

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

September 13-14, 2016 · Raleigh, NC

Showcase Company Profiles

(in alphabetical order)

CloudFactory

EmployUs

FoodLogiQ

MindSumo

Muses Labs, Inc.

Passport

PatientPay

Payzer

Pendo

Reveal Mobile

Savii Inc.

SeaChange Technologies

Sift Media, Inc.

Vital Plan

CloudFactory
cloudfactory.com



Mark Sears
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201 W Main Street, Suite #307
Durham, NC 27701

Sub-sector: Shared Economy

Year Founded: 2010

COMPANY PROFILE

CloudFactory is an on-demand workforce for scaling your business in the cloud. Send all of your repetitive work to an API-driven workforce that is combined with automation to provide a better, faster, cheaper way to get work done.

FOUNDERS/MANAGEMENT TEAM

Mark Sears, CEO
Cary Smith, CFO
Damian Rochman, VP Product
Karmath Dangol, VP Engineering
John Snowden, VP Delivery and GM Nepal
Jon Beardsley, VP Global Expansion and GM Kenya
Robina Maharjan, Dir of Workforce
Paul Christianson, Dir of Client Success
Jason Patty, Dir of Production
Courtney Wilson, Dir of Marketing

PRODUCT/TECHNOLOGY

CloudFactory uses technology to make it super easy and affordable for startups and fast-growing companies to automate and outsource routine, back-office work. Some of the most innovative technologies today rely on human intelligence. This results in a lot of routine work which is performed by people who are hard to find, train, manage and retain at scale. Most of this routine work is extracting data from documents, images, audio, video and the web.

KEY MILESTONES TO DATE

- 2015 Revenue: \$3,000,000
- Funding Milestones: \$700k seed; \$5M Series A; \$1.5M Note
- 40+ enterprise clients

POWERED BY

American Underground, Blackstone Entrepreneurs Network



EmployUs

www.employus.com
@EmployUsApp

Sub-sector: HR Tech

Year Founded: 2014

Ryan O'Donnell
ryan@employus.com
1122 Oberlin Road
Raleigh, NC 27605

COMPANY PROFILE

EmployUs rewards well-connected professionals up to \$10,000 by connecting employers and job seekers through trusted referrals. Referrals are proven to be an employer's #1 source of talent, helping them increase applicant quality, lower the cost per hire, and double employee retention. EmployUs has signed over 100 employers in the Raleigh-Durham area and have built a recruiting platform where 1 in 6 job seekers get hired. Founded in 2014 by Ryan O'Donnell, serial social entrepreneur and Jeff Stocks, seasoned HR executive by being the former CEO of Manpower's largest NA operation. EmployUs has raised nearly \$1M to date to help employers hire more referrals and save money with every hire.

FOUNDERS/MANAGEMENT TEAM

Ryan O'Donnell, EmployUs, Co-Founder & CEO
Jeff Sotcks, EmployUs, Co-Founder & Chairmain
Matt Cotter, EmployUs, Director of Engineering
Jon Yildiz, EmployUs, Director of Growth

PRODUCT/TECHNOLOGY

EmployUs enables employers to accept referrals from inside and outside of their company leveraging our mobile and web platform. The EmployUs iOS and Android app have shown to be 50 times more effective for job seekers than using traditional job boards. While recruiting is expensive, time-consuming, and competitive as employers large and small try to win the war for talent, EmployUs helps employers hire more referrals and reduce their dependency on low-performing job boards and expensive recruiting firms. By integrating with an employers existing recruiting software, EmployUs provides a seamless referral platform for recruiters, employees and job seekers.

KEY MILESTONES TO DATE

- 2015 Revenue: Not Disclosed
- Funding Milestones: NC Idea Fund - \$50,000; Citrix Red Hat Innovators Program 2014- \$25,000; Seed Round - \$750,000
- Sales Milestones: 100+ Enterprise Accounts Based in Raleigh-Durham Area
- Graduated from Citrix RedHat Innovators Program Accelerator
- Raised Seed Round led by David Gardner, founder of Peoplefluent and GP of Co-Founders Capital
- Featured in Forbes as a disruptive HR Technology

POWERED BY

N.C. State Entrepreneurship Initiative, NC IDEA, NCTA, ThinkHouse, Blackstone Entrepreneurs Network, Groundwork Labs, CED (Member), HQ Raleigh, Research Triangle Cleantech Cluster (RTCC)



