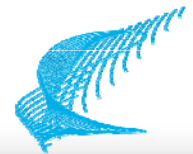


# Demo Day

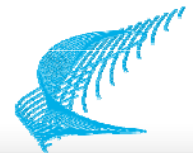
October 14, 2009



Innovation Works

# agenda

- 8:30 AM Registration/networking
- 9:00 AM Welcome
- 9:15 AM Company presentations
- 10:15 AM Break
- 10:30 AM Company presentations
- 11:15 AM Meet with companies / Lunch

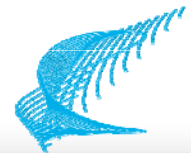


Innovation Works

# welcome

**alphalab** is a catalyst for launching the next generation of software , web, mobile and entertainment technology companies. Created by Innovation Works, one of the nation's most active seed-stage investors, **alphalab** provides investment, hands-on business assistance, access to a network of expert advisors and entrepreneurs, and free office space as part of an intensive program in Pittsburgh. **alphalab** helps companies rapidly develop their technology, gain user feedback from early product releases, develop go-to-market strategies, and move toward successful commercial launch.

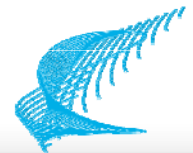
Launched in 2008, **alphalab** has invested in eighteen companies through three cycles of its biannual program. The application deadline for the Winter/Spring cycle of **alphalab** is October 30, 2009.



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alphalab would like to thank the following organizations for their generous support:

- Pennsylvania Department of Community & Economic Development
- The Heinz Endowments
- Hillman Foundation
- Richard King Mellon Foundation
- Morgan, Lewis & Bockius LLP

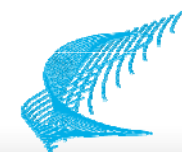


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alphalab would like to extend a special thank you to the following individuals who contributed their time, energy, and wisdom as advisors, speakers and supporters throughout the program.

**Sean Ammirati** – *mSpoke, Inc.*  
**Phineas Barnes** – *First Round Capital*  
**Adam Berger** – *Penthera Partners, Inc.*  
**Bernie Bishop** – *TiE Pittsburgh*  
**Lenore Blum** – *Project Olympus*  
**Bryan Brown** – *Clark & Chamberlin LLC*  
**Lysie Camuso** – *ShowClix, LLC*  
**Babs Carryer** – *Project Olympus*  
**Dan Cohen** – *Pageflakes (acquired by LiveUniverse)*  
**Drew Davidson** – *Carnegie Mellon  
Entertainment Technology Center*  
**Joshua Dziabiak** – *ShowClix, Inc.*  
**Ed Engler** – *Pittsburgh Equity Partners*  
**Matt Fleckenstein** – *Microsoft*  
**Chris Fralic** – *First Round Capital*  
**Craig Gomulka** – *Draper Triangle Ventures*  
**Steve Hartman** – *eBay*  
**Matt Humphrey** – *Kickball Labs*  
**Eric Koger** – *ModCloth, Inc.*

**Josh Kopelman** – *First Round Capital*  
**Michael Lehman** – *The University of Pittsburgh*  
**Angela Love** – *The Art Institute of Pittsburgh*  
**Don Marinelli** – *Carnegie Mellon Entertainment  
Technology Center*  
**Dave Mawhinney** – *mSpoke, Inc.*  
**Ron Morris** – *Duquesne University*  
**Kit Needham** – *Project Olympus*  
**Dave Nelsen** – *Talkshoe*  
**Ian Paterson** – *mSpoke, Inc.*  
**Raul Valdes-Perez** – *Vivisimo, Inc.*  
**Hooman Radfar** – *Clearspring Technologies, Inc.*  
**Steve Robinson** – *Pittsburgh Equity Partners*  
**Pat Rogan** – *Immunetrics, Inc.*  
**Jesse Schell** – *Schell Games, LLC*  
**Chris Shipley** – *Guidewire Group, LLC*  
**Aaron Tainter** – *Meakem Becker Venture Capital*  
**Alan Veeck** – *Meakem Becker Venture Capital*



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alphalab would like to thank the following groups and organizations who have partnered with us to promote alphalab and build community throughout the region.

