



FLYWHEEL
investment conference

Welcome to the



Investment Conference

Washington's Meeting Place for
Entrepreneurs & Investors

APRIL 17-19 WENATCHEE, WA



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WELCOME FLYWHEEL ATTENDEES

The Flywheel Investment Conference is an annual event that brings entrepreneurs, investors, and professionals together to cultivate momentum for growing companies. Started as a pilot event in 2017, Flywheel has grown into a premier event for Washington State. Our first check was written in 2018 and since then, we've invested \$1.3 million across ten companies. As a non-profit serving six counties in North Central Washington, NCW Tech Alliance views Flywheel as a celebration of innovation and a catalyst for economic development. We extend our deepest gratitude to the many sponsors, volunteers, speakers, and investors who have made Flywheel possible. On behalf of NCW Tech Alliance Staff and Board of Directors, I'd like to welcome you to Flywheel. I invite you to connect with us this week, and support our organization as a member, sponsor, or volunteer to help us fuel future impact.



STAY CONNECTED WITH NCW TECH ALLIANCE

- ncwtech.org
- info@ncwtech.org
- 509-661-9000
- 3 N Worthen St, Ste. 202, Wenatchee, WA 98801
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BECOME A MEMBER!

NCW Tech Alliance is a 501(c)(3) non-profit, so all memberships are considered a charitable donation.



WEDNESDAY, APRIL 17: WELCOME TO WENATCHEE

10:00 AM - 3:00 PM **DÍA DEL FUNDADOR LATINO / LATINO FOUNDER DAY**
Spanish-language event with separate registration.

4:00 PM - 7:00 PM **REGISTRATION OPEN** | Wenatchee Convention Center - Lower Lobby

5:00 PM - 7:00 PM **TOAST AROUND TOWN | SPONSORED BY AEM MOVEMENT**

Enjoy our networking pub-crawl event with hosted drinks and appetizers at four locations: Atlas Fare, 108 Lounge, Ground Control, and Watercore Cider. Must check-in at registration first.

THURSDAY, APRIL 18: MAIN CONFERENCE DAY

Events from 8:00AM - 4:30PM are held at the Wenatchee Convention Center & PAC Theater: 121 N Wenatchee Ave. Park in the back of the building on Columbia Street and enter from there.

8:00 AM - 1:00 PM **REGISTRATION OPEN | SPONSORED BY FREESTONE CAPITAL**

9:00 AM - 11:30 AM **FREE CONSULTING | SIGN UP ON OUR WEBSITE OR AT REGISTRATION**

9:00 AM - 3:00 PM **EXHIBITOR HALL OPEN**

9:00 AM - 10:00 AM **WORKSHOPS, SESSION ONE | SPONSORED BY MOSS ADAMS**

Fuji Room: Mike Lee and Deepthi Madhava will lead discussions on *"Talent through the Investor Lens: How to craft your founder story and when to think about building a team."*

Gala Room: *"AgTech Startups - Challenges & Resources,"* featuring insights from Steve Mantle, Carolina Torres, Julie Anderson, Paul Carlisle, Julia Terlinchamp and Jordan Jobe, diving into resources available for startups in the agricultural technology sector.

10:15 AM - 11:15 AM **WORKSHOPS, SESSION TWO | SPONSORED BY MOSS ADAMS**

Fuji Room: Yoko Okano and M.H. Lines present *"Deep-dive into investment decisions, helping investors and entrepreneurs better understand what they are listening for in a pitch and investment opportunity."*

Gala Room: Charley Haupt, Leo Ochoa, Maurizio Miozza, and Walter Thorn discuss *"Innovating for a Sustainable Future."*

11:30 AM - 12:45 PM **BUFFET LUNCH & PANEL | SPONSORED BY FREESTONE CAPITAL**

Enjoy a buffet lunch while making new connections. There is no assigned seating - pick any spot. Be in the room by 12:00PM to enjoy a dynamic 30-minute panel discussion. Soo Ing-Moody will moderate Q&A with Día del Fundador presenters Sebastian Garzon, Rodrigo Carriedo, Suleiny Altamirano, and Ana Sofía Romero.

APRIL 18 CONTINUED

1:00PM - 2:30 PM INVESTMENT COMPETITION + KEYNOTES | PAC Theater

Experience the pinnacle event of the conference as six companies compete. Introductions by Sue Kane, Jenny Rojanasthien, and Mayor Poirier. Pitches by: OneCourt, Terrantic, and Brief. Investor Q&A with Jenny Rickel, Allison Persitz (Magyar), and Matt Medlin. Keynotes from Allison Persitz (Magyar) and Taylor Black. Hear from 2023 Winner GemaTEG and AEM Movement.

2:30 PM - 3:00 PM NETWORKING BREAK | ENJOY THE EXHIBITOR BOOTHS

3:00 PM - 4:30 PM INVESTMENT COMPETITION + KEYNOTES | PAC Theater

In the second half of the afternoon, pitches from: Flyx Technologies, SleepVibe™, and Dopl Technologies. Investor Q&A by Martin Tobias and Michael Armstrong. Introductions by Don Black. Features keynote speakers: Martin Tobias, Elizabeth Scallon, and Sandra Velasquez. Hear from 2022 Finalist Stack Moxie and 2021 Finalist Cognition Med.

4:30 PM - 6:00 PM AFTERNOON BREAK | EXPLORE DOWNTOWN WENATCHEE

6:00 PM - 8:00 PM AWARDS PARTY | SPONSORED BY CLARK NUBER | Pybus Market

Meet us at Pybus Market as we announce the winners of over \$250,000 in awards! Enjoy heavy appetizers and an open bar. Introductions by Councilmember Rob Tidd and Matt Medlin. The doors open at 5:30PM.

