



VOLUME 1 **ORLANDO**
InnovationsoftheWorld.com



Published by







*“Minds are like parachutes;
they work best when open.”*

— THOMAS DEWAR

“AFTER 30 YEARS OF LIVING IN THE HEART OF DOWNTOWN ORLANDO, WORKING IN THE SIMULATION INDUSTRY, AND VOLUNTEERING IN MY COMMUNITY, I FELT I HAD MY FINGER ON THE PULSE OF CENTRAL FLORIDA. THAT IS, UNTIL I EMBARKED ON THIS UNIQUE PROJECT.

KAREN G. CONNORS — ASSOCIATE PUBLISHER

Last year, I received a phone call asking if I would assist with a project to highlight the innovation ecosystem in Central Florida. And so my journey began.....

After 30 years of living in the heart of downtown Orlando, working in the simulation industry, and volunteering in my community, I felt I had my finger on the pulse of Central Florida. That is, until I embarked on this unique project.

In these pages, you will learn, as I did, about the remarkable individuals and organizations that are pushing the envelope in innovation. From medical to nonprofit to sports and entertainment, Central Florida is experiencing growth in all facets. In fact, Orlando's technology industry is the second-largest business sector after tourism and is contributing billions annually to our economy. Our own University of Central Florida was named in the Top 10 Most Innovative Universities in the nation! Central Florida is a premier destination, boasting an energetic, entrepreneurial spirit and paving the way for companies in myriad industries to realize their full potential.

I want to thank Global Village for giving me an opportunity to meet such talented and inspirational people, causing me to fall in love with the City Beautiful all over again.

Ms. Connors has over 25 years of Project/Program Management experience ranging from private industry to state and federal government. Specialties include military simulation and training systems, life cycle support, logistics, process engineering, and technical team management.

With a B.S. in Industrial Engineering from Virginia Tech and an M.S. in Industrial Engineering from UCF, she has the education and experience to run projects of all scopes and sizes. She has been a Certified Project Management Professional (PMP) since 2005, has taught Project Management courses at Seminole Corporate College as an adjunct professor, and has a diverse background in leadership roles at several professional and charitable organizations.

In 2011, she started her own consulting business (Quality Project Control) providing services in business development, project/program management, proposal writing/management and process improvement.



Innovate Orlando is a very special 300 plus page in-depth study and showcase of the best of Orlando's innovation and entrepreneurial ecosystem. Embedded in its pages you will find augmented reality videos. By using the free GLOBAL VILLAGE AR app the world of the future will open up before your very eyes.

"Innovate Orlando" is a multimedia experience centered around the deluxe hardcover coffee table book you are now holding, along with embedded Augmented Reality video, online web platform, and multilevel social media networking. Online, the full e-book will be viewed in the millions through the www.Innovationsoftheworld.com online library.

This publication is not just aimed at those involved in the Orlando ecosystem, it is meant for all business leaders and decision-makers who can effect change in their industries throughout the world. *Innovate Orlando* is for open-minded folk who want to know more about the exciting changes that have recently transpired in the Orlando ecosystem, and play an active role in its growth and development.

This inaugural edition of *Innovate Orlando* is just part of a global series. We are currently launching volumes in cities throughout the www.GlobalVillage.world publishing partnership network.

By experiencing *Innovate Orlando*, we are happy to have you as part of our Global Village network. I trust you will join us.

Sven Boormeester
Founder/CEO
International Group Publisher

INNOVATE ORLANDO TO INNOVATIONS OF THE WORLD

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GLOBAL VILLAGE.WORLD
CONNECTING MINDS - BUILDING COMMUNITIES

The “Innovate Orlando” Team would like to give a special thanks to all the participants and the following companies for their support and assistance in making this project a reality.



Meet the people that are building a better Orlando for tomorrow





BRINGING INNOVATION PARTNERS TOGETHER

MARC BLUMENTHAL, EXECUTIVE DIRECTOR, SYNAPSE FLORIDA PARTNER, FLORIDA FUNDERS



Together we are shaping our own destiny.
Together we are demonstrating that
“Innovation Lives Here.”

It is hard to believe that it's been two years since the launch of Synapse. Every day since then has been a validation of our mission: to connect Florida's innovation communities in a meaningful, purposeful way. As I've traveled the state I've seen first hand the passion and creativity that have created an incredible tapestry of innovation and opportunity in Florida. The proof lies on every page of this book.

Florida has a lot to celebrate: a population growing by nearly 2,000 people per day; business-friendly laws that support innovation; research institutions producing innovation ready for commercialization; some of our country's best universities and colleges with hundreds of thousands of students ready to build their careers; innovation in industries from biotech to cybersecurity, from manufacturing to virtual reality, from space exploration to egaming; and a growing cadre of serial entrepreneurs who continue to reinvest both by building new businesses and by paying it forward as mentors to the next generation of entrepreneurs. Major companies and organizations have invested hundreds of millions of dollars to build manufacturing centers, innovation spaces, Fab Labs, wet labs and simulation centers available to innovators and entrepreneurs, hackers and makers.

Individually, these are great resources. Together they are a powerful engine of growth. In so many ways, Florida has more to offer innovators and entrepreneurs than most anywhere else in the country. The challenge is enabling the talent and resources anywhere in the state to easily find each other.

Synapse is meeting that challenge by bringing innovation partners together within a thoughtful framework. We are building a community that enables these resources to collaborate and accelerate success across our state by making these people, companies, and resources more visible and using our

events, challenges and digital tools to find and connect with the ones who can help you grow your business.

We've already demonstrated that by working together the rising tide *really* is lifting all boats.

The 2019 [Synapse Summit](#) was a tipping point when more than 5,000 innovators, entrepreneurs, and community members, along with 300 companies, came together to celebrate, educate and inspire each other. The impact was real. Investors found deal flow. Founders met partners. Companies found talent. Students saw a path to a career. The Synapse Summit made it clear that innovation does, in fact, live here.

[Synapse Challenges](#) are igniting the innovation ecosystem and fueling the talent pipeline, as hackers and makers from coast to coast participate in solving real-world problems. Like designing a chatbot so that Metropolitan Ministries can help the homeless and hungry in urgent need who reach out on social media. Or the juniors at Florida Polytechnic University, whose solution to a blockchain challenge resulted in an unexpected prize: a job. Or the enthusiasm from SunTrust Bank Foundation, Guidewell Florida Blue, Grow Financial Federal Credit Union and others that will launch Synapse Challenges in 2019 because they see the value they have for their own companies and for inspiring the innovation community.

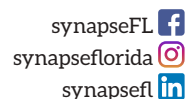
[Synapse Connect](#) will continue to become the primary online space for innovators to quickly curate meaningful connections, reducing the degrees of separation between what you have and what you need. This platform will continue to expand enabling the incredible number of people, organizations, and resources to find and be found, think Match.com meets Netflix purpose-built for Florida's innovation communities.

We are so thankful to the enthusiastic and generous community that has come together to make the Synapse movement possible. The companies and community partners that have stepped up to be on the Synapse Board represent our most passionate advocates and important leaders that will shape our movement's future.

But, this is only the beginning. We still have work to do.

Synapse is building bridges - in person and online - connecting innovation communities, shrinking the state and making resources visible and accessible, turning the vastness of our geography into our greatest asset.

Florida is one of the best places to build a life, career, and company. Together we are shaping our own destiny. Together we are demonstrating that “Innovation Lives Here.”



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GLOBAL VILLAGE WORLD
CONNECTING MINDS - BUILDING COMMUNITIES

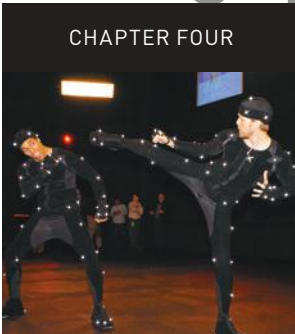
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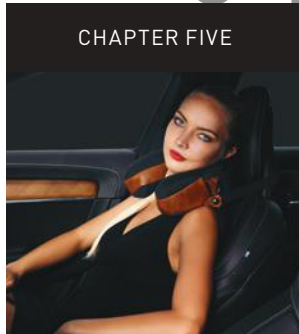
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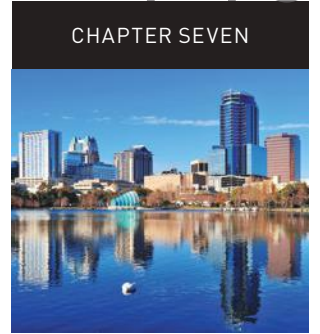
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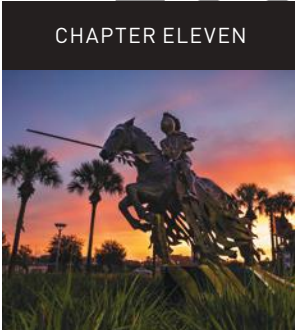
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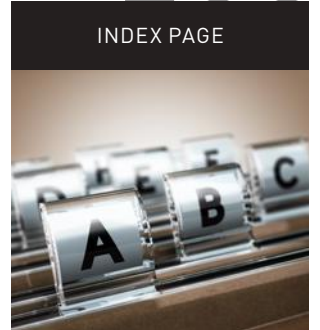
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IT'S A KIND OF MAGIC...

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Make sure your back camera is pointing at the page. Click the Play button that appears onscreen and immerse yourself in the latest updated content with reference to that page.

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*“This is not the wisdom of the crowd, but the
wisdom of someone in the crowd.
It’s not that the network itself is smart;
it’s that the individuals get smarter because
they’re connected to the network.”*

— STEVEN JOHNSON,
WHERE GOOD IDEAS COME FROM:
THE NATURAL HISTORY OF INNOVATION



THOUGHT LEADERS



In the 1950s, before the world knew Orlando, we were building rockets. Rockets that would eventually do the impossible and put a man on the moon.

Around that same time, Orlando also began to grow its simulation industry, thanks in part to the Central Florida operations of Lockheed Martin, which opened in 1957. Today, Orlando is known as the world's epicenter for modeling, simulation, and training with more than \$4 billion in annual contracts flowing to Orlando companies hired to create simulated real-time experiences for governments and businesses.

Orlando's innovation grew from simulating one-of-a-kind experiences to creating them. In 1971, Walt Disney World opened its gates and drastically changed the landscape of our economy and our reputation forever. With our other attractions like Universal and SeaWorld, Orlando has become known as the world's vacation destination, hosting more than 75 million visitors in 2018.

In addition to millions of visitors, our theme parks attract tens of thousands of creative thinkers, engineers, and technologists to live and work in Central Florida to design the parks' brands, attractions, and experiences.

Orlando doesn't just attract talent—we grow it here with educational anchors like Full Sail University, Valencia College, and the University of Central Florida, which is the nation's second largest university and produces more graduates who get jobs in aerospace and defense companies than any other university in the country. In 2018, Orlando was ranked the number one metro for STEM job growth, outpacing cities like San Antonio, Austin, and Seattle.

With so many technologists and innovators living and working in Orlando, it's no wonder many are stepping out on their own to create new businesses, advancing Orlando's reputation as a startup hub with collaborative co-working spaces, accelerators, and incubators that further fuel the entrepreneurial spirit and the innovation economy in Orlando.

And a business-friendly city must be an innovation-friendly city and leverage partnerships to create new policies and programs to support this effort. Cities that embrace self-driving cars, virtual and augmented reality, advanced wireless connectivity, energy and infrastructure advances, and other forward-looking innovations will set themselves apart.

That's why Orlando is developing a Smart City roadmap to ensure our community continues to be a place where innovative technologies are tested and deployed, and where our residents and businesses can benefit from early exposure and adoption.

Orlando has and will continue to be a place where ideas are born and innovators make the impossible happen...a place where dreams come true and ideas become reality.



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SECURING OUR FUTURE THROUGH TECHNOLOGY

JIM THOMAS — CEO, CENTRAL FLORIDA TECH ALLIANCE

There is a concern today that automation and artificial intelligence will eliminate millions of jobs in the United States and around the world. If robots and software take too many jobs, will that destroy our livelihoods, reduce our earning capacity and eventually lead to a mass upheaval in our national and global economy?

Exacerbating the concern over potential lost jobs is the fact that spending on human basic survival needs has continued to increase and now consumes the vast majority of society's earned wages. It is estimated that over 80 percent of American incomes are spent on housing, energy, food, education, healthcare, communications, and transportation.

However, these challenges are not new. They have faced humanity since the dawn of time. There was a man in the 1960s who believed he could improve the human condition and experience. He scoured the nation for fertile ground where anything could happen and anything was possible. He found that place right here in Central Florida.

Walt Disney had a vision that he could build the Experimental Prototype Community of Tomorrow. A "community of the future," and a place where all residents could share in safety, prosperity and enjoy every aspect of life... a place designed to inspire captains of industry and civic leaders so they could together imagineer new ways of living and celebrating the human experience.

Disney once said, "EPCOT will take its cue from the new ideas and new technologies that are emerging from the forefront of American industry. It will be a community of tomorrow that will never be completed. It will always be showcasing and testing and demonstrating new materials and new systems."

His idea was to persuade the best minds in American business to see through the creation and success of EPCOT. Disney also wanted to encourage companies to continually push forward their best ideas in technology so the city itself would showcase what "tomorrow" can look like today.

Unfortunately for Orlando and the world, Walt Disney passed away just weeks after sharing his most detailed plans regarding the original intent of EPCOT. However, because of that early vision and belief in Central Florida, the area has become an epicenter of worldwide tourist and business travel and is home to numerous leading global technology sectors.

I believe the vision of creating a community of tomorrow is alive and well and can still be brought to fruition as Disney had dreamt so many years ago.

Now consider that technology either can or will soon transform how we build homes, move people around, collect energy, grow food and remain healthy. Products and services that were previously expensive will become significantly cheaper and, in some cases, practically free.

The most successful communities in the 21st century will be vibrant innovation hubs. They will support an open innovation business model, foster co-location, and promote easy and constant interaction among many different industries and a wide variety of creative workers, from artists to scientists to engineers. Central



CENTRAL FLORIDA TECH ALLIANCE



Florida can build upon its tremendous regional assets and become a world center of innovation, technology commercialization and quality job creation.

That is why it is important everyone understands these trends and their implications on society. Imagine the solutions for many of these challenges facing us today can be found right here in Central Florida. Now imagine the impact that would have on our community and how our community could, in turn, impact the world. These are not long-distant dreams, but instead realities beginning to happen right here, right now.

Our vision for the Central Florida Tech Alliance is to be the platform that brings tech leaders from all industries together to tell the rich stories of our region, connect existing and emerging companies to our deep talent pool, and continue to build and advocate for a better future. Central Florida is the place where we can come together as a creative community and solve the grand challenges of our day.

Join us on this journey.

www.centralflorida.tech

S P A C E F L O R I D A



Florida's Aerospace Future: Looking Ahead

Florida is well on its way to becoming the global leader in enabling this new generation of space commerce. In our spaceport infrastructure, Space Florida has made great progress in modernizing and re-purposing legacy Air Force and NASA spaceport infrastructure and building a robust supply chain of industry to support commercial space growth. Now, all facilities that could be re-purposed are finished, and our focus for the next decade is to build the capacity of the Cape Canaveral Spaceport and our industry with new infrastructure, to handle a new commercial-driven future, one that serves space exploration, national security and space commerce.

The future of space is being largely shaped today by commercial companies – ones that are innovating and creating profound changes in the business of space, creating new satellite constellations providing global interconnectivity for all, introducing reusability and lower cost in rockets and spacecraft, and implementing dramatic changes in the way we develop, manufacture and operate space systems.

We have become the world's premier space transportation hub, and are continuing to invest in new launch complexes, utilities, consumables and logistics support facilities to handle a future environment ... which will see over 100 launches a year from the Cape, with horizontal and vertical launches and landings of rockets and spacecraft, manned spaceflight by both government and civilian astronauts, and a new era of space exploration, commerce, trade, research and manufacturing in Low Earth Orbit and beyond!

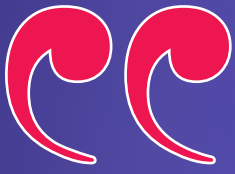
Globally, the industry has recognized that Florida has the kind of business operating and living environment that next generation space and aerospace companies need to thrive in, and they are choosing Florida to expand or relocate here in large numbers. Our future is bright as we look to the future.

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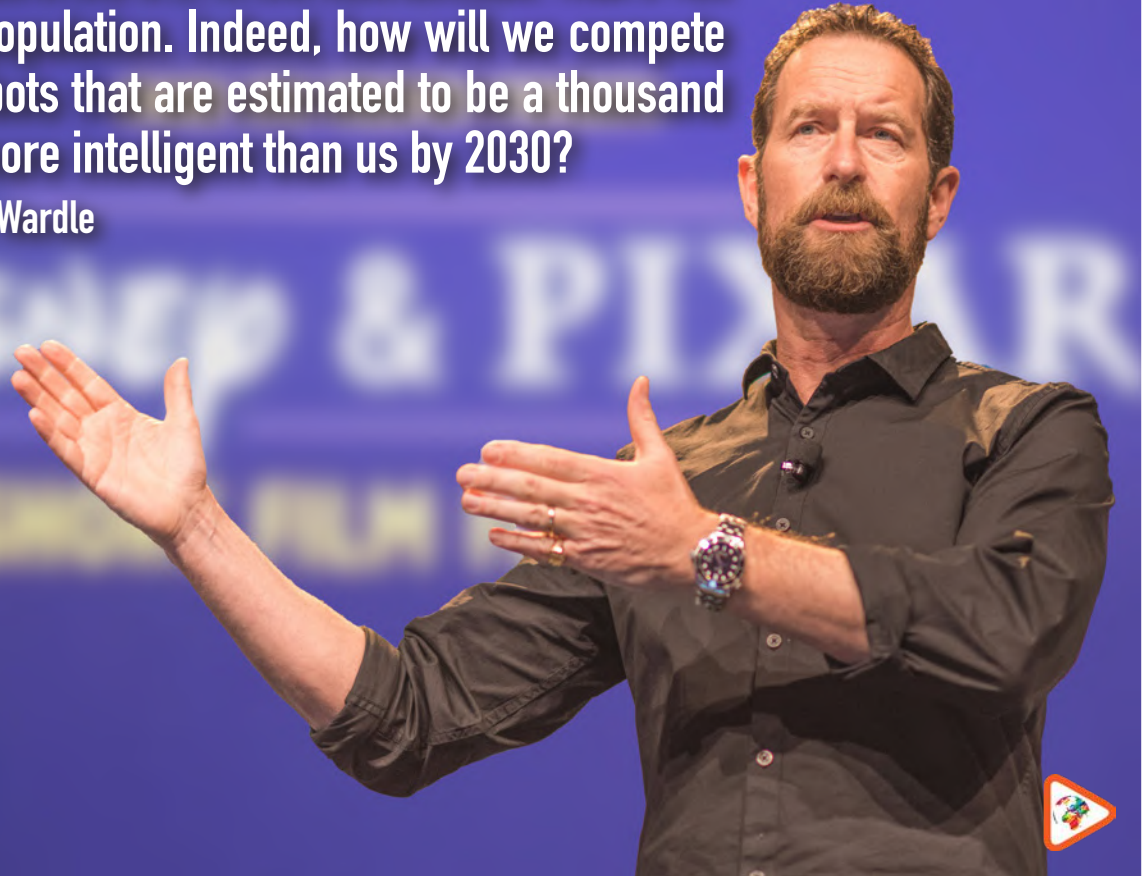
We have become the world's premier space transportation hub, and are continuing to invest in new launch complexes, utilities, consumables and logistics support facilities to handle a future environment.

Frank DiBello, President & Chief Executive Officer



With the rise of artificial intelligence it is estimated that over 30 million people will lose their jobs in the U.S. in the next decade. That's 10% of the population. Indeed, how will we compete with robots that are estimated to be a thousand times more intelligent than us by 2030?

– Duncan Wardle



i-human—With the rise of artificial intelligence it is estimated that over 30 million people will lose their jobs in the U.S. in the next decade. That's 10% of the population. Indeed, how will we compete with robots that are estimated to be a thousand times more intelligent than us by 2030?

In this brave new world four of the traits we are all born with will rise to the top if we are to compete and find solutions to challenges big and small. We are all born creative, with an amazing imagination. We were once curious as a child asking why, why and why again and we all have a second brain, one with over 100 million neurons that fires our intuition every single day—but our education system and corporate culture has failed to channel those skill sets productively—and yet now find these skills sets of vital importance simply because they can't be programmed.

A recent study by Oxford and Yale University researchers suggests that by 2053, robots will beat us at translating languages, writing essays, and conducting surgeries, indeed they expect all human jobs to be automated within the next 120 years.

That said it is my conviction that robots, big data, and AI, as disruptive and extraordinary as they are sure to be, will never be able to compete with

human intuition and the unique and mysterious combination of elements that constitute our emotional intelligence and creativity.

There's no doubt that AI will generate hit pop songs and maybe even write killer screenplays, but they will never be able to reach into our hearts as only human storytellers can do. Indeed, the built-in that make us human—creativity, imagination, curiosity, and intuition—will only become more valuable, not less, as the ranks of robots swell. And while data and artificial intelligence can combine to achieve extraordinary things, they will not be able to eclipse the human imagination.

As Head of Innovation and Creativity at Disney, Duncan and his team helped Imagineering, Lucasfilm, Marvel, Pixar and Disney Parks to innovate, creating magical new storylines and experiences for consumers around the globe. As founder of iD8 & innov8 he now brings his extensive Disney experience to organizations around the world using a very unique approach to Design Thinking that helps people capture unlikely connections, leading to revolutionary thinking and disruptive ideas.

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UNIVERSITY OF CENTRAL FLORIDA

WHERE DREAMS MERGE WITH REALITY



The prospect of building something new and significant is the reason I moved to Central Florida in 2006 for what I call “phase three” of my life. In phase one, I embraced my professional development in medicine. In phase two, I raised a family. For my next phase, I wanted an adventure with huge potential. I wanted a life project, one that when I was 90 would allow me to look back on my life and say, “well done.” On my visit to the Orlando area, I saw the expanse of land at Lake Nona and the vision for a medical city. I imagined what “could be.”

Everything fit together. We have a bold, energetic, young university in a thriving city of optimism. This young community is like a person in their early 20s – grown up enough to run fast and strong and powered by hopes and dreams. A place where all things are possible.

That is UCF today. We know how to grow but we haven't grown all the way up. So many universities are built on centuries-old traditions. UCF and our College of Medicine are building on what we've learned from the very best schools in the country and shaping that knowledge to create something new and better for the century ahead of us.

We've come a long way as a medical school that just welcomed our 10th M.D. class. We have traveled unfettered by the burdens of history, which inevitably leads to “can't.” Without that kind of baggage, we can see the future and leap into it with partners who share the same vision. That's the beauty of being young and equipped with everything necessary to move forward. And that makes it truly exciting to wake up every morning.



UCF and our College of Medicine are building on what we've learned from the very best schools in the country and shaping that knowledge to create something new and better for the century ahead of us.

Deborah German, M.D., Founding Dean of UCF's College of Medicine and Vice President for Health Affairs

Deborah German was appointed founding dean of the University of Central Florida College of Medicine in December 2006 following a distinguished career at Duke University, Vanderbilt University, and St. Thomas Hospital in Nashville, Tennessee. She has overseen construction of UCF's 375,000-square-foot medical school at Lake Nona and is now helping to build a joint UCF-Hospital Corporation of America academic hospital and a UCF Lake Nona Cancer Center. As UCF's vice president for health affairs, she oversees 500 faculty and staff, and more than 2,000 volunteer and affiliated faculty.



To help lead a vibrant, growing region, the university had to create a new model for 21st-century higher education, effectively combining both size and quality. We expressed that mission simply as: **Scale x Excellence = Impact.**

Thad Seymour Jr., PhD, Interim President, Vice President for Partnerships and Chief Innovation Officer at UCF



**UNIVERSITY OF
CENTRAL FLORIDA**

As Interim President, Vice President for Partnerships and Chief Innovation Officer at UCF, Thad Seymour is helping to implement an aggressive 20-year plan for the university, including overseeing the new UCF Downtown campus at Creative Village in the heart of Orlando. In addition to his multiple entrepreneurial ventures, Seymour helped lead the Tavistock Group's development of Lake Nona Medical City.

ON THE CUSP OF AN AMAZING RIDE

When friends and colleagues visit Orlando, I'll take them around the area and prepare for a familiar reaction: "I had no idea!" Everyone knows about the region's hallmark tourism industry, but the untold story is how advanced Central Florida has become a hub of innovation. I've experienced it firsthand.

My wife and I moved to Orlando with our kids in 1992 for a new job opportunity, attracted by the quality of life offered here. But it didn't take long to see that we'd also settled in an emerging innovation center, a place where passionate entrepreneurs worked in proximity to a university growing exponentially in both research reputation and enrollment. That entrepreneurial ecosystem has continued to mature in exciting ways in the decades since, and I've had the fun of being part of it.

A few years ago, I joined UCF to help develop the university's strategic plan, appreciating that innovative regions are anchored by high-quality universities. The planning team wrestled with the question of whether UCF had reached the point where we needed to make a choice between being big or being great. Ultimately we realized that we were asking the wrong question. To help lead a vibrant, growing region, the university had to create a new model for 21st-century higher education, effectively combining both size and quality. We expressed that mission simply as: Scale x Excellence = Impact.

My confidence in UCF's and our region's future is rooted in my perspective as an historian. Mark Wilson, CEO of the Florida Chamber, has observed that the 19th century belonged to New York, built on Atlantic migration and trade and the rise of the industrial revolution. California led in the 20th century, thanks to the exchange of talent, ideas and goods across the Pacific



that fueled a vibrant technology industry. The question today is "who will lead in the 21st century?" I like Florida's chances. Emerging knowledge-based industries, a diverse and educated talent pool, and expanding Latin American trade are powerful ingredients. And if we sustain our focus, I believe Orlando will lead us there. UCF is committed to our role in making that happen.

To me, the story of Central Florida's emergence as a 21st-century innovation center is inspiring and, to some, surprising. But the real story is that we're just getting warmed up; and we're on the cusp of an amazing ride.



WHERE VISION IS BECOMING REALITY

RANDY K. AVENT — PRESIDENT OF FLORIDA POLYTECHNIC UNIVERSITY



It's not every day you get to build a university from scratch. When I came to Florida Polytechnic University in 2014, we had yet to open our doors to students. In fact, we were just putting the finishing touches on the Innovation, Science and Technology Building – the iconic structure that anchors our Lakeland campus just off of I-4.

We've come a long way in four years. Between obtaining regional accreditation to graduating our first four-year class, Florida Poly is well positioned to become a premier STEM (science, technology, engineering, and math) university known for producing highly desirable graduates and new technology solutions.

As the only member of the State University System of Florida dedicated exclusively to STEM, we're committed to growing the state's economy by not only educating skilled engineers but also by creating a system by which they choose to remain in the state following graduation.

Our mission is to serve students and industry through excellence in education, discovery, and application of engineering and applied sciences. We want each and every student who passes through our doors to take part in a transformative educational experience.

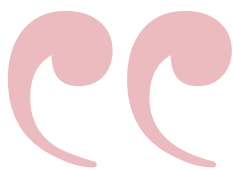
Bringing together academia, industry and government is a recipe for meaningful and long-term economic growth – not just for Polk County but for the region, state and beyond. In Florida Poly 2.0, a part of our vision is to be a catalyst in the creation of a research park adjacent to campus. This park will create a “live-work-play” environment incorporating academic buildings, and research partnerships with high-tech companies, a town center, restaurants, shopping and more.

This is such an exciting time in our history. It's critical we keep this momentum going and focus our efforts on producing the most talented and successful STEM minds in the state, the nation, and the world. We want Florida Poly to be a top destination for both prospective students as well as industry dependent upon the high-tech skills we provide.

Dr. Randy K. Avent is the founding president of Florida Polytechnic University, the newest of the state's 12 public universities and the only one dedicated exclusively to STEM. As Florida Poly's inaugural president, Avent is responsible for the development and operation of the university and is committed to strategically developing Florida Poly as a research and jobs university, an agent for growth and a beacon for the economy. His career exemplifies the qualities of innovation, leadership, and entrepreneurship the university seeks to instill in students. An accomplished academician, senior administrator and research scientist, Avent has an extensive background teaching and directing research at higher-education institutions dedicated to STEM.



**FLORIDA POLYTECHNIC
UNIVERSITY**



It's not just about creating companies; it's about helping the ones with the greatest potential grow and to create significant jobs and innovation in the economy.

— Rob Panepinto, Founder and CEO, Rally and EIA Social Enterprise Fund;
President, Florentine Strategies



**FLORENTINE
STRATEGIES**



Rob Panepinto is an innovator who has always challenged the status quo of “good enough.” He is President of Florentine Strategies, CEO of Entrepreneurs in Action, and he recently joined UCF’s Partnership and Innovation team, serving as a Senior Strategic Advisor and Director of the Downtown Innovation District. Rob is a Founder and Board Chair of Orlando’s Social Enterprise Accelerator, Rally, a partnership between the Central Florida Foundation, Rollins College, the City of Orlando, and other community partners. He is the current Chair of the Central Florida Foundation board, immediate past chair of Orlando, Inc., and is a Board Member for the Orlando Economic Partnership. He also serves on the Board of Starter Studio, Rollins’ Crummer Graduate School of Business Board of Overseers, and the Rollins Center for Advanced Entrepreneurship. He has served on the Operations Committee of the Central Florida Expressway Authority, and he was a 2018 candidate for Orange County Mayor. Rob has been married to his wife Stacy for over 27 years and they have 2 daughters, Ali (17) and Samantha (15). They live in Winter Park.

From my perspective, it’s so important, given Orlando’s legacy of innovation, our growth, and the great talent that’s coming out of our universities, to diversify our economy. The growth of early-stage companies into larger scalable companies is a critical part of that. It’s on the radar screen of community leaders across the public and private sector and we’ve got to continue working on it.

I get to see things from an interesting perspective, one that combines my experience as a volunteer and a professional in a variety of roles. We’ve started some good initiatives, but it’s time to move away from doing a lot of smaller things and toward tackling bigger projects that can really drive momentum and scale. It’s not just about creating companies; it’s about helping the ones with the greatest potential grow and to create significant jobs and innovation in the economy, and that entails a host of things. It entails the support of the accelerator programs that exist, and it entails taking companies more from acceleration to the stage where they’re either self-sustainable or taking on capital, which is a missing element in our community today.

Many potential Orlando investors have made their money here in real estate and agriculture, and can be reluctant to invest in technology. We need to continue educating that marketplace on not just the financial reward but the community-building component of investing in tech. We need the bigger companies to pay more attention to smaller companies—not just investing in them but in hiring them and bringing them on as clients. They can benefit from the innovation that these smaller companies are creating.

In order to build a broader community strategy that we can put some real muscle and momentum behind, we need to leverage our strengths and we need to remember that the prior generation helps the next. For example, people make the mistake of thinking that the tourism industry is not innovative, but their marketing systems, their ticketing systems and their theme-park rides—all of that leverages very innovative technology. The hospitality and tourism industry does and can drive innovation. We should be supporting that and fueling that. We should be the global capital of technology solutions for hospitality and tourism. There’s no doubt.

Even so, we’re sometimes a victim of our own success in Orlando. Because the economy is so strong and things are good, it will require constant effort and vigilance to push Orlando to that next level where our startups have scaled to become self-sustaining and are creating high-wage jobs, and where companies of all sizes are pushing innovation and building up our community.

We’ve looked at other innovative cities and learned that success has come when there’s a strong partnership between a research-based University, local or state government, leading businesses, and the philanthropists in the community. We have all the ingredients to take us to the next level. Our opportunity, and challenge, will be about our continued community commitment to seeing the future that we can bring about together.



In most cities across the globe, a stadium is just that – a site for competition, a home for entertainment and a gathering place for fans, families, friends and neighbors.

There's nothing wrong, of course, with a facility doing what it was built to do, and in Orlando, Camping World Stadium checks those traditional boxes. However, it also serves another unique and critical role.

An impact vehicle for the community, this particular venue doubles as an economic driver and a catalyst for change – one that provides critical support to the booming local tourism industry while also igniting positive transformation in the historic neighborhood it has long called home.

This dedication to a larger goal is a necessity, given the specific obstacles we face in the Central Florida region.

Whereas most venues can lean on a primary tenant and a regular-season schedule to fill seats and generate revenue and exposure, Florida Citrus Sports is the home team at Camping World Stadium – meaning it's incumbent on us to take the sports tourism events that we and others bring to Orlando and wrap them as a franchise for the community to enjoy.

We often refer to this concept as “putting a jersey on” the stadium. It's a concerted effort to foster fellowship and build morale locally while also meeting the needs of the tens of millions who visit Orlando annually. But ultimately, packed houses, an engaged local base and a thriving tourism sector only fulfill part of our mission.

The greater purpose of Florida Citrus Sports is to use the stadium to benefit the underserved population living in its immediate shadow. We do this through our Foundation and a partnership with LIFT Orlando, relying on our relationships to unify the private and public sectors around a common agenda that serves the residents around us.



Steve Hogan
Chief Executive Officer

In just the past few years, LIFT has leveraged those relationships to invest more than \$100 million into ongoing capital projects in the community known as West Lakes, and that commitment to service has been an integral part of who we are for more than 70 years.

It's a seven-decade approach that has helped us establish ourselves as a Central Florida treasure – with Camping World Stadium standing as a bastion for the good that sports can do. And as we look to the future, we feel it's our responsibility to be even more impactful and continue to show how a stadium can benefit the communities that need it most.

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Orlando has long been recognized as a top destination for tourism, but we have so much more to offer. As the Orlando Economic Partnership proclaimed years ago: "Most don't know the half of it."

I came to Orlando 12 years ago from Pittsburgh, where I was born and raised. Orlando's spirit of innovation is what lured me here, helped me to choose UCF, and inspired me to stay to build my business endeavors after graduating. Our culture and fertile environment for innovation birthed our multi-billion-dollar tourism industry, accelerated our space programs, created a leading defense & simulation industry, developed us into a leader within the gaming industry, and spawned a growing tech community.

But we still have a long way to go to reach our potential. Orlando did not make a recent TechCrunch list of the top 10 startup cities in the South, ranked by venture capital dollars invested and quantity of deals. We have all of the key ingredients necessary to be a leading hub for technology and innovation, but we are under-resourced in terms of startup investments. To achieve greater success as an ecosystem, we need to come together to better leverage the resources we do have and connect entrepreneurs to the right resources at the right time to maximize their potential. We need to celebrate our entrepreneurial successes and spark capital investments into early stage companies both from local investors and those in other markets that can take advantage of our favorable tax climate, lower cost of living, and culture of innovation.

I am fortunate to work with many partners in our community to connect, cultivate, and celebrate our local entrepreneurs through Orlando Entrepreneurs (OrlandoEntrepreneurs.org). I have witnessed first-hand the innovative solutions that our entrepreneurs are creating as well as the great work done by the vast number of entrepreneurial service providers supporting them.

It's time we, as a community, lean into our spirit of innovation to help us grow and evolve. It's time to position Orlando as the place for dreamers to dream and innovators to create the world of tomorrow.



Orlando is where dreamers can dream and innovators can innovate to create the world of tomorrow.

David Brim – Marketing Strategist, Entrepreneur, Investor and Founder

David Brim is a marketing strategist, entrepreneur and investor living in Orlando, Florida. He is a founding partner of Orlando Opportunity Fund (OrlandoOpportunityFund.com), and the founder of Orlando Entrepreneurs (OrlandoEntrepreneurs.org), a network, podcast, and resource center created to connect, cultivate & celebrate Central Florida entrepreneurs.

His primary professional focus areas include business-model development, online lead generation, Software as a Service (SaaS) products, angel investing, and commercial real estate. Learn more at his blog, Filled to the Brim: DavidBrim.com.

OrlandoEntrepreneurs.org
DavidBrim.com



BUILDING THE COMMUNITY, ONE CONNECTION AT A TIME

BRIAN KORNFELD



"I have built my network and connections under the single hypothesis of offering value and asking for nothing in return."

Over the last year, I have been asked time and time again about my story: where I came from and why nobody knew my name. While the long answer involves transitioning from life as a rocket scientist to the President of Synapse (a 501c3 working to connect and organize the innovation community of Florida), the heart of the story comes back to the connections I've made.



Why does connectivity matter? Simply, connectivity creates opportunities, which breeds success. The more you can find help and support, the less you have to rely on serendipity and hope. This puts you in the driver's seat for opportunity. This matters to the entire community as we continue to hear the narrative in Florida that connectivity is challenging and holding us back from becoming a powerhouse innovation ecosystem. There are actions that we all can take to help connect each other which in turn will provide the necessary connectivity for Florida to continue its upward innovation trajectory.

This information is not top secret and you don't need a security clearance, I can share my successful path and hope it helps you along yours.

I have built my network under the single hypothesis of offering value and asking for nothing in return. While this approach may seem backwards, I find it to be the best path to success. By helping others without expectations, people are more apt to trust my intentions. There are no subliminal desires in my "why" – but to keep a strong focus on helping our community.

There are many other schools of thought here, none of which are wrong. Often, people will value numbers in networking over depth and personal relationships. Others will try to find a mutual exchange of value. I'll scratch your back if you scratch mine. Some people just take from others, tossing aside connections when the value is no longer present. Finally, there are the self-contained bunch, who prefer to work solo.

As more leaders step up in the Florida innovation community, let's think about the bigger picture. Reassess your connections and ask yourself what you expect to get and what you expect to give. The more you give, the more valuable your connections become and the more you can grow as a leader. When you take that lead, you encourage others to do the same, thereby creating a more connected community and a stronger Florida.

At Synapse, we encourage a strong community approach to our state. We firmly believe that the rising tide lifts all boats. If we can all work together selflessly, we all can make a difference for our generation and those to come. Think about the degrees of separation that can be closed if you say yes without any questions. Think about your colleagues and how they may benefit. Think about the next time you need that favor who may be there to help. One strong, connected state of Florida will help to organize us and make us the best place to start and grow a business.

I truly believe that if everyone in this community takes the unselfish approach: be the provider of value, we will see stronger leaders, greater connections, and a more unified ecosystem. With this approach, we will all drive more support and build wider networks. You don't have to be a rocket scientist to see that strong connections lead to success, but linking to one on Synapse Connect won't hurt either.

brian-kornfeld-mba-53613030 | @therocketmanbk
synapseFL | synapsefl | synapsefl | synapseflorida



A PERFECT RECIPE FOR A THRIVING INNOVATION ECOSYSTEM

EDDY ORTIZ — VICE PRESIDENT, SOLUTION ACCELERATION & INNOVATION, ROYAL BANK OF CANADA



Eddy is the Vice President of Solution Acceleration & Innovation at the Royal Bank of Canada, responsible for driving disruptive digital innovation. For almost 20 years, Eddy has been key in leading RBC's digital strategy, including the launch of the first mobile banking application and the invention and patent of Secure Cloud technology.

In the past five years since RBC established an Innovation Lab in Orlando, I have seen so much growth in the city's innovation ecosystem, largely because of three main ingredients:

YOUNG, DRIVEN TALENT

Orlando is home to 35 colleges, universities, technical schools, and private institutions that educate the innovation leaders of tomorrow. With more than 500,000 college students within a 100-mile radius, Orlando has a wealth of young, driven talent, many of whom have expertise in high demand fields like engineering, cybersecurity, and computer vision.

