Finals & Awards Ceremony

Thursday, April 30, 2015
Andersen Auditorium
UC Berkeley – Haas School of Business

LAUNCH
The UC Berkeley Startup Competition
Thursday 04/30/2015
Andersen Auditorium
Haas School of Business
2220 Piedmont Ave, Berkeley, CA 94704

4:00pm-5:15pm
LAUNCH: Startup Expo

5:30pm
Welcome

Keynote I – Chris Hulls:
Co-Founder and CEO Life360

Intro for Finalists’ Pitches
Judges & Mentors Introduction

Finalists’ Pitches
Elevator Pitches

Keynote II – Scott Adams:
Creator of Dilbert

8:00pm
Announcement of Winners

Participating teams
Blowfish Health
Cloubrain
DeviceFarm
Exogen Biotechnology
Four Twenty Seven
KNOX Medical Diagnostics
LendSnap
Pheal
Optucourse
SmartBod
Transcense
wetravel.to
Wist
xendit
zPillow

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Our goal is to drive entrepreneurship at Berkeley by building the best university-affiliated accelerator with cutting-edge startups and the most transformative curriculum available.

LAUNCH is Berkeley's official accelerator, designed to transform early stage startups into fundable companies. From 100+ applications this year, our judges selected the 15 hottest startups in the UC system. Teams are paired with serial-entrepreneur mentors and are led through a rigorous curriculum by the acclaimed UC Berkeley Faculty.

LAUNCH Key Pillars
- Top UC Startups
- Acclaimed Faculty & Mentors
- Proven Curriculum

Executive Committee

Co-Chairs
Franklin Russell
Dan Schoening

Marketing and Community
Jamaur Bronner
KC Simon

Mentorship
Aditi Jain
Isabelle Schuhmann
George James

Judging and Partnership
Armin Hoebart
Zeina Fayyaz
Zen Menon

Faculty and Program Staff
André Marquis
Rhonda Shadr
Adeeba Khairzad
David Sagalov
Welcome to the Finals of LAUNCH, the 17th Annual UC Berkeley Startup Competition at the Haas School of Business.

The Competition was initiated 17 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. What started out as a business-plan competition has now evolved into a full-fledged accelerator program for the entire UC system, designed to help early-stage companies become fundable. Thanks to 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.

Each year the number of startup applications and the number of successful companies that come out of the Competition have increased. Our community is thriving with the entrepreneurial students, faculty, and alumni who are doing amazing things. With the help of prominent Bay Area venture capitalists and entrepreneurs the LAUNCH program is helping our young companies realize their potential.

All of us at the Haas School of Business are proud of the positive impact this Competition has had in the world. It is a testimony to 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

Dear Friends,

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Dean
Haas School of Business

The Lester Center is pleased to welcome you to the 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, UC San Francisco and University of California campuses around the state.

LAUNCH, now in its 17th year, has completely changed from its business plan-focused early years into a 3-month startup accelerator. This is not a pitch competition. These are real startups. The 15 teams you will see have been chosen from more than 100 who applied and they have been doing the hard work of entrepreneurs: getting out of the building and interviewing customers, pivoting and refining their business models, building and testing products, and scaling their team week after week. We created this new LAUNCH Lean Accelerator Program as the step after our multi-hundred team Lean LaunchPad and National Science Foundation Innovation Corps accelerators to help scale the great UC Berkeley startup ecosystem.

Entrepreneurship is the art of seizing an opportunity, hypothesizing, testing, refining and iterating to find a scalable business model to capture value and create real world impact. The skill of the entrepreneurs you will see here is cutting through the chaos to find big problems and forge fundamentally new solutions that create entire new markets. Their dedication and brilliance is critical to conquering the daunting challenges ahead of us and I know you will be satisfied to see these teams tackling important problems in healthcare, energy, computing and finance. The goal of this Competition is to recognize and propel forward those who endeavor to build a better future for us all.

Learn from and enjoy their presentations. Help us celebrate the accomplishments of the 2015 class. Let us also thank the student-led Competition Executive Committee, our sponsors and mentors who made this event possible through their hard work and collaboration. Entrepreneurship is truly a team endeavor. Thank you for joining us.

Sincerely yours,

André Marquis
and the Lester Center Team
Lester Center for Entrepreneurship
Haas School of Business
“Always focus on your value proposition — everything else follows once you understand it crisply. It’s an easy enough concept, but surprisingly hard to keep laser focused on with the million things you have to do in a typical day as a startup founder.” — SmartBod

“LAUNCH made it possible for us to iterate quickly and nimbly, and instrument our business assumptions, segment by segment. The focus on metrics that matter helped us evolving at a great pace in the right direction.” — Transcense

“Our mentors not only forced us to narrow our focus, but helped us to clearly define it.” — wetravel.to
The UC Berkeley LAUNCH Accelerator is a unique program. It leverages the powerful UC network and transforms early stage startups into fundable companies. LAUNCH connects cutting edge research and creative ideas from UC entrepreneurs with the world-class business network of the Bay Area. The driving force behind LAUNCH is a desire to promote entrepreneurship throughout the UC system and to accelerate its growth through a top-notch curriculum, mentorship and exposure to the program’s network of serial entrepreneurs, venture capitalists, and industry experts.

The three month long accelerator phase is designed to help UC startups grow quickly. We help companies build out their teams, protect IP, connect with industry experts, get minimum viable products into customers’ hands, prove their scalable business model, and become fundable.

