WHAT’S YOUR VENTURE?

22nd Annual NEW VENTURE CHAMPIONSHIP
WHAT’S YOUR VENTURE?
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Welcome to the twenty-second annual New Venture Championship (NVC) and what will no doubt be a fast-paced and informative three days.

As in previous years, we have assembled a top-notch panel of judges, ready to hear from students poised to bring their innovative concepts to market.

True to its earliest days, this competition is about bringing together highly driven student teams and the investors with the resources to help push these concepts from dream to reality. But the value of this event goes far beyond the winners.

Some competitors will walk out the door with cash and prizes, but all will leave with critical feedback that can be applied immediately.

My deepest thanks to our fine set of judges for offering up both their valuable insights as well as their time. A great deal of gratitude is also owed to our tremendous sponsors.

Since the first NVC in 1992, the UO Lundquist College of Business has continually worked to nurture and broaden the scope of the New Venture Championship to the world-class international event it is today.

For many participants, NVC is a touchstone in their evolution as entrepreneurial business leaders. We hope the experience leaves you with a shared passion for the process. On behalf of the entire Lundquist College of Business, welcome to Oregon, the UO Portland White Stag Block, and NVC.

Good luck as you venture forth!

Cornelis “Kees” de Kuyver
Dean and James & Shirley Rippey Distinguished Professor
Lundquist College of Business
It is with great pleasure that I welcome competitors, judges, and audience members to the 2013 New Venture Championship. On behalf of the Lundquist College of Business, I sincerely congratulate each one of this year’s competitors. Gaining a berth in this elite competition is an accomplishment in itself, and you’ve worked hard to get here. I also salute this year’s judges. You have the foresight to foster the world’s next generation of innovators. Your feedback, drawn from your own experiences, means the world to our competitors.

Innovation is a proud tradition for the state of Oregon. Our pioneering culture has long embraced those who possess both the vision to recognize great ideas and the practical know-how to make those ideas a reality.

These are the entrepreneurial leaders whose efforts may change not just our region, but also our nation and the world.

At the New Venture Championship, each competing team has the opportunity to create something extraordinary. By working through business plans, crafting compelling pitches, and absorbing professional feedback, participants build skills that will serve them throughout their professional lives. Some of the team members you meet here will continue to pursue entrepreneurial ventures. Others will bring their can-do spirit to existing organizations, enabling these to respond swiftly to the demands of an evolving global marketplace. Whatever they choose to do in the future, what this year’s competitors learn here will enable them to excel and lead.

In an era of accelerating change, new ideas and strong business skills are our most useful tools. It’s not always easy to bridge the gap between a market need and a real solution, especially on a global scale. But to tackle the challenges of the future, the world needs fearless leaders who can recognize new ideas and build upon them.

John Hull
Managing Director, Business Innovation Institute
Lundquist College of Business
THIS YEAR'S EVENT
NVC 2013

Competitors

Brigham Young University
Carnegie Mellon University
Hong Kong University of Science and Technology
Johns Hopkins University
Nanyang Technological University
Purdue University
Sasin Graduate Institute of Business Administration
Stanford University
Thammasat University
University of Arkansas
University of Louisville
University of Michigan
University of Oregon
University of Texas at Austin
University of Warwick
Yale University & University of Illinois at Urbana-Champaign
# Schedule

## Thursday April 4th

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td><strong>NVC Check-In at Registration Table</strong></td>
<td>11:00 AM - 4:00 PM</td>
</tr>
<tr>
<td>Conference Center</td>
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<tr>
<td><strong>OEN Start-Up Round</strong></td>
<td>1:00 PM - 4:00 PM</td>
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<tr>
<td>Conference Center</td>
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<tr>
<td><strong>Teams: Tradeshow Set-up</strong></td>
<td>4:30 PM - 6:00 PM</td>
</tr>
<tr>
<td>UO White Stag Building</td>
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<tr>
<td><strong>Judges: Opening Night Reception</strong></td>
<td>5:00 PM - 6:00 PM</td>
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<tr>
<td>UO White Stag Building</td>
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<tr>
<td><strong>Tektronix Trade Show &amp; Elevator Pitch Competition</strong></td>
<td>6:00 PM - 8:00 PM</td>
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<tr>
<td>UO White Stag Building</td>
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## Friday April 5th

<table>
<thead>
<tr>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td><strong>NVC Semifinal Round</strong></td>
<td>9:15 AM - 12:15 PM</td>
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<tr>
<td>Conference Center</td>
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<tr>
<td><strong>Keynote Luncheon Scott Kveton, CEO of Urban Airship</strong></td>
<td>12:30 PM - 2:00 PM</td>
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<tr>
<td>Queen Marie Ballroom</td>
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<tr>
<td><strong>Individual Team Feedback</strong></td>
<td>2:30 PM - 4:15 PM</td>
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<tr>
<td>Conference Center</td>
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</tr>
<tr>
<td><strong>Blue Star Gas Announcement of Finalists</strong></td>
<td>6:00 PM - 9:00 PM</td>
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<tr>
<td>&amp; NVC Team Bowl</td>
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<td>Grand Central Bowl</td>
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## Saturday April 6th

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<tr>
<th>Event</th>
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<tbody>
<tr>
<td><strong>NVC Final Round</strong></td>
<td>9:00 AM - 12:45 PM</td>
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<tr>
<td>Colonel Lindbergh Room</td>
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<tr>
<td><strong>OEN Lightning Round</strong></td>
<td>9:15 AM - 12:30 PM</td>
</tr>
<tr>
<td>Conference Center</td>
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<tr>
<td><strong>Individual Finals Team Feedback</strong></td>
<td>2:00 PM - 3:45 PM</td>
</tr>
<tr>
<td>Fireside Room</td>
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<tr>
<td><strong>Columbia Sportswear Awards Reception</strong></td>
<td>5:00 PM - 7:00 PM</td>
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<tr>
<td>Colonel Lindbergh Ballroom</td>
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Portland, OR

Did You Know?

