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VENTURE MADNESS

IN PARTNERSHIP WITH
THE ARIZONA COMMERCE AUTHORITY

2015

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CONGRATULATIONS ENTREPRENEURS!

As Governor of Arizona, and as an advocate for entrepreneurs across the state, I am pleased to welcome you to Venture Madness.

Innovation plays a central role in strengthening Arizona's global competitiveness, and it's critical to driving technological breakthroughs to help solve the most challenging problems facing our world.

Arizona's surging technology and innovation ecosystem employs hundreds of thousands of workers and represents a vibrant blend of global corporations, innovative startups and everything in between. Our state's entrepreneurs and business leaders are on the forefront of changes that are creating scientific and high-tech advancements for the next generation. Their efforts are spurring new industries, launching new companies and generating new job opportunities that benefit all Arizonans.

Ensuring startup success in the state is a top priority and part of my vision for making Arizona the best place in America to work and do business. Our portfolio of statewide programs and resources assisting both early-stage and large tech employers is a magnet attracting the nation's brightest minds, and as a result, we have assisted thousands of companies to start, grow and advance their businesses in Arizona.

Venture Madness celebrates the robust startup environment that has earned Arizona a reputation as one of the most dynamic entrepreneurial communities anywhere. It showcases the quality and depth of talent propelling our innovation economy, and is a calling card to the world that Arizona is open for business.

I applaud the tenacity of all entrepreneurs in Arizona, throughout the Southwest and beyond who are thinking big, taking risks and pursuing their dreams. I am committed to supporting your business success in our state.



Douglas A. Ducey

DOUG A. DUCEY
GOVERNOR OF ARIZONA



WELCOME TO THE SECOND ANNUAL VENTURE MADNESS EVENT!

The Arizona Commerce Authority is proud to once again partner with Invest Southwest to present Venture Madness, one of the most unique events among the variety of programs and opportunities Arizona offers to early-stage growth companies. Venture Madness is representative of the innovative spirit that makes Arizona an established center for entrepreneurial activity.

By bringing together entrepreneurs, investors, industry experts, business leaders and media, the format generates the exposure, connections and opportunities that unify and strengthen the entrepreneurial ecosystem. Events such as Venture Madness play a critical role in the ACA's priorities to support and advance innovation, create high-value jobs, and grow and strengthen Arizona's economy.

Venture Madness competitors represent targeted industries such as technology hardware and software, bio and life sciences, advanced manufacturing, aerospace and defense, and more. The focus on these high-growth sectors aligns with the ACA's many innovation programs, including the Arizona Innovation Challenge.

The competition draws attention from states around the Southwest, including Colorado, New Mexico, Nevada, Utah and Southern California. This reach and exposure provides an opportunity to showcase Arizona's as the premier business-friendly state in the nation, and an attractive location for both entrepreneurs and investors.

I am confident that this year, Venture Madness will build upon the momentum from last year's inaugural event and continue to stand out as one of the ecosystem's most exciting events. Best of luck to all competitors!



SANDRA WATSON
PRESIDENT & CEO
ARIZONA COMMERCE AUTHORITY



WELCOME, INVESTORS, ENTREPRENEURS, AND SPONSORS TO THE SECOND ANNUAL VENTURE MADNESS EVENT, PRESENTED BY INVEST SOUTHWEST IN PARTNERSHIP WITH THE ARIZONA COMMERCE AUTHORITY!

We are particularly excited about this year's Conference, as it's the materialization of our two-year vision to create the new Invest Southwest and Venture Madness event. I am proud to say that we have accomplished a lot in the past year towards our goal of being the connective tissue between investors and startups in the region. We instituted Quarterly "Improving Investability" workshops, Invite-only Preferred Shares cocktail hours, substantive mentoring for the Venture Madness competitors and a public Bracketology contest for Venture Madness to elect the first ever "People's Choice" Award.

Over the next two days, the 16 companies that survived the first two rounds of the Venture Madness competition will pitch live. Each company has worked with a mentor team to prepare and perfect their pitches. They must now present their business plans before a discriminating audience, and survive the scrutiny of the judging panel in head-to-head competitions to be crowned the 2014 Venture Madness Champion.

An ambitious event like Venture Madness is not possible without our generous partner, the Arizona Commerce Authority, and our sponsors, listed throughout this program. On behalf of Invest Southwest, I'd like to thank them for their dedication and financial support. A special thank you goes to the participating companies for taking the time and effort to apply for, participate in and being a part of the 2nd annual Venture Madness event.

Of course Venture Madness would not be possible without the support of the numerous volunteers who have donated countless hours to bring it to life. This list includes the Selection Panel, the Mentor Team, our Committee Chairs and their entire Executive Committee teams. These business leaders and industry experts from around the state deserve a special word of thanks for their tireless work and dedication. Further, I would like to specifically recognize the tireless efforts and leadership of Karen Katzorke, Executive Director of Invest Southwest.

Last but most certainly not least, I am excited to hand over the reins as Chairman of Invest Southwest to Mario Martinez II, a successful Entrepreneur and now, Angel Investor. Mario has already been a great addition to the planning of this year's Venture Madness and I know he will take Invest Southwest and Venture Madness to new heights for 2016.