The LAUNCH class of 2015 features companies in a variety of exciting industries, from biotech to consumer-facing online apps. After working tirelessly for the last three months to improve their business models and drive real results, with the help of LAUNCH’s faculty and mentors, these companies are ready to pitch their ideas and aggressively pursue funding.

At the culminating event of LAUNCH 2015, each of the companies will present their ideas to the general public and potential investors, for a chance to win $50,000 in prize money. The teams will be judged based on the following criteria:

- Attractiveness of the 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

Thanks to our partners and supporters, LAUNCH will be awarding the following prizes this year:

- Grand Prize: $25k
- Runner Up: $15k
- Faculty Choice: $5k
- Audience Choice: $5k

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LAUNCH 2015 in Numbers

Price money awarded 2015: $50,000
Money awarded in LAUNCH history: ~$1,000,000

Number of VC firms involved: 22
Number of judges involved: 66

Conducted customer interviews: 628
Mentor interactions: 124
Invalidated hypothesis: 43

Peter Mantas is a serial tech entrepreneur. He has led and/or advised sensing, safety, SaaS, VoIP, biofuels, hydrogen fuel cell, integrated circuit and green tech companies. He is a board member of Acrossio and SpillGuard Technologies and is an advisor to numerous technology companies including Terranova. He has mentored companies previously in both LAUNCH and MIT Enterprise Forum. Peter holds an MBA from Lewis University.

“The LAUNCH competition is a great program for new entrepreneurs coming out of Berkeley. Best of luck to all the teams with this competition and in the future!”
— Patrick Lee, Co-Founder of Rotten Tomatoes

Patrick Lee is the co-founder of Rotten Tomatoes, Hobo Labs, alivenotdead, and Design Reactor. He is an advisor to LEO, Casetagram, Frenzoo, Instaread/IDreamBooks, and SupportBee and mentor at Founder Institute, Chinaccelerator, Leap.Axlr8r, nest.vc, and CoCoon HK. Patrick holds a Bachelor’s degree from UC Berkeley.

John Matthesen has 29 years of business experience taking companies from startups to global enterprises. He works as an interim executive for startup companies, and is focusing on the Ag Tech space. Keeping current on Ag Tech, he runs an urban farm in Pleasant Hill. He served as an Adjunct Professor at Carnegie-Mellon, is currently a mentor at UC Berkeley Haas as well as a Professor of Culinary Arts at Diablo Valley College. He holds a Bachelor’s degree from University of Colorado, Boulder. After 8 years and two winning teams in the UC Berkeley Biz Plan Competition, he feels qualified to say the new LAUNCH program takes things to a new level, with a focus on creating successful companies.

Steve Felter is the CEO of GameSalad, creator of the world’s best visual game development toolkit. He has deep experience in digital media and technology, previously serving executive roles at DigiSynd, a Walt Disney company, and Warner Bros. He holds a Bachelor’s degree from UC Berkeley and an MBA from Berkeley Haas.

Mat Fogarty is the SVP of Business Development at IdeaScale, a leader in enterprise innovation software. Mat was previously Founder/CEO of Crowdcast, a crowd-sourcing, enterprise software company. Crowdcast raised $8MM from Menlo Ventures and eventually sold to Spigit. Mat has a B.Sc. from London School of Economics and an MBA from Berkeley Haas.

Keith Eadie is the CMO of TubeMogul, the leading software platform for brand advertising. TubeMogul was founded at Berkeley Haas in 2007, where Keith
Jeff Cutuli has ten years of extensive experience in complex sales, global business development, product marketing and corporate development. He is currently the mentor and adviser for The Clean Tech Open Accelerator. Jeff previously served as a BD manager and Process Engineering Advisor at Solar Alchemy Inc and a Sr. Business Relationship & Sales Manager at ATS Automation Tooling Systems. Jeff has a Bachelor’s degree in Chemical Engineering from The University of Connecticut and an MBA from Thunderbird School of Global Management.

Francis Kong has experience in mentoring early age startups and is currently President of Edge Interns. Previously Francis was the founding partner of a healthcare company Heavy Medical, and designer for the game Healing Blade. Francis obtained his BS in Integrative Biology from UC Berkeley, MS in Immunology from the University of San Francisco, and MD from the Royal College of Surgeons of Ireland.

“I have mentored MBA students for several years now and found the ones in the LAUNCH program particularly creative, motivated and independent. It is an exciting group that will go far.”

— Brian Durwood, Serial Entrepreneur

Dan Kihanya has been in venture creation for over 20 years – as a founder, mentor, executive, and investor. He is currently Managing Director of Impact Hub Bellevue, a coworking and incubation space in the Seattle area. He also coaches new ventures through his consultancy Harlequin Hawk. Dan was formerly the VP of Consumer Marketing for mobile coupon pioneer Cellfire, now owned by Catalina Marketing. Previously Dan was Co-Founder and VP of Business Development for MyPoints.com, Inc, a leading provider of online direct marketing and consumer rewards - now owned by United Online Inc. Dan has an MBA from Berkeley Haas and a BS from Princeton.

Brian Durwood owns Impulse Accelerated, an FPGA Design Services Company that works with devices from Xilinx and Altera. He has helped start-up or turn-around products such as ABEL, PLDtest, Virtual Vision Head Mounted Display and CallXpress. Brian holds a bachelor degree from Brown University and an MBA from The Wharton School.

Brett Wilson is the Co-Founder and CEO of TubeMogul, the leading software platform for brand advertising. TubeMogul was founded at Berkeley Haas in 2007, where Brett got his MBA in 2007 and met his co-founder John Hughes. Brett began his career at Accenture.