1. There are 40 microbreweries and brewpubs located in the Portland area.

2. Money Magazine named Portland as North America’s “Best Big City.”

3. Portland is recognized as one of the best food cart cities in the nation.

4. Portland Saturday Market, located on Naito Parkway, generates roughly $8 million annually, and is one of Portland’s many small business successes.

5. Portland is one of the most bike-friendly cities in the nation with more than 250 miles of bike lanes and bikes for free use.

6. Portland is home to 10,000 acres of parks and recreation areas; including the Japanese Gardens, The International Rose Test Garden, and The Grotto.

7. The end of the famed Oregon Trail is located in Willamette Valley on Abernethy Green in Portland.

Things To Do.

Get an enriching art experience at one of the oldest museums in the country at the Portland Art Museum.

Shop at the boutiques along 23rd or try Pioneer Place on 5th and Yamhill, located less than a mile from Embassy Suites.

Portland is known for diverse eating options, and there are some great ones within walking distance of the hotel. Try: Portland City Grill, Brunch Box Food Cart, Deschutes Brewery and Public House.

Let your inner child shine as an adult at Ground Kontrol Classic Video Game Arcade & Bar.

Explore Powell’s City of Books, the largest independent bookstore in the world. Don’t forget to notice the 1 million plus books.

Visit Voodoo Donuts, one of the Northwest’s most talked about snack attractions.
Prior to the event, teams submit their business plans. The best-written business plan that is most likely to score an investor meeting wins this round.

Teams submit a one page executive summary about their venture. The best written summary wins this round.

Teams pitch their ventures with an elevator pitch and 30 minute presentation during which judges may ask questions.

Ventures are showcased in a classic trade show environment to teams, judges, and Portland business community.

Teams present a one minute “Elevator” pitch to judges and potential inventors.
The twelve teams to not advance to the final round create a “quick” pitch to a new panel of judges. During which they are not allowed to use any equipment or visual aids. The judges discuss strengths and weaknesses within each plan, then teams have 15 minutes to adjust the plans and re-pitch their ideas.

The final four teams present their business venture to a panel of prominent investors and business executives. They are asked extensive questions and the winner of the 2013 New Venture Championship emerges.
# April 5th
## SEMIFINAL SCHEDULE

### TRACK #1
**Room:** Chief Poker Jim  
**Mod:** Lindsey  
**TA:** Aaron

<table>
<thead>
<tr>
<th>Time</th>
<th>Team</th>
<th>School</th>
<th>Judges</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:15 - 9:55 AM</td>
<td>Solaris</td>
<td>HKUST</td>
<td>Diane Fraiman</td>
</tr>
<tr>
<td>10:00 - 10:40 AM</td>
<td>SensorHound Innovations</td>
<td>Purdue University</td>
<td>Scott Grout</td>
</tr>
<tr>
<td>10:45 - 11:25 AM</td>
<td>YPT Venture</td>
<td>Nanyang</td>
<td>David Kenney</td>
</tr>
<tr>
<td>11:30 - 12:10 PM</td>
<td>Picasolar</td>
<td>University of Arkansas</td>
<td>Ty Petit</td>
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<td></td>
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<td>Jim Pliska</td>
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### TRACK #2
**Room:** Marshall Joffre  
**Mod:** Nathaniel  
**TA:** Jimi

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<thead>
<tr>
<th>Time</th>
<th>Team</th>
<th>School</th>
<th>Judges</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:15 - 9:55 AM</td>
<td>Real Energy Partners</td>
<td>University of Oregon</td>
<td>Tim Berry</td>
</tr>
<tr>
<td>10:00 - 10:40 AM</td>
<td>Nutri Food</td>
<td>Thammasat University</td>
<td>Mark Greenough</td>
</tr>
<tr>
<td>10:45 - 11:25 AM</td>
<td>SchemaFusion</td>
<td>Carnegie Mellon University</td>
<td>Joe Hawes</td>
</tr>
<tr>
<td>11:30 - 12:10 PM</td>
<td>JLC Traders</td>
<td>University of Warwick</td>
<td>Bobbie Parisi</td>
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<td></td>
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<td>Steve Sterba</td>
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### TRACK #3
**Room:** Chief Poker Jim  
**Mod:** Lindsey  
**TA:** Aaron

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<thead>
<tr>
<th>Time</th>
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<th>School</th>
<th>Judges</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:15 - 9:55 AM</td>
<td>Beyonic</td>
<td>University of Texas at Austin</td>
<td>Kanth Gopalpor</td>
</tr>
<tr>
<td>10:00 - 10:40 AM</td>
<td>Wedlum</td>
<td>Yale &amp; University of Illinois</td>
<td>Bob Komin</td>
</tr>
<tr>
<td>10:45 - 11:25 AM</td>
<td>Focus Solutions</td>
<td>University of Michigan</td>
<td>Ron Neumann</td>
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<tr>
<td>11:30 - 12:10 PM</td>
<td>AGcerez</td>
<td>Sasin</td>
<td>Nitin Rai</td>
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<td>Tom Sperry</td>
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<td>Rick Turoczy</td>
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### TRACK #4
**Room:** Eric Hauser  
**Mod:** Eric  
**TA:** Brittany