Let the Madness begin!



JONATHAN ARIANO
OSBORN MALEDON, P.A.
2014-2015 CHAIR, INVEST SOUTHWEST





BE A PART OF THE BIGGEST SMALL BUSINESS EVENT OF THE YEAR

MARCH 31 - APRIL 2, 2015 | PHOENIX, AZ

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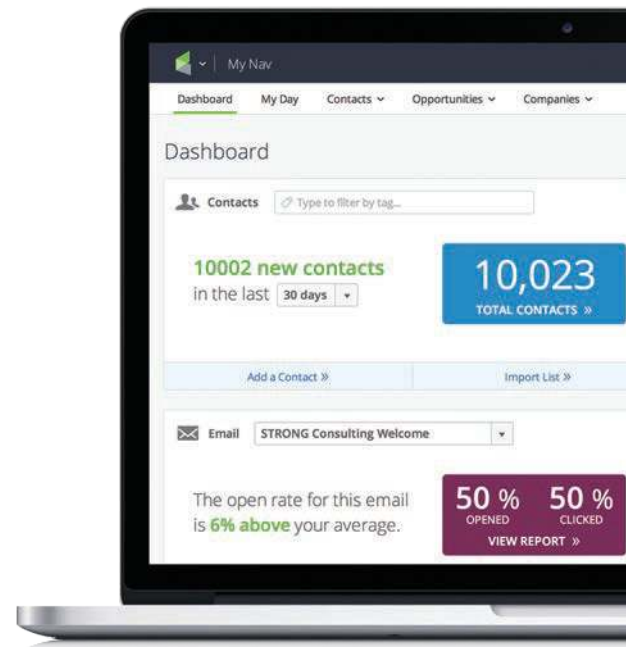
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VENTURE

To see the full ICON agenda—with guest speakers, breakout sessions and more—visit attendicon.com



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MAC⁶

TIME		LOCATION
WEDNESDAY, MARCH 4, 2015		
12:00 pm – 12:30 pm	CONFERENCE REGISTRATION/CHECK-IN	TALKING STICK RESORT SHOWROOM, CASINO LEVEL
12:30 pm – 1:30 pm	NETWORKING LUNCHEON	SHOWROOM
1:30 pm – 2:30 pm	OPENING KEYNOTE SPEAKERS: Matt Pittinsky, Parchment	SHOWROOM
2:30 pm – 3:15 pm	CONFERENCE OVERVIEW & INTRODUCTION TO TOP 16	SHOWROOM
3:15 pm – 3:30 pm	BREAK/SEGUE TO REGINAL ROOMS	
3:30 pm – 4:40 pm	TOP 16 COMPANY PRESENTATIONS	LOWER LEVEL
	BEANSTALK CFO GROUP BRACKET CampusLogic vs. Numa Tactical Picmonic vs. Talu	RED BIRD J
	ERNST & YOUNG BRACKET RightBio Metrics vs. Pure Chat Triton Microtechnologies vs. Clear Demand	RED BIRD K
	SALT RIVER PROJECT (SRP) EndoVantage vs. ReplyBuy RevolutionParts vs. Tiplly	DOVE G
	SILICON VALLEY BANK Beacon Biomedical vs. Universal Bio Mining Swimlane vs. Sentinel/Searchlight	DOVE H
4:40 pm – 5:00 pm	BREAK	
5:00 pm – 5:30 pm	ARIZONA INNOVATION CHALLENGE UPDATE	SHOWROOM, CASINO LEVEL
5:30 pm – 7:30 pm	NETWORKING RECEPTION	FIRE GARDEN TERRACE, LOWER LEVEL
	TOP 8 ANNOUNCEMENT	LOWER LEVEL
7:30 pm – 9:30 pm	VIP RECEPTION *Invitation Only	SHADOWS, CASINO LEVEL

