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investment conference

#flywheel18

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DIRECTOR'S NOTE



JENNY ROJANASTHIEN
EXECUTIVE DIRECTOR
GWATA

Welcome to the 2018 Flywheel Investment Conference! You are an important part of building our regional and state economy and we're excited to have you here today.

Today's event is possible thanks to our generous sponsors, an incredible advisory team, and the support of the GWATA Board of Directors. I want to give a special thank you to our local angel investors, whose vision and initiative allowed us to create the first Flywheel Investment Fund.

Thank you for joining us today, I hope you enjoy making new connections and have fun cheering on the Top 6 finalists! I invite you to join our efforts going forward. Together we can cultivate momentum for growing companies.

QUESTIONS?

Visit one of our registration tables and a Flywheel volunteer will be happy to answer any questions.

VOTE FOR YOUR FAVORITE

Visit sli.do and search code **"flywheel18"**. Online voting starts at 2pm and ends at 4:30pm. The company with the most votes gets a \$5,000 cash prize. Join us at the After Party to see who wins!

WIFI INFO

Convention Center
N: Wenatchee Center
P: wencenter

THE AGENDA

9:00 AM - 11:00 AM

Entrepreneurial Seminars

Convention Center, Gala Room

Learn about the foundations for building your business from the experts. There will be 10 minute break between seminars for coffee, snacks, and networking.

Featuring: Andy Cates, Moss Adams; and Leslie Pesterfield, Ogden Murphy Wallace

9:30 AM - 11:00 AM

Investor Panel

Convention Center, Fuji Room

Hear from six experts on the **Three Stages of Investing: Finding, Feeding, and Funding**. This panel has an emphasis on sharing real-life experiences and answering audience questions. **Moderated by:** Aaron Richmond, Endeavour Capital

Featuring: Aaron Richmond, Endeavour Capital; Adam Snyder, Ogden Murphy Wallace; Cole Younger, Arnold Venture Group; Diane Fraiman, Voyager Capital; Justin Rae, Bend Outdoor Worx; and Wiley Kitchell, Moss Adams Capital

11:30 AM - 1:00 PM

Luncheon & Fireside Chat

Convention Center, Grand Ballroom

Enjoy a dynamic conversation between our featured speakers: H.S. Wright III and Diane Fraiman. **Moderated by:** Chrismon Nofsinger

Featuring: Chrismon Nofsinger, Nofsinger Group; Diane Fraiman, Voyager Capital; H.S. Wright III, Seattle Hospitality Group; Jenny Rojanasthien, GWATA; Dr. Peter Rutherford, Confluence Health; and Tom Arnold, PetHub

1:00 PM - 4:00 PM

Company Pitch Competition

Numerica Performing Arts Center

Watch as six companies compete for a \$100,000 investment in front of a panel of local investors. Then vote for your favorite to win a \$5,000 cash prize, and join us at the After Party to see who wins!

Featuring: Adam Greenberg, iUNU; Brian Bonlender, Washington Dept. of Commerce; Jenny Rickel, Flywheel Conference Fund

Companies: Janelle Maiocco, Barn2Door; Jill Angelo, genneve; Nikola Mrvaljevic, Strive Tech; Scott Ware, MirrorCache; Symon Perriman, FanWide; and Will Stryker Clausen, Cartogram

4:00 PM - 5:00 PM

Break - Check out downtown Wenatchee, then meet us for the After Party

5:00 PM - 8:00 PM

After Party

BPOE Ballroom, 27 S. Chelan Avenue

Join us for an evening celebration at the beautiful BPOE Ballroom. This reception includes a hosted bar, hors d'oeuvres, and the announcement of the investment winners. Don't miss out, announcements begin at 6:15pm.

Featuring: Don Black, Ogden Murphy Wallace; Randy Fenich, Moss Adams

WHO IS GOING TO TAKE THE CAKE?

Join us at the After Party to find out
which company won the \$100,000
investment and \$5,000 cash prize.

Hosted bar and cocktails

Hors d'oeuvres

Meet the Top Six
Network

TONIGHT FROM 5:00PM TO 8:00PM

BPOE BALLROOM | 27 S. CHELAN AVE. WENATCHEE

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WeAreConfluence.org



Students in Quincy, Washington learn Computer Science skills through Microsoft's Technology Education and Literacy in Schools (TEALS) program. Eleven Central Washington schools benefit from the TEALS program.

