Venture Expo

Event Program

December 3, 2015
Welcome to the Fall 2015 Venture Expo at the University of Texas at Austin hosted by Jon Brumley Texas Venture Labs. The University of Texas at Austin has a diverse culture of technology commercialization and entrepreneurship. This event showcases the technological advancements and innovation happening in and around UT. We hope you will enjoy the program.

12:00 PM – 1:00 PM: Registration

1:00 PM – 2:00 PM: Technology
- Welcome and Opening Remarks
- Presentation Block A
  - Cybernance – Charles Leonard .......................................................... p. 3
  - DRAFT – Jason St. Peter ................................................................. p. 4
  - EngagedMD – Taylor Stein ................................................................. p. 5
  - Fetch – Chad Barton in lieu of Tom Hadfield ........................................ p. 6
  - Lucelo Technologies – Taylor Harvey .................................................. p. 7

2:15 PM – 3:00 PM: Technology
- Presentation Block B
  - Convenience Select – Allan Rayson ................................................... p. 8
  - eyeQ Insights – Michael Garel ............................................................. p. 9
  - Inkscreen – Josh Bohls ................................................................. p. 10
  - ScribeSense – Craig Crisler ............................................................. p. 11

3:15PM – 4:00 PM: Consumer Goods and Services
- Presentation Block C
  - BeatBox Beverages – Justin Fenchel ................................................... p. 12
  - PopUp Play – Bryan Thomas ............................................................. p. 13
  - Unsweet Tea – Alex Recker ............................................................. p. 14
  - Unveil – Ryan Kennedy ................................................................. p. 15

4:15 PM – 5:00 PM: Life Sciences
- Presentation Block D
  - KJ Scientific – Karla Johanning ......................................................... p. 16
  - Mentegram – Igor Holas ................................................................. p. 17
  - TeVido BioDevices – Derek Hernandez ............................................. p. 18

5:00 PM: Reception and Networking Event on Conference Center Patio

Venture Expo will be photographed. By entering the room, you grant permission for your image to be exhibited without restrictions or limitations for educational or promotional purposes by The University of Texas at Austin.
Texas Venture Labs Programs

TVL Accelerator
The TVL Accelerator connects local startup companies with talented and entrepreneurial graduate students from the Colleges of Business, Law, Engineering, Pharmacy, Architecture and the Natural Sciences. These students work with the company’s founders on semester-long projects that address important issues facing the venture as they get ready for financing. The total amount raised by companies participating in this program in the last five years exceeds $330 million.

Join as a Startup: The deadline to apply for the Spring 2016 accelerator is today, December 3, 2015. More information on the application can be found at bit.ly/tvlaccelerator

Join as a Student: The application for the Spring 2016 student semester has closed. We will begin recruiting students for Fall 2016 in late December 2015. To learn about the TVL Practicum, visit bit.ly/tvlstudent

Venture Labs Investment Competitions
The Texas Venture Labs Investment Competitions (TVLIC) are annual campus wide competitions aimed at graduate student-led new ventures from the University of Texas that are seeking funding. Some notable former competitors include Phurnace Software, uShip, Ordoro and Halsa Pharmaceuticals.

Learn more: To learn more about the competitions, visit bit.ly/tvlcompetitions

TVL Scholarship Program
The TVL Scholarship Program allows aspiring entrepreneurs who apply to the McCombs MBA Program to compete for a scholarship that provides partial tuition and access to a variety of resources that will enable them to further refine and eventually launch their venture.

Apply: The next TVL Scholarship Competition will be held in February 2016. Applications are open now and are due by January 21, 2016. To learn more and to apply, visit bit.ly/tvlscholarship

TVL Office Hours
TVL holds office hours every Wednesday from 12:30 PM – 1:30 PM at Café One Twenty Five in the AT&T Executive Education and Conference Center. Anyone interested in learning more about our programs or discussing their business ideas should attend.

Social Media
Find us online at tvl.utexas.edu or on Twitter at @TXVentureLabs. Contribute to today's conversation using #VentureExpo.
Corporate Directors will be held personally liable for a cybersecurity breach.

This is more than a technology problem.

The Cybernance standards-based platform empowers corporate directors to manage progress toward cybersecurity maturity. Without requiring them to become technical experts, those who exercise prudent oversight are protected from personal liability.

CMOM is the first cybergovernance model to provide framework designed using NIST standards and the Department of Energy’s C2M2 standards.

Demystify
CMOM (“Cybergovernance Maturity Oversight Model”) is a new industry model that bridges the communication gap between non-technical directors and cybersecurity management. Focusing on the human element of security, directors encourage a culture of cyber risk management within every level of their company.

Measure
Evaluating and monitoring over 300 controls across ten domains of activity within the organization provides comprehensive coverage that drives organizational change and collaboration.

Inform
CMOM makes the full range of internal and external board relevant information instantly accessible to directors and enables them to oversee and manage progress toward cybersecurity maturity.

Protect
Board oversight activities are recorded in a Prudent Oversight Repository. Up to $500,000 in personal legal expenses are warranted in the event a shareholder suit is pursued.

Funding
Cybernance has raised an initial tranche of $1.5M, which is the first distribution in a total raise of $5M.

Proceeds have been deployed to complete the software console and are now focused on integrating customer-requested features.

