

Welcome

It began in December with sixty-four teams, narrowed in January to thirty-two, and now we have the Entrepreneurial Eight, here today to pitch their business concepts to our panel of successful entrepreneurs, technologists and investors.

Today, the top teams will each be awarded a prize package of software and services, and the

Judges

Brendon Kim
Managing Director,
Strategic Investments Group
Samsung Open Innovation Center
Website: www.samsung.com/us/ssic/



Brendon is Managing Director and head of the Strategic Investments Group, at Samsung Electronics Open Innovation Center. His team drives investments in compelling early stage startups, empowering entrepreneurs to create break-out products with Samsung. Prior to joining Samsung, Brendon was a co-founding general partner of Altos Ventures where he was a lead investor and board member in numerous early-stage software and services companies.

Kristina Hahn
Head of Consumer Packaged Goods
Google
Website: www.google.com



Kristina has more than 15 years experience in traditional and digital media. At Google she helps build brands digitally across all screens utilizing search, display, video, social, mobile and programmatic solutions. A supporter of startups, Kristina is a mentor for Syracuse University's Newhouse School Center for Digital Entrepreneurship. She is also a member of NextGen Angels NYC.

Anis Uzzaman
Co-Founder, CEO, and General Partner
Fenox Venture Capital
Website: www.fenoxvc.com



Anis Uzzaman, Ph.D is the General Partner and founding member of Fenox Venture

top-scoring team will be declared the 2014-15 National Champion and awarded the coveted Student Startup Madness Rocket Trophy.
~Sean
startups@syr.edu

Let the Madness Begin!

Capital. He oversees multi-million dollar funds that invest in Internet, mobile, social, cloud, and next-gen technologies. Anis has invested in over 50 startups in the United States, Japan, and Southeast Asia. He is an honored guest speaker in international conferences, workshops and seminars, has published more than 30 technical papers, and is the author of the "Startup Bible – The Silicon Valley Way of Developing Success."

Heather Dawn Miller
Co-Founder
August | Endeavor
Website: www.augustendeavor.com



Heather Dawn Miller is a professional coach. She is certified by the International Coaching Federation and holds a bachelors degree in Business Management – Human Resources and is certified as a Professional in Human Resources. Heather Dawn is a co-founder of August | Endeavor, a professional training company and coaching practice.

Emcee:

Tim Dickson
Executive Director, CIO, Emerging Technologies and User Experience
Dell, Inc.
Website: www.dell.com



Tim Dickson serves as Executive Director and CIO for Emerging Technologies and User Experience at Dell. He is responsible for the strategic adoption of emerging technologies and improving Dell team members' IT experience.



Sean Branagan
Director of Center for Digital Media Entrepreneurship at Newhouse School at Syracuse University, & Creator of Student Startup Madness

About the Entrepreneurial Eight Finalists

- BetaVersity:** BetaVersity offers BetaBox, a maker lab in a shipping container; and Atlas, a job-matching tool targeted at engineers, for 25+ university and corporate clients. Founded by scientists and engineers, Betaversity impacts thousands of STEM students every month. betaversity.com
- Boldr:** Boldr is a promotion platform for brick-and-mortar businesses. Current alternatives have restricted reach and are unable to quantify the impact of online promotions on in-store traffic and sales. Our platform allows retail businesses to promote events and understand the ROI for their online marketing through metrics on foot traffic. getboldr.com
- Champio:** Champio is a marketing tool on which a company's employees compete to share valuable moments that the marketer can post on the brand's social media channels. The unique and relevant content boosts follower engagement, which increases revenue. champio.com
- Loco Labs, Inc.:** A mobile application on iOS for local communities to anonymously post relevant information in their areas. Share information, meet new people, have fun. Loco. locoapp.co

- Reliefwatch:** Reliefwatch is a platform for organizations in the developing world to track essential supplies through basic mobile phones. Reliefwatch currently works to prevent stockouts of medication in Central America and West Africa at health clinics that otherwise wouldn't have information systems in place to keep track of supplies. reliefwatch.com
- Spray N' Pray Studios:** Spray N' Pray Studios is dedicated to creating innovative game experiences that show that compelling character narrative, and high stakes first person gameplay are not mutually exclusive. They hope to not just entertain with their games, but also educate the player in social and geopolitical issues, and how society can and attempts to confront them. raventhgame.com
- Tech Twurl:** Tech Twurl offers a convenient and reliable solution to buy, sell, trade, and repair your devices. Using our website and mobile app you will always be protected. techtwurl.com
- Yorango:** Born from the needs of college tenants and small-to-midsize landlords and property managers, Yorango simplifies rental with a suite of easy-to-use online tools integrating management SaaS and easy-to-navigate listings. In Ithaca, NY alone, Yorango has improved renting for thousands. yorango.com

Event Timeline

3:00pm	Doors Open
3:30 – 4:20pm	BetaVersity
	Boldr
	Champio
	Loco Labs, Inc.
4:22pm	Featured Speaker: Taseen Peterson of Notefuly, Inc. – Last Year's Winner
4:26pm	Featured Speaker: Scott Block from Venture Board
4:30 – 5:00pm	Break
5:00 – 5:50pm	Reliefwatch
	Spray N' Pray Studios
	Tech Twurl
	Yorango
5:53pm	Featured Speaker: Heather Dawn Miller, Co-Founder of August Endeavor
5:56 – 6:00pm	SSM Champ Announced
	Celebration

Coaches

Tim Hayden - Tim is the Director of the nationally-recognized Center for Entrepreneurship at Saint Louis University. In addition, he is a Senior Adjunct Professor in Entrepreneurship in the 13th best program in the nation, and he helped SLU create their popular Sports Business program.

Ginger Imster - As the Executive Director of Arch Grants, the St. Louis-based organization that hands out non-equity \$50,000 grants to startup companies from across the globe, Ginger Imster is tasked with strategy, fundraising, and day-to-day management.

Sandy Khaund – Sandy has a unique mix of business, entrepreneurship, and leadership skills coupled with deep technical expertise in complex software systems & social computing. He has a diverse background driving innovation and entrepreneurship with Intel, Boston Consulting Group, Microsoft, Turner Broadcasting and InStadium.

Ron Roy - Ron Roy is the founder of rock-n-roll's only wine company, Wines That Rock, where he is partnered with Pink Floyd, The Rolling Stones, The Grateful Dead, Sting/The Police and the founders of 1969 Woodstock Festival. He was also a co-founder of the landmark Internet fan club UltraStar which was sold to LiveNation in 2007.

Dougan Sherwood - Dougan oversees the creation, launch and day-to-day operations of CIC-St. Louis. Prior to his work at CIC, he spent several years working in experiential education throughout the U.S. with a particular focus on leadership development for high achieving students.