On my team, we hire many interns and staff from Orlando universities. We believe it's important and beneficial to work with recent grads as it gives them the tools to launch their professional careers while also benefiting the companies that they work for. Recent grads have the most up-to-date skills, an open mind, and drive to make an impact. In Orlando, we are able to tap into this amazing young talent without the huge competition that firms in Silicon Valley face.

A SKILLED AND GROWING STEM WORKFORCE

Orlando is home to a number of industries that build a skilled talent pool. The defense industry produces great candidates with a background in security programming, while the proximity to Disney World also means there is a skilled pool of visual design, AR/VR, and animation talent in the area. The FinTech ecosystem is also growing with small and established FinTech companies as well as business incubators and accelerators choosing to locate in Orlando.

EASY ACCESSIBILITY

Over 150 international companies, representing 20 countries, have a presence in Orlando. This is largely due to ease of accessing Orlando by air. Many of the processes and transit systems that are designed to support the influx of tourists to the Orlando region (over 126 million last year) also make it easy to do business in this city and the surrounding area.

rbc.com





FIVE REASONS TO INVEST IN EARLY STAGE TECHNOLOGY

TOM WALLACE, MANAGING PARTNER FOR FLORIDA FUNDERS



Early stage innovation and technology companies are one of the best investment opportunities available today. Florida is at the forefront of a blooming technology landscape and Florida Funders, a hybrid of a venture capital fund and crowd-funding platform that invests in emerging trends, has a passion for growing the next generation of Florida tech companies. Led by an experienced team of serial entrepreneurs, venture capitalists, and experienced angel investors, Florida Funders has a proven track record for finding strong investment opportunities in early stage companies.

If you've been sitting on capital and you're looking for a new way to experience growth, Florida Funders has five reasons you should invest in early stage technology:

Be one of the first to invest in the most innovative, emerging Florida companies. Florida Funders has a strong team of leaders that work tirelessly to find the best technology companies throughout the state. In many of our recent investments, Florida Funders has been the first institutional money into our portfolio companies, this gives all our investors a tremendous opportunity to get in on the ground floor and help the company to grow and develop through our time, talent and our treasure.

Support the future of Florida. Our mission is to turn the Sunshine State into the Startup State. By investing in Florida companies, you're supporting the economic growth of our state to help make our communities throughout Florida become one of the best places to build a great business, career and life. For every great technology company and technology job that is added to our state, there is a significant growth in non-tech, service-related jobs, such as hospitality, insurance, and real estate. We've partnered with key players within Florida to support technology growth statewide. Recently, we've acquired Florida Angel Nexus (NEXUS), an Orlando-based firm that has facilitated more than \$20 million in funding to Florida startups. We've also been selected by the Institute for Commercialization of Florida Technology to enter into contract negotiations to serve as Private Fund Manager to manage their portfolio of funded companies, which consists of businesses in all segments of the innovation economy including the life sciences, digital information, clean energy and other emerging sectors. Through June 30, 2018, funded companies had raised in excess of \$255 million in private investment capital, a ratio of 10:1 to State funds invested, and the overall economic impact of the Institute since 2011 is over \$1.4 billion (Washington Economics Group 2018 Study). We believe it's imperative to get involved throughout the community to stay on top of the latest opportunities.

Assets are non-correlated to the current market trends. We invest in companies that are not directly impacted by current stock market and industry trends. For example, we've recently invested in PICKUP, an agile last

mile delivery platform for large or heavy retail products. Consumers are going to continue to purchase big-ticket items, such as furniture and mattresses. Often times, retailers are unable to fulfill orders of large and/or heavy products conveniently enough to meet the needs of today's consumers. With PICKUP, customers can select their items, request delivery at the checkout and have their goods delivered to the room of choice in as little as one hour.

Early stage technology provides a diverse portfolio. Technology is more than just an electronic device or software. Today's technology companies are innovative disruptors to very classic industries and business problems. In some ways, tech is any business that can scale and create significant differentiation by leveraging things like mobile apps, AI, Augmented Reality and big data. Our portfolio features a vast array of innovative startups throughout the state. In addition to PICKUP, we've invested in Homee, a Tampa, Florida-based on-demand mobile application responsible for connecting customers with local service providers. Homee provides homeowners, property managers, offices, restaurants, hotels and more with access to handymen, electrical, HVAC, plumbing service providers through the Apple and Android application. Or, take Rep Scrubs as an example. RepScrubs, a Sanford, Florida-based smart scrub solution for modern medical facilities. RepScrubs provides a vending machine system that distributes disposable scrubs for medical device representatives inside of hospitals to create a more sterile solution for healthcare. Between PICKUP, Homee and RepScrubs alone, we have an expansive reach of companies that are affecting various markets.

Today, wealth is created in the private market, not the public market. Companies are waiting longer to go public because there's so much money in the private equity market. By the time they go public, they are worth billions and it is very hard to generate more wealth in the public market. Uber, a private company, is valued at over \$68 billion-dollars. Once they decide on an IPO, investors won't make near the return that the earlier investors made. Imagine if you had invested in Uber at \$50 million, \$500 million, or even \$5 billion-dollars, and its forecasted to go public at \$120 billion, early investors will see returns between 50 and 2,500 times their investment. Florida Funders investors can not only gain access to Florida's best early stage companies, they can spread their investment capital across enough private companies for intelligent diversification.

Tom Wallace co-founded his first company at the age of 23 and has been involved in starting, growing and building businesses since. He has been an active tech angel investor for the past 25 years. Prior to joining Florida Funders, he served as the CEO for Vector Solutions, a SaaS company providing services in the online training compliance space in which he invested in 2003. In 2016, Vector Solutions was purchased by Providence Equity Partners, a \$40 billion private equity firm.



Florida Funders
Sunshine State to Startup State

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HELP PEOPLE AND COMMUNITIES ACHIEVE BETTER HEALTH

PAT GERAGHTY, GUIDEWELL



GuideWell is driven by our mission to help people and communities achieve better health, which is why our enterprise is not content that today's health care industry will serve the needs of people tomorrow. Better health demands better interactions with consumers, deeper knowledge of what health needs are, and better systems of care.

I can summarize my leadership philosophy at GuideWell in just one statement: "be bold!" You don't win consumer loyalty and share of wallet if you deliver anything less than an Amazon-like experience. Your competition isn't planning for incremental gains, and you'll lose if you do. Now is the time to become obsessed with the customer, and plan all you do – from hiring, to product development, to service, to ongoing engagement – around their needs. Anticipate what your customer wants and deliver it in the manner they'd want to receive it. This philosophy is how I've transformed the GuideWell enterprise from an \$8 billion to a \$19 billion business in just six-and-a-half years. And I'll continue to be bold as GuideWell pushes the boundaries of the health care industry in Florida and beyond.

GUIDEWELL

www.guidewell.com



PURSUIT OF HAPPINESS FOR ALL: THE ULTIMATE HIRING SUCCESS INDICATOR?

PATRICK VALTIN — CEO AND FOUNDER OF HIREBOX



Patrick Valtin is the CEO and Founder of HireBox as well as an international speaker and author. Armed with a background as an international business consultant, he founded HireBox, an exclusive pre-assessment online platform that evaluates job candidates' soft skills, and No-Fail Hiring, a practical recruiting methodology. His book, *No-Fail Hiring 2.0*, is a best seller on Amazon. For more information visit <http://patrickvaltin.com>.

Vision

Can happiness have an impact on performance, productivity and employee loyalty? Harvard Business Review recently dedicated a special edition to demonstrate that when people are happier, they're healthier and they strive to accomplish more— teamwork is stronger and they're more immune to burnout. It's a guaranteed strategy for success. Ask the expert...

Patrick Valtin has worked for the last 32 years with one goal in mind: to raise happiness in the workplace by helping clients surround themselves with loyal, productive and dedicated people who are willing to contribute to their team's success and happiness.

Patrick is a people person. Figuratively and literally. As a global innovator in personnel selection, he has helped more than 5,230 companies recruit, assess, hire, onboard and retain top talent—people that will ultimately expand a business and contribute to its success. His goal is to train the world on the fine points of talent acquisition. By all accounts he's close, having trained more than 130,000 people in 35 countries around the globe.

His research of over 25,000 applicant evaluations concluded that the "odds of a successful hire are very low if the universal personnel selection criterion of happiness is missing." As he suggests, *"The willingness AND ability to contribute to one's team success & happiness is by far the best predictor of an individual's performance at work."* He distilled six major drives which lead people to be happier and contribute to success and happiness at work. They make up the *Happiness Contribution Index™*:

- **Purpose** – commitment to long-term career development
- **Talent** – determination to develop more skills and competencies
- **Performance** – awareness that a willingness to be accountable for performance is key
- **Exchange** – is money the key motivator?
- **Service** – key to a competitive edge is being service-oriented
- **Team** – team drive is the engine of competitiveness and contributor to happiness

In a media interview with *HR Dive*, Patrick Valtin pointed out that *"Analyzing a candidate's personality is a trend that has peaked in the last few years, fueled by the evidence that soft skills have a higher impact on employee success than technical capabilities."* The 6 drives above are obviously vital soft skills every employer wants to see in their new hires!

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LET'S ALL PULL TOGETHER

ANDY HAFER - CEO AND FOUNDER OF DYNAMIC COMMUNITIES

"Last year at the Synapse Summit 2018, I had a moment on stage to share my thoughts of the status and the trajectory of the Early Stage Ecosystem in Florida. What I said then, is what I say now - Florida has all the elements in place to be one of the world's most thriving Early Stage Economies. Are we there yet? Not quite..."

I use this analogy: Think of the Florida Early Stage Ecosystem as a hay wagon. One of those old-fashioned, horse-drawn hay wagons. Imagine it is piled high with hay. That pile of hay represents the abundance of resources that we have for innovation in Florida, including Entrepreneurs, Investors, Talent, Capital, Higher Education, Enablers, Support, and a willing Government.



Now imagine that that hay wagon, loaded with abundant resources, has hundreds of ropes tied to the hitch. A rope that each of us can grab hold of and pull toward our goal. As we each eagerly grab our rope, put our heads down, and start pulling, we notice that we aren't making great progress. We look up and see that we are pulling in

a direction different to the person next to us. And the person next to them is pulling in yet another direction. Then we yell in unison: 'Hey guys! Let's all pull in the same direction!' And that's where Florida is now on our journey toward being one of the world's most thriving Early Stage Economies.

I am grateful to all the voices who have been part of the dialog of figuring out how best to pull in unison. I've founded and grown several companies and non-profits in Florida and have relied on many for mentoring, capital, know-how, and everything else. I know that much of that has been luck and serendipity. Watching the Synapse phenomenon help to organize the wagon-pullers has been exciting. I feel the wagon moving more smoothly now and I plan to keep pulling!"



Andy Hafer has had a long career in technology and has founded several startups and non-profits, including Dynamic Communities, DCE Productions, Cornerstone Community, and Village of Hope - Haiti. Andy was instrumental in the start-up of Synapse and holds a position on the board. He has seen, first-hand, the opportunities for ecosystem players to collaborate together in a world-class way.



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ECOSYSTEMS OF INNOVATION: Orlando in the 21st Century

The 21st Century is destined to be a watershed moment in human history. Our lack of timely action to thwart Global Warming will push us to the paramount of our human ingenuity. Will we rise to the challenge and preserve our institutions, global markets, and industries as we know them? Or will we fail to adapt to climate change and set ourselves back a millennia? I believe the answer depends on our actions here in 2019 and the meanings we give them.

We are in a time of amazing potential and change. I refuse to sit on the side lines and wait for others to act while I am capable of taking the personal responsibility to make my community and myself better - environmentally, socially, and economically. For the last 15 years of my life, Orlando has been my ecosystem of innovation - a unique, global melting pot on the brink of becoming a true world-class city. My time as Executive Director of the United Nations Accredited NGO, IDEAS For Us, has given me the unique perspective to understand environmental issues from the grassroots level, up to the massive bureaucratic behemoth that is The United Nations. My classical training as a biologist has made me a world traveler, having conducted research on five continents concerning evolution, conservation, and ecology. And what I have learned over this time, is that advancing sustainability is everyone's responsibility and the actions it takes to sincerely create a positive change is a life enriching journey worth undertaking. Your life will become better the more responsibility you take on for yourself and the environment around you. Embrace that.

Orlando is a unique place. Here I have had the great privilege to serve on the boards of numerous environmental and humanitarian non-profits that have leveraged me to belong to many societies (some secret) that have brought me to council with the likes of Pope Francis and the descendants of Charles Darwin. Two years after I graduated from Rollins College with degrees in Biology and Environmental Science, I received the Young Alum of Significant Distinction Award, for my work building a small Natural History Museum on the Southern shore of Lake Apopka and the founding of my school for naturalism, The Terra Firma Institute. As a handpicked member of Orlando Mayor Buddy Dyer's GreenWorks task force, a member



Orlando is a unique place. Here I have had the great privilege to serve on the boards of numerous environmental and humanitarian non-profits that have leveraged me to belong to many societies.

Clayton Louis Ferrara, Biologist and Executive Director of IDEAS For Us

of the Development Advisory Board for Orange County, and a lecturer at Rollins, UCF, Valencia, and Seminole State Colleges, I have resolved myself to search for and share solutions. The environment and Nature are supremely important to me.

It is up to each of us to find meaning in the madness. I believe that the purpose of life is to find a mode of being that is so meaningful, the fact that life is suffering becomes no longer relevant or an obstacle. For me, Orlando has been the stage of this journey. The stage is set for us to advance ourselves as a place where others can find their meaning, and share those fruits with the world in hopes that we all live a life greater than those that came before us. That is the City Beautiful we all deserve.

- Clayton Louis Ferrara, 2019

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ideasforus.org



WHERE DO YOU SEE YOUR INDUSTRY GOING?

Design and development, in general, is being replaced with “no-code” avenues, such as Webflow and Zapier, which allow people to better serve themselves and move even faster. In addition, Upwork and Fivver help those who do not have the budget to hire full-time designers and developers. I see this leading to 3 buckets of entrepreneurs looking for design/dev work:

- 1) DIYers: These people will just do the work themselves and not need any other external resources to complete their projects.
- 2) In-between-ers: These people are typically just starting out and are too busy to do any design or development themselves. Generally, they hire freelancers in the market. This increasing demand will lead to lower and lower wages for designers and developers in general.
- 3) Traditionals: These customers want their design and development to be the best and are willing to pay the extra price to have top talent on their project. Traditionals will drive the demand for agencies like SoFriendly.

WHAT PATTERNS, TRUTHS, OR INSIGHTS HAVE YOU GLEANED FROM YOUR EXPERIENCE?

A definite truth is that each idea (or business) comes down to execution on the founders' end. Founders who love their idea and have the chops to make it go end up succeeding. Very rarely do you see a good idea with an “if we build it, they will come” attitude work out well.

Inside of that, founders who spend the necessary funds upfront to do it right will find more success than those who take the cheap route instead. I've also learned that taking the time to invest in people makes ALL the difference. Listen carefully to problems, pay attention to the details, and ask questions that get people to open up. You never know who believes in you, what connections could be made, or what ideas someone has to offer. I would say my companies are built on the back of this thesis.

WHY IS YOUR CITY AN ESPECIALLY GOOD PLACE FOR COMPANIES AND INNOVATORS TO GROW?

Orlando is a city that is on fire for growth and learning in general. So it just makes total sense that this city is perfect for a startup, or any company, to grow. It's central to all major colleges and cities in the state of Florida, and I'd also say the excitement behind the UCF football and basketball teams have put Orlando on the map as a young, energetic place to stay and grow.

Don't ever be too prideful or big time for the people that help you along the way. You'll need that support system as you embark on your journey of entrepreneurship.

Jordan Walker - COO & Partner

WHAT TWO OR THREE PIECES OF ADVICE CAN YOU OFFER SOMEONE WHO WANTS TO BE SUCCESSFUL AS AN ENTREPRENEUR OR COMPANY IN YOUR CITY?

- 1) Definitely network. Early on, show up to as many events as you can, befriend everyone, and be willing to help out the community. Helping others in the community goes such a long way, and has provided us so much.
- 2) Join Headquarters in Kissimmee and talk to Kelly Trace. She knows literally everyone on the East Coast.
- 3) Don't ever be too prideful or big time for the people that help you along the way. You'll need that support system as you embark on your journey of entrepreneurship. Promise.

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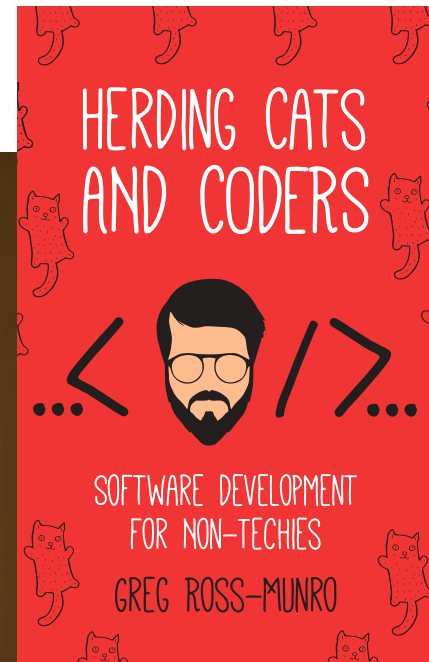
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HERDING CATS & CODERS

This is not a book for programmers. This book is for those who have to work with programmers and programming teams to get software built for their businesses.



Most people responsible for software projects are CEOs, marketing directors, project managers, and entrepreneurs. Not being on the same page as your development team leads to poor products, cost overruns, and project failures. "Herding Cats and Coders" will put you on the same page as the techies. This is the perfect book for a non-technical manager, whether working with an outside developer, a development team, or an agency. And to avoid boring you to death by turning this book into a dry, technical treatise, I've kept things lighthearted – and irreverent at times.

If you are a non-technical user or manager who either works with developers or plans on engaging with software engineers to build something, "Herding Cats and Coders" will help you succeed.

Get it on Amazon today!

DISRUPTING THE GLOBAL BOOK BUSINESS

SVEN BOERMEESTER, FOUNDER/CEO, INTERNATIONAL GROUP PUBLISHER – GLOBALVILLAGE.WORLD

How is the commercial book publishing world being disrupted?

Some clients joke with us that we are bringing back a dying art form as books are cool again. The business model however has changed completely, gone are the days of pay to play by selling advertorials or advertising. A great book on an ecosystem or industry needs to be authentic and all encompassing of all the major players sharing their story, not just whoever paid to be in there. To finance that we moved to a crowd funded book buying model where the market and the participants buy the books in bulk to use as gifts to clients, visitors, investors and employees. You also need to add technology to the printed book by embedding augmented reality videos into its pages, we do that by hiding QR codes behind the images that a mobile phone can read to activate a video. The books also need to be available online as ebooks, a blog and ultimately a forum where all the participants can communicate with each other.

How do you set up your business in new cities and countries?

We look for skilled marketing professionals in each city that know their community well and form 50/50 partnerships with them where they collect the stories and we design and print the book. We are a fast growing tribe of fun and energetic publishing entrepreneurs, partners and friends. We all share a passion for innovation, beautiful places and cultures that we want to embrace, share and showcase with the rest of the world. We are always looking for marketing entrepreneurs to join our team, please reach out to me on LinkedIn or info@globalvillage.world.

How do you set up a global business quickly?

My advice is to set up a small branch in Dubai and spend some time there if you have the means to do that. Dubai even more so than Singapore is the crossroads of the world for many reasons. The top three reasons being, Dubai has more than a million business savvy expats living there from 120 different countries. When you network in Dubai you network with the world. Going Global means you have to fly constantly. When it comes to flying, the world is flat and Dubai is in the middle, you can reach more than 80% of the globe with a direct flight. That is a big deal when you add up cost, time and jet lag. Last but not least, Dubai is a tax-free country with no business or personal taxes. That being said you cannot beat the lifestyle of Tampa Bay so the head office will always remain right here.



Sven Boermeester is a global publishing entrepreneur with a career that spans over 20 years with stops in more than 100 countries. He was born in Antwerp, Belgium, and grew up in South Africa. After completing his business studies in Cape Town, he opened his first media company and started publishing the trade and industry directories for South Africa followed by the launch of the "Best of" the World publishing series in Dubai. Fast forward 20 years and 183 "Best of" editions across 60 countries, Sven now lives in Tampa, Florida, with his wife and young son. He is working on disrupting the publishing business by mapping out the Innovation ecosystems of every major city in the U.S. and around the world, through his latest Innovation books and augmented reality video series.



GLOBAL VILLAGE.WORLD
CONNECTING MINDS • BUILDING COMMUNITIES

Email: info@globalvillage.world
sven-boermeester-8605823 [in](https://www.GlobalVillage.world)
www.GlobalVillage.world
www.InnovationsOfTheWorld.com

FUTURE CITIES & COMMUNITY DEVELOPMENT





*"You miss 100 percent of
the shots you never take."*

— WAYNE GRETZKY



**FLORIDA POLYTECHNIC
UNIVERSITY**

THE FLORIDA HIGH TECH CORRIDOR COUNCIL

THE FLORIDA HIGH TECH CORRIDOR COUNCIL (THE CORRIDOR) IS AN ECONOMIC DEVELOPMENT INITIATIVE OF THREE OF THE COUNTRY'S LARGEST RESEARCH INSTITUTIONS – THE UNIVERSITY OF CENTRAL FLORIDA (UCF), THE UNIVERSITY OF SOUTH FLORIDA (USF) AND THE UNIVERSITY OF FLORIDA (UF) – CREATED TO GROW HIGH TECH INDUSTRY AND INNOVATION IN A 23-COUNTY REGION.



Established in 1996 to help diversify Florida's economy by enabling the growth of high tech industry, The Corridor is the product of a collaborative spirit rarely found in environments where economic development entities are naturally in competition. It emerged from the vision of UCF President, Emeritus John Hitt, and a partnership with USF's Past President, Betty Castor, and grew to include the partnership of UF's Past President, Bernie Machen. Through partnerships that support research, marketing, workforce and entrepreneurship, its founders believed The Corridor could transform the region and state's economic landscape to ensure long-term prosperity. They were right.

Today, led by current presidents of the three universities who serve as Council co-chairs – UCF President, Dale Whittaker, USF President, Judy Genshaft, and UF President, Kent Fuchs – it continues to exemplify the motto: "Leave your logos and your egos at the door."

Its cornerstone Matching Grants Research Program fosters relationships between the universities and high tech industry, engaging dozens of companies from across the region every year in the development of commercially applicable technologies. Research grants have benefited



more than 370 companies working alongside more than 400 faculty members and 2,900 students – many of whom went on to work for their industry research partners. With matches of corporate cash and in-kind investments, Corridor funds have generated over \$1 billion in downstream impacts.

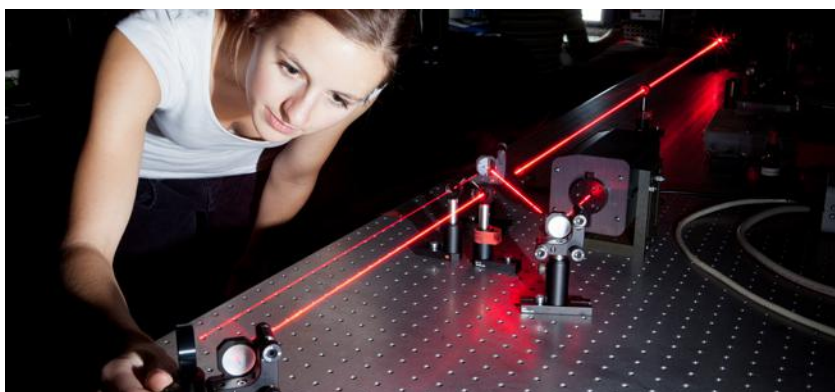
Perhaps more meaningful than economic impacts, however, is the program's impact on thousands of lives through resulting breakthroughs. For example, The Corridor facilitated partnerships for Sanford's .decimal with researchers from UCF and UF who helped the company refine its cancer treatment devices, which have now served over 67,000 patients.

The Corridor has also touched thousands in its efforts to strengthen the talent pipeline. Its educational program, stemCONNECT, has reached over 5,000 middle school and high school students with virtual demonstrations by experts in various high tech careers. Additionally, its Talent Forum annually brings together

university career center directors from around the country and industry professionals to establish relationships for the ongoing exchange of job leads and talent referrals.

The Corridor also fosters the growth of new business opportunities as a major supporter of the Florida Virtual Entrepreneur Center, an online directory of business resources and community of over 600 entrepreneurs across Florida, as well as incubation programs at its three universities, which annually rank among the nation's best.

A proven breeding ground for innovation, The Corridor has been recognized by two U.S. presidents and numerous scientific and economic development organizations. The International Economic Development Council named The Corridor as "the best example in the world for what they do." Its three research institutions continually rank among the top 100 universities worldwide granted U.S. utility patents.



THE FLORIDA HIGH TECH CORRIDOR

A regional economic development initiative of:



Visit The Corridor at www.floridahightech.com, follow on  and  at @FloridaHighTech or search on  for "Florida High Tech Corridor Council"



SYNAPSE FLORIDA: CELEBRATING THE SUCCESS OF OUR INNOVATION COMMUNITIES

SERENDIPITY DOESN'T SCALE. THAT'S WHY WE BUILT SYNAPSE.



Synapse Florida, the nonprofit 501(c)(3) organization connecting innovation communities across Florida, was founded on the premise that serendipity doesn't scale. By building a state-wide movement, Synapse is enabling innovation partners throughout Florida to find each other and develop relationships in a way that hasn't existed before.

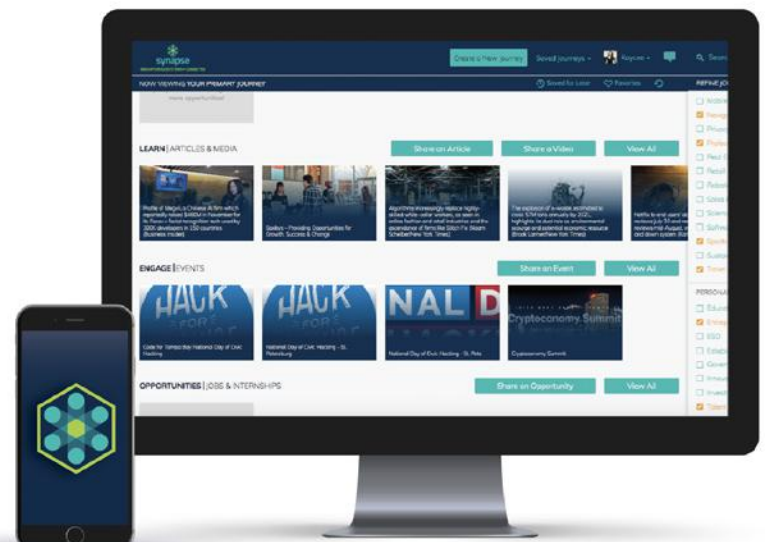
"If you want to accelerate success and build flourishing, sustainable economies, it needs to be done in an intentional, meaningful, and purposeful way," says Marc Blumenthal, Co-founder of Synapse.

Connections: Framework for Fueling Innovation

Synapse believes that connections are the key to accelerating thriving innovation communities and driving Florida's economic growth, while attracting and retaining top talent—now and for generations to come.

By creating a framework to connect entrepreneurs, talent, investors, corporations, educational institutions, and other business stakeholders, **Synapse helps people find what they need and share what they have in three ways:**

- **Synapse Connect** – An online, customized platform that allows innovators to easily and quickly connect with the resources they need anywhere across the state. Synapse Connect only shows you the



opportunities, partners, news, companies, and events that are relevant to your changing needs and goals.

- **Synapse Challenges** – A crowdsourcing solution for organizations to solve real-world problems and create new opportunities for forward-thinking businesses and people—efficiently and cost-effectively. Challenges inspire our state’s most talented creators and makers to innovate and fuel the talent pipeline.
- **Synapse Programming** – Throughout the year, Synapse hosts purpose-driven programming online and in-person. The capstone event is the **Synapse Summit**—a live two-day celebration of innovation where visionaries, doers, and success-makers connect with the latest transformational innovations across all industries to educate and inspire.



Providing value

Synapse helps to break down the silos of industry, encouraging people to connect and engage easily with purpose and provide guidance to accelerate success. Lauren Prager, VP of Communication and Programming, states, "We are a community of helping each other succeed by sharing resources, opportunities and ideas to promote innovation." Furthermore, Andy Hafer, Synapse Co-founder, explains, "Members of our community are incredibly generous of their time and support to help talented people, entrepreneurs, and startups get to the next level. We celebrate each other's successes. As the saying goes, the 'rising tide lifts all boats.'"

The impact Synapse has made on our state is palpable. "We are proud that Synapse has already made a positive impact on so many in our community," says Lauren Prager, Vice President of Communication and Programming. "Every week, we hear from another person who found an investor, a client, a new team member, a career opportunity, and important bit of inspiration, or valuable connection through Synapse. This is what we are built to do."

"We were built to enable better connections across the state," added Marc. "An investor or entrepreneur should not be limited by time and space to find the partner they need to succeed. We're proud that Synapse has a solution that is beginning to fix the problem."



Synapse is truly a community movement, led by a Board representing Florida's leading innovators and run day to day by unbelievably dedicated staff and volunteers. "It is truly remarkable to have such great leaders on one board, all with one common goal, to make Florida the best place to innovate, build a business, career, and life," says Brian Kornfeld, President of Synapse. "We are grateful to the talented, resourceful Synapse staff and volunteers who are fostering the connections for innovation, helping to create the success stories that will let the world know that *Innovation Lives Here.*"





Synapse Board

Synapse extends sincere appreciation and gratitude to its inaugural board, representing Florida's leading entrepreneurs, investors, corporate executives, and principals of educational institutions, entrepreneur support organizations, and government, who are supporting the state's thriving innovation communities.

Chairman of the Board, Tim Schar, SunTrust Bank

- Ark Applications
- BayCare Health System
- BNY Mellon Wealth Management
- Business Enhancement
- Cherry Bekaert
- ConnectWise
- Dali Museum
- Deloitte
- Dynamic Communities
- Embarc Collective
- Feldman Equities
- Florida Funders
- Florida Israel Business Accelerator
- Florida Polytechnic University
- Florida State Grant
- Guidewell Florida Blue
- Grow Financial Federal Credit Union
- Hillsborough County Economic Development EDI2
- Holland & Knight
- Hunter Business Law
- Tampa Innovation Partnership
- Jabil
- McIntyre Thanasides
- Morgan Hill Partners
- PAR, Inc.
- Publix
- Metropolitan Ministries
- Qualified Meetings
- Reliaquest
- Schifino Lee Advertising & Branding
- Skoda Minotti
- Straz Center for Performing Arts
- SunTrust Bank
- Tampa Bay Business Journal
- Tampa Bay Innovation Center
- Tampa Bay Tech
- Tampa Bay Wave
- Tucker Hall
- Major General David Scott (Ret.)
- UCF Strategies
- Ultimate Medical Academy
- USF College of Engineering
- USF Muma College of Business
- USF Research & Innovation
- University of Tampa





For more information about Synapse Florida, please visit:
[synapseFL](#) 
[synapseflorida](#) 
[synapsefl](#) 
www.synapsefl.com
 and www.synapsesummit.com.



ELEVATOR PITCH

CEO Leadership Forums (CLF) brings leading advisory firms into the service of local middle-market business CEOs who are looking for guidance on growth and improvement. The group utilizes interactive workshops on college campuses every quarter in select cities while also financially supporting students, helping them to connect to businesses seeking up-and-coming talent.

OUR STORY

Begun as an informal series of get-togethers to discuss best business practices, CEO Leadership Forums has earned many monikers over the last three years. Orlando publications have labelled them a Dream Team, a Justice League, and a collection of superheroes. But the combined power of the group's members—and their working relationships—renders CEO Leadership Forums worthy of those epithets.

"The advisor members have been together for so long, this is just a natural way for us to share our expertise and create an environment that fosters education and collaboration," says Geoffrey Gallo, Senior Vice President of Marketing and Strategic Consulting at Orlando-based firm Grennan Fender CPA, and a founding member of CEO Leadership Forums.

Russell Slappey, CEO of the CFO Services firm Nperspective, founded CEO Leadership Forums together with Gallo and in collaboration with other advisory companies in early 2016. Today, there are four groups of around thirteen sponsor-members each, with two of these groups in Orlando and the others in Miami and Fort Lauderdale. "The concept can be duplicated anywhere," says Nperspective CEO Russell Slappey. "We are expanding to West Coast of Florida as we speak. But the key is strong relationships amongst the team members that keeps us all focused and accountable to each other."



Geoffrey Gallo - Co-Founder

CLF's mission is to bring business and education together in order to help communities prosper. Specifically, CLF focuses on connecting small- to mid-size businesses with students of state colleges like Valencia because of the unique symbiotic relationship that is possible between them.

Unlike large or multinational businesses in the state, Orlando's small businesses have neither the time nor money to invest in establishing deep-seated recruitment programs at large universities—which is where CEO Leadership Forums comes in. By setting up student support programs as a feeder to get talented students into internships with area small

VALENCIA COLLEGE

nperspective
CFO & Strategic Services

Morse Agency
INSURANCE
DISCOVER EXCELLENCE

Grennan Fender
Certified Public Accountants & Advisors

PATTERSONBACH
COMMUNICATIONS, INC.

ACQUIVEST
FINANCIAL GROUP
EXIT PLANNING
M&A ADVISORY
VALUATIONS

VALINTRY
Linking Technology, Operations, and People

BUSINESS

Sandler Training
Finding Power in Reinforcement™

CenterState

Puff'n'Stuff
EVENTS & ACTIVITIES

RAYMOND JAMES

STRATEGIK PARTNERS
Your Group Benefit Secretists

LIMITLESS
COST REDUCTION SPECIALISTS
Proven Partners. Powerful Results. Proven Results.

SWANN HADLEY STUMP
DIETRICH & SPEARS
ATTORNEYS AT LAW

ADP
A more human resource.™

MERCHANT
CONSULTING SERVICES, INC.

CEO Nexus

SYNERGY
WEALTH ALLIANCE

City National Bank
Bci FINANCIAL GROUP

ARX
PAYMENT SERVICES

Bci Capital

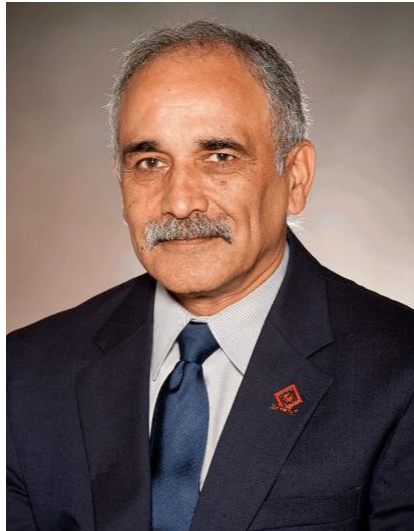
AppleOne
Hiring Made Easier™

FBP
Fringe Benefit Plans, Inc.
Since 1966

W|S|J
WATSON SLOANE JOHNSON
ATTORNEYS

P.
PIEKARSKI
CONSULTING

businesses, CEO Leadership Forums brokers a relationship that benefits both parties in a variety of ways: first, students of state colleges don't often move away after finishing their degree because they are already rooted in the local community, and so companies' investment in them can be long-term. Secondly, students receive college credit for their full-time internships, which gives them both valuable experience and also a smooth transition to a permanent position.



*Nasser Hedayat, Ed.D.
Assistant Vice President, Valencia College*

Nasser Hedayat, Ed.D, Assistant Vice President of Career & Workforce Education at Valencia College, has facilitated the partnership at Valencia since the beginning. Hedayat states, "The work that CEO Leadership Forums has done for Florida businesses extends beyond these company-and-student relationships. Recently, Valencia College announced the addition of several baccalaureate degrees. Two of these—Bachelor's of Applied Science degrees in Business & Organizational Leadership and Computing Technology & Software Development—CEO Leadership Forums was instrumental in, helping the College gain approval by the state's Board of Education. Valencia College could not be more proud to be engaged in such a partnership where business and education truly collaborate."

Through the Forums themselves, the group is also gaining an understanding of the specific and unique challenges that area small businesses are facing. The content of every event is based on findings from a pre-workshop assessment, which means any discussion will revolve around what is most important to the small businesses present. Afterward, a three-person team spends an hour with each business to review their issues—and if necessary, do a deep dive to more fully explore them. In either case, CEO Leadership Forums presents a proposal, free of charge, that highlights solutions that any one or several of the sponsor-members' firms can provide to the business owners.



Russell Slappey - Co-Founder

But the value of this experience lies not only in the diagnostics; it also lies in the modeling that leads to them. "While we're doing the diagnostic work, we're getting a really good understanding of the business," Geoffrey Gallo says. "And that actually creates a business development environment in a very consultative and educational way. Also, we can ascertain the potential for student internships, and make recommendations to place some into these same companies."

In Orlando, CEO Leadership Forums projects to deliver over \$150,000 in financial support to eligible students at Valencia College. The group is excited to be part of such a noble cause, says Gallo. When Education and Business come together, Communities prosper! Central Florida is indeed prospering.

For upcoming events, see the group's website: ceoleadershipforums.com

CONTACT
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Sr. Vice President, Marketing and Strategic Consulting
Phone: 407-579-5700
Email: ggallo@grennanfender.com
ceoleadershipforums.com





Located at NeoCity – a 500-acre master-planned intuitive community of innovation in Osceola County, less than 20 minutes from the Orlando International Airport and within a mile of Florida’s Turnpike – BRIDG is a unique public-private partnership that is at the heart of a technology-based economic transformation currently taking place in Central Florida and positively impacting the entire region and state.

As an industry-led, not-for-profit organization for advanced sensors, semiconductors, and other next-generation nanoscale systems, BRIDG provides production process technologies, research and development capabilities and microelectronics fabrication geared toward system miniaturization, device integration, hardware security, and product development key to aerospace/defense and the IoT/ AI revolution.

Designed as one of the most versatile 200mm microelectronics fabrication facilities flexible enough to keep up with the ever-evolving pace of technology, BRIDG has space to accommodate a variety of partner-funded activities. With nearly 60,000 square feet of laboratory/manufacturing space, the 109,000-square-foot building includes two cleanrooms; one operating at Class 100 standards and the other at Class 10,000.



Focused on advanced system integration, microelectronics fabrication, III-V materials growth for sensors, optoelectronics, and high-speed transistors, BRIDG catalyzes to help bring high-value, quality jobs to Florida. As companies get products through the development cycle, BRIDG provides the necessary infrastructure—talent, equipment, background/foreground IP, etc.—to test ideas and concepts, acting as the bridge to product commercialization.

BRIDG is enabled by investment from founding visionary partners—Osceola County, the University of Central Florida, and the Florida High Tech Corridor Council—as well as other partners, including the University

of Florida, the University of South Florida, Florida International University, Harris Corporation, Siemens, Massey Services, imec, and many others.

