

2012 UC Berkeley
Startup Competition

bplan

Finalist Presentations and
Awards Ceremony



bplan

The UC Berkeley Startup Competition

Andersen Auditorium
Berkeley–Haas
Thursday April 26, 2012

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Co-Chairs Welcome

Welcome! On behalf of the 2012 UC Berkeley Startup Competition Executive Committee we would like to welcome you to the Bplan Finals, our flagship event, and the culmination of an exciting Competition!

Since its inauguration in 1999, the Bplan Competition has played a critical role in furthering entrepreneurship across the UC Berkeley and UC San Francisco communities.

Bplan is a year-long program of events dedicated to spurring the entrepreneurial process. The Competition not only gives rising startups the opportunity to showcase their venture and attain critical funding, it pushes teams to further their ideas by working with leading members of the entrepreneurial community and iterating their business model.

From the over 150 entries in this year's Competition, venture capitalists and industry professionals selected the strongest 37 to advance to the Semi-Final round. Only a couple days ago, the 37 semi-final teams pitched their businesses to a panel of leading industry professionals. After tough questions and much deliberation, eight finalists were selected to advance—the top two from each industry track. Earlier today, the finalists pitched their businesses to a panel of judges, who selected the Grand

Prize winner. Tonight we will hear from the Finalists, unveil the Grand Prize winner, and have you, the audience, select the People's Choice and Elevator Pitch award winners.

The Competition has achieved much in its 14-year history, but to increase its impact on the startup community, this year we implemented a number of exciting changes. We moved away from a 30-page business plan and focused teams on cutting-edge

entrepreneurial challenges, such as iterating on their business models, developing customer insights, and developing a prototype for their pitch. The changes have been very well-received by participants, mentors, and judges and have allowed us to provide even more support for promising entrepreneurs.

We would like to thank everyone who made this year's Competition a success. Bplan only exists with the continued support of our faculty and staff, valued sponsors, excellent judges, selfless mentors, and workshop presenters who volunteer their time and expertise. Last, we owe our sincere gratitude to all participants. Your hard work, creativity, and ingenuity are inspiring.

Nick Mascioli
Adam Sterling
Tom VanLangen



Pictured left to right: Adam Sterling, Nick Mascioli, Tom VanLangen

Dean Lyons Welcome

Dear Friends,

Welcome to the finals of the 14th Annual UC Berkeley Startup Competition at the Haas School of Business.

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

Each year the number of plans submitted and the number of successful firms that come out of the Competition have increased. This growing interest is a testament to the entrepreneurial passions of our students and the



unique opportunity they have to cultivate relationships with prominent San Francisco area

venture capitalists and entrepreneurs who lend their time and expertise as mentors and judges.

All of us at the Haas School are proud of the positive impact this competition has had in the world. It is a testimony of our school's defining principles

of questioning the status quo and thinking beyond oneself.

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

Sincerely yours,

A handwritten signature in black ink that reads "Richard Lyons".

Richard Lyons
Bank of America Dean
Haas School of Business

Lester Center Welcome

The Lester Center is pleased to welcome you to the 14th Annual UC Berkeley Startup Competition. The Competition is brought to you through a rich collaboration between the Haas School of Business, the College of Engineering, the School of Information, College of Letters and Science and many other departments across the UC Berkeley and UC San Francisco campuses.

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

We are gratified and inspired by the enthusiasm for entrepreneurship across the UC Berkeley and UCSF campuses.



The Bplan committee updated the Competition format to reflect the current realities of the start-up world and the overwhelmingly positive response we have received highlights the engagement and excitement towards entrepreneurship in our community. Please enjoy the team presentations and help us celebrate the accomplishments of the 2012 entrants. Let us also thank the student-led Competition Executive Committee who made this event possible through their hard work and collaboration.

Regards,

A handwritten signature in black ink, appearing to read "Andre Marquis".

Andre Marquis and the Lester Center team
Lester Center for Entrepreneurship
Haas School of Business
University of California Berkeley

Agenda

Finalist Presentations and Awards Ceremony

Thursday, April 26, 2012
6:00-9:15pm
Andersen Auditorium
Berkeley-Haas

Schedule of Events

- 6:00pm Reception (Bank of America Forum)
- 7:00pm Opening Remarks:
- Andre Marquis**
Executive Director,
Lester Center for Entrepreneurship
- Dean Richard Lyons**
Bank of America Dean,
Haas School of Business
- Nick Mascioli, Adam Sterling, Tom VanLangen**
2012 UC Berkeley Startup Competition
Co-Chairs
- 7:10pm Elevator Pitch Contest Presentation
- 7:45pm Elevator Pitch Contest Voting
- 7:50pm Finalist Team Presentations
- 8:50pm People's Choice Contest Voting
- 9:00pm Award Presentations
- 9:15pm Closing Remarks

Thank You to Our Sponsors

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

GOLD SPONSORS



Claremont Creek Ventures *(Life Sciences Track Sponsor)*

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

www.claremontcreek.com



DCM *(IT & Web Track Sponsor)*

DCM is an early stage venture capital firm that has been helping entrepreneurs build world-class technology companies since 1996. The firm's partners manage funds totaling over US\$2 billion, and have

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

www.dcm.com



UM

A division of IPG's Mediabrands, UM is a global marketing communications agency that represents some of the world's leading marketers and strategic thinkers. Our clients include Chrysler, Coca-Cola, ExxonMobil, Johnson & Johnson, L'Oreal, Microsoft and Sony. As part of the Interpublic Group of Companies, UM has 151 offices in 127 countries and employs 3,600 creative thinkers and doers.