FoodLogiQ

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@foodlogiq

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Sub-sector: Food & Beverage

Year Founded: 2006

COMPANY PROFILE

FoodLogiQ® LLC is a leading software as a service (SaaS) provider of traceability, food safety compliance and supply chain transparency software solutions. We help restaurant operators, food retailers and other food companies achieve end-to-end traceability while supporting safe and high quality food products across their supply chains. FoodLogiQ customers include leaders in the industry like Whole Foods Market, Chipotle, Subway, Dave & Buster's, Tropical Smoothie Cafe, Cava Grill, Robinson Fresh, and Produce Alliance among others. The FoodLogiQ Connect platform includes over 3,000 registered businesses across 35 countries.

FOUNDERS/MANAGEMENT TEAM

Dean Wiltse, CEO
Katy Jones, VP Marketing
Andy Kennedy, Co-Founder
Endre Horvath, CTO

PRODUCT/TECHNOLOGY

Consumers are craving more transparency about the food they eat. Food recalls are on the rise and gaining national attention. And regulations of the food supply chain are stricter than ever. Issues surrounding transparency and safety across an increasingly complex global food supply chain are not going away.

FoodLogiQ gives companies the supply chain transparency they need to navigate these market issues. With our software, FoodLogiQ Connect, food companies efficiently manage their suppliers in the Cloud, capture all data needed for a transparent supply chain, and stitch together critical tracking events to achieve authentic farm-to-fork traceability to market brand claims with confidence and quickly identify and address food safety issues when they happen.

KEY MILESTONES TO DATE

- Clarkston Consulting Group is our parent company.
- Whole Foods was one of our first customers 2013 and helped direct our product development initiatives. Today our core product, FoodLogiQ Connect, is used by Whole Foods to manage their "Responsibly Grown" produce rating program for suppliers
- 2014 we were named by Whole Foods as "Supplier of the Year"
- During 2015 we converted our product to a SaaS solution and began expanding our sales to the foodservice & restaurant, food distribution and food retail segments
- In the last 12 months we have added new SaaS license customers including Chipotle, Subway, Tropical Smoothie, Smashburger, Raising Canes, Dave & Busters, Robinson Fresh, Golden State Foods, Saladino's, Mile High, Food Works, Cava Grill and Produce Alliance.

POWERED BY

AgTech CEO Group, CED (Member)



MindSumo

www.mindsumo.com

@MindSumo

Sub-sector: EdTech

Year Founded: 2011

Keaton Swett

keaton@mindsumo.com

212 Market Street, #203

Durham, NC 27701

COMPANY PROFILE

MindSumo is an online marketplace that connects college students to companies through real-world projects called "challenges." By solving challenges, students are able to prove their skills, win cash prizes, and stand out to employers for internships and entry-level positions. This experience is invaluable for students, because a resume can't capture the skills they've acquired as a student the way a real project can. MindSumo currently has a community of over 250,000 registered college students from over 2,500 universities. Companies are able to tap into college students as a source of creativity and insights, while building a pipeline of talented candidates for recruiting. MindSumo has launched over 1,000 challenges with hundreds of companies.

FOUNDERS/MANAGEMENT TEAM

Keaton Swett, MindSumo, President

Trent Udvar-Hazy, MindSumo, CEO

Rohan Puranik, MindSumo, CTO

PRODUCT/TECHNOLOGY

One of the biggest flaws is the skills gap that exists for students and under/unemployed college graduates. When evaluating most academic programs, you find an alarming chasm between the knowledge that students learn in the classroom and what is expected of them when they begin their professional careers. The skills gap is compounded by the fact that students and recent graduates cannot effectively use traditional career tools like resumes to set themselves apart.

MindSumo bridges the skills gap by connecting students to employers through real-world projects called "challenges." By completing challenges, students and unemployed new graduates can prove their skills to employers and learn how to apply their knowledge to solve real-world problems. And on the company side, employers currently waste countless millions on hiring and training employees who end up being a poor fit within their first year. When hiring decisions can be based on verifiable skills provided by MindSumo challenges, both employer and student will be more confident that they have found the right match.