The remainder will be taken when the company is ready to scale up its direct and channel sales operations.
Executive Summary

The Problem
More than half of American households that invest in securities rely on financial advisors to guide them through the complex world of investment management. Yet, most Americans don't trust the financial services industry because there is a lack of easy to understand data, insight, and communication.

Market Opportunity
DRAFT has identified an underserviced segment of a $32 trillion investor market comprised of mass affluent investors (100k-1M investable assets). This group, which collectively represents 28.9 million households, is overserved by high-cost financial advisors but underserved by online discount brokers. DRAFT intends to target this segment of the market through a combination of events, public relations, social media, and blogger outreach.

Our Solution
We formed DRAFT, an Austin, TX based company, to give investors a better understanding of their holistic investment portfolio. The DRAFT App has been designed as a responsive web application that enables an investor to aggregate all of his or her investment accounts into a single location. DRAFT analyzes portfolios on a daily basis, providing risk, return, fee, and asset allocation data. To provide context, DRAFT compares an individual’s portfolio to top performers in the same risk category, generating insight to help the investor make better long-term investment decisions.

Value to Consumers
By comparing investor portfolios to proven strategies, DRAFT provides insight that helps investors identify issues with their current strategy. Through understanding and energizing investors to take action, DRAFT can save the average investor hundreds of thousands of dollars that would otherwise be lost. 10,000+ eager investors have validated consumer interest in DRAFT by joining our pre-launch waitlist.

B2B Opportunity
Incumbent financial services companies have recognized the need for increased transparency and communication with their banking and investment customers. To solve this, these institutions must deliver a digital experience that provides unbiased holistic insight into a customer's current strategy. Unfortunately, current data aggregation solutions are unable to provide users or institutions with this level of portfolio understanding.

Value to Investment Firms
By combining user data from Yodlee and product data from Morningstar with a portfolio comparison tool, DRAFT provides unique and actionable insight. Investment firms can leverage the results of this analysis to provide an investor with a more complete understanding of not only his or her assets held with the firm, but also held-away assets. This complete understanding of an investor's portfolio also provides the ability to identify and market products and services which can add value to an investor's strategy. With DRAFT, investment firms can strengthen their relationships with existing clients and gain new clients, resulting in more assets under management.

DRAFT can be licensed in two ways: Investment firms can leverage the DRAFT API to enhance their current applications and marketing efforts, or they can take full advantage of the DRAFT App’s user experience through a white label engagement. In both cases, the comparison portfolio can reference DRAFT's crowdsourced data or a model portfolio offered by the firm.
EngagedMD provides a plug and play solution for informed consent for the more than 230,000 physician practices in the United States and thousands abroad.

Currently, each of these practices must maintain their own consent forms, patient education processes, signed document repositories and signing procedures in order to fulfill their legal and ethical requirements. If any of these fail to meet standards, providers are subject to malpractice lawsuits, which can result in penalties of over $1 million for a single case. Four percent of all medical malpractice lawsuits can be attributed to lack of informed consent according to a 2013 report from The Advisory Board Company. This administrative burden is felt especially strongly by the single physician and small group practices which make up ~90% of practices in the US.

We have developed a web-based platform that streamlines the entire informed consent process for practices. Patient education modules are paired with procedure-specific consent forms and a tightly integrated electronic signing experience. Practices can get up and running in a matter of minutes, resulting in significant time savings, a better patient experience and reduced medico-legal vulnerability. We aim not to compete with EMR providers but to be an essential add-on to their offerings.

Since our launch in reproductive endocrinology in March 2015, EngagedMD has been in use by over 50 physicians and 4,000 IVF patients. Practices report an average time savings of 28 minutes per patient and more than 90% of patients report that they like using EngagedMD to learn about their procedure. We have also begun expanding to the UK market, where regulations around informed consent are even more stringent. Our revenue has increased every month since our launch and we have just released our second educational module as well as our integrated electronic signing solution.

While some competitors do exist in the form of EMR companies, patient education resources and electronic signature providers, there are no competitors that have a holistic informed consent solution that combines patient education, consent forms and electronic signing in a single package. As such, the vast majority of practices still rely on pen, paper and scanning to execute informed consent.

We’re now looking for strategic partners and investors to help us increase our development and sales resources and expand into new medical specialties. Our TVL partner team has been helping to evaluate the orthodontics and dental market and we are also exploring expansion into urology, plastic surgery and reproductive surgery among others.
Fetch is a command line interface for buying via SMS.

Fetch users can send an SMS text message to instantly book flights/hotels/cars, send flowers, get movie/event tickets, order food delivery, make restaurant reservations and buy products.

Fetch responds in real-time with pricing information and order confirmation powered by natural language processing and API integrations with Uber, Domino’s, OpenTable and others.

The first version of Fetch, a human-powered buying assistant, acquired 45,000 users and generated $2 million in revenue in the first 12 months.

**The Ask**

Fetch has raised $3 million in seed financing. Although Fetch is not currently raising additional financing, the company is very interested in introductions to potential partners - such as retailers and on-demand services – who may be interested in providing their customers with an SMS-based interface for transactions.
Summary Lucelo is developing a printed photovoltaic (PV) technology to provide a power source for smart packaging applications. Our PV devices, made with low-cost, lightweight, and flexible materials, convert low-intensity light into electricity. Our core expertise is materials, process development, and renewables.