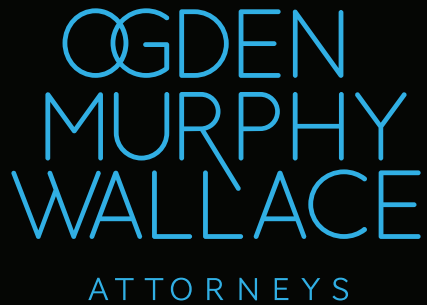


Advancing a future for everyone.

As technology moves forward, people and communities cannot be left behind. We believe in a future where every person has the skills, knowledge, and opportunity to achieve more.

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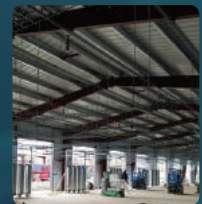
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Center—opening
June 2018



Our
Locations



Veedol Data
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opening soon



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Learn more at SalcidoEnterprises.tech



Let's go *out* for lunch!

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The attorneys and staff of Karr Tuttle Campbell are proud to support the growing community of Northwest entrepreneurs and investors.

Contact Alex Modelski | amodelski@karrtuttle.com | 206-224-8016

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Low costs

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As you build the next generation of Washington Business Legends, the Department of Commerce is proud to support your innovation, invention and unique pioneer spirit that continue to strengthen communities and grow our economy statewide.



Department of Commerce
www.commerce.wa.gov

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General Admission is FREE for All

Wednesday, April 25th 4:00pm-8:00pm

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An event for Employers, Executives, Job Seekers, Professionals, Students and Startups.

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The Westin Seattle

Register: www.technology-alliance.com/luncheon-2018/

THE SPEAKERS



H. S. WRIGHT III
CHAIR & FOUNDER



Seattle Hospitality Group, LLC

Howard Wright is a Seattle-based executive, entrepreneur and aviator with deep business experience in the hospitality, transportation and tourism industries. He is widely recognized for his commitment to community and ability to bring together groups on all sides of an issue.

Mr. Wright is chairman of Seattle Hospitality Group (SHG), which he founded in 2002. SHG is a holding company with interests in best-in-class event management, hospitality, tourism and transportation companies in Washington, Oregon, California, and Hawaii. SHG oversees 400 employees with revenues in excess of \$100 million and is in the "top 40" largest private companies in Washington.

Mr. Wright is the managing partner of the Sheraton Seattle, a 1,236-room convention-category hotel ranked #2 in North America in Starwood's Sheraton brand. Mr. Wright also serves on the boards of several closely held restaurant and hotel ownership groups. Among the Seattle-area properties in these portfolios are Cascina Spinnasse, recognized as one of the top five Italian restaurants in North America, and Cedarbrook Lodge, a TripAdvisor Hotel of the Year. In addition, Mr. Wright is also an owner and board member of one of Seattle's signature attractions, the Space Needle.



DIANE FRAIMAN
PARTNER



Diane Fraiman is a partner of the Pacific Northwest venture capital firm Voyager Capital. Based in Portland, Oregon, Ms. Fraiman has over 30 years of technology company experience in leading sales, marketing, and business development. Leading Voyager's early stage investment strategy in Oregon, she works with startups in the enterprise software, digital media, and cloud infrastructure software industries throughout the Pacific Northwest. Ms. Fraiman is involved in helping drive the technology ecosystem throughout Oregon with her involvement in both public and private organizations that have resulted in Oregon being a thriving tech economy.

Before Voyager, Ms. Fraiman was Senior Vice President of Marketing and Business Development for Sanctum, a silicon valley based, VC-backed startup that provided Web application security software (acquired by Watchfire), as well as, Vice President of Worldwide Marketing for the database company Informix Software (acquired by IBM). Other past experience includes Vice President of Marketing for Tektronix (acquired by Danaher) in their Video and Networking Division, a marketing executive with Sequent Computer (acquired by IBM), and over 16 years in sales and marketing roles at Digital Equipment Corporation in the US, Europe and Asia Pacific.



AARON RICHMOND
ENDEAVOUR CAPITAL

Aaron Richmond joined Endeavour Capital in 1996. Since that time, he has worked with companies in the marine transportation, retail, food, distribution, and business services industries.

Endeavour was founded in 1991 providing capital and long-term partnership to leading West Coast companies. Endeavour strives to leave companies in a better position than when they arrived. Current Pacific Northwest portfolio companies include Alpha Media, Genesis Financial Solutions, Metropolitan Market, New Seasons Market, PMI, USNR, Vigor Industrial, Zoom+, and ESCO.



