



October 24, 2012
FOUR SEASONS SEATTLE

Powered by ZINO SOCIETY

October 24, 2012

Welcome to **TNT Travel & Technology Conference** hosted by Garvey Schubert Barer and powered by ZINO Society. This afternoon's Conference features 19 brilliant travel and technology industry panelists sharing their thoughts and ideas about the unique challenges and opportunities associated with the convergence of the travel and tourism industries with technology. In addition, the Conference will include presentations by five Northwest travel and technology entrepreneurs passionate about the travel and tourism industry and succeeding in their dreams.



Greg Duff



Cathi Hatch

Garvey Schubert Barer's Hospitality, Travel and Tourism Practice is proud to host today's Conference. As counsel to many of the leading international, national and regional companies in the travel and tourism industries, Garvey Schubert Barer has experienced first-hand the tremendous (and growing) influence technology has on these industries. We hope that today's first-of-its-kind Conference will be the first of many to feature this important convergence of technology and travel and to showcase our many Northwest entrepreneurs dedicated to this space.

ZINO Society is a society of angel investors, entrepreneurs and connectors that helps propel businesses and investors to success through active mentoring and angel investing. Over the past seven (7) years, ZINO Society has facilitated over **\$27.1 million** in funding to companies who have presented to ZINO Society.

Today, we hope you will enjoy connecting with the panelists, entrepreneurs, ZINO Society members and guests. At the conclusion of our three sessions, we will ask each of you to select which entrepreneurial company you believe gave the best presentation to select the **TNT Explosive Idea People's Choice Award**. This award will be announced together with the **TNT Explosive Idea Judges' Award** given for the Best Investment Opportunity during the reception following the business sessions.

Today's Conference concludes with the *After the Pitches Awards & Networking Reception* with beverages and hors d'oeuvres where we encourage you to connect with one another and the five featured presenting entrepreneurs while you network and visit the tabletop displays of today's participating entrepreneurs.

We would like to recognize and thank all of the **TNT Travel & Technology Conference** expert panelists, event sponsors, participating entrepreneurs, the dedicated Screening and Coaching Board, the ZINO Society staff and the Garvey Schubert Barer staff for all their time and support. We could not have produced this event without their involvement.

We hope you will enjoy the many opportunities for intellectual stimulation, relaxed conversation, and individual connection with others throughout the afternoon.

Cheers!

Greg Duff
Owner and Chair of Hospitality, Travel and Tourism Practice
Garvey Schubert Barer

Cathi Hatch
Founder & CEO
ZINO Society

Garvey Schubert Barer presents Travel 'N Technology Conference

Powered by ZINO Society

Four Seasons, Seattle --- October 24, 2012 --- 1:30-6:30pm



- 1:30pm **Registration / Preview Exhibition Tables**
- 2:00pm **Welcome / Opening Remarks**
Cathi Hatch, Founder & CEO, ZINO Society
Greg Duff, Owner and Chair of Hospitality, Travel and Tourism Practice, Garvey Schubert Barer
Jon Inge, Jon Inge & Associates
- 2:15pm **Ideaflow – Expert Technologists Panel**
Moderated by Scott Warner, Owner & Chair of Technology and E-Commerce Practice, Garvey Schubert Barer
Panelists:
1. **Ike Anand**, Sr. Director of Strategy & Business Development in Global Tour & Transport, Expedia
2. **Eric Bailey**, Senior Travel Manager-Strategy & Technology, Microsoft
3. **Jeff Fox**, Vice President Strategic Partnerships, Intelity
4. **Mike Kennedy**, Vice President of Business Development, Sabre Hospitality
5. **Adam Luchsinger**, Global Accounts Business Manager, Google
6. **Barry Padgett**, Executive Vice President, Concur Technologies
7. **Conrad Saam**, Director of Marketing, Urbanspoon
8. **Nick Vivion**, Travel Tech Reporter, Tnooz
9. **Ken York**, Chief Operating Officer, Ascension Software
- 3:15pm **Ideaflow – Expert Users Panel**
Moderated by Greg Duff, Garvey Schubert Barer
Panelists:
1. **Patrick Irwin**, Strategic Technology Consultant, Evergreen Finance Consulting, LLC
2. **David Kolner**, Vice President of Product Management, Virtuoso
3. **Curtis Kopf**, Managing Director of Customer Innovation, Alaska Airlines
4. **Chuck Marratt**, Regional Director Information Technology, Benchmark Hospitality
5. **Allison Morris**, Director of Information Technology, American Casino & Entertainment Properties
6. **Monika Nerger**, Global Information Officer, Mandarin Oriental Hotel Group
7. **Mary Beth Wressell**, Vice President, Marketing Communications, Holland America Line
- 4:15pm **Coffee Break / Presenting Company Exhibits**
- 4:30pm **Dealflow - Travel & Technology Flight**
Facilitated by Cathi Hatch, ZINO Society
1. UTrip -*Gilad Berenstein* 4. Talk to the Manager - *Jeremy Ludy*
2. BeDynamic -*Anne Payne* 5. ViableWare - *Joe Snell*
3. OnTheGo -*Drew Morrison*
- 5:25pm **TNT Explosive Awards Voting**
- 5:30-6:30pm **After the Pitches Wine & Networking Reception**
Announcement of TNT Explosive Awards
Ruth Walters, Garvey Schubert Barer