**The Art Institute of Pittsburgh**

**BlueTree Allied Angels**

**Carnegie Mellon:**

**Center for Technology Transfer**

**Don Jones Center for Entrepreneurship**

**Entertainment Technology Center (ETC)**

**Project Olympus**

**Tepper School of Business**

**Entrepreneurship and Venture Capital Club**

**DevHouse Pittsburgh**

**Duquesne University Entrepreneurial Studies Prog.**

**Greater Oakland Keystone Innovation Zone**

**Grove City College Entrepreneurship Program**

**Help Startups**

**International Game Developers Association –  
Pittsburgh Chapter**

**Open Coffee Club – Pittsburgh**

**Pittsburgh Business Radio**

**Pittsburgh Central Keystone Innovation Zone**

**Pittsburgh Technical Institute**

**Pittsburgh Technology Council**

**Pittsburgh Venture Capital Association**

**PodCamp Pittsburgh**

**Refresh Pittsburgh**

**SimOps Studios**

**TiE Pittsburgh**

**University of Pittsburgh:**

**Institute for Entrepreneurial Excellence**

**Office of Technology Management**



**Innovation Works**



*Company Name:* GearHeadz LLC.

*Product Name:* CloudFab

*URL:* [www.cloudfab.com](http://www.cloudfab.com)

*Phone:* (724) 971-6818

*Team:*

**Nick Pinkston**, CEO

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- Founder, HackPittsburgh, Inc.

- Founder, P&R Solutions

- University of Pittsburgh - Business Marketing

**Steve Klabnik**, CTO

[steve@cloudfab.com](mailto:steve@cloudfab.com)

- Director, XoMB Operating System

- Developer, LibSyn, Inc.

- University of Pittsburgh – Computer Science

### **Overview:**

CloudFab is an online platform that provides scalable, distributed manufacturing resources for businesses who are creating mass customized goods across various product categories. What cloud computing did for computer processing, CloudFab will do for manufacturing.

### **The Problem:**

The demand for mass customized physical goods is growing rapidly. However, in many product categories, this market demand is unmet as producing these products is cost- and time-prohibitive due to the fixed capital equipment costs.

### **Our Solution:**

CloudFab is providing an online platform that provides distributed manufacturing or fabrication-as-a service for businesses wishing to provide custom products. The CloudFab system also contains tools to facilitate and enhance the quoting, ordering and manufacturing processes. CloudFab launched a private beta earlier this month and has generated buzz in industry blogs.

### **Investment Opportunity:**

We are focused on our public launch in early 2010 and executing our growth plans. We recently closed an angel round but are always interested in talking with prospective investors and partners who can help us accelerate our growth.



**Innovation Works**



[www.fooala.com](http://www.fooala.com)  
(877) 736-6252

## Team

### David Chen, CEO

[dave@fooala.com](mailto:dave@fooala.com)

Carnegie Mellon 2010 (Expected)  
BS Information Systems, HCI  
Founded top 35 website in South Korea  
Microsoft Intern Summer 2008

### Moses Lee

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Duke 2009  
BSE Electrical and Computer Engineering  
NIST Research Intern Summer 2007  
US Robotics Intern Summer 2006

### Todd Eichel

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Carnegie Mellon 2008  
BS Information Systems, Statistics  
Master of Information Systems Management  
Boeing Intern Summer 2008

### Zachary Cancio

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Duke 2009  
BSE Electrical and Computer Engineering/CS  
Microsoft Intern Summer 2008  
Cisco Intern Summer 2007

## Overview:

Fooola has created an *open* online ordering platform that enables restaurants to expand online presence and grow sales by accepting orders through various web-based and mobile channels.