Customer Problem Growing interest in smart packaging for consumer goods is driving development of printed electronics technologies. A key challenge preventing widespread adoption of printed electronics in the smart packaging industry is lack of a reliable power source. Lucelo is developing a technology to specifically address this need (see “Smart Packaging” graphic, bottom right).

Product / Solution Lucelo’s flexible PV technology is specifically designed to provide a power source compatible with smart packaging that contains integrated printed electronics. A single Lucelo PV device, with an areal footprint of just a few square inches, provides power sufficient for many smart packaging applications.

Competitors and Advantage Key competitors are producers of printable organic PV technologies (e.g., Eight19, InfinityPV). By comparison, Lucelo’s printed PV is less expensive, more stable, and non-toxic. Our proprietary ink and production method enables low-cost roll-to-roll processing under mild processing conditions.

Market and Channels The smart packing industry is expected to grow at a CAGR of 15% to reach a total market size of $10B in 2020. Lucelo’s prospective customers include high-growth companies in the printed electronics industry (e.g., PragmatIC Printing, NovaCentrix, Thinfilm, etc.) who in turn serve established corporations in traditional consumer-driven industries (e.g., Proctor & Gamble, De La Rue, Hallmark, and National Label Company). Our B2B strategy leverages established distribution channels to reach consumers through these major consumer brands (see value chain graphic, bottom left).

Business Model Lucelo will derive revenue from two streams: 1) direct sales of proprietary inks and PV devices and 2) licensing and product support services. Lucelo’s current core competency is PV technology development, thus the initial focus will be on intellectual property licensing until in-house manufacturing capabilities are established.
EXECUTIVE SUMMARY – “WE HELP COACHES STOP CHASING PARENTS FOR PAYMENTS”
Contact: Allan Rayson, CEO & Co-Founder, 512.221.8006, allan@convenienceselect.com

Mission Statement: Convenience Select seeks to remove the administrative burden related to payments from youth sports organizations. We strive to improve the operations of these organizations by facilitating a more efficient, “do-it-for-you” platform and service to collect payments, manage reconciliations and provide reporting.

51% of youth sports organizations are taking cash and checks as their primary form of payment. In addition, 64% are either managing the payments process themselves or have recruited a volunteer to assist. These factors are contributing to an industry average of 10-12% in uncollected funds. Youth sports organizations are hemorrhaging cash and wasting time chasing parents for payments – we find this to be unacceptable.

The Business Need
Based on feedback from over 2,700 calls across the U.S. it is clear that a significant need exists within the $12B youth sports vertical for a comprehensive, “do-it-for-you” payments platform. Convenience Select is providing that platform through convenienceselect.com. This solution allows coaches and team managers to divest themselves of a significant pain point so they can focus on their top business challenges: recruiting and retaining athletes and coaches. CS provides this solution in a simple, three-step process by:

1. handling all payment related communication with parents – to include follow up when a payment rejects
2. handling all collections and processing work (currently through Stripe)
3. providing a reporting package so the organization can make a “no-pay, no-play” decision with an athlete

Case Study
Across the U.S. there are approximately 22 million kids playing youth sports outside of schools. Within this segment, there are a group of youth athletes participating in select and travel clubs to better position themselves for a college scholarship. The fees associated with select sports can range from $500 to upwards of $10,000 per year when factoring in registration, private coaching lessons, tournament fees, equipment and camps. Convenience Select derives its revenue, which is 5% (net), on gross volume that comes through our platform. Much of this gross volume is related to the registration, gear and tournament fees referenced above.

Traction (as of November 2015)
- December 2015: CS launched its MVP with one select baseball organization. This organization has four baseball teams and approximately 50 youth athletes playing 10 months of the year.
- June 2015: CS launched its first fully supported payments platform and since that time has grown to seven clients with another three commitments to use our platform starting Spring 2016. CS is going to market via a multi-channel strategy, which includes direct selling to clubs, revenue sharing arrangements with tournaments and associations and also through licensing of its platform.

Fundraising Need
To date, CS has self funded all development and legal costs to develop the platform and build a client base. CS (established as a C-corporation) has two full-time founders, two contract developers and one contract salesperson. CS is putting together its seed round, which consists of a $400,000 convertible note, which will be used to fund future development and expand the sales team.

Conclusion
Convenience Select is solving a significant pain point for the select sports industry and expects to produce significant growth over the next 24 to 36 months. The company has validated its business model and has excellent traction. Further, the company believes it is well positioned to raise capital and is seeking strategic investors who are aligned with the mission of being the leading payments platform in youth sports.
The competitive edge of personalization for the physical store

Business Summary: eyeQ brings the power of ecommerce into the physical store. The eyeQInsights software platform gives shoppers the information they expect in a highly engaging and insightful way. The result is a personalized shopping experience that benefits shoppers, retailers and brands. Our paying Fortune 100 customers are using the eyeQInsights system for rapid A/B testing in-store, optimized and targeted messaging and robust effectiveness analytics.