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<tr>
<th>Time</th>
<th>Team</th>
<th>School</th>
<th>Judges</th>
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</thead>
<tbody>
<tr>
<td>9:15 - 9:55 AM</td>
<td>VOC Diagnostics</td>
<td>University of Louisville</td>
<td>Bernie Hansen</td>
</tr>
<tr>
<td>10:00 - 10:40 AM</td>
<td>Awair</td>
<td>Stanford University</td>
<td>Kathy Long Holland</td>
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<tr>
<td>10:45 - 11:25 AM</td>
<td>MedLock</td>
<td>Brigham Young University</td>
<td>Dave Preston</td>
</tr>
<tr>
<td>11:30 - 12:10 PM</td>
<td>PathoS</td>
<td>Johns Hopkins University</td>
<td>Skip Rung</td>
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<td>Jeff Stewart</td>
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NEW VENTURE CHAMPION
1 • $25,000
   • WINNER OF REINMUTH CUP
   • AUTOMATIC BERTH FOR CHAMPION IN 2013 VENTURE LABS INVESTMENT COMPETITION

SECOND PRIZE
2 • $10,000

RUNNERS UP (2)
3 • $2,500

BEST WRITTEN BUSINESS PLAN AWARD
4 • $1,500

TEKTRONIX TRADE SHOW AWARD
5 • $1,500

TEXTRONIX ELEVATOR PITCH AWARD
6 • $1,500

PALO ALTO SOFTWARE BEST 1-PAGE PITCH AWARD
7 • $1,000

OEN LIGHTNING ROUND AWARDS
PRIZE POOL OF $12,000 AWARDED AMONG THE TWELVE TEAMS
Scott Kveton is the co-founder and CEO of Urban Airship, which helps the world’s top brands do great things in mobile. Widely recognized as an expert on mobile app strategy and cloud infrastructure, Kveton speaks frequently on app monetization, user engagement and mobile developer ecosystems. He was recognized as one of the Top 10 Mobile Movers for 2012 by VentureBeat, and recently received the Individual Achievement Award from the 19th annual OEN Tom Holce Entrepreneurship Awards.

Prior to starting Urban Airship, Kveton had more than a dozen years of experience building technology, developing business strategy and leading engineering teams with companies including Amazon.com, Rulespace, JanRain and Vidoop. He also co-founded the Open Source Lab at Oregon State University, which was instrumental in helping several open source projects grow into mainstream usage, including the Mozilla Foundation, the Linux Kernel and Drupal.
SUCCESS STORIES
“Retailers are excited to see what we can deliver.”

EyeQ
University of Texas at Austin, Austin, Texas 2012

They did not place during their time at the NVC, but they did make great connections with the judges and other competitors. While learning the importance of the pitch process during the elevator pitch, they were introduced to one of last years judges Allen Wisemen. Wisemen is now an important advisor to EyeQ as they make strides in establishing themselves with retail stores. He has helped EyeQ engage in large retail and connected them to potential clients. Michael Garbel commented on the judges at the NVC by stating, “for sure the judges [at the NVC] were the most engaging. They were the most interested in assisting an entrepreneur… some of the judges are truly interested in supporting our venture beyond the competition.”

EyeQ has not hit retail stores yet. Currently EyeQ is establishing contracts with retailers.

EyeQ
University of Texas at Austin
2012 Competitor

An increasing trend in the consumer market place today is the use of online retail in replacement of visiting retail stores. It is a highly competitive advantage being able to offer a wide selection to consumers from the convenience of their homes. The venture group EyeQ was established to compete with this growing trend by enriching the buying experience offline. EyeQ uses video analytics to track consumer trends through demographic information and in some cases personal purchasing behaviors. This will bring consumers a online retail experience to the traditional retail stores. Michael Garbel and Harish Jayakumar won the Texas Venture Labs Investment Competition prior to visiting the New Venture Championship.
LEMM Technologies

Purdue University
2012 Competitor

LEMM Technologies LLC, from Purdue University was the runner up in the 2012 New Venture Championship. Marcus Kramer and Rush Bartlett founded LEMM Technologies LLC in early 2011, so their venture had been developing the year prior to the NVC. Their venture was based around technology for a non-invasion blood glucose monitor for diabetics. The average diabetic spends $1,500-2,000 a year on test strips. In addition, the needle stick can be a tedious and painful procedure. They created a device that performs sensitive blood chemistry analysis to measure blood glucose. Kramer and Bartlett both have invested their own capital into product development.

“You have to keep plugging away because people are going to say no and it’s going to take a lot of people to say yes and see your vision.”

Marcus Kramer
LEMM Technologies LLC
Purdue University
2012

In addition, to competing in Oregon they competed in the Venture Labs Competition in Texas, Venture Challenge in San Diego, and the Rice Business Plan Competition. Their experience at other competitions is what lead them to take runners up at the NVC. Their take on the NVC was that it was one of the best business plan competitions, “we enjoyed meeting everyone especially some of the other competitors.” Kramer commented on his experience last spring stating, “you have to keep plugging away, because people are going to say no and it’s going to take a lot of people to say yes and see your vision” The two still work with LEMM Technologies LLC, but mostly on the side. Kramer is now a full time staff member at the University of Minnesota and does research for bio preservation, while Rush is a bidesign fellow at Stanford University.
Atrispec was a 2012 competitor in the NVC from the University of Utah. Teams of this school present ventures around University owned technologies. Atrispec’s venture was based on medical technology that detects early atrial fibrillation, a condition affecting more than 5 million people in the US annually.

Brett Burton, a bioengineering graduate student from Atrispec, still works with this technology, however this is not his main focus. Burton is more active with training this year’s business competition team. His experience at the NVC is an important aspect of how he coaches teams, “it has helped me be more critical with the technologies and question ones I don’t know about. It has helped me with selecting technologies to use for the competitions this year.”