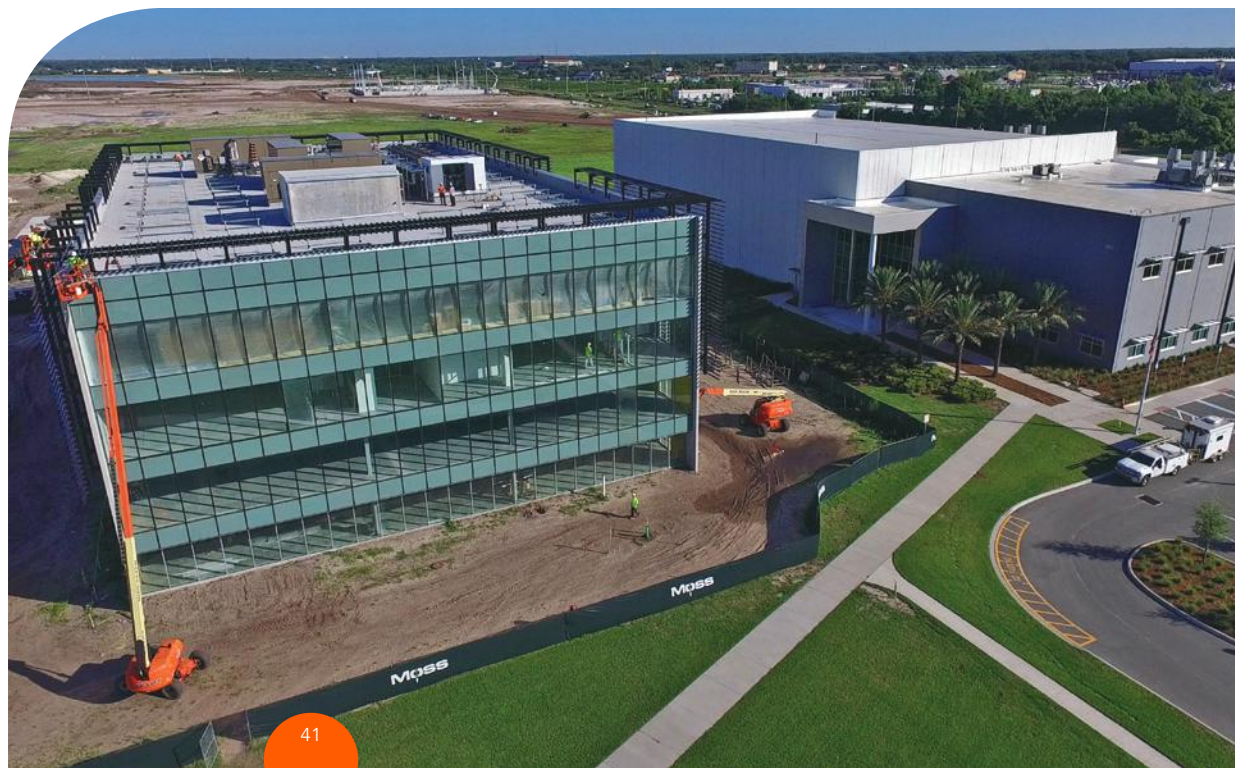
With the combination of BRIDG, its partners, and the growth of many sectors of the high-technology economy here in Central Florida, the region is steadily becoming recognized as THE place to be if you want to build or grow a high technology-based organization. BRIDG provides the physical infrastructure and collaborative processes to connect challenges and opportunities with solutions, thus “Bridging the Innovation Development Gap” that makes transformation possible.

Learn more at www.GoBRIDG.com.

200 NeoCity Way
NeoCity, FL 34744
Office: 407-742-4253

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Top exterior photo credit:
Seamus Payne, courtesy of Skanska

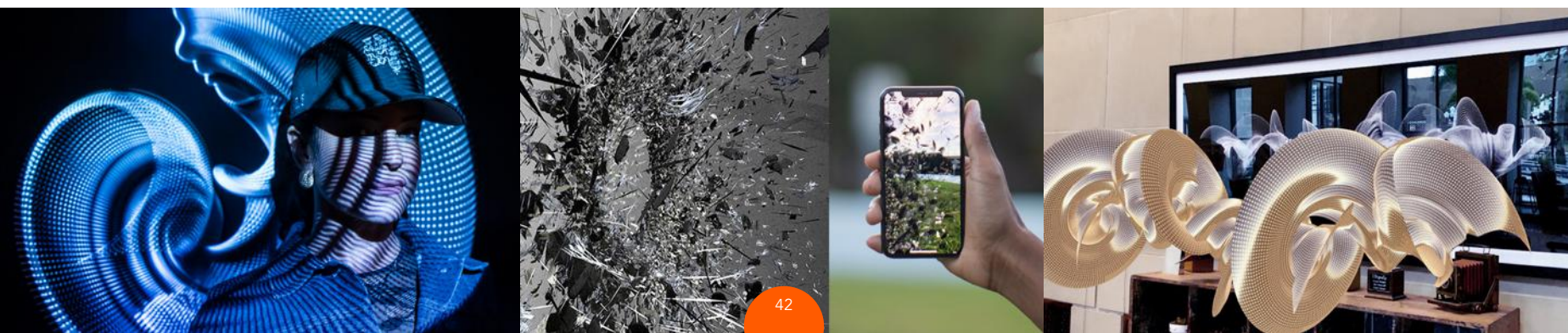


SNAP! ORLANDO PRESENTS
CITY
unseen
 A New [AR]t Experience

Snap! Orlando presents 'CITY unseen,' an ongoing public art project with site specific installations across Orlando. This project opens artistic borders by launching the city into Augmented Reality [AR] experiences, with fusions of works by internationally renowned artists and cutting-edge AR technology. Experiences include murals coming to life, a projection mapping finding permanence into the virtual world, and a teleport bringing the viewer into a 360 degree visit of an artist's studio in Los Angeles.

City Unseen is designed to push the artistic boundaries of this new medium to connect Orlando to a global conversation about how to use emerging technology to create higher forms of art and educational experiences. The project enhances viewers' perspectives on art, dimensional reality, and perception, adding another layer of cultural significance to the Downtown, and Central Florida region. City Unseen initially takes root in Downtown Orlando with a number of public installations and murals around the city that are enhanced with embedded augmented reality components which can be viewed with the CITY Unseen app.

Experiences include murals coming to life, a projection mapping finding permanence into the virtual world, and a teleport bringing the viewer into a 360 degree visit of an artist's studio in Los Angeles. Featured artists are Miami multi disciplinary artists Felice Grodin, Ivan Toth Depena, Turkish digital artist Can Büyükberber, Los Angeles artists Nancy Baker Cahill, Matthew Swenson, German street artist Mark Gmehling, Australian artist Marc-o-Matic, Central Florida installation artists Mark Gerstein, Synthestruct, Matt Roberts, and Dengke Chen, and JR's Inside Out/ Dreamers project.



City Unseen positions Orlando as a pioneer with a new vision for the fusion of art and technology in the 21st century and serves as a platform for discussion about social, cultural, and environmental issues affecting those around us.

Snap! Orlando is a leading Florida contemporary art organization with the mission to boldly increase the visibility and appreciation of the photographic arts and digital medium as a significant cultural art form. Snap! has captured the interest and respect of artists, enthusiasts, and critics around the world. Snap! founders Patrick and Holly Kahn were named in *Orlando Magazine's 50 Most Powerful* in 2018.

Press:

Orlando Sentinel: 'CITY unseen' is a new [AR] installation, merging traditional art forms with modern augmented reality technology to create a public, always-accessible installation throughout Orlando.' Calendar front page: <https://www.orlandosentinel.com/entertainment/os-et-s4-snap-orlando-ar-exhibit-city-unseen-20181106-story.html>

NPR: 'The idea of using augmented reality has spilled over into the art world, and now Orlando residents can experience it for themselves at a new exhibit called City Unseen at SNAP! Orlando on Colonial Drive.' Interview: <https://www.orlandosentinel.com/entertainment/os-et-s4-snap-orlando-ar-exhibit-city-unseen-20181106-story.html>

Orlando Weekly: 'We have two predictions for City Unseen: It's going to look cool as hell, and it's going to be really difficult to describe in writing.' Link: <https://m.orlandoweekly.com/Blogs/archives/2018/10/05/snap-kicks-off-new-ar-enhanced-cityscape-exhibit-with-projection-mapping-on-a-downtown-landmark>

Orlando Magazine: 'Do not be alarmed if you find yourself wandering through downtown Orlando next month among buildings whose walls are wobbling with multicolored figures and designs. You did not just wake up from a bender. Your experience has been professionally curated by Patrick and Holly Kahn, owners of Snap! art galleries, who are orchestrating a series of augmented-reality creations to be virtually superimposed on landmarks and building facades beginning Oct. 3. The images—created by artists such as Nancy Baker Cahill, Can Bukukberber and Mark Gerstein—will be visible via an app on your cell phone. Other works will materialize, or seem to, in the Mills 50 district and at The Mall at Millenia, one of the sponsors of the project, which is called "City Unseen." The Kahns envision their enterprise as an ongoing digital open-air art gallery, minus the uproar that usually precedes public-spaces beautification of the brick-and-mortar variety. No grousing about the cost to taxpayers. No construction delays. No sidewalk superintendents dissing the designs. And best of all, no pigeons.'

CITY unseen 2018 installations:

NANCY BAKER CAHILL

"Hollow Point 101" located on the lawn of UCF / CREATIVE VILLAGE, 425 W. Livingston St, Orlando, 32801

"Hollow Point 101" located on sidewalk, adjacent to CANVAS INTERIORS STORE, 784 N. Orange Ave, Winter Park, 32789

"Virtual Studio" located at the front lawn of SAM FLAX ART STORE, 1800 E. Colonial Dr, Orlando, 32803

"Virtual Studio" located at THE MALL AT MILLENIA, 4200 Conroy Rd, Orlando, FL 32839. Inquire at Concierge.

INSIDE OUT PROJECT

"Dreamers" located at the parking of JES BAUMAN SALON, 1043 N. Mills, Orlando, 32803

MARK GMEHLING

"Turbo Oops" located at the back alley of SNAP! SPACE GALLERY, 710 Thornton Ave, Orlando, 32803

CAN BÜYÜKBERBER

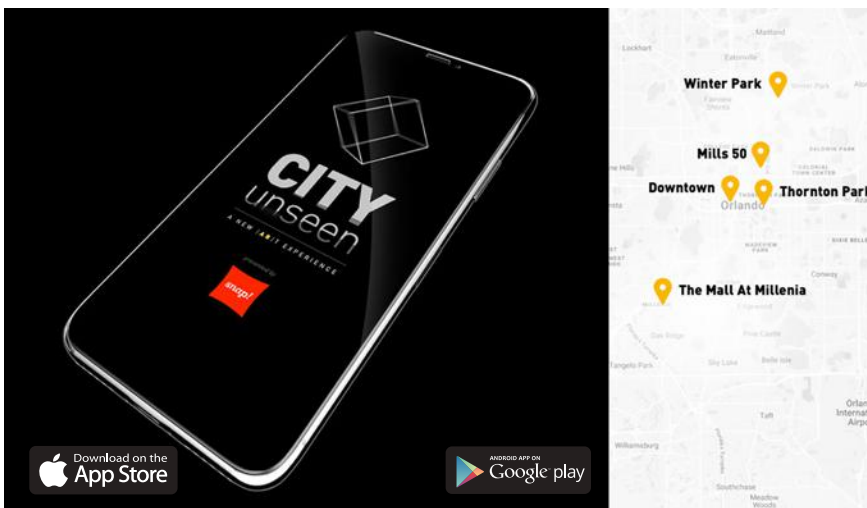
"Ray:Trace" located at the lawn of SEASIDE BANK, 32 W. Robinson Orlando, 32801

MATTHEW SWENSON

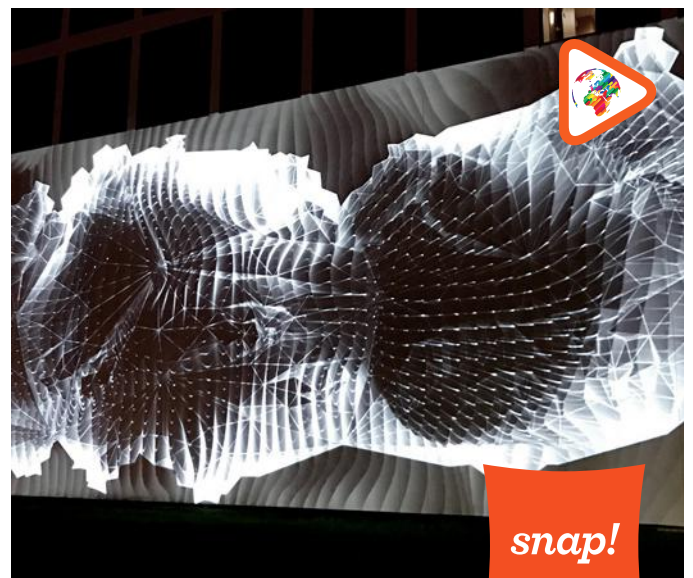
"Silv[AR] Clouds" located at the lawn of LAKE EOLA PARK, 227 N. Eola Dr, Orlando, 32801

FELICE GRODIN

"Below Sea Level" located at the front lawn of DR. PHILLIPS CENTER FOR THE PERFORMING ARTS, 445 S. Magnolia Ave, Orlando, 32801.



CITY unseen app is available on the App Store & Google Play
List of compatible devices: <http://cityunseen.us/download/>



snap!

www.cityunseen.us | www.snaporlando.com

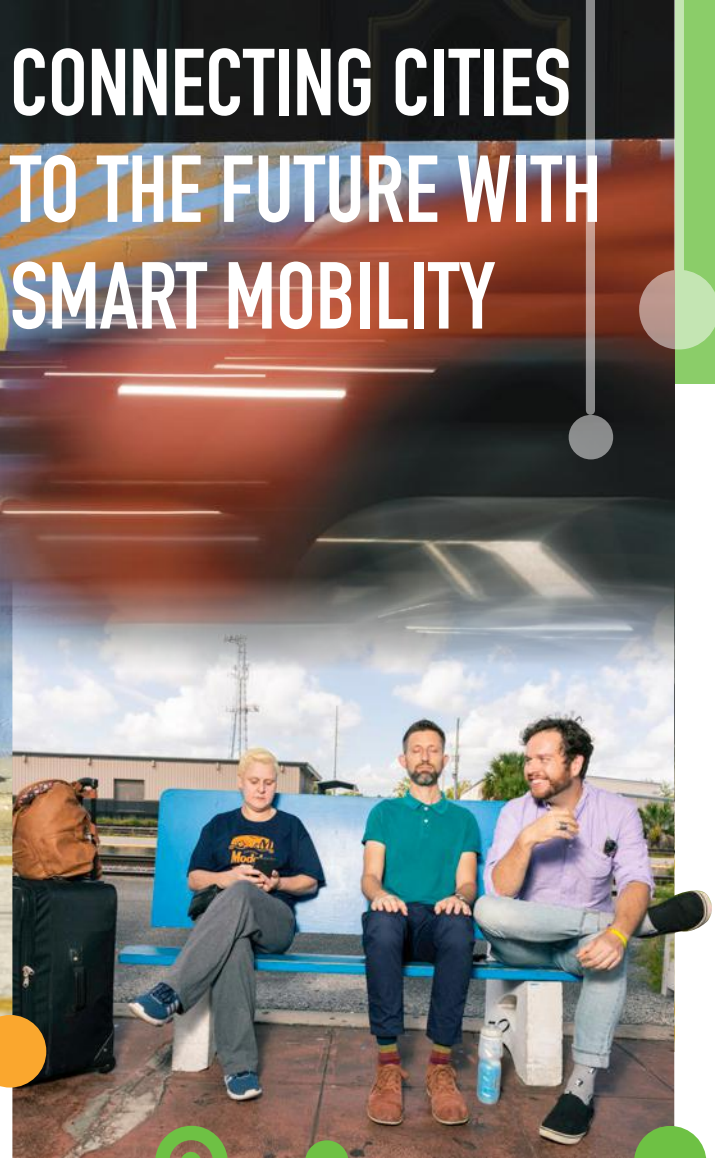
Omnimodal

Mobilize
by Omnimodal™

CONNECTING CITIES TO THE FUTURE WITH SMART MOBILITY



Omnimodal Co-founders David Thomas Moran (left) and Nathan Selikoff (right) waiting for the LYNX bus in the City of Orlando's Mills 50 District. Photo by Brian Carlson



ELEVATOR PITCH

Omnimodal™ is a transportation tech company and social venture. Founded by David Thomas Moran and Nathan Selikoff in 2017, the startup is an interdisciplinary team of mobility tech experts connecting Smart Cities across all modes of transportation to the Mobility as a Service (MaaS) marketplace. Their mission simply put is to reduce commute times for everyone.

Nothing in the world is more valuable than our time. Reducing commute times, because commuting can take up so much precious time, is critical for cities to foster a high quality of life and shared economic prosperity for everyone. A recent Harvard study found that commute times are the leading indicator of someone's ability to escape poverty. Currently, transportation infrastructure in US cities is overcapacity and underutilized across the

board. On average each year, our cities experience 4.8 billion hours in traffic delays, wasting \$160 billion in time and fuel.

Omnimodal's solution to this problem our cities face is a Smart Mobility prediction engine that empowers cities and residents to make better use of their time...to make smarter, sustainable, data-driven decisions about their transportation and mobility needs. Mobilize by Omnimodal cuts commute times by deploying customized algorithms that ingest and optimize multimodal APIs and data. The Mobilize Smart Mobility prediction engine generates high quality, accurate, and interoperable real-time predictions across all modes of transportation. Mobilize integrates easily with different dashboard analytics platforms as well as existing, widely used commuter-facing navigation apps (Google Maps, Apple Maps, Transit App, and Moovit).



OUR STORY

David Thomas Moran is a Complete Streets and civic tech consultant, disability advocate and documentary photographer. He studied communications and urban planning during his undergrad at Virginia Tech and has always been passionate about how mobility impacts communities. David completed his Emerging Media Master of Fine Arts (MFA) from University of Central Florida's (UCF) School of Visual Arts & Design in 2014 with an interdisciplinary specialization in critical GIS play, location-based urban mobile gaming, and public transit system design. David is currently a doctoral student in the Texts & Technology PhD program at the University of Central Florida where his dissertation research is focused on mobility app UX/UI, open data, and transit justice. He co-authored Central Florida's first Health Impact Assessment (HIA) of a proposed transportation project (SR 50/Colonial Drive Bus Rapid Transit) during his doctoral internship with MetroPlan Orlando, the regional transportation planning board. He also worked as a project manager for Bike/Walk Central Florida and Operation Best Foot Forward, advocating for pedestrian and bicyclist safety.

David co-founded the Transit Interpretation Project (TriP), a local public transit-focused art collective, in 2013 where he met Nathan Selikoff. Nathan was already experimenting with GTFS (General Transit Feed Specification) data visualizations, which has since become some of the core technology behind the Mobilize Smart Mobility prediction engine.

Nathan Selikoff is a fine artist and full-stack software developer. Inspired by the behavior of systems, science, nature, and music, Nathan combines computer code, traditional materials, fine art, and future technology to encourage new ways of thinking about the world. His award-winning artwork has been exhibited and performed in galleries and venues throughout the United States and around the world, including Art Basel in Switzerland; Bridges Math Art Conferences in South Korea, Hungary, Canada, and Finland; Snap! Space in Orlando; AXIOM Gallery in Boston; and the Los Angeles Center for Digital Art.

Since Omnimodal was founded, Nathan has become a leading industry expert on GTFS, GTFS Realtime, and Mobility Data Specification (MDS) data as well as the open source, TheTransitClock prediction engine software. Nathan's GTFS data visualization work was recently featured as one of the Top 8 submissions at the Transportation Research Board Annual Meeting



in Washington, DC. In collaboration with Kittelson & Associates, Inc., the project visualized the optimization of the SR436/Semoran Boulevard transit corridor with Bus Rapid Transit service.

Both Nathan and David are champions of many local arts and tech events and organizations, participating in Code for Orlando, Art31, Art in Odd Places, the Transit Interpretation Project (TriP), The Corridor Project, The Creative City Project, and the Cardboard Art Festival. They are both passionate advocates for integrating science, technology, engineering, art, and math (STEAM) to solve social problems. Omnimodal is a prime example of this, being a tech startup working to improve public transit and mobility design overall in communities. Its roots come from a public art collective (the Transit Interpretation Project, a.k.a. TriP).



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Underground Refuse Systems

THE CITY OF KISSIMMEE BECAME THE FIRST CITY IN THE UNITED STATES TO DEPLOY THIS SUPERIOR SOLID WASTE CONTAINMENT AND COLLECTION SYSTEM.

Jay Wheeler started Underground Refuse Systems Inc. in 2015, and in 2017 Ron Howse became an equal partner in this exciting new technology. Since becoming fully operational in April 2017, dozens of city representatives from all over the United States have been to Kissimmee for a system demonstration. This new technology poses an exciting option from the old smelly, overflowing, animal infested options currently in use nationwide.

In 2017 Underground Refuse Systems bought the first mold from Europe to start fabricating the 5-ton concrete vaults. The vaults seal the containers, which keep anything from leaking into groundwater. We plan to expand to more components in the 2018-2020 period, and our primary business goal is manufacturing in the United States.

The Future and Smarter Solution for Solid Waste Containment and Collection

The containers are aesthetically pleasing, take up less space, and are graffiti proof. It eliminates traditional dumpsters and dumpster enclosures from parking lot areas. The units can be creatively wrapped using artwork or advertising. A key-locking mechanism comes with all units to curb illegal dumping and dumpster diving.

This system increases recycling, and organics/composting. There are no banging sounds - reduces noise pollution - and it contains odors. The system works with high water tables and is contained in a five-ton concrete vault keeping anything from leaking into groundwater.

It is the most animal proof solid waste system in the United States. Bears, rats, and people cannot get into these containers. It removes a food source from animals and reduces their population while improving public health and safety. A sensor option is available that transmits when units are full, saving unnecessary trips by the truck and allowing customers only to pay when emptying is needed.

UCF Business incubator client since 2016

Jim Bowie, Manager of the UCF Business Incubator Kissimmee, says, "The incubator accepted Underground Refuse into the program and helped them establish a solid business foundation. It has allowed the company to focus on growing their sales revenue. Underground Refuse is the type of client company that the UCF Business Incubator was intended to help. They continue to be an excellent client growing jobs in the Kissimmee/Osceola area."

This technology is in use currently in France, Italy, Spain, Argentina, Turkey, and growing. This solid waste containment and collection system has been in use worldwide for more than twenty years. Kissimmee is the first North American City to utilize this superior solid waste technology.

Schedule a visit, so you too can see the "Art of Invisible Waste" as a first step towards improving the sustainability of your neighborhood.



Better collection concept - Better living environment

Underground Refuse Systems is the United States agent for Nord Engineering.



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A high-resolution photograph of an astronaut in a white space suit floating in space. The astronaut's suit features a prominent American flag patch on the chest. Various pieces of equipment, including a coiled orange cable and a label that reads "MAN 150L", are visible on the suit. The background shows the deep blue of Earth's atmosphere and the black void of space.

SPACE & DEFENSE



*“Don’t be afraid to take a big step
when one is indicated. You can’t cross a
chasm in two small jumps.”*

— DAVID LLOYD GEORGE

SPACE FLORIDA



ELEVATOR PITCH

As human and economic activities evolve and extend into space, Space Florida's mission is to pave the way for aerospace-related industries, establishing Florida as the primary port of entry for the planet.

OUR STORY

The Space Coast has been home to some of the country's most ambitious achievements, but it has also seen its share of setbacks; the cancellation of the Apollo program and the retirement of the shuttle program chief among them. Even so, the demand for space travel and exploration remains—increasingly in the form of commercial enterprises, rather than projects of the federal government. Space Florida's goal is to facilitate this commercial growth, namely by expediting the creation of a new independent spaceport authority.

"We're transforming what a spaceport is—who runs it, how it works—to better position us for the rest of the twenty-first century and for America to become a true spacefaring nation," says Dale Ketcham, Vice President of Government and External Relations at Space Florida.

In theory, a spaceport authority is not unlike an air- or seaport authority, but the unique circumstance that Space Florida faces is that it leases resources like hangars and facilities from NASA and the Air Force; but it does not own them. Fortunately for the commercial sector, however, this does not prevent Space Florida from sub-leasing these resources to them, which is "a lot more commercially friendly than leasing it directly from NASA or the Air Force." Space Florida's efforts have significantly impacted the recent Renaissance of the Cape Canaveral Spaceport.

Space Florida's current model is the culmination of three predecessor organizations—Florida Space Authority, Florida Space Research Institute, and Florida Aerospace Finance Corporation—and it is unique in its composition. Space Florida exists as a special district of the State of Florida and operates as a public, for-profit entity, but its profit is measured in jobs created and in private-sector investments.





“What we’re trying to move forward is a sustainable system so that we’re not solely reliant on the taxpayers of the state to pay our operating budget,” Ketcham explains. “That means generating revenue from the users of the spaceport.”

For this reason, maintaining and upgrading the area’s existing infrastructure—from taxiways to bridges to launch sites—has become a part of the spaceport challenge. The infrastructure needed for commercial launches is nearing capacity, and many companies’ goals involve at least doubling their number of launches in the near future. And while NASA scrambles to improve its infrastructure, Space Florida asks, Why should NASA be using its scarce resources to put in place an infrastructure so private companies can make a profit?



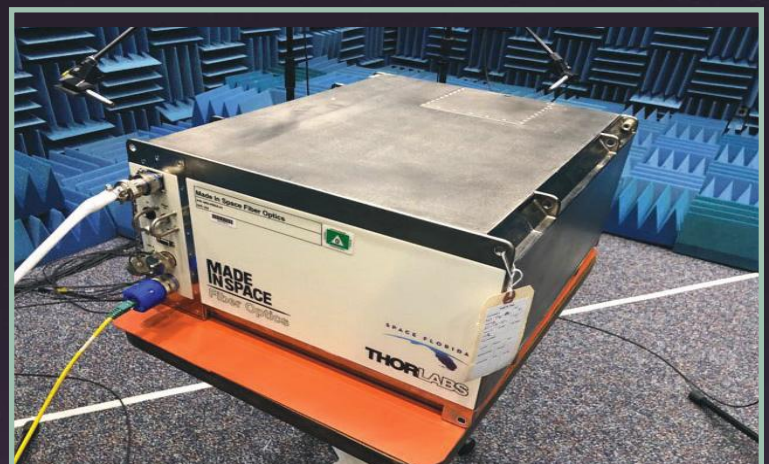
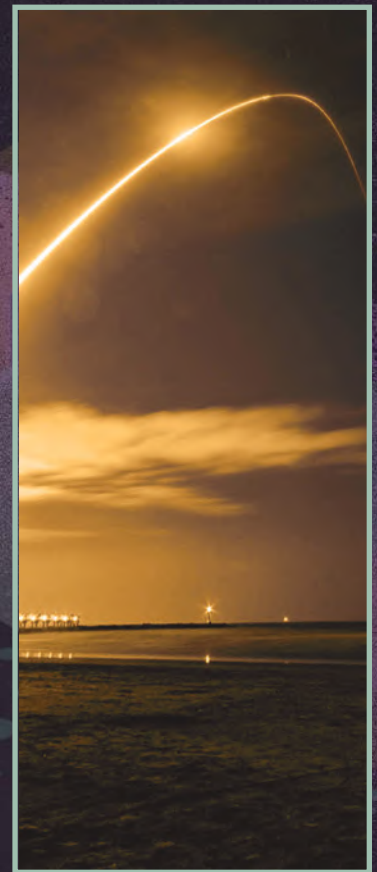
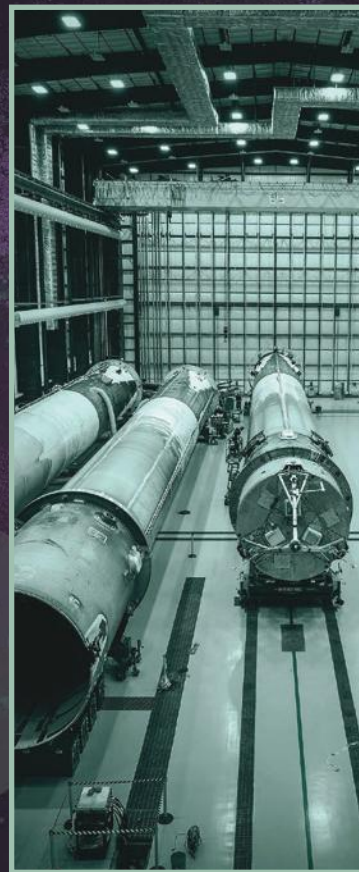


"That's not really what NASA's money should be spent on," Ketcham says. "They should be spending it on putting footprints on Mars, or exploring Jupiter. And we're pretty sure that Congress and taxpayers would agree with that."

The transition from a region where the federal government owns even the roads and bridges, but has not prioritized maintaining them, to a region that hosts the planet's premier spaceport is bound to be a tricky one. But the region has faced great challenges before, and Space Florida's ambition and innovation promise to find a way.

"We use the analogy of what the port of London was to the British Empire: people and cargo coming and going, and how important a port like that is," says Ketcham. But unlike the Port of London of old—and in the same way that Space Florida has the wellbeing of Florida residents in mind—Space Florida wants to preserve the splendor of the area for future residents, especially those born in space.

"We want people's first image of the planet to be attractive and beautiful. That's much easier said than done, but that is our task."





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NASA TECHNOLOGY TRANSFER PROGRAM

ELEVATOR PITCH

NASA's Technology Transfer Program was designed to bring the cutting edge technology, developed by some of the nation's best thinkers and creators, into the everyday lives of Americans. At the Kennedy Space Center (KSC), the Technology Transfer Team works closely with the innovators and scientists in the labs to understand the work that they are doing and determine if it has commercial potential. KSC has twenty-four Research and Technology focus areas, within those focus areas they engage in R&T development to enhance the long-term success of the resident spaceflight programs, enable NASA's Exploration Mission, on the earth and on other planetary surfaces, and support the growth of US economic competitiveness, through technology partnerships and commercialization.

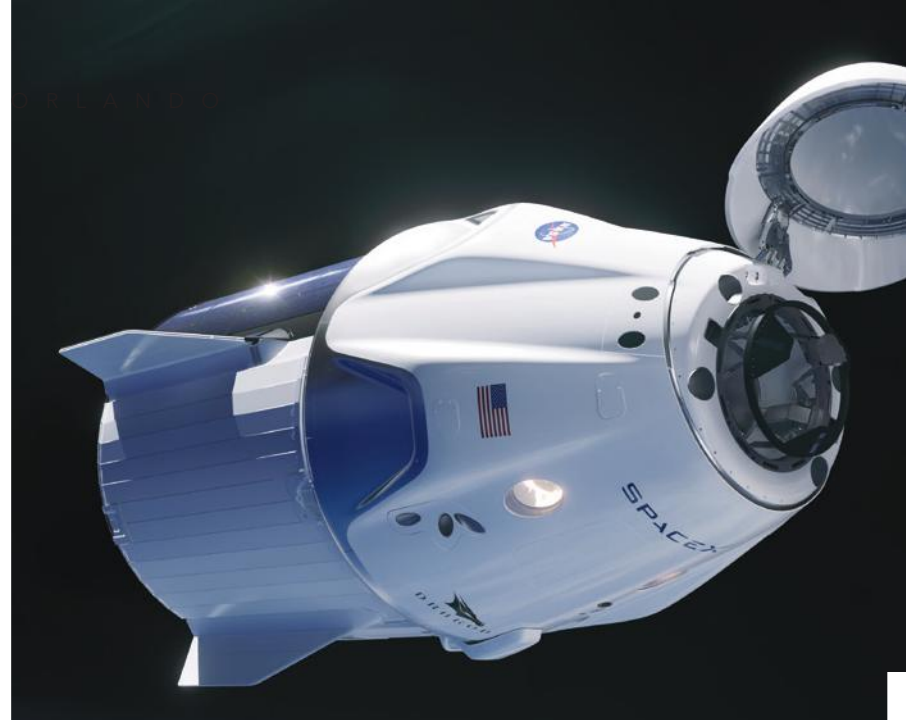
OUR STORY

"Being here at KSC right now, you can really feel the momentum building," said David Makufka, KSC Technology Transfer team lead. "There's an excitement about space that most people haven't felt since the country first had the Moon in its sights. Working in the Technology Transfer Office, we get to play an integral role in advancing the future of technology and initiating collaboration with industry."

As a multi-user spaceport, KSC sees a tremendous amount of activity and collaboration with the commercial space entities that share its location. Similarly, much of the tech that is developed here is in support of launch/landing activities and research related to living and working in space, so a great deal of it is commercially viable for these commercial space companies.

In the post-shuttle era, the KSC Space Center has undergone something of a renaissance with the resurgence of interest in space exploration and the influx of commercial players. The KSC Space Center is now a multi-user spaceport, playing host to a number of commercial companies – providing the foundation for a robust space-based economy, with the potential for exponential growth. This advantageous location also has research benefits.

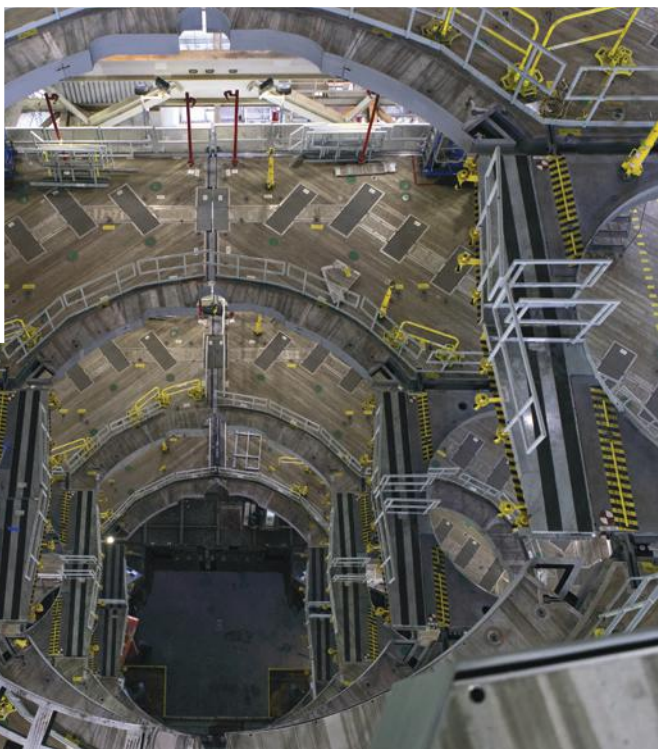
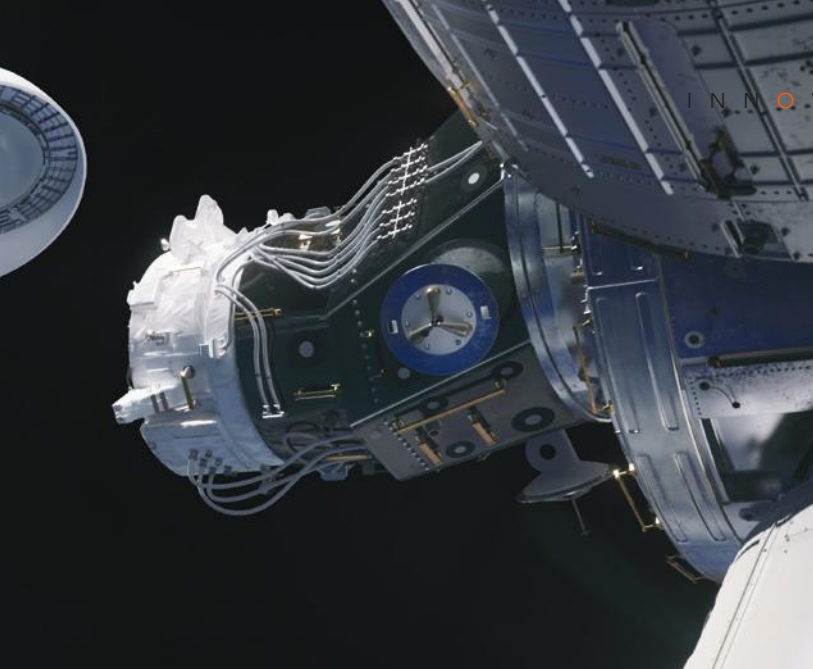
The KSC Beach Site Corrosion Lab is one of the most corrosive places in the country, making it an ideal locale to test new coatings. The Prototype Development Laboratory (PDL) is a full service provider of custom tools and equipment to support the pursuit of innovative new solutions. PDL Design Engineering Services include mechanical engineering design and analysis, mechanisms and kinematics, and CAD/CAM. KSC's Swamp Works is a unique conglomeration of engineering expertise and solution minded thinking. Staffed with a mixture of engineers, physicists, and chemists, the



lab operates on the principle of rapid iteration to quickly and cost-effectively improve the design concept.

The KSC Technology Transfer team is situated at the center of all of these unique innovation hubs, positioning it perfectly to stay up-to-date on new inventions and evaluate the commercial potential of the space solution developed in the various labs.

Technology Transfer is the tether between the space program, and the people it aims to benefit. While NASA's mission is exploration, its primary activities involve research and development. Everyone here is working to solve problems that have never been tackled before, and many of those solutions have the potential to positively impact people on Earth. The Technology Transfer program works to bridge the gap between cutting edge research, and its tangible commercial application. We offer companies the opportunity to license NASA technology and use it in their business, a number of companies have been formed around NASA technology as well – the possibilities are really limitless.



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More than 1,000 Lockheed Martin employees, family, and friends volunteered at the YMCA of Central Florida's Camp Wewa for the company's annual Day of Caring event. In 2017, Lockheed Martin employees logged more than 1,000,000 volunteer hours in the Central Florida community and contributed more than \$1.2 million to local charities.



Lockheed Martin's Deploy3D Simulator is a cutting-edge, mixed reality simulation solution, which reduces cost and space requirements while enabling immersive training. This is accomplished by streaming elements of the real world into an immersive virtual scene, maximizing training while eliminating bulky domes and projectors.

ELEVATOR PITCH

Lockheed Martin is a global security and aerospace company employing approximately 100,000 people worldwide and is principally engaged in the research, design, development, manufacture, integration, and sustainment of advanced technology systems, products, and services.

OUR STORY

With 60 years in Central Florida, Lockheed Martin's Florida operations are primarily located in the Orlando area with additional sites in Lakeland, Ocala, the Space Coast, Ft. Walton Beach, Riviera Beach, Oldsmar and other locations throughout the state. When Lockheed Martin (then the Glenn L. Martin Co.) opened its first Orlando office in 1956, it began a long legacy of growth and community support to the region.

Today, Lockheed Martin is one of the largest industrial employers in Florida with more than 14,000 employees. Approximately 9,000 of the state's Lockheed Martin employees live and work in Central Florida and continue that legacy of community support through various volunteer programs and philanthropic initiatives. More than 7,000 of those employees are based at our two Orlando facilities.

Lockheed Martin Training and Logistics Solutions (TLS)

Lockheed Martin's TLS business is part of the Rotary and Mission Systems (RMS) business and is Lockheed Martin's center of excellence for training and logistics products and services, serving the U.S. military and more than 65 international customers worldwide. Based in East Orlando, TLS develops programs teaching servicemen and -women skills to accomplish their most challenging missions – from flying the world's most advanced fighter aircraft, the F35, to navigating a convoy through an urban environment. TLS is the corporation's hub for simulation, augmented and virtual reality, live-virtual-constructive capabilities, advanced training devices, and full-



Full Mission Simulators (FMS) are being used for continuation, upgrade and mission rehearsal training, wherever F-35 planes are in use. These valuable assets prepare new F-35 aviators for their first flight and allow qualified pilots to sharpen their skills at a fraction of the cost of flying real airplanes.