FRIDAY, APRIL 19: POSE, PEDAL, & PITCH

7:30 AM - 8:30 AM FREE YOGA CLASS | iLa Yoga Studio: 13 Orondo Ave, Wenatchee

9:00 AM - 12:00 PM STARTUP WORKSHOP WITH DAVE PARKER & WTIA | Pybus Market

Perfecting your pitch! What are the critical slides (and the data behind them) that investors are looking for in a pitch deck? How do you tell your story in a cogent fashion? What did Simon Sinek get wrong about "Starting with Why?" What are the predictable fails early founders fall into when pitching their startups. This is an interactive workshop to get you ready to pitch, from a Madlibs elevator pitch to being "Venture Ready." No registration needed, simply join us at 9:00AM.

12:00 PM - 1:00 PM ELEVATED PITCH COMPETITION | Pybus Market

Anyone can participate! We'll film your best 45-second pitch for the shot to win \$1,000 cash. Each participant will have one chance to film. All videos will be uploaded on Flywheelconference.com and the public will vote on who wins from May 1 - May 15. Winner announced on May 16.

10:00AM - 1:00 PM BIKE THE LOOP | Free bike rental at Arlberg inside of Pybus Market

FREE CONSULTING SERVICES ON APRIL 18



9:00AM - 11:30AM

INSIDE THE WENATCHEE CONVENTION CENTER

MEET WITH INDUSTRY LEADERS WHO HAVE VOLUNTEERED THEIR TIME TO OFFER FREE CONSULTING SERVICES JUST FOR FLYWHEEL ATTENDEES

MEET WITH TAYLOR BLACK FROM MICROSOFT INCUBATION STUDIO

Taylor's role at Microsoft involves crafting and spearheading initiatives, programs, and partnerships dedicated to fostering the growth of nascent products and businesses throughout the company. He is available for 15-Minute general startup, product, and business model questions, and you can also learn more about what Microsoft for Startups can offer your company.

MEET WITH KATRINA ROGERS FROM KATRINA ROGERS CONSULTING

At Katrina Rogers Consulting, we believe in your big idea, a medical device or medicine that could change the world. Our team understands the regulations, science, and technology behind your medicine or medical device. We can assess your current and future stage gates and the data you need to meet your next financial or regulatory milestone. Schedule a 30-Minute meeting with Katrina to discuss your big idea!

MEET WITH PEGGY RODRIGUEZ FROM OGDEN MURPHY WALLACE

Peggy is an attorney at Ogden Murphy Wallace where her practice focuses on employment litigation and counseling. She is a skilled legal writer and natural collaborator who excels at building sustainable interpersonal relationships. Schedule a 15-Minute meeting with Peggy regarding employment issue questions. Anything from job postings, workplace policies, minimum wage/overtime, performance, paychecks, records, safety, and more.

FREE RECREATION OPPORTUNITIES ON APRIL 19

7:30 AM - 8:30 AM **FREE YOGA CLASS** | iLa Yoga Studio 13 Orondo Ave, Wenatchee



One-hour gentle morning yoga class. All levels welcome. Yoga mats will be provided. Doors open at 7:15am. Please arrive no later than 7:25am. Register your interest by scanning the QR Code so we can save your spot.

10:00 AM - 1:00 PM **FREE BIKE RENTAL** | Arlberg Sports 3 N Worthen St, Wenatchee

Enjoy a free 2-hour bike rental from Arlberg Sports at Pybus Market. Check out a bike anytime between 10:00AM to 1:00PM. Register your interest by scanning the QR Code so we know how many bikes to prepare. Electric and non-electric bikes available. Helmets included. You will be required to sign a waiver.





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Our experienced attorneys are not just advisors; we are partners equipped to guide you through the complexities of starting and growing your business.

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- Employment & Benefits
- Technology Licensing

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MD

Keri Hartman
MA-C

Angela Prater
Org Development

Armando Juarez
Patient Services

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About Confluence Health

Confluence Health is an integrated healthcare delivery system with two hospitals and more than 40 medical specialties, providing care to our neighbors in North Central Washington. With over 400 providers, Confluence Health is the major medical provider between Seattle and Spokane. We are committed to delivering high-quality, compassionate, and cost-effective care close to home. We are dedicated to investing in innovative technology, to provide the best care possible for our patients and equip our providers and staff to operate at the highest level.



careers.confluencehealth.org

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from Microsoft partners.



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leaders and technical experts.

Build your startup.

Unlock up to \$150,000 in Azure credits and additional time to build
as your company grows.

Run more efficiently and be more productive with free access to
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From fundraising support to GPT-3 access, our partner offers help
you achieve more. OpenAI, Drata, and Ansarada are available today,
with new offerings added on a rolling basis.

Speed up development and grow your startup with access to expert guidance.

1:1 technical advisory sessions and 24/7 technical assistance help you
overcome roadblocks and build at every stage.

The Microsoft Mentor Network gives you access to expert feedback
and advice on topics ranging from your product roadmap to your
business plan and beyond.

Tailored learning paths, content, and events are designed to help
you progress to the next stage no matter your starting point.

CONFERENCE SPEAKERS



Suleiny Altamirano, Founder, Tizana Mexicana

Suleiny Altamirano, a professional in Business and Marketing, is deeply proud of her Mexican roots and dedicated to contributing within her community. Embarking on her journey with Tizana Mexicana last year, she is driven by a passion for preserving Mexican traditions in jewelry and crafts. Her mission is to introduce this rich heritage globally, empowering Latina women along the way. Recently graduating with a Master's in Entrepreneurship from the University of Washington, also graduated and awarded of the Jones + Foster Business Accelerator with Tizana Mexicana.