Atrispec was not one of the big winners at the NVC 2012 competition. The group did not progress to the finals after the semi-final round, but instead moved to the lightning round. Burton said that the lightning round was the most beneficial aspect of the NVC for his team, “it was the most useful as far as learning things that we hadn’t thought of before.” The casual setting brought up ideas and issues that had not been addressed previously. One of the highlights of this competition is its determination to help young business professionals grow. Burton brings what he learned to the teams he is mentoring. When asked how to get prepared for business competitions he replied, “be prepared for good critical judging and be invested in the technology and be vetted in the technology. You better know where it fits in the market.”
2012 Highlights

Finals Round

Awards Ceremony

Elevator Pitch

2012 competitor HomeGourmet from Hong Kong University

2012 competitor LEMM - Technologies from Purdue University

“The exceptional feedback and personalized advice and insights from the judges were more than we had expected.”
2012 Highlights

Team Bowling

Finals Round

Awards Ceremony

Lightning Round & Trade Show

2012 competitor Paramaxx from Thammasat University in Thailand

2012 competitor Innovostics from John Hopkins University

2012 NVC Champion Lifeline Innovations from Arizona State University
Final Round Judges

MICHAEL CROOKE
Cooke has served as the CEO or president of a number of companies including Patagonia, Kelty, Yakima, Pearl Izumi, and Revolution Living. Cooke concurrently serves in Pepperdine University’s Graziadio School of Business and Management, where he leads the school’s Social, Ethical, and Environmental Responsibility (SEER) certification program. Cooke grew up in Oregon and is a former Navy SEAL. Cooke has been named the Avamere Professor of Practice at the University of Oregon working with the Business Innovation Institute.

KIRBY DYESS
Ms. Dyess is a principal in Austin Capital Management, LLC and invests in and advises early stage companies. In 2003 she retired from Intel corporation after 23 years, most recently serving as the company’s vice president and director of operations for Intel Capital. She sits on four company boards, one of which she chairs. She served as the president of the Oregon State Board of Higher Education for a year and is on the governing Board for Oregon Health and Sciences University, and is a Trustee of the Oregon Community Foundation.

RICK MILLER
Rick Miller is the Founder and Chairman of the Avamere Group, a family of companies headquartered in Wilsonville, Oregon, with a progressive agenda to keep seniors healthy, independent and out of nursing facilities for as long as practical. Avamere Family of Companies is one of the Pacific Northwest’s largest senior care and housing providers, employing more than 5,000 people and providing products and services to more than 10,000 customers daily in ten states.

TIM STOUT
Dr. Tim Stout is Vice President for Commercialization Strategies at OHS and a Professor of Ophthalmology at the Oregon Health & Science University Casey Eye Institute. The program was established as a formal outgrowth of OHSU’s interest in translating its research into products that benefit human health. As a practicing vitreoretinal surgeon and director of the Clayton Gene Therapy laboratories at OHSU, Dr. Stout brings experience from both the research and clinical sides of medicine.
Semifinal Round Judges

**TIM BERRY**

Mr. Berry is president and founder of Palo Alto Software, founder of bplans.com, and a co-founder of Borland International. Palo Alto Software has 40+ employees and measured 70% market share in its segment, no debt, and no outside investors, although they took in Silicon Valley VC money in 2000 and bought them back out in 2002. It moved from Palo Alto to Eugene, OR, in 1992. Although Berry is still president of Palo Alto Software, and majority owner, he focuses on blogging, teaching, speaking, and writing.

**DIANE FRAIMAN**

Diane serves as a Venture Partner with Voyager Capital and focuses on software and digital media investments in the Pacific Northwest, particularly Oregon. With over 30 years of technology company experience in leading marketing, strategy, and business development, Diane works with startups in the enterprise software, Internet/Web 2.0, and security software industries throughout the West Coast. Diane was previously Senior Vice President of Marketing and Business Development for Sanctum.

**KANTH GOPALPUR**

Kanth Gopalpur is the CEO of Monsoon Commerce, a private equity backed ecommerce solutions company. Previously Kanth was the CEO of Portland based Monsoon, Inc., which he founded in 2002. The company was customer funded from its inception until 2005 when it raised a small amount of capital from angel investors to fund its rapid growth. The combined $100M company currently has over 120 employees in 3 locations.
Bernie is the co-founder/Chief Operating Officer of Teichos Energy, a developer of renewable energy projects focused on solar energy. He is also the manager of Entrepreneurial Programs on a part-time basis at the Pacific Northwest National Laboratory. The majority of his previous professional career was in commercial banking where he was a Regional Manager for Citicorp in their Seattle and Atlanta offices. He earned a MLA degree from Harvard University and a BLA degree from University of Oregon.

Mark Greenough is president and founder of Greenough Consulting Group (GCG), an outsourced finance, accounting, and human resource consulting practice catering to the venture capital community with offices located in the Silicon Valley, Chennai, India, and West Wickham, United Kingdom. Prior to founding his business, he served as CFO of US Venture Partners and has held executive and management positions with Ernst & Young and Levi Strauss & Company.

Scott Grout is currently an active angel investor and mentor and is involved in a number of entrepreneurial organizations aimed at driving economic growth in Oregon. Previously Scott was President and CEO of RadiSys from 2002 to 2011 and a member of the board through 2012. RadiSys is a publicly traded (nasdaq: RSYS) global telecom equipment provider headquartered in Hillsboro, OR just outside of Portland.
Joe Hawes is President and Chief Executive Officer of Hawes Financial Group (HFG). Mr. Hawes is dedicated to ensuring that HFG maintains its reputation for excellence by providing leadership and guidance to the management team and is responsible for strategic and operational management of the company. With more than twenty years of experience in the credit and receivables industry, Mr. Hawes has a distinguished career with a proven track record of outstanding results.