UM has set out to prove that "Curiosity Works." A performance driven agency with avid curiosity, enthusiastic collaboration and resolute accountability at its core, UM breeds a culture of curious collaborative thinkers. Yes&, for this reason, UM holds itself to a higher standard where the opportunity to take an idea further is a mandate. UM is consistently ranked as a top-ten global media network. A leader in advanced analytics, UM was named the 2011 "Media Analytics Agency of the Year" by *Media Magazine*.

www.umwww.com

SILVER SPONSORS



Javelin Venture Partners

With \$180 million under management, Javelin Venture Partners is an early stage venture capital firm specializing in technology based start-ups that leverage key innovations to create scalable, high-growth companies. Key focus areas include digital/social media, web services/commerce, mobile, cloud and enterprise/healthcare IT. Javelin Venture Partners' investment professionals are proven new-technology entrepreneurs who focus on identifying exceptional businesses and management teams, and helping them achieve great success. The firm operates with the culture of a start-up and with an emphasis on

being a true partner to entrepreneurs. Javelin Ventures Partners is located in San Francisco, CA, but invests in start-ups throughout the world. For a list of active portfolio companies, or to submit a business plan, visit Javelin's website.

www.javelinvp.com



Lowenstein Sandler

The Tech Group at Lowenstein Sandler is a nationally recognized thought leader in the development of technology-based and venture-backed businesses across industries. The Tech Group, which

has counseled clients on more than 500 venture and angel financings in the past two years, represents the country's leading venture funds and works with technology entrepreneurs and businesses at every level – from the labs of leading universities, to start-ups, to the largest companies in information technology, telecommunications and life sciences.

www.lowenstein.com

MINTZ LEVIN
MINTZ LEVIN COHN FERRIS GLOUSKY AND POPEO PC

Mintz Levin

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

www.mintz.com

MOHR DAVIDOW



Mohr Davidow Ventures

For nearly 30 years, the Mohr Davidow team has invested in disruptive startups and worked closely with exceptional entrepreneurs to create venture returns by developing and bringing to market technology-based products and services. Mohr Davidow invests in companies that transform industries whether through better infrastructure for our rapidly evolving data-intensive digital world, more efficient power for our planet, or better, more personalized medicine. The firm is thesis driven and focused on discovering the first movers in emerging categories. The partners engage early to have highest impact and to drive the largest outcomes. Category-leading companies funded by Mohr Davidow include: Agile (ORCL); AudienceScience; Brocade (BRDC); Coupa; Genomatica; Infusionsoft; Kabbage; Nanosolar; nLight; ONI Systems (CIEN); Pacific Biosciences (PACB); Panasas; ParAccel; ParAllele (AFFX); Proofpoint; OPXBIO; RainDance Technologies; Rally Software; Rambus; Recurrent Energy (acquired by Sharp Corporation); Rocket Fuel; Shutterfly (SFLY); Simbol Materials; Ticketfly; Visible Measures; and ZeaChem.

www.mdv.com

Morgan Stanley

Morgan Stanley

Morgan Stanley Expansion Capital invests in later-stage private companies with proven capital-efficient business models, demonstrated growth and market validation. Since 1986, Morgan Stanley Expansion Capital and its predecessor funds have invested over \$1.1 billion of growth capital in over 150 companies. MS Expansion Capital's investment focus is in Information Technology, Healthcare, Media/Communication, Consumer/Retail and other growth industries. Investments include Constant Contact, Plateau Systems, Socialware, SPSS, Perceptive Software, Websense, CSG, Core Security, FreightQuote.com, Suros Surgical, R2, Intuitive Surgical, SouthernCare, Allscripts, HealthStream, National Healing, Arcadian Management, Quintiles and Clinipace.

www.morganstanley.com



M O R G E N T H A L E R

Morgenthaler Ventures

Morgenthaler Ventures has been in the venture capital business for more than 40 years, steadily investing through every market cycle. Throughout that time, Morgenthaler has worked with exceptional entrepreneurs to help build companies of value. Among the many Morgenthaler-funded companies that have gone public

or were acquired are: information technology companies Apple, Siri, NexTag, Nuance Communications, and BlueArc; and life science companies, Ardian, IPC- The Hospitalist Company and Perclose. Current portfolio companies include Evernote, Lending Club, Practice Fusion, OncoMed, Globelimmune and Catalyst Biosciences. We have invested in more than 300 companies in the information technology and life science sectors; the firm's entire portfolio of companies can be found on their website.

www.morgenthaler.com

M O R R I S O N | F O E R S T E R

Morrison & Foerster LLP

Morrison & Foerster LLP is a 1,000+ lawyer firm with 15 offices in the major global financial and technology centers across the United States, Asia and Europe. Its Emerging Companies and Venture Capital practice is among the world's most active legal practices dedicated to advising emerging companies at every stage of their evolution and advising venture capital and other investors in their emerging company investments. In the past decade, the firm has handled transactions that have raised in excess of \$4 billion in venture capital, with hundreds of initial public offerings and mergers and acquisitions of venture-backed companies.

www.mofo.com



Wilson Sonsini Goodrich & Rosati

For more than 50 years, Wilson Sonsini Goodrich & Rosati has offered a broad range of services and legal disciplines focused on serving the principal challenges faced by the management and boards of directors of business enterprises. The firm is nationally recognized as a

leader in the fields of corporate governance and finance, mergers and acquisitions, private equity, securities litigation, employment law, intellectual property, and antitrust, among many other areas of law. With long-standing roots in Silicon Valley, Wilson Sonsini Goodrich & Rosati has offices in Austin; Brussels; Georgetown, DE; Hong Kong; New York; Palo Alto; San Diego; San Francisco; Seattle; Shanghai; and Washington, D.C.

www.wsgr.com



Scenes from the 2011 Competition





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

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

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

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Cadreon

CBS Local Media
San Francisco

Clear Channel Media
& Entertainment

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Seeking Alpha

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Topix

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Univision Television
Group, Inc.