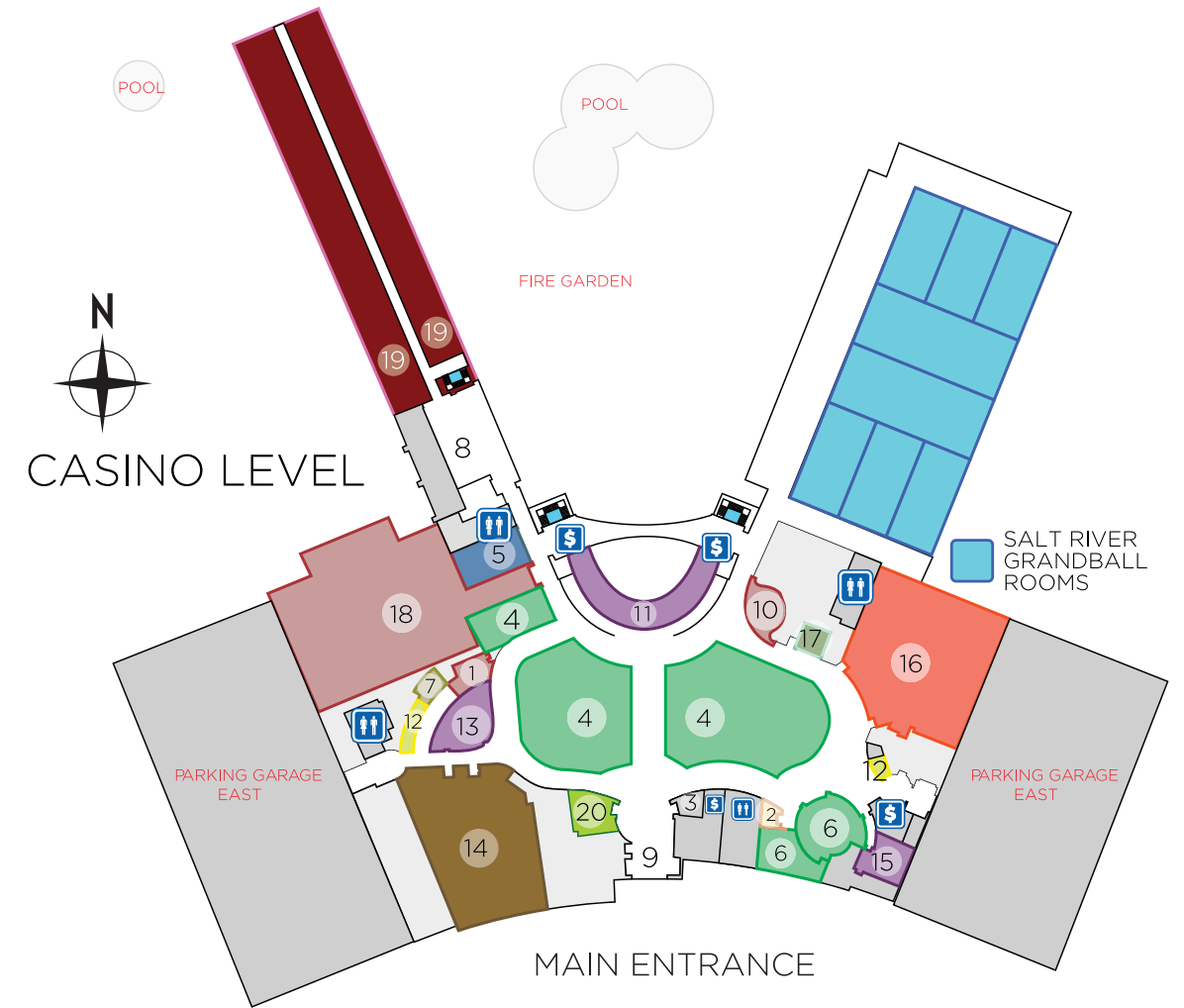
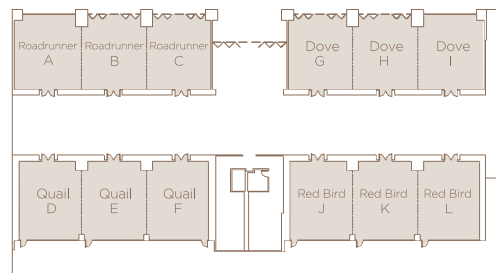
TIME		LOCATION
THURSDAY, MARCH 5, 2015		
9:00 am – 9:30 am	CONFERENCE REGISTRATION/CHECK-IN Continental Breakfast	TALKING STICK RESORT RED BIRD FOYER, LOWER LEVEL
9:30 am – 11:00 am	TOP 8 COMPANY PRESENTATIONS	BREAKOUT ROOMS, LOWER LEVEL
	Beanstalk CFO + Silicon Valley Bank Brackets	RED BIRD J/K
	Ernst & Young + Salt River Project Brackets	DOVE G/H
11:00 am – 11:30 am	SHUTTLE TRANSPORTATION TO SALT RIVER FIELDS	CASINO MAIN ENTERANCE/ LOBBY
11:30 am – 1:00 pm	ARIZONA DIAMONDBACKS LUNCHEON	ARIZON DIAMONDBACKS PATIO
1:10 pm	MLB SPRING TRAINING GAME: Arizona Diamondbacks vs. Colorado Rockies	ARIZON DIAMONDBACKS PATIO
	TOP 4 ANNOUNCEMENT	SHOWROOM
	Ongoing Shuttle Transportation to Talking Stick Resort	SHUTTLE/BUS STOP

TIME		LOCATION
FRIDAY, MARCH 6, 2015		
8:00 am – 8:30 am	CONFERENCE REGISTRATION/CHECK-IN Continental Breakfast	TALKING STICK RESORT SHOWROOM, CASINO LEVEL
8:30 am – 8:40 am	WELCOME	SHOWROOM
8:45 am – 10:10 am	TOP 4 COMPANY PRESENTATIONS	SHOWROOM
10:10 am – 10:20 am	BREAK	
10:20 am – 10:30 am	TOP 2 ANNOUNCEMENT	SHOWROOM
10:30 am – 11:00 am	TOP 2 COMPANY PRESENTATIONS	SHOWROOM
11:00 am – 1:00 pm	CLOSING LUNCHEON & KEYNOTE: Dave McClure, 500 Startups	SHOWROOM
1:00 pm – 1:15 pm	VENTURE MADNESS CHAMPION ANNOUNCEMENT	SHOWROOM
1:15 pm – 1:30 pm	PEOPLE'S CHOICE & BRACKETOLOGY WINNER ANNOUNCEMENT	SHOWROOM
1:30 pm – 1:45 pm	CLOSE OF VENTURE MADNESS CONFERENCE	



