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Co-Chairs Welcome

Welcome! On behalf of the 2013 UC Berkeley Startup Competition (Bplan) Executive Committee, we would like to welcome you to the Bplan Finals, our flagship event, and the culmination of an exciting adventure for aspiring entrepreneurs!

We are proud to lead the Bplan Competition in its 15th year. The Competition has been a student-led organization since its inception in 1999 and has played a critical role in furthering entrepreneurship across the UC Berkeley and UC San Francisco communities. Bplan is a year-long program dedicated to spurring the entrepreneurial process. The Competition not only gives rising startups the opportunity to showcase their ventures and attain critical funding, it pushes teams to further their ideas by working with leading members of the entrepreneurial community and iterating their business model.

From 160+ entries in this year’s Competition, venture capitalists and industry professionals selected the strongest 37 teams to advance to the Semi-Final round. Just a couple days ago, the 37 semi-finalist teams pitched their businesses to a panel of leading industry professionals. After tough questions and much deliberation, eight finalists were selected to advance— the top two from each industry track. Tonight we will hear from the Finalists, unveil the Grand Prize winner, and have you, the audience, select the People’s Choice and Elevator Pitch Award winners.

The Competition has achieved much in its 15-year history, and every year we continue to provide more resources to competing teams. Last year we scrapped the formal 30-page business plan and focused on developing business models, customer insights, and a working prototype to enhance company pitches. This year, Guy Kawasaki, former chief evangelist of Apple and co-founder of Garage Technology Ventures, joined our judging team and imparted his startup wisdom to the UC Berkeley community.

We are also excited about our new partnership with FOUNDER.org, which provides semi-finalist teams with the opportunity to secure $100,000 in funding grants and a tailored mentorship program. It is our goal to give our entrants the best resources and growth opportunities during the Competition and beyond.

We would like to thank everyone who made this year’s Competition a success. Bplan only exists with the continued support of our faculty and staff, valued sponsors, excellent judges, selfless mentors, and workshop presenters who volunteer their time and expertise. Last, we owe our sincere gratitude to all of the participants. Your hard work, creativity, and ingenuity are inspiring.
Welcome to the finals of the 15th Annual UC Berkeley Startup Competition at the Haas School of Business.

The Competition was launched 15 years ago by MBA students who wanted to provide UC Berkeley students, alumni, and local entrepreneurs the opportunity to work together and turn innovative ideas into real businesses. One of their insights was to invite participation from not only Haas School students and alumni, but students and alumni from across the entire UC Berkeley campus and UC San Francisco. Because of the diligence of the past and present student organizers, working alongside our Lester Center for Entrepreneurship, the Competition has established itself as one of the premier events of its kind in the world.

Each year the number of plans submitted and the number of successful companies that come out of the Competition have increased. This growing interest is a testament to the entrepreneurial passions of our students and the unique opportunity they have to cultivate relationships with prominent San Francisco area venture capitalists and entrepreneurs who lend their time and expertise as mentors and judges.

All of us at the Haas School are proud of the positive impact this competition has had in the world. It is a testimony of our school’s defining principles of questioning the status quo and thinking beyond oneself.

Thank you for joining us to honor all of these wonderful finalist teams. I wish them success in their future ventures.

Richard Lyons
Dean
Haas School of Business
Lester Center Welcome

The Lester Center is pleased to welcome you to the 15th Annual UC Berkeley Startup Competition. The Competition is brought to you through a rich collaboration between the Haas School of Business, the College of Engineering, the School of Information, College of Letters and Science and many other departments across the UC Berkeley and UC San Francisco campuses.

Entrepreneurship is the art of recognizing an opportunity, gathering resources, and finding a scalable business model to capture this opportunity. The skills of entrepreneurs are critical to conquering the economic and social challenges before us, and the goal of this Competition is to bring attention and recognition to those who endeavor to build a better future.

We are gratified and inspired by the enthusiasm for entrepreneurship across the UC Berkeley and UC San Francisco campuses. The executive committee updated the Competition format last year to reflect the current realities of the startup world and the overwhelmingly positive response we have received highlights the engagement and excitement towards entrepreneurship in our community. Please enjoy the team presentations and help us celebrate the accomplishments of the 2013 entrants.

Let us also thank the student-led competition executive committee who made this event possible through their hard work and collaboration.

Regards,

Andre Marquis and the Lester Center team
Lester Center for Entrepreneurship
Haas School of Business
Agenda

Finalist Presentations and Awards Ceremony

Thursday, April 25, 2013
6:00-9:15pm
Andersen Auditorium
Berkeley–Haas

Schedule of Events

6:00pm Reception (Bank of America Forum)
7:00pm Opening Remarks:
  Andre Marquis
  Executive Director, Lester Center for Entrepreneurship
  Slava Balter and Alex Loa
  2013 UC Berkeley Startup Competition Co-Chairs
7:10pm Elevator Pitch Award Presentation
7:45pm Elevator Pitch Award Voting
7:50pm Finalist Team Presentations
8:50pm People’s Choice Award Voting
9:05pm Award Presentations
9:15pm Closing Remarks
Thank You to Our Sponsors

Without the continued support of our valued sponsors, the UC Berkeley Startup Competition would not have grown into the premier platform for student-initiated entrepreneurship in the Bay Area. Through the provision of sponsor-supported funding, we hope that the winners capitalize on this financial head start and take advantage of the industry awareness and validation that winning the UC Berkeley Startup Competition provides.

GOLD SPONSORS

**DCM**

DCM is an early stage venture capital firm that has been helping entrepreneurs build world-class technology companies since 1996. The firm’s partners manage funds totaling over US$2 billion, and have made investments in more than 150 technology companies across the United States and Asia. With offices in Silicon Valley, Beijing and Tokyo, DCM provides hands-on operational guidance and a vast network of business and financial resources to its portfolio companies globally. DCM has backed industry leading companies such as 51job (NASDAQ:JOBS), About.com (acquired by The New York Times Co.), Clearwire (NASDAQ:CLWR), eDREAMS (acquired by TA), Foundry Networks (NASDAQ: FDRY), Kabu.com (TSE Main: 8703), Sling Media (acquired by EchoStar), SMIC (NYSE: SMI), and VanceInfo (NYSE: VIT) as well as upcoming startups such as Bridgelux, Happy Elements, Mbaobao, PapayaMobile, RockYou, Trion Worlds, Ustream, and Vipshop. Recent exits include four new China-based IPOs: Renren (NYSE:RENN), BitAuto Holdings (NYSE: BITA), Dangdang Inc. (NYSE: DANG), and Shanghai Luxin (SZSE: 002565), two Japan-based IPOs: DMP (TSE Mothers: 3652) and Star Flyer (TSE: 9206) and four US-based exits: Force10 (acquired by Dell), Fortinet (NASDAQ: FTNT), PGP (acquired by Symantec) and SandForce (acquired by LSI).