ADAM GREENBERG
iUNU

Adam Greenberg has a passion to solve fundamental challenges and he brings a clear path and vision of how iUNU will be a major player in that agricultural solution. As a proud Eagle Scout, Adam grew up with a love for agriculture through the lens of his botanist father. After gathering perspective from traveling through four other continents, he founded iUNU in 2013 as he saw how precision agriculture could enhance greenhouse production.

Adam earned his degree in Finance and Entrepreneurship from the University of Washington. He spent time at Amazon, but ultimately found his passion in leading innovation. He co-founded a water company that won Forbes 30 Under 30 and assisted in other startups to raise capital from TechStars and 500 Startups.



ADAM SNYDER
OGDEN MURPHY WALLACE

Adam Snyder is a transactional and litigation attorney in the Seattle office of Ogden Murphy Wallace. In addition to being the Founder/CEO of Focus Sports Agency, Adam is an Affiliate Faculty Member and part-time lecturer at the University of Washington School of Law. Adam's practice focuses on the areas of hospitals, physicians and other health care providers. He has significant experience representing clients in mergers and acquisitions, private placement securities offerings, asset sales, real estate transactions, corporate compliance matters, and responding to government investigations. In addition to his law practice, Adam earned the NFLPA Certification in 2011, and has negotiated dozens of NFL Player Contracts as a NFL Player Agent. Adam is a Member and immediate Past Chair of the Business Department at Ogden Murphy Wallace, with offices in Seattle and Wenatchee.



ANDY CATES
MOSS ADAMS

Andy Cates has worked in public accounting with Moss Adams since 1995. He is a leader in Moss Adams's Tax Services practice and is the firmwide leader for public and private company financial statement reporting of income taxes (ASC 740). He also specializes in the areas of share-based compensation, internal controls, and valuation allowances. Andy has been awarded the firm's Technical Excellence Award for tax services twice—once in 2005 and again in 2010.

Moss Adams is a fully integrated professional services firm dedicated to assisting clients with growing, managing, and protecting prosperity.



BRIAN BONLENDER
WA DEPT. OF COMMERCE

Brian Bonlender was appointed director of Commerce by Governor Jay Inslee in January 2013. Under his leadership, the department has revitalized and increased the state's economic development capabilities, expanded and linked its economic and community development programs, implemented a metrics-driven performance system and refocused around the shared purpose of strengthening communities.

A Yakima native, Brian served as Inslee's chief-of-staff and legislative director, running the congressman's office and acting as his primary advisor on economic issues. Brian has worked on legislation and policy in a range of industries, including agriculture, life sciences, information technology, aerospace, maritime and clean energy.



CHRISMON NOFSINGER
NOFSINGER GROUP

Chrismon Nofsinger is the CEO and founder of the Nofsinger Group. In his 20-plus years in the field, Chrismon has become a trusted confidant and adviser to numerous CEOs, board members, and private equity investors. He has personally worked with more than 500 companies, from startups to Fortune 500 companies, focusing on organizational change, individual and team development, and CEO coaching. Chrismon earned his M.A. and Ph.D. in organizational psychology from Claremont Graduate University, where he was a student of management guru Peter F. Drucker and currently serves as a board member. A sought-after speaker and thought-leader, Chrismon frequently presents on the use of stage models as a tool to meaningfully improve interactions and relationships.



COLE YOUNGER
ARNOLD VENTURE GROUP

Cole Younger has lived and worked in the Pacific Northwest for the majority of his life and received his degrees from the University of Washington. After graduation, he worked for two venture firms, Pacific Horizon Ventures and Bancshares Capital. In 2007, he founded Vintage Lane Venture Partners, an RIA firm that specialized in direct angel and venture capital investments for family offices and individuals. During his tenure with VLVP, he oversaw all facets of the firm including sourcing, negotiating and monitoring of direct investments, as well as monitoring and advising of existing client venture portfolios. In his role at Arnold Venture Group, Cole spends the majority of his time assessing new investment opportunities and working with portfolio companies.



DON BLACK
OGDEN MURPHY WALLACE

Don Black is a business and transactional attorney in the Seattle office of Ogden Murphy Wallace, serving clients across the greater Northwest. His practice focuses on transactions and regulatory issues in the healthcare industry. Don's recent transactional projects include complex joint venture agreements, sales to private equity backed healthcare companies, developing new accountable care networks and healthcare provide affiliation transactions. In addition to his transactional practice, Don serves as general counsel to several large healthcare entities. Don is the Chair and immediate past Managing Member of Ogden Murphy Wallace.



