



JON BRUMLEY

**TEXAS VENTURE LABS**

THE UNIVERSITY OF TEXAS AT AUSTIN

# Venture Expo

## Event Program

December 5, 2013



@TXVentureLabs



Texas Venture Labs



Texas Venture Labs

**#VentureExpo**

Welcome to the Fall 2013 Venture Expo at the University of Texas at Austin hosted by the 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 enjoy the event.

**Registration:** 12:30 pm – 1:00 pm

**Presentation Block A:** 1:00 pm – 1:45 pm

- Welcoming Remarks Pg. 8
- TeVido BioDevices Pg. 3
- Dry Vax Pg. 4
- pairfAb Pg. 4

**Break:** 1:45 pm – 2:00 pm

**Presentation Block B:** 2:00 pm – 2:45 pm

- VOBI Pg. 5
- Aunt Bertha Pg. 3
- Amatra Pg. 3
- Panopticon Security Pg. 5
- lhiji Pg. 6

**Break:** 2:45 pm – 3:00 pm

**Presentation Block C:** 3:00 pm – 3:45 pm

- Equipboard Pg. 4
- TEN4 Ads Pg. 5
- eyeQ Pg. 8
- RideScout Pg. 8
- Set.fm Pg. 6

**Break:** 3:45 pm – 4:00 pm

**Presentation Block D:** 4:00 pm – 4:45 pm

- Primizie Pg. 5
- Eduvant Pg. 4
- Wetzal Blade Pg. 7
- nCarbon Pg. 6
- Water Lens Pg. 7

**Closing Comments:** 4:45 pm – 4:50 pm

**Venture Showcase:** 4:50 pm – 7:00 pm

- Please join us for cocktails and light appetizers in the Tejas Dining Room. Each of the presenting companies will have a table displaying the company name and logo.

*Venture Expo may be videotaped or photographed. By entering the room, you grant permission for your image and voice 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 start-up companies with talented and entrepreneurial graduate students from the Colleges of Business, Law, Engineering, Natural Sciences and Pharmacy. These students work with the company's founders on semester-long projects to address important business issues. Forty-eight percent of companies have gone on to raise funds after participating in the TVL Accelerator. The total amount raised in the last three years exceeds \$187 million.

**Join as a Startup:** The deadline to apply for the Spring semester is December 9, 2013.  
The application can be found at <http://bit.ly/TVLapply>.

**Join as a Student:** Recruiting for the Fall of 2014 TVL course begins in late January 2014.  
To receive updates, sign up at <http://bit.ly/TVLFall2014>.  
To learn more about student opportunities, visit <http://bit.ly/TVLstudents>.

## Venture Labs Investment Competition

The Texas and Global VLIC are annual business competitions aimed at graduate students from the University of Texas and around the world that are seeking funding for their new ventures. Notable former competitors include Phurnace Software, uShip, eVapt, Ordoro and Halsa Pharmaceuticals.

**Learn more:** To learn more about VLIC, visit <http://vlic.utexas.edu>.

## TVL Scholarship Program

The TVL Scholarship Program allows aspiring entrepreneurs to compete for an MBA scholarship and to access a variety of resources that will help enable, refine and eventually launch their venture.

**Learn more:** To learn more about the program, visit <http://bit.ly/TVLScholarship>.

**Apply:** The deadline to apply is January 10, 2014.  
Submit at <http://bit.ly/TVLScholarshipApp>.

## TVL Office Hours

TVL holds office hours every Wednesday from 12:30 pm – 1:30 pm at the One Twenty 5 Café in the AT&T Executive Education and Conference Center. Anyone interested in learning more about our programs or discussing their business ideas should attend.

**Get Involved:** An RSVP is not necessary, but is appreciated.  
To RSVP, email [infoTVL@mcombs.utexas.edu](mailto:infoTVL@mcombs.utexas.edu).

## Social Media

Find us online at [tv.utexas.edu](http://tv.utexas.edu), on Facebook and LinkedIn as **Texas Venture Labs**, and on Twitter at **@TXVentureLabs**. Contribute to today's conversation using **#VentureExpo**.

## Texas Venture Labs Fall 2013 Partner Companies

*The following companies have all participated in the most recent TVL Accelerator program.*



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**Amatra** specializes in communications and mass notification for educational institutions, governments and businesses that require a smart, secure communications system. Amatra SmartSource™ is the one source for smart communications, enabling fast, secure and easy contact with thousands of students, government safety specialists and business associates. Our product is fully integrated to work with IBM solutions and was one of the first solutions to be validated and certified by IBM as part of the "IBM Government Network Centric Operations (NCO) Framework" and the "IBM Government Industry Framework". The solution is also showcased in the IBM Global Solutions Directory. Amatra is part of the Austin Technology Incubator.



