CED

TECH VENTURE
C O N F E R E N C E

September 13-14, 2016 · Raleigh, NC

Lightning Round Company Profiles
(in alphabetical order)

2ULaundry
Cityzen Solutions
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Forecast Health
FotoSwipe, Inc.
KWIPPED
Malartu
ProAxion
RevBoss
RewardStock, Inc
Spreedly

2ULaundry

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Sub-sector: Internet of Things (IoT)

Year Founded: 2015

COMPANY PROFILE
We use technology to operate a premium subscription pickup and delivery service for laundry and dry cleaning, replacing brick and mortar dry cleaners and laundromats.

FOUNDERS/MANAGEMENT TEAM
Alex Smereczniak, 2ULaundry, Cofounder & CEO
Dan D'Aquisto, 2ULaundry, Cofounder & CMO
Caleb Lamb, 2ULaundry, Cofounder & CTO

PRODUCT/TECHNOLOGY
Laundry is the world's most hated household chore, with the average family spending 36 hours per month washing, drying, and folding clothes. Going to the dry cleaners is a hassle for busy working professionals because they are at work before the cleaners opens or after they close.

2ULaundry is a laundry and dry cleaning delivery service that solves this headache through a subscription based offering. Scheduled from their simple web app, 2ULaundry picks up, cleans, folds and then returns your clothes all within 1 business day. Our software automates the logistics chain which allows us to stay price competitive with the local cleaners at $1.50 / lb or less.

KEY MILESTONES TO DATE
- 2015 Revenue: $768,000
- Funding Milestones: Bootstrapped.
- We have exclusivity with Camden Properties in Charlotte, and working on Greystar Property Management. As a bonus, Carolina Panthers, Mike Tolbert and Charles Johnson are both customers.
- Historical Monthly Revenues:
  - Dec 2015: $1,401
  - Jan 2016: $3,960
  - Feb 2016: $9,099
  - Mar 2016: $13,514
  - Apr 2016: $16,381
  - May 2016: $26,579

POWERED BY
Packard Place

Cityzen Solutions

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Sub-sector: AdTech/Marketing Tech

Year Founded: 2014

COMPANY PROFILE

Cityzen deploys interactive polls and native advertising across online news sites, collecting valuable market research and public opinion data in the process. Its polls and interactive content reach an average of 50 million pageviews per month and have recorded over 1.2 million votes to date.

FOUNDERS/MANAGEMENT TEAM

Jay Dawkins, CEO
Graham Stone, Director of Business Development
Brad Johnson, VP of Public Sector Solutions

PRODUCT/TECHNOLOGY

We offer a better way for online news sites to measure and monetize their traffic. Through content analysis, poll responses, and behavioral analytics, we create better predictive models for each individual user. We then use those models to deploy more relevant content recommendations, interactive polls, and native ads across their site.

This represents a major breakthrough for publishers reliant on network display advertising. Our ads operate more like content and see 10X higher click through rates and 100X higher engagement rates than traditional display. We offer competitive revenue sharing for publishers and a monthly subscription service for our data customers.

KEY MILESTONES TO DATE

- 2015 Revenue: $100,000
- Funding Milestones: Bootstrapped January 2014 – September 2016
- 6 online publishers actively use our platform - Capitol Broadcasting (WRAL) is our largest
- We're piloting native ads with the Home Depot and Higher Education Works
- Polling data customers include the City of Raleigh, Charlotte, and Miami
- Named a Top-10 US civic tech startup by the Lincoln Initiative

POWERED BY

ThinkHouse, HQ Raleigh, N.C. State Entrepreneurship Initiative, CED Venture Mentoring Service, CED (Member)

CommuniGift

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Sub-sector: Consumer Product

Year Founded: 2014

COMPANY PROFILE

CommunGift is an invitation platform that allows party guests to purchase and item for a child in need that the host has chosen.