JENNY RICKEL
FLYWHEEL FUND MANAGER

Jenny Rickel has been an entrepreneur, consultant, mentor and technology enthusiast in North Central Washington for 25 years. She has raised in the excess of \$15M in equity and debt in companies she has founded, and been responsible for the exit and M&A activities for two major telecoms, Cellular One and Northwest Telephone. As the GWATA President from 2009-2015, and still today, Jenny enjoys mentoring and connecting entrepreneurs to resources to assist in their long-term success. Recently she co-founded Native Network and is excited to be working on a 3rd startup with a mission to bridge the digital divide in rural and underserved Native American lands.



JUSTIN RAE
BEND OUTDOOR WORX

Justin Rae was lucky to start his outdoor apprenticeship as a professional river guide working throughout most of the US, Costa Rica, Ecuador, and South America for almost 10 years. He inevitably stumbled upon full time employment and has been immersed in the startup/entrepreneurship world since then. He was hooked after he sold his first business at the age of 24. He currently works with entrepreneurs and executives through his wealth management business at Northline Wealth Management. In addition, he is an active investor in private equity and angel investment deals throughout the country. He is one of the founding partners of Bend Outdoor Worx (an outdoor specific accelerator based in Bend, OR) and serves as a mentor/advisor to the 14 portfolio companies that have completed/are currently participating in the program.



LESLIE PESTERFIELD
OGDEN MURPHY WALLACE

Leslie Pesterfield's practice emphasizes all aspects of taxation, including federal income, estate and gift, and state and local. His practice includes planning tax-saving alternatives to defending taxpayers before both the IRS and the Washington Department of Revenue. His practice also emphasizes advising startup businesses, real estate sales and acquisitions, business structuring, including corporate, partnership and limited liability company formations and mergers and acquisitions. His work involves a variety of clientele, ranging from individuals to closely held corporations, partnerships and limited liability companies to Fortune 500 and multinational companies. Leslie is a Distinguished Adjunct Professor in Golden Gate University's Graduate Tax Program and a Certified Public Accountant.



PETER RUTHERFORD
CONFLUENCE HEALTH

Dr. Peter Rutherford joined Wenatchee Valley Medical Center as a physician in the Internal Medicine department in 1990. After being elected by the shareholders at WVMC in 2002, Dr. Rutherford served as the Vice Chairman for three years prior to his appointment as Chairman of the Board in January 2011. With the affiliation of Wenatchee Valley Medical Center and Central Washington Hospital to form Confluence Health in January 2013, Dr. Rutherford assumed the role of Chief Executive Officer.

With Dr. Rutherford at the helm, Confluence Health has grown to be the largest integrated healthcare delivery system in Central Washington State. Headquartered in Wenatchee, WA, Confluence Health relies on the services of over 270 physicians and 150 advanced practice clinicians, with a total of 4,000+ employees in two hospitals and 14 clinic sites spread over a 12,000-square mile radius.



RANDY FENICH
MOSS ADAMS

Randy Fenich has been in public accounting since 1981. He provides accounting, auditing, and business consulting services to a wide variety of clients in several industries, including manufacturing and distribution, food processing, agriculture, and construction. Randy also provides systems analysis and review, strategic planning, and management transition services.

Moss Adams is a fully integrated professional services firm dedicated to assisting clients with growing, managing, and protecting prosperity.



TOM ARNOLD
PETHUB

Tom Arnold graduated from Purdue University with a B.S. in Computer Science. Immediately after graduation he moved to Seattle "for skiing and the tech industry." After co-founding and selling 3 tech startups, he was recruited by Microsoft for their Server & Tools Division. In 2010, Tom started PetHub.com to combine his love of animals and passion for tech. PetHub is the first company to launch a QR code ID tag for pets and filed patents for that invention in October 2010. Since then the company has helped thousands of animals find their owners through their various products.



WILEY KITCHELL
MOSS ADAMS CAPITAL

Wiley Kitchell is a Co-Founder and Managing Director of Moss Adams Capital LLC. He specializes in advising private companies on their sale, mergers and acquisitions, and in raising private debt and equity capital. Wiley commenced his investment banking career with Goldman Sachs in New York City and has more than 25 years of investment banking experience. He serves on the Board of Directors of Continental Mills, Inc., Herbco International, Inc., Price Farms, Inc., and Micro 100 Corporation. He is also a founding director of the Northwest Children's Fund.

COMPETITION: TOP SIX



COMPANY

Website

www.barn2door.com

Founded

2015

Industry

Food and Beverage

Location

Seattle, WA

FOUNDER/CEO

Janelle Maiocco

www.linkedin.com/in/janellemaiocco

TEAM

Shea Martin

VP of Engineering

Kruger Schaumkel

Director of Sales

Barn2Door (B2D) is a mobile-first vertical SaaS solution connecting chefs and farmers. A two-sided marketplace and fully-integrated ecommerce solution, Barn2Door connects suppliers to buyers by making local food easy to discover, access and buy for chefs, who spend \$164B+ per annum through traditional channels.