Ms. Long Holland is a specialist in the development and launching of new products and strategies. She was an executive at Nike for 7 years as the Divisional Head of New Products and Markets. She has run her own business advisory firm, LongSherpa Design, specializing in new businesses and business transitions. Her work is targeted to helping owners, executives, and managers develop strategies for dealing with transition. These transitions are related to growth, market change, ownership change, and management change.

Since 2008, David Kenney has led Oregon BEST, a non-profit that is a nexus for clean technology innovation and collaboration. Oregon BEST brings together Oregon’s significant R&D strengths in clean technology to support the commercialization of new products and services. He has over 20 years of business, nonprofit and public management experience with formal training in business and policy. During 12 years with Intel Corporation, Kenney filled a wide range of roles in finance, project management, and business and organizational operations.
Ron Neumann, Chief Financial Officer at Oregon Community Credit Union, is an accomplished corporate executive with over 20 years of business management experience. Prior to joining Oregon Community Credit Union in 2010, Ron held executive positions at Hawes Financial Group, Neumann Management Group, Western Electronics, and Graco Incorporated. Ron also is a co-founder of the IT Process Institute, has engaged in a number of business start-ups, serves on several boards, and volunteers for a variety of local nonprofit organizations.

Bob has a passion for working with great teams of entrepreneurs to build leading and disruptive technology, software and service products. He is currently CFO of Ticketfly. Ticketfly was recognized at the 2012 San Francisco Business Times’ annual Tech & Innovation Awards as fastest growing company winner in the Bay Area. He has also held senior financial and operating roles over the last 20 years at private and public companies.

Ron Neumann

Nitin has over 27 years of experience in the high tech industry. He is currently President & CEO of First Insight Corporation, a Hillsboro, Oregon based software company which he founded in 1994. First Insight leads the eye-care industry in electronic medical records, practice management, and e-commerce products for independent optometrists and ophthalmologists. Nitin is also very active as an angel investor and mentor in the Portland Metro Entrepreneur ecosystem.
An award-winning marketer with a passion for building global brands, Bobbie Parisi has more than 25 years of brand leadership experience. She is currently the Global VP of Brand for Yakima Products, Inc. Prior to Yakima, Parisi was the VP of Marketing at KEEN and the force behind the HybridLife brand positioning and the 2007 KEEN “STAND” program, which lead to Advertising Age naming Parisi as one of the “50 Most Innovative Marketers”. Parisi’s career began in the wine and spirits industry, working on Jose Cuervo and Smirnoff Vodka.

Mr. Pettit joined Union Bank (Portland, OR Commercial Banking Group) in December 2008 as VP of Business Development after twelve years in senior financial and administrative roles with several Oregon-based early stage companies including Connect-Tech (fine wire cable manufacturing for medical and military OEMs), Microhelix (complex cable assembly for commercial and medical OEMs) and Djangos.com (national clicks and bricks retailer of new and used CDs and DVDs).

“They’ve been really helpful in helping us explore some of the potential problems with our business plan.”

Team: Paramaxx
Thammasat University
Mr. Preston has a 30+ year history of driving innovation in the information technology industry. Dave recently retired as CEO of Safety In Motion – a software enabled ergonomics consulting company. He is currently exploring several new business opportunities. Previously, Dave spent 20 years at Intel where he led Intel’s side of a $200M blade server R&D collaboration with IBM, was a founder of the Intel Capital new business incubator, and had a variety of financial, sales, and marketing management roles.

Mr. Pliska is a 1981 business finance graduate of the University of Oregon. Jim is now President of Space Age Fuel, Inc, managing member of Pliska Investments, Pliska Golf and J&J Golf. Jim has been involved in the petroleum industry since 1982 with Space Age Fuel which is a diverse company made up of a chain of gasoline and convenience stores, a wholesale distribution department and transportation department. His many business ventures also include commercial property investments, two golf courses and two hotels.

Mr. Rung is a senior high technology R&D executive with over 35 years of R&D management experience in CMOS process technology, application-specific integrated circuit (ASIC) design and electronic design automation (EDA), IC packaging, MEMS, microfluidics, and inkjet printing. Until his retirement in 2001, Mr. Rung was director of Advanced Research for Hewlett-Packard’s Imaging and Printing Technology Platforms organization in Corvallis, Oregon.
Tom Sperry is the Managing Director of Rogue Venture Partners, a Portland based private equity firm. He is also the CEO of Exit Games Inc. Exit Games is a venture capital backed technology company with a focus on the video game industry. It has offices in Portland and Hamburg, Germany. Prior to Exit Games he was the CEO of Blade3D headquartered in Shanghai, China, with an office in Seattle, WA. Prior to his role at Blade3D, he held senior management positions with HNC Software (Executive Director) and Looking Glass Studios (Director).

Steve is currently the President of Greater Giving, a division of Global Payments, providing technology solutions to help nonprofit organizations raise funds for their respective missions. Additionally, Steve serves as the SVP of the Integrated Payments Division of Global Payments. Prior to joining Greater Giving/Global Payments, Steve was the President, CEO, and a board member of MyHealthBank Inc. The company provided enterprise software to large health insurance companies to enable a new consumer directed health model.

Jeff Stewart is the vice president of Blue Star Gas, an energy company in northern California and southern Oregon that distributes propane through ten locations. The firm is family-owned and he is the third generation in the business. Prior to joining Blue Star Gas, he co-founded Outdoor Online, a high technology summer camp for children at the Kirkwood Ski Resort in California. He has been involved with the Lundquist Center for Entrepreneurship since 1993 when he started the center’s entrepreneur club.
Rick Turoczy (@turoczy) has been working in high-tech marketing communications in the Portland area for nearly 20 years. As founder and editor of Silicon Florist, he has blogged about the Portland startup scene for more than five years, even though numerous people have begged him to stop. That side project led Rick to cofound PIE (the Portland Incubator Experiment), a startup accelerator formed in partnership with global advertising firm Wieden+Kennedy, creators of “Just Do It,” the Old Spice Guy.