**Aunt Bertha** sells intake management software to governments and private charities. Our customers are housing programs, churches, charter schools or any of the 1.4 million charitable or government social service programs in the United States. We get customers by building the first robust social services search tool - which was launched in the State of Texas in 2011 and is rapidly expanding to other states ([www.auntbertha.com](http://www.auntbertha.com)).



**Dry Vax** sells a technology that stabilizes vaccines, eliminating the need for cold-chain transportation and storage. This technology can have a profound impact on the existing vaccine supply chain because cold-chain storage accounts for up to 80% of the financial cost of vaccination, and an estimated 75-100% of the vaccine shipments are exposed to freezing temperatures resulting in costly waste and the loss of nearly half of all global vaccine supplies. This technology will also open markets that lack cold-chain storage and as a result were unreachable for broad vaccine distribution.



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**Eduvant** helps K-12 schools accelerate student achievement through data use. Eduvant identifies the most useful information schools need to improve both student outcomes and teacher performance, without any additional training or infrastructure. Our web-based software does the work of a 24/7 staff researcher, continuously processing new student data, then notifying teachers, principals and superintendents about the most important problems and opportunities they can act on right away to improve student outcomes.

The logo for Eduvant features a stylized blue bar chart icon to the left of the word "Eduvant" in a bold, dark blue sans-serif font.

**Equipboard** is a product catalog anchored on celebrities (famous musicians, athletes, actors, etc.) and the products they endorse both explicitly and implicitly. People want information based on what celebrities are doing (e.g. 110,000 people in the US alone search "Lebron James shoes" monthly) and currently find this information scattered on YouTube videos, fan sites/forums/blogs, social media and brand websites. Equipboard takes a proven social commerce browsing experience (Pinterest, Wanelo, Fancy) and applies it to a central repository of "who is using what."

The logo for Equipboard consists of the word "EQUIPBOARD" in a light blue sans-serif font, with the letters "BOARD" in a bold, orange sans-serif font.

**pairfAb** utilizes a patent pending process to determine the genetic sequence of antibodies from an immunized individual or animal. PairfAb can provide clients with the genetic sequence for antibodies for downstream application as diagnostics, therapeutics or research reagents. Blood containing antibody-producing cells is shipped to a facility (at this time housed at the University of Texas) where these cells are isolated and analyzed. Relative to traditional methods, this takes days rather than months and yields thousands of times more data. Antibody-based therapeutic, diagnostic and research products are a multibillion-dollar industry. Our customers will include academic, commercial and pharmaceutical laboratories who desire a rapid development of new antibody reagents for any of these purposes.

The logo for pairfAb features the word "pairfAb" in a teal, lowercase sans-serif font. The letters "f" and "A" are stylized with a horizontal line passing through them.

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**Panopticon Security** has developed a suite of essential applications designed to serve enterprise cyber-security needs with a focus on reducing the cost of operations, accelerating incident response times, enhancing risk management capabilities, ensuring important credentials are securely escrowed and shared and reducing the threat of sensitive data exfiltration.

The logo for Panopticon Security features the words "Panopticon" and "Security" stacked vertically in a light blue, rounded, sans-serif font.

**Primizie** is the creator and producer of a line of specialty snack chips called Primizie Crispbreads. Primizie Crispbreads are a true chef-created snack and first in their category. Utilizing a unique cooking process and a base of Italian bread, they are a handmade artisan chip with minimal ingredients, no preservatives and no trans fats. They provide the market with the only thick-cut flavor forward chip. Primizie Crispbreads have superior “dipability” characteristics in that they cut through soft cheeses and dips without breaking or crumbling. They are great for snacking on their own or paired with a large variety of food components.



**TEN4 Ads** provides truckside advertising services, turning 53’ tractor trailers into moving billboards. Leveraging the previously unused space on the sides of blank semis allows us to significantly open up the out-of-home (OOH) advertising market, which is currently dominated by billboards. In addition, TEN4 Ads aims to solve the biggest challenge facing OOH advertising today – tracking an advertisement’s effectiveness in the eyes of consumers. By partnering this innovative form of advertising with GPS technology and current traffic data, we plan to revolutionize the OOH market and level the playing field for transit advertising within the industry.

The logo for TEN4 ads features the word "TEN4" in a large, bold, grey, sans-serif font, with the number "4" in orange. Below it, the word "ads" is written in a smaller, grey, lowercase, sans-serif font.

**VOBI** builds mobile, contextual collaboration and unified communication solutions for enterprise. In a world that is increasingly mobile and collaborative, modern users within an enterprise need lower cost tools that reduce the effort associated with sharing information and communicating with colleagues. Vobi is the first to leverage the mobile network to bring advanced UC solutions while completely eliminating the need for PBX systems or third-party collaboration services. Vobi is fully integrated into the mobile experience and network for voice, video, chat and collaboration. Vobi is the modern UC for the mobile enterprise.



## Austin Technology Incubator Companies

The following companies are members of the Austin Technology Incubator (ATI).



