Finalist Presentations and Awards Ceremony

Thursday, April 24, 2014
Andersen Auditorium
Berkeley–Haas
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Co-Chairs Welcome

On behalf of the 2014 UC Berkeley Startup Competition (LAUNCH) Executive Committee, we would like to welcome you to the LAUNCH Finals, our flagship event, and the culmination of an exciting adventure for aspiring entrepreneurs!

We are proud to lead the LAUNCH Competition in its 16th year. LAUNCH is a year-long program of events dedicated to spurring the entrepreneurial process. The Competition gives rising startups the opportunity to iterate their business model, showcase their ventures and attain critical funding.

From 200+ entries in this year's Competition, our judges selected the strongest 36 teams to advance to the Semi-Final round. Just a couple of days ago, these teams pitched their businesses and 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 16-year history. This year we congratulate one of our past winners TubeMogul on their intended IPO (announced in March). We've also seen teams acquired and others receive funding to launch them into their growth trajectories.

Every year we continue to provide more resources to our teams. A few years ago we replaced the business plan with the pitch format you'll see today. To reflect this revised mission, we changed the name of the Competition to LAUNCH, The UC Berkeley Startup Competition. Based on interviews with past judges and VCs, we've also instituted a workshop series that help our teams iterate their go-to-market strategies, financials and pitches.

For sponsorship, we are thrilled that we've continued our partnerships with UM and FOUNDER.org. This year we also established a partnership with SkyDeck, the UC Berkeley Accelerator, which provides the Grand Prize Winner automatic space at SkyDeck. It is our goal to give our entrants the best resources and growth opportunities during the Competition and beyond.

LAUNCH 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. We also owe our sincere gratitude to all of the participants. Your hard work, creativity, and ingenuity are inspiring.

Your honored Co-Chairs.

Kristen Duffel and Moses Lo
Dean Lyons Welcome

Dear Friends,

Welcome to the finals of the 16th Annual UC Berkeley Startup Competition at the Haas School of Business.

The Competition was launched 16 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.

Sincerely yours,

Richard Lyons
Dean
Haas School of Business
Lester Center Welcome

The Lester Center is pleased to welcome you to the 16th Annual UC Berkeley Startup Competition (LAUNCH). 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 LAUNCH Executive Committee has continued to improve the Competition format this year, including an emphasis on the teams’ go-to-market strategy and financials. We continue to receive positive feedback and excitement about entrepreneurship in our community. Please enjoy the team presentations and help us celebrate the accomplishments of the 2014 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 24, 2014
5:30pm-9:15pm
Andersen Auditorium
Berkeley-Haas

Schedule of Events

5:30pm  Reception and LAUNCH Semi-Finalists
         Team Expo (Bank of America Forum)

7:00pm  Opening Remarks:
          Andre Marquis
          Executive Director,
          Lester Center for Entrepreneurship

          Kristen Duffel and Moses Lo
          2014 UC Berkeley Startup Competition
          Co-Chairs

7:10pm  Elevator Pitch Contest Presentation

7:35pm  Elevator Pitch Contest Voting

7:40pm  Finalist Team Presentations

8:55pm  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.

PLATINUM SPONSORS

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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
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

The Canvas Venture Fund is the inaugural fund from Morgenthaler Technology Investment Company. It is focused 100% on early-stage, software & services investments. The fund was formed by the managing directors who led investments in Lending Club, Evernote, MuleSoft, Siri, NexTag, Practice Fusion, Check, Doximity, Convo, Nuance Communications, and NuoDB. Canvas is based in Menlo Park, CA. For more information, visit www.canvas.vc. Our partners Rebecca Lynn, Gary Little and Gary Morgenthaler also serve as partners at Morgenthaler Ventures, a 45-year old venture capital firm.

www.canvas.vc

With $330 million under management, 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
The Tech Group closes hundreds of venture capital, angel, growth equity and private equity deals each year. We help tech companies do M&A, as buyers and sellers (recent examples—focusing only on those clients with company names beginning with the letter “B”—include the sale of Buddy Media to Salesforce and the sale of Behance to Adobe) and represent tech companies and investment banks in public offerings. We serve as outside general counsel to many tech companies. We also handle a wide range of legal matters including licensing, privacy and intellectual property (for instance, we manage thousands of patents for startups and industry-leading companies). Just some of the larger tech firms we serve include Applied Materials, Cypress Semiconductor, Electronic Arts, Google, Intel, Red Hat, Stanford Research and Symantec. Also, we’re really busy so we didn’t spend much time writing this description.