KEY MILESTONES TO DATE

- 2015 Revenue: \$3,000,000
- Funding Milestones: To date = \$1.7 million; Investors include: Google Ventures, Voyager Capital, Stanford University (StartX fund), The Data Collective, StartFund (invests in Y-Combinator companies)
- Challenges launched with over 100 fortune 500 companies, including: Google, Facebook, Microsoft, General Mills, General Motors, Wells Fargo, Pfizer, Johnson & Johnson, Unilever, Verizon

POWERED BY

American Underground

Muses Labs, Inc.
museslabs.com



Vik Chandra
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Raleigh, NC 27615

Sub-sector: Healthcare IT

Year Founded: 2013

COMPANY PROFILE

Muses Labs enables the practice of Precision Medicine in the clinic with a technology-based platform. Initial solution leads to better outcome for patients by helping physicians correctly identify and treat the dozens of drivers of cognitive decline and Alzheimer's disease. Solutions for additional complex diseases will be delivered in 2017.

FOUNDERS/MANAGEMENT TEAM

Vik Chandra - CEO
John Q. Walker – CTO
Paul Reder – Chief Architect
William Tsun – Director of Operations

PRODUCT/TECHNOLOGY

Precision Medicine is impractical in the clinic because physicians spend only 8-12 minutes per patient appointment. There is simply too much data on each patient and too much new research for physicians to effectively practice Precision Medicine in a short appointment. Muses Labs' technology and solutions process the big data on patients and guide physicians to apply personalized combination treatments for complex diseases. With Muses Labs' solutions, a physician can practice Precision Medicine with dozens of patients every day, leading to better outcomes for complex diseases. Initial solution meets the needs of physicians and patients, treating age-related cognitive decline and the spectrum of Alzheimer's disease. No other solutions enable Precision Medicine in the clinic or combination treatments for Alzheimer's disease.

KEY MILESTONES TO DATE

- Funding Milestones: \$1.6M - Angel investors and the venture capital firm Harris & Harris Group (hhvc.com)
- Initial revenue - June 2015
- FirstHealth of Carolinas as a customer - March 2016
- Harris + Harris investment - May 2016
- George Washington University Medical School as a customer - June 2016
- Collaboration with Metabolon on Alzheimer's disease - June 2016

POWERED BY

CED (Member)

Passport

Passport

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Charlotte, NC 28203

Sub-sector: FinTech

Year Founded: 2010

COMPANY PROFILE

Passport is North America's leading mobile technology company specializing in enterprise business applications and payments for the public and private sector. Passport's product lines--parking payments, transit payments, enforcement and permit management--collectively serve to deliver dynamic tools for agencies to better connect with their communities. Its services have been adopted by over 20 of the top 50 cities in North America and over 2,000 locations including Chicago, Toronto, Boston, and Portland. Passport's mission is to reduce operational complexity and deliver intelligent data to improve decision making for clients.

FOUNDERS/MANAGEMENT TEAM

Bob Youakim, Passport, CEO
Khristian Gutierrez, Passport, CBDO
Brad Powers, Passport, CTO

PRODUCT/TECHNOLOGY

Primarily we focus on deploying software systems for transportation agencies that allow them to make their operations more efficient. Many pieces of the parking and transit value chain are inefficient at best and broken at worst. We partner with cities and agencies to reduce the complexity of urban mobility, increase utilization of public transit, and deliver intelligent data to improve decision making. While other companies focus efforts on any one of these verticals, our market disruption comes from aligning all of these verticals in one enterprise platform.

KEY MILESTONES TO DATE

- 2015 Revenue: \$9M
- Funding Milestones: 2011 - Seed, \$500K - Bob Youakim; 2013 - Series A, \$6M - Grotech Ventures & Relevance Capital; 2015 - Debt, \$3M - Comerica; 2016 - Series B, \$8M - MK Capital, Grotech Ventures & Relevance Capital
- 2012 - First customer! Mobile payment application deployed for a parking operator in Wilmington
- 2013 - ParkChicago - largest mobile payment for parking deployment in the United States
- 2014 - COMET - first mobile payment for transit customer!
- 2015 - Green P (Toronto Parking Authority) - largest mobile payment for parking deployment in North America with 55,000 parking stalls accepting payment through the app, on and off-street
- 2015 - ParkBoston - won best system marketing award by the International Parking Institute
- 2016 - Awarded Business of the Year by the Sacramento Regional Transit Awards
- 2016 - Launched various high-profile mobile apps for transit, allowing people to plan journeys, track buses and pay for their transit fares: Sacramento, CA; Jacksonville, FL; Cincinnati, OH; Cleveland, OH