The Wall Street
Journal

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Scenes from the 2011 event

2012 Executive Committee

**Co-Chairs:**

Nick Mascioli
Adam Sterling
Tom VanLangen

Judging & Sponsorship:

Robbie Allan
Jane Buescher
Vivien Leong
Larry Pier

Marketing & Events:

Stephanie Knoch
Krishna Shah

Mentorship & Events:

Amara Aigbedion
Hrishikesh Desai

Program Manager

Kirsten Berzon

Competition Overview

The UC Berkeley Startup Competition (Bplan) is one of the foremost events for budding entrepreneurs: a forum providing entrepreneurs with the best possible resources – including education, networking, team creation, mentorship and new venture financing – to help turn innovative ideas into real businesses.

The annual event is organized entirely by students and receives valuable support from corporate sponsors, UC Berkeley alumni, and the Haas School's Lester Center for Entrepreneurship.

The Competition is also endorsed by the Entrepreneurs Association at Haas, the College of Engineering, the School of Information, and numerous other departments around campus.

Each of the eight finalist teams participating tonight has gone through a rigorous selection process over the past several months. These teams are passionate about their ideas and have worked hard to present and defend their respective businesses in front of judging panels of esteemed venture capital and legal professionals.

Plans were evaluated against the following criteria:

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

The winners will walk away with cash prizes totaling \$50,000, and, more importantly, they will gain exposure to experienced professionals and venture capitalists who will help them take their businesses to the next level.

This year's prizes are:

Grand Prize	\$20,000
Four first place track winners	\$5,000 each
Four second place track winners	\$1,000 each
People's Choice Award	\$5,000
Elevator Pitch Award	\$1,000

*The Lester Center for Entrepreneurship
is proud to host the 2012
UC Berkeley Startup Competition*



Competition Timeline

The UC Berkeley Startup Competition, now in its 14th year, is the vehicle that connects UC Berkeley and UC San Francisco's best entrepreneurs and world class research with the Bay Area's business elite.

Each team is required to have one member that is either a current UC Berkeley or UC San Francisco student, alum, faculty or staff member. Business ideas aim to take advantage of market opportunities in many diverse business areas, including media, life sciences, energy, software, Internet, and consumer products and services.

Startup and Global Social Venture

Competitions Mixer	November 7, 2011
Information School Mixer.....	November 14, 2011
IT and Web Mixer	November 16, 2011
Energy Mixer.....	November 21, 2011
UCSF Mixer.....	December 8, 2011
Executive Summary Deadline	January 26, 2012
Mentor Mixer.....	February 22, 2012
Launchpad Event.....	April 3, 2012
Semi-Finals	April 24, 2012
Private/Public Finals	April 26, 2012

Additional Resources

Haas Venture Fellows Pitch Lab
 Entrepreneurial Best Practices Series
 Bplan and Berkeley Postdoc Entrepreneur Program Pitch Session

SEMI-FINALIST TEAMS

Adaptation Energy

Adaptation Energy will build wireless sensor nodes (“WSNs”) for monitoring equipment in a manufacturing setting powered by our patent-pending self-tuning vibration harvester. Our self-tuning vibration harvester allows customers to avoid the costs of running wires, pre-tuning passive energy harvesters, and replacing batteries by providing “set-and-forget” capabilities. By creating WSNs that are powered by a highly versatile and reliable power source, we believe that we can capture a sizeable part of the projected \$4-billion market.

AdrenaRx

AdrenaRx is a biopharmaceutical company focused on the prevention and treatment of heart failure due to toxicity from cancer chemotherapy. Each year, 1.6 million Americans are affected by cancer, and a third of these patients receive chemotherapy that can damage their heart. AdrenaRx has identified a new therapeutic target and a potent, selective drug that can protect the heart from damage by chemotherapy, and reduce a patient’s risk of developing heart failure after surviving cancer.

Archon Medical Technologies, LLC

Archon Medical Technologies, LLC is a start-up medical device company that has developed a low-cost mechanical suturing device, *QuickStitch*, to improve abdominal wall closure by providing a guide for proper suture placement, protecting the surgical needle from puncturing internal bowels, and helping surgeons use appropriate force in suturing.

Aurinko

Aurinko is a systems integration company planning to combine state-of-the-art high efficiency solar and battery technologies into man-portable energy harvesting and storage devices. Aurinko’s Man Portable Solar System (MaPSS) builds offensive capabilities for the US military by enabling energy self-sufficient Forward Operating Bases and extended patrols out of those bases, while cutting defensive liabilities caused by the need for diesel supply transport and protection. MaPSS will be a perfect cost saving and lifesaving solution to the US military’s dependence on diesel fuel.

Back to the Roots

Back to the Roots, started by two Haas Business School undergrads, promotes sustainability and zero-waste, while reconnecting people to food through its grow-at-home mushroom kit. Our gourmet

mushroom kits are made with 100% recycled coffee grounds, and produce 2 pounds of fresh oyster mushrooms in just 10 days! People of all ages can actually grow and eat their own mushrooms all at home, a unique experience in today's urban lifestyle.