Kal Deutsch has 25 years of extensive experience in leading product development, finance and strategy in both small and big companies. He is currently the Founding Investor & Advisor at The Batchery. Kal also co-founded CineGoGo, Inc, a SaaS platform powering “do-it-yourself cinema,” empowering public venue operators (schools, community centers, cafes, etc.) to create and monetize theatrical movie screenings. He holds a Bachelor’s degree from UC San Diego and an MBA from Berkeley Haas.

The business plan competition (or now LAUNCH) is out-doing itself year after year, no peak insight. Happy to be back again, this time mentoring Xendit.”

— Philip Inghelbrecht, Co-Founder of Shazam

T. Todd Morrill has been building and leading bioscience companies since the first biotech boom in the early 1980s. He has been employee number 500, number 10 and number 2 [several times] of venture-backed startups, as well as a founder of three companies. He spent seven years in investment banking for pharma and biotech, and has worked at multinational pharma, diagnostics and tools companies. His roles have included sales, product management, marketing, R&D, business development and CEO. He has been an independent board member of three biotech companies. He is the Faculty Director for the Bay Area Node of the NSF I-Corps. Todd has designed and taught Lean LaunchPad courses at Berkeley, UCSF, NIH and throughout the UC biomedical campuses, in Texas, DC and internationally. He has taught in the Intel Program in China and Japan, the Malaysia/UCSF program, and in biotech programs in Estonia, Australia and Abu Dhabi. For his day job, Todd leads the commercialization efforts at Crystal Bioscience, an antibody discovery company in Emergyville, CA. Todd received an MBA from Haas and his BA in Biology, with Highest Honors, from Dartmouth College. He is an internationally-recognized author of many emails, has received slightly less than one Olympic medal, and a comparable number of Nobel nominations. He is an avid user of social interaction; his teenagers make fun of him on Facebook and his wife makes fun of him in French. He returned to teaching in 2013 because of his excitement with the NSF Innovation Corps (I-corps) program.

Cliff Wright has extensive experience in early stage companies, MSA environments, and in evaluating promising technologies and acquisition targets for market potential. He is currently an adviser at the Life Science Entrepreneur in Residence (EIR), The Angel’s Forum. In past he was the CEO and co-founder of Centervue, Inc. and Opticalbuyer.com. He has also held senior executive positions at Bausch & Lomb, Johnson & Johnson and Hoya Surgical Optics. Cliff holds a Bachelor’s degree from UC Davis and a graduate degree from UC Berkeley.

Didier G. Perez is the Co-Founder COO & CFO at Eureka Genomics. He has over 28 years of experience in starting, managing and financing early stage ventures especially in molecular diagnostics. In the past he has held senior executive positions at Investgen, MagnetPoint, Plantagenet Capital and Gimeor Inc.

Kal Deutsch has 25 years of extensive experience in leading product development, finance and strategy in both small and big companies. He is currently the Founding Investor & Advisor at The Batchery. Kal also co-founded CineGoGo, Inc, a SaaS platform powering “do-it-yourself cinema,” empowering public venue operators (schools, community centers, cafes, etc.) to create and monetize theatrical movie screenings. He holds a Bachelor’s degree from UC San Diego and an MBA from Berkeley Haas.

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David Riemer is a former ad agency President and Internet marketing executive who now works with entrepreneurs, artists and students to focus their ideas. In short, he helps them get their story straight. He created Box Out Industries to work with organizations and Spiral Staircase to collaborate with artists. David is also a guest lecturer and mentor at the Berkeley Haas Business School where he serves as Executive-in-Residence. He holds an MBA degree from Columbia University.

“... a great program to help aspiring entrepreneurs get a taste of startup’s and fund raising. I have no doubt that each of these teams will change the world either with their current company or one yet to come.”
— Francis Kong, President of Edge Interns

Joshi Bhavik is a serial entrepreneur with a passion for disrupting the status quo in energy, education and healthcare. His experience as one of the first hires at Better Place, a venture backed clean tech startup that failed despite having raised nearly a billion dollars to develop mass-market electric cars, led him to search for a capital efficient framework to commercialize innovative products and business models. This resulted in him co-founding LaunchPad Central with Steve Blank, the inventor of the Lean Startup methodology. As the founding CEO from 2012 – 2014, Bhavik scaled this Ed-Tech SaaS platform to over 400 universities and government agencies worldwide. Most recently Bhavik is the Co-Founder and CEO of Innovation Within Reach, an enterprise SaaS platform to improve the IRR of a corporate innovation portfolio by aligning product management and corporate strategy around customer and market insights. Bhavik holds an MBA from the Haas School of Business at UC Berkeley where he is now a Senior Fellow. He is a sought-after speaker in the world of startups and innovation, with recent presentations at CleanTech Open, StartUp Phenom in Boulder, CO, and the Intel Global Challenge. He finds mountain biking meditative and lives in Fremont with his wife, daughter and two dogs.
LAUNCH is giving away an Audience Choice Award of $5,000 to the team with the most votes.

Voting has been open all week, and at the end of tonight’s Finals a winner will be announced.

**Keynotes**

**Scott Adams**, frustrated with the inanities of corporate America and its idiot bosses, created the comic strip “Dilbert” to lampoon all he considered repugnant-yet-funny in the workplace of cubicles. His title character Dilbert, the bespectacled MIT graduate with no mouth and flip-up tie, is part alter ego, part “every man.” Dilbert was embraced by the comic-strip-reading public in 1989, and has now appeared in over 2,000 newspapers in 50-plus countries translated in 19 languages, and it even had its own TV series in the late ’90s. Scott received a BA in Economics at Hartwick College and his MBA from Berkeley Haas.