Customer problem: Consumer brands are losing control. Though ecommerce has only captured 8% of all retail sales, brand loyalty has been completely disrupted. Sales in brick and mortar stores are still critically important to the brands. What scares brands is that once inside the store, 76% of consumers’ brand decisions are made at the shelf. Brands must find a better way to influence those buying decisions inside the store or lose sales, market share and relevance.

Market: In response to this crisis, marketing dollars are draining way from traditional ad spending and flooding into the relatively new marketing category called “Shopper Marketing”. This area of marketing is focused specifically on influencing buying decisions inside the store. Both manufacturers and agencies are adding emphasis in this area. Spending on shopper marketing has more than doubled in the past 10 years, now topping $128 billion per year – and growing. These departments are flush with cash and desperate for effective innovation – innovation they are finding in eyeQ.

Product: eyeQ’s system brings the most effective aspect of ecommerce – personalization – and brings it into the physical store. eyeQ’s screens engage shoppers by making the brand’s information pertinent and relevant to each shopper. The content can be differentiated by age, gender, emotion, location and loyalty. Perhaps even more important to the brands, eyeQ’s platform captures all this data about shoppers – passively and anonymously – and shares it back to the desktop of brand managers. Now they can know which types of shoppers visit their shelf – by hour, by store, by region. Even more powerful is their ability to learn what content works best for each type of shopper. Now the shopping experience can be monitored and continuously improved. Brands can finally have the influence they seek inside brick-and-mortar stores. Results indicate that eyeQInsights assist in 14% of sales and increase shopper engagement in-store by 47%.

Current Customers and Market Strategy: eyeQ’s paying customers include some of the world’s largest and most marketing-forward brands such as Ford, HP, OtterBox and Target. The near-term pipeline includes many more household names, sourced both directly and through leading agencies.

Management and Board: eyeQ’s management is strong in all the key areas, with each founder bringing over a decade of experience each in hardware product development and management, scalable ecommerce and analytics software, Fortune 500 sales and service leadership. In addition, the boards of directors and advisors include the former CEO of Walmart stores, the former VP of Digital for Target and the founder and former COO of a startup serving the retail and brand industries with a multi-billion dollar exit.

Competition: eyeQ faces competition from companies doing parts of what the eyeQ solution provides: some providing retailers with in-store traffic analytics (Euclid, RetailNext) and mobile engagement (a variety of retailer apps, some augmented with beacons). However, those who service retailers face a complex sales process and retailers who increasingly rely on brands for innovation investment. Mobile engagement is generally limited by the need to use the particular app (usually less than 5% of shoppers) and the shopper’s own desire to have their eyes up and hands free when shopping (which the retailers want, too, for obvious reasons). eyeQ’s competitive advantage is that it is the only system that observes and engages ALL customers and does so on behalf of the brands instead of the retailers.
Business Summary: Inkscreen is an enterprise software company focused on productivity solutions that securely leverage the power of mobile device cameras. Our initial solution, PhotoInk, is the mobile camera app for business, positioned for government agencies and enterprise customers in regulated industries. We have partnerships with Good Technology, Citrix, IBM, and MobileIron, paying customers across most of our target verticals, and a robust pipeline of government and enterprise prospects. Our roadmap involves expanding PhotoInk capabilities to include other productivity functions that utilize the device camera such as document scanning and barcode reader, and an encrypted back-up and syncing service.

Problem: Whether it’s rogue employees, data mis-management, industry regulation, or sensitive trade secrets, there are countless reasons to be concerned about the photos and videos employees capture on their mobile devices. This is especially concerning if your company has a Bring-Your-Own-Device (BYOD) or Corporate-Owned-Personally-Enabled (COPE) program. The implications of leaked or stolen data can be huge - HIPAA violations, bungled crime scene evidence, product development secrets revealed, just to name a few.

Solution: PhotoInk is the ultimate business camera app. Designed with data security and flexibility to meet IT requirements, PhotoInk allows for photo capture, annotation, storage, and secure workflow integration. Specific use cases include insurance claims adjusters documenting property damage, healthcare professionals photographing patients, police officers collecting crime scene evidence, field service workers documenting repairs, lawyer depositions, banks documenting loan collateral, and engineers sharing product development photos.

Technology: Initially PhotoInk is a native client application, however we are in development of a complex, secure back-end infrastructure to facilitate the back up and syncing of media content. We publish a security and vulnerability report from Veracode to our customers to ensure trust in the technology. PhotoInk is developed with the capability to swap out EMM integrations such as Good, MobileIron, etc.

Target Market: We have identified more than 180 million potential mobile workers across primary target industries such as insurance, law enforcement, government, healthcare, manufacturing, and energy, in just the US and Europe, with a global market of over $7B.

 Customers: In 2014 we landed deals with Koch Industries, Knowles, and Federated Insurance. In 2015 we have closed deals with Bank of New Zealand, Allianz Insurance, Rohde & Schwarz, Mazars UK, and Ligris & Associates. Our pipeline includes some of the largest brands in the world.

Team: Inkscreen was founded by Josh Bohls and Stephen Sunshine. Stephen has substantial enterprise mobility experience (Good, RSA). Josh has led teams in sales, marketing, product development, and professional services. Tom Condon is a senior iOS developer with prior experience in insurance, financial services, and government. We have two Customer Advocates (sales) and three additional software engineers.