## The Problem:

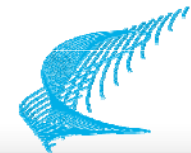
Consumers spend \$360 billion per year on pickup and delivery orders. Following other e-commerce trends, over 10% of these orders are expected to be placed online, a \$36B+ opportunity. However, current online ordering solutions only reach 5% of restaurants and have not received widespread adoption. These "closed" online ordering sites are overlooked by millions of potential online ordering customers who look for restaurants on content sites like Yelp or receive recommendations from social sites such as Facebook or blogs.

## Our Solution:

Fooola has developed an ordering engine that can be easily embedded in a restaurant's website, as part of any online food portal, or as a widget on any content site or mobile device. This increases the likelihood of the customer interacting with a restaurant online after discovering it. Currently, over 60 restaurants in two markets are accepting orders on the Fooala platform.

## Investment Opportunity:

Fooola is seeking an investment round to expand our web properties into new markets and bring more restaurants onto the Fooala platform. In addition, Fooala will launch the affiliate network and developer aspects of our online ordering platform and launch our restaurant enrollment program nationwide.



Innovation Works





*Company Name:* LeftRight Studios  
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*Phone:* (917) 370-0939

*Team:*

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**Creative Director**

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**Director of Business Development**

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- B.Sc. Management  
Purdue University, West Lafayette
- Corporate account mgmt of Fortune 50 high-tech clients for Siemens

**Overview:**

[LeftRight Studios](#) is developing a branded gaming network consisting of entertaining mobile games and a tools platform that helps create branded games with unique marketing and promotional capabilities. As branded companies recognize the importance of connecting with consumers through mobile, our gaming network will help brands power audience growth and customer engagement.

**The Problem:**

With the growth in smartphones, consumer brands are recognizing mobile as strategic priority for reaching their target audience. While numerous major consumer brands have launched their own iPhone applications, they face an increasing challenge to “rise above the noise” in the crowded iPhone App Store. Furthermore, these brands are seeking greater engagement with their consumers and to market effectively in this new medium.

**Our Solution:**

LeftRight Studios is developing a branded gaming network to help brands power audience growth and increase customer engagement through entertaining branded games. We are building a platform that includes core game components including friend challenges, competitions, leaderboards and unique branded game components including promotional widgets and coupons. LeftRight populated the network with the launch of its first iPhone game, [smackBOTS](#), a robot fighting game with customizable robots and multi-player action and has just launched Katch-Up, a fast-paced game where users try to keep up with production demand in a manufacturing plant.

**Investment Opportunity:**

We are seeking an initial round of investment to accelerate the development of our branded gaming network.



**Innovation Works**



## NAVPRESCIENCE

*Company Name:* NavPrescience

*URL:* [www.navprescience.com](http://www.navprescience.com)

*Phone:* 412-499-3467

*Team:*

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**Curt Stone**

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•Executive in Residence, CMU

### Overview:

NavPrescience is a Carnegie Mellon University spin-off developing next-generation GPS applications that incorporate prediction and personalization capabilities. We are developing an add-on software platform and targeting the 120M mobile navigation service subscribers anticipated by 2014.

### The Problem:

A GPS device could plan the perfect route if it knew your driving preferences. It could warn of traffic congestion on your route to work if it knew that's where you were going. Unfortunately, unless you explicitly provide your GPS device with this information, it doesn't know enough to be useful in these situations.

### Our Solution:

NavPrescience's patent-pending, exclusively-licensed technologies automatically learn drivers' routing preferences and destinations by observing their driving patterns. This enables automatic adaptation to a driver's navigation preferences and allows relevant information to be delivered to the driver based on the future roadways and destinations he or she will visit.

### Investment Opportunity:

NavPrescience is currently seeking an angel investment to help launch a mobile- and web-based freemium service for the Pittsburgh area to demonstrate the benefits of its personalization and prediction technologies. The company will leverage the validated benefits to develop partnerships and integrate these technologies into future GPS-based navigation systems.