FOUNDERS/MANAGEMENT TEAM

Thomas Doochin, CEO
Jack Wohlfert, Lead Developer
Zack Newbauer, Director of Nonprofit Partnerships
Ghazhale Johnston, New Market Leader

PRODUCT/TECHNOLOGY

We started CommuniGift with the goal of creating the most meaningful, convenient, and transparent giving experience for donors of all ages. We're especially excited about our focus around kids' birthdays because of the $4.5B already spent within this market on gifts. Most parents--both as hosts and guests--are dissatisfied with the model that tells children feeling special is about masses of presents that often go unopened. We believe we can create impact out of this spending while showing kids how great it feels to help others.

KEY MILESTONES TO DATE

- 2015 Revenue: 250000
- Funding Milestones: $150,000 in angel money; Closing $1M round now
- NC Chamber of Commerce Innovation of the Year 2015
- INC+Toms Social Good Finalist
- Carolina Challenge Social Innovation Winner 2014
- National partnerships with Boys and Girls Club & Salvation Army
- National partnership with Target
- Birthdays hosted in 15 states

POWERED BY

Launch Chapel Hill, UNC-Chapel Hill Office of Technology Development, Innovate@Carolina, The Frontier, Blackstone Entrepreneurs Network

Ecodyst

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Sub-sector: Advanced Manufacturing

Year Founded: 2014

COMPANY PROFILE

Ecodyst is a scientific instrument company with a proprietary and disruptive self-cooling technology that is revolutionizing chemistry laboratories. Ecodyst's technology eliminates traditional cooling methods such as dry ice, antifreeze and water commonly used to cool down samples and processes. Ecodyst is disrupting the unsustainable traditional cooling methods with it's sustainable self-cooling technology. The patented technology has a broad range of applications for instruments such as rotary evaporators, freeze dryers and centrigual concentrators. Ecodyst's disruptive technology will ultimately be the new standard worldwide in industries such as pharmaceutical, chemical, environment, food and beverages, plastics, cosmetics and fragrance, biotechnology, forensics, medical, biochemistry and biology, energy, petrochemical, academia and government.

FOUNDERS/MANAGEMENT TEAM

George Adjabeng, MS, MBA, Co-founder & Chief Customer Officer (CCO)
Kwabena Williams, MBA, Co-founder & COO

PRODUCT/TECHNOLOGY

Many chemistry labs depend on dry ice or water to cool down samples and processes. In other cases, labs use refrigerated coolers to cool down antifreeze externally and circulate it to the systems to be cooled. These traditional methods of cooling are unsustainable, expensive, environmentally unfriendly and obsolete. Ecodyst has solved these issues with the invention of the self-cooling technology, which does not use traditional coolants. Ecodyst's newly luanched instrument, the EcoChyllTM has no associated operational cost and it is sustainable, eco-friendly, continuously available, easy to use and much more convenient. EcoChyllTM is "tankless" and utilizes our patented refrigerant- filled coil surrounded by a chemically resisitent metallic alloy that cools down rapidly. The cooling can reach -20 degrees in less than one minute and can go as low as -35 degrees in a few minutes. EcoChyllTM is revolutionizing how chemistry labs cool down samples & processes.

KEY MILESTONES TO DATE

- Patents: One granted, two PCTs (global) and one design patent
- News: Chemistry and Chemical Engineering News (C&EN) coverage: Cool Lab Tools Debuts
- 2016 Revenue: 1st instrument sold 3/2016, $47,486 realized, $77,689 pending, $169,980 projected
- Funding Milestones: Bootstrapped, sweat equity, loan $50,000
- Key Customers: Carbon, University of North Carolina at Chapel Hill, NC State University, University of California, Berkeley, National Institute of Health (NIH), Stanford University and Genentech.
- Endorsements: Professor Joseph DeSimone, Co-founder & CEO, Carbon
- Award: SERMACS Industrial Innovation Award, 2016
- Partnership: Negotiating an agreement with a major laboratory instrument distributor

FORECAST HEALTH

Forecast Health

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Sub-sector: Healthcare IT

Year Founded: 2014

COMPANY PROFILE
We help ACOs, health systems and plans predict impactable risk with pinpoint accuracy. We then provide guidance to care managers to prevent adverse events and optimize bundled payments.