Farmers on B2D have an online store that is managed in one place but is published in three locations: (1) on a farm's custom-branded mobile app (Apple, Google Play stores), (2) embedded on their farm website and (3) on Barn2Door.com's local food marketplace. B2D drives revenue through farm subscriptions and payments.

Chefs can request food that B2D automatches to suppliers, readily discover farms that deliver to their door, place regular orders at their convenience and shop by individual or across all farmers on the Barn2Door marketplace. Chefs can download Barn2Door's Mobile App and/or download the mobile apps of their favorite producers for direct ordering and communications (last minute deals, reminder to purchase, logistics). Because it is purely a technology platform, Barn2Door is available to all farms and chefs across the United States; farms in 15+ states use Barn2Door to manage direct local sales.



COMPANY

Website

www.cartogram.com

Founded

December 2014

Industry

Software

Location

Seattle, WA

FOUNDER/CEO

Will Stryker Clausen

www.linkedin.com/in/indoormap

Cartogram solves the wayfinding problem in hospitals, sports venues, and other large buildings by providing an indoor mapping and navigation software platform to businesses as a service. Cartogram navigates anyone from anywhere to anywhere - inside, outside, and between buildings.

Our services include high-tech indoor/outdoor wayfinding software for iOS, Android, and web, as well as print-based navigation, an SMS chatbot, and digital signage. Manage indoor maps and routing, enable staff to use different routes than patients and customers, schedule events inside of rooms, create shareable web links for locations, and enable a single source truth for all of your geospatial data and wayfinding needs with Cartogram.

Hospitals are a key vertical for Cartogram because our wayfinding platform can tackle two key healthcare business problems simultaneously. We can increase revenue by decreasing missed appointments leading to reschedules due to patients becoming lost in (or outside of) hospital facilities. Cartogram also provides an improved patient experience which impacts responses on HCAHPS and other surveys directly tied to Medicare and private insurance reimbursements. Finally, Cartogram can decrease labor associated with staff being burdened by wayfinding requests from patients, which, in a recent hospital survey, can be millions of dollars per year, per hospital. And generally, it's not much fun to get lost in a hospital. Cartogram can help.

By providing service to patients and staff of every age, across every screen, in addition to customized printed directions from receptionists and appointment reminders, Cartogram will eliminate wayfinding woes in healthcare.



COMPANY

Website

www.fanwide.com

Founded **Industry**

February 2016 Sports

Location

Seattle, WA

FOUNDER/CEO

Symon Perriman

www.linkedin.com/in/symonperriman

TEAM

Jeff Sarvas

VP of Operations & Chief Counsel

T.J. Goltermann

VP of Engineering

Dr. Philip Garland

VP of Data Science

Joel Ruiz

Director of Product

FanWide is a free website and app that helps displaced sports fans find a local game watch party at a sports bar for any team in any city, using the world's largest fan club database. The company was recently named "the most disruptive technology likely to shape the future of basketball" by Spalding, Puma, Naismith Museum, and other sports influencers. Since launching in 2016, Seattle-based FanWide has promoted half of a million events at 10,000 hosts for 12,000 fan clubs!

The sports bars bid against each other to host the event using FanWide's patent-pending event auction system, and the hosts guarantee that the team's games will be featured with sound! Fan clubs and alumni associations use FanWide's services to expand their network, organize events, communicate, collect attendance data, enter contests, receive donations, and activate discounts from the event host or sponsors. Fans from around the country check in at events to receive promotions or deals, and report watch party attendance. This crowdsourced data is aggregated and measured to improve the accuracy of Out-Of-Home TV ratings, so broadcast and advertising partners can see a measurable increase in viewership.

Sports teams and leagues can use FanWide's data to analyze fan engagement, and all of FanWide's services can be integrated within the team's own website or app. FanWide also offers partners new targeted advertising channels through its digital platform, and on-site activations during thousands of in-person events which function like "virtual stadiums", allowing sponsors to engage any team's most loyal fans in any city.