Better Cater

Better Cater is a web-based catering software solution that streamlines small to medium-size catering businesses' workflows. Caterers require a software solution to manage events and finances. Current market solutions have a steep learning curve and offer extra bells and whistles that do not parallel our customers' business realities. Our simple interface saves caterers time and provides accurate reports related to invoices, proposals, food costs, and more. We offer a flexible inexpensive monthly subscription plan.

Biomarque

Biomarque is a UC Berkeley startup utilizing innovative technology to facilitate rapid, inexpensive, and quantitative proteomics assays that benefit from microfluidic scaling. Biomarque seeks to become the leader in advanced high-throughput proteomic technology for pharmaceutical and biotech research as well as personalized medicine where our technology will have a significant impact on the cost per data point in biomarker validation and detection.

Calcula Technologies

Calcula Technologies is developing a novel urological medical device for the removal of kidney stones outside of the operating room. Our patent pending technology will treat 4M patients/year in the US and EU. With clear FDA predicates and existing CPT reimbursement codes Calcula will be a major disruption in the field of Urology.

CalSolAgua

CalSolAgua (CSA) developed an affordable solar water heating system for households in developing countries. After five generations of prototyping, CSA developed a patentable system that can retail for \$150 – less than half the price of competing water tank heaters, and less than a fourth of the price of competing solar water heaters. Our product provides the opportunity for 120 million households globally to reduce energy costs, avoid carbon emissions, and realize health benefits.

Claro Energy

Claro Energy provides solar-powered water pumping solutions to meet irrigation needs of farmers in remote power-deficit agriculture areas in India where costly diesel generated power is the default

choice. Claro Energy's solar-powered pumps have near zero operating costs, are longer lasting and highly reliable when compared to diesel-powered pumps. In combination with sales, marketing and business development competencies, Claro Energy has also developed in-house integration and implementation expertise in remote rural regions of India.

ConcertCrowd

ConcertCrowd is a new Facebook and mobile web app based on a user's location, music likes and friends list, helping fans discover live music in any city around the world. As the only company focusing on the discovery aspect, ConcertCrowd aims to provide fans with all the tools they need to find their next favorite show, including: integrated streaming audio for sampling artists, geolocation based discovery, venue maps and personalized event recommendations.

EvolveMol

EvolveMol, Inc. is a biotechnology company focused on engineering microorganisms to produce novel enzymes and small-molecule drugs. Our disruptive synthetic biology platform technology enables rapid synthetic biology at the industrial scale – in 12 hours we create and test one million times more engineered microbial strains than current state-of-the-art production processes. Our vision is to use synthetic biology to engineer a healthier world with universal access to the basic human needs of energy and medicine.

Fresh Picks

Fresh Picks tackles the critical obesity crisis by making it easy for office workers across America to choose a fresh, healthy lunch every day. Rather than telling people how to eat healthy, we empower them to have a customized, fresh, healthy lunch every day, delivered straight to their office. We partner with employers to provide a solution that effectively transforms employee health and wellness, ultimately improving their productivity and retention and lowering healthcare costs.

GradeFund

GradeFund is the leading community-based approach to student education financing that naturally encourages academic success. At its core, GradeFund allows students to raise money for school by earning good grades. As an alternative to increasingly competitive scholarships and high interest-bearing loans, GradeFund helps students by easing the financial burden of education through a merit-based system. The platform is open to high school, college, and graduate students. For more information, visit www.gradefund.com.

Greenhouse

Greenhouse is a fast casual restaurant that will efficiently serve healthy, great-tasting salads, hearty soups, and organic frozen yogurt made fresh with high-quality, sustainably raised ingredients, to a large and growing segment of busy, health-conscious consumers.

HARBO Technologies

During the first critical hours, oil-spills spread, split, and create escalating irreversible damage. HARBO develops the only emergency oil-spill containment solution for immediate response. HARBO's Zero Time to Spill system is at standby position on-board oil-tankers/rigs and other ships and deploys a boom (floating barrier) within minutes to contain spills. HARBO's advantage: Minimizing environmental damage, avoiding large containment/cleanup expenses, offering superb cost-efficiency and preventing a PR nightmare. "Containing oil-spills when they're small, preventing big disasters."

Hemova Medical

Hemova Medical is a medical device venture formed out of Johns Hopkins University with a vision to provide safe, reliable vascular access for dialysis patients. Its primary product, the Hemova Port, revolutionizes blood access by reducing stenosis and infection, thus preventing access site failure and greatly extending the life of the patient. Hemova is currently undergoing preliminary animal trials.

Intellievents

Intellievents™ was founded with the vision of maximizing the way people experience their favorite events by transforming how event-organizers and marketers interact and learn from their customers – in real-time. Our mission is to reduce the inefficiencies and inconveniences that people face while attending their favorite events (sports, concerts, amusement parks, and corporate events). Our proprietary technology heightens event-goers experience while providing event-organizers and marketers with the business intelligence necessary to best serve their customers.

J2P International

J2P International is a trade company. Our goal is to improve the well-being of people through innovative technologies that span from health monitoring, medical, communications, and consumer products. We also assist inventors by helping them bring their ideas to life. Through state of the art technology, dependable products and excellent services with a focus to give back to the global community, J2P is leading the way to develop a better tomorrow.

Kloudless, Inc.

Kloudless is a free service that helps you manage all the things you put in the cloud. We enable users to search for, access, and manage their information that is spread across the Internet. We're starting with email attachments, the black hole of cloud services, and will expand to other cloud services in the near future. Our solution addresses an increasingly large problem as more and more information moves into the cloud.