www.lowenstein.com

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 devices, life sciences, telecommunications, consumer, software 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 include Constant Contact, Global Custom Commerce, Zappos, Fuhu, Nutanix, Plateau Systems, Perceptive Software, SouthernCare, National Healing, Arcadian Management, Nanostring, Docuware, and Clinipace.

www.morganstanley.com/institutional/expansion-capital/index.html

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; Los Angeles; New York; Palo Alto; San Diego; San Francisco; Seattle; Shanghai; and Washington, D.C.

www.wsgr.com
Earlier this month, Platinum Sponsor UM partnered with the UC Berkeley Startup Competition to host *UM & UC Berkeley: The Future of Innovation 2014*, 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 LAUNCH Semi-Finalist teams. UM is dedicated to bringing together their community to support programs like LAUNCH that help drive the Bay Area’s innovation and we are grateful to their ongoing partnership.

Thank you to our *UM & UC Berkeley: The Future of Innovation 2014* sponsors:

- 7x7 Magazine
- Barbara Bella & Associates
- Bloomberg Media
- Clear Channel Media and Entertainment
- CBS
- CNBC
- Comcast Spotlight
- Conversant Media
- COX Broadcasting (KTVU)
- Cumulus Media San Francisco
- Facebook
- Forbes Media
- Google
- Investopedia
- Investor’s Business Daily
- Millennial Media
- NetSeer
- The New York Times
- Pandora
- Spongecell
- TubeMogul
- Twitter
- The Wall Street Journal
- xAD
- Yahoo!

*Scenes from the 2013 event*
2014 Executive Committee

LAUNCH Co-Chairs: Kristen Duffel Moses Lo
Judging & Partnership: Dan Goldman Will Lynn Amar Patel
Marketing: Bill Blaustein Drew Davis Nikola Radnovic
Mentorship: Noah Deich Jackie Key Michael Sloan-Rossiter

Program Manager
Kirsten Berzon
Competition Overview

The UC Berkeley Startup Competition (LAUNCH) 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. LAUNCH 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.

LAUNCH 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 30th 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.

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 nearly $60,000 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 of the Semi-Finalist teams gains valuable insights through Product Pitch, Go-To-Market, and Financials workshops. Teams also extend their network through a mentor provided by the Competition. The many resources provided help LAUNCH entrepreneurs take their businesses to the next level.

This year’s prizes are:

- Grand Prize: $20,000
- Four First Place Track Winners: $5,000 each
- Four Second Place Track Winners: $2,500 each
- People’s Choice Award: $5,000
- Elevator Pitch Award: $2,500
The Lester Center for Entrepreneurship is proud to host the 2014 UC Berkeley Startup Competition

**Competition Timeline**

- **Exec. Summary**
  - IT & Web (up to 10 teams)
  - Products & Services (up to 10 teams)
  - Life Sciences (up to 10 teams)
  - Energy & Cleantech (up to 10 teams)

- **Mentorship**
  - Mentorship:
    - VCs, lawyers, entrepreneurs
    - Regular meetings to refine ideas

  - **Workshop 1: Go-to-Market and Product Pitch**
    - Refine product/service, minimum viable product, value proposition to target customers
    - Refine go-to-market strategy, market size, ability to scale

  - **Launchpad event: Financials and Practice Pitch**
    - Refine financials, revenue streams, cost structure, burn rates, personnel requirements, cash utilization
    - Refine pitch with first class VCs and lawyers

- **Semi-Finals**
  - IT & Web
    - Top 2 teams advance
  - Products & Services
    - Top 2 teams advance
  - Life Sciences
    - Top 2 teams advance
  - Energy & Cleantech
    - Top 2 teams advance

- **Finals**
  - Grand Prize Winner
  - Track First and Second Place Winners
  - Elevator Pitch Award Winner
  - People’s Choice Award Winner
  - Product Expo

- **After LAUNCH**
  - Grand Prize Winner receives option for 6-month SkyDeck Accelerator placement
  - Finalists automatically placed into final round of SkyDeck Accelerator screening process
  - Other Competitions:
    - FOUNDER.org
    - California Dreamin
    - Cleantech Open
Semi-Finalist Teams

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

BCN Technologies
BCN Tech provides better, cheaper, stronger structural materials for energy and transportation industries. Carbon fiber, a ‘material of the future,’ is lighter than aluminum, and stronger than steel. It is rapidly finding widespread application across a number of industries and is poised to become the most important material of the 21st century. Harnessing the latest advances in materials and processing techniques, we produce enhanced carbon fiber composites, all while utilizing well-known chemistries and inexpensive ingredients.