Julie Anderson, Director of Agricultural Innovation, Washington State Department of Commerce

Julie returned to Commerce after a local government career in the City of Tacoma and Pierce County. Previously, she served Commerce as a senior policy advisor, focused on Washington's green economy job initiative, cluster development, and innovation partnership zones. She also served on the CERB Board, providing low-interest loans and grants for public infrastructure that promote private business growth. As an industry sector lead, Julie is tasked with growing Washington's forest product, agtech, and cannabis industries. She's passionate about working forests, preserving family farms, sustainability technology, and supporting rural communities.



Michaele Armstrong, Flywheel Angel Investor

Michaele Armstrong is a dynamic leader in the bioscience industry, renowned for her deep understanding of both scientific and business domains. With a rich educational background including a PhD in Human Genetics and an MBA in Strategy/Operations from the University of Pittsburgh, in addition to 15 years of bench and clinical research, Michaele possesses a unique blend of expertise that she leverages to drive innovation and growth. Currently serving as the Associate Director of SP3NW at Washington State University and within committee leadership for the Evergreen Bioscience Innovation Cluster, Michaele plays a pivotal role in shaping the bioscience landscape in Spokane, WA. Her dedication to innovation, coupled with her strategic vision, positions her as a key influencer in the ever-evolving landscape of bioscience economic development.



Don Black, Chair, Ogden Murphy Wallace

Don serves as Chair of the firm and Co-Chief Executive Officer with the Managing Member leading the firm's strategic initiatives and priorities, along with mentoring the Executive Director. His professional practice focuses on healthcare, information technology and emerging businesses. His goals involve assisting clients to craft practical solutions in complex, heavily regulated industries; partnering with clients to advance them on their road to success. Don is a results-driven, compassionate executive and a servant leader with extensive experience in healthcare law, business law, and tax-exempt organizations; his leadership has proven success in transformational growth while building excellence and ongoing collaboration with internal and external stakeholders.



Taylor Black, Principal Program Manager, Microsoft CTO Strategic Programs, Microsoft Incubation Studio

With over 18 years of expertise in nurturing and expanding innovative ventures, both internally at Microsoft and in the broader entrepreneurial ecosystem, Taylor Black stands at the forefront of innovation as a Principal Program Manager of the Incubation Studio, nestled within the Office of the CTO at Microsoft. His role involves crafting and spearheading initiatives, programs, and partnerships dedicated to fostering the growth of nascent products and businesses throughout the company. His career journey spans a variety of domains, including roles as a full-stack developer, lawyer, philosopher, venture and venture ecosystem builder, empowering him to deliver comprehensive strategic, operational, and business insights to technically-oriented product teams and startups.

CONFERENCE SPEAKERS



Paul Carlisle, Director, FUSE SPC & Entrepreneur in Residence, WSU, FUSE

Paul is a business and community advocate, working to build sustainable entrepreneurial ecosystems in eastern Washington State. For twenty years he has worked with businesses in their digital transformation strategies. After a successful startup and exit to private equity in 2021, Paul began work to build a more supportive and sustainable atmosphere for entrepreneurs to launch and thrive in eastern Washington. In conjunction with Washington State University and FUSE Business and Community Accelerator, he works to bring knowledge, resources, and networks to help business and organizations succeed.



Rodrigo Carriedo, CEO, Propio

Rodrigo has more than ten years of experience in entrepreneurship, finance, and public policy. He is the Founder and CEO of Propio, a Seattle-based startup helping accounting firms free up time from low-margin, transactional tasks so they can focus on more profitable revenue streams with the power of AI. Prior to Propio, Rodrigo was Executive Director at the World Bank Group in Washington, DC, where he also chaired the Audit & Risks Committee. Previously, he worked for the IDB Group, the Council of the Americas, the Woodrow Wilson Center, and the Mexican Ministry of Finance. Rodrigo holds Bachelor's and Master's degrees in Economics from ITAM and a Master's in Public Policy from Georgetown University.



Sebastian Garzon, Executive Director, Alamo Angels

Juan "Sebastian" Garzon is a dynamic force in the Texas investment landscape, currently serving as the Executive Director of Alamo Angels, the premier angel investment network in the Lone Star State. Under his leadership, Alamo Angels has evolved into the largest angel network in Texas. In his role, Sebastian facilitates access to capital via angel investing to companies across the U.S. and Latin America. Through his strategic guidance, Alamo Angels has invested in over 50 companies to date. Sebastian's exceptional acumen and dedication have been recognized by industry peers and publications alike. His notable accolades include being named to the prestigious Texas Top 100 for 2024. Beyond his career in investment, Sebastian is also the visionary mind behind Passport2Fluency, a company aimed at empowering individuals to enhance their Spanish language skills.



Charley Haupt, President, New Energy Technology and AEM Movement

Charley has spent 32 years in the energy management industry focusing on designing, developing, and implementing energy information systems that support growing energy conservation cultures within commercial buildings as the foundation for energy management. In 2014, Charley and his partners started a high school intern and apprentice program called AEM Energy Champions. Today this program empowers young people with real world professional skills to make a meaningful difference in their lives by helping commercial buildings reduce energy use, cost, and CO2 emissions. Charley has dedicated his life to changing the way America's commercial buildings use energy by empowering over 1,000,000 high school students as AEM Energy Champions, making a significant impact in our fight against climate change.



Soo Ing-Moody, Director's Office - NCW Engagement Specialist, Washington State Department of Commerce

Soo is a passionate sociologist, former local government official, and community advocate who has worked directly with local, state, and federal governments, agencies, and community organizations to strengthen communities. At Commerce, her work focuses on assisting local community members to successfully navigate and equitably access state resources in support of responsible and sustainable innovation. Her diverse professional background and combined love of the social and natural sciences has provided her the opportunity to study and work in various parts of Europe, Asia, and North America; including as Twisp mayor for 13 years, leading resiliency building efforts following several of Washington State's largest wildfire disasters.