[www.dcm.com](http://www.dcm.com)

**DOW**

Dow combines the power of science and technology to passionately innovate what
is essential to human progress. Dow’s diversified industry-leading portfolio of specialty chemical, advanced materials, agrosciences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 160 countries and in high growth sectors such as electronics, water, energy, coatings and agriculture. The Company’s more than 5,000 products are manufactured at 197 sites in 36 countries across the globe.

www.dow.com

UM, a division of IPG’s Mediabrands, is a global marketing communications agency that represents some of the world’s leading marketers and strategic thinkers. Our clients include Chrysler, Coca-Cola, ExxonMobil, Johnson & Johnson, L’Oreal, Microsoft and Sony. As part of the Interpublic Group of Companies, UM has 151 offices in 127 countries and employs 3,600 creative thinkers and doers. UM has set out to prove that “Curiosity Works.” A performance driven agency with avid curiosity, enthusiastic collaboration and resolute accountability at its core, UM breeds a culture of curious collaborative thinkers. Yes&, for this reason, UM holds itself to a higher standard where the opportunity to take an idea further is a mandate. UM is consistently ranked as a top-ten global media network. A leader in advanced analytics, UM was named the 2011 “Media Analytics Agency of the Year” by Media Magazine.

www.umww.com

BLUE SPONSORS

Claremont Creek Ventures is a seed and early stage venture firm. They invest in digital healthcare, energy technology, payments/commerce, and online businesses. Working with their companies, they use capital efficiently, stay lean and develop great teams. Utilizing their proprietary life-cycle venturing program, they partner with entrepreneurs and institutions, including UC Berkeley, Lawrence Livermore Labs, Stanford University and UC Davis. Claremont Creek has more than $300 million in capital under management in two funds.

www.claremontcreek.com

Javelin Venture Partners is an early stage venture capital firm specializing in technology based start-ups that leverage key innovations to create scalable, high-growth companies. Key focus areas include digital/social media, web services/commerce, mobile, cloud and...
enterprise/healthcare IT. Javelin Venture Partners’ investment professionals are proven new-technology entrepreneurs who focus on identifying exceptional businesses and management teams, and helping them achieve great success. The firm operates with the culture of a start-up and with an emphasis on being a true partner to entrepreneurs. Javelin Ventures Partners is located in San Francisco, CA, but invests in start-ups throughout the world. For a list of active portfolio companies, or to submit a business plan, visit Javelin’s website.

www.javelinvp.com

Lowenstein Sandler
ATTORNEYS AT LAW

The Tech Group at Lowenstein Sandler is a nationally recognized thought leader in the development of technology-based and venture-backed businesses across industries. The Tech Group, which has counseled clients on more than 700 venture and angel financings in the past two years, represents the country’s leading venture funds and works with technology entrepreneurs and businesses at every level — from the labs of leading universities, to start-ups, to the largest companies in information technology, telecommunications and life sciences.

www.lowenstein.com

Mintz Levin

Mintz Levin is an international law firm with dynamic offices on the West Coast, representing diverse clients in many industries. Mintz Levin offers all of the services that start-ups and emerging growth companies need. If your growing company needs help raising money, complying with securities laws, protecting or defending your intellectual property, hiring or right sizing your employee base or securing customers to grow your revenue, the Mintz Levin team brings an entrepreneurial spirit with deep industry experience in energy and clean technology, medical device, life sciences, telecommunications, and information technologies, to help you achieve your strategic goals.

www.mintz.com

Morgan Stanley

Morgan Stanley Expansion Capital LP and its related funds (“MS Expansion Capital”) invest in later-stage private companies with capital-efficient business models, demonstrated growth and market validation. MS Expansion Capital’s investment focus is in Information Technology, Healthcare, Media/Communication, Consumer/Retail and other growth industries. Since 1986, MS Expansion Capital’s predecessor funds have invested over $1.1 billion of growth capital in approximately 150 companies. Representative investments
Morgenthaler Ventures has been in the venture capital business for more than 45 years, steadily investing through every market cycle. Throughout that time, the firm has worked with exceptional entrepreneurs to help build companies of value. Among the many Morgenthaler-funded companies that have gone public or were acquired are: information technology companies Apple, Siri, NexTag, Nuance Communications and BlueArc; and life science companies Ardan, IPC - The Hospitalist Company and Perclose. Current IT portfolio companies include Evernote, Lending Club, Adara Media, Practice Fusion, MuleSoft, NuoDB, Doximity, PeopleMatter, Pageonce and Socrata. The firm’s IT Team is focused on early-stage companies in software and services, especially in the domains of financial services, big data, consumerization of the enterprise, health IT and mobile services. The firm’s entire portfolio can be found on their website.

www.morgenthaler.com

Since the firm’s inception in the early days of Silicon Valley, Wilson Sonsini Goodrich & Rosati has been privileged to help lay the groundwork for some of the world’s most innovative technology, life sciences, and growth companies. As the nation’s leading law firm representing venture-backed companies, we have counseled thousands of entrepreneurs starting new businesses, advising on the formation of companies, equity structures, negotiations with investors, intellectual property rights, and other issues vital to their success. Our interdisciplinary approach to counseling entrepreneurs and young companies, along with the breadth and depth of our practice, allows us to serve as a strategic advisor through each stage of a private company’s growth. Wilson Sonsini Goodrich & Rosati has offices in Austin; Beijing; Brussels; Georgetown, DE; Hong Kong; New York; Palo Alto; San Diego; San Francisco; Seattle; Shanghai; and Washington, D.C.

www.wsgr.com
Earlier this month, Gold Sponsor UM partnered with the UC Berkeley Startup Competition to host *UM & Haas: Ensuring the Future of Innovation*, an exciting event supporting the entrepreneurial ecosystem in the Bay Area. Guests mingled at the hip 111 Minna Gallery in San Francisco complete with live music, tasty treats, and pitches from some of the Bplan Semi-Finalist teams.