Genome Designs
Genome Designs is about to commence a new era of bioproduction, creating gold from garbage. We will make much sought-after bio-succinic acid from low-energy cellulose feedstocks (bagasse) substantially cheaper than conventional bioproduction from sugars, using a bioproducent based on F.succinogenes, a super efficient cellulose-eating microbe found in cows’ rumen. Our established metabolic engineering pipeline and proprietary dynamic modeling technologies will speed up the bioproducent design, avoiding expensive strain selection and lengthy fine-tuning of cultivation conditions.

Greenly
Greenly’s mission is to motivate everyone to become a smart commuter. Through its smart phone application, Greenly automatically provides commuters with personalized analytics about how they commute (transportation mode, cost, time spent in commute, carbon footprint) and rewards them for commuting smartly. Greenly collaborates with cities and companies who want to know how their citizens and employees are commuting, and need a solution to reward smart commuting.

Industrial Microbes
Industrial Microbes is developing a method to turn greenhouse gases into valuable materials. Our process converts inexpensive input materials, such as methane and carbon dioxide, into chemicals used in biodegradable plastics and clothing fibers. We use living microbes as tiny chemical factories to perform this transformation, in a process similar to brewing beer. At large scale, we expect $1 of raw materials to produce $10 of specialty chemicals, which will feed into a rapidly growing multi-billion dollar market.
LED Alternative Energy
LED Alternative Energy is a full service lighting company that retrofits LED lighting technology for commercial and industrial complexes. Our objective is to accelerate the adoption of LED lighting to decrease energy consumption and drive cost savings for our customers. Our innovative business model allows us to provide complete LED retrofits at a fraction of the current industry costs. We offer a complete solution: consultation, product selection, installation, recycling, and post-project marketing.

Persistent Efficiency
Persistent Efficiency provides the lowest cost path to energy efficiency in buildings to both building owners and to companies that tune building performance. Our building energy analytics software and wireless stick-on meters not only enable our clients to find energy efficiency flaws faster, but also help them monitor the quality of energy use continuously. Persistent Efficiency has applied the principles of the total quality revolution to efficiency – we mass-produce cost saving results in buildings.

Picoyune
Picoyune is a chemical sensing company. Our patented technology condenses a laboratory’s worth of equipment into handheld monitors anyone can use. Our first product detects mercury, an environmental pollutant that devastates human health and development. Our expert team combines world class engineering and business development. Picoyune grew out of research at UC Berkeley and Lawrence Berkeley National Laboratory. We were awarded Best Team Overall in the NSF iCorps at UC Berkeley and an SBIR grant from NIH.

SimpleSolar
SimpleSolar empowers the solar contractor by providing a suite of mobile apps that streamline the sales and bidding process for installing residential solar. Our first product offering is a cloud-driven mobile app that utilizes proprietary algorithms to provide sun shading analysis at a fraction of the cost of existing hardware solutions.
IT AND WEB TRACK

All Fit
All Fit is a one-stop shop health application that makes sense of data across different health trackers. Starting with data from fitness wearables, All Fit links food tracker and personal health information to generate personalized user health profiles and customized fitness and health recommendations developed with leading health experts. By allowing users with different wearable devices to interact and motivate each other, All Fit provides a comprehensive platform for users to improve their overall health.

Fiskkit
Fiskkit is building technology that provides a feedback layer to the internet. Our first application is crowdsourced commenting and fact-checking of online news. Users “fisk” by tagging an article line-by-line based on its facts, reasoning and civility. Fiskkit then algorithmically generates a reference page (called Doc Review) for each article, highlighting inaccuracies and flawed reasoning. Using this system on comments creates a peer-reviewed discussion surfacing the best content and counters trolling. This is the honest discussion you’ve been looking for.

KuDo
KuDo is a service gateway for the cash-based Indonesian community to conveniently enjoy e-commerce. By partnering with online vendors, we provide a great selection of products and services that fulfill the needs of Indonesians without credit/debit cards. KuDo leverages the existing network to expand by partnering with existing chain stores, such as coffee shops, restaurants, and convenient stores. Customers can then complete their online transactions through KuDo machines, which are conveniently located at our store partners.