CONFERENCE SPEAKERS



Jordan Jobe, WSU/AgAID Institute

Jordan is the Project Manager for the AgAID Institute. She joined WSU in 2018 after working for several non-profit organizations as a project manager, and serving in the Peace Corps in Western Samoa. Jordan has a Masters in Environmental Management from Yale University, and a B.S. in Zoology and Fisheries from the University of Washington.



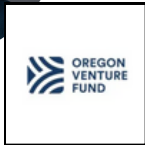
Mike Lee, Founder Coach & Talent Consultant, Peregrine Talent

Mike Lee is a startup talent consultant and coach with 24 years of experience partnering with founders as they build their team and their business. He helps founders get the "right butts in the right seats" starting with the founders themselves! Mike is a certified Kolbe coach and consultant who has helped founders harness their innate instincts, and then works with founders to build a team capable of creating innovative, industry-defining products. Mike has founded or co-founded 3 talent practices and 1 international nonprofit. He was the founding Director of Talent for Menlo Ventures startup studio, Menlo Labs, and was previously Head of Startup Talent for The Home Depot, and built 4 North American technology startups acquired by the company.



M.H. Lines, CEO & Founder, Stack Moxie

Ms. Lines is a passionate leader, marketer and technologist. She founded Automaton in 2018 and is building the next great testing and automation toolset for the SaaS economy. She has helped teams in marketing and technology both in-house and as a consultant at companies like Terex, SalesVoodoo, Microsoft, Lowe's, The Tile Doctor and IBM Watson Health. Ms. Lines received an undergraduate degree from The Florida State University in Finance, and her MBA from the Foster School of Business, University of Washington with a focus on Technology Management. She has three children, who use their brilliance for evil as often as good, and is married to Jason, who does more than his share.



Deepthi Madhava, Partner, Oregon Venture Fund

Deepthi is Partner at Oregon Venture Fund, where she co-leads outreach and diligence for entrepreneurs looking for investment. As a Strategy & Operations Senior Manager at Deloitte, Deepthi led strategic growth initiatives for Deloitte globally in their clients and markets organization and consulted CXO's in Fortune 1000 companies in developing and executing a range of business models and go-to-market strategies. Deepthi is excited to bring her consulting experience into advising entrepreneurs to build scalable businesses, she also serves on the board of Oregon Entrepreneurs Network. Growing up in south of India, in an academic family, her everyday conversation revolved around science, curiosity and research. She earned an MBA from Indian School of Business and a bachelor's degree in computer science engineering.



Steve Mantle, Founder & CEO, Innov8.ag

Steve is a passionate tech visionary with deep roots in agriculture, shaped by a family legacy in environmental science and a distinguished career at Microsoft. With an MBA from the University of Washington, he expertly blends data-driven insights with genuine care for the agricultural community—a testament to his founding of innov8.ag. His work focuses on empowering Pacific Northwest growers through meaningful partnerships, reflecting his commitment to both technological advancement and the human element of innovation. As an NCW Tech Alliance alum and a 2022 Flywheel finalist, Steve is not simply in touch with the pulse of technology, but deeply connected to the people it serves.

CONFERENCE SPEAKERS



Matt Medlin, Shareholder, Clark Nuber

Matt has been involved in angel and venture investing personally for eight years and as an advisor for over 25 years. He is an LP in several angel-driven funds, including SeaChange, VentureUs, Ensemble, and First Row, in addition to being a direct investor in several companies. Matt has served as a board observer and advisory board member in angel and venture-backed companies, including one that had a successful exit in early 2023. His 'day job' is as a CPA and member of the team leading Clark Nuber's practice focused on angel and venture-backed enterprises in AI, software and game development, telecom, product innovation, cryptocurrency, and health sciences. The team helps these companies establish sound tax, financial, and data security practices to enhance their ability to raise funds, engage customers, and develop their team.



Gautam Nayak, Co-Founder & CEO, Cognition Med

Gautam has been a cardiologist in Wenatchee since 2009. He previously served as a physician in the US Navy, where his innovation with telemedicine during a deployment to the Middle East inspired an interest in leveraging technology for healthcare providers. Gautam created the first specialty telemedicine program for patients in Okanogan County in 2016, enabling better access to cardiology care in an underserved community and easing the transition to virtual care during the pandemic. Gautam partnered with Sanjay Khicha to develop Coltrain. Coltrain started as a solution for the growing care disparities in NCW and southeastern Kansas, where rural clinicians are on islands and healthcare systems are increasingly fragmented. It has grown into the common collaboration platform for clinical communication in Washington and Kansas.



Leo Ochoa, Accelerator Manager, Entrepreneur, VentureLab

Leo Ochoa is a designer, inventor and entrepreneur; from an immigrant family growing up in rural Oregon, he discovered early on that he wanted to solve big problems. He holds several degrees and utility patents which have inspired him to build his company Dorsum, focused on creating wearable body supports to improve people's posture, health and reduce the risk of musculoskeletal disorders. With Design, Ethnic Studies, and Business degrees from the University of Oregon and Industrial Design studies from Art Center College of Design in Los Angeles, Leo has worked for Columbia Sportswear & Philips Healthtech Innovation Center in Seattle leading projects through design, engineering and manufacturing. While building his startup Leo has been part of Portland incubators and accelerator programs.



Yoko Okano, Founding Partner, First Row

Yoko is one of the Founding Partners of First Row Partners, a pre-seed stage venture capital firm based in Seattle and investing across North America. First Row Partners invests in technology that superpowers emerging brand builders, content creators and storytellers in a world transformed with new interaction modalities and AI. Prior to this role, Yoko was an active angel investor, participating and taking leadership roles with groups like Grubstakes and Seattle Angel Conference. Yoko started her early tech career at Google, working on Google Books & News and launching ebooks on Google Play. She applied the learning from the immense operational scale of Google to her product-related roles at startups before embarking on the investing path full-time.