- DINING
- ENTERTAINMENT
- TABLE GAMES
- SLOTS
- KENO
- BAR/LOUNGE
- RESTROOMS
- GLOBAL CASH SERVICES
- TELEPHONE
- ATM/TICKET REDEMPTION KIOSK

CONFERENCE CENTER



CASINO LEVEL

1. BLACK FIG BISTRO
2. BOX OFFICE
3. CONCIERGE
4. GAMING FLOOR
5. GIFT SHOP
6. HIGH LIMIT ROOM
7. KENO
8. HOTEL LOBBY & CULTURAL CENTER
9. MAIN ENTRANCE
10. OCEANTRAIL
11. PALO VERDE LOUNGE
12. PLAYER REWARDS CLUB
13. PLAYERS SPORTS BAR
14. POKER ROOM
15. SHADOWS
16. SHOWROOM
17. CASHIER
18. WANDERING HORSE BUFFET
19. HOTEL
20. HOTEL FRONT DESK

- PLAYERS REWARD CLUB
- SLOTS/TABLEGAMES
- ENTERTAINMENT
- POKER ROOM
- DINING
- KENO
- BAR/LOUNGE
- GIFT SHOP
- CASHIER
- HOTEL
- RESTROOMS
- ATM

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 Contatta ▶ \$3,250,000 Seed Series Financing led by Kickstart Seed Fund II and Grayhawk Venture Fund II	 FireHost, Inc. ▶ Series C Preferred Stock Investment led by The Stephens Group, LLC ▶ Series D Preferred Stock Investment led by The Stephens Group, LLC	 Grayhawk ▶ Series B Preferred Stock Financing in Alianza, Inc.	 GroSocial by Infusionsoft ▶ Acquisition of GroSocial
 Infusionsoft ▶ Infusionsoft \$55,000,000 Series D/Common Stock Financing led by Bain Capital ▶ \$54,000,000 Series C Financing led by Goldman Sachs	 iMemories, Inc. ▶ Venture capital financing led by ORIX	 Inventure Group ▶ Acquisition of certain assets of Willamette Valley Fruit Company, LLC ▶ Acquisition of substantially all of the assets of Fresh Frozen Foods, LLC ▶ The Inventure Group Debt Financing led by U.S. Bank	Montage Partners Montage Partners Purchase of: ▶ Equity Methods from Equity Analytics, LLC (a Bank of America Merrill Lynch Company) ▶ Indo-European Foods, Inc. ▶ FutureWeld
 PathoGene, LLC ▶ Acquisition by DxNA, LLC	 Spectrum Data Solutions, LLC (dba BestBill) ▶ Acquisition by RevSpring, Inc.	 Trax Technologies, Inc. ▶ Series B Preferred Stock Investment led by River Cities Capital Fund V, L.P. and Capital Southwest Corporation ▶ Trax Technologies Debt Financing from Partners For Growth IV, L.P.	(602) 640-9000 omlaw.com 2929 N Central Ave, 21st Floor Phoenix, Arizona 85012

1992 State leadership recognized the need to bring investment dollars into Arizona. The Arizona Capital Access Task Force was created, which then formed the nonprofit organization Arizona Venture Capital Conference (AVCC). In 2007, the Board of Directors renamed the organization Invest Southwest Capital Conference in order to gain more exposure across southwestern states. Although the conference has been recognized primarily under these two names, the conference was once named the Arizona Angel Investment Conference.

2011 Invest Southwest partnered with Venture Capital in the Rockies (VCIR) to present the conference. Regardless of its name, Invest Southwest has been the premier capital conference in the region for over 20 years. The event has showcased the best of the best that the Southwest has to offer for investment opportunities. Since Invest Southwest's inception, its presenting companies have received more than three hundred million dollars in funding.

2014 Invest Southwest embarked on a two year mission to shift its approach from being a single, annual investor conference towards an organization that acts as the connective tissue of the startup investor ecosystem year-round. In addition to providing valuable insight on topics important to the investment and startup communities, Invest Southwest offers year-round opportunities to connect investors to the brightest and best startups and early-stage investments.

2015 Invest Southwest partnered with the Arizona Commerce Authority to present the second annual Venture Madness event. This unique startup competition will once again pit 64 of the region's most promising startups against each other in an exciting bracket-style, head-to-head competition. New to the competition this year is the Bracketology contest, allowing the public to participate by filling out personal brackets and playing along as if they were an investor. In addition to prizes for having the most accurate bracket, the outcome of the public Bracketology will also bring the \$5,000 "People's Choice" award, which will go to the company who got the most brackets showing them as the champion.

VENTURE MADNESS received an impressive number of applications representing 23 different industries and three states, including Arizona, Colorado and Texas.