“One of the reasons we do these competitions is because we can get feedback from actual investors.”

Team: Hydraulic Windpower, Indianna University,
Abhijit (Jit) Banerjee joined OHSU in March 2008. As the Director of Business Development, Jit manages strategic alliances and OHSU's startup company program. He is actively involved in forging ties with the entrepreneurial and local business community, creating the framework of support for companies to utilize OHSU research. Jit's career began as a research scientist. He received a PhD in Biochemistry from the Indian Institute of Chemical Biology and did his post-doctoral work at the University of Wisconsin-Madison.

Matt joined Madrona Venture Group in 2008. He is based in Portland, Oregon. Matt’s investment interests include social and rich media marketing platforms, next generation enterprise software, carrier independent mobile plays, and clean tech. Prior to Madrona, Matt held several roles at Yahoo, most recently VP Media and Strategic Partnerships. Before Yahoo, he was a founding partner of M2 Consulting, a product marketing consulting firm, and CEO & co-founder of uShock, a local portal company.

Caroline is currently the VP of Marketing for PaloAlto Software. As the former co-founder and CEO of two technology companies, she's experienced both start-up failures and successes, and has raised close to $1 million in investment capital. Her first venture, OsoEco.com (healthy social shopping), dissolved in 2009. Her second venture, RealLead (mobile marketing for real estate) sold in early 2012. She has co-founded several successful entrepreneurial programs for the Eugene Area Chamber of Commerce.

Josh is the CEO of Gigapan and a member of its Board of Directors. He is responsible for all aspects of the 25-person company, and focused on growing it into a world-class business. Prior, he spent two years turning Rumblefish into a technology-driven company, accelerating it to the leading music licensing company. Rumblefish is now the unequivocal leader in its industry, with customers such as YouTube, Animoto and Amazon, and achieved ongoing profitability and positive cash flow since his arrival. In 2009, Josh co-founded NedSpace, a provider of co-working facilities for entrepreneurs and startups.
WILL GLASSON

Mr. Glasson is a legal, business, and technology professional with extensive in-house and private practice experience assisting companies and managers in key legal, compliance, and project management roles. His practice background includes representing and counseling emerging and established companies on a wide variety of intellectual property, corporate, and transactional matters. He has counseled clients on venture capital and angel financing, mergers and acquisitions, risk management, strategic alliances and joint ventures, technology licensing, commercial agreements, and general business matters.

ANGELA JACKSON

Angela brings a decade’s experience placing 30+ angel investments (multiple sectors) and a serial entrepreneur family history to Portland Seed Fund. She has advised hundreds of entrepreneurs and seed-stage companies across a broad spectrum of industries at AB Jackson Group, and also oversees the Portland State University Business Accelerator, with 25+ resident bio-tech, technology and clean-tech companies. She is current President of the Portland chapter of Keiretsu Forum, the largest angel network in the world, and was Chair of the state’s premier angel investment event, Angel Oregon, in 2010.

JON KRUSE

Jon Kruse joined Intel Capital in 2004 and spent 10 years in a variety of marketing, strategic planning, and finance roles. He led the strategic planning effort which ultimately led to Intel's Digital Home vision, as well as several emerging market based programs and products (PRC Education and Internet Café PCs). Jon also led Intel’s European business client marketing team from 1999-2001. Prior to joining Intel, Jon's professional experience included IT and strategic consulting roles at Andersen Consulting and Coopers & Lybrand.

JAY LINDQUIST

Jay Lindquist is the Director of Commercialization for ONAMI, the Oregon Nanoscience and Microtechnologies Institute, a leading institution in technology based economic development in Oregon. Dr. Lindquist brings to ONAMI 20 years of experience in development of nanotechnology based businesses across industries ranging from capital equipment, to aerospace, to advanced materials. Jay is President of Technology Business Development, a consulting firm specializing in valuation expansion of nano- and microtechnology companies.
Michael is an executive with 20+ years of operational, venture and consulting experience in life science companies as well as in life science venture capital firms. This includes senior executive roles in five start ups. Michael also managed accounting and sales staffs, and arranged complex deals with large pharmaceutical companies. Michael's roots are in basic research in medicinal chemistry in the pharmaceutical and diagnostics industry.

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Chris Marsh is the CEO and co-founder of Pulse Health LLC, a pioneer in delivering breath technologies that can measure several key human biomarkers that provide early detection of a variety of diseases. Pulse’s flagship product, Revelar™ is the first non-invasive device that measures aldehydes, known indicators of free radical damage. Prior to Pulse Health, Chris was Chief Executive Officer at Unicru, which he grew from 40 to 350 employees and was recognized as one of the 500 fastest growing and most successful companies in the U.S.

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Douglas Strabel founded Greenmark Expense Reduction Solutions in 2010. He has established a network of resources to support the Greenmark ERS business model. Prior to that he had years of experience in reducing expenses for companies in the manufacturing, electronics, consumer products, service, and fulfillment sectors. Currently his practice focuses on the golf property / golf course industry.

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Jon is an attorney and CPA who represents technology and emerging growth companies with respect to the formation, financing, governance, and transactional matters. He counsels clients on venture capital and angel financings, mergers and acquisitions, strategic alliances and joint ventures, technology licensing, commercial agreements and general business matters. Jon is experienced in stock option plans, executive compensation, corporate reorganizations and spinouts, securities offerings, and the formation of investment funds and nonprofits.