Sales Strategy: We sell direct through our Customer Advocate team, through our partner Good Technology’s extensive direct and channel sales force, and through a select group of IT integrators in Europe.

Business Model: The PhotoInk app and encrypted back-up/sync software and service is sold on a recurring annual subscription and support model.

Competition: We compete against internal development efforts and unsecured/unmanaged alternatives (which largely results in regulatory violations).
**Summary**
ScribeSense is a patented cloud-based grading platform for schools and the only solution for grading free-form paper tests. It features online portfolios of work and provides critical data on student learning. Future plans include nationwide growth, product line expansion, partnerships and consumer sales.

**Customer Problem**
Teachers spend avg. 7hr/week on manual grading instead of teaching. Teacher turnover of 17% costs schools $70,000/year and the resulting grades lack detail. 90% of school admins lack data and demand more accountable teachers. Full 75% of parents need more transparency and information about their kids’ learning.

**Product**
ScribeSense automatically grades handwritten tests with 99% accuracy. Teachers scan and upload their own tests using a standard school scanner. Our visual analytics enables data-driven decision making so schools can improve student learning and retain top teacher talent. Students get fast personalized feedback and parents can access online portfolio and learning recommendations for their kids 24/7.

**Current Sales**
Schools are currently paying $10/student/year subscription fee. Our sales continue to grow at 500% CAGR with 100% renewal rate. 90% of our revenue comes from public and charter K12 schools in Texas including HISD (nation’s 4th largest school district). 10% of revenue comes from commercial sources including College Board (SAT/AP exam provider). We project district sales to eclipse school sales in 2016.

**Competitive Advantage**
None of our competitors can grade open-ended responses reliably without using costly hardware. Our algorithms are covered by pending and granted US patents. We use a large proprietary database of handwriting samples to train our grading engine. We have easier procurement process being a qualified sole-source supplier.

**Target Market**
Automated test grading is a $400M niche within $1.7B US standardized assessment market. We estimate US parent subscription market at further $1.5B. There is demand for our solution in other industries and countries such as in India and China.

**Competition**
Competitors include: Scantron, GradeCam, Xerox Ignite, InstaGrade and ClassroomIQ. TurnItIn.com, an online essay plagiarism check engine, was acquired in 2014 for $750M. Major assessment vendors have shown interest in licensing our technology.

**Business Strategy**
We use commission-based sales force and user referrals in Texas. We will go nationwide via planting Teacher Advocates in major US cities and distribution agreements with testing providers. Teacher Advocate program will have 200% ROI just in its first year. Marketing includes trade shows and social media and a future free teacher app. Potential revenue streams are: (1) direct sales to schools, (2) technology licensing, (3) content curation and (4) consumer subscription for parents.

**Financial Projections**

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The Company - BeatBox Beverages, LLC makes a line of delicious mixed drinks in 5L bag-in-box packaging. The company was launched in Austin, TX in March 2013 and quickly gained a strong following. BeatBox secured one of the largest deals ever on ABC’s Shark Tank in 2014 ($1M) and is working closely with Mark Cuban to expand the business’s distribution territory.

The Problem - Millennials providing alcohol for parties and social occasions lack beer alternatives meeting all the criteria important to them: taste, alcohol content, cost effectiveness and the ability to create a more enjoyable social experience.

The Market - BeatBox Beverages recognizes an opportunity to create a beer alternative for the millennial market. The market for total off-premise alcohol sales in the United States was $86.3B in 2011.1 After removing all beer sales from this figure and adjusting for the millennial population's purchases only, the nationwide market for BeatBox is estimated to be $15.5B. This market’s growth rate is comparable to the wine market, which has revenues growing at a CAGR of 3% steadily over the past ten years.

The BeatBox Product - BeatBox Beverages are wine-based cocktails in large 5L packaging with 11.1% ABV. BeatBox delivers the perfect combination of taste, alcohol content and social experience to the target millennial consumers. The product is perfect for parties, tailgating and outdoor recreation. BeatBox typically retails between $19.99 - $24.99.

Market Strategy – BeatBox is currently actively distributing in 10 states and seeks to launch in the rest of the US by 2017. After securing distribution and placement in key retailers, BeatBox’s innovative marketing program helps drive sales through the stores. BeatBox has created a powerful brand ambassador program with 200+ influential Millennials BeatBox also generates demand through social media marketing, its appearance on Shark Tank and other earned media.

Financials – BeatBox had sales of $60,000 in 2013, $309,000 in 2014 and anticipates sales of $937,000 in 2015. With new distributor partnerships and more full time sales managers, BeatBox expects sales to grow to 4.7M in 2016 and 14.3M in 2017.

Investment Opportunity – BeatBox is seeking $1.5M to hire sales managers and support marketing for launching the product in the remainder of the US.

Management Team – BeatBox is managed by Justin Fenchel, CEO; Aimy Steadman, COO; and Brad Schultz, CXO. Everyone on the BeatBox management team has started and managed businesses prior to this venture. However, since none of us have alcohol industry experience, we have built a team of industry leading experts from compliance to manufacturing to distribution to help guide us along the way.

Entrepreneurship · Innovation · Commercialization
PopUp Play creates technology for kids that blends screen time with play time. Our first product is a magical play experience where kids, ages 3 to 9, imagine, create and play in a life-size interactive playscape of their own design.