The field was narrowed to the top 64 companies that made up the first bracket. After two elimination rounds, the 16 companies left standing have advanced to the live-pitching portion of the competition. They will battle their way through the remaining brackets before a panel of judges, who will ultimately determine which company will be crowned the 2015 Venture Madness Champion and take home their portion of \$50,000 in cash prizes.

MATTHEW PITTINSKY

Matthew Pittinsky, a pioneer in education technology is more than an entrepreneur; he is a sociologist of education. In 1997 he co-founded Blackboard Inc., serving first as Chief Executive Officer (CEO) and then Executive Chairman. Today, Blackboard is considered by most industry analysts to be a leading provider of online education systems around the world.

In 2011, Pittinsky joined Parchment as CEO and has helped guide the organization to the forefront of eTranscript solutions. He has led Parchment through five rounds of funding and plays a leadership role in the expansion and digital exchange of education credentials including more than just a learner's transcript.

Currently on the faculty of Arizona State University, Pittinsky also serves on the Board of Trustees of The Woodrow Wilson National Fellowship Foundation and is leading a national effort to establish a national, standardized Postsecondary Achievement Report (PAR), a digital "extended transcript" that would more fully record student achievement and knowledge during their higher education experience.

He holds a B.S. in Political Science from American University, Ed.M. in Education Policy from Harvard University Graduate School of Education and a Ph.D. in Sociology of Education from Teachers College, Columbia University. In 2012 the Teachers College at Columbia University awarded him with The President's Medal of Excellence to recognize his impact and innovation in the field of education technology and entrepreneurship.

The youngest of four children, Pittinsky was raised by a mother and father both committed to education. His father, a longtime member of the public school board, was a university administrator and his mother was an elementary school teacher. As a child, Pittinsky became hooked on computers when his family purchased an Atari800. His passion continued when he began selling software on floppy disks through newspaper classified ads.

Committed to education technology beyond Blackboard and Parchment, he is an angel investor in education and technology companies G.E.L., Starfish, Interfolio and Social Radar.

Matthew and his wife Julie live in Scottsdale, AZ with their three children.



DAVE McCLURE

Dave McClure is a venture capitalist and founding partner at 500 Startups, a venture capital firm & startup incubator headquartered in Silicon Valley with over \$125 in assets under management. Dave has been geeking out in Silicon Valley for over twenty-five years as a developer, entrepreneur, startup advisor & investor, blogger, and internet marketing nerd.

Dave is a frequent speaker at technology & entrepreneurship conferences and has invested in hundreds of companies around the world including: Credit Karma (valued at >\$1B in 2014), Twilio (raised over \$100M as of 2013), MakerBot (acq by Stratasys for \$400M), Wildfire Interactive (acq by Google for \$350M), Viki (acq by Rakuten for \$200M), Mashery (acq by Intel for ~\$200M), SendGrid (raised >\$45M as of 2014), Mint.com (acq by Intuit for \$170M), and SlideShare (acq by LinkedIn for \$119M), among others.

From 2008 thru 2010, Dave managed the FF Angel seed investment program for Founders Fund, and ran the 2009 fbFund incubator program on behalf of Facebook, Accel Partners, & Founders Fund. From 2006 thru 2008 Dave was an advisor & consultant to several startups and helped teach the nation's first-ever class on Facebook and social networking platforms at Stanford University in 2007. From 2005 thru 2006 Dave ran marketing for job search engine Simply Hired. From 2001 thru 2004, Dave was Director of Marketing at PayPal (acquired by eBay in 2002), where he started the PayPal Developer Network program. Prior to PayPal, Dave was a database consultant & programmer for several companies, including Microsoft and Intel. In 1994 he founded Aslan Computing, an internet & e-commerce consulting group later acquired by Servinet / Panurgy in 1998.

Before coming to Silicon Valley, Dave barely graduated from the Johns Hopkins University with a BS Engineering in Mathematical Sciences and a minor in frisbee, billiards, & foosball. His interests include microfinance and economic innovation, entrepreneurship and venture capital, ultimate frisbee, cartoons and animation, and an ever-growing collection of funny-looking hats.

For more info on Dave see: [LinkedIn](#), [Crunchbase](#), [Angel List](#), or his blog: [Master of 500 Hats](#)




DAVE BITTNER PRESIDENT • BEANSTALK CFO GROUP

Dave is President of Beanstalk CFO Group, a firm helping high-growth businesses manage finances toward goals. Clients call Dave “the most entrepreneurial beancounter they’ve ever met.” Prior to founding Beanstalk, he worked for Price Waterhouse in Pittsburgh and for a venture capital firm in Chicago. Dave served as the Invest Southwest Chair in 2008. Currently, he serves on committees and boards of several local companies and organizations.


JONATHAN COURY PARTNER • HOOL COURY LAW, PLC

Jonathan is a partner at the corporate and securities boutique law firm of Hool Coury Law. Jonathan’s practice concentrates in numerous areas of business transactions and strategies, with a focus on emerging growth companies and entrepreneurial clients. Jonathan represents and advises emerging companies on legal strategies for growth and various legal aspects relating to their businesses, including raising capital, creating effective capital structures, and building strategic relationships. Jonathan has represented large publicly held companies, international banks, and regional airlines.


TOM CURZON PARTNER • OSBORN MALEDON, P.A.