PatientPay

www.patientpay.com
@patientpay



Steve Hoechster
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1005 Slater Road, #214
Durham, NC 27703

Sub-sector: Healthcare IT

Year Founded: 2008

COMPANY PROFILE

PatientPay creates patient payment solutions that help patients, practices and hospitals and revenue cycle management providers better control expenses in today's healthcare environment. Its solutions yield greater operational and financial efficiency for healthcare providers while giving patients a simple way to manage their healthcare-related financial obligations. The billing, payment and reporting services are HIPAA and PCI Level 1 compliant and eliminate time-intensive, error-prone, manual back-end efforts to process and reconcile paper bills or manage a traditional online portal. PatientPay brings healthcare consumers the same type of payment solutions they use in retail and e-commerce environments. In 2012 PatientPay was granted three patents for its innovative process, which can be integrated with any healthcare management software.

FOUNDERS/MANAGEMENT TEAM

Tom Furr, CEO & Founder
David Bond, Strategic Advisor to the CEO
Anil Kamath, CTO
Lon Lohmiller, EVP
Paul Boemer, EVP

PRODUCT/TECHNOLOGY

87% of all healthcare bills are sent in paper form via the USPS. According to Deloitte, 70% of healthcare consumers prefer to get their bills in electronic form. Preparing paper healthcare bills are costly time-consuming and error prone. Paper bills typically have a payment cycle of 120 days. These problems have intensified as patient financial responsibility has grown from just 10% to 50%. This shift impacts healthcare providers account receivables, cash flow and the financial sustainability of their operations. PatientPay provides bills electronically and cuts the cost and time to prepare a bill, versus a paper bill, in half. Providers see payment in 14 days, on average, one-tenth the time of paper bills and they can save \$4.00 per statement payment. PatientPay is the only company doing this bill-pay-reporting process in a fully electronic way.

KEY MILESTONES TO DATE

- 2015 Revenue: \$3M to \$4M run rate
- Funding Milestones: To date = \$10 million; \$4 million from angels, high net individuals and the company's founder (and family) + \$6 million coming from institutional sources, led by Mosaik Partners
- PatientPay currently serves more than 30,000 healthcare providers. It has strategic partnerships with TransFirst and several of the leading practice management software vendors.
- A key customer is One Medical Group, an innovative primary care provider of 300+ doctors.



Payzer

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Sub-sector: FinTech

COMPANY PROFILE

Payzer is the All-in-One Financial Tool that helps contractors grow their business. Payzer's mobile and cloud based platform allows customers to accept credit cards, debit cards, and electronic checks in the field or at the home office with real-time tracking across their organization, provide instant financing up to \$55,000 using a mobile phone, tablet, or PC and control purchases by giving employees Visa Debit Purchasing Cards rather than a company credit card. Payzer offers competitive rates for credit and financing and requires no sign-up fee, no contract and no cancellation fees.

FOUNDERS/MANAGEMENT TEAM

Joseph Giordano, CEO and Co-Founder, Payzer

Doug Little, President and Co-Founder, Payzer

Chris Halligan, Chief Operating Officer, Payzer

Brad Pritchard, Chief Technology Officer, Payzer

Kristy Maher, Customer Experience Director, Payzer

PRODUCT/TECHNOLOGY

Payzer helps specialty trade contractors:

- improve close-rates by enabling credit at the point of sale
- reduce collections by taking payments in the field
- simplify back office operations by shifting paper transactions to electronic

Payzer is a low cost way for businesses to integrate payment acceptance, loan provisioning, card account issuance, and online/mobile banking features in one simple to use online and mobile app disrupting traditional relationships between banks and their Clients.

KEY MILESTONES TO DATE

- 2015 Revenue: \$2,200,000
- Funding Milestones: ~\$6.3M founders, angels, and institutional investments
- First \$2M day (payments volume) hit June 1, 2016.
- Revenue will reach \$200k in month of August.
- Over 1500 customers.
- Partnered with more than 30 industry distributors.

Pendo

www.pendo.io
@pendoio



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Raleigh, NC 27601

Sub-sector: BI/Analytics

Year Founded: 2013

COMPANY PROFILE

Pendo was founded when alumni from Rally, Google, Cisco and Red Hat combined their heads and hearts to build something they wanted but never had as product managers: a simple way to understand and attack what truly drives product success. With powerful analytics, in-application user feedback, and contextual guidance designed to help companies measure and elevate the customer experience within their applications, Pendo is on a mission to improve society's experiences with software. Proudly built in North Carolina but engineered to scale globally without losing that soul.