DAVE PARKER, Managing Partner, DKParker, LLC

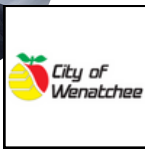
Dave is a 5X Founder and 3X VC who helps startups from launch to exit. He is the published author of "Trajectory: Startup." He is also the Founder of DKParker and TrajectoryMedia, a Startup Investor, and a Former Family Office Fund Manager.

CONFERENCE SPEAKERS



Allison Persitz (Maygar), Founder, Mentor and Life Enthusiast

Allie is a life-long entrepreneur renowned for her passion in fostering connections, crafting meaningful experiences, and developing impactful products through collaborative teamwork. With a track record of successfully scaling and exiting multiple companies, Allie places a strong emphasis on cultivating cultures that enable individuals to lead fulfilled and balanced lives. Her achievements have earned her accolades including Entrepreneur of the Year by the Oregon Entrepreneur Network, regional Entrepreneur of the Year Northwest Finalist by Ernst & Young, Founder of the Year by TiE Oregon, Entrepreneur of the Year by Smart Meetings Magazine among a variety of awards for her companies.



Mike Poirier, Mayor, City of Wenatchee

Mayor Poirier is committed to public service and serving the citizens of Wenatchee. His priorities include seeing that the state and federally funded Confluence Parkway project is successfully completed, and bringing other agencies and jurisdictions together working on mutual projects to benefit our region. "It is with great respect and honor to work with our Federal and State representatives to continue to bring value to our City of Wenatchee citizens with transparency and consistency." Mayor Poirier recently retired as the President of CPW Insurance. He had a career of 28 years in the insurance industry.



Jenny Rickel, 2024 Flywheel Fund Manager

Jenny Rickel is a telecom entrepreneur. She has been responsible for fundraising efforts, finance, sales, and operational duties for Cellular One, Northwest Telephone and Native Network over her career. In addition to her role as an executive at Native Network, which focuses on tribal broadband, she enjoys encouraging and connecting other entrepreneurs to resources and is an active Flywheel angel investor.



Ana Sofia Romero, Co-Founder, Gloset

Ana Sofia co-founded Gloset out of the need for better options to buy fashion at a more affordable price and in a more sustainable manner. She currently serves as the CEO and leads the product team. She had been an avid online shopper since early 2010 when the first fashion e-commerce websites started gaining popularity. Upon discovering international second-hand websites, she realized that Mexico and Latin America lacked options and digital channels for buying and selling. Before Gloset, she graduated as a Chemical Engineer from Tec de Monterrey and worked first in various areas, including Strategic Planning at an automotive company, and later in a Strategy Consulting firm for companies in Mexico.



Elizabeth Scallon, Co-Founder, Find Ventures

Known for a keen ability to locate disruptive and innovative technology, Elizabeth's day job is the Director of Incubation Enablement at HP, helping internal founders at HP build and unleash innovative businesses. Elizabeth recently cofounded Find Ventures, a non-profit organization providing transformational non-dilutive grants and support to under-resourced entrepreneurs in Washington State. She also is a professor at the University of Washington teaching entrepreneurship to undergraduates and graduate students in the Foster Business School. Before Find Ventures and HP, Elizabeth led the Go To Market & Operations for the Amazon Alexa Fund and Startups team, as well as lead innovation business development for Amazon's innovation team, Grand Challenge. Before Amazon, she led the launch of WeWork's startup and incubation arm, WeWork Labs in US West and LATAM, and previous to WeWork Elizabeth led the team at CoMotion Labs at the University of Washington.

CONFERENCE SPEAKERS



Walter Thorn, SVP of Product and Strategy, ChargerHelp!

Walter Thorn is SVP of Product and Strategy at ChargerHelp!, a venture-backed startup focused on improving charging infrastructure reliability across the US, where he is responsible for driving the company's technology platform development and reliability service delivery. He joined ChargerHelp following a decade of work at the intersection of technology and mobility, including time as an engineer at Honda and a strategy consultant at McKinsey & Company. He lives in Leavenworth, WA, and has been a Board Member of the NCW Technology Alliance since 2020 where he currently serves as Board President.



Rob Tidd

Rob was appointed to the City of East Wenatchee City Council on August 20, 2019. He and his wife Bealinda have been residents of the City of East Wenatchee since 2009. Rob and his wife share their home with their pets Rowan (dog), Seamus and Bella (cats), and Skip (bird). Rob graduated from Waterville High School, attended Washington State University in Pullman, Washington and graduated from Willamette University in Salem, Oregon with a degree in Economics. He then went on to obtain a law degree from San Francisco Law School through its evening law school program. Rob is currently employed as a project manager for an affordable housing developer.



Martin G. Tobias, Managing Partner, Incisive Ventures

Martin Tobias is the founder of Operator VC Incisive Ventures. He is Ex Accenture, Microsoft and a former Venture Partner at Ignition Partners. Martin is a 3X venture-funded CEO rising over \$500M as CEO with two IPOs who has also invested in over 200 companies as an angel, 75 through Incisive Ventures, and is a limited partner in over a dozen VC funds. Martin was an early investor in Google, Docusign, OpenSea, and over a dozen Unicorns.



Carolina Torres, R & D and Proof of Concept, Washington State University

Associate Professor and Endowed Chair in Tree Fruit Postharvest Systems at Washington State University-Wenatchee TFREC. Experience in postharvest research focused on apples, pears, and sweet cherries addressing issues such as how the environment affects fruit quality before and after harvest, physiological disorder's development and assessment and development of new technologies. More than 20 years of experience doing research, teaching, leading research groups, and working with the fruit industry.