Problem
Kids are not spending time building forts and space ships from pillows and cardboard boxes the way we used to. Building those things were ways to explore our imagination and teach us important life skills. According to the American Academy of Pediatrics, kids spend up to seven hours a day in front of screens. Parents and teachers worry about the time spent on these devices. They are looking for solutions that combine digital devices and active imaginative play.

Solution
The PopUp Play’s experience uses a kid-friendly touch-based 3D modeling tool that children, ages 3-9, use to design their own playscape from a collection of frameworks - castle, rocketship, mansion, etc. - and personalize with their own name and original artwork. Within days, PopUp Play delivers a made-to-order child-size play structure, exactly as imagined and created by the child. Assembled in minutes, the playscape unlocks digital content that inspires and augments their imaginative adventures. Kids have the experience of bringing their own designs to life and the sense of personal accomplishment and ownership that goes with it.

Technology
Through our technology platform, a child designs a structure in a 3D environment on a tablet and receives a life-size version of that structure. Manufacturing is accomplished using an innovative, scalable process that generates manufacturing documents on the fly and transmits them directly to the production line.

Market
Toys-To-Life is a rapidly growing product segment where mobile apps are combined with toys. NPD group currently estimates the US market to be $700M. The traditional toy category of Arts, Crafts & Building Sets is estimated at $3.4B. PopUp Play’s unique hybrid product gives us access to both product categories for a $4B combined SAM.

What’s Next
In just 12 months, PopUp Play has gone from idea to launch. We manufacture playscapes at our partner’s facility just south of Austin. We are currently focused on building and filling orders for the 2015 holiday season. Early next year we will be raising a seed round of funding to support key hires, product development and further scale the business.
Entrepreneurship · Innovation · Commercialization

Executive Summary

Unsweet Tea LLC is a wholesale manufacturer of completely unsweetened, organic, fresh bottled iced teas. Our key distinctions versus competing products are:

1. Each flavor has a health and wellness “purpose” provided by the loose leaf teas and botanicals selected. The initial flavors are DETOX (fight free radicals), SKINNY (boost metabolism) and BUZZ (increase energy).
2. We craft our teas using a hand-steeped, small batch production process that results in a soft, fresh flavor. Most bottled teas use concentrates or powders, which creates a strong, bitter flavor.
3. NO sweeteners of ANY kind.
4. NO preservatives of ANY kind (this is very rare).
5. High-quality exotic tea leaves and botanicals.
6. Contemporary image.
7. Each market we enter has its own local production to ensure a fresh product. We currently have production and sales in both Austin, TX and Toronto, Canada and are expanding to Orange County, CA.

Our initial customers have been specialty grocery stores, cafes, sport clubs/gyms and farmers’ markets. We are also planning to target hotels/resorts, mainstream grocery chains (Whole Foods, Central Market, HEB), restaurants, country clubs and airports.

The beverage industry is going through a significant change as consumers are making a meaningful shift away from carbonated soft drinks (both sugar-based and diet versions) toward healthier alternatives. The ready-to-drink tea business has already grown dramatically but the penetration rate is still extremely low relative to sodas. This shift is expected to continue and intensify going forward according to most industry studies. We offer a product that is “truly” a healthy alternative. Many of the beverages that have been developed to pick up the lost soda market share contain just as much sugar, artificial ingredients and preservatives as the sodas themselves. We expect the consumer to continue to become more educated about what they are drinking and look for genuinely healthy beverages. We would be greatly appreciative of any help/guidance in the areas of branding and social media marketing, referrals to “game changing” accounts (Whole Foods, Central Market, UT) and lower cost sourcing options for our packaging without sacrificing quality.
Summary

Unveil is a mobile marketplace where brides can browse and try on jewelry and cosmetics from the world's leading brands.

The Problem

Planning for a wedding can be an enormous undertaking especially when shopping for jewelry and makeup in a retail store.

The Solution

Unveil provides a convenient jewelry and cosmetic shopping and try-on experience allowing brides to find the perfect earrings and cosmetic look from the ease of anywhere.

The Market

Brides spend over $12 billion per year on wedding day jewelry and $300 million on beauty products.

Technology

The core technology behind Unveil has been used by Fortune 100 eyewear and cosmetic companies as well as technology focused retail startups. Our primary focus in developing the core technology was realism. Our solution achieves Hollywood-quality rendering on a bride’s mobile device.

Strategy

For most brands the cost of developing their own virtual try-on mobile experience is prohibitive. The Unveil Marketplace provides all brands access to our proven technology. The marketplace structure also provides a curated selection of products to users which creates a more fulfilling shopping experience.

Team

Unveil is the creation of Binocular, a mobile solution agency. Founded in 2012, Binocular has worked major brands to develop mobile application that engage users, increase mobile and web traffic and increase online sales.