EVENT SPONSORS



G A R V E Y
S C H U B E R T
B A R E R



EXPERT PANELISTS, JUDGES & SPEAKERS



Ike Anand, Senior Director, Strategy and Business Development, Expedia

Ike Anand serves as Senior Director of Strategy and Business Development for Expedia, Inc., the world's largest online travel company. In this role, Anand creates and implements global strategies for Expedia's air and rail lines of business, and is responsible for exploring new business development opportunities for these products. His experienced team also supports the company's travel partners, helping them reach and understand the buying patterns of the millions of consumers who shop for travel on Expedia booking sites across the globe. Anand joined Expedia in 2006 to support its air product reporting and analysis practices. He subsequently assumed responsibility for Transport Analytics which he led for 4 years. Before Expedia, Anand spent a few years at Sabre Holdings in various strategic positions where his last position had the responsibility for pricing booking fees for the GDS business. Anand holds a Bachelors Degree in Economics from Delhi University, and an MBA from the Southern Methodist University.



Eric Bailey, Senior Travel Manager-Strategy & Technology, Microsoft

Eric Bailey is the Senior Travel Manager at Microsoft, responsible for global strategy and technology. He works with Microsoft technology teams to offer virtual alternatives to travel such as Microsoft Lync/Communicator and telepresence. Recently, he developed TripTracker, a simple tool to measure and compare travel trends, including carbon, across geographies and business groups within Microsoft. He holds a BA in Asian Studies from the University of Puget Sound and an MBA from the University of Washington.



Greg Duff, Owner and Chair of Hospitality, Travel and Tourism Practice, Garvey Schubert Barer

Greg Duff of Garvey Schubert Barer founded and chairs the firm's Hospitality, Travel and Tourism group. Greg's practice is dedicated to a variety of hospitality operational matters, including management contracts, sales and marketing, distribution, technology transactions and e-commerce. Greg also serves as counsel and legal advisor to many of the Pacific Northwest's hospitality industry associations and trade groups, including the Washington Tourism Alliance, Seattle King County Convention and Visitors Bureau, and the Seattle Hotel Association. Prior to joining Garvey Schubert Barer, Greg Served as Associate General Counsel with the Westin Hotel Company, Assistant General Counsel at Homegrocer.com/ Webvan Group and General Counsel at Columbia Hospitality. Greg's professional activities include membership in the Hospitality Financial and Technology Professionals, Academy of Hospitality Industry Attorneys, Global Alliance of Hospitality Attorneys, Hotel Electronic Distribution Network Association, and Hospitality Sales and Marketing Association International.

EXPERT PANELISTS, JUDGES & SPEAKERS



Jeff Fox, Vice President Strategic Partnerships, Intelity

With a career engaged in hotel technology at Hilton, it would be impossible to name a hospitality system or service that Jeff hasn't either initiated, introduced, engineered or innovated. As a general manager, and later a director of product development, for the Hilton Garden brand, he helped earn the loyalty of guests, which resulted in seven straight years of J.D. Power service awards. Most recently, he was director of brand innovation & guest technology for Hilton Worldwide, where he led global technology efforts for 3,600 hotels spanning 10 Hilton brands. He brings seasoned insight, broad experience and practical knowledge to Intelity. Jeff graduated from Boise State University. He joined Intelity on October 1 as Vice President of Strategic Partnerships. He will focus on enhancing the customer experience and growing account relationships through the strategic account programs, initiatives, standards, tools, training and support procedures.



Jon Inge, Jon Inge & Associates

Jon Inge is an independent consultant in hotel technology. He has over 35 years experience with hotel systems, gained through working with both vendor and hotel companies and, for the last sixteen years, through his own consulting practice. He compiles a bi-weekly e-newsletter on hospitality technology, and his articles appear frequently in the trade press. A founder member of the HTNG initiative for greater system inter-operability, he has served on HFTP's HITEC Advisory Committee and the AH&LA Technology Committee, and is a member of the International Society of Hospitality Consultants. In June 2006, he was inducted into the HFTP International Hospitality Technology Hall of Fame.



Patrick Irwin, Strategic Technology Consultant, Evergreen Finance Consulting

Pat Irwin is a Strategic Technology Consultant whose primary area of expertise is restaurants, retail and small business. Irwin worked for Restaurants Unlimited, Inc. (RUI) from January 2004 through 2012 as its Vice President, Information Technologies. His responsibility included the company's overall technology strategy, all restaurants systems and the infrastructure required to support the technical operations of its 46 restaurants in 22 brands. Irwin's restaurant technology experience spans more than 20 years and crosses multiple segments from quick service at McDonald's Corporation to casual dining at Perkins Family restaurants to the near luxe and fine dining brands of RUI. His international expansion experience at McDonald's Corporation and his tenure as an owner-operator at Perkins Family restaurants give Irwin a unique understanding of both operating and technical requirements within the restaurant industry. In the industry, Irwin donates his expertise as an advisor to companies developing new POS systems, payment systems and social media concepts.