Mashlytics

Mashlytics is a drug economics decision engine for doctors and pharmacies. Our web solution forecasts the profit of complex medicines, and determines the value each patient contributes net of all drugs and services. Instead of buying inventory and turning patients away based on incomplete historical costs of a single drug, now providers can anticipate changing margin at a patient level. By optimizing practice economics, Mashlytics helps providers treat with confidence and increase access for patients.

MD Local

MD Local provides rapid and convenient access to primary care physicians (PCP) in the United States by leveraging existing telemedicine technology in virtual kiosks at local retail pharmacies or supermarkets. MD Local provides a solution to the ballooning PCP demand and associated access and wait-time challenges through readily improving telecommunications technology, enabling a patient and a physician to be physically located in different parts of the country, thus revolutionizing the healthcare industry.

Memeja

Memeja is a social networking site that aims to unify users from around the world by identifying with common memes, or pictorial representations of themes, ideas, and experiences. Users can upvote or downvote content based on how much these memes resonate with them and can also share their content with the online community. Through this process, Memeja hopes to create a meaningful user-driven compendium of the human experience.

Modify

Modify is a brand built on freedom of expression. Customizable for individual style, Modify's interchangeable watches offer dope design for anyday wear. Available in two different sizes and over 250 combinations, Modify is a brand made for anyone—anytime,

anyplace. A proponent of exceptional personalized service, we engage organizations and fans to help create (and name!) watches. Modify Watches are available for corporate gifting and licensing.

Muscularix

At Muscularix, Inc., we have engineered the optimal regenerative biomaterial for skeletal muscle tissue stem cells. Our patent-pending technology is a combination of specific natural and synthetic factors that maintains muscle cell survival, stimulates robust regeneration and restores stem cell function, thus reducing therapy time, interventions and associated costs while improving organ functionality and quality of life in patients with muscular dystrophy or traumatic injury. Muscularix Inc.: Transforming the way we treat trauma and disease.

myLinkx

Simple, Affordable and Fun Smart Homes that provide energy savings, security and convenience. myLinkx will be the first to provide a comprehensive Home Automation solution for the consumer mass market catering to residential as well as light commercial buildings. The solution will become the "brain of the home"; allowing users to automate as well as remotely access and control their homes. Typical energy savings are about 20%, with an EVC of \$70/month.

Nanoly

2.1 million people die annually from vaccine-preventable diseases. People living in remote areas of the world struggle to receive immunization because vaccines must be kept refrigerated. Nanoly's technology enables cheap, effective, and safe delivery of vaccines to anywhere in the world. Nanoly is developing a nanoparticle and hydrogel based chemical shield that can be directly mixed with liquid vaccines to protect them for improved storage and transportation without the need for refrigeration.

Nature's Cradle

Nature's Cradle is a premium baby products designer and manufacturer whose patented technology incorporates techniques designed to modulate motion, sound and tactile stimuli to help transition newborns from womb to the new world. The Company's first product is an FDA cleared bassinet, which is clinically proven to provide newborns more sleep and less episodes of crying by recreating the intrauterine motion of the pelvic motion of a pregnant, walking woman.

ResolutionTube

ResolutionTube(RT) uses a patent pending mobile and cloud computing technology to boost the productivity of manufacturing

companies. It enables immediate real-time trouble-shooting of machine breakdown issues through a proprietary video chat platform over tablets analogous to telemedicine. The data captured in the process would be used for prognostics, predictive analytics and next generation product development. RT envisions use of such disruptive technologies to aid manufacturing companies and hence assist the Reshoring Initiative to bring the manufacturing back to United States.

S2E Energy

S2E Energy™ makes a proprietary platform solar cell component (S2E Film™) that enables solar energy to be lower cost than grid electricity. S2E Energy is not a solar cell manufacturer, but rather, it enables its customers to outperform their competitors through low costs and high performance. S2E Film also removes the rare metal indium from solar cells – indium is expensive and prone to trade barriers. The foundational IP behind S2E Film is from Northwestern University.

Selective Energy

Selective Energy is a marketing firm that creates a community for its clients and their consumers, while establishing brand loyalty and collecting consumer information, by using crowd-source funding that allows the firm to develop, finance and manage alternative energy projects.

TouchAuth

TouchAuth builds cloud based verification and authentication solutions for the post-pc era. Hate typing passwords on smartphone? We do too! We are building toolkits for pattern/image based passwords. Our tools will enable enterprises and app developers to integrate two-factor authentication and user management functions into their applications.

Traverie

Traverie is an explorer focused startup that leverages the emotional, personal and inherently social aspects of travel discovery to make the process visual, fun and trustworthy. We bring structure to the current ad hoc and offline model of discovering and selecting destinations. We blend user-generated content, professional content and advertising to deliver a compelling user experience. Our founding team comprises a designer, engineer and product manager from MIT, Harvard and Berkeley-Haas, respectively.

University Gateway

University Gateway is an online marketplace for prospective college students to connect with tutors, mentors and admissions prep experts to help students get into their favorite universities. The platform harnesses the expertise of current college students, alumni, admissions and

financial aid experts at competitive colleges. Students become stronger applicants by using our unique gamification layer that validates their competitiveness before they apply. University Gateway will forever change the way students get into their dream schools.

Vescue

Vescue is an automotive application which works in collaboration with your vehicle's onboard computer and your smart-phone to detect the occurrence of an automobile accident and then alerts emergency responders of the incident. Vescue provides a platform for a new generation of automotive applications by utilizing your smart-phone's ability to share data from your vehicle's on-board computer. This will enable innovation in vehicle driving assistance, accident reporting and road-side assistance, to name a few.