Occuhunt
Occuhunt is a professional platform for students to discover, plan and apply for career opportunities while connecting them directly with recruiters and helping them leverage their college career center’s services effectively. For the student, he can upload and drop his resume into a company’s inbox before the fair, all while being able to keep track of recruiters who have viewed his resume. For the recruiter, he can scribble notes on his tablet about students he met at the fair, and send an automated rejection to the student if he decides to reject him, or export the applicant into his current Application Tracking System workflow.
**Pandagrader**
Pandagrader is a digital solution for grading traditional paper-based exams and assignments. Pandagrader saves instructors time on grading, increases consistency, prevents cheating, and provides more transparent feedback to students. By digitizing grading, Pandagrader provides instructors with analytics tools that help assess assignment quality and gauge student understanding in ways that are nearly impossible with traditional grading. Pandagrader makes grading easier, more accurate, and more informative for both instructors and students.

**ReMeeting**
ReMeeting is a mobile meeting recorder and personal cloud service for reviewing and sharing in-person meetings. Instead of plain audio files, we use speech and language technologies to produce an interactive document that is searchable by speakers and keywords.

**Sparkle**
Last year US consumers lost a staggering $26B in productivity when dealing with customer service over the phone. This experience is frustrating at best - talking to a machine, punching numbers and waiting endlessly. For brands, this translates to reduced customer loyalty. At Sparkle, we provide a cloud-backed smartphone app that eliminates this inefficiency by offering a seamless experience to consumers for interacting with customer service - a win-win proposition for both consumers and brands.

**Stroll, Inc.**
Stroll is a tablet application developed for the medical office that provides price transparency in healthcare and enables patients to confidently choose affordable care. Today, when a physician suggests a treatment, patients have little choice but to accept the physician's recommended provider. Stroll changes this patient-physician dynamic and lets patients make smarter choices by displaying upcoming treatment options along with exact out-of-pocket costs and locations.

**Volunteer Forever**
Volunteer Forever is the TripAdvisor and Kickstarter for volunteering abroad. We make life-changing volunteer trips possible by helping volunteers find and fund their overseas opportunities. Our website features 350+ volunteer organizations and has helped 2,500 volunteers raise $500,000 for their trips abroad through our crowdfunding platform. Volunteer Forever earns a 5% fee on donations raised on our platform. We are also developing a paid project listings service for organizations to advertise their volunteer opportunities.
LIFE SCIENCES TRACK

Awair: Breathe Better Technology
Awair is a medical device company, based in Palo Alto, California, focused on solving patient needs in pulmonary and critical care. Our first product, the Wyshbone catheter, numbs the throat to eliminate discomfort from the breathing tube for critically ill ventilated patients.

Bioniks, Inc.
Bioniks provides intuitive software that helps physical therapists prevent and treat injuries in athletes. We harness the Microsoft Kinect platform and decades of research to quantify how well an athlete performs a series of standardized movement tasks. Unlike existing movement analysis systems, ours provides immediate, actionable feedback to athletes and therapists at the site of care. By bringing quantitative 3D metrics to physical therapy, Bioniks is establishing new markets for rehabilitation and injury prevention.

Blowfish Health
Blowfish Health’s mobile technology reduces avoidable healthcare costs for patients with chronic illnesses. We use affordable smartphone hardware and software add-ons to accurately monitor patients’ health and predict acute health crises before they happen. Gamification of mundane health monitoring tasks is used to enhance compliance and quality of data. Our first product is a patent-pending peak flow meter for asthma patients, complete with remote data trending and alerts for providers to intervene before imminent exacerbations.

ChemoFilter
With 800,000 new cases annually, primary liver cancer is the third leading cause of cancer-death worldwide, leaving patients with dire 20-month median survival. While traditional chemotherapeutics are highly effective, doses are limited by lethal toxicities. Our solution is ChemoFilter – a catheter medical device that can be readily inserted into tumor veins to directly filter chemotherapeutics out of the bloodstream. ChemoFilter benefits patients by minimizing drug toxicity, and allowing high-dose therapy to improve cancer survival.

Madorra
Madorra provides a non-hormonal, device-based solution for vaginal atrophy in breast cancer survivors. Madorra elicits natural, physiologic lubrication and restores vaginal health. Survivors will no longer experience pain with sex and day-to-day dryness. Prescribed by a physician and used at home, Madorra’s solution is discreet and integrates seamlessly into the user’s lifestyle. Madorra is the first non-hormonal treatment to help breast cancer survivors regain their quality of life after cancer.
NewLifeBeats
NewLifeBeats is the first product in a platform of wearable devices that allows physicians to monitor patients at home and in the hospital. Our first application is a non-invasive, wireless device that continuously tracks and reports fetal heart rates. It autonomously detects the heart rate and alerts the physician of potential risks and complications early and throughout the pregnancy. NewLifeBeats’ safe and continuous patient monitoring reduces the duration and cost of office visits.