Sandra Velasquez, Founder, Nopalera

Sandra Velasquez is the Chicana founder of Nopalera, a culture forward Bath & Body brand powered by the Mexican nopal. She launched Nopalera in the middle of the pandemic from her Brooklyn apartment with no outside funding or savings while working three jobs and raising her daughter. The brand can be found in Nordstrom, Credo, and over 400 boutiques nationwide. She is the winner of five grants and appeared on Shark Tank Season 14 where she turned down two offers by standing in her worth. After bootstrapping for two years she raised 2.6 Million in a seed round in 2022. Velasquez hosts The Nopalera Podcast and mentors other founders. Previous to Nopalera, she was the bandleader of Pistolera, a Latin-Alternative band that toured internationally and shared the stage with artists such as Los Lobos and Lila Downs.

KTC 120 YEARS

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For 120-years we have continued to support and celebrate the many entrepreneurs, growth companies, and community partners who provide opportunities and resources to start and grow businesses in Washington state.



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CONGRATULATIONS

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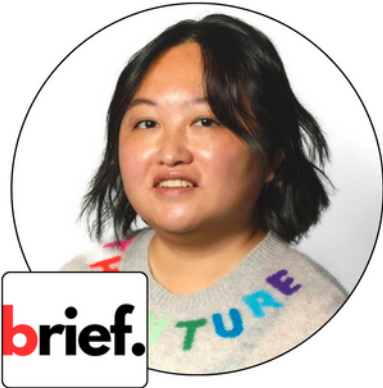
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FAN FAVORITE AWARD

Which founder's pitch was your favorite? Your vote could be the deciding factor!
The founder with the most votes will receive \$5,000 cash prize.



CEO: Diana Tan



CEO: Ryan James, PhD



CEO: Farzad Tahbar



CEO: Jerred Mace



CEO: Trevor Cox



CEO: James Marsh

Vote for your favorite company
by scanning the QR Code or vote
at flywheelconference.com

Voting ends April 18 at 4:45PM

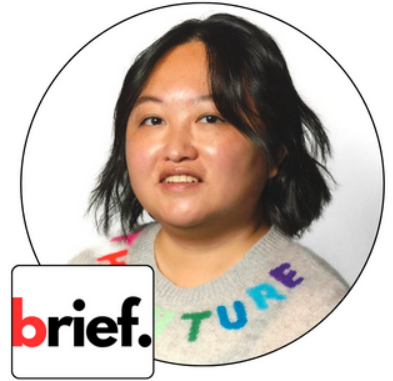


FAN FAVORITE 2024



BRIEF

Brief is a pioneering platform dedicated to simplifying everyday contracts for small and emerging businesses. By democratizing contract data, Brief equips businesses with the insights needed to comprehend uncommon clauses, transforming the way agreements are understood and negotiated. With support and recognition from Techstars Boulder last fall, the University of Chicago Alumni New Venture Challenge, and the San Diego Angel Conference, Brief has already welcomed pilot companies, demonstrating its efficacy in streamlining contract processes.



Brief helps consumers and businesses understand contracts fast.

CEO Diana Tan

EMAIL diana@briefme.io

LOCATION Seattle, WA

CO-FOUNDER: Andrew Wu

INDUSTRY Software

STAGE Full Product Ready



Company Website

DOPL

Rural areas have a higher mortality rate than urban areas. A primary reason is that specialists who diagnose and treat diseases are concentrated in urban areas, forcing rural patients to travel long distances, receive care late, or forgo care altogether. Dopl's solution is a telerobotic ultrasound system that enables specialists to perform non-invasive ultrasound exams on patients in a different location. Expected benefits include increased patient access to care, improved patient outcomes, and increased revenue and decreased costs for hospitals.



Dopl improves access to healthcare through telerobotic ultrasound procedures.

CEO Ryan James, PhD

EMAIL ryan@dopltechnologies.com

LOCATION Bothell, WA

CO-FOUNDERS: Stephan Seslar, MD, PhD; Wayne Monsky, MD, PhD

INDUSTRY Medical Devices & Equipment

STAGE Prototype Ready



Company Website

FLYX TECHNOLOGIES

FlyX has developed a patented wireless power charging system to enable drones to use existing powerline infrastructure and charge their onboard batteries. This enables drones to achieve unlimited range and true Beyond Visual Line of Sight flight. FlyX drones are able to tackle large-scale problems such as inspection and monitoring of powerlines, pipelines, roadways, railways and gather data to create a predictive maintenance and analytics platform.



FlyX has developed a proprietary wireless power charging technology to enable drones achieve unlimited flight range.

CEO Farzad Tahbar

EMAIL

farzad@flyxtechnologies.com

LOCATION Bellevue, WA

CO-FOUNDER: Kamyar Keikosravy

INDUSTRY Robotics

STAGE Product in Development



Company Website

ONECOURT

OneCourt brings live sports entertainment to 250 million fans with visual disabilities by translating gameplay into trackable vibrations. Most fans today rely on the radio, but it's delayed and often fails to convey spatial detail like ball and player movement. We've worked with the community to design a haptic game-board that conveys gameplay in real-time. Whether in the stadium or at home, fans can watch the game with their fingertips.



OneCourt makes live sports more accessible to fans with visual disabilities by translating live gameplay into trackable vibrations.

CEO Jerred Mace

EMAIL jerred@onecourt.io

LOCATION Seattle, WA

CO-FOUNDERS: Antysh Bollini, Andrew Buckingham, Nick Durand

INDUSTRY Media & Entertainment

STAGE Prototype Ready



Company Website



TOP SIX FINALISTS

TERRANTIC

Terrantic improves shelf-life and throughput for the food industry and process-manufacturing decision makers who are dissatisfied with data silos creating inefficiencies. Our product is an AI powered Contextualization Engine that provides a platform for automating the integration of disparate data sources. We have the only fully dedicated Packhouse Solution in the industry for storage optimization, reducing labor costs, and improving operational efficiency.