ONYX is a powered, lower-body exoskeleton that enhances human strength and endurance. It is designed for military and first responders to counteract stress on the lower back and legs, as

service training programs. TLS also provides sustainment services such as supply chain and logistics IT solutions, spares and repairs, as well as automated test and support equipment.

Lockheed Martin Missiles and Fire Control (MFC)

MFC is a recognized designer, developer, and manufacturer of precision engagement aerospace and defense systems for military customers that include the U.S. Army, Navy, Air Force, Marine Corps and dozens of foreign allies. The company is an industry leader and the Corporation's lead business for research, development, and production of electro-optic and smart munitions systems, and is a pioneer in the field of versatile, high-performance missile and rocket technology. MFC is also a leader in technologies related to millimeter wave radar, image and signal processing, advanced materials, electronic packaging, and systems integration. Additionally,



The F-35 Lightning II Electro-Optical Targeting System (EOTS), is the world's first sensor to combine forward-looking infrared and infrared search and track to maximize targeting capability.

MFC provides logistics support services for U.S. Special Operations Forces and offers a wide range of products and services for the global civil nuclear power industry and the military's green power initiatives.

Lockheed Martin in the Orlando Community

Lockheed Martin has a strong heritage of social responsibility and public service, which is a tradition linking our employees to the communities in which they live and work. In 2017, Lockheed Martin employees logged more than 96,000 volunteer hours in the Central Florida community and contributed more than \$1.8 million to local charities through employee giving campaigns, benefiting organizations such as Camaraderie Foundation, Fisher House, American Cancer Society, American Heart Association, American Diabetes Association, Heart of Florida United Way and the United States

Overseas (USO). Our leadership is committed to supporting Florida education excellence through our support of science, technology, engineering and math (STEM) educational initiatives. Lockheed Martin works in partnership with educators, lawmakers and businesses to develop and execute a state-wide STEM strategy of closing the emerging talent gap by providing funding enhancing teaching skills and STEM curricula.

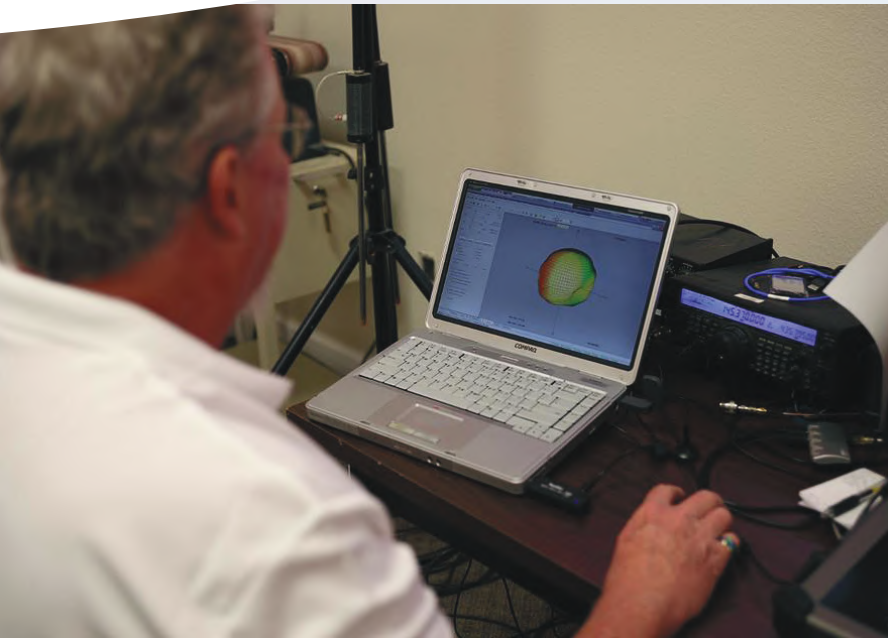
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ELEVATOR PITCH

A Space Coast hero, Helical Communication Technologies develops terrestrial and deployable antennas, thanks to a partnership between a local businessman and a ham radio operator.

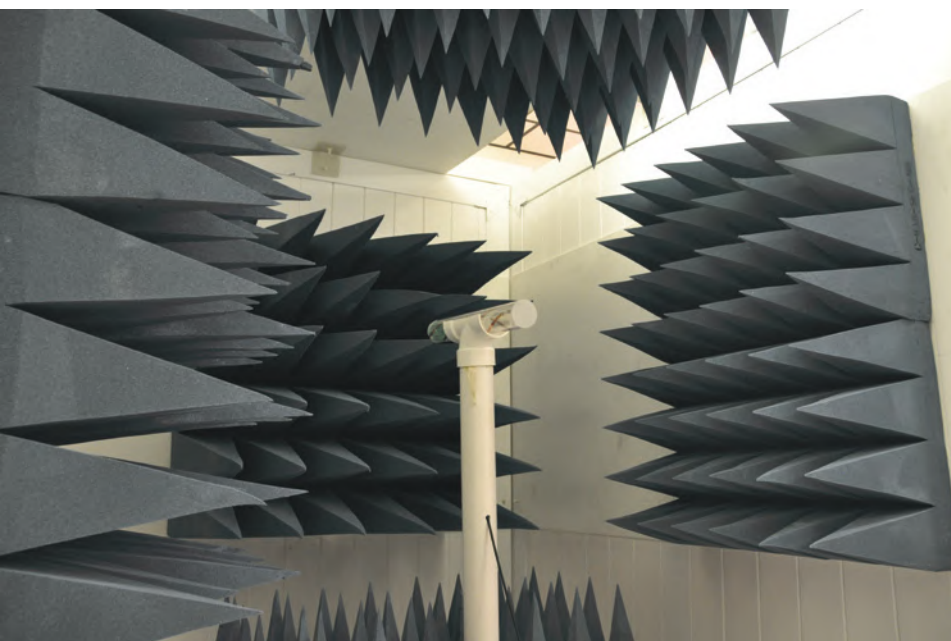
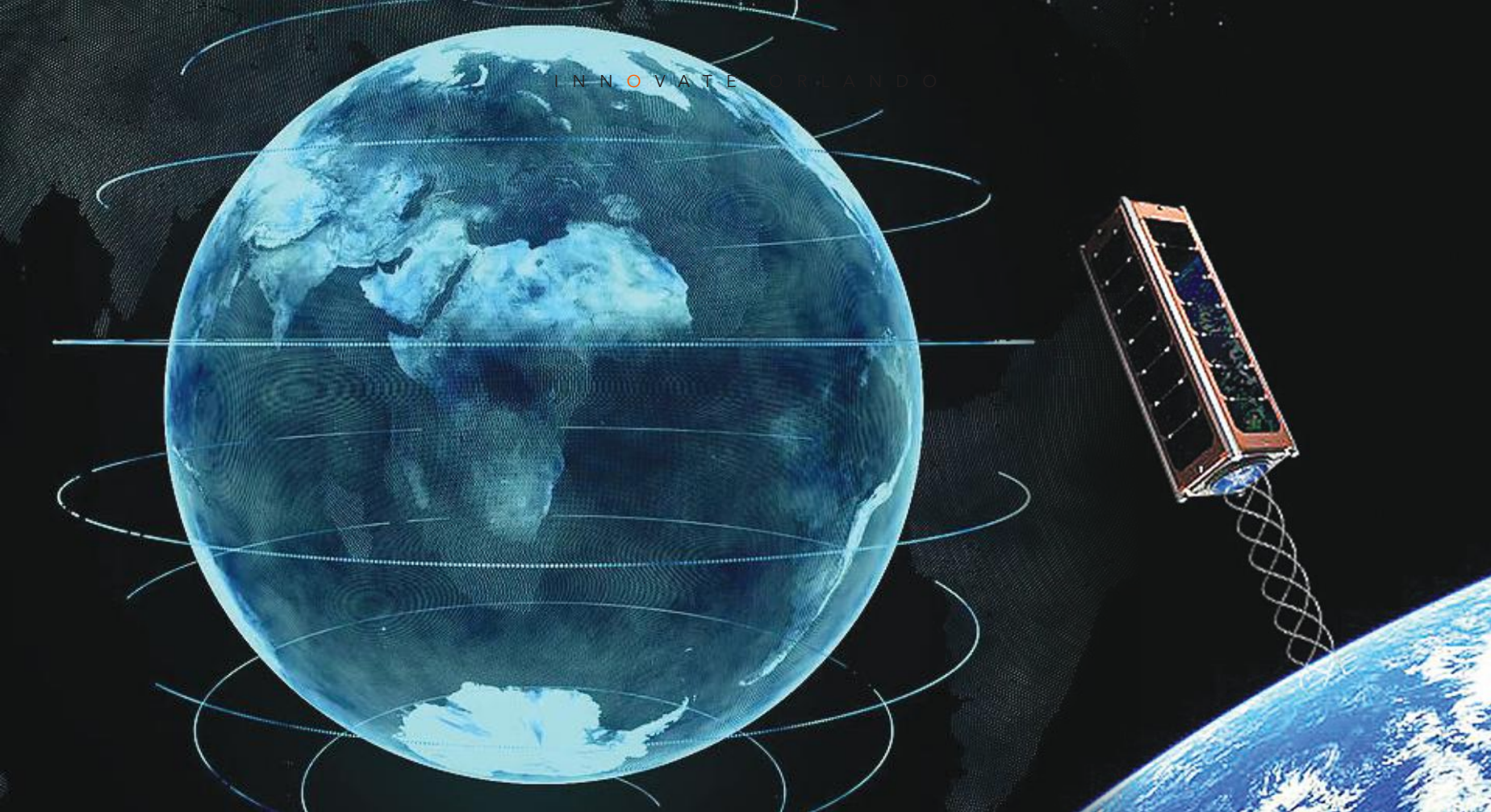
OUR STORY

NASA's Space Shuttle program officially ended on August 31, 2011. If it was a sad day for Americans who'd grown up watching the shuttle flights from their homes and classrooms throughout the decades, then it was a nightmare for the 7,400 Kennedy Space Center engineers who were laid off. While some left the Space Coast for jobs elsewhere—sometimes across the world—many engineers stayed, but the going was tough, for what other industry could properly absorb them and their years of experience?

Some of these engineers established the Spacecoast Technical Network, a training and support group for those whose jobs ended with the Space Shuttle program. STN's goal is "rebuilding our community, one person at a time" by partnering with businesses in the region and beyond to help members secure employment. It was at one of STN's weekly Friday-morning breakfasts in 2012 that the founders-to-be of Helical Communication Technology first met. Aleks Bologna and his father, worked in commercial real estate, and Greg O'Neill, a ham radio operator and an entrepreneur, built ground antennas.

When Aleks and his father offered free office space to the engineers gathered—a bid to help them get their enterprises started or off the ground—with the possibility of partnering if such scaling ever became necessary, Greg took them up on it. It wasn't long until he hatched something in the Bolognas' ad hoc incubator: an antenna formatted instead for a satellite. The Bolognas partnered with Greg and under their new company name, Helical Communication Technologies, pitched the idea and design to the U.S. Air Force, who took them on as a contractor. Big things were happening for HCT—and they still are.

In December 2018, HCT earned its flight heritage, which is a Top Gun way of saying that as of this very moment, one of their antennas is in orbit above us, collecting data for the Internet of things (IOT). The deployable quadrifilar field antenna, currently HCT's sole patented technology, differs from other satellite antennas in its ability to capture a larger footprint of communication of the earth—and without manipulation, such as is necessary for directional antennas.



To disclose the software and IT that HCT uses to create its deployable quadrifilar field antenna and its other products would be to infringe on trade secrets—which in turn suggests just how innovative every facet of their enterprise is. But perhaps HTC's true innovation lies in building a bridge between those with years of technical experience in antennas and those with years of business experience, to create something that wouldn't otherwise exist. Beyond the power of and need for communications, HTC also represents a way forward for the Space Coast, a way to garner hope and new experiences for those who once feared that they had no part in the region's future.

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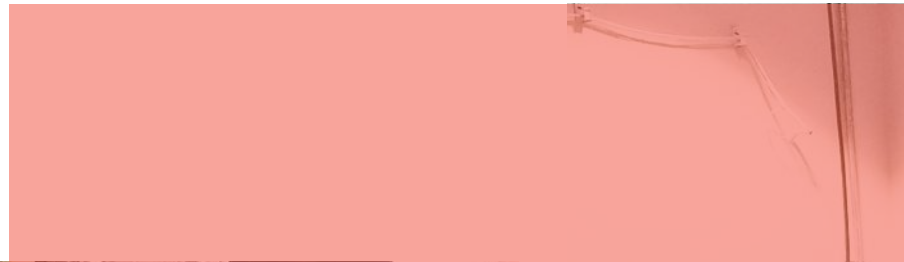


ELEVATOR PITCH

Sensatek Propulsion Technology, Inc., is a Starter Studio Seed Funded company founded to commercialize innovative wireless sensing technology from the University of Central Florida. Sensatek was founded in November of 2015 as a C-Corporation and is headquartered in Daytona Beach, Florida. Sensatek works with investors, government agencies, universities, and original equipment manufacturers to develop and market wireless sensor systems for continuous and real-time measurement of harsh environments within propulsion systems used for power generation and aerospace markets.

OUR STORY

Damage from undetected hot-spots in turbine engines as a common industry problem, whereas costs in repairs, maintenance, and unplanned downtime are substantial. It was discovered that a gas turbine engine overheated, costing \$1.9 million in unscheduled maintenance and turbine downtime of 10 days. Industrial gas turbine production is expected to increase over the next 14 years. These turbines will operate at much higher temperatures to achieve higher efficiencies, thereby being prone to more incidents that involve overheating.



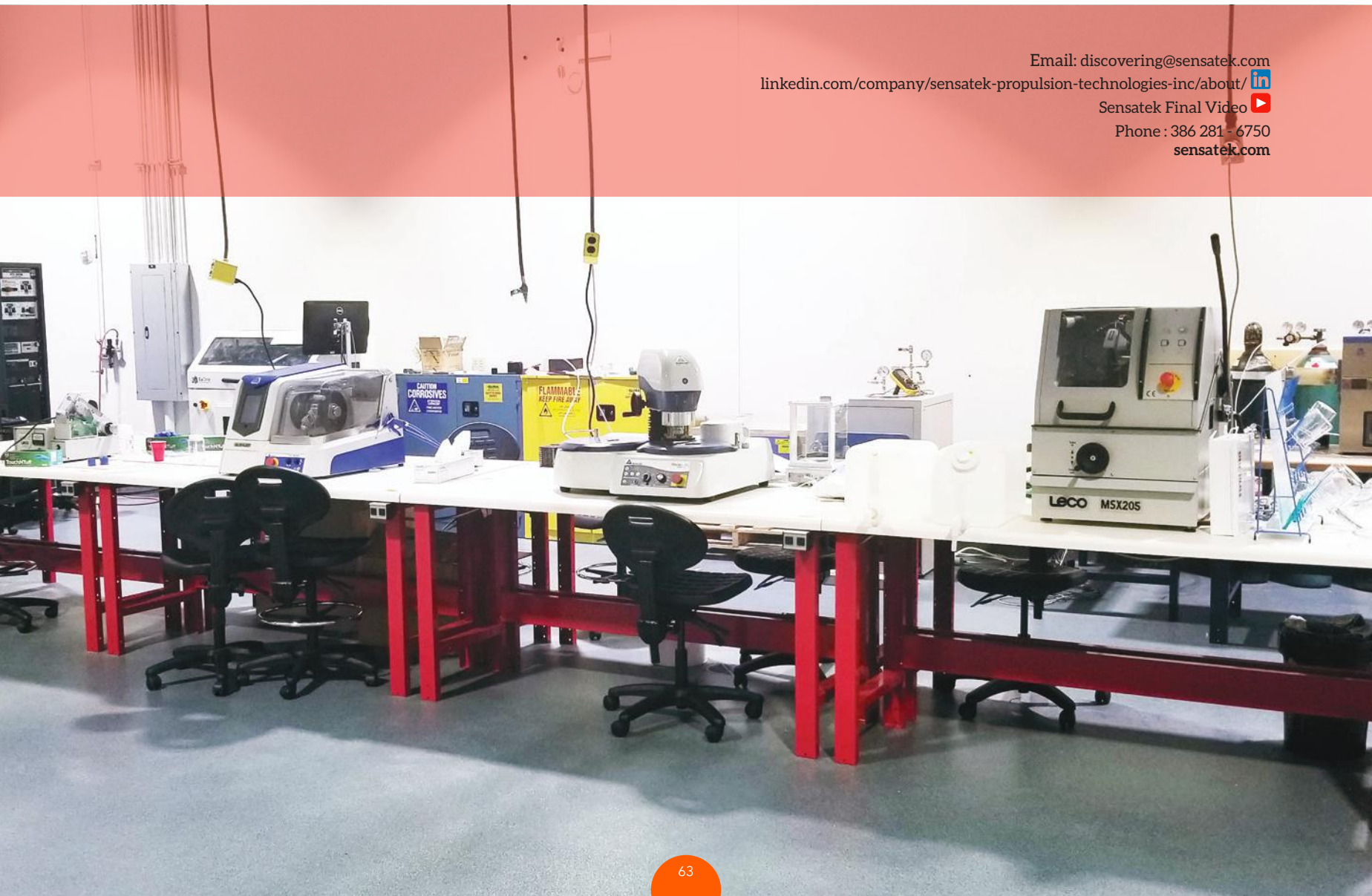
Hotspots go undetected because thermocouples are not capable of being placed in pertinent areas and because of bulky cables that restrict placement inside gas turbines. Over the life cycle of a turbine engine, it has the potential to overheat at least once, leading to a commercial impact of \$114.7 billion based on forecasted production of gas turbines over the next 14 years.

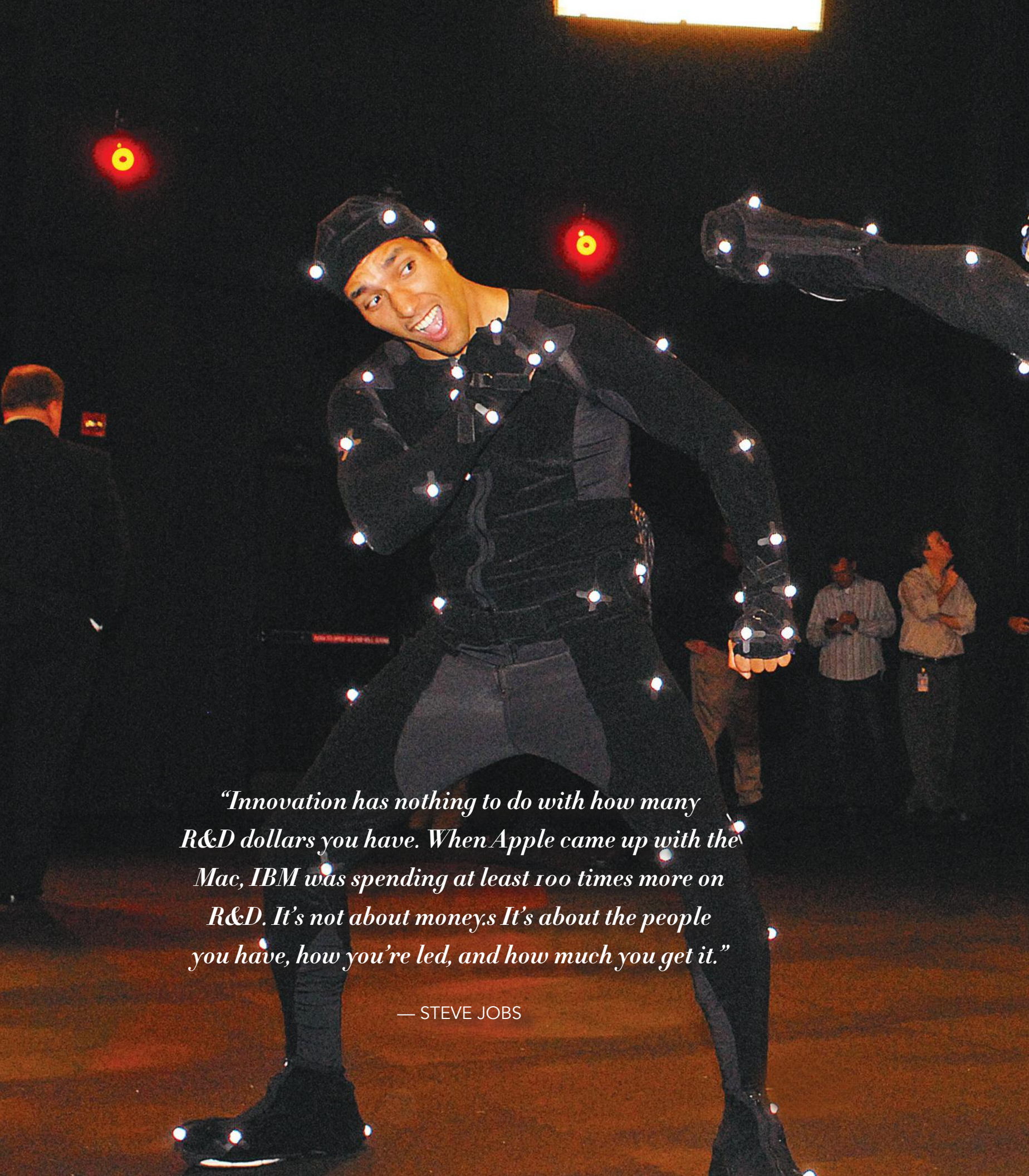
Sensatek's core technology is funded by the National Science Foundation and National Aeronautics and Space Administration (NASA) to provide reliable long-term sensing to increase the efficiency, improve the operational reliability and increase performance. A temperature sensor using dielectric resonator structure, a low-profile reflective patch temperature sensor, and a pressure sensor based on evanescent-mode resonator structure, were demonstrated up to 1300°C. These sensors are made of high-temperature-stable and corrosion-resistant ceramic materials which are suitable for harsh-environment applications. The fundamental science for the temperature sensors is in that the dielectric constant of ceramic materials monotonically increases versus temperature. Therefore, by designing the

sensor as a microwave resonator and by wirelessly detecting its resonant frequency, the temperature of the sensor can be extracted from the resonant frequency.

On the other hand, the pressure sensor uses an evanescent-mode resonator structure, in which an air gap dimension decreases when the external pressure increases, causing a decrease in the resonant frequency. Located in the Embry-Riddle Aeronautical University Research Park, Sensatek leverages more than 120 years of combined experience in materials science, propulsion systems, and electrical engineering in addressing customer needs. Sensatek has 4 full-time employees, 6 advisors, and 4 patents and received numerous awards and featured in: *Daytona Beach News-Journal* "Startups power growth at Embry-Riddle's MicaPlex in Daytona Beach", *Orlando Business Journal* "Here are Florida High-Tech Corridors 2018 'Faces of Technology'", VentureWell Innovator Spotlight - Meet Reamonn Soto, Embry-Riddle *Lift Magazine* "Igniting Entrepreneurship", Embry-Riddle News Room: "Worldwide Student and Tech Startup Owner Wins State Business Competition and Worldwide Student Wins Launch Your Venture Competition."

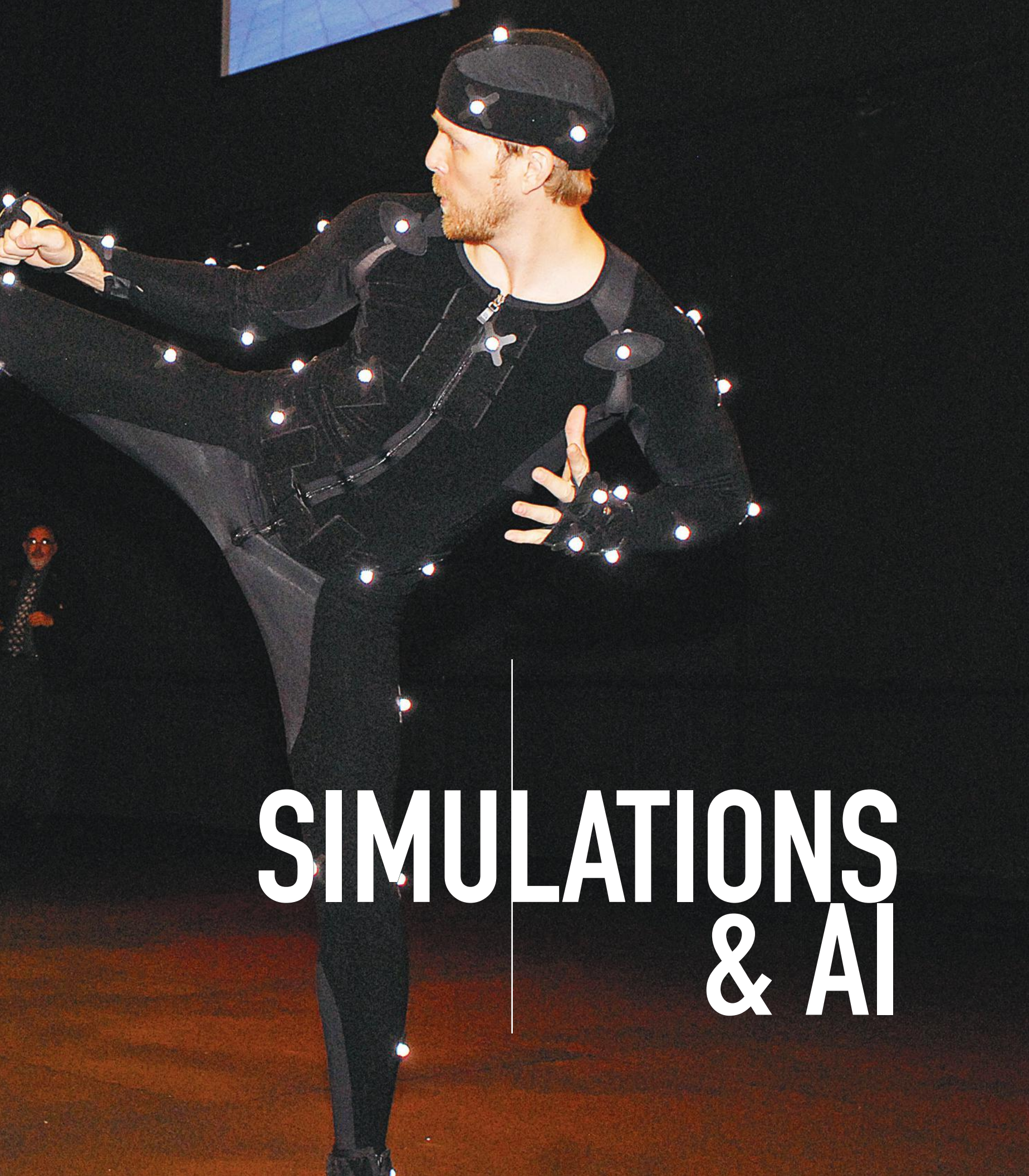
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"Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It's not about money.s It's about the people you have, how you're led, and how much you get it."

— STEVE JOBS



SIMULATIONS & AI

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The Orlando-based National Center for Simulation (NCS) is the voice of Florida's Modeling, Simulation and Training (MS&T) Industry whose vision is to be the internationally recognized leader in supporting and expanding the modeling and simulation community.

A not-for-profit trade association with government, academic and industry members operating as an open consortium, the NCS mission is to promote, protect and set the conditions to grow the \$6.0 billion MS&T Industry in Florida. As an organization, NCS serves as an important link between the military, other government at all levels, MS&T industry companies, and academia engaged in research, development, and the application of simulation technology. Additionally, NCS supports advocacy/outreach & information, technology transfer, Science/Technology/Engineering & Mathematics (STEM) education & workforce development and business development opportunities for its government, industry, and academic partners. NCS also serves as a bridge between the "traditional" defense simulation organizations and other simulation-related communities of interest (e.g. education, medical/healthcare, transportation, manufacturing, energy, architecture/engineering & construction, digital media, game development and entertainment). In so doing, NCS works to create synergy for the advancement of modeling and simulation by bringing together cutting-edge technologies and the industry sectors that can benefit from them.



**THE NATIONAL CENTER
FOR SIMULATION**



Lt. Gen, USAF (Ret)
Thomas L. Baptiste, President & CEO



George E. Cheros, Chief Operating Officer



Carla Hoskins, Executive Assistant

HONORING THOSE WHO PAVED THE WAY

The National Center for Simulation congratulates
our 2017 class of inductees into
THE MODELING AND SIMULATION HALL OF FAME.



Gaetano V. "Vince" Amico
2014



Luis de Florez, RDML, USN
2014



Richard C. Dehmol, Ph.D.
2014



U.S. Representative Lou Frey Jr.
2014



Priscilla "Pat" Getchell
2014



General Paul F. Gorman,
USA (Ret)
2014



John C. Hitt, Ph.D.
2014



General John P. Jumper,
USAF (Ret)
2014



Edwin Albert Link
2014



Albert Henry Marshall
2014



Lieutenant Colonel Earle L. Denton,
USA (Ret)
2015



Åsmund S. Lærdal
2015



Henry "Hank" C. Okraski,
SES, USN (Ret)
2015



Colonel James E. Shiflett,
USA (Ret)
2015



Ralph H. Baer
2016



General Gordon R. Sullivan,
USA (Ret)
2016



William F. Waite
2016



David M. Kotick
2017



Fred L. Lewis,
RADM, USN (Ret)
2017



Robert M. Matthews
2017



US Representative John L. Mica
2017



Beverly J. Seay
2017

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Serious Simulations

ELEVATOR PITCH

Serious Simulations designs and manufactures professional-grade virtual-reality training equipment that prepares professional military, law enforcement, sports, emergency, commercial, and industrial personnel for successfully executing the complex—and sometimes dangerous—tasks they are likely to face in their fields.

OUR STORY

The phrase “serious gaming” may sound like an oxymoron—or perhaps like hours spent in a video game—but in reality, serious gaming has little to do with play. Gaming entertains, but serious gaming saves lives. Serious Simulations takes its name from this descriptor, differentiating itself from games and virtual reality used for entertainment.

The company was founded in 2014 by military and simulation-software veterans—some of them, like CEO Christopher Chambers, are veterans of both industries. The founders’ unique and combined experience finds its expression in the custom-made hardware and software components used in the training suites that Serious Simulations provides. If wireless-communication devices, display technologies, motion-tracking systems, and commercial game engines form the skeleton of what Serious Simulations can offer, then the muscles and ligaments are the company’s weapon skins—sensor-laden cases that snap to the outside of real or simulated weapons used in training in order to capture data about their use—and its comprehensive training programs, like the ready2train™ simulators for both groups and individuals. Whether for software or hardware, Serious Simulations’ guiding principle is “If it’s real, it’s right.”

Serious Simulations’ long list of industry “firsts-and-only’s” shows just how disruptive and innovative the company has been. For example, it builds the world’s only wireless VR display with both high resolution and a wide enough field of vision to account for peripheral vision—“What you



Photo by: Simona Solomon





can't see in training could kill you in combat," the company reasons. Serious Simulations was also first to create a real time inverse kinematic plug-in for Virtual Battlespace 3 (VBS3), the software used by military organizations around the world for VR training. (Inverse kinematics is the process of recreating an object's movements on a computer avatar from tracking the object as it performs those movements. Think of the animation process for the movie *Avatar*, for example, except done in real time.) Other firsts-and-only's for Serious Simulations include creating the world's first Oculus DK2 VR display, enabling the first successful use of wireless VR in a major theme park, and offering the world's only individual training simulator using 100% real-duty equipment, including real weapons, in full-motion VR simulators. Even the simulator itself is the only one of its kind in the way it allows for unhindered human movement, which is key in the "suspension of disbelief" required for a VR scenario to seem real and thus be effective.

If the future is bright for Serious Simulations, it's

because the company is doing its part to create its own sunshine. In addition to competing in the rapidly growing markets of professional training and military and law-enforcement hardware, Serious Simulations' pioneering extends to professional sports and location-based entertainment (LBE) as well. This form of VR utilizes a large space, allowing participants to move freely, and can incorporate physical props to create a tactile element within the VR experience. LBE is part of Serious Simulations' ready2train™ programs, and it is also the future of VR entertainment. Even those with no gaming experience can enjoy LBE; and some simulators require no unnatural or gaming-specific movement (like manipulating a joystick, for example).

An up and coming company, Serious Simulations has been awarded two internationally recognized "Good Design" awards in electronics by the Chicago Athenaeum (2017 and 2018), and was named a Top 10 Technology Innovation Company by the *Orlando Business Journal* for 2018.



*Christopher Chambers,
Co-Founder & CEO*



*Nicolas Eaton Crocker
Barham, Co-Founder,
Board Member*

Serious Simulations' programs and technology put the "reality" in "virtual reality" and offers its trainees the ultimate value: knowing what to expect and the experience needed to handle it safely and effectively.

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ENGINEERING AND COMPUTER SIMULATIONS



**ENGINEERING & COMPUTER
SIMULATIONS**



An Innovative Industry Leader That Remains Ahead of the Technology Curve.

Engineering & Computer Simulations (ECS) is an award-winning global services and solutions company, specializing in training, technology, and consulting services. Headquartered in Central Florida since 1997, the company opened its second office in late 2017 in Huntsville, Alabama, to focus primarily on aviation and aerospace.

ECS serves a diverse client base that includes aviation, healthcare, and government programs and services. The common thread among these is the need to maximize workforce performance, reduce cost, or minimize staff turnover. The ECS portfolio includes 2D and 3D visualization, as well as augmented, virtual, and mixed reality, that prepares the U.S. military, first responders, and others performing critical job functions to perform effectively in high-stress, unpredictable work environments. The services, support, and staff augmentation team also hires and manages experienced personnel, including instructors, operators, and staff, for the joint military services who work in over 45 locations throughout the U.S. and internationally.

Among other emerging technologies, the company uses game-based simulations to replicate the real-world challenges that employees face in their job. This increased realism accelerates learning by allowing employees to repeat scenarios until they master the necessary skills. For example, ECS' TC3Sim (Tactical Combat Casualty Care) uses story-driven scenarios to teach and evaluate a combat medic's knowledge of essential tactics, techniques, and procedures through the use of an immersive virtual environment.

Since its beginning, the company envisioned innovative, interactive ways of training early in the tech



revolution – during a time when live-instructors and text-books were unshakeable norms. The uphill battle to create market acceptance tested the company to the limits at times. In a competitive market of established technology companies and large defense contractors, it took three years for ECS to land its first contract. Operating on the technology edge, ECS has remained vigilant in monitoring technology, understanding how it fits into the ECS mission and using it to improve performance for the military, first responders, other government organizations and commercial entities. Today, ECS is an established leader and trendsetter in its industry and the community.

ECS CEO and president, Waymon Armstrong said: “We attribute our success to agility and flexibility during challenging times. We frequently see fluctuations when government budgets are cut. During these times we’ve expanded our offerings and added technology and services. As we grow, we remain committed to our core values - innovation, inspiration, passion, and commitment to complete customer satisfaction and exceptional service -

coupled with trust, authenticity and integrity. We’re extremely proud of the dedication and creativity of our team, and their work to support our Warfighters and first responders for over 21 years.”

Armstrong believes that his commitment to the team and their loyalty in return is a key contributing factor to the company’s success. ECS is committed to integrating innovative technology, subject-matter expertise and research into projects that bring value and benefit to its clients.

Armstrong explains: “We built ECS by exploring and implementing new technologies that enhance training and we continue to lead the technology curve. Our innovative approach to just-in-time training with measurable analytics will advance the way we train our future workforce, including the next generation warfighter and first responders. We’re excited about what this will mean for our clients, as we are challenged to heighten availability and the effectiveness of training.”

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DIGNITAS TECHNOLOGIES

DIGNITAS IS A WOMAN-OWNED SMALL BUSINESS (WOSB) SUPPORTING THE MODELING, SIMULATION, AND TRAINING (MS&T) INDUSTRY BY PROVIDING SPECIALIZED AGILE SYSTEM AND SOFTWARE SOLUTIONS TO GOVERNMENT AND COMMERCIAL CUSTOMERS.

In 2010, Elizabeth Burch purchased majority ownership to expand the business and provide a broader set of engineering qualifications as a woman-owned small business.

As an MS&T company, we provide specialized agile system and software solutions for our government and industry customers. Dignitas Technologies wants to continue to grow and expand the business by

supporting multiple military services and the commercial industries with innovative capabilities and products that provide efficient training.

Dignitas Technologies provides system and software analysis, design, and development of military training applications. We provide solutions in synthetic environments, immersive mixed-reality training, intelligent tutoring systems, cyber training, and Live, Virtual, Constructive, Gaming





(LVCG) environments. Dignitas Technologies has senior staff with 30 years of experience in the MS&T industry.

Dignitas Technologies is using our Software-Centric Immersive Virtual Environment (SIVE) architecture to explore lightweight, portable point-of-need simulation capabilities leveraging low-cost hardware such as the Vive Pro virtual reality headset. SIVE is focused first on collective virtual training for major Army ground platforms like the M1 Abrams and M2 Bradley, with technology transitioning directly into the Army's next generation Synthetic Training Environment. SIVE is currently being extended to support virtual maintenance training combined with our Generalized Intelligent Framework for Tutoring (GIFT) adaptive intelligent tutoring, which allows real-time feedback and tutoring to correct trainees' actions. Using our adaptive tutoring solution, training exercises can be modified based on a trainee's skill level and performance as well as providing After Action Review (AAR) to analyze training results.

Dignitas Technologies has been named by *MS&T Magazine* as a Top Simulation & Training Company every year since 2010 due to our innovative approach to Modeling & Simulation. In 2018, Dignitas was a Nominee for Outstanding Innovative Product for our work on the Augmented Reality Sand table (ARES), which integrates a sand table with low-cost technologies in image projection, allowing an interactive sand table which includes an image overlay that updates based on sand terrain features, and can display scenarios representing tactical exercises. Dignitas Technologies has also been appraised at Capability Maturity Model Integration (CMMI) Level 3, demonstrating our commitment to quality, consistency, and cost-effectiveness.



Elizabeth Burch

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Dignitas-Technologies 

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SIMBLOCKS.IO

ELEVATOR PITCH

SimBlocks.io enables simulation training system providers to utilize state-of-the-art visualization technologies to build high-fidelity simulators at a lower cost. At SimBlocks.io, we specialize in connecting commercial gaming technology with military simulation training systems by supporting industry standards for 3D models, geospatial terrain, and communication interoperability. Our customers are able to leverage the rapidly advancing technology investments in the commercial R&D world and use these capabilities to train warfighters in virtual environments that realistically replicate the real world.

OUR STORY

Innovation cannot happen without motivated teams, a skilled workforce, and a culture of supporting disruptive small business. SimBlocks



has benefited from the healthy startup community in Orlando by first graduating from Starter Studio, Orlando's premier business accelerator for companies still in their ideation phase. Starter Studio trains innovative entrepreneurs on business model design, market validation, product-market fit through education programs and mentorship by seasoned business owners. The Starter Studio program culminated in Demo Day, where each of the entrepreneurs from Class 6 gave a public presentation of their business idea to the Orlando startup community at the Dr. Phillips Center for the Performing Arts.