EXPERT PANELISTS, JUDGES & SPEAKERS



Mike Kennedy, Vice President of Business Development, Sabre Hospitality

Based on his 25+ years experience and serving as CIO for three of the industry's largest hotel companies, Kennedy is currently responsible for exploring strategic collaboration projects with Large Global Chains. Kennedy also launched a start-up software development and consulting business in 2005 featuring the industry's fastest growing cloud-based property/distribution platform currently installed in over 4500 hotels. Kennedy's known for being a results-driven professional with extensive experience in leading large organizations through major strategic transitions. Balanced experience in managing a portfolio of both strategic and operational projects collectively guided through a defined business plan.



David Kolner, VP Product Management, Virtuoso

As Vice President, Product Management, David looks after product development, strategy, and partner product implementations. Prior to joining 23 TouchPoints, David was VP Product at Whitepages.com and has 20+ years' travel experience with Orbitz, OAG, and United Airlines.



Curtis Kopf, Managing Director, Customer Service & alaskaair.com, Alaska Airlines

Curtis Kopf has joined Alaska Airlines as managing director of alaskaair.com and customer innovation. Kopf has more than 20 years of experience leading communications efforts, e-commerce programs and successful teams at other companies. He comes to the airline from Microsoft, where he was responsible for 12 global websites. He's also held senior positions in e-commerce site management and merchandising at Microsoft and spent seven years in a similar capacity at Amazon. Kopf earned a bachelor's degree from Brown University and a master's from Johns Hopkins University.

EXPERT PANELISTS, JUDGES & SPEAKERS



Adam Luchsinger, Global Accounts Business Manager, Google

As a Global Business Manager, Adam is responsible for the profitable growth of advertiser and advertising agency business among Google's largest travel advertisers. In that capacity, he oversees the strategic planning, sales and operations, and business development efforts as Google provides Internet marketing solutions to its customers. Before moving into the global organization Adam was an Account Executive on the North American advertising sales team leading sales efforts for Google's travel clients on the West Coast. Based out of Seattle, WA Adam is a 9 year Google veteran and search enthusiast with an in-depth understanding of Google's products and solutions.



Chuck Marratt, Regional Director Information Technology, Benchmark Hospitality

Chuck is currently Regional Director of Information Technology with Benchmark Hospitality International. He started his hotel career in 1981 with Westin Hotels and Resorts where he held a number of F&B management positions at the Westin Oaks Hotel in Houston, the Westin Canal Place in New Orleans and the Westin Hotel in Seattle. Chuck successfully implemented the MTM strategy built around common; enterprise based sales and catering systems as well as a common enterprise property management system within the MTM properties. In April 2009 Chuck was appointed Vice President, Information Technology with MTM Luxury Lodging. Then in June 2011 MTM Luxury Lodging was acquired by Benchmark Hospitality International based in The Woodlands, Texas. Chuck is a graduate of the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston. He has been a past member of the HITEC Advisory Council in 2008 – 2010, the Hospitality Technology Magazine Editorial Advisory Board and the HFTP PCI Task Force. He is currently a member of HTNG and the Point of Sale workgroup with HTNG.



Allison Morris, Director of Information Technology, American Casino & Entertainment Properties

As the Director of Information Technology for American Casino & Entertainment Properties, Morris is responsible for providing information technology direction and management for ACEP's four locations and their corporate offices. She focuses on all aspects of technology including application support, software development, networking and infrastructure, data center operations, and data and digital security. Allison utilizes her more than 20 years of hospitality technology experience to lead her team to focus on innovative and cost effective ways to support the operations. Morris' earlier career involved working as a Project Manager from 1998 for Starwood Hotels and Resorts after having spent 6 years with Springer-Miller Systems. During her 5 years with Starwood she focused on system conversions and technology deployment for the construction of new properties such as Westin Times Square, W Times Square, the Westin Bonaventure and Westin Detroit Airport. In her 6 years with Springer Miller systems, Allison progressed from a system installer / trainer to the leader of the department. She managed and lead the deployment of the SMS system at more than 100 prestigious resorts.

EXPERT PANELISTS, JUDGES & SPEAKERS



Monika Nerger, Global Information Officer, Mandarin Oriental Hotel Group

Monika Nerger is Chief Information Officer for Mandarin Oriental Hotel Group, overseeing all aspects of the group's global technology. She joined Mandarin Oriental in 2006 as Vice President of Technology, the Americas. Mandarin Oriental Hotel Group is the Award-winning owner and operator of some of the most luxurious hotels, resorts and residences located in prime destinations around the world. Mandarin Oriental now operates, or has under development, over 11,000 rooms in 27 countries with 18 hotels in Asia, 13 in The Americas, and 12 in Europe and Middle East. In addition, the Group operates, or has under development, 14 Residences at Mandarin Oriental connected to its properties. Prior to joining Mandarin Oriental, Monika worked internationally with Pan Pacific Hotels, KPMG Consulting, and Royal Caribbean Cruise Lines. She holds a Master's Degree in Business from the University of Miami as well as an undergraduate degree in Computer Science, and is a member of Beta Gamma Sigma. She is currently a Board member of HTNG (Hotel Technology Next Generation).



