health Ventures, Inc.
Trishant	Bhatija	Co-founder	Human Health Ventures Inc
Samuel	Bitaraf		
Emmanuel	Blackwell		
Richard	Bodson	President & CEO	SysNet Technologies, Inc.
Doug	Boggs	Partner	DLA
Hepsie	Bohman	Financial Services Professional	New York Life
Hal	Boles	Senior Advisor	DH Partners, LLC
Dominic	Boles	Managing Member	DH Partners, LLC
Mary Beth	Borgwing	President	The Cyber Guild
Wayne	Bowier	CEO	Higher Digital
Jeff	Brouse	Senior Director	ClubCorp
Lou	Brown	Managing Director	IDEAS
Barbara	Buchanan	CEO/Founder	MediaVax Inc.
Rick	Burdick		Akin Gump
Alhousesny	Camara	Staff	Uvii
John	Cannon	Founder & CEO	Sent Ventures
Brent	Cantley		
Robert	Cantrell	Patent Attorney	Jimenez Law Firm
Dani	Canubas	CEO	Formicidae
Doug	Carney	Business Development Manager	Northrop Grumman
Julia	Catuara	Financial Services Professional	New York Life

Andy	Chalonec	Founder	Cost Caddies
John	Chennoor	Director, Tax	DHG
Binny	Cherian	President	CT Solutions, Inc. (CTSi)
Alex	Chermak	VP Sales and Operations	Databuoy Corporation
Will	Choi	Audit and Advisory	DHG
Jacquie	Cohen Roth	Founder/CEO	www.cannabizmd.com
Christopher	College	Managing Partner	TCP Venture Capital
Bill	Collier	Director, Investment Business Development	TEDCO
Robert	Colorina	Director	AIAC Group
Julie	Coons	President & CEO	Northern Virginia Chamber of Commerce
Devon	Cury	Director of Advanced Planning	First Financial Group
Erin	Daga	Investment Manager	PenFed Foundation
John	Daus	Managing Director	Property Improvement Enterprises
Stephen	Day	CEO	Day Capital Partners
Hank	Dearden		Group 3D
Margot	DeFrance	Managing Director	Entoro Capital, LLC
John	DeGross	Business Consultant	Fiserv
Jaap	Dekkinga	Founder/CEO	TuneURL
Vinnu	Deshetty	General Manager/CEO	EVA Virtual Conferences + Registration
Taylor	Devine	Founder and Managing Partner	The CDI Group
Elizabeth	Dorsey	Assistant Director	TEDCO
Wanya	Du Preez		Deloitte
Ashley	Dunn	Partner, Tax	DHG
Robert	Dyer		
Jasmin	El Kordi	CEO	Magic Blue LLC, dBa Mblue Labs
Mary	Elkordy	CEO	Elkordy Global Strategies
Lynda	Ellis	Owner & CEO	Capitol Concierge, Inc.
Asher	Epstein	COO	10Pearls
Alex	Euler	Senior Investment Director	Virginia Venture Partners
Lili	Farhandi	CEO & Co-Founder	Razi Exchange
Darius	Farkondepay	CEO	Sollertis Incorporated
Deborah	Fell	Area Managing Partner & CMO	Chief Outsiders
Tom	Fergus	CEO	Commonwealth Trading Partners, Inc.