FOUNDERS/MANAGEMENT TEAM
Michael Cousins, President and Chief Analytics Officer
Shiva Kommareddi, EVP Product and Strategy
David Gorstein, MD, EVP Business Development
John J Meier IV, MD, MBA, FAAP, FACP, CPE, Medical Director

PRODUCT/TECHNOLOGY
Every single predictive analytics healthcare company we're aware of focuses on predicting the wrong thing -- we focus on predicting the right thing, and that right thing is whether or not the patient can be impacted with traditional services. Further, when we identify high risk patients we provide data and insights to the clinical team to help them take action and reduce the risk. And we place our analytics directly into their already existing workflow, whether it's their electronic health record (EHR) or care management platform.
We can do all this because we've invested heavily in the predictive analytics, but we've also invested in the steps that occur before and after the analytics:
1. The processes that integrate medical claims, clinical, person-specific social determinants of health data
2. The technologies to deliver the actionable information directly through already existing EMR and care management platforms.

KEY MILESTONES TO DATE
- 2015 Revenue: $500,000
- Funding Milestones: We've raised $2.3 million.
- We've recently signed a 5-year agreement to provide our analytics into a care management platform.

POWERED BY
CED (Member)

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FotoSwipe, Inc.

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Sub-sector: Consumer Product

Year Founded: 2014

COMPANY PROFILE

FotoSwipe is the easiest way to share files between all the devices, at home or at the office. It's fast, simple, and free. Whether you are exchanging photos with your friends, or moving content between devices in your own home, transferring documents from your laptop to your phone, FotoSwipe makes file transfer painless and quick with patent-pending, cross-platform, drag-and-drop between phones, tablets, PCs & Macs.

FOUNDERS/MANAGEMENT TEAM

PRODUCT/TECHNOLOGY

The average household has six separate devices; exchanging content between them can be complex and time consuming. Current solutions, ranging from simple email attachments, cloud services, or transfer over a cable through a PC, all require extra time, multiple steps, and technical knowledge. FotoSwipe completely eliminates the complexity of the intermediary, allowing users to transfer content with an intuitive drag and drop between devices.

FotoSwipe is a worry-free, file transfer solution that eliminates the complexity of cross-platform file exchange. FotoSwipe's philosophy is that technology should adapt to people, not the other way around. Users shouldn't have to worry about what type of device they have, what OS they are running, and whether or not they share the same cloud service. FotoSwipe is the easiest way to share files between all the devices in your household.

KEY MILESTONES TO DATE

- 2015 Revenue: $50,000
- Funding Milestones: Seed 1 = $350,000; Seed 2 = $470,000; Bridge Loan = $500,000
- Over 2,000,000 downloads of FotoSwipe
- Users now swiping 12,000,000 photos & videos per month

POWERED BY

American Underground, Groundwork Labs, Blackstone Entrepreneurs Network, The Frontier, HQ Raleigh, CED (Member)

KWIPPED

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Sub-sector: Shared Economy

Year Founded: 2014

COMPANY PROFILE

KWIPPED is an online marketplace for equipment rentals. Simply put, some companies need to rent equipment. Other companies have that equipment available for rent. KWIPPED is where they find each other and complete rental transactions. At the heart of KWIPPED is a procurement engine we designed specifically for the $50 billion equipment rental market. Our marketplace spans 17 vertical industries, 500 product categories and solves the problem of a tedious and inefficient sourcing process in the highly fragmented equipment rental space. KWIPPED serves 20+ industries including: Lab/Medical, Audio-Visual, Construction, Surveying, Events and many more. KWIPPED's digital marketplace currently includes 370+ suppliers who have uploaded $30M of equipment assets.