UM is dedicated to bringing together their community to support programs like Bplan that help drive Silicon Valley’s innovation and we are grateful to their ongoing partnership.

Thank you to our *UM & Haas: Ensuring the Future of Innovation* sponsors:

- 7X7 Magazine
- About.com
- AOL
- Biz Journals
- Bloomberg
- Businessweek
- CBS Local Media
- California
- Clear Channel Media and Entertainment
- CNBC
- Cumulus Media
- Facebook
- Forbes Media
- Investopedia
- Investor’s Business Daily
- KTVU & KICU
- Millenial Media
- NetSeer
- The New York Times
- Pandora
- Spongecell
- Topix
- TubeMogul
- The Weather Company
- Univision Communications, Inc
- VentureBeat
- Yahoo!

*Scenes from the 2012 event*
2013 Executive Committee

Bplan Co-Chairs:
Slava Balter
Alex Loa

Judging & Sponsorship:
Chaitan Kanungo
Tom Lee
Antonio Silva (not pictured)

Marketing:
Anthony Baldor
Puja Patel

Mentorship:
Ashlee Adams
Felix Miranda
Josh Polsinelli

Program Manager
Kirsten Berzon
Competition Overview

The UC Berkeley Startup Competition (Bplan) connects UC Berkeley and UC San Francisco’s best entrepreneurs and world-class research to the Bay Area’s business elite. Business ideas aim to take advantage of market opportunities in a number of industries including media, life sciences, energy, software, internet, and consumer products and services.

Each team is required to have one member that is either a current UC Berkeley or UC San Francisco student, alum, faculty or staff member. Bplan provides these entrepreneurs with high quality resources to help them turn innovative ideas into real businesses. Resources include education and mentorship; team creation and development; and new venture financing in the form of prize money and exposure to venture capital and angel investors.

Bplan is organized entirely by students and receives valuable support from corporate sponsors, UC Berkeley alumni, and the Haas School of Business’ Lester Center for Entrepreneurship. The Competition is endorsed across the UC Berkeley and UC San Francisco campuses through collaborations with multiple departments who help market the Competition and support the formation of multidisciplinary teams.

Each of the eight Finalist teams has endured a rigorous selection process beginning on January 31st with the submission of their Executive Summary. These teams are passionate about their ideas and have worked hard to present and defend their respective businesses in front of esteemed judging panels comprised of venture capitalists, angel investors, seasoned entrepreneurs and legal professionals.

The Lester Center for Entrepreneurship is proud to host the 2013 UC Berkeley Startup Competition
Plans were evaluated using the following criteria:

- Attractiveness of business model
- Quality of product(s), service(s) and/or solution(s)
- Market opportunity and competitive positioning
- Team qualifications and experience
- Overall attractiveness of the venture

The winners will walk away with cash prizes totaling more than $57,000 but all semi-finalists have gained important insights because the Competition requires that each company de-risk their ideas by field testing key assumptions. Each semi-finalist team also gains an education and an extension of their network through a mentor provided by the Competition. The University ecosystem naturally provides many additional resources including, but not limited to, the Haas Venture Fellows Pitch Lab, the Entrepreneurial Best Practices Series, the Bplan and Berkeley Postdoc Entrepreneur Program Pitch Session, etc. These resources help Bplan entrepreneurs take their businesses to the next level.

This year’s prizes are:

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<th>Prize</th>
<th>Amount</th>
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<tr>
<td>Grand Prize</td>
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<tr>
<td>Four First Place Track Winners</td>
<td>$5,000 each</td>
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<tr>
<td>Four Second Place Track Winners</td>
<td>$2,500 each</td>
</tr>
<tr>
<td>People’s Choice Award</td>
<td>$5,000</td>
</tr>
<tr>
<td>Elevator Pitch Award</td>
<td>$2,500</td>
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160 teams from UC Berkeley and UCSF entered the competition. 37 teams in 4 industry tracks reach the Semi-Final Round.

Mentorship Period

Experienced entrepreneurs and VCs mentor Semi-Finalist teams to hone and detail their business models from February to April.

Semi-Final Round

Semi-Finalist teams test assumptions, iterate and redesign their businesses based on the findings of field tests.

Final Round

A winner is chosen from each industry track and Grand Prize, People’s Choice and Elevator Pitch Award winners are named.
Semi-Finalist Teams

ENERGY AND CLEANTECH TRACK  
(sponsored by The Dow Chemical Company)

**BEEEMS (Building Energy Efficiency Mapping Services)**
BEEEMS conducts automated and detailed on-site mapping of the geometry and thermo-physical characteristics of existing commercial buildings. This leads to faster, cheaper and more accurate base-line analysis of energy efficiency and improvements to building energy performance. BEEEMS is poised to join a huge and growing global industry by creating value for commercial building owners, energy managers, and energy retrofit engineering firms. The company will deploy an innovative but simple-to-use technology being developed at UC Berkeley.

**Cinder Biological, Inc.**
Cellulosic biomass is an abundant resource for renewable energy, yet a lack of cost-effective technologies to efficiently liberate their valuable sugars has limited their use. CinderBio produces ultra heat and acid stable enzymes from microbes that thrive in the hot, acidic waters of volcanic springs. CinderBio technologies have the potential to make cellulosic biomass a practical and profitable renewable energy source by significantly reducing biofuel production costs and fundamentally advancing enzymatic cellulosic degradation.

**Elucid**
Elucid makes high efficiency organic LEDs (OLEDs) for displays and lighting. OLEDs already make up a $10+ billion industry and are expected to surpass $40 billion in the next 5 years. This high growth is due to their unmatched display and lighting quality, as well as their inherently flexible nature. Elucid's product is differentiated by removing the expensive, rare metal indium from OLEDs, while increasing efficiencies by 70%.
EnergyOS.com

EnergyOS will help change the way electricity is delivered and consumed in the United States. EnergyOS provides training, deployment consultation, and implementation for core standards for utility-consumer interaction. We provide our customers a standards compliant distribution of smart grid enabling technologies. Our dual-licensing business model mirrors that of the highly successful Red Hat and VMware companies. Our market is energy distribution companies in North America and innovative energy service providers of the future.

EZ Green

EZ Green offers a virtual energy manager for small and medium commercial buildings. Our software-based solution integrates energy modeling and analytics with automated control of Heating, Ventilation, Air Conditioning and Lighting systems to help reduce energy consumption and costs, enhance occupant comfort and increase convenience in operations.