Innovation Works



*Company Name:* Vivo  
*URL:* [www.vivolive.com](http://www.vivolive.com)  
*Phone:* 800-340-1196

*Team:*

**Paul Fireman, President**

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- 8 years running Fireman Creative, an advertising and technology agency
- 14 years prior experience at Disney, J. Walter Thompson and DMB&B

**Spike Katora, VP of Product Development**

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- Over 10 years software industry experience in Product Design and Project Management
- Work experience at Microsoft and Carnegie Mellon University

**Chris Szymansky, SW Development Lead**

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- Work experience at University of Pittsburgh and Fireman Creative

## **Overview:**

Vivo has developed an integrated live video marketing platform for businesses and organizations that want to use live video to enhance their online sales and marketing efforts. The company is currently targeting the publishing industry and has already landed several high-profile customers, including HarperCollins and the American Booksellers Association.

## **The Problem:**

Despite the increasing popularity of live online video, businesses and organizations have struggled to adopt live video as an online marketing tool due to several factors including the high cost of white-label services; the inability to control branding and lack of tools for promotion, sales and analytics when using consumer-targeted services; and difficulties faced when connecting existing cameras and computers to broadcast an event, often resulting in low-quality webcam broadcasts.

## **Our Solution:**

Vivo has developed a platform that meets the unique requirements of businesses and organizations wishing to increase their customer reach using live online video. A comprehensive suite of tools for broadcasting, marketing, and sales is centrally integrated within the Vivo platform, allowing a business to control its branding; integrate e-commerce, advertising, and other monetization tools; measure the results of online promotions; and through a unique video capture device, easily connect cameras to laptops.

## **Investment Opportunity:**

Vivo is currently seeking an investment round to grow its customer base in the publishing industry and to expand into additional target industries.



**Innovation Works**



*Company Name:* Zipano  
*URL:* [www.zipano.com](http://www.zipano.com)  
*Phone:* 412-235-6789

*Team:*

**Ziv Baum, CEO**  
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- Qualcomm
- Officer, Israeli army
- MBA from Carnegie Mellon Univ.

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- Research in the privacy and information security fields
- Ph.D. from ETH Zurich

**Norman Sadeh, Ph.D.,**  
Chief Scientist  
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- CMU Professor; School of Computer Science
- Authority in Mobile Web and Privacy

### Overview:

Zipano is a Carnegie Mellon University spinoff company that has developed a privacy layer which enables users of information sharing services to better control and manage with whom they share their personal information. This privacy management platform has the potential to drive adoption in multiple markets including social networking, enterprise solutions and Zipano's entry market, location-based mobile applications.

### The Problem:

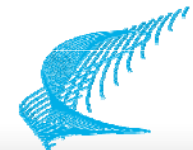
One of the problems holding back the adoption (and revenue potential ) of Location Based Services is the privacy problem. **The sensitive nature of sharing one's location requires better usability and expressiveness when it comes to defining privacy preferences.** Unless such control is given to the user, we won't see the much anticipated mass adoption of these services.

### Our Solution:

Our solution is the User Controllable Privacy Platform which empowers users to effectively specify rich privacy preferences, **leading to a higher willingness of users to share, and greater adoption of location-based applications.** This enhanced privacy management has resulted in higher levels of user comfort and willingness to selectively share information as demonstrated by Locaccino, a location sharing Facebook application developed by Zipano.

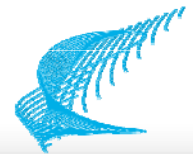
### Investment Opportunity:

Zipano Technologies is seeking an angel\early-stage VC investment to fund our business development and integration efforts. Zipano's platform is ready for use by application developers and platform operators who wish to leverage the growing interest of users in information sharing applications, to promote higher usage and to create new revenue channels.



Innovation Works

notes:



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