Dwight	Fischer	Founder	Covenant
Joseph	Fischer		
Ryan	Fischer		
Jonathan	Fishbeck	Founder and CEO	EstateSpace
Ric	Fleisher	COO, Co-founder	Merlin Mobility
Jed	Fochtman	Managing Partner	Capital Advisors LLC
Justin	Fong	CEO	Hue.Ai
William	Fork	Partner	Pillsbury Winthrop
Katherine	Fries		
Michael	Gallagher	Co-founder	ImageShield
Jade	Garrett	Founder	Positive Deviancy
Shauntel	Garvey	General Partner	Reach Capital
Andrew	Geltman	VP Operations	Wave Engine Corp.
Steve	Gerald		Whiteford Taylor
Gregory	Gershman	Founder	Salesium
Anna	Giaquinto	CEO	Globally Unified Air Quality (GUAQ)
Seda	Goff	General Partner	Veteran Entrepreneur Fund Bravo
Douglas	Goldstein	Managing Director	Salt Flats Ventures
Jared	Goldstein	Digital Marketing	Jared Allen
Geysse	Gonzalez	Controller	TEDCO
Elizabeth	Good Mazhari	Investment and DEI Advisor	TEDCO
Rick	Gordon	Managing Director	MITRE
Jace	Greenman	Founder	Salesium
Kathleen	Griggs	CEO	Databuoy Corporation
Vadym	Guliuk	Founder Creative Director	Vadym Guliuk Photography
Fred	Gumbinner	Managing Partner	G2 GEM Finance/Keiretsu Forum
Neal	Gupta	Chief Investment Officer & Co-Founder	KiwiTech
Ajay	Gupta	CEO	HSR .health
Mark	Haas	CEO	AEG
Hunter	Haines	Associate Attorney	NEXT
Emily	Halpern	Director, Private Equity and Venture Services	BDO
Ferhan	Hamid	Co-Founder, Chairman	Human Health Ventures, Inc.
Jeff	Harris		
Andy	Hasan	Principal	Abidi Investments
Abbas	Haug	Founder & CEO	360 Venture Management Group
Chris	Hecht	CEO	The Dating Advisory Board
Jennifer	Hecht	Principal	BluePath Labs
Joseph	Helfrich	Principal	EvenFlow AI
Mike	Helmstetter	CCO & Co-founder	Ringbolt Capital
Browning	Herbert	Managing Director	Pepper Run Capital
Bob	Hinaman	Managing Principal	Sales2job Academy Inc. DBA Virtanza
Debbie	Holzcamp	CEO & Founder	DLA Piper
Jeff	Houle	Partner	Marymount University
Terry	Hsiao	Professor	Elements 5
Kevin	Hsu	Director	The Social App
Raakin	Iqbal	CEO	Solitaire Partners
David	Jackson	Chairman	Dedes medical cafe.
Paula	Jagemann	Ceo / Chief Visionary Officer	Super LLC Zamsara LLC
Alex	Javad	Owner, CEO	Pivot Path Solutions
Demi	Jiang	CEO	Tecbomo Limited Liability Company
Gregory	Johnson	Founder	Ubiquity Solar
Robert	Johnston	EVP Strategy & Stakeholder Relations	First Financial Group
Randy	Jones	Wealth Management Advisor	
Thomas	Jones		
James	Kahrs		ECS
Marcel	Kamanstein		