Nano Framework

The revolutionary Nano Framework technology provides an economic solution for natural gas storage in automobiles with 300% boost in capacity and 50% reduction in system weight. Today global market size of NGV tanks stands at $3 billion. We are a balanced team of three Lawrence Berkeley National Laboratory researchers with key technological expertise and one MBA student with 6 years of experience in the transportation industry.

Pyro-E

Pyro-E, LLC (“Pyro-E”) is developing an efficient solid-state system for waste energy recovery and clean energy generation. The target application is for improving the efficiency of small, but highly distributed, heat sources (<1 MW) such as mobile generators and diesel engines. The energy conversion process uses abundant plastic thin films capable of scale. The prototype currently under development will produce ~100W of electricity in a method more powerful than existing solid-state methods.

Seismos

Seismos is a technology enabled services company that detects and interprets changes in underground oil and gas reservoirs in real time with unparalleled sensitivity by using proprietary software, hardware and seismic technology. Our company is focused on Enhanced Oil Recovery (EOR) applications and can save the operator 50% in CO2 procurement costs through optimization of the CO2 flows during enhanced oil recovery operations while optimizing the production output.
**Slice Energy**
Slice Energy delivers easy-to-install hardware / software solutions that reduce energy costs in commercial buildings and enable participation in the burgeoning “load as a resource” programs offered by many utilities. Slice’s cost-effective technology opens market opportunities previously unavailable to the energy service industry.

**IT and Web Track**
*(sponsored by DCM)*

**ChiaraMail**
ChiaraMail offers products based on its patented Envelope-Content Splitting (ECS) technology. This proprietary technology provides user e-mail with exceptionally high levels of end-to-end security without requiring encryption, makes e-mail address spoofing virtually impossible, allows you to change your e-mail after you send it, enables sending of attachments of virtually unlimited size and can improve network and mail resource efficiency by several orders of magnitude.

**Connexus**
The emergence of social networking platforms makes it easier than ever to acquire new contacts. Such opportunities to grow social circles to previously unimaginable sizes, however, poses huge challenges of maintaining the true relationships within them. Connexus is a next-generation Relationship Management System. Unlike traditional contact books that focus on contact and information, Connexus focuses on relationship and value. Connexus prioritizes contacts by value, assists users to discover under-utilized relationships and takes proactive actions to nurture them.

**Eventable**
Eventable is a revolutionary new marketing platform focused on converting a customer’s online actions into in-store shopping experiences. We enable marketers to promote events and sales to their customers through personalized calendar feeds that integrate with existing calendar platforms. Our targeted event promotions are dynamically populated based on a customer’s in-calendar interactions and engagement.
Moogi
Moogi enhances online video by enabling viewers to interact with everything seen or heard on-screen. Our tools help content creators gather and organize undervalued contextual data from each on-screen moment – people, places, products, recipes, music and more. By integrating this data into video playback and making each item actionable (e.g. viewers can purchase on-screen products, download songs, discover related videos, etc.), we make it easy for creators to engage audiences and earn incremental revenue.

ShoppinPal
ShoppinPal brings the best elements of amazon.com and the Apple retail store shopping experience to other brick and mortar retailers. Our in-store shopping app provides recommendations, mobile self-checkout, shareable lists/registries, and an integrated rewards experience. Retailers access consumer shopping data and send highly targeted offers. ShoppinPal is fully integrated with multiple leading POS systems. We have 19 paying stores in the US and are now expanding to Australia and the UK. Pricing is 3% of incremental sales.

SweatGuru
SweatGuru is the OpenTable of fitness, providing consumers with a single source for discovering, reserving, and paying for fitness classes online. SweatGuru allows consumers to store and share classes with friends, comment on recent activity and get alerted of classes that are about to begin in their location. SweatGuru provides fitness professionals with an end-to-end business management and growth solution. SweatGuru offers a full suite of tools that empower businesses to move entirely online, meet consumer demands, and effectively attract new customers.

Tally24
Tally24 is a revolutionary product to manage bookings, customers and analytics for previously underserved small business providers of sports and wellness services. Founded in August 2012, Tally24 was born from the insight that booking classes and appointments should be simple for customers and operators. Our cloud-based SaaS platform allows clients to easily manage their business and access analytics which provide decision-marking insights from anywhere. Currently in private alpha, clients have seen 25% growth in revenue, 90% reduction in administrative overhead and substantial time savings. Tally24 plans to launch in May 2013.
The Target Labs
The Target Labs provides analytic tools to campaign leaders who need to make smart voter targeting decisions. Too many campaigns spend precious time and resources attempting to persuade voters who have already made up their minds and mobilizing voters who don’t actually support them. The Target Labs’ SaaS product creates models that predict the sentiments of the voters our customers haven’t been able to reach, saving them time and money, and most importantly, helping them win.

Via Analytics
Via Analytics was founded to address inefficiencies in mass transit systems. One example is bus bunching, where passengers wait an excessive time at a bus stop only to see multiple buses arrive together. Via Analytics provides a service to stop bus bunching before it starts, delivering automated real-time advice to drivers with a simple visual interface through off-the-shelf tablet hardware.

LIFE SCIENCES TRACK

CardioCanary
CardioCanary's wearable, self-contained On Patient Testing (OPT™) system enables hands-free, real-time, point-of-care blood testing. Our initial focus is in the rapid diagnosis of heart attacks in the emergency room, supporting definitive diagnoses within 1 hour versus the current 6-8 hours. OPT™ decreases triage staff workload, guarantees conformity to testing protocols and enables timely initiation of evidence-based therapy. The global market is >$850M with lucrative M&A opportunities.

Cellanyx Diagnostics
Current prostate cancer diagnostics are inadequate – they lack sensitivity and prognostic value. Cellanyx offer’s an in vitro diagnostic that provides urologists with a predictive, sensitive, quantitative, and cost effective measure of a tumor’s aggressiveness and metastatic potential. Cellanyx's diagnostic has the ability to eliminate unnecessary aggressive treatments for 140,000 men, saving the U.S. healthcare system $4.9 billion per year and sparing patients from incontinence and impotence.
ChemoFilter: The New Paradigm in Cancer Chemotherapy Treatment
Currently, drugs can only be removed from the blood through natural metabolism or invasive hemodialysis. The next paradigm shift in drug delivery and cancer therapy is ChemoFilter – a catheter medical device that could be readily inserted into the veins of the body to directly filter drugs, such as chemotherapy, or therapeutic particles out of the blood stream. ChemoFilter would benefit patients by minimizing drug toxicity, and allowing for high-dose therapy to improve cancer survival.