**Chris Hulls** is the Co-Founder and CEO of Life360, the world’s largest family network with over 55 million families. An entrepreneur dating back to his high school days, Chris took a break from developing business ideas to serve in the U. S. Air Force, followed by UC Berkeley. Post Berkeley, he decided to give up his spot at Harvard Business School after a last minute change of heart inspired him to start Life360 and modernize the way families stay safe and connected. Chris is active in the startup community, often playing matchmaker between startups and VCs. In his spare time, he likes to do anything that involves machines that move – building drones, driving cars, flying planes, and piloting hovercraft.
"Every year UC Berkeley LAUNCH advances great student teams working to solve important problems. FOUNDER.org works with UC Berkeley LAUNCH to take these teams into the real world and create high growth companies. We are always very excited to work with the LAUNCH team and the great companies from UC Berkeley.”

FOUNDER.org invests in student entrepreneurs solving big problems. We help these courageous innovators build great companies. Our mission is to get more student starting companies, creating jobs and changing the world. But we know it takes more than just money and an idea. Our approach immerses teams in a holistic experience using the 8D® program based on intense challenges, real-world skills development and shared experiences among the most talented student founders around the world.

We are a team of serial Silicon Valley entrepreneurs who have built billion dollar companies. Now we’re working with the next generation of student entrepreneurs from universities around the world to help them build high impact companies.

We believe stagnant world economic growth and relentless unemployment can most effectively be tackled by getting more young people to pursue their passion, start companies and create opportunities. We are particularly interested in young innovators solving important problems.

www.founder.org

Thank You to Our Sponsors
Without the continued support of our valued sponsors, UC Berkeley LAUNCH 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 UC Berkeley LAUNCH provides.

We are particularly interested in more young people to pursue their most effectively be tackled by getting soft drinks, wine, and filmed entertainment. He was appointed that Company's first Global Marketing Director in 1990 and has served on Boards of Directors and Advisors for Facebook, Round Table Pizza, United Parcel Service Capital, Space.com and numerous others. He has authored a number of books including Simplicity Marketing—End Brand Complexity, Clutter and Confusion and Not on My Watch, Hollywood vs. the Future.

Elizabeth Rue Sealey is a distinguished corporate lawyer with appointments including General Counsel at The FRS Company, Senior Vice President of Business Development at Sony, and Senior Counsel at The Coca-Cola Company.

Peter Sealey is CEO and founder of The Sausalito Group, Inc and also served as an Adjunct Professor of Marketing at the Haas School of Business of the University of California – Berkeley and as Co-Director of the Center for Marketing and Technology. The majority of Dr. Sealey's career was spent at The Coca-Cola Company during which he held senior positions in virtually every business sector of that corridor including soft drinks, wine, and filmed entertainment. He was appointed that Company's first Global Marketing Director in 1990 and has served on Boards of Directors and Advisors for Facebook, Round Table Pizza, United Parcel Service Capital, Space.com and numerous others. He has authored a number of books including Simplicity Marketing—End Brand Complexity, Clutter and Confusion and Not on My Watch, Hollywood vs. the Future.

Elizabeth & Peter Sealey

FOUNDER.org provides.

As UC Berkeley alumni and startup company focused attorneys, we are excited to assist entrepreneurs with turning their ideas into successful companies.”

WilmerHale’s Emerging Company Practice offers experienced legal representation across a comprehensive range of practice areas that are critical to the success of emerging companies. We have helped thousands of entrepreneurs successfully launch their companies; raise billions in angel, venture and strategic financing; and take their companies to sale, IPO and market leadership.

We represent emerging companies and entrepreneurs across a wide range of industries, and offer strategic advice and an indispensable business perspective that is critical to our clients’ success. Our team-oriented approach to service gives clients the flexibility to call on a number of experienced attorneys at any time, and our innovative QuickStart Program enables us to provide the highest level of responsiveness in a cost-effective manner. Additionally, we offer a full spectrum of advice—intellectual property, regulatory, privacy and cyber security, tax, labor and employment and litigation.

www.wilmerhale.com

Elizabeth Rue Sealey is a distinguished corporate lawyer with appointments including General Counsel at The FRS Company, Senior Vice President of Business Development at Sony, and Senior Counsel at The Coca-Cola Company.

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Elizabeth & Peter Sealey

Firm is focused on providing services in a few specific areas of need for early stage companies:

→ Outsourced CFO – Outsourced CFO, finance support, accounting, bookkeeping, financial reporting, payroll, HR and tax services for startups before they have a CFO in place (typically seed/angel stage through Series B/C)

→ 409A Valuation – Private company stock and stock option valuation ("409A valuation")

→ Audit Prep – Audit preparation & support for later stage private companies after they have a CFO and accounting staff in place (typically Series C and later)

→ IPO Readiness – IPO readiness & support

→ M&A Support – M&A preparation & support for companies who choose a merger as their exit strategy

Marpé offers discounted rates to startups and is absolutely committed to delivering the best possible value in our target markets.

www.marpefinance.com

Reed Smith

“Reed Smith is thrilled to support the entrepreneurs of LAUNCH as they build the businesses of our future.”