FOUNDERS/MANAGEMENT TEAM

Robert Preville, Founder, CEO
Robin Salter, CMO
Brian Robinson, Business Development Manager

PRODUCT/TECHNOLOGY

There are 27,000 establishments in the US equipment rental market. The market is fragmented, geographically dispersed, and mostly small businesses. The companies who spend $50 billion annually on equipment rentals are challenged with a cumbersome sourcing process, inconsistent pricing and varying degrees of service. KWIPPED is an online platform that connects rental suppliers with customers. Renters collaborate on and receive rental quotes from multiple vendors to execute electronic contracts. Proprietary RFQ technology takes into account issues like insurance, security deposits, accessories, return shipping, replacement costs and reliability of both renter and supplier. While KWIPPED does enable rentals with more traditional equipment suppliers, its flexible platform also supports peer-to-peer transactions, for example, one lab renting microscopes to another, or building contractors renting heavy equipment to each other. KWIPPED is the most practical and tangible example of how the sharing economy, which is typically associated with the consumer market, is also a highly effective model in the B2B world.

KEY MILESTONES TO DATE

- 2015 Revenue: $250,000
- Funding Milestones: 1/15 - Pre-seed - Equity - $100,000; 6/15 - Seed - Convertible Debt - $190,000; 4/16 - Seed - Convertible Debt - $125,000
- Rental customers include: Coca Cola, Sherwin Williams, Sinclair Oil, University of Chicago Medical Center, PPD, Chicken of the Sea, Chicago PD (the TV Show), US Forest Service, Michigan International Speedway, more than a dozen US Universities, and numerous other enterprise organizations.

POWERED BY

NC IDEA, NCTA, UNCW Center for Innovation & Entrepreneurship

Malartu

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Sub-sector: FinTech

Year Founded: 2014

COMPANY PROFILE

The Malartu platform is combining business intelligence with venture capital. Startups use our performance tracking tool to manage KPI's, create team reports, and update advisors and investors at the click of a button. Investors can track company data to view their progress in real time, form syndicates, and invest alongside top investors, all without leaving the Malartu platform.

FOUNDERS/MANAGEMENT TEAM

Jon Spinney - Malartu - CEO/CoFounder
Sean Steigerwald - Malartu - COO/CoFounder
Lewis Sheats - Malartu - CSO/CoFounder
Michael Wang - Malartu - VP Global Communications

PRODUCT/TECHNOLOGY

Our platform improves the startup funding process by reducing the friction between founders and investors in early conversations and leveraging the power of syndicates to close rounds. Founders create reports through our dashboard by integrating data sources like Google Analytics, Quickbooks, Mixpanel, Stripe, Salesforce and more. Our business intelligence tool will help calculate key performance metrics for a startup's business model automatically in order to generate reports. Syndicate investors can follow startup's reports and view the progress of prospective investments and existing portfolio investments, all within one dashboard.

KEY MILESTONES TO DATE

- Dollars invested on platform: $600,000+
- Funding Milestones: 2015: $195k FFF/Founders, 2016: $500k Seed (currently open, 50% committed).
- Key Partners – Syndicated dealflow with top VC's, nationally recognized accelerators, and top universities. Let us know if you would like to hear specifics!
- Companies on platform: 108
- Syndicates formed: 9

POWERED BY

HQ Raleigh, CED (Member), and an inspiring group of angel investors.

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Sub-sector: Internet of Things (IoT)

Year Founded: 2015

COMPANY PROFILE
ProAxion is helping define the Industrial Internet of Things (IoT) by predicting and preventing unexpected failure of mission-critical machines. We bring the benefits of data-driven maintenance to the millions of machines that keep our society running.

FOUNDERS/MANAGEMENT TEAM
Justin Rothwell, CEO
Elliot Poger, CTO

PRODUCT/TECHNOLOGY
Our TACTIX product helps industrial customers implement "Predictive Maintenance"--predicting imminent failure of rotating equipment (motors and gearboxes), thus avoiding the costs of unexpected downtime.