Tom is a veteran venture capital lawyer serving venture firms and entrepreneurial companies from startup through exit. His practice focuses on emerging, growth-oriented companies and on entrepreneurial transactions, including venture capital, angel and other private placements of securities, entity formation and transaction structuring, mergers, acquisitions and divestitures, initial public offerings and more. He is active in Arizona’s entrepreneurial ecosystem, serving on Invest Southwest’s board, on the executive committee for MITEF-Phoenix, as an EIR for the AZ Commerce Authority’s Venture Ready Program, and a judge for its AZ Innovation competition, among other things.


GREG HEAD CHIEF MARKETING OFFICER • INFUSIONSOFT

Greg brings 25 years of software industry experience to Infusionsoft, where he oversees the company’s marketing strategy, communications and partner programs. His passion for helping emerging technology companies grow into global brands is supported by his track of record of success creating winning products, brands and businesses.

Greg has held leadership positions at the startup through acquisition stages of two highly-successful CRM software businesses, ACT! and SalesLogix, which have since generated more than \$1 billion in total revenue. He also launched a successful consulting company targeted at emerging software and technology service companies, which provides him a first-hand perspective on the unique needs of the small business market. Greg was named the 2013 Marketer of the Year by the Phoenix Business Journal and the Business Marketing Association of Phoenix. He has a B.A. in Economics from the University of Iowa.


SANDRA WATSON PRESIDENT & CEO • ARIZONA COMMERCE AUTHORITY

Sandra brings more than 20 years of economic development leadership and experience to Arizona. She and her teams have successfully attracted hundreds of companies to Arizona that have invested billions of dollars in capital and created more than 75,000 quality jobs. Sandra worked tirelessly as a leader to implement the exciting new vision for the Arizona Commerce Authority (ACA), providing invaluable energy and stability during the transition from the Department of Commerce. Her leadership and strong relationships with Arizona’s Governor and legislators has resulted in consensus in creating the ACA, as well as the establishment of its aggressive business plan the organization is currently executing. In addition to sitting on numerous regional and statewide Boards of Directors, Sandra serves on the National State Science and Technology Institute Board.


BASIL “BASE” E. HORNER EXECUTIVE BOARD MEMBER & CHAIRMAN
DESERT ANGELS

Currently, Mr. Horner serves as an Executive Board Member and Chairman of the Screening Panel for the Desert Angels. He is a guest lecturer at the University of Arizona’s Eller College of Management and McGuire Center for Entrepreneurship, and serves on the board of Eller Executive Education. He also serves on the Board of Directors of several companies (including, PlayAbility Toys, PostBidShip, Recoleta Digital Media and Dependable Health Services). He served as the past Treasurer of the Catalina Foothills School District Foundation for five years. He is a co-founder of Arch Partners LLC, a team of successful entrepreneur-investors who utilize their expertise in “go to market” strategy and execution, financing and exit strategies to build and realize value for the owners of their portfolio companies. He is a Senior Advisor to Cave Creek Capital Management, LLC, a private equity investor in middle market companies. In 1999, Mr. Horner was a co-founder of US Capital Partners LLC, a boutique investment banking firm formed to provide middle-market companies with advisory services. Prior to founding USCP, Mr. Horner spent three years as a Senior Managing Director in the Corporate Finance Division of EVEREN Securities, Inc. (subsequently, acquired by Wachovia Securities). From 1986 to 1996, Mr. Horner was employed at Smith Barney, Inc. as a Director in the Corporate Finance Division. Prior to Smith Barney, Mr. Horner was employed by First Interstate Bank of California as a Corporate Banking Officer where he was responsible for marketing and structuring senior credit products to clients. Mr. Horner received his Bachelor of Arts degree with honors in Business Economics from the University of California at Santa Barbara and a M.B.A. degree with honors in finance and marketing from the University of Chicago.