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Chris is an executive with 20+ years of operational, venture and consulting experience in life science companies as well as in life science venture capital firms. This includes senior executive roles in five start ups. Michael also managed accounting and sales staffs, and arranged complex deals with large pharmaceutical companies. Michael's roots are in basic research in medicinal chemistry in the pharmaceutical and diagnostics industry.

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Chris Ulum co-founded Agilyx Corporation in 2006 and led the company as CEO until recently. He raised over $70 million in angel, venture and strategic financing, built a strong team and board of directors, led the firm to initial commercialization, and built an exciting clean-tech company which has won numerous industry awards. Before Agilyx, Chris worked in high tech for 11 years, as well as the food, wood products and packaging industries. He has an MBA from Duke University.
NVC 2013

Elevator Pitch Round Judges

SABRINA PARSONS

JIM HUSTON

Managing Director
Blueprint Ventures

LINDA WESTON

CEO
Palo Alto Software

President and Executive Director
Oregon Entrepreneurs Network

THANK YOU TO ALL OUR QUALIFYING ROUND JUDGES

Aldave Barbara
Banerjee Jit
Bishko Jordan
Bullock Brent
Campbell Bill
Card Mike
Chinn Neil
Cole Brian
Conger Robin

Davidson Scott
Finney Jon
Flanagan David
Fletcher Drew
Flucht Brian
Gerhart Don
Henney Michele
Lombard Ian
Martens Jeff

Mathwick Charla
Moffitt Jamie
Morris Doug
Mundorff Karl
Newman Bill
Nickel Dave
Purvis Matt
Rawnsley Kathi

Sebastiao Helder
Stavig Cody
Stavig Kyle
Stevenson Lynn
Summers Jon
Upson Don
Vishney Dan
Voorhies Becky
AGcerez Co., Ltd

AGcerez Co., Ltd. was established by five entrepreneurial spirits and a leading food technology researcher to commercialize L’amai®, the world’s first and only longan-extracted prebiotics syrup. Prebiotics are non-digestible food ingredients with an ability to stimulate the growth of beneficial bacteria found in the large intestine, thus improving the human’s digestive system as well as preventing digestive diseases.

Awair

Awair: breathe better technology. Awair is a medical device company whose mission is to develop patient-centric airway products for the intensive care unit (ICU). Our goal is to improve patient care by creating disruptive products that reduce complications and costs of ICU care. Our first product is the Wyshbone drug delivery catheter. Wyshbone is the first catheter capable of continuous delivery of local anesthetic to numb key points in the airway to alleviate discomfort.

Beyonic

Beyonic offers a payment solution targeted at humanitarian and development organizations to make payouts to mobile money networks. Through one point of access our customers can make payouts to multiple mobile money networks and access the right set of auditing, monitoring, evaluation and tracking.

Focus Solutions

Focus Solutions provides a device and app system that records training and workout routines automatically. Focus replaces the overly complicated analog recording methods used by gym goers, athletes, physical therapists, coaches, and personal trainers; it provides workouts based on individual fitness profiles; and helps people and patients achieve goals more effectively and efficiently.
JLC Traders

JLC Traders plans to operate a mobile-enabled ecommerce website, where it will sell Styleboxes. A unique gift basket alternative, Styleboxes are a curated collection of sustainable products bundled into one dynamic package, and marketed as high-end green gifts. In addition to web sales, JLC Traders will offer Styleboxes through corporate gifting programs to companies with whom they have relationships in the web, retail, and media industries. JLC Traders’s increases its appeal to savvy consumers by supporting U.S.-based charities with a portion of proceeds from the sale of each Stylebox sold.

MedLock

MedLock provides a series of prescription drug lock systems. The devices provide two key benefits, mainly, they deter theft and act as an early tampering detection system. Partnerships and support include multinational Glaxo Smith Klein, major US pharmacy distributors, and major US promotional product distributors. MedLock is patent pending, does not need FDA approval, and is scheduled for launch June 2013. Our goal is to save 100 lives in 2013.

Nutri Food

Nutri Food is a seed stage company specializing in functional food. Our patented technology allows us to produce a nutritious food that is easy to swallow due to its gel composition. Our Nutri Jelly has a melting point at 37 C° that enables the body to break the gel into small particles when swallowing, and encourages the patients to use chewing muscles.

PathoS

PathoS (Pathology Solutions) delivers low-cost solutions that enhance the ability of clinicians to deliver care, generate savings to the healthcare system, and most importantly, improve health outcomes for patients. We envision creating a full suite of products that make the processes used in the pathology department more efficient and reliable.
Picasolar

Picasolar’s technology, the Hydrogen Selective Emitter (HSE), offers our customers, solar cell manufacturers, the advantage that is necessary to become profitable in a disrupted solar industry. With our HSE technology, manufacturers could increase profits from negative $1 up to $34 per solar panel based on efficiency gains and silver cost savings. For our average 4 million panel customer, that is an increase of $140 million in revenue.

Real Energy Partners LLC

Real Energy Partners LLC (REP) is a financial services company specializing in financial solutions for energy efficiency investments in office, industrial, and retail properties. REP will deploy capital into energy efficiency retrofits through innovative real estate structures that achieve energy savings of at least 40 percent with no cost to building ownership.

SchemaFusion

SchemaFusion uses machine learning and cloud computing technology to integrate, organize and distribute complex building information to facilitate facilities management teams so that they can search, visualize and analyze building information using multi-platform devices. SchemaFusion not only directly reduces maintenance costs, but also minimizes system down-time and provides a more comfortable living and working environment.