DiAssess Inc.
DiAssess Inc. is revolutionizing the way diseases are diagnosed and monitored by developing diagnostic devices that interface with smartphones to measure essential health biomarkers with a fingerprick of blood. The DiAssess devices enable rapid, inexpensive, multiplexed health monitoring with technology previously limited to diagnostic laboratories. Our technology enables real-time, portable diagnosis and monitoring of disease anywhere in the world, while the mobile connectivity of the smartphone interface allows access to referral services and immediate treatment.

Industrial Biopolymers
Industrial Biopolymers is a synthetic biology company focused on revolutionizing the leather industry. We are developing innovative biomaterials to replace the leather hides used in the manufacture of consumer goods. Our products exceed the flexibility, durability, and breathability of leather while avoiding the environmental burdens of leather manufacture.

Neural Analytics
Neural Analytics offers a noninvasive solution for measuring intracranial pressure (ICP), a critical physiologic parameter that currently requires a neurosurgeon to drill a hole into the patient’s skull. Due to the cost and expertise required, over 100,000 patients annually in the US do not receive ICP monitor placement. Our device, RapidICP, has a patented method to noninvasively measure ICP and will be a significant step toward saving lives and reducing healthcare costs.
OmniSom Solutions
The Lyra At-Home PSG transforms patients’ homes into remote sleep clinics, tackling the widening gap in sleep apnea underdiagnosis. Addressing systemic and technological shortcomings, the Lyra integrates innovative biosensors into form factors appropriate for comfortable home use. The system consists of a comfortable headset and chest-belt that collects clinically equivalent data from the home setting. The Lyra facilitates a paradigm shift in sleep disorder diagnosis to address enormous health and economic burdens of sleep apnea.

Resido Medical
Resido Medical is restoring Essential Tremor patients’ ability to hold a glass of water or write a check. Essential Tremor is a debilitating movement disorder suffered by 10 million Americans who, until now, have lacked treatment options between ineffective drugs with high side effects and invasive awake brain surgery. Resido’s Serenity technology is a small wearable device that restores quality of life for this large and growing Medicare population.

xT3ND
xT3ND offers a new chance for children with Short Bowel Syndrome, a life-threatening condition characterized by the inability to absorb nutrients due to the shortening of the small intestine. Supported by a talented, multidisciplinary team, xT3ND has the potential to dramatically improve patient outcomes while reducing the need for Parenteral Nutrition. The principle behind our technology has been well demonstrated in animal models, with a clear and feasible pathway to FDA approval and market acceptance.

PRODUCTS AND SERVICES TRACK

bukr
bukr connects local businesses with high-value transactions (e.g. dentists) to a much larger consumer base through online booking, and solves the problem of unused service time-slots due to last minute cancellations or no-shows. Using dynamic pricing and real-time appointments visibility, bukr is the Hotwire.com of the appointment-based service industry, allowing service providers to sell expiring inventory at a discount to boost utilization and increase margins. bukr also lets end-user consumers (especially the un/under-insured) get service at a discount.
Dreeya
Dreeya ~ Decisions made easy! When buying children’s products, the majority of mothers do not trust online reviews exclusively and seek authentic feedback from trusted friends in their network. Existing social media solutions do not allow mothers to easily share and find relevant information when they need it. Dreeya is a platform that allows moms to share details about children’s products privately and find the right products based on feedback from trusted women “like them”.

Fresh Picks
Fresh Picks connects busy people who crave home-cooked meals with their neighbors who love to prepare them. We believe all people should be able to access affordable, nourishing meals and that the solution to the status quo of takeout is being cooked up right next door. Our vision is to create a new way to order out by building a network of real, good food made by the community, for the community.

InterViewpoint
InterViewpoint is a platform that streamlines the screening and interview stages of the recruitment process. To managers, we offer knowledge, skill, and behavioral assessments of candidates, along with interview optimization and gamification tools. To candidates, we unveil a private dashboard of departmental competencies, values, and team profiles which reflect the ‘micro-culture’ of a hiring team. InterViewpoint’s matching algorithm reduces subjectivity ensuring a ‘fit’ across multiple dimensions, thereby increasing the efficiency and quality of hiring, and improving the candidate experience.

Mommy Mobile
Mommy Mobile offers a perfect solution for expecting mothers and busy moms on the go. Our smart phone application allows pregnant women and new moms to have access to a plethora of features that they are seeking during these life-changing events including the ability to meet up with other moms, tracking developmental milestones and mother’s activities/ nutrition. In addition, Mommy Mobile members can join spheres of user-generated content that are applicable for their lives.

PriceHub
Worry less with PriceHub. PriceHub takes the worry out of buying used cars by providing consumers with transparent pricing and unbiased owner reviews. Our goal is to help consumers make smarter purchase decisions and avoid overpaying. PriceHub’s one of a kind database accurately values vehicles based on actual sold prices of the same make and model, bringing a new level of transparency to the used car market. Car shopping will never be the same again.
Pristine

Founded in June of 2012, Pristine is an early-stage company that supplies winemakers with an NFC (Near Field Communication) Tag-based solution that serves two functions. At their core, our Pristine Tags assure consumers that wine has not been exposed to damaging temperatures before being consumed. In addition, Pristine Tags empower winemakers to distinguish their wine from competing brands and to deepen relationships with consumers through new touchpoints, leading to incremental revenue.

Produk.me

Produk.me is a product relationship management solutions company that captures post purchase product usage and consumer interactions while delivering a mobile/tablet enabled product data discovery experience to power brands and e-tailers with analytics for product development, consumer engagement, retention and upsell. Think of us as product registration 3.0 meets a powered Kelly Blue Book for products. We power product data!

ServeFund

ServeFund enables employers to sponsor students’ service trips, empowering employers with the branding of corporate social responsibility that ensures competitive advantage. ServeFund brokers relationships between students and employers by placing students in internships in return for wages that finance the students’ intended volunteer trips. The high cost of volunteer trips and inefficiency in fundraising limits certain groups of students from the opportunity to participate in community service, especially those from low-income backgrounds.