FOUNDERS/MANAGEMENT TEAM

Todd Olson, Founder, CEO
Erik Troan, Founder, CTO
Rahul Jain, Founder, VP Customer Success
Eric Boduch, Founder, VP Marketing

PRODUCT/TECHNOLOGY

Pendo combines analytics and onboarding into a single platform that allows you to uncover and attack what truly drives your product success. We help you take action based on collected data to drive better SaaS customer experiences and more efficient product management.

- "No Coding" - After an initial, simple install almost all of Pendo's capabilities can be used without any additional coding. Product teams can tag features, run analyses, and deploy in-app guides and polls without disrupting development cycles.
- "Retroactive Analysis" - Pendo begins collecting every user action - all data the moment it is installed. There is no need to tag or instrument specific pages or features ahead of time.
- "Built by and for Product Teams" - Pendo metrics are uniquely designed for behind-the-login user analysis. SaaS companies can analyze user behavior at the company or customer level and the individual visitor level.
- "Rich, Multi-dimensional Segmentation" - Pendo provides highly-detailed cohort definition and message or survey targeting. Users segments can be based on demographics, in-app behavior, and even survey responses.
- "Complete, Integrated Solution" - Product teams can rig together capabilities from multiple solutions or vendors or even build some of them themselves, but no other solution seamlessly brings together these powerful product success capabilities.

KEY MILESTONES TO DATE

- 2015 Revenue: \$3-6M
- Funding Milestones: \$1M seed funding 2013 (Contour, Core, Idea Fund); \$11M funding led by Battery Ventures, also included Salesforce Ventures, 2014; \$3.5M credit facility Comerica Bank

POWERED BY

NCTA, CED (Member), HQ Raleigh

Reveal Mobile

revealmobile.com
@mobileaudiences



REVEAL MOBILE

Matthew Davis
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2619 Western Blvd
Raleigh, NC 27606-2125

Sub-sector: Data Platform

Year Founded: 2015

COMPANY PROFILE

Reveal Mobile helps mobile app publishers use location data to generate more advertising revenue and build better products. Our location-based audiences, derived from both lat/long and Bluetooth beacons, create incredibly accurate and valuable segments that increase advertising performance 175-477%. We process over 1 million beacon events per day, resulting in the world's largest source of 1st party beacon-powered location data. Customers include Sinclair Broadcast Group, Photofy, The Weather Company, Graham Media, Meredith Broadcasting, Capitol Broadcasting, DoApp, and Baron Weather.

FOUNDERS/MANAGEMENT TEAM

Brian Handly, CEO
Andy Schrader, CPO
Matthew Davis, VP Marketing

PRODUCT/TECHNOLOGY

Generating revenue from mobile apps is very challenging for almost all app publishers. Ad rates in mobile are much less than desktop and traditional media. This is due to a lack of audience data in mobile and the desire from advertisers to buy based on audience. Large companies such as Facebook garner high CPMs in mobile through their audience data. We provide a few lines of code, an SDK, which app publishers embed in their apps. The SDK detects Bluetooth beacon signals and collects lat/long from opted-in users. Data science algorithms turn these billions of unstructured data points in to actionable audience segments. Customers log into our software to create audience segments, which they can easily traffic ads against in their ad server.

KEY MILESTONES TO DATE

- 2015 Revenue: \$300,000
- Funding Milestones: \$1,250,000 from Capitol Broadcasting, Alerion Ventures, IDEA Fund Partners, River Cities Capital Fund, Bull City Venture Partners, and Brian Handly
- SDK embedded inside 423 mobile apps reaching over 5M monthly unique users
- Our current customers include some of the largest and most respected names in media, including Sinclair Broadcasting Group, Meredith Broadcasting, Graham Media, The Weather Company, Capitol Broadcast Company, DoApp, and Baron Weather.

POWERED BY

RIoT (Regional Internet of Things), CED (Member), Mobile Marketing Association, Location Based Marketing Association

Savii Inc.