COMPANY

Website

www.genneve.com

Founded **Industry**

October 2015 Healthcare Services

Location

Seattle, WA

FOUNDER/CEO

Jill Angelo

www.linkedin.com/in/jillangelo

TEAM

Dr. Rebecca Dunsmoor-Su

Director of Health

Michael Atalla

Chief Technology Officer

Shannon Perry

Director of Media and Marketing

genneve is on a mission to help 50M women in the U.S. solve menopause.

genneve is a digital health company that uses machine learning and a telehealth community of physicians to help women find relief for hormone-related symptoms in menopause.

Similar to HIPAA-compliant health apps used to manage diabetes, weight or fertility, genneve provides women access to their personal health data, individualized wellness plans, and consultation with qualified physicians to manage the 4-10-year journey through menopause. The 12,000 women subscribed to our initial release demonstrates a real need in the market.

The genneve team brings 80+ combined years of experience from Microsoft, University of Washington Women's Health and Penn Medicine to serve women globally. We've assembled physicians and advisors from Stanford Women's Health, Texas Children's Women's Pavilion, Cedars Sinai, Startup Health, Microsoft, Neutrogena, Venturebeat and Deep Knowledge Ventures to guide the technology and health roadmap.

Our true differentiation is that we're taking a first-ever data approach to women's health in midlife and menopause. Over time, the secure health data will inform innovation in prevention and symptom management for a broad range of women in menopause.



COMPANY

Website

www.mirrorcache.com

Founded

May 2015

Industry

Travel

Location

Seattle, WA

FOUNDER/CEO

Scott Ware

www.linkedin.com/in/scottware

TEAM

Eric Booker

Chief Operating Officer

Tyler Marchand

Chief Financial Officer

Eli Tuttle

Chief Design Officer

Celeste Combs

Chief Experience Officer

In this age of customer satisfaction, the hospitality industry has become hyper-focused on facilitating impeccable customer experiences. With challenges surrounding trust during travel, we're seeing hotels prioritize security and privacy, while continuing to offer the utmost comfort to their guests. MirrorCache® has patented SmartAccessMirror™, a transformative solution that seamlessly integrates essential travel components. Your valuables are securely housed in a smart safe hidden behind an interactive touchscreen mirror - a modern, personalized replacement for clunky, unreliable in-room safes.

When savvy travelers enter a hotel room, they have high expectations, especially when it comes to the secure storage of their valuables. SmartAccessMirror™ ensures absolute privacy, integrating the most cutting-edge security technologies - from PIN codes, biometrics, facial & voice recognition, to user preferences. As an IoT device, guests can conveniently connect to services most important to them through a touch screen or a voice-enabled service like Alexa. Imagine saying "Alexa, order room service", and instantly having a menu appear before you. Linking to mobile devices is a cinch; guests can monitor personal belongings, interact with hotel amenities, store and charge laptops or tablets, play music with premium audio, and even search for things to do nearby.

By leveraging our unique technology, we are revolutionizing the hospitality industry by providing a high-touch experience that improves and enhances the relationship between customer, hotel, and the surrounding community. In addition to our robust feature sets, SmartAccessMirror™ is able to capture invaluable data about travel behaviors to strengthen the trust and communication between hotels and guests.



COMPANY

Website

www.wearstrive.com

Founded

June 2016

Industry

Sports

Location

Bothell, WA

FOUNDER/CEO

Nikola Mrvaljevic

www.linkedin.com/in/mrnikola

TEAM

Carsten Winsnes

Chief Operating Officer

Filipp Shpomer

Chief Technology Officer

Strive Tech is a performance company that helps users maximize performance and improve recovery. Strive offers sensor-integrated compression clothing that monitors muscles, heart, and motion. The combination of these measurements alongside monitoring mental wellness provides insights into how users perform, how to optimize their performance, how to prevent injuries, and how to recover more quickly. Monitoring performance is critical for athletes, military, consumer, and everyone, regardless of profession.

Understanding either physical fitness or mental state is sufficient, but the ability to combine these metrics and understand their relationship is vital to optimizing human performance. By monitoring key performance indicators, Strive provides data that tells users how much they achieved, how much effort it took them, and, ultimately, how well they will perform. Strive provides the data that matters.

Strive is not a wearable company; it is a hardware enabled data company which is redefining the way performance is quantified. Following a strategic first step into sports, the goal is to redefine performance monitoring from occasional check-ins to continuous monitoring using smart clothing which will soon become indistinguishable from our everyday clothing.

YOUR NOTES

COMPETITION: **APPLICANTS**

We want to recognize and thank all of the 2018 Flywheel applicants. 28 companies applied for the opportunity to compete at this year's event. We encourage you to learn more about these Washington State companies.



A+ APPS

Auburn, Washington

Custom mobile apps for schools driven to centralize all of their outbound communication and digital engagement needs in one platform.
www.aplusapps.io

CLAIMZEN, INC.