The **Austin Technology Incubator** prepares technology startups to compete successfully for growth capital. ATI, in the IC<sup>2</sup> Institute at The University of Texas at Austin, has a 25-year history of successful new venture support. ATI has helped more than 250 companies raise over \$1 billion of investor capital. More than 85% of ATI's 2012 graduating class received funding totaling more than \$200 million. ATI has a dual mission: promote economic development in Central Texas through entrepreneurial wealth and job creation and provide a “teaching laboratory” in applied entrepreneurship for UT-Austin students and faculty.

**Ihiji** is the only zero-maintenance, cloud-based, remote network management solution for IT professionals and technology integrators. The award-winning ihiji inversion solution is easy to set up, uses a low-cost, palm-sized appliance as the only onsite hardware and gives service providers a centralized, web-based dashboard with visibility into multiple client networks at once. Subsequently, ihiji's customers become more proactive and efficient, eliminating up to 50% of service calls while simultaneously increasing recurring revenue and protecting profits. A global solutions provider, the privately held company is based in Austin, Texas. To learn more, visit [www.ihiji.com](http://www.ihiji.com) or follow ihiji on twitter @ihiji.



The founders of **nCarbon**, Inc. discovered a new form of carbon while working at the University of Texas at Austin. The new material is a three dimensional, porous structure with walls that are a single atom thick. It has extraordinarily high surface area per unit weight. This revolutionary material, nCarbon™, is ideal for supercapacitor electrodes and enables a 3X improvement in the amount of energy that can be stored. nCarbon, Inc. is commercializing this material by manufacturing electrodes to make the world's lightest, most powerful supercapacitors. The improved performance of the supercapacitors will result in a reduction in the cost of electrical energy storage and a more rapid adoption of this technology in the automotive space to improve fuel efficiency and acceleration.



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**Set.fm** is built by music lovers for music lovers. Our free app helps working musicians tap into additional revenue streams. With Set.fm, artists can instantly capture, promote and sell recordings of their live performances. It's simple to set up and most artists already have the equipment needed to produce high quality recordings. Now fans everywhere can relive the live show experience long after the house lights have come up. Set.fm is proudly based in the live music capital of the world, Austin, Texas.

Set.fm  
LIVE MUSIC  
RECORDINGS

**Water Lens** enables real-time and accurate onsite testing of drilling fluids and frac water for a host of contaminants or interfering constituents. While our chemistry is robust, accurate and sophisticated, it is extremely easy to use and was specifically designed with the harsh oilfield environment in mind. By using Water Lens, operators, oilfield service, chemical and water recycling companies now have access to the critical data they need, when they need it the most – at the well site. Real-time fluid data not only improves operations and reduces costs, but it facilitates the recycling of flowback and produced water; thus making hydraulic fracturing more sustainable.

 Water Lens™

**Wetzel Blade** will manufacture advanced-technology wind turbine blades as replacement blades for rapidly aging utility-scale wind turbines. This serves as a capstone to an end-to-end approach to providing aftermarket solutions for blades including forensics engineering and advanced-technology life extension solutions. The company is developing revolutionary adaptive space frame technology for rotor blade construction in partnership with its sister company Wetzel Engineering, Inc., supported in part by a USDOE SBIR grant.

**WETZEL BLADE**

## Texas Venture Labs Alumni Companies

*The following companies participated in the Fall 2012 TVL Accelerator program.*

**eyeQ** provides shoppers and retailers with engaging in-store digital experiences and unprecedented physical store analytics and insights brick-and-mortar retailers need to drive incremental sales. Using highly engaging touch-screen displays, on-board cameras and specialized wireless cards, eyeQ creates unique shopping experiences that give shoppers the most highly-targeted offers and information available in the bricks-and-mortar world. eyeQ also helps retailers learn about their shoppers - age, gender, dwell time, mood, repeat visits - to any store location and physical browsing history. Ultimately retailers can connect this information to their online data for a true Omni-channel view of their customers. All with virtually no effort by the shopper or retailer.



**RideScout** is a free mobile app that connects users to public, private and social modes of transportation. RideScout has partnered with over a dozen existing partners including car2go, Sidecar, Hailo, Bandwagon, Silvercar, Capital Bikeshare, Metro bus and rail and more to provide users with access to existing and emerging transportation services 24 hours per day, seven days per week. In-app features include point-to-point trip planning, cost estimation, sorting ride options by cost or time, walking and biking routes with an estimation of calories burned and social rideshare functionality. All you need to know is where you want to go and RideScout figures out the rest.

RIDESCOUT™

**TeVido BioDevices** uses the innovative process of printing human-like skin tissue for the development of skin substitute products for chronic wound care, burn treatment and reconstructive surgery. The implications for people suffering from severe burns and chronic non-healing wounds range from pain, reduced quality of life, loss of productivity and unsightly scarring all the way to amputation of part or all of a limb.