SensorHound Innovations develops monitoring and diagnostic tools for the Networked Embedded Systems (NES) industry. We offer NES-specific software and hardware products based on award-winning research that has been published in top academic venues. Incorporated into products and services, these tools will significantly reduce the cost of development, deployment, and operation of NES, and improve their reliability.
Solaris

Solaris is an Intellectual Property licensing company that will generate revenue in its first year. Solaris patented technology (U.S. Patent 61/573,153) enables solar panel manufacturers (licensees) to produce solar panels that are significantly lighter, more flexible, and more cost effective. Solaris solar cells are 67% cheaper than competitors and have proven to be 40% more efficient in the lab. This breakthrough technology will allow widespread energy generation where current technology is not applicable.

VOC Diagnostics

VOC Diagnostics presents VitaLung, a lung cancer diagnostic device that can save 130,000 lives and over $2 billion annually in the U.S. alone. Using patent pending technology, VitaLung applies cutting-edge biomarker research to detect the presence of lung cancer through the capture and analysis of volatile organic compounds (VOCs) in a patient’s breath. VitaLung is a non-invasive, accurate, affordable and simple test for the early detection of lung cancer.

Wedlum

Wedlum is a suite of online tools designed to help 487,000 wedding vendors better serve 2.2 million engaged couples per year in the $50 billion US wedding industry. Our first offering will be a patentable, visual personality test that enables vendors to better understand the unique styles and budget needs of their soon-to-be wed customers. 1,800 couples have responded positively to vendors using our tools.

YPT

YPT produces LED light covers that protect people’s eyes from the damage of harmful short wavelength spectrum emitted by an LED light which generates intense light in that range. Our products are to reduce the risk of Age-related Macular Degeneration (AMD) and permanent blindness of human being.
MODERATORS

WHITNEY ALEXANDER
West Linn, Oregon
UO MBA program, graduating 2014
An integral member of the nonprofit startup The Children’s Institute, Alexander managed daily operations, conducted research, and represented early childhood education advocates at Multnomah County education meetings. Maintaining strong ties to the community, she then went to work for Starbucks Coffee Co., quickly advancing to the position of store manager. As the district community lead, she coordinated with several city councils and local community organizations to create ongoing volunteer relationships between the employees and local schools and organizations.

LINDSEY ARKFELD
Colorado Springs, Colorado
UO MBA program, graduating 2014
With a passion for the nonprofit sector, Arkfeld started her career as a fellow at El Pomar Foundation in Colorado Springs. The two-year program focused on leadership and professional development while exposing her to effective nonprofit management and the impact of philanthropy. Her consulting experience with foundation-funded organizations and board experience throughout the fellowship led to a job as the first executive director of a grassroots startup nonprofit called Kids on Bikes.

ERIC T. RINGER
LaGrange, Kentucky
UO MBA program, graduating 2014
As a design engineer working on precision military aircraft, Ringer used technical knowledge and problem solving abilities to engineer solutions that keep Sikorsky helicopters in the air and their crew members safe. He interfaced directly with customers to ensure flight readiness of components on the S-76D commercial utility helicopter. He also designed a monthly quality metrics report to aid management in addressing identified issues and developing solutions for sustainable growth.

NATHANIEL ROTTA
Tigard, Oregon
UO MBA program, graduating 2014
Rotta has had a successful early career developing his architecture experience. Since graduating with his architecture degree he has worked in Orange County, California, and Portland, Oregon, for two small but prominent architecture firms. The small firms environments have allowed him to develop his skills in all aspects of the architecture field, with heavy skill development in construction document production, marketing propaganda, and project management. His positive attitude and strong communication and organizational skills have assisted in his success.
The New Venture Championship would like to thank the following individuals and groups for their support and commitment:

**BUSINESS INNOVATION INSTITUTE**  
John Hull, Managing Director, Business Innovation Institute

**LUNDQUIST CENTER FOR ENTREPRENEURSHIP**  
Nathan Lillegard, Program Manager  
Amy Fortuna, Program Coordinator  
Mathew Smith, Program Support  
KJ O’Grady, LCE Graduate Teaching Fellow

**OREGON ENTREPRENEURSHIP CLUB VOLUNTEERS**  
Joel Kelly, Entrepreneurship Club President  
Jimi Schafer, Entrepreneurship Club Vice President  
Aaron Williamson, Entrepreneurship Club Finance Officer  
Jordan Weinmeier, Entrepreneurship Club Membership Officer  
Brittany Lendberg, Entrepreneurship Club Public Relations Officer

**CHARLES H. LUNDQUIST COLLEGE OF BUSINESS**  
Cornelis "Kees" de Kuyver, Dean

**SCHOOL OF JOURNALISM AND COMMUNICATION**  
Timothy Gleason, Dean  
Professor Dave Koranda  
Allen Hall Advertising (AHA)

The visual and strategic branding campaign for NVC 2013 was developed through a partnership between the Lundquist Center for Entrepreneurship and the School of Journalism and Communication’s AHA, a student branding + advertising agency. The LCE recognizes account director Mathew Smith, designer Kaila Bittinger; media planner Kate Emberley; media planner Lauren Loos; web designer, Julie Grimstad; writer Hunter Robinson; social media Geneva Turnini; strategist Kelsey Thompson

In addition, we would like to give special thanks to Tim and Mary Boyle for their generous contribution to the University of Oregon’s Lundquist College of Business. The New Venture Championship would not be possible in its current capacity without the Boyles’ donation. Support such as this greatly enables students’ learning and development as they prepare to enter the professional setting. We thank the Boyles for encouraging this growth.
Sponsors

Columbia Sportswear Company

Tektronix®
Enabling Innovation

Blue Star Gas

Avamere
Your Life. Our Commitment.

Batelle Ventures

Palo Alto Software
WHAT’S YOUR VENTURE?