Next, SimBlocks.io was accepted into the University of Central Florida Business Incubator in Central Florida Research Park. The UCF Business Incubator is located right off the main UCF campus and is surrounded by many established defense businesses as well as government offices for Army, Navy, Marine Corps, and Air Force simulation programs. Being accepted into the UCF Business Incubator

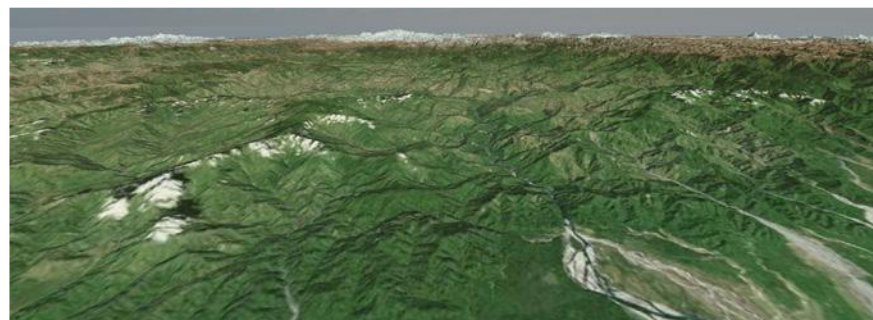
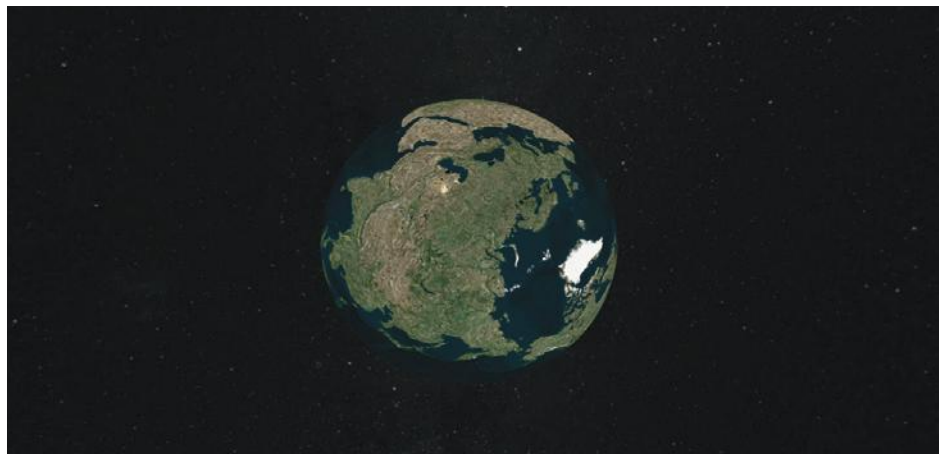
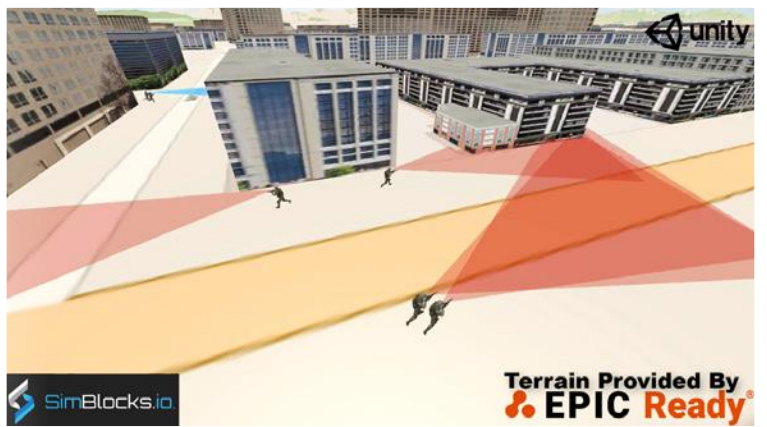
has provided many partnering and mentoring opportunities to help SimBlocks.io grow as a business, acquire customers, and hire talented employees.

In 2017, SimBlocks.io exhibited at IITSEC, the world's largest modeling, simulation, and training conference, which is held annually at the Orange County Convention Center. As a first-time exhibitor, SimBlocks.io wanted to go big and participated in Operation Blended Warrior, which was a distributed Live, Virtual, and Constructive (LVC) simulation involving over 40 organizations on the IITSEC show floor.

In 2018, SimBlocks.io partnered with another company from the UCF Incubator and was awarded a contract to build a prototype for the U.S. Army's Synthetic Training Environment to enable defense forces to prepare for upcoming missions with accurate virtual content with drastically-reduced development timeframes. The main problem that SimBlocks.io focused on was how to consume large amounts of



After months of preparation, the SimBlocks.io team participated in Operation Blended Warrior at IITSEC 2017 by connecting the Unity game engine in a distributed simulation exercise.

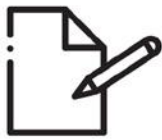
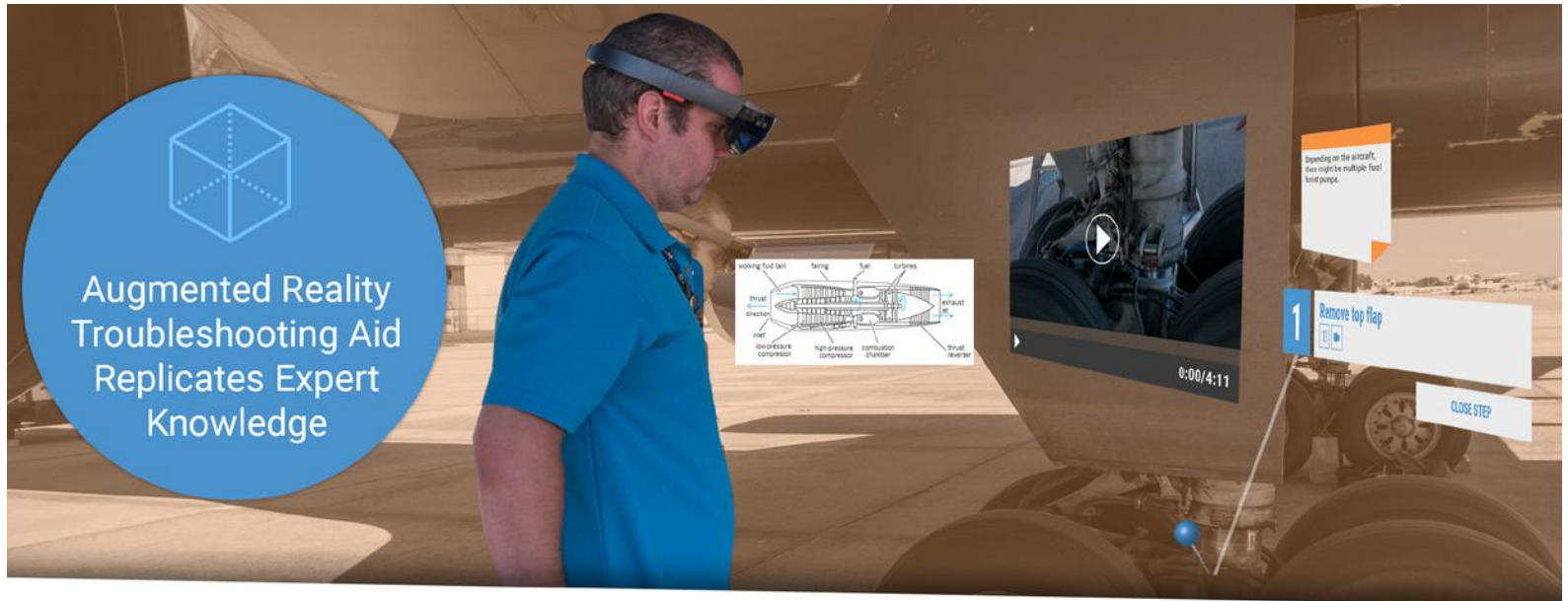


geospatial data in a variety of commercial and defense-specific formats. The Army's goal was to converge this data into a single format known as One World Terrain. As part of the STE prototype, SimBlocks.io developed a whole-earth visualization application using the Unity game engine. The One World SDK for Unity could be described as Google Earth for military training, providing high-fidelity imagery, elevation, and feature data anywhere in the world. SimBlocks.io customers can now also reuse custom 3D content stored in niche formats in modern high-quality commercial game engines.

Going forward, there is a clear trend in the modeling, simulation, and training community away from black-box visualization solutions and a move towards technologies utilizing commercial game engines with their large development user bases and abundance of quality third-party software integrations. Novel applications utilizing virtual reality, augmented reality, and mixed reality as well as the hard-work of creative individuals will be the driving forces behind the innovative technologies used to save lives and train defense forces over the next decade.

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DESIGN INTERACTIVE



AUTHOR

Author troubleshooting solutions to support problem solving



SHARE

Share the solutions with employees across the enterprise



EXECUTE

Enhance maintainer's understanding of procedures & institutionalize knowledge



Dr. Kay Stanney

Design Interactive CEO Dr. Kay Stanney observed how multiple industries are being impacted by the significant number of baby boomer retirements, termed the "gray tsunami" by some. The retirements of this large generation represent a massive loss of expertise in the workforce. When mass numbers of highly experienced employees leave an industry, a knowledge and skill gap is left in its wake. No industry has been spared this phenomenon and many are also experiencing significant recruitment challenges. There are simply not enough qualified candidates to fill the positions left by the retiring workforce.

In response to the widening knowledge and skill gap Dr. Stanney observed in the trucking, aviation, manufacturing, and even defense industries, she led her team to create AUGMENTOR™, an augmented reality application that empowers experts to transfer their knowledge to the next generation and share that knowledge across the enterprise at the click of a button.

AUGMENTOR™ benefits from Design Interactive's decades of human performance, training, virtual, and augmented reality research with the Department of Defense, NASA, the Department of Homeland Security, and other agencies.

Dr. Stanney's vision was to empower the expert workforce to share what they do best. Namely, solve complex problems. Using AUGMENTOR™, they now have a tool that lets them share how they troubleshoot. Imagine a master technician in the trucking industry, in an attempt to return a truck to service, creating first-person video instruction, snapping pictures, and creating virtual sticky notes that describe the problem, the symptoms they observed, and what they meant—right in the maintenance facility. And when they are done, the expert publishes their solution so if any new hire or less experienced personnel encounters the same problem, they can reach back into this digital archive, a replica of that expert's knowledge.



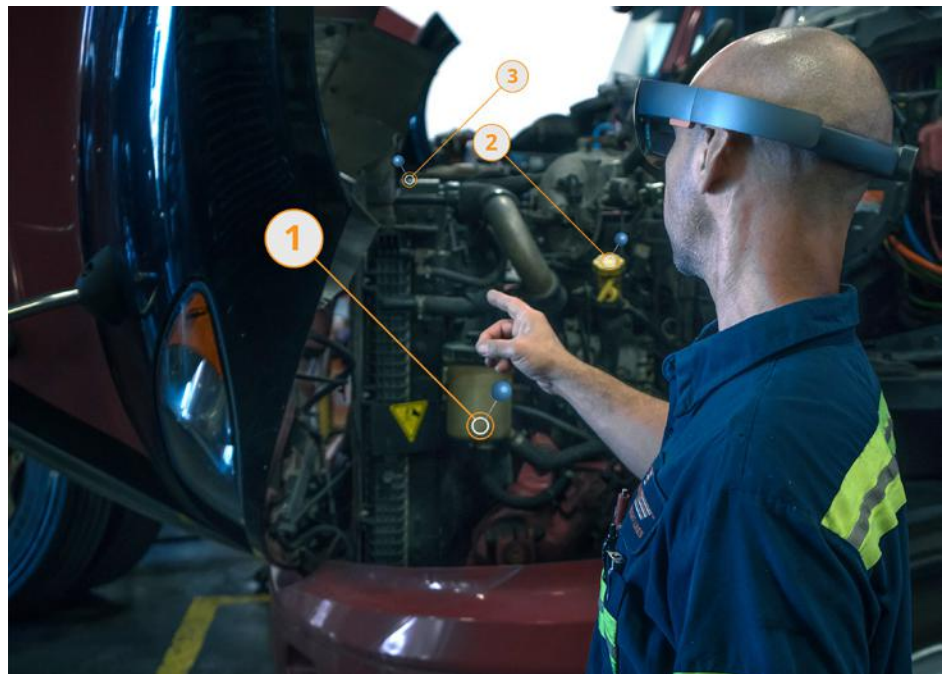


Today, this function of sharing knowledge is centralized. The responsibility to accelerate the competency of new hires and rapidly disseminate new procedures is often held by those remote from where the problems occur. The process is often slow and it is difficult to ensure compliance to a desired standard. By comparison, AUGMENTOR™ is a force multiplier. AUGMENTOR™ empowers those in the field to contribute what they know, right where and when problems occur. Its digitized form is made available to the entire enterprise rapidly and ensures standard execution.

AUGMENTOR™ replicates the knowledge of experts and empowers sharing among trucking industry technicians, aviation mechanics, and production line operators. As the expert workforce retires, Dr. Stanney's vision leaves behind a legacy of knowledge for the next generation of employees.

Design Interactive, Inc. Optimizing the Human Dimension.

About Design Interactive: DI is a woman-owned, family-operated small business, founded in 1998 by Dr. Kay Stanney, a human factors expert. DI specializes in creating innovative software and adaptive training solutions that optimize human performance, specializing in augmented and virtual reality. DI is always asking what's next as they strive to help enterprises with their most pressing human performance challenges.



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LAUNCHABLE

Launchable, an immersive technology company located in the heart of downtown Orlando, has been making waves within the fast-growing augmented reality (AR) space.



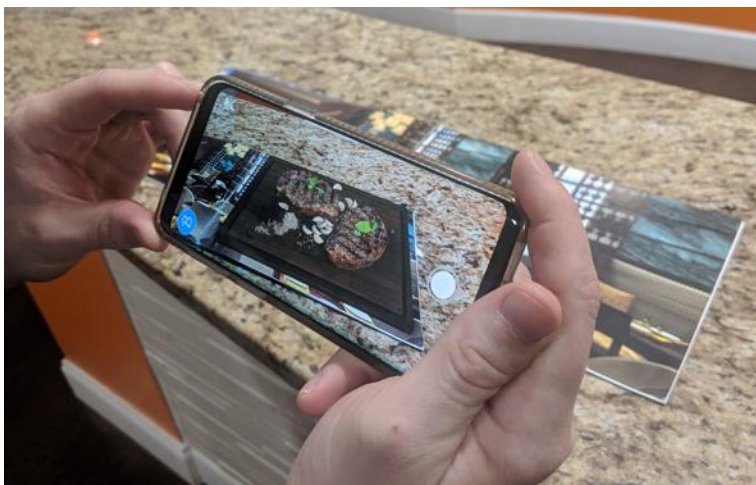
With humble beginnings focused on utilizing its innovative tech to help facilitate education, especially for users with early stage learning problems, Launchable has realized not only the positive educational effects possible with AR, but its enterprise potential as well.

As esteemed practitioners in this infantile space, the Launchable team has become positioned as Orlando's premier AR company, through their passion for innovative use cases, technologies, and applications. By always focusing on what's ahead, Launchable provides a special offering that encompasses everything - from consultation through to actual build and implementation.



The team

The creative team at Launchable works tirelessly to help facilitate the business goals of its clients, through the engagement and analysis of their end users. The blend of their technology expertise, business process knowledge, and creative prowess has driven Launchable projects into a robust roster of companies, industries, and countries alike.



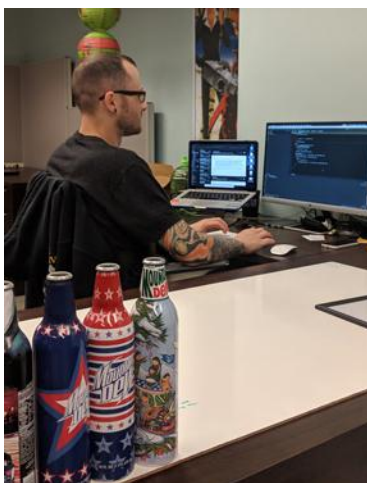
Grassroots-raised through the Orlando technology scene, Launchable may have grown in team size and project scope, but they have not changed a bit. Launchable has been committed to the community from which they sprouted through their involvement with local technology meetup, Orlando Tech and Beer, which has recently rebranded to just Tech and Beer, in order to facilitate the launch of these events around the globe. Launchable team members make up a large number of leadership positions on this community board, and in turn recommit their passion as it refers to the growth of the Orlando tech scene as a whole.

Strategy

All in all, Launchable has combined its passion, expertise, and community focus to grow a company from what was at one point a "fun-to-have" tech, into a viable enterprise option for driving user engagement. Attention is the name of the game when it comes to business, and Launchable knows how to grab yours.

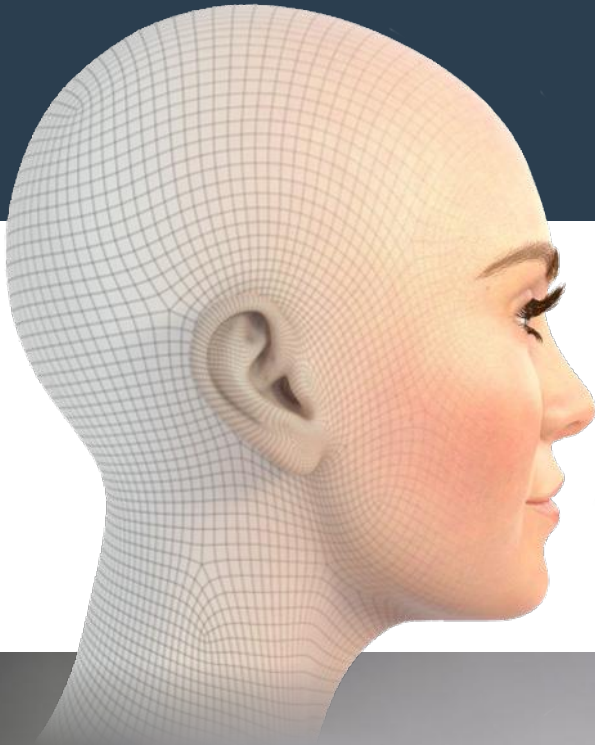
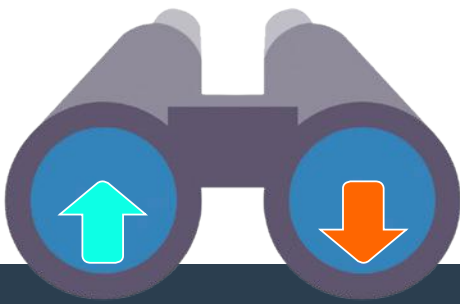
Connect

Be sure to explore their app "Launchable" on IOS and Google Play to experience a glimpse into what is possible within the world of AR. Furthermore, if you like what you see and want to bring your images to life, you NEED to check out their self-service AR platform, which allows you to simply "Launch" your targets in a matter of minutes. Launchable is one of the hungriest and most innovative companies in the Orlando space today. Don't fall behind your competition as they launch into the next wave of user engagement.



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Datanautix

ELEVATOR PITCH

With its explainable AI named Ana, Datanautix helps companies to interpret high volumes of customer feedback—often in the form of online comments—within minutes, enabling those companies to turn customer feedback into profitable insights.

OUR STORY

Orlando has always been a magical place. A place where the impossible becomes possible. A place where you can see, today, what the future is going to look like. A place where imagination can take you anywhere. So imagine a world where you could make a simple request: “Tell me what you think about us.” Its simplicity starts a conversation with your stakeholders. Rather than using a multi-question survey that comes across like an interrogation, you make it simple for them to respond. Three weeks later, on a Thursday evening, your vendor sends you a database of millions of comments. Friday morning, your phone rings and your boss says, “The Board wants to know what the survey found.” You leap out of your chair, run to the printer and grab the report that has the answers. Fortunately, you had sent the data over to Ana before you went home on Thursday. While you slept, Ana magically processed the data, uncovered the hidden patterns, and, in a neat little package, handed you the answers to what the positive and negative perceptions about your organization are and how they vary based on demographic characteristics.





You ask, “Who is this Ana? How can I have her work for me?” The answer is simple. Ana is the future of how organizations will ask for and interpret feedback from their stakeholders. Ana is an artificial intelligence engine that uses the most advanced machine learning and natural language processing technology to make life easier. Ana was born in Orlando and learned all her magic here.

“I’ll tell you a scary story,” says Sanjay Patel, CEO of Datanautix. One day, his team of developers said they had something to show him: the system they’d built had organized online comments about a restaurant chain into related words—in this case, “shrimp, lobster, and crab.”

“I said, Yes, these are similar words,” recalls Sanjay. “What’s the big deal? And the developers said, ‘We haven’t told the system that those words are related.’ The system had just figured it out.”

The company shifted focus from consulting to technology exclusively when Sanjay’s son Neel, now Datanautix’s CTO, was reading data and reports over his father’s shoulder and announced, “Dad, I think I can build a system that can do this.” Sanjay says he laughed; he had fifteen years of experience—and his college-aged son was going to replace that with algorithms? It was laughable until it turned into what it is today: the ability to cull and analyze huge amounts of data and distill it into recommendations to improve the customer experience. The system even has a name, face, and personality: Ana, short for analyst.

“The personification has helped in making AI accessible,” Sanjay says. “When you look at AI today, there are two types: that of deep learning—you have no idea what it’s doing in the background, but it’s spitting out results—and then there’s what we’ve built.”

Ana is a form of “explainable AI,” which means that every algorithm Ana contains can be interrogated and understood on its own. “If she makes a recommendation or draws a conclusion, you can ask her for her logic of how she did that,” Sanjay explains.

Anthropomorphizing their system and ensuring that Ana’s logic can be interrogated makes Datanautix different from other companies that use similar AI. It is also different in the kind of leverage it can provide its clients.

“Ana is language and domain agnostic,” explains Sanjay, “so the challenge becomes: we cannot be 100% specific, but we can get 80–85% of the way there—within minutes.” This reduces time and money spent by the client and provides them, at the very least, an understanding of where they should focus their attention and analysis going forward.

“It’s about understanding what’s on people’s minds from a customer-centric perspective,” Sanjay says. “The idea that, short of reading someone’s mind, the next best option is to ask them, ‘What’s on your mind?’”

Today, Ana includes amongst her clients the largest university in the country, the nation’s largest full-service specialty dining restaurant as well as our very own Orlando Magic Basketball team, and Orlando International Airport. What can she do for you?

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Denise Nicholson

ELEVATOR PITCH

SoarTech is an industry leader in the application of innovative, third-wave, context-informed Artificial Intelligence (AI) solutions for DoD research and development problems. At SoarTech, we focus on the development of intelligent software that reasons like humans, to automate complex tasks, simplify human-machine interactions, and model human behaviors.

Our innovative philosophy is three-fold: to be an augmentation to, not a replacement of, the human; to think “top-down, not bottom-up,” and to be transparent so that decisions and processing are communicated to the human in human-like terms via Explainable AI. We believe that helping enhance human thinking doesn’t begin with software. It begins with humans. That is why we pride ourselves in bringing together knowledge leaders to create unique and creative solutions to help solve challenges ranging from life-saving medical monitoring and training systems to cyber security solutions.

To better connect with customers and collaborators, in 2001 Soar Tech (headquartered in Ann Arbor, Michigan) established a physical presence in the Orlando/University of Central Florida’s growing Simulation and Training/DoD hub, significantly expanding the company’s scope and size. Leading the Orlando team is Dr. Denise Nicholson, VP of Intelligent Training and Director of X, the company’s open-ended exploration of new opportunities.

OUR STORY

As visionaries embracing the challenges of developing context-adaptive AI systems that succeed where machine learning alone falters, Soar Tech scientists provide an Explainable AI (xAI), for more trustworthy, reliable systems. SoarTech's innovative *cognitive systems* approach to research, development, and delivery of AI solutions embraces the complexity of human reasoning as an opportunity to discover new ways of improving performance of both humans and machines, especially in challenging situations.

We use cognitive architectural concepts to create human/machine symbiotic intelligent systems, an approach that gives a primary role to human domain expertise rather than focusing on knowledge-lean, rigid, and computationally expensive search mechanisms that represent older approaches to artificial intelligence. When analysts adopt an AI solution, technology should be integrated in a way that encourages properties of good human-machine symbiosis such as effective team communication, predictability, and cooperation.

Without the ability to measure, understand, and optimize for these human-machine teaming (HMT) dimensions, analysts are unlikely to form an appropriate understanding of how and why they should trust automated systems. Engineering for teamwork is critical for accomplishing the DoD's goal of achieving "game-changing" productivity intelligence data processing. SoarTech has had particular success using this cognitive systems approach in projects like these:

- Modeling realistic human pilots in large scale, distributed simulations
- Developing autonomous tactical behavior for unmanned ground and air platforms



- Significantly improving state of the art in the modeling of cyber-attackers and defenders.
- Generating explanations for human-robot interfaces where the system learns to anticipate human knowledge gaps through two-way dialog
- Generating explanations for after-action reviews in training simulations
- Advancing assessments and dynamic tailoring of environments to meet the specific training needs of individuals and units.

Soar Tech Intelligent Training Research Team

A glimpse into SoarTech's Orlando office reveals a multidisciplinary team of experts representing a wide range of experiences, skills, and philosophies. The SoarTech Intelligent Training team includes more than a dozen doctoral-level research scientists (in Modeling & Simulation, Computer Science, Optical Science, Computer Engineering, Theoretical Chemistry, Engineering Psychology, Cognitive Psychology, Experimental Psychology, and Human Systems Integration) pursuing their passion at a company that supports their professional development and life/work balance. SoarTech's team also includes former military experts whose operational understanding of in-the-field problems leads to the development of practical, deployable technology solutions. The collaborative nature of Soar Tech's innovative research is supported by company leadership's open, encouraging style, and the personal drive of team members, many of whom share post-work activities that bond the team's commitment to shared success.

SoarTech Fun Facts

- Date Incorporated: Soar Technology, Inc. (SoarTech) began operations in 1998 as a spin-off from the Artificial Intelligence Laboratory of the University of Michigan.
- MICHAEL VAN LENT, PHD, President and CEO.
- DYLAN SCHMORROW, PHD, Executive Vice President and Chief Scientist
- Employees: 135
- Stage: Expansion
- SoarTech's Divisions:
 - » Autonomous Platforms
 - » Cyber Space
 - » Intelligent Training



PRODUCT INNOVATIONS

*My*JET
LUXURY TRAVEL PILLOW





"If you can dream it, you can do it."

— WALT DISNEY

MyJET

LUXURY TRAVEL PILLOW

LUXURY TRAVEL PILLOWS TO BEAT ALL OTHERS

ELEVATOR PITCH

Creator Dr. Micheal Majette tells the story of why he decided to combine his wants and needs as a traveling consumer with his knowledge and experience as a physician to create the perfect all-in-one pillow: "Since I was a child I have had a spirit of serving others. I have always been concerned with the comfort of those around me and have found that helping a person in need brings me great joy. That same spirit has benefited me well as a physician. Like many of my colleagues, I often find myself treating the same conditions of chronic neck and back pain repeatedly. My goal is always to help each patient achieve a better quality of life through a combination of in-office care, suggestions for at-home care and products that aid in expedited recovery.

"A common complaint I am presented with by many patients is pain associated with travel. As an avid traveler myself, I was always on the pursuit to find products, especially travel neck pillows, that enhance the 'getting there' part of the travel experience. I have tested hundreds of different travel pillows hoping to find one I could not only use



myself but also recommend to patients. This goal seemed simple, but after over a decade of searching, I learned nothing like that existed.

"What I found through my research is that there are endless amounts of neck pillows on the market, but none were exactly what I wanted. Most are made of cheap materials and don't offer the structural integrity and design required for long-term use. I greatly value the artisanal skills and passion that go into creating a product by hand. That one of a kind quality you can only achieve with non-mechanized production. This lack of focus in design quality is a common theme among most travel pillows on the market today.

"This is where my story begins. My search for the perfect all-in-one pillow has led me to the creation of MyJet Luxury Travel Pillow. Hand-made of quality materials with a patented inner skeletal system for ultimate support, the MyJet Luxury Travel Pillow stands the test of time and has been thoughtfully designed with the same level of care that I show all my patients.



I love this product because its uses have become unlimited. It has revolutionized the way we think of the common travel pillow. Whether it's used for flying across the country, watching TV in the comfort of your own home or to relieve neck tension after a long day at work, I truly hope this product enhances your life as much as it has mine."

Each pillow will be shipped with:

- Extra foam blocks for adding or subtracting additional padding/support to create the perfect fit for you.
- One elastic 3-button strap, allowing for connection to any headrest or existing pillow.
- Lifetime warranty against manufacturing defects.

Pillow types:

- Coach class: Will consist of 2 color schemes, all breathable, lightweight, durable cloth material. You can always upgrade your pillow to a higher level cover at any time.
- Business class (the most popular): Will consist of 4 different leather and cloth combinations. Also features a black suede inner-lined pocket on the top half to add temperature control packs for heat or cold and LED light.
- First class: Coming soon. This version creates a user experience unlike any other. Includes all the above items, custom leather cover, superior Bluetooth remote phone and speakers and first of its kind surround sound.

What makes the MyJet Travel Pillow Unique:

- Customizable to all body shapes and any seat position using adjustable foam levels.
- Adjustable patented internal frame and elastic strap not only hold the neck and head in perfect position, but also help to decompress nerves in the neck and shoulder to relieve pain.



- The high-quality materials used in creating the handmade covers improve with time and use.
- The ability to make the pillow warm or cold without the use of batteries or power provides an unmatched level of comfort.

TESTIMONIALS

"I can't say enough about this pillow! Last year I took it on a mission's trip to Africa. After 16 hours in my economy seat, I was so thankful to have this pillow with me. My favorite feature is the strap that connects it to the back of your headrest. Anyone who's been on an airplane knows it's impossible to get comfortable in an economy airline seat and the typical travel pillow doesn't prevent you from falling over onto your neighbor's shoulder. With this pillow, I was able to comfortably fall asleep without worrying about my head shifting to the side. Definitely one of my best travel purchases!!" - Patsy C.

"I have had issues with my neck for over 20 years. Even after surgery, I still suffer from pain. I don't travel that often, but my Doctor recommended the MyJet pillow for when I'm at home relaxing and watching TV. It really helps relieve the pressure and tension on my neck." - Tom B.

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LightPath[®]

TECHNOLOGIES

ELEVATOR PITCH

LightPath Technologies is a world leader in the manufacture, design and distribution of optical solutions: assemblies and components, in the visible and infrared spectra. In operation for over 30 years, LightPath caters to blue-chip customers in the industrial, defense, telecommunications, testing and measurement, and medical industries. Key products include molded glass aspheric lenses, thermal imaging assemblies, and fused fiber collimators.

OUR STORY

The company is headquartered in Orlando, Florida, in the University of Central Florida's Research Park and has major manufacturing facilities in Zhenjiang, China, and Riga, Latvia. Optical design, rapid proto-typing, defense work and pilot production all takes place in the Orlando HQ. LightPath is vertically integrated which includes design, optical glass and salt melting, custom built press machines and tooling manufacture, precision glass molding, advanced optical coating, and advanced metrology, all key steps of the in-house, world-class, optics manufacturing process.

Customer service is paramount to LightPath's success. Customers can select an item which fits their requirements from LightPath's catalog of standard optical elements and assemblies, including infrared optics (BD6 and germanium-based lenses) and precision molded optics (PMO) lenses (glass aspheres). However, much of our business comes by working with LightPath's engineering team to develop custom solutions.





From weapon sights to missile components, Prime Defense Contractors are increasingly dependent upon enhanced optical sensing technology to support the warfighter's mission. The Defense sector is one of six vertical end markets addressed by LightPath. Central Florida, home to a large defense contracting base, makes serving this market particularly attractive as LightPath engineers enjoy frequent professional interaction with many of the major defense contractors.

LightPath Technologies also produces a wide range of products designed for many diversified commercial applications such as telecommunication network equipment, range finders, saw guides, rifle scopes and medical instruments. The company also produces both large and small beam collimators using its patented fiber fusion technology. A collimator is an optical device that takes the light from a laser diode and forms it into a beam.

LightPath's wholly-owned subsidiary, ISP Optics Corporation, manufactures a full range of infrared products in its, state of the art, high-volume, ITAR-controlled facility located in Riga, Latvia. Our infrared lenses are designed primarily for thermal imaging cameras operating in the mid-wave and long-wave infrared bands. These products are for applications such as thermography, diagnostics, security, aiming and surveillance. Products are manufactured from various types of infrared optical glasses, ceramics, salts and crystals. The processes used include substrate manufacturing, computer numerical control grinding and polishing, diamond turning, continuous and conventional polishing, optical contacting and testing.

"The LightPath brand is becoming recognized as one of the world's leading vertically integrated suppliers for optical technology requirements from the defense, industrial, medical, automotive and telecom markets. We continue to look forward to calling Orlando, and Central Florida, our home. The high caliber work force, world-class industrial base and reasonable cost of living all contribute to making Orlando the right choice for us!" Jim Gaynor, CEO & President, comments.

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OPTIGRATE

A SHINING EXAMPLE OF ACADEMIC AND INDUSTRIAL COLLABORATION IS OPTIGRATE CORP., A WORLD-CLASS OPTICS COMPANY THAT SPECIALIZES IN THE VOLUME BRAGG GRATING (VBG) TECHNOLOGY THAT ITS FOUNDER, UNIVERSITY OF CENTRAL FLORIDA PROFESSOR, DR. LEONID GLEBOV, PERFECTED IN THE LAB AT CREOL (THE COLLEGE OF OPTICS & PHOTONICS) AT THE UNIVERSITY.



The Oviedo-based company was established in 1999 and is a major success story for the UCF Business Incubation Program (UCFBIP), which provides a variety of business development services and resources to start-up companies in the community. Dr. Alexei Glebov, president and CEO of the company, comments, "CREOL is one of the best schools worldwide in photonics. There are very few schools that offer photonic programs."

During their early years, OptiGrate was funded through the US government programs by agencies such as NASA, DARPA (Defense Advanced Research Projects Agency), U.S. Navy, U.S. Air Force, the MDA (Missile Defense Agency), and others. Through the support given by these agencies, OptiGrate was able to develop their product to the level that enabled them to successfully commercialize, and bring to market, their unique technology.

In 2008, Dr. Alexei Glebov joined the company from the Silicon Valley, bringing with him extensive experience of photonics industry acquired at Lucent Technologies, Fujitsu, and Finisar. At this point, the goal was to transform the company to volume manufacturing standards and bring the volume

Bragg technology to international markets. It required not only change in the technology, production lines, automated solutions, but also a notable change in the mindset of OptiGrate's team. "Volume manufacturing is a different world as compared to high-end technology development," says Alexei Glebov, "and we succeeded to make this transition smoothly and efficiently while maintaining high standards in our advanced research efforts. OptiGrate demonstrated a good example of efficient synergy between academic research, government funding, and commercial success."

OptiGrate has pioneered and commercialized a full range of volume Bragg grating based holographic optical components for optoelectronics, analytical, medical, semiconductor, and other industries as well as manufactures Laser Diode Systems enabled by the VBG components. This exclusive technology improves the performance of laser systems substantially and reduces the complexity and cost of analytical instruments and ultra-fast lasers. Practical applications include pharmaceuticals, medical, nanotechnology, defense and other national security uses, research, and many others. Simply put, Bragg gratings allow lasers to work on precise frequencies and enhance their properties so that they can better such tasks as explosive detection, high power laser pumping, materials analysis and processing, laser surgery, to mention a few.

Drs. Leonid and Alexei Glebov are one of only two father and son duos to receive the prestigious honor of being named Fellows by SPIE, The International Society for Optical Engineering. Fellows are members of distinction who have made significant scientific and technical contributions in the multidisciplinary fields of optics, photonics, and imaging. It is estimated that Fellows comprise one percent of the total global membership (hundreds of thousands) of SPIE.

OptiGrate was nominated as the Small Manufacturer of the Year by the Manufacturer's Association of Central Florida (MACF); was elected as 50 Florida



Companies to Watch in the program's inaugural year of 2011; and received an Outstanding Incubator Graduate award from the National Business Incubation Association in 2014.

In May 2017 OptiGrate was acquired by IPG Photonics Corp. OptiGrate was a long-term supplier to IPG, and as this relationship has deepened, the companies determined that there was a strong mutual benefit by joining together. IPG Photonics Corporation (NASDAQ: IPGP) is the world leader in high-power fiber lasers and amplifiers. Founded in 1990, IPG pioneered the development and commercialization of optical fiber-based lasers for use in diverse applications, primarily materials processing.

OptiGrate has a unique position in the volume holographic elements market. They supply components to more than 600 customers on six different continents. The world is certainly within reach for OptiGrate - right here from Central Florida.



OptiGRATE
An IPG Photonics Company

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V&D Electric Bikes are easy to ride, which means they offer the perfect solution for short trips around the city, and they make commuting to and from work a much more comfortable experience. They can be folded up to make transportation through crowds a breeze, and best of all, our e-bikes are entirely customizable – you can choose the color, come up with the design, and truly let your imagination run wild to make your electric bike your own!

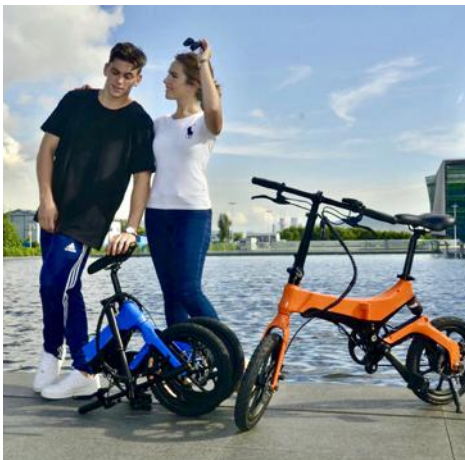
V&D Electric Bikes provides e-bikes for adults and kids alike. Browse our website to learn more about these innovative products, and don't hesitate to contact us directly if you have any questions regarding our creations.

Our Mission

Founded in 2016, V&D Electric Bikes marries the commitment to the outdoors and stylish transportation with a desire to sustain an eco-friendly world. Our ergonomically-designed, functional, and compact electric bikes charm explorers and thrill-seeking enthusiasts alike. At V&D Electric Bikes, we thrive on enhancing our customers' bike-riding experience through providing our local and global communities with reliable products and impeccable customer service.

Our Story

What happens when riding enthusiasts experience electric bikes? They discover pure joy in finding a unique way to commute to work and around town. V&D Electric Bikes combine high-quality materials, with fresh innovations designed to add oomph to your travel and leisure. Fold them and take them on your



Sergio Romo, Tampa Bay Rays
are current clients and are
supporters of V&D Electric Bikes



next flight; transport them easily in your RV, boat or car; you can even take them to your class! Whether alone, on a date, or enjoying free time with friends and family, our exceptional products remind you to live, laugh & love for many, many miles.

BRING IT ON QUALITY

V&D Electric Bikes boasts premium craftsmanship and materials to take on your toughest activities. The lithium battery is capable of 30-mile ranges, 4 hours of power, and 20 mph speeds! Our frame is light enough to carry around but strong enough to support up to 285 pounds.



SWEAT FREE COMMUTE

The foldable design of our electric bike makes commuting easier. It can fold to fit in trunks or on buses and trains. And it's a sweat-free substitute for biking to work or around campus.

WORRY FREE AFFORDABILITY

Inexpensive transportation that even a college student or a fixed income person can afford. V&D Electric Bikes offers affordable & flexible payments for everyone. These bikes last a long time and are a secure investment!

FUN FOR ALL AGES

Whether you are 15 and dying to drive something or 115 and needing to have a hobby that gets you outdoors, you will LOVE the freedom this bike gives you. Be prepared to hear, "Where'd you get that?!", from envious onlookers that want a V&D Electric Bike of their own.