Revello Medical Devices
Revello Medical Devices is bringing personalized medicine to the $6 billion coronary stent market. Revello’s patented technology aims to coat all stents with patients’ own blood vessel cells to achieve faster healing, fewer complications, and decreased mortality.

Symbiotic Health
Symbiotic Health is a team of basic scientists and clinicians using the power of microbial ecosystems to combat emergent infectious disease. The microbiome is a community of symbiotic bacteria that live on and in our bodies and protect us from invasive infection. Medical interventions disrupt this community and foster lethal antimicrobial-resistant infections which spread rapidly in healthcare facilities. Symbiotic Health offers practical, powerful and cost-effective therapeutics to correct microbiome imbalance, curing and preventing intractable infections.

ViVita Technologies
ViVita’s mission is to eliminate the donor organ and tissue shortage with off-the-shelf, animal-derived replacements. Conservation of biological building blocks between tissues and organs permits a potentially broad product pipeline using our patent-pending platform technology. A next-generation vessel patch which avoids the requisite costly and painful patient vein harvest will demonstrate proof-of-concept, and represents a growing ~$500M annual U.S. market. Revenue from a vessel patch product will fund ViVita’s expansion into increasingly complex tissue products.
PRODUCTS AND SERVICES TRACK

**Build & Imagine**
Build & Imagine is a new toy company developing beautiful building sets that connect with magnets to ignite imaginations. Our play-sets are designed to get girls building, thereby helping them to develop foundational skills for science, technology, engineering, and math; fields in which women represent only 24% of the workforce. We’re joining the fastest growing segment in the toy industry, and have retailers such as Amazon, MakerShed, and Zulily lined up for our holiday 2014 product launch. Visit www.buildandimagine.com to learn why the San Francisco Chronicle believes Build & Imagine is “reimagining the building block.”

**CLUTCH Cleansing Cloths**
CLUTCH Cleansing Cloths is a fast fashion-based personal hygiene solution that encourages women to express their personal style, but not at the expense of the environment. CLUTCH allows women to update their wipes packaging as their style evolves. Women can vote for their favorite designs through social media, and the winning selections will be sold the next season. CLUTCH will be offered as a subscription model to promote adoption of everyday, repeat product use.

**GiveModo**
GiveModo creates custom mobile giving apps for non-profits. Donors can give to their favorite non-profit through their smartphone or tablet anytime, anywhere. GiveModo’s turnkey technology can create a white-labeled app within minutes that works on iOS and Android. The personalized fundraising app allows non-profits to engage younger supporters and see a lift in donations.

**IMPACT**
IMPACT offers a credit card product which optimizes consumer activity for philanthropic ends. With every purchase, rewards are funneled to the schools, churches and non-profit organizations of the cardholders’ choosing. Using game mechanics and a social engagement platform, participants build community around their favorite causes while harnessing the power of everyday shopping patterns.

**Nearsite Optometry**
The optometry industry is currently dominated by private optometrists (high quality eye care, but not very convenient) and large chains (convenient, but not the highest quality eye care). Nearsite Optometry represents the best of both worlds. By partnering with large employers, we bring the best in optometric care to the workplace. This results in time savings for employees, enhanced productivity for employers, and lower overhead costs for their business.
odrel.com
Odrel.com is a unique event management and audience interaction instrument that increases event participants’ engagement and enhances experience. Revolutionary solutions for real-time feedback collection and analysis enable event organizers to capture information about participants’ behavior during an event and effectively translate it into insights to further improve the customer experience. A complete set of audience interaction tools, such as polls, questions, registration, agenda, and social collaboration, keeps the audience engaged and satisfied.

SmartBod
At SmartBod, we build vibrators that learn from and adapt to a woman’s physiological reactions, heightening her level of pleasure and enlightening her (and her partner) about her sexual preferences. We see our product as the FitBit and Nest for intimate experiences—providing insights to help women understand their bodies, and utilizing learning and automation to create effective and highly individualized experiences for our users.