Wifinity

Wifinity is a seed-funded utility efficiency startup providing intelligent, wireless, energy/facilities management solutions for enterprises. Wifinity's core solution addresses energy demand management (auditing/monitoring/control) of Lighting, Heating/Cooling and industrial equipment, while the supplementary solution addresses monitoring/control of water, temperature, humidity, toxic gases and air quality. With a patented zigbee standard based sensor mesh network + smart router system architecture, Wifinity enables its customers to create low cost, secure, customized management solutions that yield an average of 20-30% savings in utility bills.

Yaygo

Yaygo is a mobility company that will improve transportation by leveraging the smartphone trend. Yaygo hopes to provide a reliable, on-demand, comfortable and safe mode of travel with the flexibility of a taxi and the affordability of a bus.

Executive Summary Round Judges

The first stage in entering the UC Berkeley Startup Competition is the executive summary submission in January. This year nearly 60 venture capitalists, experienced entrepreneurs, and professional service providers volunteered as judges to evaluate the executive summaries of the competition entrants. With over 150 entering teams, the judges worked diligently to review each submission and provide valuable feedback to the entrants. Ultimately, 37 teams moved on to the semi-final round. We would like to take this opportunity to express our sincere gratitude to the following executive summary judges for their generous contribution to the success of the 2012 UC Berkeley Startup Competition.

Brian Best	Leader Ventures
Mark Baudler	Wilson Sonsini Goodrich & Rosati
Diana Benedikt	Venture Insight Advisors
Steve Bennet	Sand Hill Angels
Jay Boddu	Juniper Networks
Tom Chiu	Sand Hill Angels
Doug Crawford	California Institute for Qualitative Biosciences
Kyle Doherty	Morgenthaler Ventures
Matt Ellinwood	Startup Consultant
David Epstein	Epstein Advisors
Luke Filose	Intel Education
Markus Fromherz	Xerox
Zach Gentry	Enlightened Inc.
Dr. Stuart Goose	Siemens Technology-to-Business Center
David Graham	Greenstart
Knute Gregg	Morrison & Foerster LLP
Steve Hahn	Dow Chemical Company
David Hartwig	SAP Ventures
Mike Hastings	Bay Area Regional Center
Dan Himelstein	Haas School of Business
Charles Huang	Angel Investor/Guitar Hero Founder
John Hubinger	Hubinger Ventures
David Ingraham	M/C Partners
Ben Jacobs	DCM
Donna Jang	Sand Hill Angels
Neena Kadaba, PhD	California Institute for Qualitative Biosciences
Rob Kalman	Quan Ventures
Evan Klarich	Morrison & Foerster LLP
Kevin Kopczyński	Rockport Capital Partners
Missy Krasner	Morgenthaler Ventures

Michael Lerner	Lowenstein Sandler LLP
Daniel Levine	Accel Partners
Dragos Maciuca	Lockheed Martin
Alireza Masrour	Plug & Play Tech Center
Siobhan McCleary	Lowenstein Sandler LLP
Ted McCluskey	Sand Hill Angels
Gavin McCraley	Morrison & Foerster LLP
John G. Millar	J.G. Millar + Associates
Oli Mittermaier	Experiential Learning Initiative
Peter Molloy	Haas School of Business
Richard Mordini	Javelin Venture Partners
Todd Morrill	Haas School of Business
Jean-Luc Neptune	Health 2.0
Mason Ng	Sand Hill Angels
Laura Oliphant	Intel Capital
Sean O'Malley	Billfloat
Brook Porter	Kleiner Perkins Caufield & Byers
Rodrigo Prudencio	Nth Power
Doug Renert	Tandem Entrepreneurs
Sumon Sadhu	Quid
Siddharth Sanghvi	eBay
Lee Shepard	Morrison & Foerster LLP
Ben Tseng	DCM
Dave Van Etten	Cooley LLP
Robert Walsh	ZeaChem Inc.
Steve Walske	Myriad Investments
Brett Wilson	TubeMogul
Canice Wu	Plug & Play Tech Center
Feng Yuan Xu	Google Ventures



Semi-Final Round Judges

This year 19 venture capitalists, experienced entrepreneurs, and professional service providers volunteered as judges for the Semi-Final Round event earlier this week. The judges heard pitches from 37 semi-finalist teams, and selected the eight finalists who are presenting here tonight. In addition, they provided valuable feedback to all entrants on their businesses. We would like to take this opportunity to express our sincere gratitude to the following judges for their generous contribution to the success of the 2012 UC Berkeley Startup Competition.

Brady Berg	Mintz Levin
Joyce Chung	Garage Technology Ventures
Doug Crawford	California Institute for Qualitative Biosciences
Steve Hahn	Dow Chemical Company
Tim Harris	Morrison & Foerster LLP
Jed Katz	Javelin Venture Partners
Matt Kirmayer	Lowenstein Sandler LLP
Kevin Kopczynski	Rockport Capital Partners
Jason Krikorian	DCM
Rebecca Lynn	Morgenthaler Ventures
Larry Marcus	Walden Venture Capital
KT Moortgat	Mohr Davidow Ventures
Matt Nessier	UM
Manthi Nguyen	Sand Hill Angels
Dushyant Pathak	VentureEdge LLC
John Steuart	Claremont Creek Ventures
Conrad Wang	Three Arch Partners
Andrew Williamson	Physic Ventures
George Willman	Wilson Sonsini Goodrich & Rosati

Thank You to Our Final Round Judges

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



(IT & Web Track Sponsor)



MAGNAGLOBAL



MORGENTHAUER

Final Round Judges



**Carl Amdahl, General Partner
DCM**

With a focus on systems, software and components, Carl Amdahl works with DCM portfolio companies to optimize technology development strategies, create strong management teams and build strategic partnerships. Carl has 25 years of experience as a senior executive in the IT industry. During this

period, he was a founder of three publicly-traded companies and actively participated in raising more than \$300M in private and public funding. Carl's technical background is broad, encompassing systems architecture, networking, semiconductors and software. He is a prolific inventor and named on 27 issued United States Patents. Carl managed DCM's investments in Arroyo Video Solutions (acquired by Cisco), Swan Labs (acquired by F5 Networks), PGP Corporation (acquired by Symantec), as well as SandForce (acquired by LSI).