<http://www.saviicare.com>

@SaviiCare



Michelle Harper
michelle@saviicare.com
310 S. Harrington Street
Raleigh, NC 27603

Sub-sector: Healthcare IT

Year Founded: 2014

COMPANY PROFILE

Savii simplifies private duty home care management with web and mobile platforms that streamline processes, enhances collaboration, and replaces the need for pencil and paper. Savii Care's home care agency management platform is the most complete care coordination software available. Automate workflow from first referral through client billing with Savii Care. Whether its from the web or a smart device, it has never been as easy to manage a private duty home care agency. Savii Care is at revenue and closed our \$500k seed round in April 2016 to accelerate deployment of our Savii Care Home Care Management Platform.

FOUNDERS/MANAGEMENT TEAM

Michelle Harper - CEO

David Nason - CTO

Hamilton Temple - Sales Manager

PRODUCT/TECHNOLOGY

Savii Care is at its heart a workflow management platform designed by and with home care stakeholders. The resulting product is so intuitive that an agency can be up and running in the platform in minutes, not after weeks of training. When we went through the Citrix Innovators Program in Raleigh, we conducted 100s of interview of key stakeholders, from franchise owners to single agencies, care coordinators and caregivers themselves. We initially hypothesized that the client/customer was the most important resource to home care companies, but we realized it was actually the caregivers. This country is facing a massive caregiver shortage, especially true in the home care space. When we looked at our competitors, we realized that while caregivers were an agency's most important resource, as a user they were an afterthought at best. So we combined a user-first strategy with a caregiver-first strategy. When Savii Care went to market with Savii Care, the workflow management tool for the agencies, Savii Connect, our native caregiver app, went to market at the same time. Every caregiver interviewed preferred to use Savii Connect over telephone and paper documentation. A caregiver can get up and running on their apps in 5 minutes or less and with no training required. The result is that over half of our customers are converting from competitors.

KEY MILESTONES TO DATE

- 2015 Revenue: \$330,000
- Funding Milestones: Founder Investment \$250k; NC Idea Grant \$50K; Citrix Grant \$25K; City of Raleigh Grant \$8K; Seed Round = Cofounders Capital \$300K, Cherokee Funds \$100K, RTP Capital \$60K
- Pilot - LiveWell Assisted Leaving and Home Care - running at the Chapel Hill location
- Product Release - Savii Connect 3.0 went live in both App Store and Google Play

POWERED BY

Blackstone Entrepreneurs Network, HQ Raleigh, CED (Member), SOAR, NC IDEA, CED Venture Mentoring Service (VMS)

SeaChange Technologies

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Sub-sector: Clean Tech

Year Founded: 2014

COMPANY PROFILE

SeaChange Technologies, Inc (SeaChange) is an early-stage startup that has developed an innovative water purification technology. SeaChange is focused on building and providing water treatment systems for oil/gas produced water treatment. Produced water disposal is the single highest cost component of oil/gas production. Existing water treatment technologies are ineffective, leaving producers with costly transport and disposal. SeaChange Technologies offers a cost-effective water treatment alternative.

FOUNDERS/MANAGEMENT TEAM

Dipak Mahato, Founder and CEO
James Douglas Little, Engineering
Kyle Harper, Business Development
Jessica Odeyemi, MBA Intern
Justin Doble, Engineering Intern

PRODUCT/TECHNOLOGY

When oil or gas is pumped from the ground, it is extracted along with naturally occurring water. This “produced water” is an EPA-regulated waste product with very high concentrations of salts, minerals, and metals. Existing desalination cannot cost-effectively treat produced water, so it must be transported by truck to disposal wells where it is injected deep underground. This is expensive and controversial. Unlike any technology in market use today, SeaChange's water treatment technology effectively treats water with high mineral content without any chemical, filter, or membrane treatment. The mechanical process involves creating an aerosol, inducing evaporation as the aerosol is conveyed in an air flow, and separating contaminants from the water vapor. Clean water vapor is released to the atmosphere and dry mineral solids are collected, eliminating the need to transport and dispose produced water.

KEY MILESTONES TO DATE

- 2015 Revenue: \$100,000
- Funding Milestones: Bootstrapped. \$70K of Founders funds and 2+ years of the team's sweat equity.
- Nondilutive grants: \$15,000 from University of Texas/Shell Technology ventures; \$25,000 from the Cherokee McDonough Challenge; and \$50,000 from NC IDEA
- Proof of concept validation study completed at Texas A&M University, May 2016.
- US and PCT patent applications filed. US application accelerated to Track 1 in February, 2016.
- Winner, SXSW Eco Water Startup Showcase, 2015; Global semi-finalist, 1776 Challenge Cup, 2016.