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Summary

KJ Scientific LLC, is one of the few biotech companies in the world that focuses on environmental testing using new (in vitro) technology to analyze chemicals (e.g., pesticides, personal care products, consumer goods, surfactants, fragrances and pharmaceuticals) for bioaccumulation potential (i.e. accumulation in living organisms’ tissues) that may affect human and wildlife health. Demand is increasing for this testing as the European Union is implementing regulations through REACH (Regulation, Evaluation, Authorization and Restriction of Chemicals) for companies that produce certain chemicals requiring testing for three major environmental challenges: Persistency, Bioaccumulation and Toxicity. KJ Scientific is on the ground floor of this testing through participation in the “Ring Trial” as a Designated Laboratory in partnership with SC Johnson, Inc., joining a prestigious group of only seven labs in the world (DOW, P&G, EPA, DuPont, Givaudan and Fraunhofer Institute).

The mission of KJ Scientific is to build an international biotech company through research and development where companies can test their chemicals utilizing an array of biochemical assays to comply with the regulations that are required by national and global regulatory agencies. Additionally, KJ Scientific will pro-actively test products to ensure safety and health for the customer. Proving the entrepreneurial spirit of the company and the ability to apply this testing across different industries, KJ Scientific is conducting market research for the need for toxicity testing for legally established marijuana growers. Facilitating global collaboration, our sister company, KJ Scientific, Sarl, is established in Lausanne, Switzerland. To date, the company has been entirely self funded and operates from growing revenues of $30k in 2014 and a projected $135k in 2015.

2014

January, 2014 - KJ Scientific, LLC formed
February - First revenue from consulting services
July - Office and Lab established at the Texas Life Sciences Collaboration Center in Georgetown, TX
August - Established a research project at Nicholls State University, Thibodaux, LA
November - Created KJ Scientific, Sarl, based in Lausanne, Switzerland

2015

February - First product sale to Fortune 100 client
May - Planned expansion to shared laboratory in Berne, Switzerland at the University of Berne
July - Met at Nicholls State University to define further collaborative research with scientists there and with Dr. Helmut Segner of the University of Berne, and Dr. Bryan Brooks of Baylor University
November – Received first installment payment for testing of three chemicals: $98,000; Produced trout liver cells for sale and presented abstracts at SETAC North America conference; Drafting initial SBIR grant request of $150,000 for submittal in January 2016. Upon award and successful completion of the initial grant, a second grant request for $1,500,000 will be submitted in late 2016.

First Round Funding

KJ Scientific is seeking funding of $500,000:

- Employees
  - Hire two Study Directors (Ph.D. with significant eco-toxicology experience; one is identified)
  - Hire Analytical Chemist
  - Hire one Lab Technician (Contract part time until June 2016)
  - CEO compensation (Dr. Johanning salary beginning July 2016)

- Contractors
  - V.P. Sales and Marketing (Currently working part time)
  - Intern

- Reagents, Equipment and Supplies
- Advertising and Promotion
- Gas Chromatographer Mass Spectrometer Lease

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Clinician-Driven Care Planning for Behavioral Health

The Problem: Behavioral healthcare providers are frustrated because patients do not adhere to care plans while at home – this slows progress, increases risks of readmission, and increases care costs. Behavioral health patients have very high 30-day readmission rates (17%) and are 4 out of the 5 top reasons for readmissions, dragging down hospitals' quality metrics and reimbursements. Relapse and readmissions are caused by lack of support away from hospital or clinic. Patients are alone to face daily stresses, because care providers send patients home with ineffective paper-based care plans.

Market: Annually, readmissions related to behavioral health cost health plans $2.5B; total spend on behavioral health care is >$230B.

Opportunity: Only 11% of patients use paper-based care plans mobile phone-based care planning exceeds 90% utilization. 174M Americans own smartphones, even among the poorest psychiatric patients, rate of smartphone ownership is at 60%. Leveraging technology is a natural progression for the market. Recent healthcare legislation has provided behavioral health coverage to 60M Americans, many not previously served, increased mental health parity and demanded outcome-based measures, improved quality as well as reduced overall healthcare costs.

Solution: Mentegram is a care planning platform. Our services are HIPAA compliant, clinician driven, EHR integrated. We are insurance reimbursable by vast majority of insurance plans.

Differentiator: Mentegram centralizes patient engagement, assessment and monitoring tools into one platform, serving the patient-clinician relationship. Our clinician-driven approach, and focus on behavioral health differentiated us from medical-care solutions.

Target Segments: Direct customers are behavioral health practices, clinics, and hospitals. Channel distribution partners include electronic health records and telehealth/telepsychiatry software platforms.

Traction:
- 14 paying customers (private practice counselors, psychology and psychiatry groups, and one hospital)
- $17k revenue YTD
- 130+ unique patients served weekly (week of 11/16)
- 2,100+ patient interactions in past month
- 60% utilization by patients
- 1+ interactions per patient, per day
- 100% provider satisfaction rate.

Pipeline:
- 200-300 unique weekly patients by end of 2015, another $5k in revenue
- 1,000 unique weekly patients by April 1, 2016
- Negotiating integration into 4 electronic health records.
- Negotiating pilot with Veterans Affairs – 1M patients, 3k clinicians, $1.5M annual value
Business Summary: TeVido’s proprietary platform technology uses 3D bio-printing processes and a patient’s own living cells to build custom grafts that address significant unmet needs in the broad field of reconstructive and cosmetic surgery - where current fillers, fat injections and skin/tissue grafting results are unpredictable. TeVido’s total addressable market is estimated to be $13B globally. The first product will improve nipple reconstruction, for breast cancer survivors, where current procedures flatten and fade over time. The technology has additional licensing potential in the field of tissue engineering and bioprinting.