Barry Padgett, Executive Vice President, Traveler Services & Concur Platform Services

Mr. Padgett is the Executive Vice President, Traveler Services & Concur Platform Services. Since joining Concur in 1997, he has served in various roles including Executive Vice President and General Manager, EMEA, Vice President International Sales and Marketing, Director of Concur's Asia Pacific region, Director of Consulting Services, and Director of Business Development.



Conrad Saam, Director of Marketing, Urbanspoon

Conrad is the Director of Marketing for Urbanspoon, the widely popular restaurant review and reservation site and top 25 downloaded iPhone application. Prior to Urbanspoon, Conrad was a Director at Avvo, a legal directory that grew from concept to market leader in three years without spending a dollar on advertising. His columns have appeared in Search Engine Land, Law.com, ClickZ, Technorati, and Search Engine Strategies Magazine. He has spoken at numerous SMX events, SEOmoz Pro Training and SearchFest conferences. He is an ardent advocate of in-sourcing technical marketing and avoiding black hat tactics. Mr. Saam has worked with major consumer brands, assisting them to adapt their online marketing strategies to meet the changing market, technology, and regulatory environments of the internet. His experience includes numerous award-winning interactive projects for clients including Disney, Nickelodeon, Lego, MTV, Ford, Macromedia, the United Nations, Microsoft, AOL, McDonalds, Mattel and Napster. Conrad holds an MBA from the Ross School of Business at the University of Michigan.

EXPERT PANELISTS, JUDGES & SPEAKERS



Nick Vivion, Travel Tech Reporter, Tnooz

Nick Vivion is a reporter for B2B travel technology site Tnooz.com, and is based in New Orleans, USA. His passion for travel technology led him to travel around the world shooting travel videos for Current TV and Lonely Planet TV in 2006 and 2007. He shot on Mini-DV, edited on a white MacBook, uploaded and shared online as he traveled. His moxie for travel video has resulted in over 2.4 million views on his YouTube partner channel. In addition to travel, Nick is co-founder of one of the web's most talked about LGBT media sites, Unicorn Booty, and is opening a bricks-and-mortar restaurant called Booty's in New Orleans this November – serving street food from around the world, of course!



Ruth Walters , Garvey Schubert Barer

Ruth Walters focuses on hospitality operations and general intellectual property and technology transactions. She advises clients on matters such as online hospitality inventory distribution agreements, in-licensing of video-on-demand technology, music and software licensing, application service provider agreements and general branding, copyright and advertising review and advice. She has represented international hotel companies in global co-branding and marketing agreements, in addition to advising clients on data privacy legal compliance, website privacy policies and terms of service. Ms. Walters provides trademark advice, from initial clearance through policing and post-registration maintenance, including those trademark issues arising exclusively in regard to the Internet.



Owner & Chair of Technology and E-Commerce Practice, Garvey Schubert Barer

Scott Warner represents a diverse array of clients across a broad range of industries, including hotels and restaurants, software and hardware companies, content providers, hospitals and biotech companies, medical device manufacturers, alternative energy and clean tech companies, new media companies, and others. Mr. Warner provides guidance to clients in all aspects of their intellectual property rights and business transactions, including copyright, trademark, trade secret, licensing and distribution, joint ventures, employment and non-competition, publishing, e-commerce, privacy and data security, web hosting, content development and clearance, and domain disputes. His clients include start-ups, non-profits and public companies. Mr. Warner brings a combination of business savvy, creative thinking and more than 15 years of experience in the technology sector to address his clients' needs.

EXPERT PANELISTS, JUDGES & SPEAKERS



Mary Beth Wressell, Vice President, Marketing Communications, Holland America Line

Mary Beth Wressell has been promoted to vice president, marketing communications, for Holland America Line. She is responsible for the line's overall marketing initiatives, including advertising, social media marketing, e-marketing, the Mariner Society loyalty program and market research. Wressell replaces Judy Palmer, who is retiring after nearly 15 years at Holland America Line and more than 35 years in marketing communications. Most recently, Wressell was director, media advertising and e-marketing, where she was tasked with better aligning the company's online advertising efforts with email communications. She reports to Mark Kammerer, senior vice president, marketing and North America sales. Wressell joined Holland America Line in 2005 as manager, media advertising, where she was responsible for the internal and external resources of the company's advertising program. Prior to joining Holland America Line Wressell worked at Virtuoso as managing director, travel clubs and director, direct marketing, and at the advertising agency, DDB Worldwide Communications Group.



Ken York, Chief Operating Officer, Ascension Software

Ken York currently serves as their Chief Operating Officer for Ascension Software, a Company that has been an innovator of hotel technologies since 2003. The company released the first hotel mobile iPhone, Droid, and iPad applications including Starwood's W Hotels Application. The company brought to market an ecommerce platform with integrations into the industry's most prevalent PMS, MMS, and POS systems and continues into 2013 with technological advancements that redefine guest-hotel interactions. During his tenure, the company achieved Top 100 Fastest Growing Companies in Oregon and SW Washington three years in a row. In 2012, Ken was named Top 40 Executives Under 40 by the Portland Business Journal.

PRESENTING COMPANIES

UTrip / Gilad Berenstein / <http://utrip.com>

UTrip helps modern travelers plan, purchase, manage and share their dream adventures to their favorite destinations in a few simple steps.