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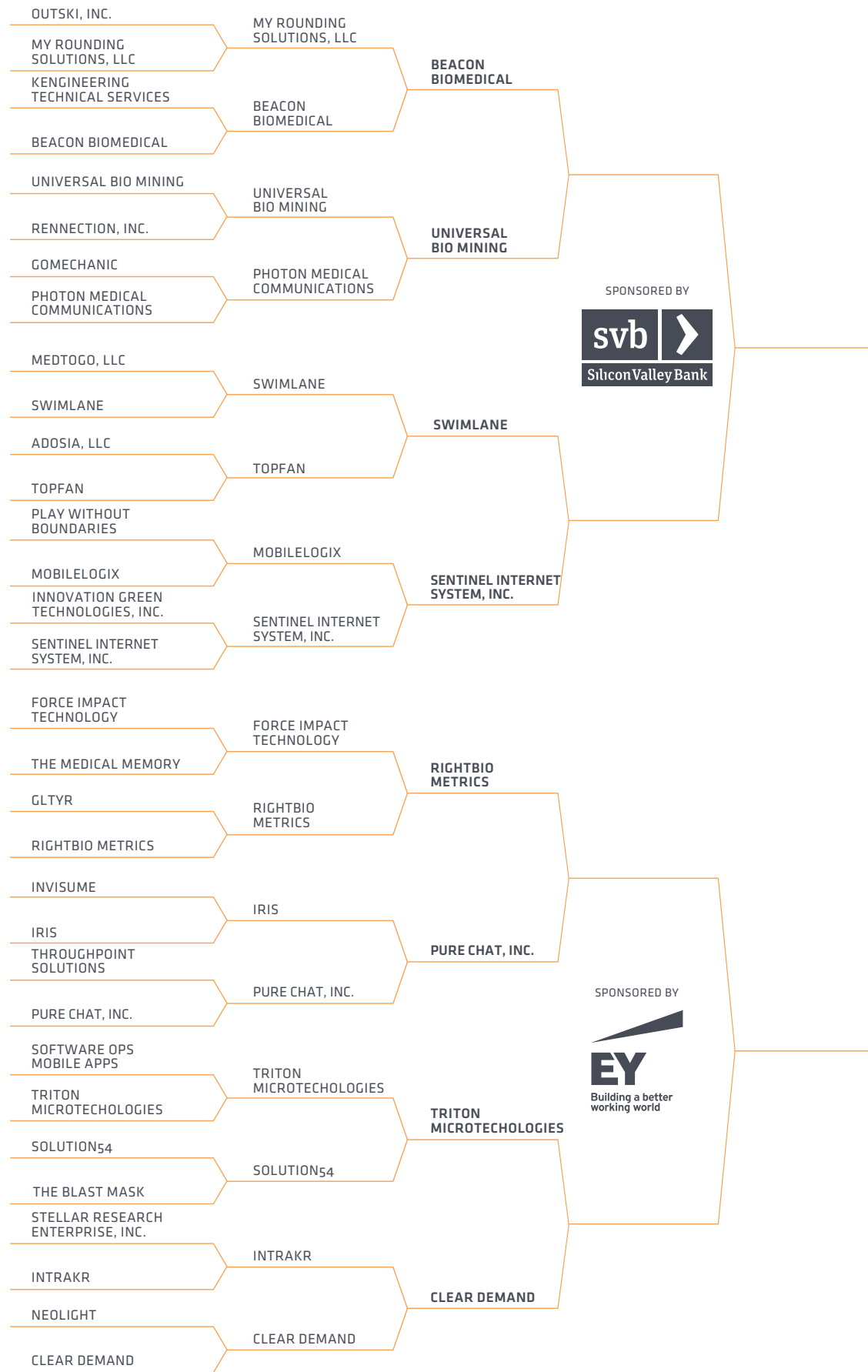
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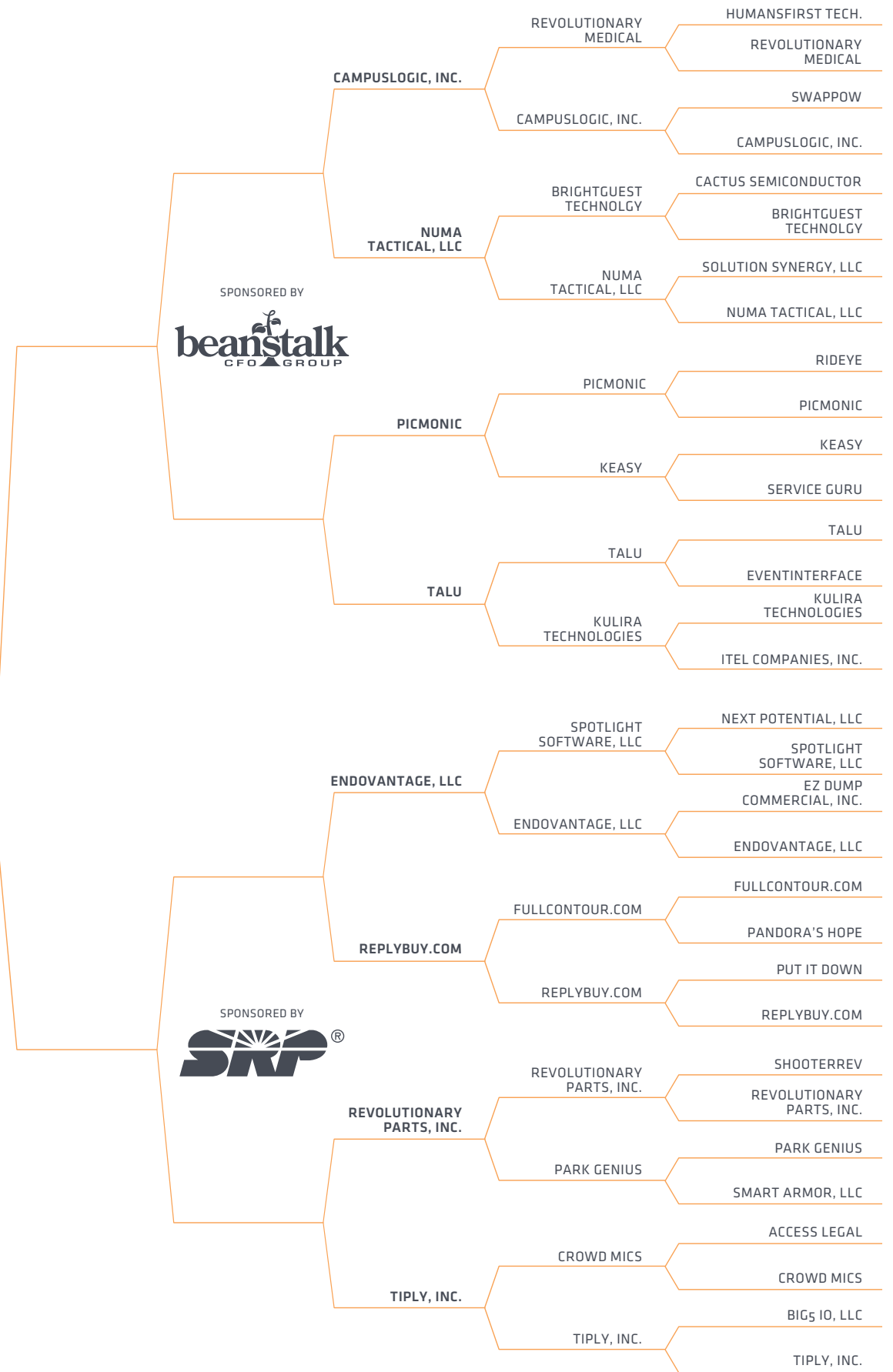