Marcel	Kaminstein	Director of Sales	Kyndoo
Jessy	Kandola	Sr. Software Architect	Triblio
Aileen	Kantor	VP	Health Literacy Innovations
Michelino	Kekumba	Chairman-CEO	
Jim	Kelly	Operating Partner	Connected Ventures
Armaan	Khatami	Business Development Analyst	BDO
Julia	Kim	Founder & CEO	F-Concepts, Inc.
Jocelyn	King	CEO & Co-founder	VirgilHR
Jonathan	King	Senior Enlisted Advisory	Department of Defense
Jocelyn	King, SHRM-SCP	CEO & Co-founder	VirgilHR
Jeff	Kirks	President	LicenseTraxx
Peter	Kirsch	Managing Partner	Blue Marlin Partners
Tom	Knox	Partner	King & Spaulding
Morgan	Knoll		
John	Kolm	CEO	Team Results USA
Dan	Kosich	Sales and Operations Manager	Databuoy Corporation
Brian	Kraff	Partner/CFO	Higher Digital Inc.
Steve	Kubisen	President	InnoComm
Vijay	Lakshman	Managing Director	Mindgrub Ventures LLC
Michelle	Larkin	Director	SOL Engineering
Jon	Lau	President	University of Maryland Baltimore County
Matthew	Lee	Founder/President & CEO	FASTech, Inc.
Danny	Lee	Founder	EHLAI
Jenevieve	Lenz	Wealth Advisor	First Financial Group
Ryan	Leonard		
Curt	Levey	President	Committee for Justice
Marissa	Levin	CEO	Successful Culture International
Ron	Lewis	Founder & CEO	AtWork
Raul	Lianez	Private Investor	
Fang	Liu	Partner	VCL Law LLP
Xiaonao	Liu	CEO	Nanobiofab
Mike	LoPresti	Founder, Chairman, & CEO	Fuel & Tire Saver Systems
Jet	Lu	Customer Solutions	Amazon Web Services
Bei	Ma	CEO	Pinea Group
Chad	MacDonald	General Partner	Connected Ventures
Katherine	Mackey	Financial Advisor	Merrill Lynch
Daanish	Maqbool	CEO	Wave Engine Corp.
Janine	Marill	President	Janine Marill
Todd	Marks	General Partner	Mindgrub Ventures LLC
Carla	Marritt		MCEDC
Daniel	Marsch	Founder	Positive Deviancy
Nick	Martin	Co-founder & COO	Carbon Reform
Harry	Martin, Jr.	Managing Partner	ID Private Equity
Dave	McCarthy	Executive Director	Potential Energy DC
Anthony	McClelland	Community Manager	Refraction
Ryan	McCreadie	Founder	Artis International
Timothy	McDonald	Partner	Guidon Partners
Pete	McDonald	SVP, Startup Services	PacWest Bank
Matthew	McGuire	US Executive Director	US Executive Director
Robert	McNamara	Partner	Guidehouse
Mikaela	McQuade	Director, Energy, Climate, and Resources	Eurasia Group
Brian	Mehnert	COO/Operating Partner	Connected Ventures
Julie	Melnick	Founder & CEO	SkySquad
Nicole	Merlene		MCEDC
Stefan	Midford	President & Founder	Capango
Josh	Millsapps	CEO	Millsapps, Ballinger, & Associates
Srinivas	Mirmira	President	Blue Ridge Networks
Sarah	Moore	Director of Business Growth and Development	Formicidae
Roxana	Muzzammel	CEO/Founder	Grassroots-Fund
Charlie	Nahabedian	CEO	VK Digital Health
Jonathan	Nesher	Counsel	Bryan Cave Leighton Paisner
Michael	Nestor	Scientific Engagement Lead	Johnson & Johnson Innovation - JLABS
Doug	Nguyen	Founder	HUSTLR INC
Edward	Novak	President	Nova Ventures
Anthony	Nunez	CEO	INF Care
Jason	Nunley	Investor	
Jonathan	Nystrom	CEO	Intensity Analytics
Mike	O'Connor	Vice President	Cassidy & Schilling
Angie	O'Grady	Partner & COO	StellaPop
Mike	O'Grady	CEO	StellaPop
Jennifer	O'Daniel	Senior Investment Director	Virginia Venture Partners
Abolaji	Omitogun	Investor Relations	F&k Savings
Dawn	Orr	COO	Triblio
John	Padgett	Partner	Mcguire Woods
Sid	Pailla	Founder & CEO	Sunny Day Fund
Jean-Luc	Park	Senior Director	TEDCO
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Tom	Perkins	VP	SERCO
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Loretta	Prencipe	Director	Prencipe Innovations
Tim	Pritchett	President	Pritchett Controls
Phillip	Quatrini	Partner	Rimon, P.C.
Ali	Qureshi	COO	NuAxis Innovations
HW	Radin	Investor	
Andrew	Rakicsany	Founder	SiteSprinter
Jonny	Rallison	Software Developer	Alleva