GREEN LIFESTYLE

With their emission-free electric design and zero carbon footprint, our electric bikes fit in perfectly with your Green lifestyle.

LESS TIME MORE FREEDOM

You'll be amazed at the money you save on parking, gas, and tolls. Save hours of commuting time every week by riding our bikes to work instead of walking. Spend that money traveling and finding adventure.

**GET OUTDOORS! GET VERSATILE!
GET YOUR FREEDOM BACK!**

HERNON® MANUFACTURING, INC.

HIGH PERFORMANCE ADHESIVES, SEALANTS AND
PRECISION PROCESSING SOLUTIONS

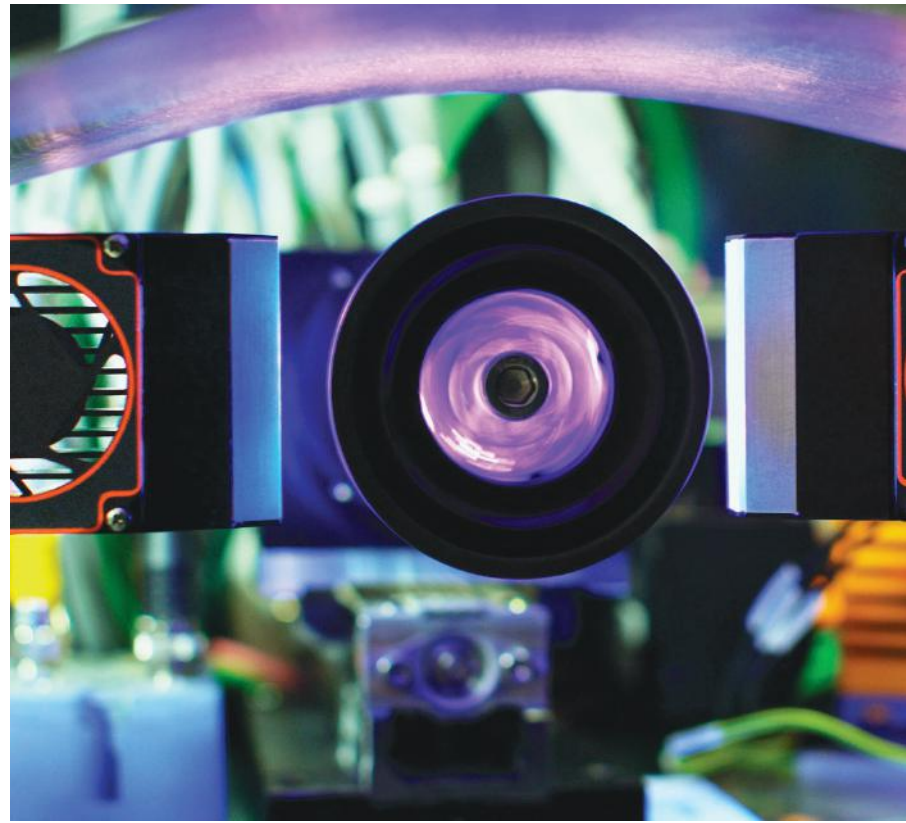
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ELEVATOR PITCH

Hernon Manufacturing, Inc.® produces high-performance adhesives, sealants, UV LED curing lights and precision dispensing systems. Hernon® maintains a library of over 5,000 unique adhesive and sealant formulas in addition to creating customized formulas to address specific manufacturing challenges. Hernon® operates a full in-house chemical laboratory ensuring a quick turnaround on testing and development projects and an on-site machine division allows the building, servicing and installment of unique application systems. This horizontal integration allows Hernon® to provide customers with a Total Solution for almost any adhesive or sealant requirement.

OUR STORY

Hernon Manufacturing leads the adhesives and dispensing markets in several niche areas including ammunition sealing and UV Cure-In-Place (CIP) materials. These technologies require creative innovations in both the mechanical dispensing and the adhesive chemistry and are great examples of Hernon's Total Solutions approach to bonding problems. Hernon® is also a leader in speaker manufacturing adhesives and provides a variety of adhesives, coatings, and activators as well as industrial dispensing systems to some of the world's leading speaker manufacturers. Other market



applications include sealing shaped charges for oil and gas mining, fiber optics potting, electronics manufacturing using thermally conductive adhesives, fuel cell manufacturing, and many structural bonding applications. With thousands of unique formulas, each with uses across multiple industries, the scope of Hernon's product applications is as diverse as manufacturing itself.

Hernon Manufacturing, Inc.® was founded in 1978 in New York by immigrant brothers Harry and Josef Arnon. Initially manufacturing adhesives in their mother's basement, the brothers hand-delivered orders until they could afford to purchase a proper storefront. Over the next 17 years, Hernon® continued to grow and in 1995, the brothers



moved the business to the current headquarters in Sanford, FL. The company opened a machine division to manufacture UV LED curing lights and precision dispensing equipment and then in 2015 initiated a massive 160% expansion of their manufacturing facility to keep up with demand. In 2019, Heron® made the Orlando Business Journal's Fast 50 list for the second year in a row, boasting six consecutive years of double-digit sales growth. Heron® maintains an ever-expanding network of over 100 distributor and partner locations around the globe. Already shipping to over 60 nations, Heron® can provide a total adhesive application solution to manufacturing operations anywhere.

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ELEVATOR PITCH

The world's largest manufacturer of miniature cinder blocks creates all of its products by hand, using the same processes as the products' life-size counterparts but on a tiny scale.

OUR STORY

In 2015, graphic designer Mat Hofma solved a tiny problem. Why wasn't there a market for realistic miniatures? Within three months, Erik

Polumbo, a college buddy and businessman, was on board, and Mini Materials was born where so many genius projects are: in a garage.

Mini Materials' products are construction materials created by hand on a tiny scale—on five tiny scales, to be exact: 1:24 (that of a toy car); 1:18 (that of die-cast models); 1:12 (like dollhouses); 1:6 (like Barbie); and 1:4 (the scale for radio-controlled and modeling cars). Unlike so many manufacturers of similar items—Legos is their biggest competitor—Mini Materials makes nothing from plastic and they outsource no labor; everything is produced in the U.S. Even their cinder blocks' concrete is mixed,





poured, and removed from palm-sized silicon molds by hand. ("Arthritis is real," Erik adds with a smile.)

Mini Materials' innovation lies in its disruption; instead of creating specific products for niche markets, the company can cast a wide net of novelty, because their products are, in their perfection and scale, just that irresistible. And instead of searching the world over for the cheapest chain of supply, Mini Materials has taken their production into their own hands—often literally. The result is a throwback to bespoke manufacturing combined with an aesthetic that is modern and playful.

But Mini Materials' novelty is "novelty with a purpose," Erik says. Recently, they have moved into branding—imagine tiny cinder blocks painted with a company's logo—and also into education, with a special focus on supporting STEM disciplines. This year, their products made it into the pages of a school-

supply catalog in the Midwest, while architecture schools already use Mini Materials to build out their blueprints. The team is eager to see how far they can go in both of these directions, and in any case, they are certain there is more to their market than simply construction miniatures.

A bit like its products, the Mini Materials team is powerfully small. There's really just Mat, Erik, and Alli Goldwag, who manages the company's entrancing social media presence. Because each team member has vastly different skillsets, it's easy for everyone to "stay in their own lanes," Erik says; no labor is lost to overlapping duties or tasks. When everything is going so well under a team of three, it's tempting to imagine what a company double their size might accomplish. But that line of thinking—that bigger is always better—is exactly the concept Mini Materials has defied, and to great success.



Email: erik@minimaterials.com
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www.minimaterials.com



CAPACITECH

ELEVATOR PITCH

Capacitech Energy (Capacitech) is an early stage company with a simple concept and big potential. Their offer? An energy storage device known as a supercapacitor in the shape of a wire. It's called the Cable-Based-Capacitor (CBC). The CBC can be built inside DC power cords to provide backup power, complement batteries, and support power electronics. It can also reduce the size and cost of electronic devices, while enabling new innovations too.

PERSONAL ELECTRONICS
Ultra-thin batteries take up a lot of space in cellphones, tablets, etc. Replacing the heavy power source with wires allows for lighter, thinner designs.

WIRED FABRIC
Flexible battery wires could be woven into garments and accessories, enabling electronic devices to be charged with clothes, backpacks and handbags.

CLEAN ENERGY STORAGE
One of the most limiting factors of renewable energy methods is the expense. This type of wire could make home solar systems far more affordable.

Charged UP

A UCF nanotech researcher and his team have developed an innovative supercapacitor that could change electronics forever.

Copper wires power our lives. The simple electricity-transferring cables, used since the 1820s, bring energy into our homes, connect our telecommunications and make our electronic devices work. And now assistant professor Jayan Thomas of the NanoScience Technology Center has found a way to improve a regular copper wire and transform it into a supercapacitor cable. "This device can change the way we power the world," says Thomas.

ELECTRIC CARS
By substituting large, heavy, expensive batteries with supercapacitor cables, electric cars could become lighter, roomier and more affordable.

MASS TRANSIT
Small supercapacitors are key to electric buses, trains and trolleys. The cable device could replace heavy, expensive components that power vehicles, making them more economical.

SPACE TRAVEL
By saving weight and enhancing performance, supercapacitor cable technology could play an important role in making travel to Mars and beyond a reality.

WIRE CORE
At the center of the overall cable, a copper wire conducts electricity from one point to another.

NANOWHISKERS
By growing the copper wire to 500 °C, microscopic copper-oxide "whiskers" are grown on the surface, increasing the surface area. Including this wire are preventing the loss of transferring electricity.

NANOWHISKER COATING
Each copper wire is coated with a conductive coating of a polymer and a layer of manganese dioxide are added to the nanowhiskers, allowing them to hold a positive charge.

SEPARATOR
Polymers placed in between the nanowhiskers and the wire are saturated with an electrolyte gel that lets positive and negative ions to transfer between layers.

OUTER ELECTRODE
A second layer of nanowhiskers is grown on copper foil that's coated with the electrolyte gel and wrapped around the separator. These actively whiskers hold a negative charge, and the combined sets of whiskers complete the electrical circuit.

COVER
To protect and shield the overall cable, a layer of insulation is added.

WHY NANOWHISKERS?
"As you enhance the surface area, it can store a lot of energy. So we converted the outside surface of that copper wire into an energy-storing device."
— Jayan Thomas, NanoScience Technology Center

Growing nanowhiskers on a 1-centimeter cable can increase its surface area to that of a soccer field.

HOW BIG IS A NANOWHISKER?
The nanowhiskers of the copper cable nanowhisker is 50 nanometers (50 millionths of a meter) in length and 100 nanometers (100 billionths of a meter) in diameter.

The diameter of a copper cable nanowhisker is 1,000 times smaller than the average human hair.

BATTERIES VS. SUPERCAPACITORS
Thomas' design holds the potential to bridge the gap between batteries and supercapacitors. While both devices are designed to hold an electric charge, the way the power is stored and delivered differs greatly.

BATTERY

- Provides a low amount of power.
- Delivers low levels of energy over a long period.
- Offers limited recharging capability.

SUPERCAPACITOR

- Provides a large amount of power.
- Delivers a large burst of energy in a short period.
- Offers greater recharging capability.

OUR STORY

Joe Sleppy and Dr. Jayan Thomas founded Capacitech in January of 2016. Dr. Thomas had invented the CBC technology while at the University of Central Florida's (UCF) Nanotechnology Science Center in 2014. The world has never seen a capacitor on the surface of a wire before, which led to its selection to the R&D100. Meanwhile, Sleppy had yet to finish high school. He learned of the CBC technology, and Dr. Thomas' desire to bring it to market when he joined the lab as an undergraduate researcher in 2015. By this time, Sleppy already had experience launching a company. He started SleppSolutions in 2013 after receiving a \$10k grant as the winner of the Pinellas County Next Generation Entrepreneurs competition. Dr. Thomas invited Sleppy to participate in the UCF I-Corps program, leading to the launch of what would become Capacitech.

Sleppy joined forces with Dr. Thomas, ultimately graduating from the I-Corps program and leading Capacitech to other accomplishments by winning the UCF Joust in 2016 and being granted a \$225k Phase I National Science Foundation STTR grant in 2018. Sleppy graduated from UCF with an electrical engineering degree in May of 2018 and now works full time as the CEO of Capacitech.

Founders: Joe Sleppy and Dr. Jayan Thomas

"Orlando is a fantastic place to do business. There are many opportunities, a central location, a large and diverse pool of talent, and a variety of different industries to work with. Even the city demonstrates innovation such as Chris Castro's sustainability department. I am blessed to have access to and be able to leverage so many local resources designed to help startups like Capacitech. For example, winning the UCF Joust is not just about the cash prize, but the many pro-bono services, such as Burr Forman's legal services, that helped established us as a company," said Joe Sleppy.

Capacitech's unique technology is the only wire-shaped energy storage device on the market. It will be initially applied to residential solar power systems where DC power cords connect solar panels to charge controllers, batteries, and inverters. The CBC will be connected inside these DC power cords to minimize power fluctuations in the system and extend operating life of equipment used such as batteries or inverters. This will significantly improve performance and reduce cost. A similar approach can be used to improve information technology facilities too. Capacitech is looking into enabling new innovations by using the CBC to provide backup power to Wi-Fi routers, game consoles, and cable boxes among other everyday electronic products through DC power cords and power over ethernet (PoE) cords. In doing this, the CBC will prevent those devices from shutting down when the power flickers, like those during a summer storm.

The CBC is valuable and disruptive for various other reasons. It can be easily customized by cutting the CBC at different lengths to control its performance. This feature allows electronic component distributors to buy a single spool of the CBC and sell a wide variety of different capacitor performances cut from that single spool. This significantly reduces their inventory cost, logistics costs, and lead times.

Capacitech is strong, thanks in part to its utility patent, filed by UCF and licensed exclusively to Capacitech. Capacitech's founders also credit the "Orlando ecosystem of innovation." The founders have received training from Orlando programs such as VentureScaleUp, Blackstone Launchpad, UCF Center for Entrepreneurial Leadership, UCF Office of Research and Commercialization, Starter Studio (FireSpring Fund), and mentors such as Dr. Cameron Ford, Oscar Rodriguez, Richard Fox, Mike Pape, and Mike O'Donnell.

Currently, Capacitech is working with a variety of local companies to launch and scale the CBC. Capacitech seeks to establish the CBC as a trusted technology before looking into potential larger scale applications, of which there are many. Capacitech's team imagines a "Capacitech enabled future" where the CBC might scale to improve wind turbines or electric vehicles. For now, Capacitech's huge potential for growth has many excited for its bright and positive future.



Capacitech's CBC technology can be built into the DC power cords blue wires in the diagram above that connect solar panels to charge controllers, batteries, and inverters. This will help extend the operating life of the equipment, improve their performance, and save the user money!

MILESTONES

- Capacitech wins UCF Joust
- Capacitech graduates I-Corp Programs
- Capacitech graduates VentureWell E-Team Program
- Capacitech is awarded Phase 1 NSF STTR Grant for \$225k
- Capacitech takes 2nd place at DOE MegaWatt Competition
- Capacitech wins collegiate Florida Venture Forum Competition
- Capacitech receives an exclusive license to UCF IP for cable capacitors
- CEO Joe Sleppy wins Young Entrepreneur Award from Gov. Rick Scott
- Capacitech forms a partnership with UMA Solar, Mouser, & Ditek for launch in 2019

- Capacitech is named top 30 energy storage startups in the world
- Capacitech is selected to the CADE Prize top 4 finalist for innovation
- Capacitech raises a seedround of funding
- Capacitech begins building a manufacturing line in Orlando
- Capacitech is selected to present at Florida Venture Forum's early stage conference

The Next Smallest Thing in Energy Storage®

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Photo by: Jim Hobart, Macbeth Photography



deux mains

deux mains designs: Orlando FL – Helping Haitian women find their footing and Orlando women step into their power.

ELEVATOR PITCH

By just looking at deux mains footwear, you would never know these beautifully handcrafted sandals have been lifting communities out of poverty for nearly a decade, nor that they are made from repurposed tires in Haiti. The visionary behind the brand is Julie Colombino, disaster-response volunteer turned fashion entrepreneur.

OUR STORY

To fully appreciate the deux mains brand, you must start at the beginning. January 12, 2010, the day an earthquake destroyed Haiti. Colombino arrived in Haiti just 10 days later to serve as a disaster-response volunteer for earthquake survivors. However, Colombino quickly realized the women who survived this horrible disaster were not just looking for ways to endure the day, but they were looking to sustainably create livelihoods for themselves. "There was black smoke that surrounded the city from burning

tires," she recalls, "and I remembered living in Africa, where people made and sold sandals crafted from tires. And I thought that is exactly what we should do here." Shortly after, Colombino started the nonprofit REBUILD globally to train these women to make sandals from the tires they found in the streets. As the popularity of the recycled tire sandals surged, Colombino turned the training center into a business, deux mains (which means "two hands" in French), where dozens of Haitian craftsmen and -women now make a living wage and support themselves and their families; rebuilding their country one sandal at a time. "We are making beautiful products, fighting poverty sustainably, and allowing women all over the globe to make purchases that matter," she says. "I cannot think of anything more fashionable."

After years of living and working in Haiti, Colombino returned to The City Beautiful, where her efforts continue to be supported by the community and the green initiatives set in place under the leadership of Mayor Buddy Dyer, and by passionate citizens who are interested in making the ethical fashion movement as powerful and impactful as the farm-to-table movement. Colombino continues to share the success of her hybrid model with local social entrepreneurs at Rollins College and UCF, as well as at conferences around the country and women's leadership summits.

Colombino shares, "Any person interested in social business, or an innovative business model, doesn't have to be a business person to make a huge impact. My advice to anyone who sees a problem and feels compelled to make a difference is to persevere and use your innate passion and entrepreneurial drive to start something...anything that is bigger than yourself. You will never regret it."



Photo by: Robbie Caponetto



Photo by: Joshua Johnson

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FLUIX LLC offers an easy, quick, and safe method for PC gamers to build a high-performance PC by providing a case with superior cooling capabilities in an affordable and aesthetically pleasing way.

ELEVATOR PITCH

Fluix offers an easy, quick, and safe way to build a high-performance PC by providing a case that includes superior cooling capabilities in an affordable and aesthetically pleasing manner. Two co-founders from the University of Central Florida, one an Aerospace Engineering undergraduate, and the other a Mechanical Engineering Ph.D. graduate came together after Abhishek Sastri interviewed to join Dr. Eduardo Castillo to help him with his Ph.D. research. Abhishek, being an avid PC gamer during the rise of Esports and someone who experimented with cryptocurrency mining throughout the 2017 craze, was familiar with processor thermal throttling and overheating issues. He researched with his college friends the power of liquid cooling and decided to buy and install a unit inside a mining rig. The group noticed fewer processor errors and a higher hash frequency.

OUR STORY

When Abhishek's findings collided with Eduardo's experience as an engineer who specialized in fluid mechanics and heat transfer applications, Fluix Engineering was formed. However, there was an issue; these engineers did not know how to run a business. In the same month, they applied to the UCF I-Corps program and were accepted. They spent the next 5 weeks in a rigorous customer discovery process to analyze pain points with potential customer segments such as cryptocurrency miners, server hosting companies, and PC gamers.

The UCF I-Corps program instilled in them the fundamentals of entrepreneurship in building a business model, a value proposition canvas, and most importantly "getting out of the building" and meeting customers. After graduating from the program and winning an initial grant from the National Science Foundation, they used the funds to build and test their first MVPs (Minimal viable product).

They meticulously redesigned and tested their MVPs while making pivots in their business model. Initially serving the cryptocurrency industry, they found out that the market was too volatile. Essentially the sale of their products would depend on the fluctuating value of virtual currencies. The next segment that showed promise was server hosting companies such as the autonomous vehicle industry and the online hosting platforms.

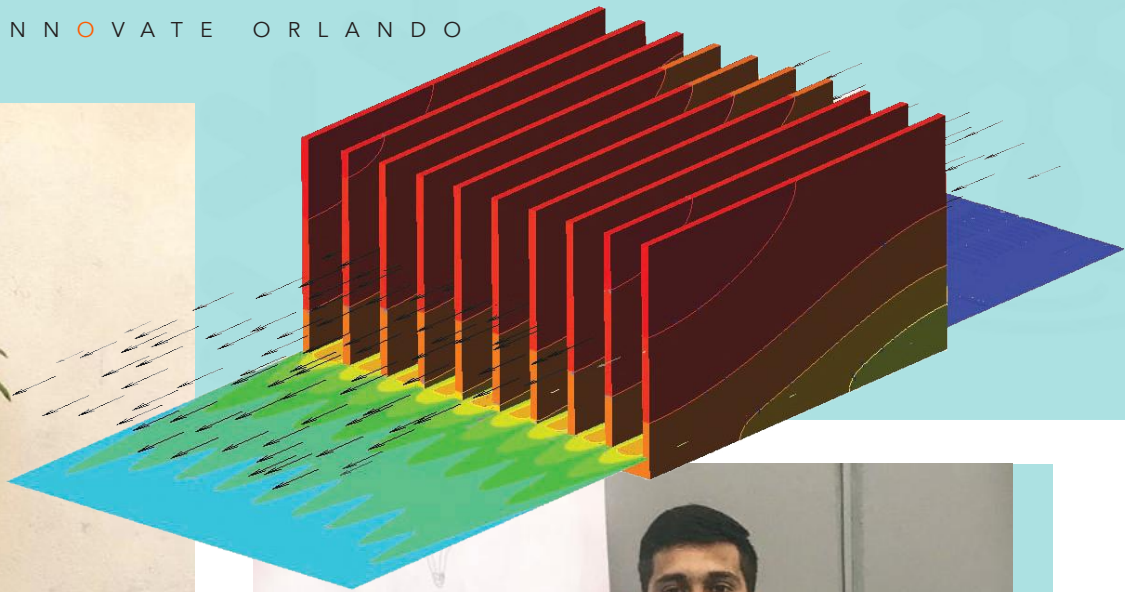
While pitching at several startup competitions such as One Million Cups at Rollins, Siemens Pitch Masters, Orlando Tech Association, and the UCF Joust, they gained the interest of companies that required consultative cooling solutions. Fluix Engineering engaged in customer discovery discourses with server companies, gaining insight into the obstacles





Dr. Eduardo Castillo
CTO, Flux Engineering

Doctor of Philosophy in Mechanical Engineering from the University of Central Florida. Expertise in multiphase flow and heat transfer, material micro processing, and computational fluid dynamics (CFD). Head of research and product development for Flux.



that these industries were facing. To date, Flux has engaged in over 150 customer discovery interviews with PC gamers, server hosts, and crypto mining companies. Through the process of testing and reiterating prototypes, the duo decided to service the PC gaming segment because this market showed the most consistent data.

Simply put, PC gamers expressed frustrations while building a high-end gaming computer. Therefore, by using computational fluid dynamics and additive manufacturing, Flux is able to provide a form factor that is easy to set up, maintain, and operate. This can all be accomplished while also increasing cooling performance and aesthetic appeal. The team had the pleasure of showcasing Flux at both UCF's Starter Riot in 2018 and the inaugural startup showcase at Otronicon 2019. These events were instrumental in the process of gaining data and analyzing the gaming

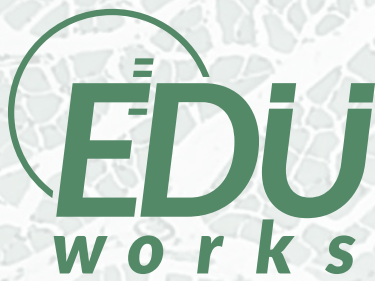


Flux wins 3rd place at 2019 Launch Your Venture Competition at Embry-Riddle Aeronautical University

customer segment. Currently, Flux Engineering is honored to be a part of the Upstarts Accelerator, which is UCF's premier undergraduate incubator that provides the necessary resources and mentorship for the most promising startups. Their next steps include initial customer testing and feedback as well as researching a scalable manufacturing process.

Orlando serves as an ideal playground for this tech startup. With its thriving gaming/Esports communities, DOD simulation headquarters, and blockchain server farms, the city is a furnace for high computation, but Flux can handle the heat!

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ELEVATOR PITCH

EDUWorks LLC was founded in 2017 with the goal of making science more accessible, specifically through innovative products that help individuals to excel in the laboratory. The family-run enterprise not only empowers students but does so affordably, disrupting an industry that can be prohibitively expensive.

OUR STORY

Elliot Weinthal, founder of EDUWorks and University of Central Florida biology undergraduate student, found himself becoming frustrated with studying for lab practicums; these exams require students to memorize over 100 structures from many different slides. To prepare, students rely on a lab manual that is usually different from the slides in the lab or they take low quality photos by hand.

While at Seminole State College of Florida and to solve his frustration, Elliot invented the ScopeSnap, an adapter that enables a cell-phone camera to take research-quality photographs through a microscope. After talking with his professors at Seminole State College of Florida and printing a prototype at a local makerspace, he taught himself CAD, bought his own 3D printer, formed an LLC, filed a patent for ScopeSnap, and eventually became a vendor for Seminole State College, Daytona State College, and University of Central Florida. Other companies such as Disney and Optech Services have also shown interest in EDUWorks' products.

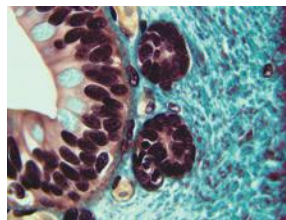
In 2017, Elliot transferred to the University of Central Florida and was accepted into the UCF UpStarts Student Venture Accelerator. Within this cohort, he was one of three student businesses selected to represent UCF at the 2018 Blackstone LaunchPad Powered by Techstars Innovation Bootcamp in New York City. Furthermore, Elliot was awarded Student Starter of the Year 2019 within the UpStarts Accelerator.

Currently, EDUWorks LLC has three employees: Elliot; his father Marc Weinthal, who assists with operations and order fulfillment and has over 40 years of experience selling high-performance auto parts; and Perry Weinthal, Elliot's uncle. Perry, an engineer, has extensive experience in computer-aided design and 3D printing.

"I have a deep passion for science and feel everyone should have access to a quality, scientific education," Elliot says, and his plans for EDUWorks' future are proof. "Once we have the business further along and have time to spend on development, we want to record a lecture series that covers the basic sciences at first, then more technical subjects." The series will follow the free, peer-reviewed textbooks provided by the nonprofit Openstax out of Rice University.



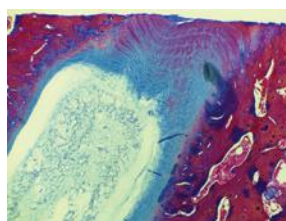
Elliot Weinthal, Founder with his father



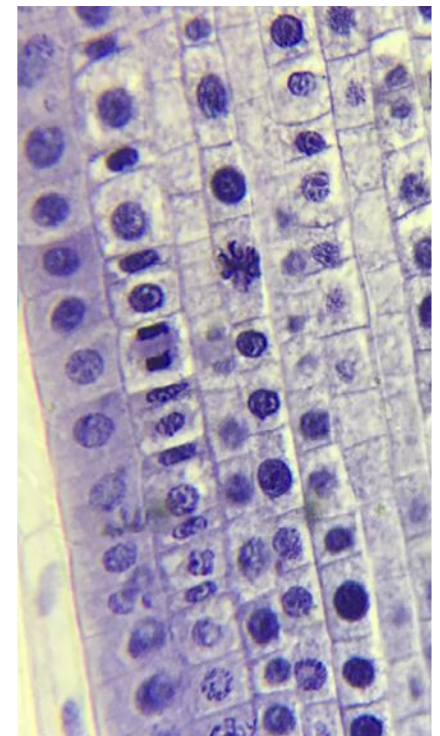
Simple Columnar Epithelium



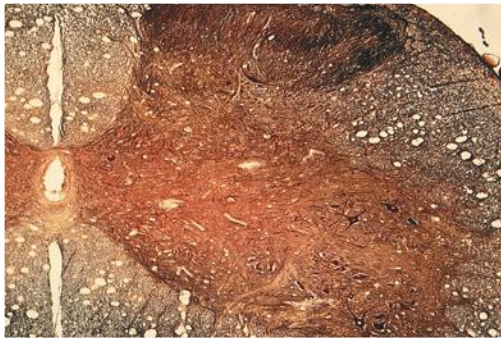
7mm Frog embryo cross section



White Fibrocartilage



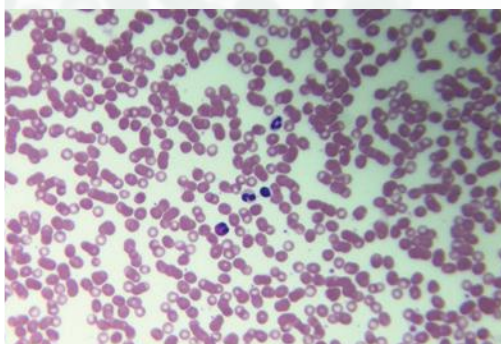
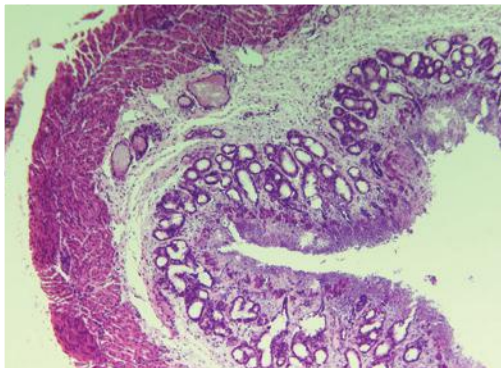
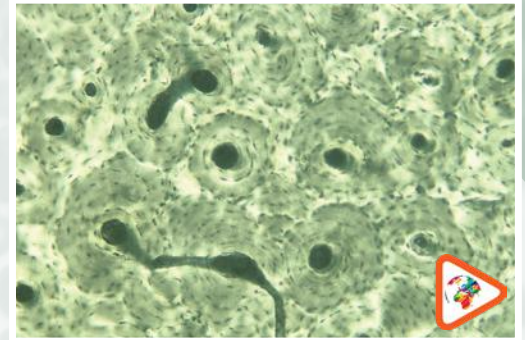
Mitosis in Onion Root Tip



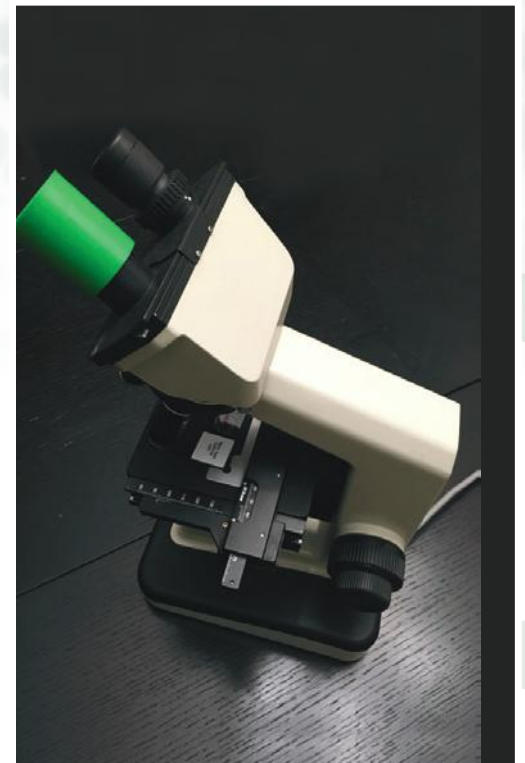
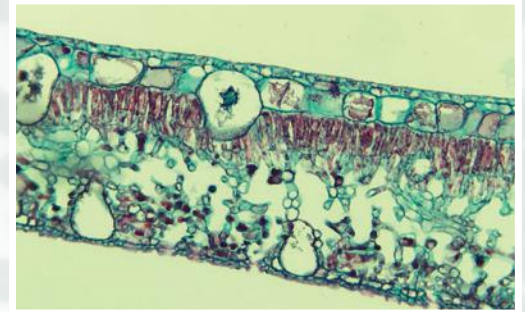
Spinal Cord



Skeletal Muscle



Blood Smear (Red and White Blood Cells)

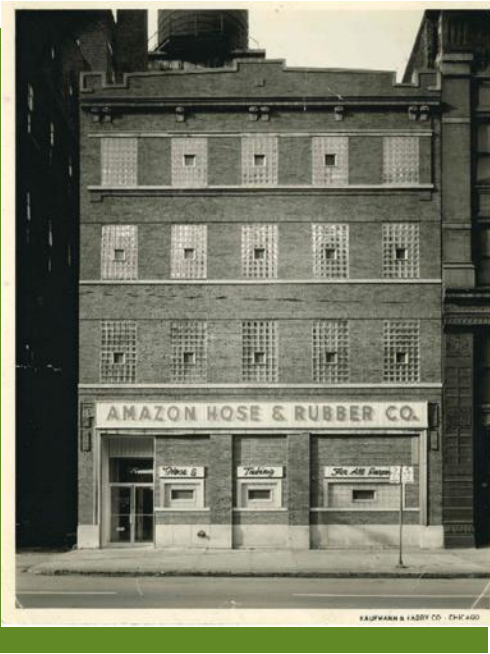


The entrepreneurial support Elliot has found for EDUWorks has also inspired and enabled other projects. Earlier this year, Elliot cofounded MÜÜD Water—which is a flavored beverage with a proprietary blend of stress and anxiety reducing herbs as well as Cannabidiol (CBD)—with Ishmam Ahmed in the UCF UpStarts Accelerator. Elliot now serves as MÜÜD Water’s Chief Science Officer.

“We already have a CBD supplier in California and are in talks with co-packers in Central Florida to get pricing on herbs, bottling, and formulation,” Elliot says. “Once we get quotes for pricing we can begin talks with the two investors who have already expressed interest in the company.” But it all started with EDUWorks, and EDUWorks all started with support from

family, the community, and local universities. EDUWorks’ story, MÜÜD Water’s story—but most importantly, Elliot’s story—show just how important an entrepreneurial support network is—especially for students. With its powerful ecosystems of support, Orlando has shown that it does not see students and businessmen; instead, it sees innovators and all the ways it can help them.

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eduworks.ltd



amazon

HOSE & RUBBER COMPANY

amazon
HOSE & RUBBER COMPANY

100 YEARS

EST. 1919

A PROUD HISTORY
A BRIGHT FUTURE



Historic Amazon
Hose & Rubber



THE REASON

Amazon Hose is a distributor and fabricator of Industrial and Hydraulic hoses for a variety of industries, including Food and Beverage, Construction and Automotive. We are a 100-year, family-owned business focused on customer service and quality products.

OUR STORY

Rubber hoses made back in the early 1900s were comprised of pure gum rubber tapped from the Amazonian trees, which often grow more than 100 feet high. The original source for most of this quality gum rubber was the Amazon River Basin of South America from which Amazon Hose & Rubber Founder Harry E. Jacoby adopted the name "Amazon."

A woman-owned business for three generations, Orlando-based Amazon Hose & Rubber Company is celebrating its 100th anniversary. According to sources, only an estimated .0089% of US companies will see a hundred-year milestone.

Amazon Hose was founded July 1, 1919, in Chicago, Illinois, by Harry E. Jacoby. The company started small with a 5,000-square foot warehouse, formerly a bowling alley. Today, the company has four Florida locations and over 126,000 square feet of production space.

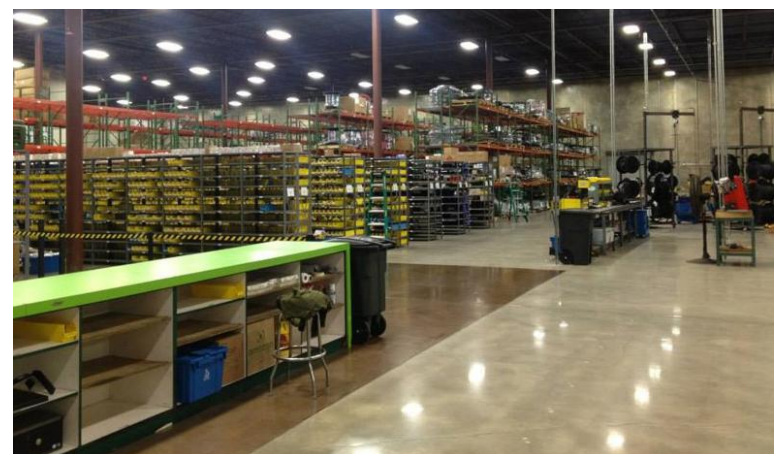
After Harry's passing in 1973, his wife, Lorena Jacoby, was the first woman to lead Amazon Hose & Rubber Company. Lorena pioneered female leadership in a male-dominated industry. Harry moved the headquarters from Chicago to Miami, Florida in 1948 and expanded the company's footprint to Tampa in 1953. Lorena later expanded to the Orlando market in 1981 with her daughter, Gale Petronis.

Summer Rodman, daughter of Gale Petronis, became the third generation of leadership to join the company. Summer became CEO in 2006 and remains

in that role today. Rodman's business acumen has led to consistent growth of the company resulting in top line sales doubling over the last eight years. This included a new 50,000-square-foot corporate headquarters in 2014 and an additional Hose Service Center in South Orlando in 2017.

"Amazon Hose & Rubber Company has been family-owned for 100 years and woman-owned for 46 of those years," Rodman said. "I'm so proud of my family and the strength demonstrated by my grandmother and mother who've helped me succeed as CEO. My family extends beyond blood, our employees are family and have helped us achieve this important milestone."

Rodman attributes Amazon Hose & Rubber Company's success to long-lasting relationships with clients and key suppliers. It is these relationships that reflect on a proud history, and more importantly a bright future for Amazon Hose & Rubber Company.





Jim Donlin, President



Corporate Orlando location



Summer Rodman, CEO-Owner



Lorena Jacoby



Jim VanBuren, VP of Sales Orlando; Summer Rodman, CEO/Owner; Beth Meyers, HR Director; Linda Lay, Business Development Manager; Ashley Miranda, Sales & Marketing Manager; George Malgoza, VP of Finance and Operations

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“QUICK PROVIDING A RESPONSE” TO YOUR LIFE SAFETY NEEDS



ELEVATOR PITCH

Quick Response Fire Protection was founded on December 8, 2013, by owners Marty and Tammy Brasher. QRFP is a full service fire protection provider. We specialize in customer relationships, employee retention, and quality craftsmanship in all aspects of the fire protection industry. Our team provides a state-of-the-art, life-saving service to the community in the Central Florida and surrounding markets where we live, work, and play.

OUR STORY

Quick Response Fire Protection was built with three things in mind: Providing exceptional customer service, providing our employees with a family-friendly work environment, and providing life-safety services at the highest level.

CUSTOMER SERVICE

With providing 24-hour, on-call customer service, we have the ability to take care of our customers during the most trying times. We have built a staff of professionals that are industry trained to solve any problem big or small—one call can do it all.

EMPLOYEE EXPERIENCE

Having worked for other companies that did not put their employees first, we have vowed to do the opposite. Employees are the lifeblood of any business. If you take care of your employees, they will take care of the customers. It's a full-circle philosophy that we live by as business owners. Great pay, great benefits, profit sharing, and an open-door policy.

SERVICES

To be on top you have to be well trained in many different categories in the fire protection industry. All of our inspectors are trained and certified through the state of Florida, our fire protection project managers are NICET certified, and we have two Fire Alarm license holders and three Fire Protection License holders on staff. With our well-developed team, we have over 200 years of fire-protection service experience in the office and in the field.