Reed Smith is a global relationship law firm with more than 1,800 lawyers in 25 offices throughout the United States, Europe, Asia and the Middle East. Founded in 1877, the firm represents leading international businesses, from Fortune 100 corporations to mid-market and emerging enterprises.

www.reedsmith.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

Morgan Stanley

“The UC Berkeley LAUNCH competition is all about finding, developing and funding real businesses, with scalable, fundable business models...a true launch pad for great business ideas.”

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

Capacity

The National Science Foundation (NSF) is an independent federal agency funding approximately 24% of all federally supported basic research conducted by America’s colleges and universities. The University of California, Berkeley, UC San Francisco and Stanford University are collaborating on an educational program (NSF iCorps) aimed at commercializing university research and fostering innovation locally and nationally, thanks to a three-year, $3.75 million NSF grant. This Bay Area “node” was established to increase the impact of NSF-funded research by setting up innovation ecosystems within universities to train the next generation of entrepreneurs, encourage partnerships between academia and industry, and commercialize science and technology.

www.nsf.gov

Mintz Levin

“Mintz Levin is proud to be a long-time supporter of the UC Berkeley LAUNCH program because, like us, LAUNCH plays a vital role in the startup ecosystem of helping to foster innovation and entrepreneurship.”

Mintz Levin is a full-service law firm specializing in helping entrepreneurs, startups and Fortune 500 companies achieve their goals. Our attorneys are pragmatic, no-nonsense, get-to-the-root-of-the-problem kind of people. If there’s a faster way to get there, we’ll find it. We’re innovative problem solvers who focus on what matters most to our clients.

www.mintz.com

Canvas Venture Fund

“We want to help Berkeley unseat Stanford as the No.1 school for creating startups in the world!”

Named a top “VC Firm to Watch” on Forbes’s 2015 Midas List, Canvas is an early-stage venture firm based in Menlo Park, CA. As thesis investors, the partnership concentrates on the areas of fintech, digital health, and online marketplaces. Canvas General Partner Rebecca Lynn, an UC Berkeley alumna, led the Series B investment in Lending Club (the largest US tech IPO of 2014 and the fourth largest US Internet IPO since 2001 behind Facebook, Twitter, and Google). She and other partners also led investments in Houzz, MuleSoft, Evernote, Check, Doximity, Elance-oDesk, and Siri. The firm closed its inaugural fund at $175M in August 2013. Canvas is a tight-knit team of VC veterans from Morgenthaler Ventures and NEA, including general partners Gary Little, Rebecca Lynn, Paul Hsiao, and Gary Morgenthaler.

www.canvas.vc

Lowenstein Sandler

“Lowenstein Sandler. 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

The Tech Group
DeviceFarm

DeviceFarm is building a medical device to cure fungal nail infections. 10% of the world’s population is infected and current treatments are either unsafe or simply don’t work. Our device will allow a doctor to fumigate the nail with gas, because gas can penetrate the nail and kill the fungus where all other treatments cannot reach. It will be safe, effective, and convenient for both patients and doctors.

Optucourse

In the era of ‘social’ and ‘local’, online courses stand out as a very lonely experience. Optucourse brings them to life with live, online classes, taught by knowledgeable mentors, in various time zones and languages worldwide. Whereas dropout rates of regular online courses are in excess of 90%, we improve students’ chances of successfully completing the course by more than 400%. With live guidance and real community support, Optucourse turns online courses into online learning. Visit us at Optucourse.com to learn more.

Blowfish Health

Blowfish Health is an asthma management solution that predicts and prevents dangerous and costly asthma attacks before they occur, resulting in healthier patients and more profitable payers. Our platform consists of a re-imagined peak flow meter that serves as an extension to a patient’s smartphone, an app that displays patient data and provides customized tips and reminders for personalized disease management, and a central database where we actively track and analyze each patient’s real time respiratory status in order to provide timely alerts and facilitate provider intervention before attacks occur. We are taking a proactive approach to personalized health management and we intend to make asthma attacks a thing of the past.

LAUNCH Class 2015

“The thing that surprised us most about LAUNCH was that although it is, in the end, a competition, teams happily supported and helped each other with valuable feedback in every step of the way – thanks guys!”

“Gaining customer feedback is never finished and even for a medical device company focused primarily on technical validation, taking the time to do customer interviews all throughout the process was always beneficial.”

“The biggest insight was to figure out who would be our first 100 customers and how to market ourselves to them.”

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“The biggest insight was to figure out who would be our first 100 customers and how to market ourselves to them.”
“During customer interviews, we saw people get really excited about the Lendsnap offering and that was a priceless experience to see a hypothesis validated!”

Lendsnap
Lendsnap streamlines complicated financial transactions such as mortgages. For banks and credit unions, Lendsnap automates a job that takes 20–40% of their sales teams’ time. By linking to consumer accounts to gather financial and employment data, Lendsnap is the only provider of instant qualifying documents and data sets. When someone thinks about trying a new financial tool, they hesitate or quit because they have to re-enter their financial info and re-upload files to get started. Lendsnap increases conversion rates by eliminating this barrier for all types of financial platforms by giving their users a one-click seamless signup.

“We learned that when you’re pitching anyone, you need to convey a “sense of momentum” with every word you say and every slide that you present.”

Xendit
Xendit provides the simplest way to store and move money across borders through the cheapest pipes in the world. We have built a cross-platform mobile wallet application that allows users to convert and send money across borders in 7 clicks. Our speed and low cost is enabled by a next-generation payment rails that includes a combination of digital currency and spot market Forex transactions. The team is focused on U.S.-Asia remittance corridors, and was founded by a combination of technical and business talent with work experience at Ripple Labs, Amazon, and Expedia. Visit www.xendit.co or follow @xenditco to learn more.