Skylar	Rallison	Community Manager	CONNECTpreneur
Rachel	Rath	Director	Johnson & Johnson Innovation - JLABS
Victor	Rhoder	Product Manager	AtWork
Tony	Ricciardella	Senior Director	Chargebee
Mark	Riedy	Partner-Chair- Energy Practice	Kilpatrick Townsend & Stockton LLP
Kiki	Robinson	Executive Assistant	EveryIncome
Jennifer	Rohleder	Vice President & General Counsel	Land Intelligence, Inc.
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Larry	Rosenfeld	Co-Founder	Sage Communications
Jake	Rosenhaft	CEO	Continuous Software
Michael	Ross	CEO Emeritus	Euclid Systems Corp.
Sheila	Ruffin	The Boss	Soca Caribbean Yacht Charters
Dean	Rutley	Senior Partner	Womble Bond Dickinson
Carlos	Salcedo	Private Investor	
Arti	Santhanam	Executive Director	TEDCO
Liz	Sara	Founder & CEO	Best Marketing LLC
Ryan	Schaum	Head of Business Development	Hashtag Arena
Gerald	Scheinman	Financial Services Professional	New York Life
Jim	Schleckser	Managing Partner	Potomac River Ventures
Joshua	Schoen	CEO	Motionize
Luke	Schramm	Analyst	Blackstone
Grant	Schuster	Co-Founder	Accelerant Manufacturing
Enrico	Serafini	Founder/CEO	pExchange LLC
Rajnish	Setty	President	Setty & Associates
Mario	Shaffer	Principal	H.I.G. Capital
Jon	Shames	Investor	Enquire
Joe	Shamess	Limited Partner	Hivers & Strivers
Chae	Shim	Associate	n+1 technologies
Chris	Simkins	CEO	Corsha, Inc.
Cal	Simmons	Chair	Washington Area Tiger21
Jeffery	Simpson	CFO	Blue Ridge Networks
Neal	Singal	CEO	Global Pal
Michael	Skvortsov	Director	Bene Tipping
Anna	Skvortsova	Partner	EY
Michael	Smirnov	Founder	Parent AI
Ron	Smith	COO	Verdant Power
Ted	Smith	Wealth Advisor	Next Capital Management
Mike	Smith	SVP	Yes& Agency for biotech clients
Shajmil	Smith	CEO	Front Door Leadership, LLC
Jordan	Smith		
Chris	Steele	Director	Military Operational Medicine Research Program
Scott	Stephens	Executive Director/COO	IAAI
Brad	Stewart		MCEDC
Don	Stocking	VP, Proposal & Business Development	SysNet Technologies, Inc.
Jason	Stookey	Chief Revenue Officer	TuneURL
Richard	Strauss		
Mario	Sukkar	CEO	Creek
Mei	Sun	Portfolio Manager	MRDC
Tony	Surak	CMO	DataTribe
Sean	Sutherland	Chief Marketing Officer	Kapowza
Kevin	Swatt	Principal	CLA
Feroz	Syed	CEO	RADcube
Wenye	Tan	Partner	Anova Law Group
Denise	Tayloe	CEO & Co-Founder	PRIVO
Brooke	Thayer		
Tammi	Thomas	Chief Marketing & Communications Officer	TEDCO
Rachel	Thomas	Communications Design Manager	StellaPop
Christopher	Timura	Of Counsel	Gibson Dunn
Toni	Tomlin	Owner	Faith2Felicity
Bill	Tompkins		MCEDC
Chris	Tomseth	Co-founder & Chief Marketing Officer	SkySquad
Kiana	Tralongo	CEO	BST Circle
Brittany	Trelly	Business Development SR Manager	Johnson & Johnson Innovation - JLABS
Paul	Triolo	Practice Head, Geotechnology	Eurasia Group
Peter	Tsrigotis		Greenberg Traurig
Andy	Tucker	Partner	Nelson Mullins
Mikyla	Tuggle	Innovation Activation Specialist	Johnson & Johnson Innovation - JLABS
Russell	Turner	CEO	TST Construction
Cecilia	Ugarte	COO	Formicidae
Nick	Unger	Co-Founder	Impactica
Omar	Uribe	Co-Founder & COO	Syntrillo, Inc
Kayvan	Vakili	Senior Analyst	Accenture
Prat	Vallabhaneni		White & Case
Beth	VanStory	Principal	New Dominion Angels
Star	Varga Read		
Aaron	Vernon	Account Executive	Virtanza
Rico	Vicencio	Shareholder	Greenberg Traurig
Nick	Vico	G2 GEM Finance/Keiretsu Forum	G2 Development Partners
Paul	Wagner	President	Beyond Systems, Inc.
Carl	Wallace	Managing Director	Corpscore, LLC
Karen	Wang	Director	Stout
Angela	Wang	Co-Founder	FreshBox
Lewis	Wanyeki	CEO	Tambua Health
Christine	Warnke	Senior Vice President	Capitol Hill Consulting Group
Steve	Wasik	CEO	VKTRY Gear
John	Wasp	Sustainability Leader	Heffron Co
Barry	Weinbaum	Financial Services Professional	New York Life
Eric	Wendler	Director of Business Development	Grant Thornton
Skip	West	CEO	MAXSA Innovations

Ralph
Caroline
Meihong
Michael
Andre
Tim
Sajung
Joseph
Ling
Stanley

Winnie
Wong
Yang
Yee
Yee
Young
Yun
Zaloom
Zhang
Zhu

Vice President
Marketing Assistant

Sr. Software Developer
Founder & CEO
President
CEO
President and founder
Senior Manager, Audit and Advisory
Product Development Intern

Eurasian Business Coalition
Opus8, Inc. / CONNECTpreneur

Triblio, Inc.
Triblio, Inc.
Young Marketing Consulting
Predictiv
E3 Analytics
DHG
Digital Government4US

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DAVID GIANNINI
CEO
CirrusWorks



GEORGE HONDROS
Director,
Business Development
BDO USA, LLP



NEIL KLEINBERG
CEO
DiliVer LLC



MIKE LABRIOLA
Partner
Wilson Sonsini Goodrich & Rosati



INES LEBOW
CEO
Enterprise Transformation
Solutions



MARISSA LEVIN
Founder & CEO
Successful Culture International
[@marissalevin](#)



BOB LONDON
CEO, Founder & Chief Listener
Chief Listening Officers
[@londonink](#)



MALI PHONPADITH
Founder & CEO
SOAR Community Network



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