While the bottom line is often people's main concern, QRFP strives to put customer and employees first and the rest takes care of itself.

"The key to our success is earning our clients' trust by building strong relationships and delivering results," says Senior Sales Manager Eric Simmons.

QRFP succeeded in building its brand as the "go-to" fire protection company in central Florida. Our team expanded by working to retain current clients, connect with new clients, and building business partnerships. Forward-thinking has also helped streamline our business and our customers' experience.

The name says it all—Quick Response Fire Protection: "Providing a Quick Response to your life safety needs."

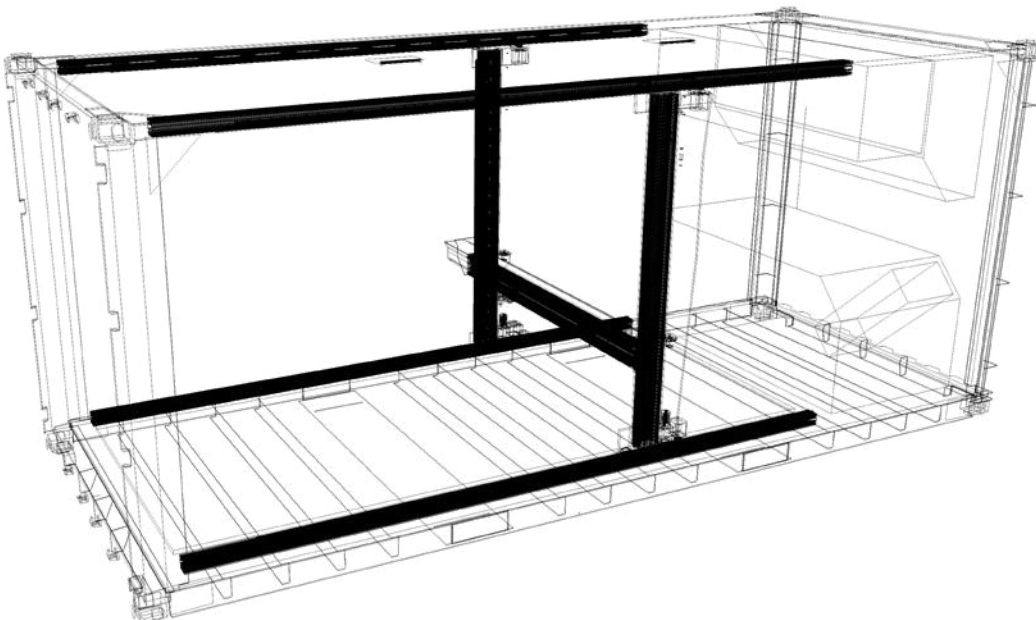
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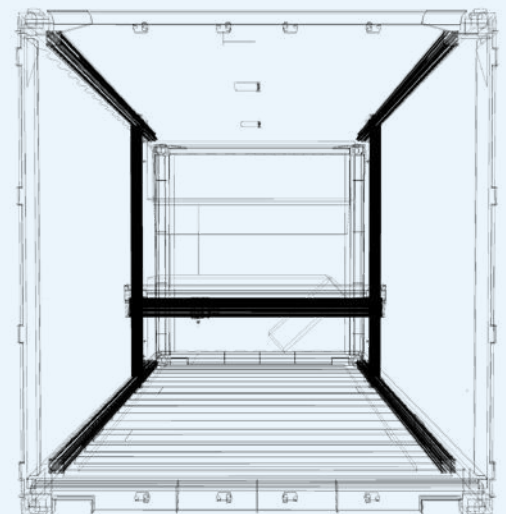


MILLEBOT IS A PRIVATELY HELD DEEP-TECH COMPANY IN THE HEART OF FLORIDA, WHICH DESIGNS AND BUILDS MOBILE 3D-MANUFACTURING PLATFORMS.

This company is strategically located near other Florida located central companies like Disney, Universal, SpaceX and Blue Origin. With its international, patent-pending technology, the company can focus on the creation of the best modular additive and/or subtractive manufacturing within ISO shipping container enclosures. The main aim of the company is to decentralize manufacturing with a connected modular manufacturing infrastructure, with its bases in Central Florida.

Millebot integrates many areas of industry, including: digital media, material science, mechanical engineering, aerospace, maritime and construction, to mention but a few. The first people to have the chance to learn and play a role in the execution of Millebot's new 3-D manufacturing ecosystem are students from Central Florida schools.

The company owner, Andy, graduated with a marketing degree from the University of Central Florida. His investment in this company started as he developed a fascination for engineering and design. However, it was his beginnings as an adopter of technology, and his



observations of how technology could solve problems in conventional and unconventional ways, that fostered in him the skill to do lots more with much less. The advancement towards the development of his company began in 2011 within 2 weeks of owning his first 3D printer. The printer led to much of his frustration and he sought new ways to solve the problem associated with the mini machine. His epiphany to combine the size and elegance of a “shipping container” and “3D-printer”, came whilst driving one day. It was only in 2015 that he patented this eureka moment and thereafter, in 2016, he formed Millebot, Inc.

About the machine, the “MILLE”

MILLE is unlike any machine of its kind, it's the only large-format 3D-machine platform that may be operated indoors or outdoors, and is deliverable by land, rail, sea, and air, giving customers capabilities that they have never seen.

Through the incorporation of shipping container housing, Millebot solves most production and logistics challenges, by using existing freight infrastructure around the world. MILLE is great for various applications and environments. The machine features a heavy-duty Corten steel shell and can be operated remotely, both indoors or outdoors.

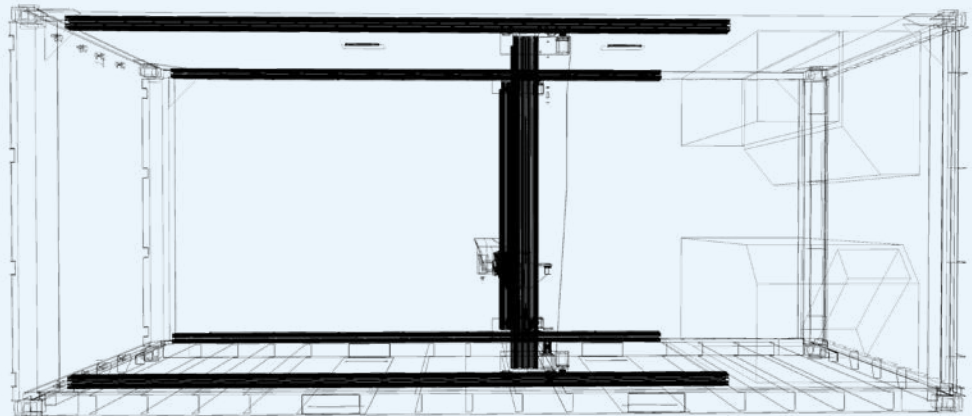
Each machine is designed and built according to customer needs. Millebot's extremely versatile, rugged design is compatible with:

- **Additive manufacturing tool-heads, including:** plastic extrusion, cement/mortar extrusion, adhesives/resins extrusion, and others.
- **Subtractive manufacturing tool-heads, like:** CNC router, laser, plasma, waterjet, and others.

Power can be delivered to the machine via a wall outlet, generator, or renewable energy source, making it perfect for remote areas. All Millebot machines feature a modular enclosure, meaning multiple machines can be stacked to create a scalable manufacturing infrastructure with large working volume. The main perk is that all multiple units can be operated by a single operator.

Business strategy

The main business strategy of this company is that it forms alliances with companies and groups who share the vision for a decentralized



manufacturing future, including: education, investors, hardware manufacturers, material manufacturers, equipment distributors, deep-tech, defense contractors, and financial institutions.

The company - now and in the future

Millebot's main goal is to empower people and companies to create new products without having to manufacture abroad. Basically, Millebot is your “personal factory”, since this product gives people the flexibility to create new niches and take control of their production using locally sourced materials.

Furthermore, Millebot is an eco-conscious company, actively developing and seeking novel ways to reduce CO2 emissions.

Millebot aims to seek or use 3D-technologies in various fields, including: construction, automotive, aerospace, maritime, medicine, entertainment, energy, and food, by delivering a low-cost turnkey 3D-manufacturing platform that automates the process and reduces labor.

Millebot currently offers flexible financing and lease options.

Next time you see a shipping container, think Millebot!



www.millebot.com



How did Sus Hi Eatstation happen? It all started in 2010 with Robert and Teresa, two people who love food, creativity and, of course, each other (d'aww 😍). You see, Robert and Teresa had big dreams, one of them being to open a restaurant together. But, if they were going to do that, it had to be super unique and different from stuff they've already seen (which was a lot). They wanted to create a NEW experience. So, they got to brainstorming. They really liked sushi, there's a start. What's something that's really fun? Ninjas. Combine them together? 🍣 🍡 Now, we're getting somewhere. Robert and Teresa spent the next year perfecting the Ninja art of making sushi, while filling the bellies of their friends and family at sushi parties 🎉 and other local events in their hometown of Orlando, FL. On August 29th, 2011, the first Sus Hi Eatstation was open and ready for business right across the street from the University of Central Florida. What started as a way to create a unique food experience has since reinvented sushi and what it means to be a NINJA! 🙌

NINJA GOT CHOPPS



www.sushieatstation.com



A large Ferris wheel, likely the Singapore Flyer, is shown at night. The structure is illuminated with bright blue lights, creating a glowing effect against the dark sky. Several passenger capsules are visible along the wheel's circumference. In the foreground, the silhouettes of palm trees are visible, adding a tropical feel to the scene. The overall atmosphere is one of modern entertainment and urban nightlife.

“We can believe that we know where the world should go. But unless we’re in touch with our customers, our model of the world can diverge from reality. There’s no substitute for innovation, of course, but innovation is no substitute for being in touch, either.”

— STEVE BALLMER



SOFTWARE & TECHNOLOGY



YELLING ACROSS CUBICLES

ELEVATOR PITCH

YAC is a voice messaging platform for remote teams. No need to spin up conference calls or schedule meetings, disrupting everyone's workflow. Simply open the app on desktop or mobile, and tap a teammate to send them a voice message.

OUR STORY

YAC is a byproduct of a partially remote, design and development agency based out of Orlando called SoFriendly. So while it did come out of a desire to help remote teams feel more connected, the team actually started by scratching their own itch. They have employees all around the world and found they felt more connected to employees using voice chat vs just text alone. Designers and developers felt awkward on camera, but didn't get enough human connection through text. Thus the team invented YAC, a way to have a happy medium between a Slack message and a Zoom call.

Startup teams and project managers wasted time spinning up and planning entire meetings instead of getting work done. This is detrimental, especially for startups, since speed and execution are paramount. They also knew that building relationships and culture with your team is often not a priority, and in the age of Slack, quick emotionless messages are often used when convenience trumps culture.

Last year, Product Hunt launched their very first Makers Festival. It was Thanksgiving weekend, and the team had no idea what would come out of it. However, after a few sleepless nights, they submitted their voice-first communication project and hoped for the best.

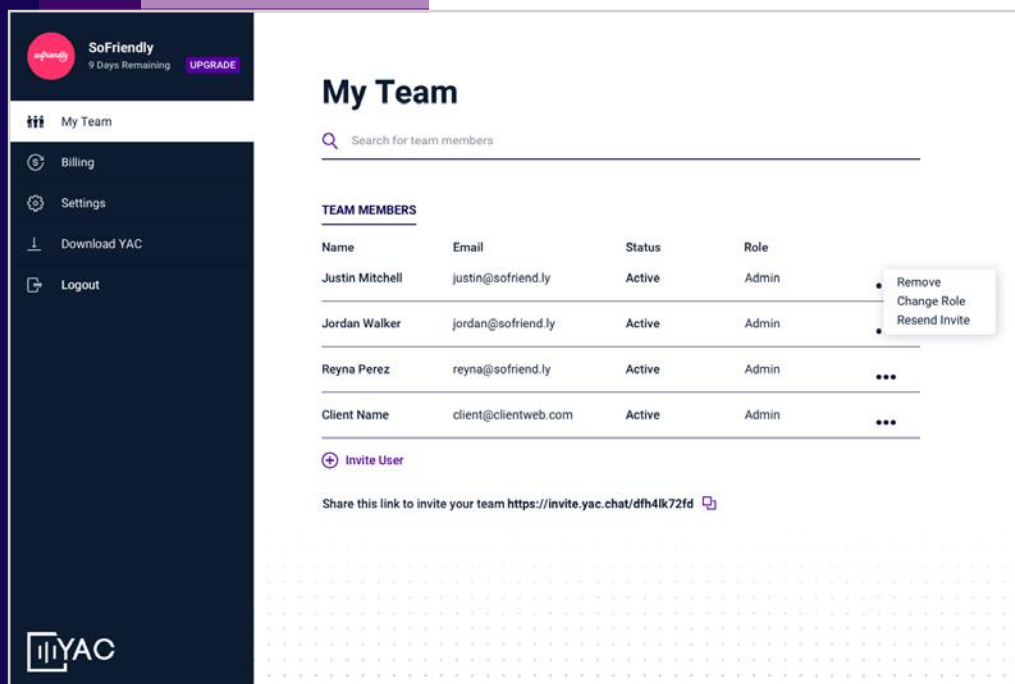
They applied under the "Remote Workers" category as Yelling Across Cubicles (YAC), a walkie-talkie app for macOS.

The response was unreal. They had download after download for the entirety of Makers Festival, leading up to the final day of voting. The day of the results, Product Hunt featured them in their morning newsletter, on the blog, tweeted out, and posted on Facebook. The YAC team won.

This was their first time winning a hackathon and also winning a Golden Kitty. This 3d printed, silver kitten served as the proof for stakeholders to know they were on an early path to success.

Demand for the product skyrocketed and vaulted YAC to new heights. Immediately, the team began working on an update to the app. What started as a redesign, quickly turned into a full fledged rebrand, new features like screen-sharing, push notifications, and more. The team at SoFriendly wasn't just an agency with a hackathon project anymore, we were quickly moving into a standalone startup with a product to sell.

Then, the tweet of a lifetime, thanks to Aidan Wolf. He introduced us to Adam Draper.



Within minutes we were on a call with Adam Draper, from BoostVC, in the middle of a hotel room in Vegas. The team was in town for CES, and had not expected anything more to come out of it. Adam's creativity with technology was infectious to the team and could tell he was in it to win it with them. He would throw out phrases like, "It seems like YAC right now is an audio river." and "What if it was more like the Instagram for voice?". These conversations spilled into everything they did from that day forward. Soon after meeting Adam, he introduced us to Betaworks, the VC titans who had just been apart of the Anchor and Gimlet acquisitions by Spotify and were on the way to their pre-seed round of venture funding.

The following month the team found themselves sat in a hotel room in India mashing ideas together on a Slack integration, bringing in transcriptions, and making the "Instagram for voice" come to life. This was when they finally realized that this was definitely not just a hackathon project anymore.

While they initially thought of themselves as a scrappy, free app with no future, they actually had a bit more success than planned. Early beta users for YAC had included CVS, Bleacher Report, Hubspot, Mailchimp, Invision, CBS, and many more. They quickly threw together a pitch deck with all the new data, a plan for the future, and a complete redesign of the UI.

The following weeks were a blur, filled with full time development on the next version of YAC, investor meeting after investor meeting, video demos, and a brand new website.

Since Makers Festival, we've pivoted away from real time calling into asynchronous voice, rebranded and relaunched the website, incorporated via the always amazing Stripe Atlas, and finally, closed a pre-seed round of investment led by BoostVC, Betaworks, and Earnest Capital.

We're now developing for Mac, PC, and Linux with a mobile extension of the app in partnership with Bose. You can request Early Access to YAC at <https://yac.chat>.



Email: hello@yac.chat
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[instagram.com/yac.chat](https://www.instagram.com/yac.chat)
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 Phone : 407-706-5219
yac.chat



Driving Down Cost, Driving up Profits!

ELEVATOR PITCH

FleetZoo is an advanced technology company that provides a planning and optimization platform for vehicle fleets. Their proven solution cuts operational costs through minimizing fleet travel time and fuel usage while improving fleet utilization, driver productivity, and customer service levels. Efficient route plans are automatically developed through the use of proprietary artificial intelligence-based optimization algorithms delivered from a flexible SaaS platform combined with a flexible mobile app for field personnel.

And the FleetZoo magic happens behind a curtain: the complex optimization process occurs in the background, while the user is presented with a simple easy-to-use interface that lets them do their job effectively.

The FleetZoo system can reduce vehicle drive time and fuel costs by 25%, while increasing daily job count with existing resources—and providing automatic customer notifications. All at the touch of a button.

FleetZoo customers range from major cities optimizing the deployment of permitting and inspection teams, to distributors of building products and food deliveries who get the benefit of FleetZoo-optimized routes to guide daily deliveries.

BACK OFFICE/ DISPATCH MANAGEMENT

FleetZoo provides simple tools that allow managers of any sized vehicle fleet to cut down on miles driven to satisfy customer orders. The FleetZoo online management portal shows the current status of all company drivers and orders.

Using powerful automated route optimization, with single button click, the most efficient vehicle routing is delivered to the desktop. FleetZoo routing takes into account real-world issues including driver schedules, appointment time windows, and vehicle capacity.

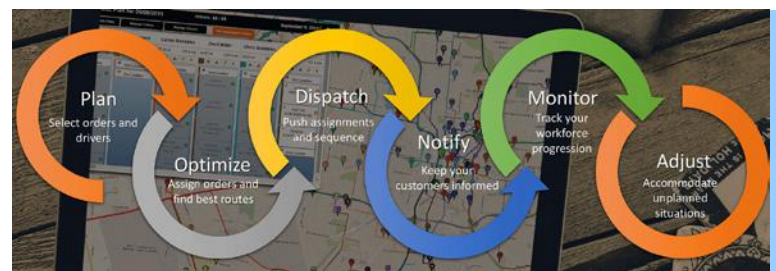
Integrating with existing backend systems is simple with FleetZoo. Data is easily exchanged via spreadsheets or by directly connecting the applications via web APIs.

TOOLS FOR DRIVERS

Using the FleetZoo mobile app, drivers use their iOS or Android smart phones/tablets to get up-to-date route information, and communicate their progress back to the office in real-time. Driver notes, as well as pictures and customer signatures, round out the information captured in the field and communicated back to the FleetZoo management portal.

AUTOMATIC CUSTOMER NOTIFICATION

Keeping customers informed is important. FleetZoo instantly sends customers up-to-the-minute information on their appointment status. Customers with multiple job sites get detailed information on each location. Each customer is provided with a customized website that lets them know what to expect.



PERSONALIZED CUSTOMER SERVICE

FleetZoo not only offers a superior system for optimizing routes for customer vehicles, but also prides itself on the quality of its users' experience. FleetZoo works with each customer every step of the way to make sure that they are getting the full benefit from FleetZoo cost reductions and revenue generation capabilities.

A powerful optimization engine, simple user interface, affordable pricing, and outstanding customer service: that's the FleetZoo advantage.



COMPLEXITY + SIMPLICITY = PROFIT

FLEETZOO PUTS COMPLEX ARTIFICIAL INTELLIGENCE-BASED ROUTE OPTIMIZATION INTO A SIMPLE PACKAGE TO CREATE PROFIT FOR ITS CUSTOMERS

A 3 FOLLOWED BY 64 ZEROS

That's about how many ways there are to assign 50 orders or appointments to 5 drivers. So even for small fleets of vehicles with stops that vary daily, manual routing is at best educated guesswork—and a time-consuming daily grind. The result: sub-optimal routes that waste time, burn extra fuel, and create unhappy customers.

The big corporations have invested billions of dollars to create systems that solve this problem and give them a competitive advantage. Smaller companies with drivers, technicians, appointments, and deliveries have been out of luck. Until now.

FleetZoo has found a way to deliver powerful AI-enabled route automation technology in a simple and cost-effective package. Now even small and medium-sized businesses can get the same “unfair advantage” that in the past was reserved for the big guys.

NEW COMPANY, DEEP ROOTS

FleetZoo is a new company with deep roots in technology and in Central Florida. It is a two-year old spin-out from a technology company established 18 years ago by FleetZoo's CEO and founder, Mansooreh Mollaghasemi, Ph.D. Dr. Mollaghasemi has assembled a team of experts focused on bringing the benefits of route optimization to businesses and government agencies across the US.

FleetZoo has a strong senior management team with a solid mix of skills and experience:

- Mansooreh Mollaghasemi, Ph.D. is the founder and CEO of FleetZoo. Dr. Mollaghasemi has started and grown technology companies, and has deep technical expertise in operations research. Dr. Mollaghasemi received her Bachelor's and Master's degrees in Chemical Engineering, and Ph.D. in Industrial Engineering from the University of Louisville.
- Walt Wilson, VP of Operations, brings to FleetZoo extensive experience with operations, sales, and marketing in global corporations and startup companies. Walt holds a Bachelor's degree in in Engineering-Economics from Brown University, and a Master's degree in Industrial Engineering from the Georgia Institute of Technology.



PLATFORM SCALABILITY, BUSINESS IMPACT

FleetZoo provides a scalable optimization platform which fits a variety of business use cases. With a complete end-to-end solution, FleetZoo offers a robust management portal, powerful optimization engine, and flexible mobile apps for Apple and Android devices.

Small businesses can easily migrate to the FleetZoo platform from pencil-and-paper or spreadsheets, while larger organizations can seamlessly integrate FleetZoo with their existing backend systems. And FleetZoo core technology is integrated into other software platforms such as ERP systems to enable them to add world-class route optimization to their suite of application offerings.

FleetZoo customers are reaping the benefits. Route plans that are developed in minutes with the click of a mouse instead of hours of labor mean that dispatch resources can be reallocated to other tasks. Optimized routes result in less driving time and less fuel consumption. And with less time behind the wheel, more appointments per day and more time with customers means more revenue and profit. Plus happier customers. A true win-win.

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ELEVATOR PITCH

Nintex helps organizations around the world get work done more quickly and easily. We do this by providing the most complete, powerful and easy-to-use platform for process management and automation. With the Nintex platform, it is possible to manage, automate, and optimize processes, from simple to sophisticated, across systems and applications — by configuring, not coding.

OUR STORY

More than 8,000 organizations in every industry use Nintex's integrated drag-and-drop process platform to automate manual, paper-based processes across their organizations, from HR onboarding to accounts receivable to contract preparation, and more.



Eric Johnson, Nintex CEO

We take an end-to-end approach to solving process problems. It starts with process management — discovering, mapping, and documenting your processes so you can prioritize the most important ones. Next, we provide a complete set of powerful automation capabilities, including workflow automation, robotic process automation, electronic forms, mobile applications, document generation, and e-signatures. We also help you optimize your processes by providing analytics tools that show you where, when, how often, and how quickly your processes run, so you can spot bottlenecks and breakdowns and see how to fix them.

In short, the Nintex Process Platform allows customers to take a closed-loop approach — manage, automate, optimize — to streamline operations and accelerate results.

And they do get results. Market research company Forrester Research conducted a Total Economic Impact (TEI) study of Nintex for Office 365 and documented dramatic operational improvements, such as:

- 40,000 hours of improved productivity to the business by Year 3 using Nintex;

- Rapid time to benefit, because automation can be accomplished by anyone, without involving backlogged IT departments;
- ROI of 324%.

Other companies address process automation. But no one provides a complete set of capabilities integrated in one easy-to-use platform. Customers typically automate hundreds, even thousands, of processes with the Nintex platform. One customer, a large government entity, has automated more than 100,000 processes.

WHAT'S SPECIAL ABOUT DOING BUSINESS IN ORLANDO

Nintex is based near Seattle, currently the world's most dynamic hub of technology innovation, and is proud to have an office in Orlando, thanks to our recent acquisition of EnableSoft, an innovator in the hot field of robotic process automation.

We appreciate Orlando's strong focus in recent years, in terms of infrastructure and policy, to become a leading destination for technology companies -- an ideal place to hold major conventions and put down roots.

INDUSTRY ADVICE

Nintex believes that profit, not just market share, is key to long-term staying power. To that end, Nintex has been self-funded and profitable since its inception more than 10 years ago, and we've grown revenues and customers every year.

Nintex prides itself on being easy to do business with. We have built a network of thousands of active partners who leverage our platform to drive digital transformation success and improve line-of-business productivity for customers in every part of the globe. We operate on three core tenets:

- Deliver on our commitments
- Don't wait; we seize every opportunity to fix an issue or accelerate success
- Operate with respect and consideration

This approach has fueled Nintex's strong market growth; we're confident in our mission and our ability to execute on it.

MILESTONES

Nintex has won dozens of awards in categories including technology innovation, process management excellence, cloud computing, best workplace, no-code development, and partnership since our inception. Big milestones for 2019 include:

- January 2019 — Nintex announces Nintex Sign™ powered by Adobe Sign
- February 2019 — Nintex launches new Community for customers
- February 2019 — Nintex introduces Nintex Drawloop DocAutomation™ for sales professionals
- March 2019 — Nintex acquires EnableSoft, headquartered in Orlando, maker of Foxtrot RPA
- Forrester Research names Nintex a Leader in The Forrester Wave™: Digital Process Automation for Wide Deployments, Q1 2019
- July 2019 — Microsoft recognizes Nintex with its 2019 Microsoft US Partner Award for ISV Co-Sell Impact

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Finexio



THE FUTURE IS
PAPERLESS. SO WHY
ARE BUSINESSES STILL
USING PAPER CHECKS?
ORLANDO-BASED FINEXIO
AIMS AT THE PAPER
PROBLEM PLAGUING
MID-MARKET COMPANIES
IN THE UNITED STATES.



Even though most consumers are comfortable with paying their bills electronically, businesses have been slower to reject the paper check in favor of more advanced payment technologies. Finexio, the Orlando-based payment execution company, is changing all that.

Through their proprietary “network of networks,” Finexio can deliver B2B payments in 9 different ways. From an accounting file, Finexio’s software intelligently determines the best way to pay vendors and suppliers, then routes their payments electronically without requiring bank account information. Because electronic payments generate rebates and discounts, CFOs appreciate how Finexio’s product transforms accounts payable into a revenue hub.

Finexio’s benefits go beyond the financial, although the average \$300k return from Finexio’s product is a compelling proposition. By eliminating customers’ time-consuming manual processes, such as supplier onboarding, customer service, and payment reconciliation, Finexio alleviates the business burden of this back office labor. In addition, because Finexio’s payment network is ERP-agnostic, it works seamlessly with customers’ existing software and systems.

Said Ernest Rolfson, Finexio’s founder and CEO: “As a long time financial operations executive and working capital expert, I was struck by the manual processes and challenges that the majority of large corporates in the United States face while making their business payments. Finexio is an

How it Works



important technological advancement for businesses across the country to deliver savings, automation, and strong financial benefit for both these companies and their supplier bases.”

Finexio has steadily grown since its inception in 2015, moving from Silicon Valley to Orlando in 2017 and receiving a \$4M Series A round of funding

in early 2018. Customers like The General® insurance and Morgan & Morgan, the nationwide personal injury law firm headquartered in downtown Orlando, have seen millions of dollars converted to electronic spend because of Finexio’s exceptional supplier enrollment and a multitude of payment options. For more information, please visit their website at <https://finexio.com>.



ELEVATOR PITCH

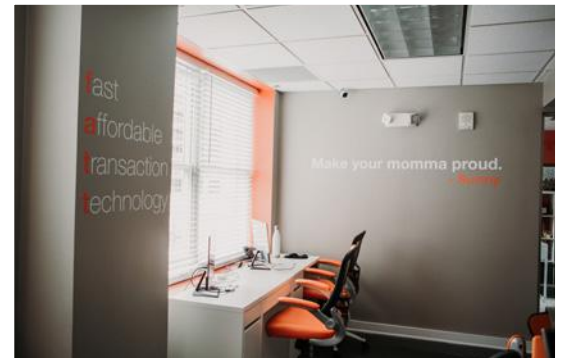
Fattmerchant is a subscription-based integrated payment technology platform which exists to empower small business owners to simplify their overall payments experience, taking the hassle out of payments by offering simple subscription-style pricing, and award-winning customer support.

OUR STORY

Fattmerchant was founded to bring simplicity to a complicated industry—payment processing. The sector traditionally offered complex billing structures and technology but Fattmerchant founders Suneera Madhani and Sal Rehmetullah knew there had to be a better way. With their revolutionary subscription-style structure, business owners no longer have to worry about percentage markups and hidden fees—just a simple subscription and the direct cost of interchange.

Outside of this exciting new pricing model for business owners, what makes Fattmerchant unique is their focus on simple yet powerful technology that improves the entire payments experience. Payments are a vital part of any business, so Fattmerchant makes it easy for business owners by providing whatever technology they need to process them—all connected in a convenient omnichannel online platform. This way, business owners can simply log in and see the health of their business across all of the ways they process, manage their payment solutions, and integrate with other business tools. This payment platform is built with the business owner in mind and changes the way they think about accepting payments.





MILESTONES

Launched in 2014 by Suneera Madhani and Sal Rehmetullah, Fattmerchant has been awarded with the 2016 Startup of the Year at the Bright House Regional Business Awards; 2016 Entrepreneur 360 Award; *Orlando Business Journal's* 2016 and 2017 Best Places to Work, *Orlando Sentinel's* 2017 Top 100 Companies, Grow Florida's Companies to Watch Award, and many more. They've also won the 2017 and 2018 Downtown Orlando Partnership's Golden Brick Awards for exceptional office space.

In addition to these honors, Fattmerchant has grown from a team of 4 to almost 100 employees in just four short years, currently processing over \$2 billion in payments for their members and saving Central Florida businesses alone \$20 million. CEO Suneera Madhani was named one of PaymentSource's 2017 Most Influential Women in Payments and *Orlando Business Journal's* 2018 CEOs of the Year among many other personal accomplishments, including raising \$10 million in venture capital and leading Fattmerchant to a Net Promoter Score (measuring customer happiness) of 80+, which is well above the industry average of -20.

Fattmerchant was also named one of *Entrepreneur's* Top Company Cultures for 2018, which showcases high-performance cultures across the U.S.!

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www.fattmerchant.com



mercury.cash

What is it?

A Licensed live hosted-wallet solution that allows real-time liquidation and transfer between cryptocurrency and fiat assets in a seamless and intuitive way. The Mercury Cash Wallet is available for iOS and Android devices.

Mercury cash will pioneer global standards in digital value transmission for new generations with high focus in LATAM.

What does it do?

We offer hosted-wallet for individuals and for businesses, once they have it, they can send, receive, buy or sell crypto currencies against USD

Market Size

Global Payments Processing

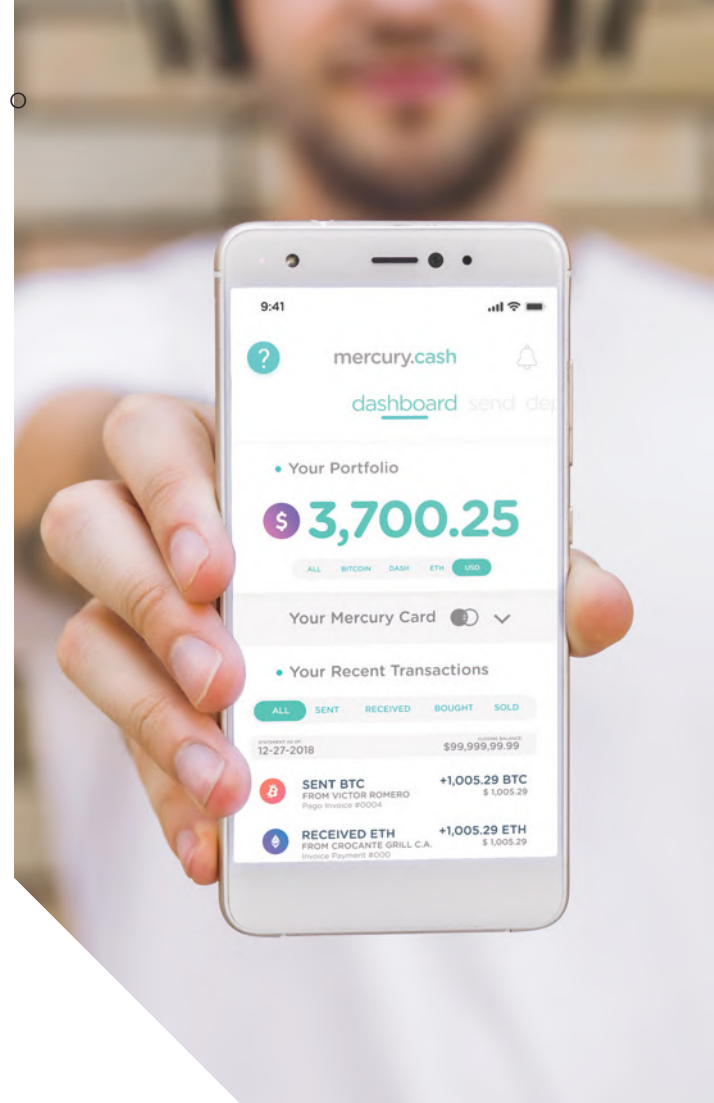
- \$30 Trillion are processed annually in payments with an estimated of \$870 Billions on fees. 2.9% average cost
- \$8.9 Trillion are processed in United States
- Excluding CHINA market since is a closed market
- Distributed between: merchants, issuers, acquirer, networks, consumers.

Source: Wikimedia commons and Bernstein Analysis

Money Transmission - Remittances

- \$615 Billion are sent annually with a world wide sending cost average of 7.9%
- \$81.5 Billion are sent to LATAM with a sending cost 5.8%

Growth expected in both markets: 3-5% annually



Our New Products



Agents of mercury Cash for money transmission

Gain new consumers by offering bitcoin, ethereum and dash purchases, Get access to Mercury Cash technology and KYC procedures. Offer crypto processing for web portals.



Mercury Cash | Gate Payment Gateway for Crypto processing

Credit cards take up to 3% in processing fees on every transaction world wide. Accept Bitcoin, Ethereum or Dash for 1% and get instant access to your money.



Non-Deposit Trust Company

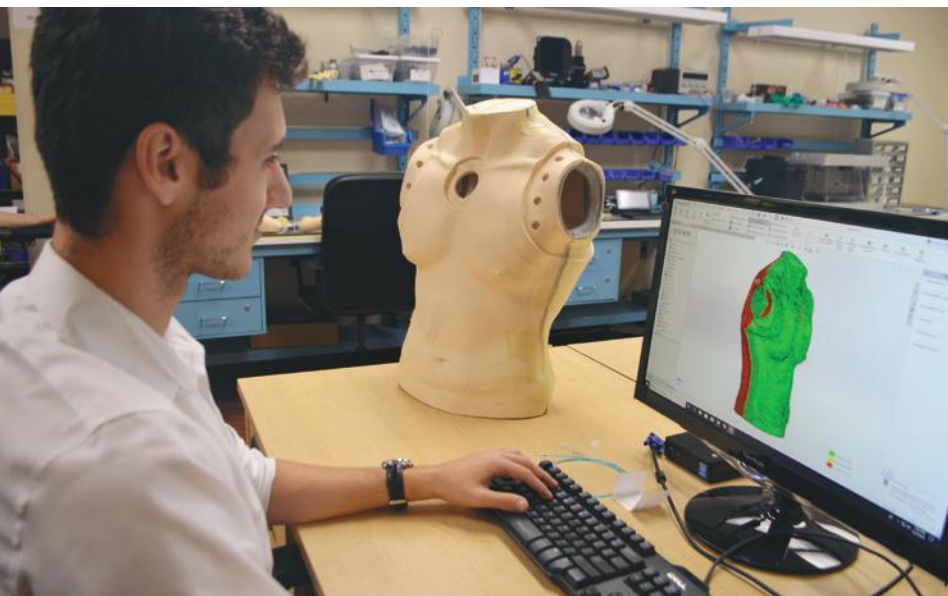
A corporation which is engaged as a trustee, fiduciary, or agent for individuals or businesses in the administration of trust funds, estates, custodial arrangements, stock transfer and registration, and other related services.

We are a part of one of the greatest wealth transfers in human history

SIMETRI

SIMETRI, INC. IS A WOMAN-OWNED, SMALL BUSINESS, DELIVERING INNOVATIVE TRAINING TECHNOLOGY TO IMPROVE HUMAN PERFORMANCE.

Founded in 2009 and located in Winter Park, SIMETRI has a diverse and experienced team that includes engineers from multiple disciplines, researchers, subject matter experts and project managers. Whether in the laboratory developing new technology, working with a customer on design, conducting training or evaluating products, the company follows disciplined processes to design, produce, test, and deliver innovative technologies that are transforming the training.



3D CAD and Additive Manufacturing

SIMETRI shapes the future by delivering innovative products and services that exceed expectations while collaborating with partners and conducting business ethically and equitably. We envision maximizing learning outcomes by delivering innovative products and services that leverage creativity and technology without limit. SIMETRI seeks to effectively educate the world by offering state of the art products and services that enhance the human experience.

Our core capabilities focus on four areas:

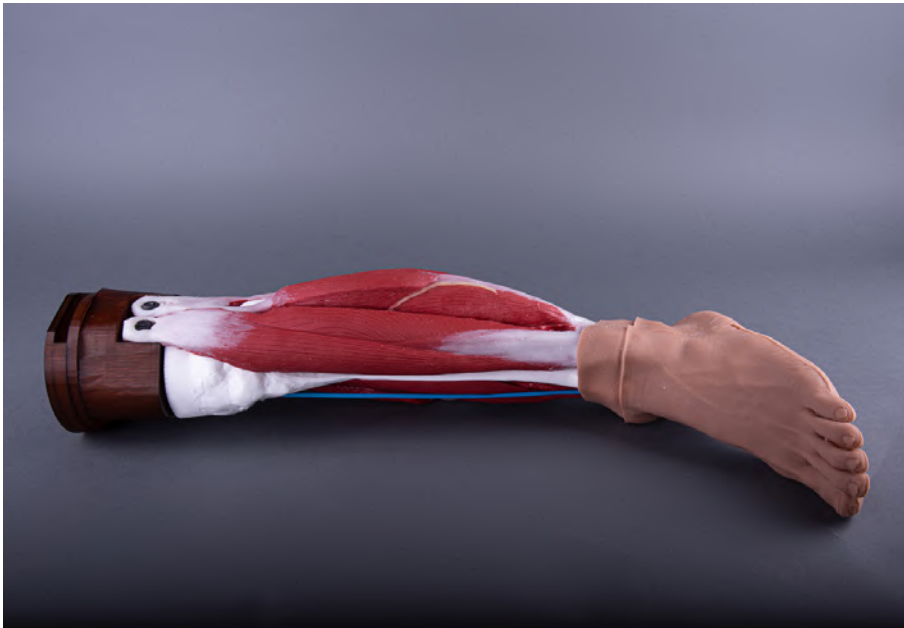
INNOVATION Research & Development <i>Material science research, special effects engineering, critical task analyses, and prototyping.</i>	ENGINEERING Training Systems & Networks <i>Sound processes, analyses, and integration of embedded, modular technology.</i>
INTEGRATION Validation & Verification <i>Readiness through integration, usability studies, and training effectiveness evaluation.</i>	DELIVERING Products & Services <i>Products and services to market through valuable processes and project management.</i>



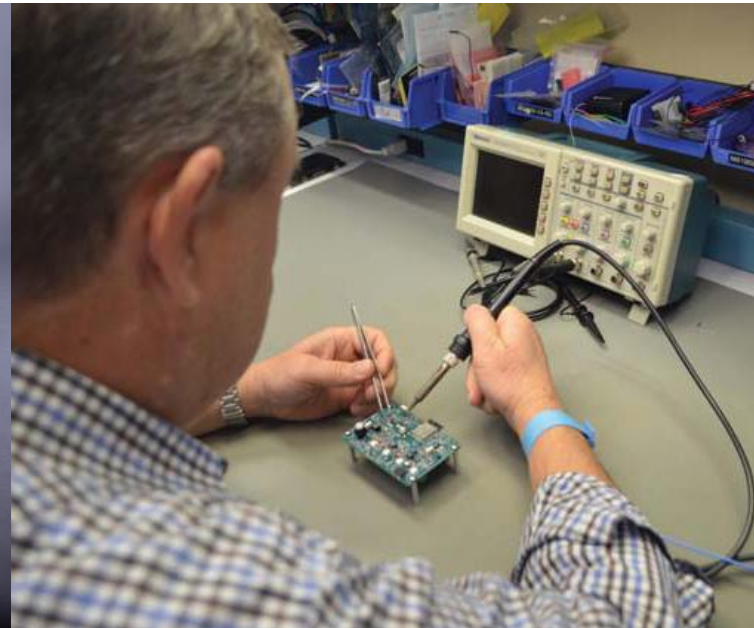
Medical Part Task Trainers



Battlefield Medical Training



Iterative and Agile Prototyping



Electrical/Mechanical/Network Assembly



The SIMETRI team focuses on integrity, quality, commitment and collaboration when working with customers to satisfy their needs and identify new opportunities for growth in a dynamic market. The company leverages its proven agility to respond to the needs of the market while actively pursuing opportunities to amplify its portfolio and commercialize its intellectual property.