Yaygo

Yaygo is a shared-ride service for commuters requested via mobile app. We have a fleet of shuttles, you click a button, and we get you to where you need to be. By aggregating commuters with similar routes, Yaygo is more affordable and sustainable.
Executive Summary Round Judges

The first stage in entering the UC Berkeley Startup Competition is the executive summary submission in January. This year over 70 venture capitalists, experienced entrepreneurs, and professional service providers volunteered as judges to evaluate the executive summaries of the competition entrants. With over 160 entering teams, the judges worked diligently to review each executive summary and provide valuable feedback to the entrants. Ultimately, 37 teams moved on to the Semi-Final round. We would like to take this opportunity to express our sincere gratitude to the following executive summary judges for their generous contribution to the success of the 2013 UC Berkeley Startup Competition.

Mark Baudler  Wilson Sonsini Goodrich & Rosati
Sara Beckman  Haas School of Business
Diana Benedikt  Venture Insight Advisors
Steven Bennet  Bodega Partners
Brian Best  Leader Ventures
Steve Chen  Bradley Group
Tom Chiu  Sand Hill Angels
Douglas Crawford  California Institute for Quantitative Biosciences
Christian Dahlen  SAP Ventures
Kevin Diestel  SAP Ventures
David Dinerman  Zomazz
Joel Drescher  Symphony Asset Management LLC
Satadip Dutta  Google
Keith Eadie  TubeMogul
Dave Epstein  Epstein Advisors
Stephen Etter  Greylock Partners
Markus Fromherz  Xerox Palo Alto Research Center
Johannes Fruehauf  Cambridge Bio Labs
Zachary Gentry  Enlighted
Jane Gervais  Astia
Knute Gregg  Morrison & Foerster
Steve Hahn  The Dow Chemical Company
David Hartwig  SAP Ventures
Mike Hastings  Bay Area Regional Center
Daniel Himelstein  Haas School of Business
Chris Hobbs  North Bay Angels
Russ Holdstein  Growth Strategies
Charles Huang  Green Throttle Games, Inc.
John Hubinger  Oracle
<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Donna Jang</td>
<td>Sand Hill Angels</td>
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<tr>
<td>Neena Kadaba, PhD</td>
<td>California Institute for Quantitative Biosciences</td>
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<td>Rob Kalman</td>
<td>Knugget Labs</td>
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<td>Arthur Kaneko</td>
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<td>Ajay Kshatriya</td>
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<td>Tommy Leep</td>
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<td>Alexandra Levich</td>
<td>Google</td>
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<td>John Liu</td>
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<td>Alireza Masrour</td>
<td>Plug and Play Tech Center</td>
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<td>J.G. Millar + Associates</td>
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<td>Sean O’Malley</td>
<td>BillFloat</td>
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<td>Venu Pemmaraju</td>
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<td>Canice Wu</td>
<td>Plug and Play Tech Center</td>
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<td>Connie Xu</td>
<td>DCM</td>
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Semi-Final Round Judges

This year 18 venture capitalists, experienced entrepreneurs, and professional service providers volunteered as judges for the Semi-Final Round event earlier this week. The judges heard pitches from 37 Semi-Finalist teams, and selected the eight Finalists who are presenting here tonight. In addition, they provided valuable feedback to all entrants on their businesses. We would like to take this opportunity to express our sincere gratitude to the following judges for their generous contribution to the success of the 2013 UC Berkeley Startup Competition.

Carl Amdahl
Hanns Anders
Faz K. Bashi, MD
Brady Berg
Michael Berolzheimer
Joyce Chung
Alex de Winter
Stephen Hahn
Matt Jones
Jed Katz
Guy Kawasaki
Matt Kirmayer
Rebecca Lynn
Juan-Pablo Mas
John Steuart
Kimiko Thornton
George Willman
Jonathan Wu

DCM
Claremont Creek Ventures
Life Science Angels
Mintz Levin
Bee Partners
Garage Technology Ventures
GE Ventures
The Dow Chemical Company
Nth Power
Javelin Venture Partners
Garage Technology Ventures
Lowenstein Sandler LLP
Morgenthaler Ventures
Lightstone Ventures
Prolog Ventures
UM
Wilson Sonsini Goodrich & Rosati
Sand Hill Angels
Final Round Judges

The Finalist teams made pitches to the Final Round judging panel in a closed-door session earlier today. We would like to thank our panel of distinguished judges.

Michael Baum
CEO and Founder
FOUNDER.org

Michael is a self-confessed startup junkie. His entrepreneurial journey has spanned 25 years, six start-ups, five acquisitions and the recent IPO of Splunk (SPLK). His entrepreneurial projects have created more than 2,500 jobs, over 120 millionaires and $5B in shareholder value. Michael is a Computer Science graduate from Drexel University and an MBA graduate from The Wharton School at the University of Pennsylvania. He is still chasing big ideas. Michael’s latest startup is FOUNDER.org a non-profit foundation dedicated to inspiring students to chase big ideas and become founders of impactful companies. FOUNDER.org works with colleges and universities to provide funding grants and a 12-month mentor program to graduating entrepreneurs.

Stephen F. (Steve) Hahn
Research Fellow
The Dow Chemical Company

Steve joined the Dow Chemical Company in Midland, Michigan in 1982 and has worked in a variety of business and corporate research and new business development functions at Dow prior to assuming his current role in 2007. As Research Fellow, Steve leads Dow’s effort to identify emerging, strategically aligned chemical, materials and energy related opportunities, focusing on the NA West Coast region, and is currently located in the San Francisco/Silicon Valley area of Northern California. Steve has a B.S. in Chemistry from Michigan Tech and an M.S. in Chemistry from Central Michigan University. He holds 37 issued U.S. Patents, has 40 publications in refereed journals, and 6 chapters in text/reference books. Steve was a Visiting Professor of Chemistry and IPrime Scholar at the University of Minnesota in 2002.
Kevin Kopczynski  
Partner  
RockPort Capital Partners

Kevin Kopczynski is a Partner at RockPort Capital Partners, an energy focused VC firm. Prior to RockPort, he held a variety of operating and senior technical positions in a medical device startup, and worked for Lazard in mergers and strategic advisory. Kevin began his career as a Consultant with Arthur D. Little, where he assisted clients on product development initiatives in consumer products, energy, and healthcare. He serves on the board or as a board observer to Enki Technology, NewLeaf Symbiotics, Northern Power, Solar Universe, DrillMap, Streetline Networks and the Berkeley Energy and Resources Collaborative (BERC). Kevin earned his BSE from Princeton, an MS in engineering from Stanford, and an MBA from UC Berkeley.