Prior to joining DCM, Carl was the CTO and Board Member of F5 Networks (NASDAQ: FFIV). F5 was one of the top-performing IPOs in 1999. Previously, Carl operated Amdahl Associates, an independent consulting firm serving Intel, Novell and Tandem Computers. Carl also was a founder of NetFRAME Systems and served as Chairman and in various operating roles including CTO and CEO. Carl defined the "superserver" market segment and established key technical relationships with Intel, Microsoft and Novell. NetFRAME grew to a peak of \$90M in annual revenue, went public in 1992 (NASDAQ:NETF) and was acquired by Micron Electronics (NASDAQ:MUEI) in 1997.

Previously, Carl was a co-founder of Trilog Systems Ltd. (NASDAQ: TRILF) and served as Vice-Chairman and Director. Trilog engaged in the design and development of large-scale IBM System 370 compatible mainframe computers and sophisticated wafer-scale integrated circuit technology. Carl was also a co-founder of Magnuson Computer Systems Inc. (NASDAQ: MCSI) and served as Executive Vice President of Engineering and Director. He was the principal system architect and central processor design engineer for two generations of IBM System 370 compatible mainframe computers.



**Gary Little, Partner
Morgenthaler Ventures**

Gary was named to the 2008 and 2009 Forbes Midas 100 lists honoring the most successful and influential people in venture capital. He focuses on Internet services and software investments. His investments include NexTag (2/3 acq. by Providence Equity), Netli (acq. by Akamai), TimesTen (acq.

by Oracle) and KnowledgeNet (acq. by Thompson). Gary currently serves on the boards of Adara Media, Evernote, Jaspersoft, Mule Soft, NexTag, PeopleMatter, Rhythm NewMedia and Voltage Security. He is a board observer and assists with Morgenthaler's investments in Practice Fusion and Lending Club.

Gary joined Morgenthaler Ventures in 1997. Previously, he served in several roles at Apple Computer, including SVP of Apple's Power Macintosh Division, VP Sales Americas, and Sr. Dir of Marketing for Apple's Pacific division (China, Japan, Asia, Latin America, Canada).

Previously, Gary spent seven years at Sun Microsystems as Director of Product Marketing, Director of Asia Pacific Marketing (including a posting in Hong Kong), and as Group Manager of Industry Marketing. Before Sun, he held sales and marketing positions at IBM. Gary began his career as an IC design engineer for TRW's microelectronics research labs. Gary earned an MBA from Harvard University and a BSEE from the University of California, Los Angeles.



**Brian Monahan, EVP, Managing Partner
MAGNAGLOBAL Intelligence Practice**

Against the backdrop of a rapidly changing media landscape, Brian's team predicts the future of media value. With the rigor of Wall Street analysts, the Magna Intelligence Practice forecasts media ratings and attention levels, conducts ad experience experiments, and predicts buy side demand.

Previously Brian oversaw the IPG Media Lab, the R&D arm of the Interpublic Group of Companies (NASDAQ: IPG). Brian has led global media planning for brands such as Microsoft, Amazon, Verizon, and Wells Fargo. He was a 2011 inductee to the American Advertising Federation's Hall of Achievement.



**Brook Porter, Investment Partner
Kleiner Perkins Caufield & Byers**

Brook Porter joined Kleiner Perkins Caufield & Byers in 2010 as a partner on the greentech team. His focus is on innovative low-carbon solutions to transportation, chemicals and power generation, as well as on energy storage.

Before joining KPCB, Brook had worked in renewable energy for more than a decade, during which time he co-founded multiple companies. His most recent role was as chief operating officer of Primafuel, a biofuel technology company recognized by the World Economic Forum in 2008 as a technology pioneer. At Primafuel, Brook was responsible for all aspects of engineering and operations, and he played a critical role in multiple financings for the company. Earlier in his career, Brook co-founded a hydrogen fuel cell technology company acquired by Intelligent Energy,

a UK-based company known for its compact Proton Exchange Membrane fuel cells. During his time at Intelligent Energy, he managed a multi-million-dollar research program on advanced hydrogen generation. Brook was also a co-developer of the ENV Fuel Cell Motorcycle, recognized by TIME magazine and Popular Science as one of the best inventions of 2005.

Brook is named on multiple U.S. and international patents in the field of renewable energy. He holds a bachelor of science degree in chemical engineering from the University of California, Berkeley, with an emphasis in environmental technology.



**John Stuart, Managing Director
Claremont Creek Ventures**

John has spent more than 20 years managing, building and investing in technology and life science companies and is passionate about understanding and combining powerful themes in information technology and in biology to create products that deliver better health care at a lower price. One theme is Moore's Law, which guarantees year after year that semiconductor-based devices are

smaller, faster and cheaper than their predecessors. Another is the genomics revolution, which, with the help of Moore's Law, makes it possible to tailor an individual's medical treatment to his particular genetic profile.