“We knew that it is important to ‘get out of the building’ but didn’t realize quite how much ongoing insight we would achieve by consistently and pro-actively ‘interviewing’ customers.”

Four Twenty Seven
Four Twenty Seven (www.427mt.com) is an award-winning climate risk consulting firm dedicated to helping organizations identify business risks posed by climate change impacts. Our innovative tools and services blend economic modeling and climate science to deliver actionable intelligence and effective adaptation strategies. Our supply chain application, developed in partnership with Climate Earth, is the first enterprise-quality application enabling large corporations to quickly map and quantify global supply chain risks due to climate change. It was awarded the 2014 Environmental Business Journal Award for Technology Merit in Climate Change Risk Management. Four Twenty Seven was founded in 2012 and is headquartered in the San Francisco Bay Area. The name Four Twenty Seven is a reference to California’s 2020 emissions target, 427 million metric tonnes of carbon.

“We got good investment advice and SaaS sales advice from a couple of the mentors.”

Cloubrain
Cloubrain’s technology uses a combination of machine learning and optimization to automatically defragment the placement of virtual machines in datacenters. This reduces CapEx of a business when scaling its software systems or when growing its customer base. It also reduces OpEx by eliminating manual VM placement and midnight fire drills for IT teams, and reducing power consumption costs by idling freed hypervisors. Cloubrain allows companies to accelerate application deployment because the system can better evaluate and fit the proposed workloads with the existing deployment. They already have interest from companies such as Rackspace, Publicis Groupe, and Orange Telecom. Visit cloubrain.com to learn how Cloubrain will revolutionize datacenters.
KNOX Medical Diagnostics

KNOX is developing an asthma management platform using a portable medical device that captures information regarding lung function and capacity in pediatrics. This information can then be relayed onto a mobile-app for parents to view and act upon immediately to guide treatment. Physicians can also view this on a web portal to track asthma severity in between office visits and intervene prior to a full-blown asthma attack. We’re currently working with UCSF pediatric pulmonologists and have received the Catalyst Award for the Digital Health track, becoming the first private company outside of UCSF to receive this grant. Visit knox.co to learn more about how we’re giving asthmatics the power to have better control over their own health.

Exogen Biotechnology

Exogen Biotechnology is a Berkeley-based healthcare startup dedicated to quantifying DNA damage and assessing cellular DNA repair capacities. Over 40% of the US population will be diagnosed with cancer and doctors desperately need a way to identify at risk cancer patients and stratify cancer patients for various treatment options. Exogen Bio has developed a technology capable of identifying novel DNA prognostic markers that allows clinicians to better prevent and treat cancer. Major hospitals and institutions such as the Mayo Clinic and Loma Linda Medical University have partnered with Exogen Biotechnology to utilize our platform for their patients. Visit us at www.exogenbio.com to find out why DNA health monitoring at Exogen Biotechnology is the future of precision medicine.

Pheal

Pheal is a digital health platform that helps people with chronic conditions live healthier, happier, more productive lives. Our team includes experienced entrepreneurs and physicians with the right balance of clinical, technical and business expertise and a shared vision for transforming healthcare. Pheal’s advantage lies in a proven solution that has been used to treat over 3 million patients, advanced techniques for risk detection developed with a leading authority in cardiology and a mobile + web + cloud solution that delivers just-in-time, personalized health advice. Visit us at pheal.co and pre-register for our private beta.

SmartBod

SmartBod enables women to take control of their own sexuality through self-discovery. Our platform of an integrated app and smart vibrator with embedded biometric sensors makes understanding sexual health and preferences as intuitive as tracking fitness with a Jawbone or Fitbit. We are an experienced team of sexual health experts, engineers, and marketers from companies like Amazon Lab126 and Google[x], and have already been approached by major distributors interested in carrying our product. Visit us at www.smartbod.co and join us in our mission to destigmatize and bring understanding of female sexuality into the 21st century.

“The advice we got from Peter on day 1 completely transformed our pitch. It went from a very dry, unsure pitch to a very emotional and meaningful one.”

“We were approached by one of the program’s mentors who offered to help us distill our story; he listened patiently and through his guidance, we were able to refine the content and the delivery of our presentation.”

“During the first bootcamp, we watched several teams go from dry, ambiguous recitals about their business to deeply personal stories that made immediately clear why they were doing what they were doing and why people should care.”
“What surprised us was the quality and diversity of the mentors and also the progress the different teams made, iterating over and over their assumptions into building real businesses.”

Transcense
Transcense is empowering 400M deaf and hard-of-hearing people to understand & participate in group conversations where they are excluded from, every day. We developed Ava, a powerful mobile app that provides a real-time color-coded transcription of who says what around them. Think of it as the next Siri for group conversations, a platform focused first on bridging the communication gap for the hearing-impaired, with other really exciting applications in consumer and AI, rethinking how conversations in the future might become. Visit www.transcense.com to understand why our users are talking about a “life-changing app” and trusted us with more than $30,000 pre-orders in less than 6 days.

“LAUNCH brought a clear structure in our go-to-market strategy and thereby accelerated these crucial first sales.”

wetravel.to
Wetravel is the online platform for group tour organizers. Built to simplify large group tours, our platform allows organizers to build itineraries, register participants, collect funds and organize logistics.

Since our MVP launch last fall, trips worth over $500,000 have been organized through our platform. By providing a productivity tool, Wetravel attracts organizers and creates a community. As the community continues growing, Wetravel will develop into the marketplace for group tours. Create your trip at wetravel.to

“People will never tell you how they truly feel until they have a stake in it.”