SpotOn Parking
SpotOn is a Spotsharing platform for drivers and SpotOwners providing affordable parking for drivers and no hassle parking revenue for SpotOwners. The SpotOn parking website and app enable this mutually beneficial connection by marketing all listed Spots, managing all financial transactions, and troubleshooting any driver or owner parking issues that arise. SpotOn has its first 100 monthly subscribers and first $100,000 in transactions on its quest to become San Francisco’s next sharing economy success story!

Teaman & Company
Teaman & Company is bringing the experience of buying luxury & bespoke jewelry to the world. We use 3D printing and high touch service to bring our clients extraordinary artisanal pieces & unique gemstones they’ve never seen before.

UnmannedData
UnmannedData is taking a high-tech approach to the business of monitoring and inspecting infrastructure. A fully integrated end to end workflow beginning with data collection from multiple sensors and ending with comprehensive and actionable data in the hands of our nation’s engineers allows them to save time, money and ultimately to prevent catastrophic structural failures.
Executive Summary Round Judges

The first stage in entering the UC Berkeley Startup Competition is the executive summary submission in January. This year nearly 70 venture capitalists, experienced entrepreneurs, and professional service providers volunteered as judges to evaluate the executive summaries of the competition entrants. With a record number of 200+ entering teams, the judges worked diligently to review each executive summary and provide valuable feedback to the entrants. Ultimately, 36 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 2014 UC Berkeley Startup Competition.

Steven Bennet  Bodega Partners  
Michael Berolzheimer  Bee Partners  
Jeremy Boyette  Maya Medical  
Mark Bunger  Lux Research Inc.  
Steve Chen  
Derek Chu  Menlo Ventures  
Trevor Cox  TC^2  
Eric Desai  Haas School of Business  
Kevin Diestel  SAP Ventures  
David Dinerman  Zomazz  
Joel Drescher  Symphony Asset Management LLC  
Keith Eadie  TubeMogul  
Dave Epstein  Epstein Advisors  
Seth Familian  familian&1  
Markus Fromherz  Xerox Palo Alto Research Center  
Zachary Gentry  Enlighted  
Jane Gervais  
Deepak Gupta  500 Startups  
David Hartwig  SAP Ventures  
Daniel Himelstein  Haas School of Business  
Chris Hobbs  North Bay Angels  
Russ Holdstein  Growth Strategies  
Crystal Huang  GGV Capital  
John Hubinger  Oracle  
Sean Jacobsohn  Emergence Capital Partners  
Donna Jang  Sand Hill Angels  
Neena Kadaba, PhD  California Institute for Quantitative Biosciences
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<tr>
<th>Name</th>
<th>Company/Institution</th>
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<tr>
<td>Rob Kalman</td>
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<td>Missy Krasner</td>
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<td>Ajay Kshatriya</td>
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<td>Susan Liu</td>
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<td>Connie Xu</td>
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Semi-Final Round Judges

This year 19 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 36 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 2014 UC Berkeley Startup Competition.

John-Paul Aguirre
Brady Berg
Catherine Chiu
Mark Cupta
Alex de Winter
Tania Fernandez
Carolin Funk
Nancy Kamei
Jed Katz
Matt Kirmayer
Mark Klopp
Rebecca Lynn
Juan-Pablo Mas
Adrian Ott
Amy Belt Raimundo
Bill Shelander
Blair Silverberg
Leigh Thompson
Jonathan Wu

UM
Mintz Levin
Berkeley Angel Network
Prelude Ventures
GE Ventures
Burrill & Company
Siemens Technology to Business (TTB) Berkeley
Independent Investor
Javelin Venture Partners
Lowenstein Sandler LLP
Klopp Advisors, Inc.
Canvas Venture Fund
Lightstone Ventures
Exponential Edge Inc.
Covidien Ventures
Lawrence Berkeley National Laboratory
Draper Fisher Jurvetson
The Dow Chemical Company
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
Founder & Chief Executive Officer
FOUNDATION.org

Michael is the Founder and CEO of FOUNDATION.org, a foundation working with leading colleges, universities and research institutes around the world to advance student entrepreneurship. His entrepreneurial journey has spanned 25 years, six start-ups, five acquisitions and the IPO of Splunk (SPLK). Michael’s projects have created more than 3,000 jobs, over 150 millionaires and more than $10B in shareholder value. He is a Computer Science graduate from Drexel University and earned an MBA from The Wharton School at the University of Pennsylvania. Michael is also an inventor of several patents in big data, machine learning and financial transaction management. He is still chasing big ideas with student entrepreneurs around the world.