POWERED BY

Innovation Fund NC, The Frontier, SCORE, The Startup Factory, HQ Raleigh, American Underground, Launch Chapel Hill, NC IDEA, SBTDC, Groundwork Labs, First Flight Venture Center, Blackstone Entrepreneurs Network, UNC Water Institute, Raleigh Innovators Program, Citrix Startup Accelerator, 1 Million Cups

Sift

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Jud Bowman
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201 West Main Street, Suite 200, PMB 211
Durham, NC 27701

Sub-sector: AdTech/Marketing Tech

Year Founded: 2015

COMPANY PROFILE

Sift is a spinout from Appia (which was acquired by Digital Turbine in March 2015) at the intersection of mobile and big data. In January 2016, Sift announced \$3.25 million in funding led by Wakefield Group, with participation from Piedmont Capital, Alerion Ventures, IDEA Fund Partners, and several angel investors.

FOUNDERS/MANAGEMENT TEAM

Jud Bowman - CEO
Slawek Pruchnik - VP of Technology
Jesper Rasmussen - Chief Software Architect
Aaron Schwager - Lead Software Engineer

PRODUCT/TECHNOLOGY

The average smartphone user has 41 apps installed. Sift is focused on creating a global database of all smartphone users and their app libraries - which we call the App Graph. We believe this dataset creates a unique digital fingerprint for each smartphone user. The App Graph is the collection and utilization of Sift's profile database, particularly the unique set of apps on a user's smartphone, to inform purchase decisions on RTB inventory.

KEY MILESTONES TO DATE

- 2015 Revenue: Not disclosed
- Funding Milestones: In January 2016, Sift announced \$3.25 million in funding led by Wakefield Group, with participation from Piedmont Capital, Alerion Ventures, IDEA Fund Partners, and several angel investors.
- January 2016: Sift closed a spinout from Appia (which was acquired by Digital Turbine in March 2015) at the intersection of mobile and big data.
- January 2016: Sift announced \$3.25 million in funding led by Wakefield Group, with participation from Piedmont Capital, Alerion Ventures, IDEA Fund Partners, and several angel investors.
- February 2016: Sift launched its mobile RTB bidding platform with its first exchange partner, AOL.
- March 2016: Sift surpassed 100M unique profiles in its App Graph database.

POWERED BY

American Underground

VITAL PLAN

Vital Plan

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Raleigh, NC 27601

Sub-sector: Ecommerce/Marketplace

Year Founded: 2012

COMPANY PROFILE

Vital Plan is an e-commerce wellness company on a mission to empower consumers to become proactive about their health through physician-formulated natural supplements, guided online courses and personalized coaching & support. The company was founded by Braden Rawls and her father, Dr. Bill Rawls, a physician who suffered from Lyme disease and fibromyalgia for many years. After a decade of research, Dr. Rawls discovered and applied natural solutions to regain his health. He now applies his expertise to designing web-based wellness programs that educate and support chronic disease sufferers. Vital Plan's online wellness programs have been well received; the company now has loyal customers from around the globe.

FOUNDERS/MANAGEMENT TEAM

Braden Rawls, Co-Founder, CEO
Bill Rawls, MD, Co-Founder, Medical Director
Jon Hudson, Marketing Director
Jim Noonan, Director of Operations

PRODUCT/TECHNOLOGY

Tens of millions of individuals worldwide suffer from chronic disease. Patients first turn to the conventional medical system for help, but their needs are often not met. Drugs and surgery target the symptoms of disease, but not the underlying causes. While this can offer temporary relief, it has little capacity to restore wellness. As an alternative, many individuals are searching for answers online, but are unsure of what information and brands to trust. The \$100 billion natural health industry lacks credibility and is plagued with deceptive labeling, false claims, and low-quality ingredients. People intuitively believe that natural solutions are the answer but find the process of piecing together a wellness regimen to be overwhelming. Vital Plan simplifies the process by offering a one-stop shop for trusted natural products, paired with physician-developed online courses and personalized support that guide individuals through proactive changes in a stepwise fashion.

KEY MILESTONES TO DATE

- 2015 Revenue: \$865K
- Funding Milestones: \$750K seed funding
- March 2015 – Launched Restore Program (with 3-month email course)
- March 2016 – Launched Restore Program 2.0 (6-month online course with video & surveys)
- June 2016 – Offered first live webinar to 1000 attendees

POWERED BY

CED (Member), HQ Raleigh