BeDynamic / Anne Payne / www.bedynamic.com

BeDynamic® cooperative destination marketplace creates a highly profitable and scalable revenue channel for airlines, hotels and destinations such as Alaska Airlines, Fiesta Americana Hotels and Resorts and Disney Destinations.

OnTheGo / Drew Morrison / <http://www.onthego-mobile.com>

We merge a concierge's inside knowledge with mobile technology to give even the most seasoned traveler a unique view of a city

Talk to the Manager / Jeremy Luby / <http://talktothemanager.com>

We provide a customer service tool that allows managers to receive and respond to immediate, anonymous customer feedback via text message.

ViableWare / Joe Snell / <http://www.viableware.com>

Viableware's RAIL device is a patented digital bill folder for at-the-table payments and Guest engagement at full service restaurants.

NOTES

Utrip

One Line Pitch: Utrip helps modern travelers plan, purchase, manage and share their dream adventures to their favorite destinations in a few simple steps.

Business Summary: Founded in April 2011, Utrip is a travel site that helps modern travelers plan their dream adventures to their favorite destinations. We understand the planning process of a trip can be confusing and frustrating, and therefore Utrip was created to help people spend that time actually having adventures instead of planning them. We hope that Utrip will inspire you to get off your butt and get onto a plane that is headed somewhere incredible.

Management: Utrip has successfully created an impressive board of advisers including Court Lorenzini, John Castle, Johah Sigel and others. Utrip's founders have all served as executives in other technology companies and Yair, the current VP of Technology Development, is considered a world leader in design of optimization algorithms. Please visit <https://utrip.com/about/team> for detailed bios.

Customer Problem: The average traveler looks at 21 online sources during 9 sessions while planning a trip; the abundance of available information today often leads to divergent information and decision fatigue. Travelers seek authentic travel suggestions and advice. Utrip takes the hassle out of trip planning by bringing you the most relevant and authentic trip planning knowledge customized for you.

Product/Services: Utrip.com helps travelers plan their dream adventures to their favorite destinations by sifting through thousands of restaurants, attractions, events, and activities and crafting an itinerary that perfectly matches your personal interests and desires. We partner with local experts who provide firsthand authentic knowledge on your favorite destinations. Whatever your dream experience is, Utrip will help you live it.

Target Market: Our target audience is adults traveling with adults in major European centers. Despite the available information on destination and tourism, many people find it difficult to find authentic travel advice that is truly tailored to their interest. Our early adapters are users who are somewhat tech-savvy, live an on-the-go lifestyle and seek a quick and easy trip planning solution for their holiday and weekend adventures.

Customers: In 2011 over 38 million Americans traveled internationally with a market size of almost \$150 billion. For our beta launch we are focused on early adopters - students and young adults traveling to Europe as well as Baby Boomers with disposable income. We will continue to expand to new destinations (such as domestic and Asian markets) as well as into family travel and other aspects of travel like group trips and business travel.

Sales/Marketing Strategy: In the beginning, friends and family were the first users of our service. Now, most people find out about Utrip through a combination of word of mouth PR and social media. Since our beta launch, we have been featured in several online publications (Tnooz, Q13Fox, and GeekWire) which have attracted travellers to our website. And most importantly our users have become our best brand advocates.

Business Model: We offer a free personalized trip-planning service to all Utrip users. Once a trip is planned and booked, Utrip receives commissions from the back end working with partners like Expedia, HostelBookers, and more. We are developing relationships with tour operators and venues on the ground to further expand our revenue generation.

Competitors: As international travel grows, countless travel companies are trying to tap into the market. Companies like Wanderfly, Gogobot, and Triposo provide travel discovery platforms that make recommendations about specific activities. Utrip was born to tackle a bigger problem: creating a complete trip planning experience with all of your activities, dining, and lodging that isn't just recommended for anyone but is tailored to your needs and desires.

Competitive Advantage: Utrip has a few key differentiators that make our product unique. Today the travel industry is fragmented. Travelers use many websites and sources when preparing for a trip. With Utrip we have quick and easy ways to pinpoint your interests and design a trip from start to finish all in one place. Whatever your perfect trip looks like, Utrip will help you plan it in just a few simple steps.



Company Profile:

URL: <http://utrip.com>

Industry: Travel

Employees: 10

Founded: Apr-15-2011

Contact:

Gilad Berenstein

gilad@utrip.com

Location:

Seattle, WA

United States

Financial Information (USD):

Company Stage: Product In Development

Previous Capital: 426,000

Monthly Net Burn: 22,000

Pre-money Valuation: 3,000,000

Capital Seeking: 150,000

Management:

Bill Ritchey, Lead System Architect

Yair Berenstein, VP of Technology

Edan Shahaar, Co-founder & COO

Gilad Berenstein, Founder & CEO

Lisa Allison, Database Coordinator &

Local Expert Chief

Advisors:

Lawyer: Craig Sherman at Wilson Sonsini

Goodrich & Rosati Professional

Corporation

Accountant: Chris Strand at Bader Martin

Investors:

Richard Galanti

Stan Rosen

Jay Buxbaum

Referred By:

Financials* (USD)	2011	2012	2013	2014	2015
Revenues	-	68,133	3,982,719	25,656,890	58,151,465
Expenditures	-	262,370	4,226,053	23,562,174	48,997,888
Net	-	-194,237	-243,334	2,094,716	9,153,577

The 4-year financials are forecasts made by the Utrip executive team.