Jason Krikorian  
General Partner  
DCM

Before joining DCM as a General Partner, Jason co-founded Sling Media, the pioneering digital media and device company which was acquired by EchoStar. Among its many accolades, Sling Media received an Emmy Award for the Slingbox, the device that first introduced the concept of placeshifting. At Sling Media, Jason acted as EVP of Business Development, EVP of Marketing, and CFO at various points in the company’s evolution. Among other things, Jason led the establishment of distribution and development partnerships with global television, broadband and mobile operators. Prior to co-founding Sling Media, Jason acted as Partner in id8 Group Holdings, Inc where he advised global leading companies on product and business strategy. Jason joined id8 Group after spending several years with The Boston Consulting Group (BCG). Jason received a B.A. in Psychology from the University of California, Berkeley and a M.B.A. and J.D. from the University of Virginia.
Brian Ledoux  
Senior Vice President, Ad Operations  
UM  

Brian is SVP of Ad Operations at UM in San Francisco. He has been working in online advertising for over 13 years, working at agencies, publishers, and vendors technologies. Brian builds teams to handle delivery, tracking, and reporting of every kind of online media element. His teams build custom process, and often help technology companies improve their abilities and offerings to ensure UM is at the forefront of online tracking. At UM, Brian has been working with local clients Wells Fargo and Charles Schwab. Additionally he is working with UM's global offices on the Microsoft account, ensuring all markets use consistent process and technologies for Microsoft's global initiatives. Previously, Brian worked on Automotive and Sports verticals.

Jason Lettman  
Partner  
Lightstone Ventures  

Jason is a Partner of Lightstone Ventures. He focuses on medical device and biopharmaceutical investments out of the firm’s Palo Alto office. Jason joined Morgenthaler Ventures in 2009 and serves as a Principal. He represents Morgenthaler on the boards of Relievant Medsystems and Second Genome, Inc., is a Co-Founder and on the board of Tarsus Medical, and a Board Observer at Moximed and The Foundry. He was also a Board Observer on Ardian prior to its acquisition by Medtronic.

Before joining Morgenthaler, Jason was a Vice President at Split Rock Partners, where he focused on early stage venture investments in medical devices and life sciences. During his time at Split Rock, Jason was actively involved with the founding of Zyga Technologies as well as with several start-ups founded at ForSight Labs and the Foundry incubators. He also was involved with the firm’s investments in EvAlve (acquired by Abbott Labs), Entellus Medical, EBR Systems, Mirabilis, and Miramar Labs.

Prior to Split Rock, Jason’s experience includes a tenure with Guidant Corporation’s Compass Group, which focused on corporate venture and business development, as well as a Consultant with Accenture’s Health and Life Science practice, where he advised clients across the medical device, pharmaceutical, and healthcare payer sectors. Jason also previously worked as a Genetic Research Analyst at the University of Iowa Hospitals and Clinics. Jason holds an MBA with distinction from the University of Michigan’s Ross School of Business and a BA with honors from the University of Iowa.
KT Moortgat
Startup Advisor

KT Moortgat is a startup advisor and investor. KT’s career has focused on the early stage translation and commercialization of disruptive fundamental technologies. KT has supported healthcare startups in business development, product marketing, commercial partnership management, as well as assisted in recruiting young technical talent. Formerly a member of the Mohr Davidow investment team, she led initiatives fostering the commercialization of technologies originating in universities and national labs; including medical diagnostics, mental health, biofuels and clean energy.

Prior to joining Mohr Davidow, KT founded and directed the Center for BioEntrepreneurship, at UC San Francisco and the QB3 Institute. The Center established UCSF’s hub for training, mentoring, and networking for entrepreneurial scientists and clinicians. Its popular programs, including the Idea to IPO…and Beyond course, engages nearly a thousand people annually, and provides mentoring to dozens of entrepreneurial teams. She was also Director of Business Development for UCSF and the then-new Mission Bay campus.

KT was a member of the Board of Councilors at University of Southern California’s Stevens Institute for Innovation in 2011-2012. She was an Advisor for the inaugural two years of the Kauffman Foundation’s Postdoctoral Entrepreneur Award. She has reviewed grants and advised NIH, NCI and NSF on funding entrepreneurial scientists and their innovations.

KT was a Sloan Postdoctoral Fellow at UCSF’s Keck Center. She earned a doctorate in Biophysics for neuroscience research conducted at the Salk Institute and Scripps Institution of Oceanography, where she was a NIH Predoctoral Fellow. She holds Masters and Bachelors degrees in Physics from UC San Diego and UC Berkeley, respectively.
## Mentors

The 37 teams who participated in the Semi-Final Round were given the opportunity to have a mentor assigned to their team for the duration of the Competition. These experienced entrepreneurs and successful business professionals worked with the teams to refine and enhance their business plans and strategies. Mentors bring deep industry-specific and functional expertise, experience in starting new ventures, and valuable insight into what it takes to build a viable enterprise.

We would like to extend our thanks to the following mentors for supporting the Competition with their generous commitment of time and expertise to this year’s Semi-Finalist teams.

<table>
<thead>
<tr>
<th>Company</th>
<th>Mentor</th>
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<tbody>
<tr>
<td>BEEMS (Building Energy Efficiency Mapping Services)</td>
<td>Raghu Belur</td>
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<tr>
<td>bukr</td>
<td>Ross Johnson</td>
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<td>CardioCanary</td>
<td>Elise Brownell</td>
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<td>Cellanyx Diagnostics</td>
<td>Dr. Paul Billings</td>
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<td>ChemoFilter: The New Paradigm in Cancer Chemotherapy Treatment</td>
<td>Jeff Roe</td>
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<td>ChiaraMail</td>
<td>Arthur Do</td>
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<td>Cinder Biological, Inc.</td>
<td>Matthew Caspari</td>
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<td>Connexus</td>
<td>John Matthesen</td>
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<td>DiAssess Inc.</td>
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<td>Nathan Dintenfass</td>
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<td>Eventable</td>
<td>Lesek Izdebski</td>
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<td>EZ Green</td>
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<td>David Hutton</td>
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<td>Industrial Biopolymers</td>
<td>Robert Schock</td>
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<td>InterViewpoint</td>
<td>Dory Leifer</td>
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<td>Mommy Mobile</td>
<td>Sherry Prescott-Willis</td>
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<td>Moogi</td>
<td>Oren Tversky</td>
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<td>Nano Framework</td>
<td>Don Green</td>
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<td>Jay Trautman</td>
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<td>Dan Kihanya</td>
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<td>Kevin Warnock</td>
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15 Years of Bplan: A Brief Showcase of Past Winners