Wist
We are Wist; a mobile waitlist platform for restaurants that allows restaurant to schedule their customers arrivals in order to maximize revenue. We do this through an algorithmic approach to letting customers join the line remotely. We are set to launch in numerous restaurants around Berkeley. Look for the orange W next time you go out to eat!

“It was more than just a business plan competition!”

zPillow
zPillow is introducing a most inventive product in sleep technology, a pillow with proprietary active noise cancellation inside. Noise cancelling pillow is designed to provide quiet and comfortable sleep even when sleeping next to a snoring partner. zPillow plans to address the growing sleep aid market not only targeted for home, but also in the airline, hotel and hospital industry. Started at Berkeley Haas, zPillow plans to launch its first product by early 2016. Please visit www.zpillow.com to learn about our future product launch and signup for our mailing list.
This year 11 venture capitalists, experienced entrepreneurs, and professional service providers volunteered as judges for the Semi-Final Round event. They heard pitches from all of our 15 LAUNCH teams, asked critical questions, and selected the five Finalists who are competing 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 2015 UC Berkeley LAUNCH Accelerator and the participating companies.

Brady Berg Mintz Levin
Noah Doyle Javelin Venture Partners
Matt Kirmayer Lowenstein Sandler
Peter Sealey
Gary Little Canvas Venture Fund
Candice Eggers Firelake Capital Management
Nicolas El Baze Partech Ventures
Catherine Chiu Berkeley Angel Network
Margaret Kim GE capital
Errol Arkilic M34 Capital
Glenn Ballard Marpe Accounting

Michael is the Founder and CEO of FOUNDER.org, an investor in student entrepreneurs solving big problems. Michael and his team help these courageous, young innovators build great companies and change the world. Michael’s entrepreneurial journey has spanned 25 years, six startups, 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 and risk management. He is still chasing big ideas with student entrepreneurs around the world.

Keval Desai is a Partner at InterWest where he invests in early stage tech companies. He is an investor in AdsNative, Canva, Crittercism, Cuyana, Grokker, Joyus, Locbox, Optimizely, TheRealReal, Triposo, Victorious and others. Earlier, for 20+ years in Silicon Valley, Keval held engineering and product management roles at Google, Digg, Tandem Computers and Global Village Communication. As an entrepreneur, he was a co-founder of Achex, a venture backed internet payments company sold profitably to First Data. Earlier in his career, he worked at ONSET Ventures, Morgan Stanley Venture Partners and McKinsey.

Keval holds an MSCS, BSEE and MBA. He is on the Advisory Boards at UC Berkeley’s School of Engineering (CET) and School of Business (Haas), and at the Department of Computer Science at UC Santa Barbara. In 1998, he co-founded the UC Berkeley Business Competition (now known as “LAUNCH”).
Patrick S. Chung

Patrick is a founding partner of Xfund, the early-stage venture capital firm with offices in Silicon Valley and Cambridge, Massachusetts. Prior to joining Xfund full-time, Patrick was a partner at NEA and led the firm’s consumer and seed investment practices. He is a director of 23andMe, Curalate, Euclid, MeCommerce, Philo, and Ravel Law, and is actively involved with CrowdMed, IFTTT, Rock Health, and Upworthy. Past investments include Pulse (acquired by LinkedIn), Loop (acquired by Green Dot), GoodGuide (acquired by Underwriters Laboratories), Xfire (acquired by Viacom), and Xoom [NASDAQ: XOOM]. Prior to joining NEA, Patrick helped to grow ZEFR, an Internet services firm (acquired by NEC) to more than $100 million in annual revenues and more than 700 people across six global offices. Prior to ZEFR, Patrick was with McKinsey & Company, where he specialized in hardware, software, and services companies. Patrick received a joint JD-MBA degree from Harvard Business School and Harvard Law School, where he served as an Editor of the Harvard Law Review. Patrick was a Commonwealth Scholar at Oxford University, where he earned a Master of Science degree. Patrick earned his A.B. degree at Harvard College in Environmental Science. He is a member of the New York and Massachusetts bars, an elected director of the Harvard Alumni Association, and a member of the Committee to Visit Harvard College.

Joe Wyatt

I am a partner in the corporate and emerging growth company and M&A practice groups at WilmerHale. My practice focuses on advising startup companies and entrepreneurs in seed/venture capital financings, M&A/joint venture transactions, IPOs and general corporate matters. I work with companies in most technology and biotech sectors, including internet, mobile, e-commerce, social, software, consumer, pharma and medical devices. I have over 16 years of experience practicing law in Silicon Valley and serve as outsourced general counsel to my private company clients.

As a UC Berkeley graduate, I also work extensively with entrepreneur associations and incubators associated with UC Berkeley.

Salil Pradhan

Salil is a Venture Partner and early stage investor with Draper Nexus Ventures. An advisor to corporate LPs on product strategy, partnerships with startups, and M&A, his current focus is on seed/early stage startups in verticals including retail, healthcare and agriculture with an emphasis on IoT (Internet of things).

Previously, Salil spent 10 years at Hewlett Packard in a variety of roles, including CTO of HP’s Enterprise RFID/IoT business where he helped create and grow the nascent IoT solutions business to $100m in revenue.