Terrantic provides an AI powered Contextualization Engine to make data usable for food industry decision makers.

CEO Trevor Cox
EMAIL trevor@terrantic.com
LOCATION Seattle, WA

CO-FOUNDERS: Krishna Srinivasan, Mahendra Rajan
INDUSTRY Agriculture
STAGE Full Product Ready



Company Website

SLEEPVIBE™

SleepVibe™ was created to help a loved one who was struggling with health and sleep issues. It is estimated that one third of the adult population in the United States, about 70 million people, suffer from sleep issues. SleepVibe's mission is to help individuals get a better and deeper restorative sleep so they can live their lives with joy and connection. A better night's sleep makes all the difference.



Small electronic device that helps people get a deeper sleep experience without medication, noise, vibration or wires.

CEO James Marsh
EMAIL james@thesleepvibe.com
LOCATION Spokane, WA

INDUSTRY Medical Devices & Equipment
STAGE Full Product Ready



Company Website

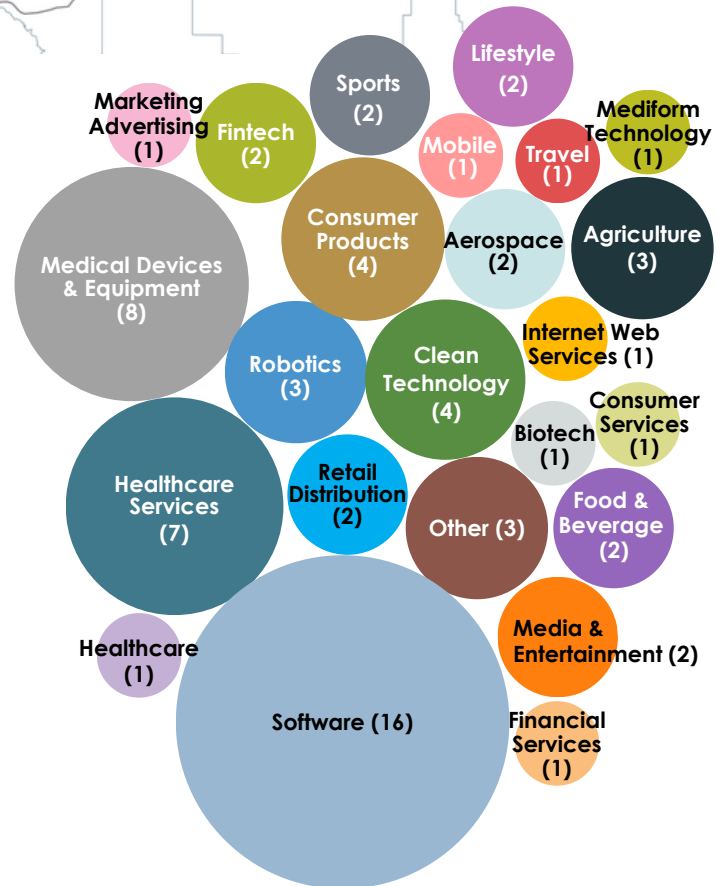
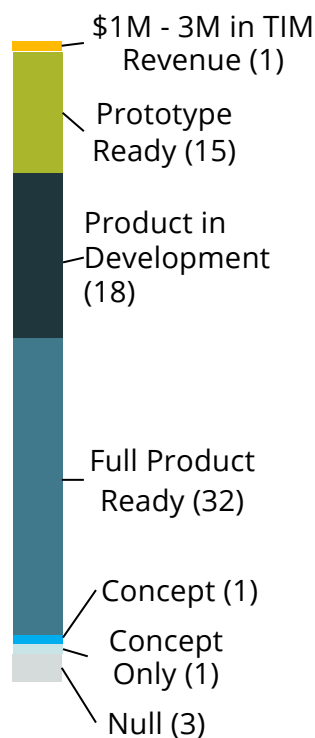
2024 FLYWHEEL APPLICANTS BY THE NUMBERS



CROSS-SECTOR EARLY-STAGE STARTUP COMPANIES

Nearly half of the early-stage companies who applied in 2024 were Full Product Ready

Year	Eligible Company Applications
2018	28
2019	38
2020	38
2021	50
2022	78
2023	82
2024	71



While software and medical related start-ups lead in the number of applications, a growing number of cross-sector start-ups applied to compete in the Flywheel in 2024

2024 CONFERENCE APPLICANTS

Aeone Platforms
Seattle, Washington
Industry: Software
<http://getcreatr.co>

AIMA Inc
Pullman, Washington
Industry: Consumer Products
www.my-aima.com

Alpha Green
Leavenworth, Washington
Industry: Agriculture
www.alpha.green

Autonomous Flight Systems Inc
Arlington, Washington
Industry: Aerospace
www.AFSI.aero

Beacon Enterprises, Inc
Seattle, Washington
Industry: Other
www.mybeacon.me

Beedlebug socks
Nine Mile Falls, Washington
Industry: Retail/Distribution
www.beedlebug.com

BeeKeepTech
Redmond, Washington
Industry: Agriculture
www.beekeeptech.com

Bio Fiber Industries
Port Orchard, Washington
Industry: Clean Technology
www.biofiberindustries.com

Cascadia Carbon
Vancouver, Washington
Industry: Software
www.cascadiacarbon.com

Catch-Me, LLC
Bellingham, Washington
Industry: Healthcare Services
www.catchmecoach.com

