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FOR IMMEDIATE RELEASE

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**\$255,000 AWARDED AT 2021 FLYWHEEL INVESTMENT CONFERENCE;  
SYNCFLOOR NAMED CONFERENCE WINNER**

**WENATCHEE, WA** – The annual Flywheel Investment Conference saw \$255,000 awarded to Washington State companies by the Flywheel Angel Network and NCW Tech Alliance on May 20.

The Flywheel Investment Conference is an annual event that generates exposure and resources for early stage companies by bringing entrepreneurs, investors, and community members together. The conference is organized by the NCW Tech Alliance, formerly known as GWATA, and hosted in partnership with the Flywheel Angel Network who fund the investment offering.

The Flywheel Angel Network is a group of investors who have an affinity for North Central Washington and a desire to support long-term economic development. The network has a mix of individuals with varied backgrounds in healthcare, telecom, agriculture, and the broader corporate world.

This year's conference had 50 startup companies from across Washington State apply to compete. Those applications were then carefully narrowed down to just the top six companies who competed live during the conference. The top six were carefully selected by the Flywheel Angel Network, and included Cognition Med, Wenatchee; Fuchsia Shoes, Kirkland; Iasis Molecular Sciences, Spokane; Motis, Seattle; PetHub, Wenatchee; SyncFloor, Seattle.

During the conference, each of the Top Six CEO's were given eight minutes to pitch their company and plans for the future, followed by an additional eight minutes of Q&A with investors on stage. A limited number of people attended in-person, along with an online audience from across the world. SyncFloor was named this year's Flywheel Conference winner and received a \$150,000 investment offer from the Flywheel Angel Network. In addition, they received a \$50,000 relocation offer if they choose to relocate their business to Chelan or Douglas counties.

SyncFloor enables businesses of all kinds, including websites, services and apps, to "use music everywhere," by aggregating content from the world's best independent catalogs and creating a streamlined discovery and licensing experience via their proprietary technology and platform. SyncFloor currently offers two online marketplaces for music discovery and are actively building out their platform capabilities so that businesses can integrate SyncFloor's discovery and licensing experience directly into their website, app or service.

In addition, Iasis Molecular Sciences was named runner up awarded a \$50,000 investment offer. Iasis Molecular Sciences is an advanced materials company developing and commercializing materials science-based solutions to prevent the transmission of infectious pathogens from surfaces.

Local Wenatchee company, PetHub, took home the \$5,000 Fan Favorite cash prize. Over 1,048 votes were cast for the Fan Favorite award this year.

The Flywheel Conference also featured an impressive lineup of speakers, including Dave Parker, DKParker, LLC; Max Martina, Cambridge Leadership Associates; Minda Brusse, First Row Partners; Brian Vierra, EDCO; Cyndi Donahue, Ignite Northwest; James Dorsey, College Success Foundation; Martha Montoya, Agtools; Virginia Emery, Beta Hatch; and Dr. Lisa J. Brown, Washington State Department of Commerce.

The 2021 Flywheel Investment Conference was presented by Moss Adams, Ogden Murphy Wallace, Confluence Health, and Microsoft. Supporters include City of Wenatchee, Chelan Douglas Regional Port Authority, Karr Tuttle Campbell, Numerica Credit Union, Native Network, Washington State Department of Commerce, North 40 Productions, Laura Mounter Real Estate and Company, Brighton Jones, Clark Nuber, AHT Insurance, WTIA, GeekWire, Colchuck Companies, LocalTel Communications, Icicle Broadcasting, and Cambridge Leadership Associates.

### **About the Flywheel Investment Conference**

The Flywheel Investment Conference is an annual full-day event that generates momentum and resources for early stage companies. The Flywheel Conference is a unique opportunity for angel investors, venture capitalists, entrepreneurs, startups and community members to come together to connect, learn, and develop resources for building companies. Held in downtown Wenatchee, WA, the event features an investment competition, educational seminars, keynote presentations, and after-party celebration. More information at [www.flywheelconference.com](http://www.flywheelconference.com)

### **About NCW Tech Alliance**

Formally known as GWATA, NCW Tech Alliance has served as the region's sole technology alliance since 1999, championing growth and development in North Central Washington. As a 501(c)3, NCW Tech Alliance's mission is to bring together people and resources in technology, entrepreneurship, and STEM education. Currently, the organization is undergoing a full rebrand and is expanding their efforts to serve six counties across Washington State including Adams, Chelan, Douglas, Ferry, Grant and Okanogan. For more information visit [www.gwata.org](http://www.gwata.org).

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Photos for media use:

1. Kirt Debique and Cestjon McFarland of SyncFloor are all smiles following their company pitch at the 2021 Flywheel Investment Conference on May 20.

2. From left to right: Tom Arnold, PetHub; David Vachon, Iasis Molecular Sciences; Kirt Debique and Cestjon McFarland, Syncfloor gather for a photo after being awarded during the Flywheel Investment Conference on May 20.
3. The NCW Tech Alliance team joins David Vachon of Iasis Molecular Sciences for a photo after Vachon was named runner up at the Flywheel Investment Conference on May 20.
4. The Top Six CEO's included (from left to right): Kirt Debique, SyncFloor; Rick Beaton, Motis; Gautam Nayak, Cognition Med; Tom Arnold, PetHub; Afshan Abbas, Fuchsia; and David Vachon, Iasis Molecular Sciences.