NYCWOMEN.CONNECT

May 22, 2013

5 - 9 p.m.
The Offices of Hodgson Russ LLP
1540 Broadway, 24th Floor, New York, NY
(Entrance on 45th Street, East of Broadway)

NYCwomen.connect is an intimate forum and networking series designed to showcase female entrepreneurs from an array of industries before an audience of 100 to 150 male and female investors, business leaders, and other service professionals committed to promoting and supporting women in business.

Our keynote speaker is **Kathleen Utecht**, an investment professional in the New York office of Comcast Ventures responsible for seed-to-growth equity technology investments. Prior to joining Comcast Ventures, Kathleen worked in venture capital for Core Innovation Capital and WVP Ventures. Prior to her venture roles, Kathleen invested in and led Green Rock Entertainment, a start-up toy/game manufacturing company whose main product was Cahootie. She won Ernst & Young's Winning Women Award for its success. Before her operational adventure, Kathleen was an investment banker in the financial services group of Raymond James and a graduate of General Electric Capital's Financial Management Program. Kathleen holds a bachelor's degree from Babson College and an master's degree in business administration from the Wharton School.

Presenting Companies:

- **MoFuse** is the leader in mobile web solutions for small and medium businesses. It offers a mobile web content management platform that makes it easy for businesses to build and manage mobile sites, mobile coupons, data capture forms, m-commerce, and other features to facilitate mobile interactions. MoFuse provides a software-as-a-service (SaaS) platform and best practice-driven "build-it-for-me" services. For its channel partners, MoFuse provides private-label mobile services and platform integration to offer mobile web solutions for their client base. MoFuse customers include Hearst/LocalEdge, Digital First Media, the State Department, Harper Collins, CBS Radio, InformationWeek, and thousands of SMB organizations around the world.

- **Manicube** offers 15-minute, $15 manicures to working professionals at their office. Manicube liaises with HR managers to bring licensed nail technicians into offices on a weekly basis. Employees book appointments and make payments directly on manicube.com for the signature service that utilizes high-end salon products and protocols and includes iPads at every station. For every manicure, Manicube contributes $1 toward microloans to female entrepreneurs in the developing world through Kiva.org. Manicube was started by two Harvard Business School alums in 2012 and has approximately 40 corporate clients in New York City, including Bain, Ogilvy, Wachtell Lipton, CondeNast, Time Inc., and Barclays.

- **BYNDL, Inc.** is a digital media and payments platform offering a SaaS solution for unattended retail using innovative streaming video, offers, and ads for kiosks and vending machines that also want to offer alternate payment methods like pre-paid and PayPal. To do this, operators need to integrate with digital marketing and payment firms, but neither operators nor content providers can justify the cost of integrating with several platforms. BYNDL solves this challenge by integrating content providers once into its cloud SaaS system and then serving the content and payments to multiple operators. BYNDL's advanced algorithms and friendly mobile app enable a fun, tailored consumer experience at the vending point of sale, while driving up revenues and decreasing costs for vending operators.

Agenda:

5 - 5:30 p.m. Registration

5:30 - 6:15 p.m. Cocktail and networking reception

6:15 - 6:25 p.m. Introduction by Cathy A. Fleming, partner, Hodgson Russ LLP
Moderated by Stephanie O'Rourk, senior manager, CohnReznick, LLP

6:25 - 7 p.m. Keynote speaker, Kathleen Utecht, investment professional, Comcast Ventures

7 - 7:45 p.m. Presentations by:

- Annette Tonti, MoFuse
- Elizabeth R. Whitman, Manicube
- Lori Salow Marshall, BYNDL, Inc.

7:45 - 9 p.m. - Networking