He serves on the Board of Momentfeed Inc., is a mentor at the Plug & Play Tech center and Cincinnati based Brandery and an advisor to a number of tech startups. Salil is also an advisor to Washington DC based Govonomy, which helps technology startups grow in government markets. He has also served on the advisory boards of UCLA’s WINMEC and UCSD’s Center for Wireless Communications.

A founder of two startups, Salil’s all around experience as an entrepreneur, venture capitalist, product executive and corporate strategist makes him a sought after panelist and judge at venture pitch events. He has been frequently quoted by leading publications. Salil has been issued 54 US patents, in areas related to sensors, IoT and computer systems. He has an MS in Computer Science from Northeastern University in Boston and a B.E. (Computer Engineering) from the University of Pune, India.

Steve Hahn

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 42 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 Coop erative Research Award in 2008 and the Council for Chemical Research Collaboration Award in 2010.
InterVene
2011 Winner Grand Prize
InterVene, Inc. is an up and coming medical device startup company reinventing the way physicians treat severe venous disease in the legs. This technology represents the first ever catheter-based, non-implantable approach, which allows physicians to create new vein valves for patients who are unable to efficiently pump blood out of their legs and back to their heart. Millions of Americans currently suffer from painful venous stasis ulcers (VSUs) and other costly and devastating symptoms, yet no therapy currently exists to solve one of the most prevalent underlying causes: deep vein valve failure. InterVene plans to change that.

InterVene Inc. announced earlier this year the initial closing of $5.9 million in Series A funding. The funding round was led by Boston Scientific (NYSE: BSX) with other investors including North Texas Angels Network, Green Park and Golf Ventures, LaunchCapital, and a syndicate of angel investors. The Series A funding will support a two-stage clinical trial.

Imprint Energy
2011 Winner of Energy Track and People's Choice Award
Imprint Energy, Inc., a leader in the development of thin, flexible, rechargeable batteries has secured $6M in Series A funding to advance its technology and product development. Phoenix Venture Partners (PVP), a venture capital firm with extensive domain expertise in advanced materials entrepreneurship, led the investment and was joined by Flextronics Lab IX and AME Cloud Ventures. Proceeds will be used to accelerate development of Imprint Energy’s proprietary ZincPolyTM chemistry and secure initial product design wins in the Wearable Electronics and Internet of Things markets.

Seismos
2013 Winner of the Energy/Cleantech Track
Seismos, the K-wave Company™, is a software-data analytics company for Oil and Gas production optimization, providing proprietary solutions enabling real-time, underground fluid flow monitoring, inside the reservoir, during production. Monitoring fluid movement with conventional seismic technologies requires months of data acquisition and processing, disrupts production and costs millions. Seismos breaks this paradigm and solves all problems associated with conventional methods by providing real-time information, at a fraction of the cost, through its proprietary, cloud-based K-wave technology that is non-invasive to production and to surface operations. Seismos, headquartered in Austin, Texas, with offices in Houston, has been well recognized for its advances to improve real-time fluid flow monitoring for enhanced oil recovery.

Seismos announced earlier this month that it has secured funding of approximately $4 million to power its market rollout and product enhancement efforts. The round was led by Javelin Venture Partners, a partner of the LAUNCH competition.

TubeMogul: Competition Winners to IPO
TubeMogul CEO Brett Wilson and Co-Founder John Hughes, Berkeley-Haas MBA 07’s, met in a Lester Center for Entrepreneurship class and plunged into startup-mode with fellow student Mark Rotblat. They launched in 2006 as service to help publishers distribute and track videos.

TubeMogul received its initial funding by winning this very competition (formerly known as bplan), which ultimately led them to their first round of VC funding. Later, as the digital advertising market revved up and became increasingly complex, TubeMogul pivoted – building the first-ever software to automate the process for buying video ads.

Today, TubeMogul’s software helps brands plan, buy, optimize, and measure their brand advertising across TV and digital video all over the world. Now that the company has grown to over 400 employees and has begun trading on the NASDAQ, Wilson continues to build a company culture that’s as focused and innovative as its product.

Kloudless
2012 Winner of IT and Web Track
Kloudless offers developer tools that make it easy to connect apps and services to over 20 storage services like Dropbox, Google Drive, SharePoint, etc.

Founded by UC Berkeley alumni, Kloudless is headquartered a block from Cal and is venture funded by leading Silicon Valley investors like Tim Draper of DFJ and David Sacks of Yammer.

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Benefits

... of being a LAUNCH partner include:

**Deepening**

your firm’s relationship with the world class institution that is UC Berkeley

**Obtaining**

access to Berkeley’s entrepreneurship community and its most prominent early-stage startups

**Gaining**

exposure to innovative ideas and technologies, including those generated from UC Berkeley and University of California-related laboratories

**Networking**

with Berkeley and UC students, including engineers, scientists, and MBA students, as well as successful entrepreneurs, alumni, and venture capitalists

**Participating**

in LAUNCH by judging entries at different levels of the competition and by hosting events and activities on campus

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Audience Choice Award 2015

LAUNCH is giving away an Audience Choice Award of $5,000 to the team with the most votes.

Voting has been open all week, and at the end of tonight’s Finals a winner will be announced.

**Get INVOLVED !!**

LAUNCH is giving away an Audience Choice Award of $5,000 to the team with the most votes.

Voting has been open all week, and at the end of tonight’s Finals a winner will be announced.

VOTE for your favorite at launch.berkeley.edu from any device

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Thanks for all your support!

LAUNCH is only made possible by our kind partners and volunteers. We are excited and thankful to have you all on board.

If you are interested in being part of LAUNCH 2016 please reach out to us.

launch.berkeley.edu