CathConnect Corporation
Seattle, Washington
Industry: Medical Devices & Equipment
www.cathconnect.com

ClubSoft, Co.
Wenatchee, Washington
Industry: Software
www.clubsoft.co

codeValet
Seattle, Washington
Industry: Software
www.codeValet.com

Concelor, Inc.
Spokane, Washington
Industry: Software
www.concelor.com

CoPort
Seattle, Washington
Industry: Software
www.coport.co

Corumat
Yakima, Washington
Industry: Clean Technology
www.corumat.com

Crimson Medical Solutions
Spokane, Washington
Industry: Medical Devices & Equipment
www.crimsonmedicalsolutions.com

Derm Intellect
Spokane, Washington
Industry: Other
www.dermintellect.com

Dog N' Pony
Des Moines, Washington
Industry: Lifestyle
www.dognpony.com

DrunR
Seattle, Washington
Industry: Food & Beverage
www.drunr.com

Elevate AI
Spokane, Washington
Industry: Internet/Web Services
www.get-elevate.com

Fairway Bikes
Woodinville, Washington
Industry: Sports
www.fairwaybikes.com

Genexy Health
Seattle, Washington
Industry: Health Care
www.GenexyHealth.com

GetGreen
Seattle, Washington
Industry: Clean Technology
www.getgreen.co

Glidance Inc.
Seattle, Washington
Industry: Robotics
www.glidance.io

gravityLab
Seattle, Washington
Industry: Aerospace
www.gravitylabspace.com

Healers Petcare, Inc
Vancouver, Washington
Industry: Consumer Products
www.healerspetcare.com

Inner waters IV
Leavenworth, Washington
Industry: Healthcare Services
www.innerwatersiv.com

JumpStartCSR
Seattle, Washington
Industry: Healthcare Services
www.jumpstartcsr.com

Kombucha Town
Bellingham, Washington
Industry: Food & Beverage
www.KombuchaTown.com

Leavenworth Metal Company
Leavenworth, Washington
Industry: Consumer Products
gardengatehinges.com

mAllk software
Bellevue, Washington
Industry: Software
www.maliksoftware.com

Mediform Technology
Spokane, Washington
Industry: Mediform Technology
www.mediformtechnology.com

MedServ Marketplace LLC
Sammamish, Washington
Industry: Medical Devices & Equipment
www.medservmarketplace.com

MgrWorkbench.ai
Gig Harbor, Washington
Industry: Software
www.mgrworkbench.ai

MirrorCache
Black Diamond, Washington
Industry: Other
www.mirrorcache.com

2024 CONFERENCE APPLICANTS

MS Orchestra
Bainbridge Islan, Washington
Industry: Software
www.orchestra.ms/friends

Nixi City
Seattle, Washington
Industry: Lifestyle
www.nixi.city

Novuson Surgical
Bothell, Washington
Industry: Medical Devices & Equipment
www.novuson.com

Nowadays
Mercer Islan, Washington
Industry: Travel
www.getnowadays.com

Oili
Camas, Washington
Industry: Consumer Services
www.oili.app

Panyon, Co.
Seattle, Washington
Industry: Robotics
www.meetkomi.com

Pchy
Spokane, Washington
Industry: Software

Pearl Antigenics Inc
Spokane, Washington
Industry: Medical Devices & Equipment
www.pearlantigenics.com

Propio Inc.
Seattle, Washington
Industry: Fintech
www.joinpropio.com

PulseDNA
Port Orchard, Washington
Industry: Media & Entertainment
www.thepulsedna.com

Purpose Platform, Inc.
Seattle, Washington
Industry: Software
www.purposeplatform.io

Quadralynx
Spokane, Washington
Industry: Biotechnology
www.quadralynx.com

Quoala
Seattle, Washington
Industry: Software
www.quoala.co

Rising Wines Collective
Mercer Island, Washington
Industry: Food & Beverage
www.risingwinescollective.com

Rock Stable Token
Bellevue, Washington
Industry: Fintech
www.sendroks.com

RowStream
Spokane Valley, Washington
Industry: Sports
www.rowstream.com

SharpArrow Medical
Bellevue, Washington
Industry: Medical Devices & Equipment
www.sharparrowmedical.com

Shenaza Technologies, Inc.
Seattle, Washington
Industry: Software
www.shenaza.com

T-Work
Duvall, Washington
Industry: Mobile
www.teens-work.com

Telshur Health
Vancouver, Washington
Industry: Healthcare Services
www.telshurhealth.com

Tesla2Go
Spokane, Washington
Industry: Clean Technology
www.Tesla2Go.io

The Global Trading Network
Seattle, Washington
Industry: Retail/Distribution
www.theglobaltradingnetworks.com

Trofimo Inc
Seattle, Washington
Industry: Software
www.trofimoinc.com

UniKoi
Otis Orchards, Washington
Industry: Marketing/Advertising
www.unikoi.social

Vaccine Genie
Mercer Island Washington
Industry: Healthcare Services
www.vaccinegenie.com

Vermouth Beauty
Seattle, Washington
Industry: Consumer Products
www.vermouthbeauty.com

Vis Fitness Inc.
Seattle, Washington
Industry: Software

Vitasa
Seattle, Washington
Industry: Healthcare Services
www.vitasa.io

Yuzi Care
Seattle, Washington
Industry: Healthcare Services
<https://yuzicare.com>

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The Flywheel Angel Network thesis is to invest in innovative companies through the Flywheel Conference. Our strategy is to bring a diverse group of investors and founders together to build momentum for growing companies. A new LLC is formed every year to invest in the winner(s) of the conference. Fund members have the opportunity to select and vote throughout the process.

Interested in investing with us?
Contact Jenny Rojanasthien:
jenny@flywheelconference.com

*Save the date for 2025!
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