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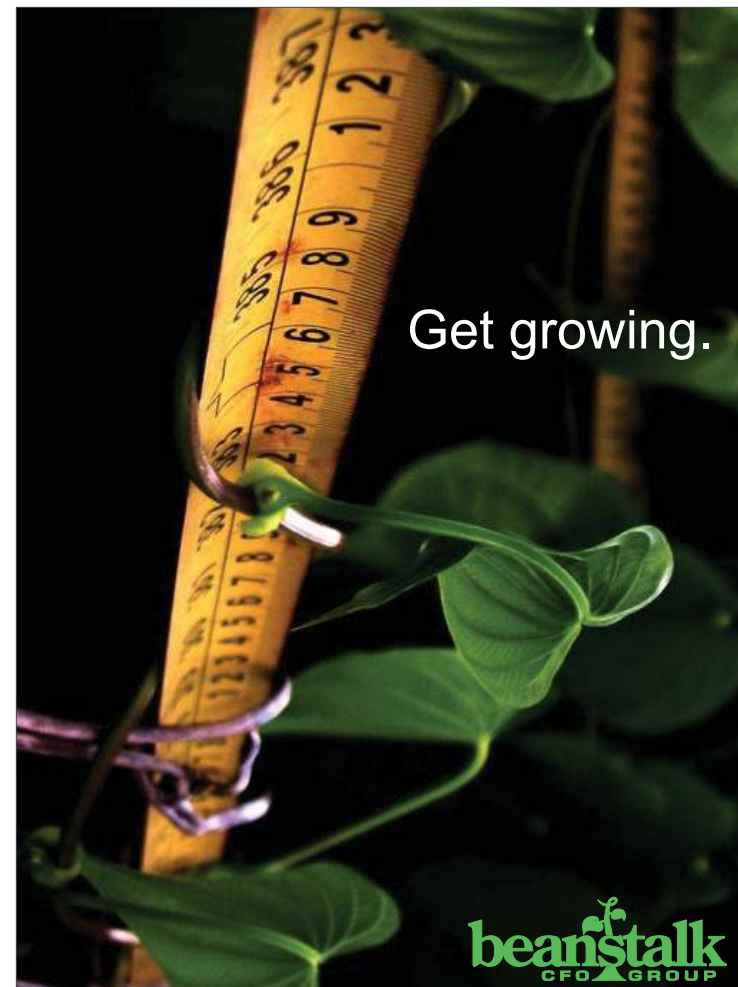
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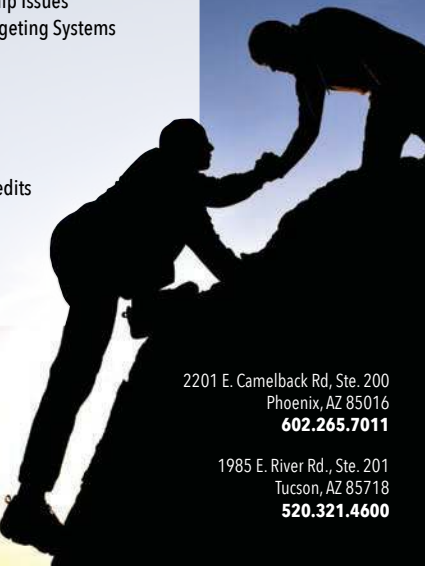
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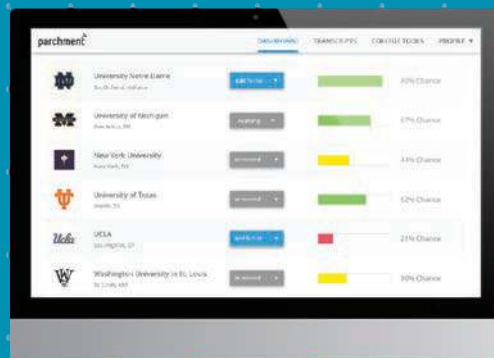


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