Two Claremont Creek companies that reflect these themes are Gene Security Network and AssureRx. John sits on the board of Gene Security and oversaw the firm's investment in AssureRx. Gene Security Network provides a better and less expensive version of screening tools that allow doctors in fertility medicine to determine whether embryos have any number of conditions pre-implantation. This assures parents that their offspring won't have a major genetic disease. AssureRx uses a clinically validated form of genetics to determine which psychiatric drugs are most likely to benefit a specific patient.

John is an Industry Fellow at the Center for Entrepreneurship and Technology at the College of Engineering and a member of the Advisory Council to the Lester Center's Berkeley Entrepreneurs Forum at UC Berkeley. Early in his career, he joined Alafi Capital, an Emeryville-based venture firm specializing in early-stage biomedical companies, where he served as an officer of the General Partner. At Alafi, John lead investments in more than a dozen successful start-ups, and served as the senior executive and board member of various firms such as Tanox, Software Ventures, Lipomatrix and Megan Health.

In the mid-90s, together with colleague Nat Goldhaber, John helped start Cybergold, an Internet marketing and payments company, serving as the early COO and CFO through its IPO, merger with Mypoints and sale to United Airlines. John continued with the Mypoints unit of United, serving as the Senior Vice President of Strategic Partnerships.

John lives in Berkeley with his wife and three children, a block away from the Triple Rock brewery.

Mentors

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

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

Adaptation Energy	Matt Price	Mashlytics	Peter Goettner
AdrenaRx	Elise Brownell	MD Local	Peter Mui
Archon Medical	Kirk Seward	Memeja	Mat Fogarty
Aurinko	Jeff Cutuli	Modify	Sherry Prescott-Willis
Better Cater	Dory Leifer	Muscularix	Rob Schock
Biomarque	Didier Perez	myLinkx	Matt Campbell
CalSolAgua	Les Polgar	Nanoly	David Hutton
Claro Energy	Samuel Enoka	Nature's Cradle	Jeff Sturm
ConcertCrowd	Earl Sacerdoti	ResolutionTube	David Fain
EvolveMol	Paul Billings	S2E Energy	Paul Kallmes
Fresh Picks	Nick O'Conner	Selective Energy	Phil Li
GradeFund	Peter Mantas	TouchAuth	Atta Pilram
Greenhouse	Oli Mittermaier	Traverie	Nathan Dintenfass
HARBO Technologies	John Matthesen	Unversity Gateway	Kevin Warnock
Intellievents	Ameet Ranadive	Vescue	Dan Kihanya
J2P International	Francis Kong	Wifinity	Donald Green
Cloudless, Inc.	David Epstein	Yaygo	Jim Smith

Past Competition Winners

InterVene



InterVene, Inc. (formerly Intimal Solutions) is developing a first of its kind, catheter-based therapy to treat the valvular pathophysiology of chronic venous insufficiency in the deep veins, a disease that causes painful venous stasis ulcers. Since winning the Grand Prize in the 2011 UC Berkeley Business Plan Competition, InterVene has been accepted and integrated into the Fogarty Institute for Innovation in Mountain View. In addition to the \$145k the team secured in grants and business plan competitions, the company has been able to raise \$250k in angel investments. The InterVene team is growing and is seeking additional angel investments as it works to further flesh out this promising technology aimed at addressing a dire clinical need.

Imprint Energy



Imprint Energy took first place in the Energy and Cleantech track in the 2011 UC Berkeley Business Plan Competition and also won the People's Choice Award. The following summer, Imprint Energy also took 1st place at the Global Entrepreneurship Challenge at Biz Barcelona 2011. The Alameda-based company has raised Seed capital and has been awarded grants from the National Science Foundation and the University of California Regents. Imprint Energy is commercializing a breakthrough low cost, flexible, rechargeable battery technology that will change portable power as the world knows it. The company will utilize its unique battery technology to address the energy needs of today's and tomorrow's electronic devices. Imprint Energy expects to raise its next round of financing this summer.

www.imprintenergy.com

Kopo Kopo



KOPO KOPO

Kopo Kopo enables SMEs in emerging markets to grow and prosper by making mobile money smarter. We enable SMEs to accept, process, and analyze mobile payments in real-time and engage customers using highly targeted, market-appropriate promotional and loyalty tools. Using existing local infrastructure, Kopo Kopo is accelerating the transition from cash-based economies to digital ones. Since winning the IT & Web Track in the 2011 UC Berkeley Business Plan Competition, Kopo Kopo has closed a Series A round led by Khosla Impact with Bamboo Finance co-investing. The Kopo Kopo team has now expanded to 12 employees, moved into a new office in Nairobi's iHub building and is now helping hundreds of SMEs in Kenya accept and process mobile money payments through M-Pesa.

Orpheus Medical



Orpheus Medical

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

TubeMogul



TubeMogul

Founded in 2006, TubeMogul is the only video marketing company built for branding. The company tied for first place in the 2007 UC Berkeley Business Plan Competition and went on to win the People's Choice Award. By integrating real-time media buying, ad serving, targeting, optimization and brand measurement into its PlayTime platform, TubeMogul simplifies the delivery of video ads and maximizes the impact of every dollar spent by brand marketers. Since its win, the company raised a total of \$15 million in venture capital from Trinity Ventures and Foundation Capital. In October 2011, the company ranked #7 for the "Top 100 Fastest Growing Private Companies in the Bay Area" by the *San Francisco Business Times* and #13 on the Tech 200 list of most rapidly growing technology companies across the nation. TubeMogul is based in Emeryville, CA with offices in New York, London, Chicago, and Los Angeles.

www.tubemogul.com

bplan

The UC Berkeley Startup Competition

<http://bplan.berkeley.edu>