Seattle, Washington

A low-cost, automated, care preparation service designed to help personal injury attorneys settle more cases faster by reducing the time it takes to complete processes.
www.claimzen.com

CHIMERIC DESIGNS

Pullman, Washington

Chimeric Designs is designing the first multifunctional antibody-drug conjugate, which will outperform existing technologies treating cancer
www.chimericdesigns.com

FIZIKL

Seattle, Washington

An autonomous inventory counting program, streaming images from cameras on drones autonomously flying in indoor warehouses to artificial intelligence to ID and to continuously cycle count items in inventory.
www.fizikl.net

FORMAT HEALTH

Seattle, Washington

Format Health reduces preventable deaths from medical emergencies. Their EventDoc platform is a data collection and decision support system for real-time emergency medical care.
www.formathealth.com

LATCHEL

Seattle, Washington

A SaaS platform that automates maintenance coordination for property management companies.
www.latchel.com

MAGIC AI CORP.

Seattle, Washington

MagicAI specializes in data and analysis with a machine learning software for data collection and analysis in the livestock market.
www.magicai.io

MOVSI

Spokane, Washington

Provides buyers and sellers with the technology and knowledge to buy and sell real estate themselves.
www.movsi.com

OFF PLANET RESEARCH, LLC

Lacey, Washington

The objective of Off Planet Research is to create a unique and sought after research facility that simulates extra-terrestrial environments for testing space technology and conducting R&D.

www.offplanetresearch.com

PROTEGE SPORTS NETWORKS

Redmond, Washington

Protege Sports Networks build wearable devices and supporting analytics and management for sporting teams, hobby players, and academic research.

www.protegesportshq.com

QLAIRVOYANT

Seattle, Washington

Responding to emergent cybersecurity threats by combining foreign policy acumen and military experience for integrated blockchain systems.

[www.qlairvoyant.com](http://www qlairvoyant.com)

SENSORIA HEALTH, INC.

Redmond, Washington

Partnering with Genesis Healthcare on a digital innovation effort - designing, developing, and deploying a smart wearable aging monitoring system.

www.sensoriahealth.com

SENTINEL HEALTHCARE

Seattle, Washington

A platform for remote management and mobile health using FDA-approved wearable devices.

www.sentinelhealthcare

SHARE FARM INC.

Spokane, Washington

A free smartphone app that puts the farmers market at your fingertips by establishing a neighborhood vendor network.

www.share.farm

SPRING GREEN ORGANICS LLC

Rock Island, Washington

An integrated, sustainable, aquaponics farming system to grow and harvest large volumes of high quality food products efficiently.

www.springgreenorganics.com

STADIUMBEE

Seattle, Washington

Connecting sports fans with information that can elevate their live event experience, while providing our partners with data driven insights.

www.stadiumbee.com

THE GROUPSHOPPER

Redmond, Washington

A factory direct group buying platform for the Specialty Retail segment, which focuses on group buying for small US retail businesses.

www.thegroupshopper.com

TRACKSNTTEETH

Federal Way, Washington

Online marketplace for heavy machinery parts for equipment like bulldozers and excavators.

www.tracksnteeth.com

TWO GOLD RINGS, INC.

Seattle, Washington

Tools that curate wedding couples' preferences/budget to vendors providing qualified leads to maximize inventory, staffing and profits.

www.twogoldrings.com

VEGGIEVINDER.COM

Seattle, Washington

An online marketplace for homegrown produce, which connects home gardeners, community gardeners, and urban farmers who want to buy/sell/trade with their neighbors.

www.veggievinder.com

VITA INCLINATA TECHNOLOGIES

Seattle, Washington

25 Degrees; Vita's life saving technology prevents 25 degrees of deadly swing in helicopter hoisting operations.

www.vitatech.co

VOORTEX JOURNEYS

Cashmere, Washington

Voortex Journeys sparks emotional discovery, and your connection to nature by teaching photo and video skills in some of the most spectacular places in Washington state.

www.voortexjourneys.com

THE LEADERSHIP TEAM

Flywheel was developed by GWATA, a 501(c)3 passionate about connecting people and technology resources in North Central Washington. GWATA would like to thank our board of regional and statewide advisors who volunteered their time and resources to support this event.

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BUILT-FOR-A-PURPOSE

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REUSABLE FOR A LIFETIME



GWATA is excited to be partnering with eqpd®, a local design/manufacturer from Twisp, WA.