One Line Pitch: BeDynamic® cooperative destination marketplace creates a highly profitable and scaleable revenue channel for airlines, hotels and destinations such as Alaska Airlines, Fiesta Americana Hotels and Resorts and Disney Destinations.

Business Summary: Growing daily, with coverage currently spanning 6,000 cities in 40 countries, our B2B platform helps our partners such as airlines and hotels sell more of their own travel product and drive ancillary revenues online, in-flight and in-destination with fresh, bookable activity content packaged in white label web and mobile applications.

Management: Our core team has combined leadership in start-up, content, technology, travel and mobile industry. In the last 24 months we have delivered a scaleable technology platform, content for 6000 cities worldwide, secured cornerstone customers and destination partners. Founders have invested over 750K cash in the company. We are experienced, assembled, and motivated to accelerate BeDynamic into a highly profitable company.

Customer Problem: Travel companies must have new sources of revenues for sustainable profitability and growth. In 2011, 9.4B travelers spent \$2.4T on destination activities & entertainment. 99.9% of that is not spent *through* airline and hotel channels today.

Product/Services: BeDynamic® is a new kind of online cooperative destination marketplace that reaches in-market travelers with destination offers and real-time booking opportunities through their trusted travel brands. Recently one of our hotel partners experienced a 15% increase in room bookings by implementing our destination data - **eliminating their guests need to leave their website** to search for nearby events and activities during the booking process.

Target Market: US consumers spent \$1.8 trillion on travel last year, of which 40% (\$720Bn) was spent on destination activities. The initial addressable market for online purchase of those activities is \$20.8B and growing.

Customers: Current: Alaska Airlines, Fiesta Americana Hotels, Europe Express, Washington State Tourism, Seattle Convention & Visitor Bureau (CVB), Salt Lake CVB & others. \$3M Pipeline incl United Airlines, Choice Hotels, Cruise Specialists.

Sales/Marketing Strategy: Direct sales with premium travel providers that are the innovation leaders in air, hotel and travel services. We also target channel partners who have a mature installation base and distribution technologies for air and hotel product.

Business Model: Customers pay a one-time activation fee (\$10,000-\$50,000), recurring monthly licensing fee (\$500-\$5000). Commission average of \$8 per transaction. Future revenue sources to include advertising.

Competitors: The destination content industry is fragmented with solutions from traditional travel guide publishers (i.e., Fodor's and Frommer's), digital city guides (i.e., 10Best and WCities) and activity intermediaries (iseatz). No one player "owns" this market. The competitors B2C solutions offer high-level static content and fail to yield dynamic solutions for travel real-time bookable entertainment offerings relevant to consumers travel dates & the breadth of special interests.

Competitive Advantage: Breadth & Depth. We offer the only fully private label, geo-based bookable entertainment distribution platform with content aggregated directly from thousands of trusted sources combined with product and predictive analytics purpose-built to suit the needs of trusted travel brands.



BeDynamic.

Company Profile:

www.bedynamic.com

Industry: Travel

Employees: 9

Founded: 2008

Contact:

Anne Payne

annep@bedynamic.com

Work: 206-458-6950 ext 1001

Cell: 206-719-1500

Financial Information (USD):

Company Stage: \$0 - \$500K in Trailing

12 Mo. Revenue

Previous Capital: 5,684,385

Monthly Net Burn: 20,000

Pre-money Valuation: 2,800,000

Capital Seeking: 500,000 A-1 Bridge

Management:

Anne Payne, CEO & Founder

Steve Pratt, VP Business Development

Shaun Botha, CTO

Tom Jensen, VP Destination Mktg.

Torrie Reid, VP Operations

Advisors:

Lawyer: Beacon Law Advisors

Accountant: Hagen Kurth, Purman Co.

Investors:

Founders

Family Private Investment Fund

Foy Group

Referred By:

Cathi Hatch

Financials (USD)	2012 (YTD)	2013	2014	2015
Revenues	142.5	700	8,115	24,264
Expenditures	338.6	2,030	5,041	8,357
Net	-196.1	-1,330	3,074	15,907

On The Go

One Line Pitch: We merge a concierge's inside knowledge with mobile technology to give even the most seasoned traveler a unique view of a city

Business Summary: With one tool, we provide a service to our customers: concierges, tourists and businesses. The app cuts down the time it takes to create an itinerary from minutes to seconds so that concierges are able to provide better service, the travelers are able to follow a personalized itinerary with a map and turn-by-turn directions all on their smartphone, and businesses have access to metrics that allow them to know their customers better.

Management: Our team is comprised of 6 entrepreneurs who each average about 10 years in their respective fields (tech, sales, and consumer). We have 4 key advisers who's expertise include technology, consumer, mobile, travel, and hospitality.

Customer Problem: Currently there is no technology that connects the concierge, traveler, and destination effectively. The current process generally consists of a printed map and handwritten notes based on the combination of multiple sites. The concierge, who needs to help 50-100 people per day, ends up with a line of guests waiting for service because it takes 15 minutes to help one person.