Gregg Colvin
Chief Operating Officer
UM

Recognized for his track record of innovation, Gregg Colvin has dedicated his career to developing strategies and executing solutions at the intersection of content and technology. Currently, Gregg serves as Chief Operating Office for UM in North America. With his commitment to creating ground-breaking campaigns and pioneering ideas, Gregg is working to ensure that UM stands at the forefront of the agency evolution. Prior to joining UM, Gregg served as the head of business development and business operations for Fox Digital Media (FDM). His work focused on the distribution of broadband video, multi-platform monetization and the creation of strategic partnerships for a network of more than twenty five sites including AmericanIdol.com and FOX.com. Before that, Gregg served as vice president of business development for entertainment at Fox Interactive Media where he was responsible for business development and entertainment related initiatives for properties as diverse as MySpace, IGN and Rotten Tomatoes.
Abhas Gupta
Partner
Mohr Davidow Ventures

Abhas Gupta joined Mohr Davidow in 2011 and focuses on analytics-driven companies, particularly those in financial services, retail, ad-tech, and healthcare. A previous entrepreneur with a background in computer science and strategy consulting, Abhas embraces vertically-oriented analytics opportunities at the intersection of critical business functions and actionability. His other interests include distributed workforces, automation, digital health, and edtech. Abhas works closely with Mohr Davidow portfolio companies—AirPR, BuildDirect, and Corventis, among others. He frequently judges startup competitions and lectures on diverse topics from entrepreneurship to technology trends. Abhas recently taught the Lean Launchpad course at UCSF with Steve Blank.

Founded in 1983, Mohr Davidow Ventures has more than $2B under management. The firm is currently investing out of Fund IX, which is a $670M fund. MDV invests mainly in Series A and B rounds, and in seed and momentum rounds on a selective basis.

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 business opportunities. He is focusing on the US 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 40 issued U.S. Patents, has 40 publications in refereed journals, and 6 chapters in text/reference books. Steve was named a Dow Inventor of the Year in 1990 and 1996, the Distinguished Alumni Lecturer at Michigan Tech in 1996 and 2003, and received the Dow Excellence In Science Award in 1999. He was a Visiting Professor of Chemistry and IPrime Scholar at the University of Minnesota in 2002. He has represented Dow on Advisory Boards at the University of Connecticut at Michigan Tech. He received the American Chemical Society Cooperative Research Award in 2008 and the Council for Chemical Research Collaboration Award in 2010.
Karl Handelsman  
Founder  
Codon Capital

Karl is a seasoned venture capitalist with over 15 years of experience investing in early stage biotechnology. Karl has worked with entrepreneurs from idea to IPO as a trusted advisor and Board of Directors member. Prior to his role as a venture capitalist he worked in business development at two biotech companies later acquired for billions of dollars. Karl founded Codon Capital last year with a focus on early stage therapeutics, research tools, and synthetic biology. Karl likes astronomy, homebrewing, and kitesurfing.
Mentors

The 36 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 to the teams.

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.

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<td>Ben Wilson</td>
<td>Persistent Efficiency</td>
<td>Matt Price</td>
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<td>Francis Kong</td>
<td>Picoyme</td>
<td>Peter Mantas</td>
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<td>ChemoFilter</td>
<td>and Peter Ho</td>
<td>ReMeeting</td>
<td>Arthur Do</td>
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<td>CLUTCH Cleansing Cloths</td>
<td>Sherry Prescot-Willis</td>
<td>Revello Medical Devices</td>
<td>Elise Brownwell</td>
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<td>Fiskkit</td>
<td>Philip Inghelbrecht</td>
<td>SimpleSolar</td>
<td>Phil Li</td>
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<td>Genome Designs</td>
<td>Matthew Caspari</td>
<td>SmartBod</td>
<td>Michael Charley</td>
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<td>Maureen Sedonaen</td>
<td>Sparkle</td>
<td>Josh Bloom</td>
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<td>Jeff Cutili</td>
<td>SpotOn Parking</td>
<td>John Hughes</td>
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<td>IMPACT</td>
<td>Mary Lemmer</td>
<td>Stroll, Inc.</td>
<td>John Matthesen</td>
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<td>Don Green</td>
<td>Symbiotic Health</td>
<td>David Larwood</td>
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<td>KuDo</td>
<td>Abhi Rele</td>
<td>Teaman &amp; Company</td>
<td>Nathan Dintenfass</td>
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<td>LED Alternative Energy</td>
<td>Matt Campbell</td>
<td>UnmannedData</td>
<td>David Fain</td>
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<td>Madorra</td>
<td>David Hutton</td>
<td>ViVita Technologies</td>
<td>Cliff Wright</td>
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<tr>
<td>Nearsite Optometry</td>
<td>Peter Mui</td>
<td>Volunteer Forever</td>
<td>Jack Tsai</td>
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We would like to thank the following mentors who gave their time to teams who were unable to continue in the Competition:

Raghu Belur       Rob Schock       Jon Woolf
Feedback from 2013 LAUNCH Finalists:

**DiAssess**  
Life Sciences Second Place Track Winner

“Making it into the finals and placing 2nd in the Life Sciences track of the Berkeley Bplan competition last year really gave our team the conviction and confidence to move forward with our venture. We met many knowledgeable advisors and passionate co-founders, many of whom we still interact with today, one year later.”

**Eventable**  
IT and Web Second Place Track Winner/People’s Choice Award Winner

“UC Berkeley’s Bplan Competition gave us the unique opportunity to learn from industry leaders and senior executives who were our mentors throughout the process. Eventable is a team of proud Cal Bears working in Downtown Berkeley at the university’s SkyDeck Accelerator.”

Eventable connects customers and brands through calendars. Our marketing channel helps brands stay top-of-mind by integrating promoted events into customers’ daily schedules (Google Calendar, Outlook, etc). We are disrupting traditional email messages by providing more engaging communications that drive online and physical traffic to product launches, exclusive promotions, meetups, etc.

**Pristine Solutions**  
Products and Services Second Place Track Winner

“The UC Berkeley Startup Competition was instrumental in launching our company. Thanks to the great feedback we received at the events, we were able to polish our pitch and not only become a finalist, but also meet Michael Baum, one of the judges who also runs FOUNDER.org. While we didn’t win the Grand Prize, we did go on to receive a $100K grant from Michael after applying to FOUNDER.org, and it jumpstarted our seed round. I don’t think any of it would have happened without the exposure of the Competition.”
SweatGuru
IT and Web Track Winner

“Bplan helped us gain visibility in the investor and angel community and provided a great experience for our team.”

SweatGuru is the first marketplace that brings people together around fitness classes and experiences. By allowing anyone to organize, discover, book, and share fitness classes online, SweatGuru takes the work out of working out. The company also helps small and medium-size fitness businesses get online and be more successful. By offering the first easy to use, affordable tools for marketing, scheduling, payments and staying in touch with clients, SweatGuru allows fitness professionals to spend more of their time teaching, and less time behind a desk. SweatGuru launched in beta in October 2013 in San Francisco, New York and Los Angeles. SweatGuru is located in San Francisco and was founded by two Cal alumni.

Recognition includes:
First Place, IT & Web Track, UC Berkeley Bplan Competition
Voted San Francisco’s hottest startup
Winner of Vator.TV VatorSplash SF People’s Choice Award
16 Years of LAUNCH: A Brief Showcase of Past Winners

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 LAUNCH Competition. One of the top startups in the Bay Area, the company recently filed its S-1 for a proposed public offering. TubeMogul’s software helps ad agencies and brands -- such as Interpublic Group, Lenovo and Unilever -- simplify the process of buying video ads online to better build awareness and loyalty among consumers. One secret to the company’s success are the over 50 UC Berkeley graduates that work in its offices around the world.

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. (formerly Intimal Solutions) 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 $1.5mm 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 is commercializing a breakthrough zinc-based rechargeable battery chemistry, *ZincPoly*, that offers performance and safety advantages over comparable lithium-based chemistries. Imprint Energy’s *ZincPoly* batteries are ultrathin, flexible, and printable, and they uniquely address the power needs of the emerging Internet of Things and wearable electronics device markets. 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.

**2012**

**Kloudless**

**IT and Web Track Winner**

Kloudless puts cloud storage services everywhere you need them. The company's products and services are used in more than 2,000 businesses worldwide, such as BBVA, Roche, SoftBank, Twitter and National Geographic. The Kloudless Developer Platform makes it easy for developers to integrate multiple cloud storage services into their apps. Headquartered in Berkeley, CA, the company is backed by prominent investors including Tim Draper, managing director of Draper Fisher Jurvetson, and David Sacks, founder 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 well on their way! The company has product in a dozen Major League Baseball stadiums and has created custom products for large brands like Google, HP and of course Cal. They successfully completed a Kickstarter campaign to enable customers to create fully custom watches, made in San Francisco! Learn more at www.modifywatches.com or join the “ModiFamily” at www.facebook.com/modifywatches.