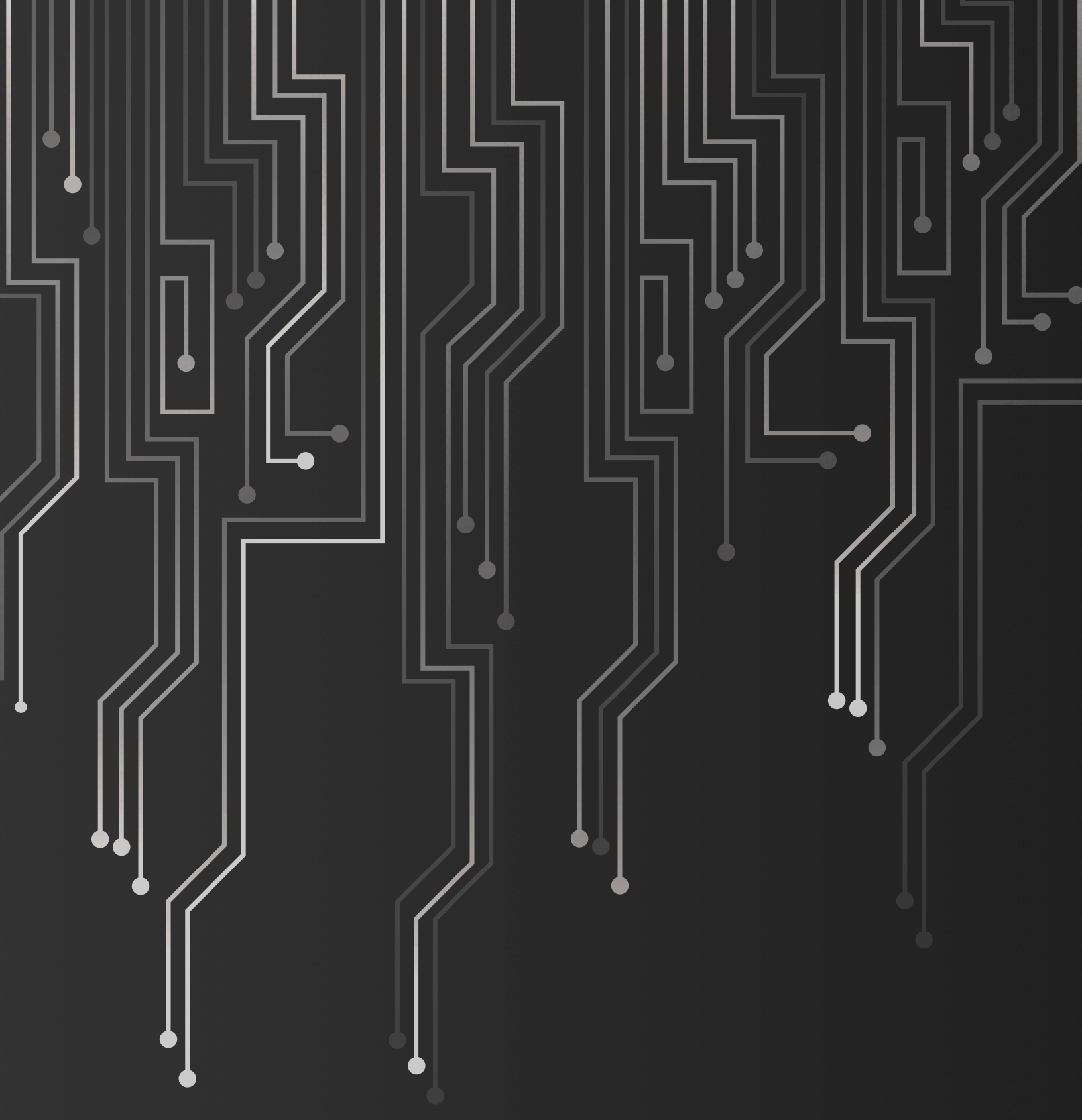
eqpd's "Built For A Purpose" fundraising program donates the entire retail profit to GWATA's Innovator Awards Scholarships.

**FOR EVERY \$50 LASTBAG SOLD –
\$25 GOES DIRECTLY TO GWATA SCHOLARSHIPS**

Join us on September 28, 2018 for the 18th Annual Innovator Awards Luncheon where scholarships will be awarded for STEM Educator of the Year, Innovative Problem Solver of the Year (college), and Future Technology Leader of the Year (K-12 student).

learn more at GWATA.ORG/INNOVATOR/SCHOLARSHIP





**The Flywheel Investment Conference
is directed by North Central Washington's
Technology Alliance, GWATA.**

#flywheel18