Product/Services: We take all the resources that concierges currently utilize in their daily routine and put them into one easy to use web application that allows them to build itineraries for their guests with greater efficiency, productivity, and overall customer service. By managing the whole concierge interaction from the guests they help to the businesses they refer them to, we are able to provide validation and metrics to hotels, concierges, and businesses.

Target Market: Our niche is the estimated 200,000 out of 500,000 hotels with concierges worldwide. On average, each of these hotels staff 3-4 concierges. These Hotels are visited by nearly 1/3 of all travelers who are in the upper tax bracket, have larger families, stay longer on vacations, spend more money, and make up for over half of all the tourism revenue generated.

Customers: Our market is the ecosystem of travelers and businesses that participate in the concierge experience. This current ecosystem makes up for 1/3 of all travelers and generates over half of all the tourism revenue each year (IE: top 20 cities in US: 550M tourists each year / spend \$220B annually)

Sales/Marketing Strategy: We have a relationship with the top concierges in every major city through which we will have easy access to the concierges in each respective city. After adoption, we will be able to track the top destinations they refer the most from which point we will be able to sign up businesses with a warm lead provided by the concierges and provide real time metrics. Our revenue model does not require a huge sales force and our system is easily adoptable.

Business Model: We generate revenue by increasing foot traffic and providing metrics to retails businesses that we sign up. Data is collected from every itinerary a concierge creates for a guest and metrics are then sold to businesses. Every business that has signed up pays \$1 for every itinerary they are placed on by the concierge. There is also the potential to charge hotels for the service through a monthly subscription.

Competitors: Go Concierge and Gold Key are our main competitors. They are both extremely costly for the Hotels so most do not have the capacity to use their services and they are only able to print maps and directions vs sending the information to the tourist's mobile phone. Neither one have a simple fast solution to refer guests or provide metrics on those guests and neither are utilized by more than 5% of hotels because of their cost to the hotels.

Competitive Advantage: We have created a system that builds an itinerary, maps it, and then allows the concierges to connect with their guest and businesses. We are able to patent this process, including how we create revenue, and drive business to merchants. Additionally, the technology is easily adopted by concierges and both our technology and business models scale quickly.



Company Profile:

URL: <http://www.onthego-mobile.com>

Industry: Travel

Employees: 7

Founded: Jan-01-2011

Contact:

Drew Morrison

drew@onthego-mobile.com

Location:

Seattle, WA 98107

United States

Financial Information (USD):

Company Stage: Full Product Ready

Previous Capital: 0

Monthly Net Burn: 50,000

Pre-money Valuation: 4,000,000

Capital Seeking: 500,000

Management:

James Billmaier, CEO

Michael Grabham, Business Developer

Rob Eickmann, IOS Developer

Susie Paik, Operations Manager

Kevin Mansel, Sr. Developer

Advisors:

Lawyer: Perkins Coie

Accountant:

Investors:

Referred By:

Financials* (USD)	2011	2012	2013	2014	2015
Revenues	-	62,250	4,463,235	25,536,870	-
Expenditures	-	190,753	2,502,715	4,613,887	-
Net	-	-128,503	1,960,520	20,922,983	-

2012 is for 2 months of revenue.

TalkToTheManager

One Line Pitch: We provide a customer service tool that allows managers to receive and respond to immediate, anonymous customer feedback via text message.

Business Summary: TTTM is a \$29/month service sold to the 70% of restaurants that are independently owned. 17% of customers will not return after a single mess up, 40% after two, and 28% after three. That's

85% of customers leaving when things go wrong. They go home and write online reviews on services such as Yelp that receives 78M unique users per month. Our solution is a modern way to let customers communicate with businesses directly before leaving unhappy.

Management: John and Jeremy have the perfect blend of technological, design UI/UX, marketing, and business strategy knowledge to earn TalkToTheManager the top market share. As business partners we have learned to bounce all ideas off of each other and play to each others' strengths. As friends we have learned to give and receive constructive criticism to make each other stronger. Our gaps in knowledge are further filled in by our experienced advisory board.

Customer Problem: 93% of U.S. customers today will not call a manager's attention to an issue they are having in the store. 82% of those customers will leave after a bad experience and never come back.

Product/Services: Customers provide realtime, actionable feedback to management staff by anonymous text message. Management then responds, resolving issues before customers leave. This form of preventative reputation management improves the business' online character and boosts their positive social media reach. Analytics generated lead to operational improvements reducing costs, customer turnover, and provide a seamless marketing solution creating brand loyalty. Target Market: The U.S restaurant industry today spends \$12 billion a year on marketing. \$700 million of that has been spent on reputation management so far in 2012. This is already double the expenditure that was spent in all of 2011. Independent restaurants and small businesses are extremely vulnerable to online reviews, with the difference in a single star in their online rating resulting in a 9% loss in conversion.

Customers: The U.S. restaurant industry is made up of about 500,000 restaurants. Roughly half of those are independently owned. We are targeting the tech savvy independent restaurant owner that is looking for new ways to grow their business by retaining their customers and improving their online reputation. These owners are likely to be on the West Coast and currently spending money on the rapidly growing reputation management industry.