2001

RAPT Industries, Inc.
First Place and People’s Choice Award Winner

RAPT Industries, Inc. was founded to commercialize the RAP process: a technology for precisely shaping and polishing optical and semiconductor surfaces. The technology was developed by Dr. Jeffrey Carr at Lawrence Livermore National Labs and the founding team included Jeff, Peter Fiske (MBA ’02), and Ramona Alves. RAPT succeeded in nearly all its technical milestones, garnering over $9M in additional funding (mostly from Federal R&D grants) and generating significant commercial revenue from the manufacture and sale of precision optics and opto-mechanical assemblies as well as the license of some of its technology to a leading semiconductor equipment manufacturer.

2005

World of Good
Second Place and People’s Choice Award Winner

Priya Haji and Siddharth Sanghvi co-founded World of Good, a fair trade retailer that won second place in the Bplan Competition in 2005. A venture-backed company, World of Good connected artisans from developing communities in 55 countries with mainstream retailers that included Whole Foods, Hallmark and Disney. In 2010, the brand was acquired by eBay.

Priya supported the transition of World of Good to eBay before starting SaveUp, where she is CEO. SaveUp is the nation’s first reward program for saving money and reducing debt. Siddharth now heads marketing and operations for Back to the Roots, an award-winning startup in Oakland founded by two Haas undergraduates.
2007
TubeMogul
First Place (Tie) and People’s Choice Award Winner

TubeMogul has been up to big things since tying for first place in the 2007 UC Berkeley Business Plan Competition. One of the top startups in the Bay Area and listed as #141 on Inc. Magazine’s Fastest Growing Companies in the US, TubeMogul is the leader in programmatic brand marketing. The world’s largest brands and agencies centralize their video advertising on TubeMogul’s enterprise platform, which provides the scalability and accountability that marketers demand. One secret to the company’s success are the over 50 UC Berkeley graduates that work in its offices around the world, representing one in four employees.

2010
Orpheus Medical
Grand Prize and Life Sciences Track Winner

2010 UC Berkeley Business Plan Competition Grand Prize winner Orpheus Medical is developing a device to painlessly treat hemorrhoids outside the OR. In 2011, Orpheus signed a deal with the prolific medical device incubator, Incuvate, which brought the project funding and a highly experienced management team. The company is making excellent progress towards getting the device to patients.

2011
Intervene
Grand Prize and Life Sciences Track Winner

Intervene, Inc. is developing a first of its kind, catheter-based therapy to treat the valvular pathophysiology of chronic venous insufficiency in the deep veins, a disease that causes painful venous stasis ulcers. Since winning the Grand Prize in the 2011 UC Berkeley Business Plan Competition, Intervene has been accepted and integrated into the Fogarty Institute for Innovation in Mountain View. In addition to the $145k the team secured in grants and business plan competitions, the company has been able to raise $650k in angel investments. The Intervene team is growing and is seeking additional angel investments as it works to further flesh out this promising technology aimed at addressing a dire clinical need.
Imprint Energy
Energy and Cleantech Track and People’s Choice Award Winner

Imprint Energy took first place in the Energy and Cleantech track in the 2011 UC Berkeley Business Plan Competition and won the People’s Choice Award. Imprint Energy also took 1st place at the Global Entrepreneurship Challenge at Biz Barcelona 2011. The company is commercializing a breakthrough non-lithium rechargeable battery that is ultrathin, flexible, and completely printable. The energy density and customizability advantages of Imprint’s Zincpoly batteries will uniquely address power needs of future portable electronic devices. Imprint Energy has raised seed capital from strategic investors and development partners and has been awarded grant funding from the National Science Foundation, FlexTech Alliance, and the University of California Regents.

Kopo Kopo
IT and Web Track Winner

Kopo Kopo enables SMEs in emerging markets to grow and prosper by making mobile money smarter. We enable SMEs to accept, process, and analyze mobile payments in real-time and engage customers using highly targeted, market-appropriate promotional and loyalty tools. Using existing local infrastructure, Kopo Kopo is accelerating the transition from cash-based economies to digital ones. Since winning the IT & Web Track in the 2011 UC Berkeley Business Plan Competition, Kopo Kopo has closed a Series A round led by Khosla Impact with Bamboo Finance co-investing. The Kopo Kopo team has now expanded to 30 employees, moved into a new office in Nairobi and is now helping thousands of SMEs in Kenya accept and process mobile money payments through M-Pesa.
2012

Kloudless
IT and Web Track Winner

Kloudless securely connects the enterprise cloud and controls how data is transacted across SaaS applications. As companies adopt more cloud applications, Kloudless helps streamline the way data is moved between them, ensuring interoperability across a wide range of applications, ranging from collaboration tools to CRM services. Organizations can connect applications that Kloudless supports (Box, Salesforce, etc.), or connect their own with Kloudless’ API.

Founded by four Cal grads, Kloudless is currently located in UC Berkeley’s Skydeck Accelerator and is backed by top investors like Tim Draper of DFJ as well as leading Silicon Valley innovators like David Sacks of Yammer.

Modify Watches
Products and Services Second Place Track Winner

Modify entered the 2012 Bplan Competition presenting Modify Industries, Inc. At the time they were only a “watch” company, but shared a bigger vision about the future of custom products. Well, they are on their way! The company has product in Best Buy, has created custom products for large brands like Google, HP and of course Cal, and is excited to be closing their first round of funding this spring! Learn more at www.modifywatches.com or join the “ModiFamily” at www.facebook.com/modifywatches.

Traverie
IT and Web Second Place Track Winner

Traverie.com is an interactive travel magazine with content from friends. We help users seamlessly discover unique experiences through their friends’ travels and seek their advice. We strive to take the uncertainty out of travel decisions. After the Bplan Competition Finals, Traverie won over $30K in business plan competitions representing UC Berkeley in Orange County and at SXSW. Traverie launched in November 2012 and was selected as one of the top travel innovations of 2012 by PhoCusWright. Gaurav Agarwal, Haas MBA 2013, was also selected in PhoCusWright’s 35 Young Leaders Under 35 in Travel.
Notes