Management: Laura Bosworth, CEO and former Fortune 50 executive, has over 25 years of broad-ranging business and management experience. CTO and VP of Product Development, Dr. Scott Collins’ research to date has focused on vascular formation and he has experience in medical equipment design. Advisors: Co-founder, Dr. Thomas Boland holds 4 patents, including the first patent on live-cell tissue printing which has been his primary field of research for over 10 years with ~$8M in research funding for his work. Jana Stoudemire, who led Dermagraft®, the first tissue-engineered product in the US to receive regulatory approval, supports us with broad-ranging insight into the market place. Elisa Holmertz provides regulatory advice. Dr. Frank Aguillo, a board certified plastic surgeon and Mayo Clinic Fellow provides relevant clinical advice as do a handful of other plastic surgeons.

Market Opportunity: TeVido’s first target indication will be nipple reconstruction. Globally, in 2010, there were ~1.5 million incidences of breast cancer. Of the ~300,000 women in the US (~40% of whom are mastectomy patients), the full removal of the breast where the final step in reconstruction is the nipple areola complex (NAC); patients with loss of the NAC continue to experience psychological distress long after breast mound reconstruction has taken place, yet currently available options are vulnerable to an unpredictable degree of loss of nipple projection and color.

TeVido’s technology will address a wide array of soft tissue and pigmentation deficiencies in reconstructive and the broader, lucrative cosmetic surgery market. Soft tissue deficiencies are common following trauma, burns, infection and tumor removal. The gold standard treatment for large volume reconstruction remains tissue transplants using vascularized flaps that incorporate skin, fat and muscle from the patient; however, these require considerable surgical skill and are associated with high donor site morbidity. Smaller defects can be corrected with injected autologous fat (grafting), which uses liposuction aspirated from one area of the body to fill deficits in another area of the body. It is not a simple procedure and results are highly dependent on surgeon technique and expertise. On average, there is a 40-60% reduction in graft volume using fat injections following transplantation, requiring surgeons to overfill and patients to sit through multiple grafting sessions over a period of several months. Other indications in breast reconstruction include correction of implant rimping, filling asymmetries and supplementing thickness of the patients own mastectomy skin flaps to allow for use of implants. More broadly the technology can be used for coverage of large traumatic wounds with exposed bones, craniofacial repair, disease related deficits such as lipoatrophy from HIV and rare soft tissue sarcomas of the extremities and to augment cosmetic procedures such as facelifts. Technology developed to address nipple pigmentation will provide more predictability in treating hypopigmentation or absence of skin color caused by disease, injury, burns or trauma to the skin. For patients resistant to usual therapies, surgical procedures to perform melanocyte transplantation have been recently developed, but these surgical techniques have varying degrees of success which TeVido will address.

Company Solution - TeVido BioDevices uses a sophisticated approach to produce living tissue products - inkjet like printers modified to print cells instead of ink. This process allows flexibility in the type, size and shape of products manufactured. TeVido is able to deposit materials in exact locations, layer by layer, which results in customizable, tissue-engineered product with pre-vascularized channels – a competitive advantage. These channels encourage blood flow, a critical step in wound healing and graft “take” rates. TeVido’s first product concept is an autologous (made from a woman’s own cells) NAC graft that has been tissue-engineered to have a skin layer with pigmentation to match the existing nipple and a projection built of volume-stable adipose (fat) grafts layered into a single product for a plastic surgeon to apply in one setting.

Competition- There are currently no widely used products available for nipple reconstruction, rather surgical procedures are used to create the “bump” and tattooing is used for the color. Recognizing the weaknesses of the current approaches, TeVido plans to produce a longer lasting and more predictably sized nipple projection, combined with better and longer lasting color matching of the areola. Plastic surgeons consistently give feedback that a better solution would be quickly adopted.

Business/Sales Model- TeVido will develop, manufacture and sell tissue engineered products competing initially in the field of breast reconstruction. Revenue is derived from the sales of the products. Products are not mass-produced but are built to individualized specifications to match the patient’s anatomy. TeVido will look to key partnerships in manufacturing and potentially sales. Plastic surgeons (board certified in US) are the key influencers of the sales, providing a targeted and attainable niche market. Ideal exit strategy is acquisition, which could occur as early as the clinical trial timeframe.

Revenue Projections: Product development, clinical trials and regulatory approval are estimated to take 6 years and ~$40M. Sales of the NAC product line are expected to exceed $300M 5 years post launch. With the launch of TeVido’s pipeline of products, total revenue in this timeframe is estimated to approach $1B.

Company Status – TeVido is in early stage prototyping with initial animal results. TeVido has received extensive press coverage and numerous awards: CNN, CNBC, Huffington Post, The Economist, Popular Science, 2nd place (out of 750+ applicants) LIVESTRONG Foundation’s Big C Competition, DeBakey Award presented at the 2015 Texas Life Science Forum, top 5 Health & Medicine Startups for CNBC / Singularity University XCS Challenge, Top 5 Texas New Venture competition, Top 3 RESI Innovation Challenge, TechCrunch Pitch-off Winner, Named as one of Austin’s Hottest Startups 2014, Selected as one of the Best University Startups 2013.