Unlike existing Predictive Maintenance implementations, TACTIX is low-cost and easy to install. We provide wireless, battery-powered sensors (no electrician needed to install) and the cloud-based system for analysis (no on-site analytics platform to maintain).

We make Predictive Maintenance a possibility for the 98% of manufacturers for whom existing implementations are too complex and/or expensive.

KEY MILESTONES TO DATE
- 2015 Revenue: $50,000
- Funding Milestones: Bootstrapped = Both founders working full-time with little to no salary since Sept 2015; Equity = IMAF-RTP ($25,000), individual investors ($25,000); Grants = NC IDEA ($50,000)
- 3Q2015: Company incorporated; first prototype developed and installed at first beta customer site.
- 4Q2015: Installed at beta customers 2-4; first individual equity investor in.
- 1Q2016: Developed second generation prototype; assembled advisory board; first investment fund in.
- 2Q2016: Developed third generation prototype; received first purchase order for paid installation.

POWERED BY
Packard Place, American Underground, The Frontier, Wireless Center of North Carolina, NC IDEA, Groundwork Labs, RIoT (Regional Internet of Things)

RevBoss

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Sub-sector: AdTech/Marketing Tech

Year Founded: 2015

COMPANY PROFILE
RevBoss sales development SaaS platform helps companies find prospects, build sales pipeline, and close deals.

FOUNDERS/MANAGEMENT TEAM
Eric Boggs, Founder, CEO
Michael Novi, VP, Product
Daniel Chu, VP, Business Development

PRODUCT/TECHNOLOGY
The RevBoss SaaS product combines data, software, and human processes to make sales prospecting teams more effective. RevBoss sources target prospects, creates personalized email content and drives sales outreach flow in a completely automated process. This means that sales reps spend more time building relationships and advancing opportunities...and less time grinding through busy work.

KEY MILESTONES TO DATE
- Funding Milestones: Founder investment – $20,000; NC IDEA Grant – $50,000 – Jan 2015; Series Seed Equity – $1.1M – Oct 2015

POWERED BY
NC IDEA, American Underground

rewardstock

RewardStock, Inc

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Sub-sector: FinTech

Year Founded: 2014

COMPANY PROFILE

Our free website shows you how to travel with reward points instead of cash.

FOUNDERS/MANAGEMENT TEAM

Jon Hayes, CEO, RewardStock
Josh Adell, Senior Developer, RewardStock
Hudson Callaway, User Success Director, RewardStock
Jaan Paljasma, Head of Technology, RewardStock

PRODUCT/TECHNOLOGY

Travel used to be expensive. Not anymore.

KEY MILESTONES TO DATE

- Funding Milestones: Seed: $300K from Cofounders Capital
- Crossed over 1,000+ users June 13

POWERED BY

Blackstone Entrepreneurs Network, Groundwork Labs, NC IDEA, American Underground

Spreedly

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Sub-sector: FinTech

Year Founded: 2007

COMPANY PROFILE

Spreedly is a SaaS based FinTech service specifically focused on supporting credit card tokenization and payment forwarding.

FOUNDERS/MANAGEMENT TEAM

Justin Benson - CEO
Nathaniel Talbott - CTO

PRODUCT/TECHNOLOGY

Spreedly enables new forms of commerce by allowing services to securely store, tokenize and manage payment data and then forward it to any PCI compliant business partner forl processing.

KEY MILESTONES TO DATE

- Funding Milestones: We've raised a little over $5 million via Emerge, a Belgium based micro VC.
- In June 2015 we crossed the $1 billion annualized mark - that is, we saw more than $85 million transact across our platform in one month. We recently handled opening ticket sales for Coachella (via a customer) which is one of the most intense single hour commerce events on the web.

POWERED BY

The Iron Yard, The Frontier, CED (Member), American Underground