Sales/Marketing Strategy: TTTM currently serves customers in 17 states and Canada. We have secured a partnership with Sysco to sell our service and are in talks with further sales channels including a POS systems company, a loyalty rewards program, and traditional national media outlets such as newspapers. We have also created an independent reseller's program. By building relationships with the leading brands in each respective market, we will create barriers to entry.

Business Model: Our service costs business owners \$29/month/location. Our largest variable cost is based on the amount of text messages being sent, but the cost of text messaging is declining rapidly. On average use, our margins exceed 80%. Once our core service has gained majority market share, we will begin to release new services that fall in line with our well-planned product roadmap that build on top of this core service.

Competitors: We are facing a new and up-and-coming market. Our competitors range from feedback apps to online surveys and email. Many do not first sign the business up before letting the customer send feedback, with no promise the business will ever receive the feedback, while others do not offer the same private conversation channels as TalkToTheManager, making them no better than the online review sites that have created this business opportunity.

Competitive Advantage: Without the ability to attain patentable protection (the service is not proprietary), TTTM must win with speed-to-market, customer knowledge, and a strong brand image. We do this through strong strategic partnerships, consistent innovation based on customer feedback, and the utmost quality customer service. We offer several features our competitors do not: convenient text commands, sentiment analysis and analytics, and testimonial display.



Company Profile:

URL: <http://talktothemanager.com/>
Industry: Business Products and Services
Employees: 2
Founded: Jan-23-2012

Contact: Jeremy Luby
jluby@talktothemanager.com

Location:
821 2nd Ave Suite 800
Seattle, WA
United States

Financial Information (USD):

Company Stage: Full Product Ready
Previous Capital: 0
Monthly Net Burn: 75,000
Pre-money Valuation:
Capital Seeking: 600,000

Management:

Jeremy Luby, Co-Founder & VP of Business Development
John Washam, CEO & Founder

Advisors:

Lawyer: Joe Wallin
Accountant:

Investors:

Referred By:

Financials* (USD)	2011	2012	2013	2014	2015
Revenues	-	8,800	1,252,632	10,975,974	36,629,552
Expenditures	-	22,000	1,513,455	4,457,570	8,665,059
Net	-	-13,200	-260,823	6,518,404	27,964,493

Year 5 revenue: \$137 million

Viableware, Inc.

One Line Pitch: Viableware's RAIL device is a patented digital bill folder for at-the-table payments and Guest engagement at full-service restaurants.

Business Summary: Viableware has created, RAIL, the purpose-built, patented, pay-at-the-table device for full-service restaurants. RAIL allows Guests to self-swipe credit and debit cards, with encryption at the swipe, greatly reducing restaurant security risks and Guest card vulnerability. RAIL also provides for better Guest engagement as service staff is no longer burdened with back-and-forth trips to the Point of Sale systems to print checks and process cards.

Management: Technology, restaurant and start-up veterans.

Customer Problem: Credit card security in restaurants. PCI audit costs to restauranteurs. Guests dissatisfied with current payment process. No ability for Guests to use new payment types. Restauranteurs difficulty in getting feedback. Service staff taking too much time during the billing process.

Product/Services: RAIL, the patented and purpose-built digital pay-at-the-table device for full-service restaurants

Target Market: 408,000 full-service restaurants in the United States

Customers: 408,000 full-service restaurants

Sales/Marketing Strategy: We plan to access the existing POS value-added reseller channel for sales and installation.

Business Model: RAIL is sold as a subscription service, with revenue streams coming from hardware, software and advertising.

Competitors: Competitors in the market are geared towards casual full-service restaurants, in the form of repurposed consumer devices, mobile applications and kiosks that sit on the table.

Competitive Advantage: RAIL fits the environmental and business needs of upscale full-service restaurants as well as casual full-service, whereas, competitors are limited to only the casual full-service restaurants.

What name and title should be used as the contact person on all event documents?:

VIALEWARE

Company Profile:

URL: <http://www.viableware.com>

Industry: Business Products and Services

Employees: 20

Founded: Oct-01-2010

Contact:

Joseph Snell

jsnell@viableware.com

Location:

12220 113th Ave NE STE 210

Kirkland, WA

United States

Financial Information (USD):

Company Stage: Full Product Ready

Previous Capital: 4,500,000

Monthly Net Burn: 200,000

Pre-money Valuation: 6,000,000

Capital Seeking: 4,000,000

Management:

Tony del Fierro, VP of Monetization

Kevin Britt, VP of Business Development

Bob McBreen, VP of Product

Development

Bill Valentas, CFO

Andrew Pope, CTO, Co-Founder

Advisors:

Lawyer:

Accountant:

Investors:

Referred By:

Financials (USD)	2011	2012	2013	2014	2015
Revenues	-	0	11,500,000	-	-
Expenditures	-	3,200,000	3,800,000	-	-
Net	-	-3,200,000	7,700,000	-	-



A FIVE STAR TEAM WITH FIVE STAR SERVICE

With a deep understanding of the hospitality, travel and tourism industries, the team at Garvey Schubert Barer helps businesses thrive by applying real-world, practical solutions to the legal issues faced by owners and operators. Let us show you what Five Star service looks like.



**GARVEY
SCHUBERT
BARER**
Attorneys

GSBLAW.COM