SIMETRI, Inc. Awards:

- The 10 Fast Growing Latino Business Award in August 2017.
- Top Simulation & Training Companies list from Military Training Technology of Simulation & Training Magazine since 2012.

SIMETRI's owner, Angela Alban has received the following awards:

- The Innovation Award at the i-4 Business Women's Inspired Leadership Award.
- The Orlando Business Journal's 2015 Women Who Mean Business Awards.



SIMETRI, Inc.
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www.simetri.us

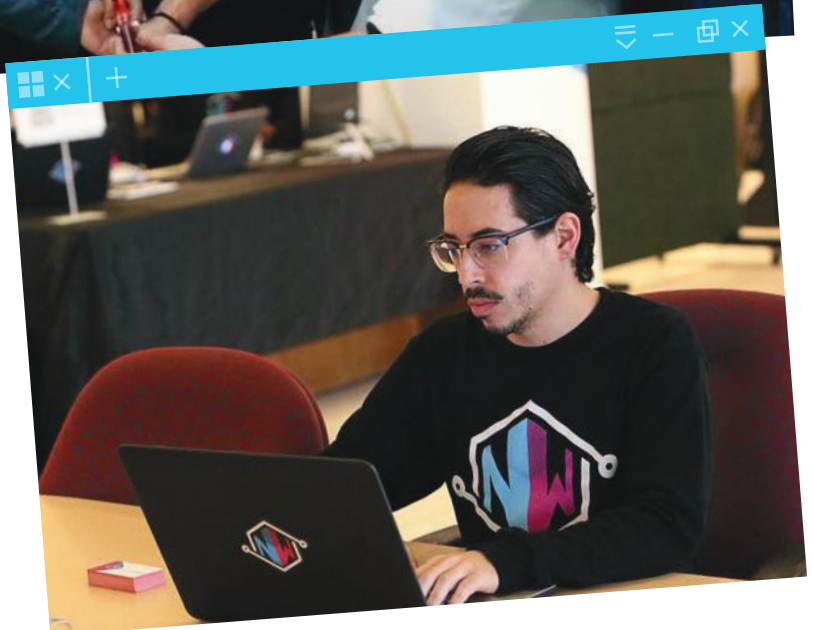


ELEVATOR PITCH

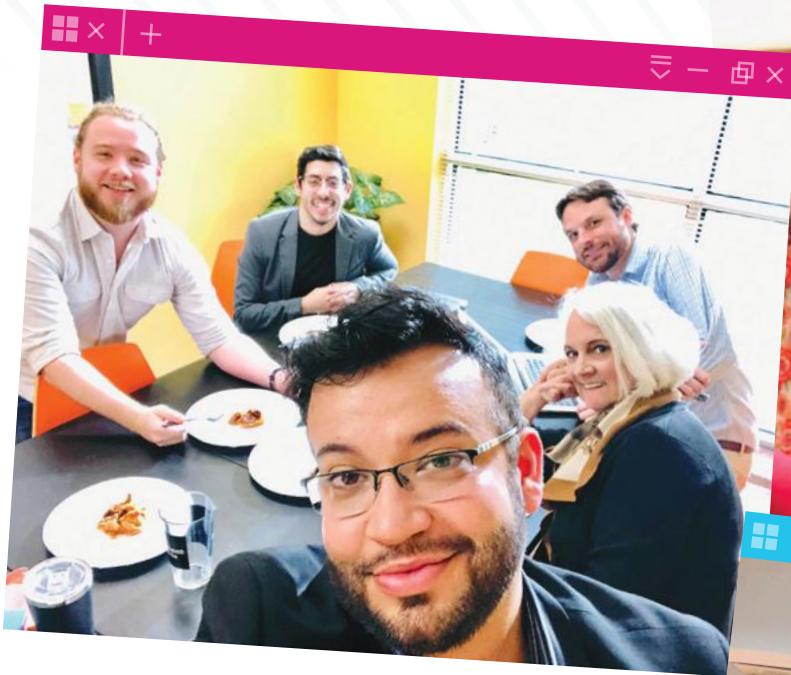
Small businesses, old and new, are struggling to compete in today's rapidly evolving landscape of technology. Disenchanted consumers are fleeing traditional brick and mortar consumption for online convenience. Neoware Inc. develops turnkey solutions that integrate emerging technology with existing business models, giving retailers the tools they need to reconnect with consumers. Neoware's products and services emphasize community and business growth by building a bridge from the digital to the physical world.

OUR STORY

Neoware is a software development firm specializing in Spatial Computing and Distributed Ledger Technology. Neoware creates white labeled applications and unique protocols that enhance businesses practices with emerging technology. Augmented reality (AR) brings digital objects into the physical world, drastically increasing engagement and interaction. While augmented reality provides engagement and interaction, products such as NeoTrust leverage blockchain technology for creating trusted consumer experiences. Neoware develops experiential consumption, acting as the consumer's link between online and retail.



Neoware operates inside of a collaborative environment (Neoware Studios), a tech-focused coworking facility that serves as the adoption catalyst for Neoware's software development, as well as a turnkey solution for scaling businesses. Strategically placed inside of a struggling retail center (The Oviedo Mall, Oviedo, Florida), Neoware's collective business plan is framed around adding value to the real estate owner's property, neighboring businesses' success, local entrepreneurs' resources, and the surrounding community's overall growth.



Neighboring retailers benefit from the addition of interactive technology and enhanced loyalty rewards programs. Members of Neoware Studios rapidly scale by utilizing Neoware's resources and technology. The surrounding community becomes entangled and invested in a new approach to the consumer experience. Contracted development work is coupled with a SaaS coworking membership model to create an ecosystem of community revitalization that is built by Neoware's products and services.

Upon proving the model successful, the effects of Neoware Studios become a plug-and-play solution for reconnecting consumers with retail experiences and the development of small businesses. Retail owners are facing rapidly growing vacancy rates, rising demands for engaging experiences, and the consumer pressure for transparency and trust. Neoware provides turnkey solutions for retail owners, small businesses, entrepreneurs, and their surrounding community—a replicable business model aimed at redefining the retail experience.

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INFORMULATE

lean software | innovation consulting.

ELEVATOR PITCH

Can a boutique consulting company deliver better results for clients than large consulting firms? Is it possible for technical consultants to develop high-trust, long-term partnerships with clients? Can a consultancy enable innovation across multiple levels of an enterprise? Informulate is a company that answers—YES!

OUR STORY

Founded in 2006, Informulate's mission is to deliver technical solutions while demystifying innovation for its clients. To do this, they rely on modern innovation methodologies such as Design Thinking, Lean Innovation, and Agile Methodology. With clients such as Stanford University and Massey Services, Informulate's specialty is in delivering custom software solutions that require a mix of business and technical consulting. This team of experienced developers and certified consultants evangelizes the use of modern innovation methodology while building high-end web, mobile, and data analytics solutions.

As Informulate founder Rajiv Menon puts it: "Technical consulting must bring more to the table today than just code. You must understand the business objectives and competitive advantages that your clients are pursuing. Then you need to co-create approaches and solutions that are tailor-made to achieve the best results in the shortest time. Combining experimentation with execution is the way to do that. That is why we have gone beyond software development, beyond general methodologies, to create our own frameworks for solving business problems. This works best when you have earned deep client trust and have demonstrated a commitment to their long-term success. That is the kind of relationship our clients want, and that is the kind of client we can make the biggest impact for."

With decades of management and software consulting experience at large enterprises such as Fiserv, Capital One, US Bank, etc., Rajiv spearheads the strategy and client experience at Informulate. And as a community leader, he shares his experience and leadership on the board of organizations like Central Florida Tech Alliance, Valencia College's IT Advisory, and some startups. Informulate brings Silicon Valley approaches to solve client problems by questioning constraints, crafting experiments, and implementing data-driven decision-making. Experiment-Execute-Transform (EET), Standardize-Automate-Monitor-Iterate (SAMI), and Innovation Governance (IG) are three custom frameworks developed by this multifaceted team.

Embodying the notion of "Do well by doing good," Informulate aims to deliver impact not just for its clients and employees—but for the Orlando tech community as a whole. They organize and sponsor several local events and initiatives such as Tech Stars Startup Weekend Orlando, Digital Orlando, Synapse Innovation Conference, and more. With Orlando teams winning the Global Startup Battle across 50+ countries in 2017 and 2018, this Orlando company is helping make waves locally and globally.





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TEEPS

MOBILE APP DEVELOPMENT



ELEVATOR PITCH

From ideation to release, TEEPS serves as an innovation team for companies taking new mobile apps to market.

OUR STORY

TEEPS was founder Terrence Donnelly's childhood nickname and his business partner, Joshua Imel, wanted to use it. While Terrence was reluctant—he found the idea vaguely narcissistic—he eventually caved. Later, clients would say they'd reached out specifically because of all the companies they'd come across, TEEPS was the one they remembered. The company's logo is also unforgettable: a space-suited monkey rocketing through space.

"It hit on what we consider ourselves: explorers in app development," Terrence says. "We view ourselves as pioneers blazing a trail and the monkey really represented that, but there's also the term Code Monkey. Code is our craft, and our mission statement was to help our customers reach further."

One of TEEPS' early projects was serving as the ideation team for Haulzi, an UBER-like app that connected owners of trucks and vans with people who

needed such a vehicle at that very moment. (Think large purchases at IKEA or Best Buy that don't fit in normal-sized vehicles.) It was the sort of app that makes you ask, "Why didn't I think of that?" Today, TEEPS is building apps that inspire a different sort of response: "How did anyone ever think of that?"

The company is, for example, innovating and revamping government transportation through the interplay of different technologies. Though not yet launched, the app TEEPS has architected for this purpose is unlike anything currently on the market. The company has also helped healthcare companies innovate with products that allow patients to visit with doctors.

But innovation starts with the TEEPS team itself, explains Terrence: "Because of our internal work innovating our processes and our craft, we were able to get things to market 60-to-80% faster than our clients were able to, even with their own larger teams." And in anticipation of intense scaling, TEEPS brought on Key Talent Solutions to offer a perspective in organizational psychology—a big-picture move that helped both the TEEPS team and their clients stay at the top of their game.

In November 2018, TEEPS was acquired by two different entities: one bought the company itself, while the other hired the TEEPS team wholesale—a perfect indication of TEEPS' all-around innovation. Terrence and Joshua are onto other



projects but still serve on the TEEPS board, which itself reflects the collaborative spirit that first attracted them to Orlando.

“Orlando is unique in the sense that every other company and entrepreneur you meet in the area is ready and willing to help elevate you along with them. The tech ecosystem is all based on inclusion and collaboration,” Terrence explains. TEEPS has even partnered with competing agencies for certain projects. “It makes sense for both of us to win, and not to have things be adversarial. Orlando is really big on that.”

Blackstone LaunchPad UCF, in addition to other support TEEPS received through the university—Joshua is an alumnus—also played a huge role in TEEPS’ success. And even though TEEPS was never part of the Orlando co-working scene, the company has found support and enthusiasm from that quarter, too. “Orlando is full of smart people who want you to succeed. It’s pretty awesome.”



*Joshua Imel
Partner - TEEPS*



*Terrence Donnelly
Partner - TEEPS*

Though the company is no longer theirs, the partners see TEEPS’ momentum as part of what they set out to build: a craft with a distant trajectory and a mission to keep pushing the boundaries.



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teeps.org



ELEVATOR PITCH

Lunar is an Orlando-based Salesforce consulting and SaaS technology company dedicated to automating and integrating technology to get more out of a business's existing sales and marketing.

OUR STORY

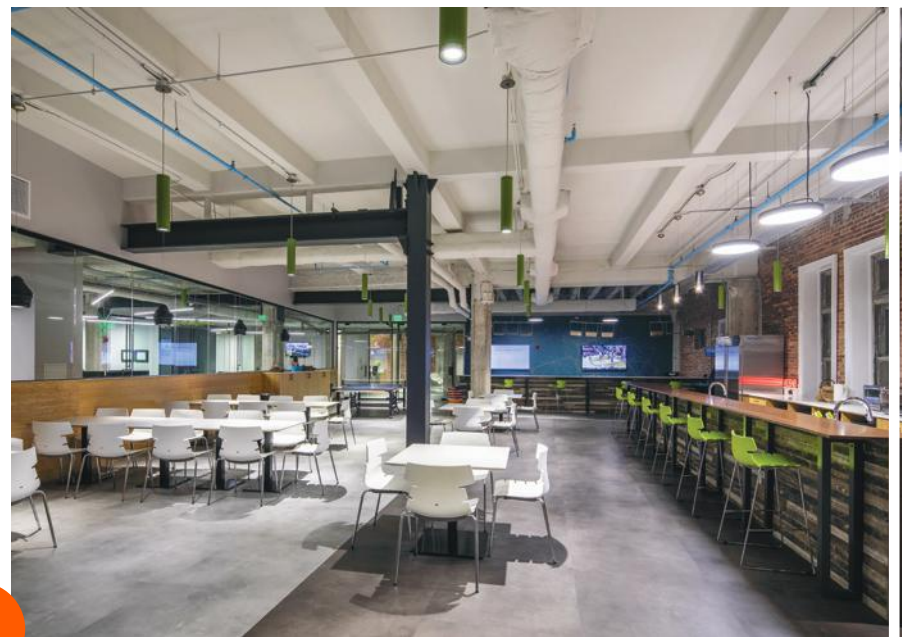
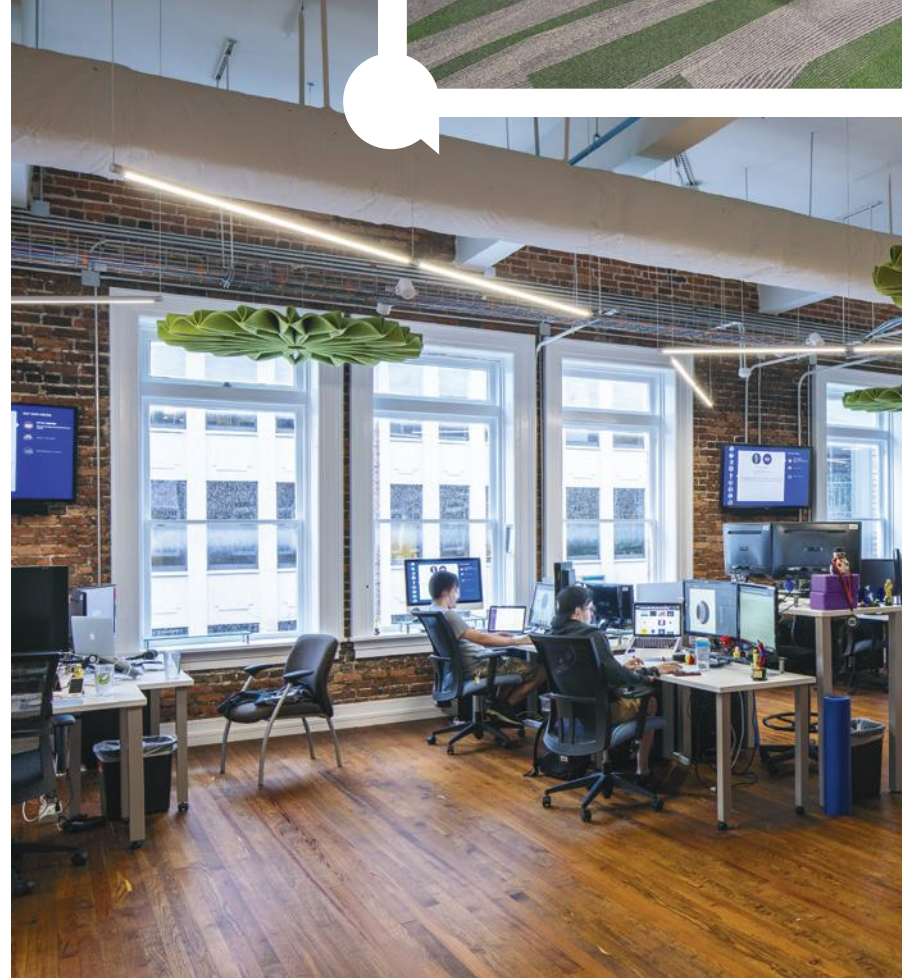
Lunar originated as the operational team for Launch That, a digital marketing company that develops and markets internet-enteric corporate brands. Following a year as an outward-facing business unit, and after recognizing their unique offerings and potential for growth, Lunar officially spun-off from Launch That in January of 2019.

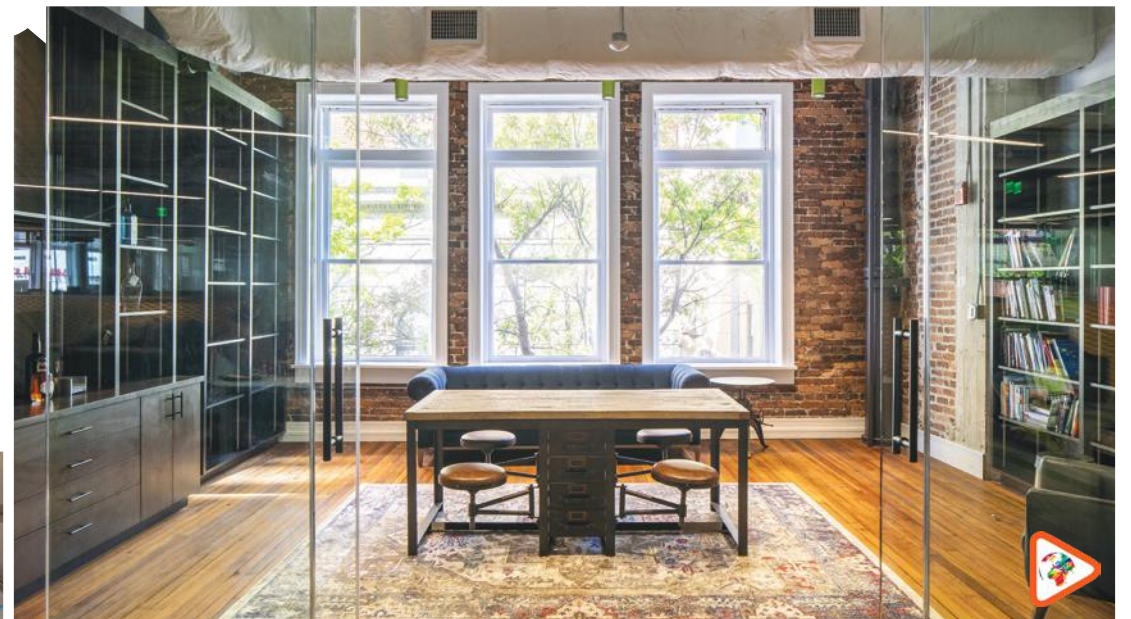
Lunar's Uplink allows salespeople and account managers to reach customers directly from their phone's native text messaging app and visualize the conversation in Salesforce. Lunar developed Uplink after recognizing a critical workflow problem for salespeople. Eighty-five percent of people prefer to reply to a text message from a business versus a phone call, yet the process of manually logging texts is cumbersome and time-consuming. With tight Salesforce integration, Uplink automatically detects if a conversation is business-related, and logs only these conversations and phone calls, keeping personal conversations confidential.

Additionally, Uplink allows companies to reassign phone numbers so the organization continues to receive both calls and texts, regardless of whether the salesperson or account manager leaves the company or goes on vacation. Uplink enables organizations to own the full context of conversations and deals in progress, finally addressing the data and deals lost to turnover. Uplink provides an innovative solution for sales organizations across all industries.

Uplink was the winner of the Demo Jam at 2018 Florida Dreamin', the community-led Salesforce event designed to inspire, educate and empower Florida's Trailblazers. The Demo Jam allowed Lunar to showcase Uplink in a short, no fluff, three-minute demo. Attendees voted on their favorite demo, and Lunar's Uplink came out on top.

Lunar continues to provide innovative solutions and services guided by its core value of "Expect the Moon." Lunar's company culture exceeds and defies expectations, empowering both employees and customers with the knowledge and tools to succeed. Lunar also lives by its second value, "Better, Together," by working closely with local and national charities, such as Mustard Seed of Central Florida and Pledge 1%, and supporting local philanthropy events including The Mustard Seed of Central Florida's Chairs for Charity and Florida Citrus Sports' Sideline Wine and Dine.

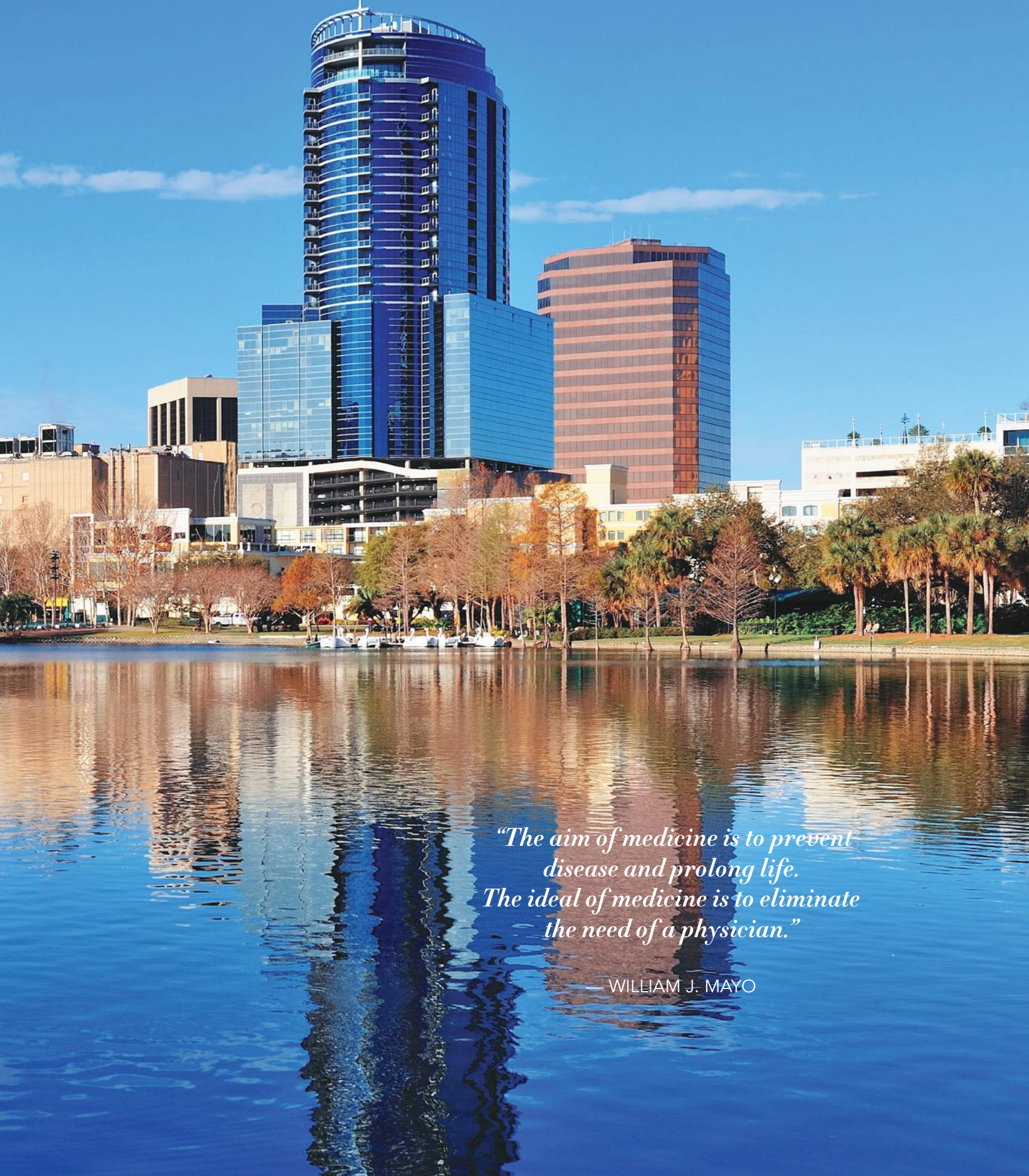




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 Phone : (407) 965-1959
belunar.com

A scenic view of a city skyline reflected in a body of water. The skyline features several tall, modern buildings with glass facades, some with unique architectural details like blue-tinted glass or multiple peaks. The buildings are reflected in the calm water. In the foreground, a white swan is swimming in the water. The sky is a clear, bright blue with a few wispy clouds. The overall scene is peaceful and picturesque.

HEALTHCARE



*“The aim of medicine is to prevent
disease and prolong life.
The ideal of medicine is to eliminate
the need of a physician.”*

— WILLIAM J. MAYO



ELEVATOR PITCH

GuideWell is a not-for-profit, mission-driven family of companies dedicated to helping people and communities achieve better health. As a health solutions enterprise, we work to keep care affordable, accessible and consumer-centered through payer, care delivery, marketing and government-based businesses.

INNOVATION STORY

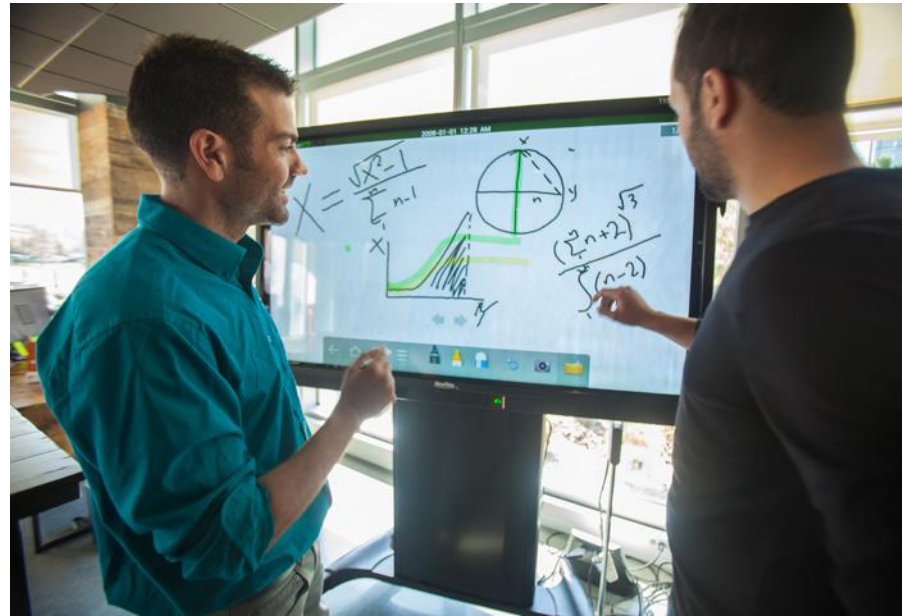
With roots in Florida going back 75 years, GuideWell has a profound understanding of the health industry and can read change over time. As an employer with 12,400 employees in 34 states, we strive to attract the best talent. As a federally regulated organization, we service stakeholders with agility because laws, policies, and reimbursements are uncertain and dynamic.

GUIDEWELL



In this environment, the need to innovate isn't optional – it's essential. To outperform what non-health companies like Amazon and Apple promise, GuideWell delivers by developing tools, processes and relationships that solve stakeholder problems such as:

- Stream-lining member service interactions: Until 2017, our payer's service associates were forced to access information from 24 different sources, leaving our employees frustrated and our members waiting too long for issues to be resolved. An internal team stood up a human-centered design prototype in five months and launched at month six an entirely new interface that's made service interactions more efficient and satisfying.
- Bringing care into the home: Our acquisition of PopHealth Care allows us to provide hands-on, high-value care in the home for members with acute care needs. This helps keep consumers healthier – and out of the hospital – which makes health care costs lower for everyone.
- Making information more accessible: "Flora" is our AI-backed, voice-based service platform that gives consumers easy access to answers they might have otherwise needed to find online or call to retrieve.
- Delivering culturally-competent care: Nothing is quite as personal as your health, which is why we partnered with ColSanitas out of South America to open medical clinics in south and central Florida. These clinics offer comprehensive, integrated care for Hispanic communities.



Success today does not guarantee relevance tomorrow. At GuideWell, our "consumer obsession" creates a dynamic tension that pushes us to reinvent products, build partnerships and source solutions that solves stakeholders' problems and maintains our market-leading position in the health industry.



Florida Blue



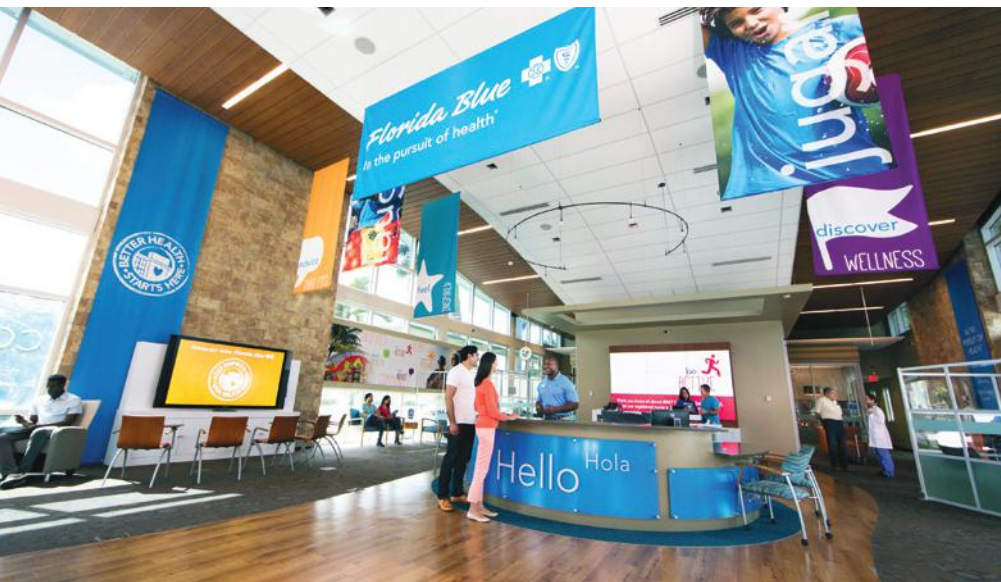
In the pursuit of health®

ELEVATOR PITCH

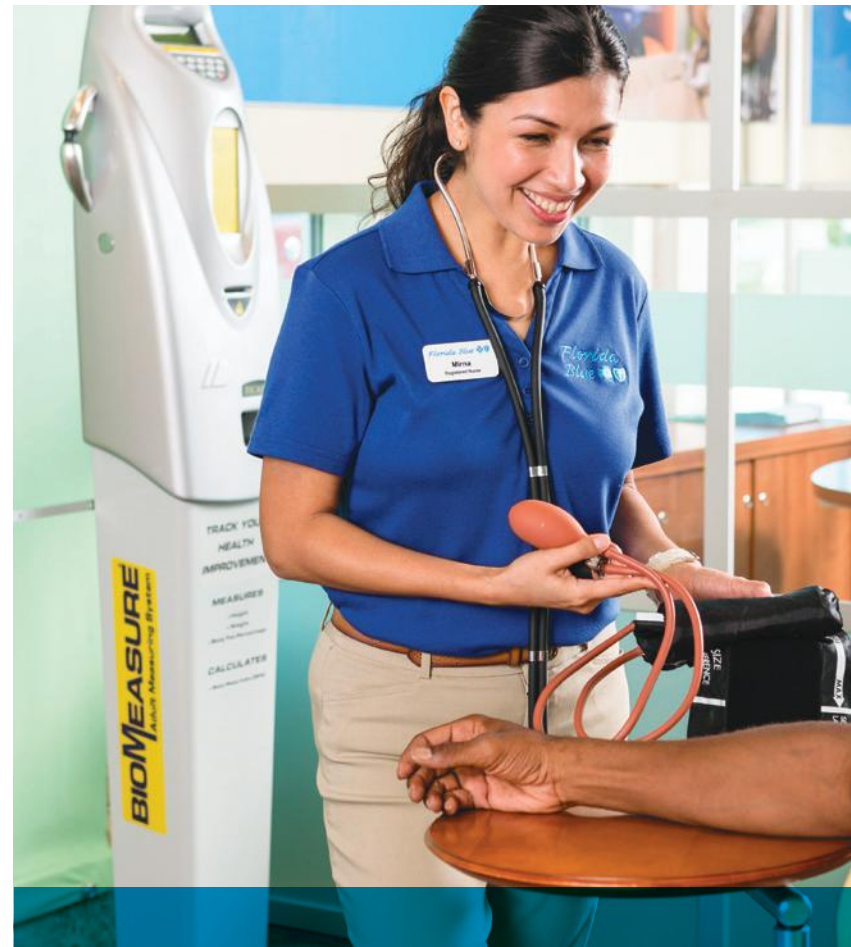
Florida Blue, Florida's Blue Cross and Blue Shield company, has been providing health insurance to residents of Florida for nearly 75 years. Driven by its mission of helping people and communities achieve better health, the company serves more than five million health care members across the state. In total, Florida Blue and its affiliated companies serve 16 million people in 29 states. Headquartered in Jacksonville, Florida, it is an independent licensee of the Blue Cross and Blue Shield Association.

INNOVATION STORY

Florida Blue has become a leader in the transformation of health care from a fee-for-service model to one focused on value outcomes. Value-based health care is a health care delivery model in which providers, including hospitals and physicians, are reimbursed by insurers based on patient health outcomes. It differs from fee-for-service, in which providers are paid based on the amount of health care services they deliver.



The company has established 22 accountable care organizations (ACOs) and a statewide patient-centered medical home (PCMH) model delivering higher-quality care at lower cost. ACOs and PCMHs are groups of doctors, hospitals, and other health care providers, who coordinate on high-quality care for their patients. The goal of coordinated care is to ensure that patients get the right care at the right time, while avoiding unnecessary duplication of services and preventing medical errors.



The continued success of these programs is a testament to the power of the company's strong provider relationships and its willingness to invest in innovation and growth. Florida Blue realized early on that it needed to leverage its leadership in the local market to address the fragmentation of the health care system and escalating costs. In response to these issues, it developed a strong foundation for value-based care and has since rapidly expanded these efforts.

Providers can earn financial incentives based on the total cost of care for attributed patients after meeting quality goals. These include a variety of nationally recognized metrics related to preventive, chronic and acute care. More than 10,000 providers participate in the company's value-based arrangements, and these models impact care delivery for more than one million Florida Blue members.

The programs rely on advanced technology and data sharing. For example, the company offers a robust provider portal that gives physicians access to information about gaps in care, utilization, patient treatment and care plans. The portal helps providers track their performance and identify opportunities to improve care delivery. For example, practices receive timely clinical notifications about hospital admissions, discharges and readmissions, which can drive effective transitions of care.



PROGRAM OUTCOMES

PCMH:

- 1.2 percent lower costs
- 7 percent fewer ER visits
- 4 percent lower hospital admissions
- 21 percent higher health-quality scores

ACO:

- 2.2 percent lower medical costs
- 6 percent fewer ER visits
- 5 percent lower hospital admissions
- 6 percent higher cervical cancer screenings

floridabluehealth  | florida-blue  | flblue  | BCBSFlorida 



HESPEROS

THE HUMAN-ON-A-CHIP COMPANY

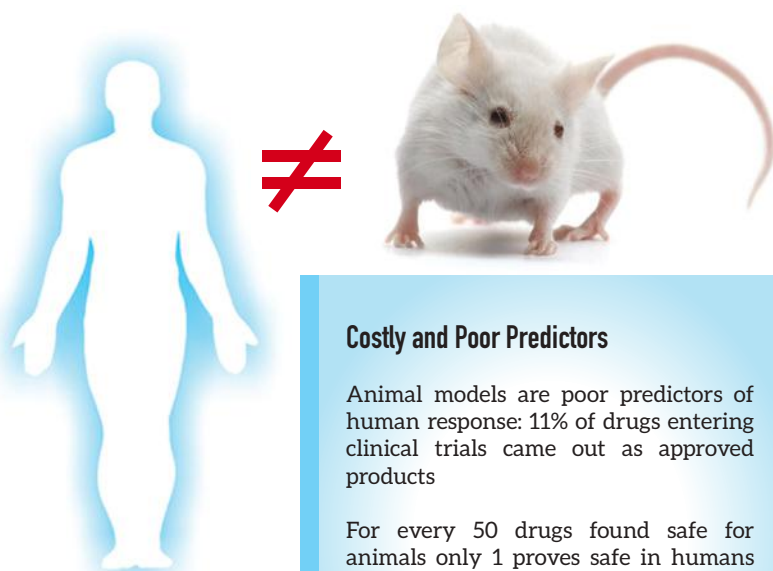
ELEVATOR PITCH

Hesperos Inc. provides insights into novel drug candidates at the preclinical stage by evaluating their efficacy and safety using sensitive, functional readouts in human-on-a-chip multiorgan models to reduce and eventually eliminate use of animal models. This innovative new technology is helping pharmaceutical researchers, large and small, make more informed decisions on which drugs to move forward with, ultimately bringing patients new therapeutics cheaper and quicker than ever possible before and enabling patient specific treatments.

OUR STORY

As pharmaceutical companies aim to tackle more complex diseases, the companies are faced with higher failure rates and larger investments lost. The net result is that only 1 in 1,000 new compounds will make it to approval, most of which will fail during animal testing. Even for the ones that make it through animal models, 9 in 10 will fail during human clinical trials. One reason for high failure rates is the continued reliance on animal models, which can be poor predictors of clinical results, especially when testing therapeutics for more complex diseases.

In the early 1990s, our CEO Michel Shuler had an observation which would lead to a revolutionary idea, sparking decades of research. Animal models were poor predictors for therapeutics in humans. He envisioned a more predictive model, thinking that recent advances in engineering multi-cellular culture systems could be the key to designing it utilizing PBPK modeling tools. He coined these models "animal-on-a-chip"—a term that would later become organ-on-a-chip (OOC) and now human-on-a-chip.

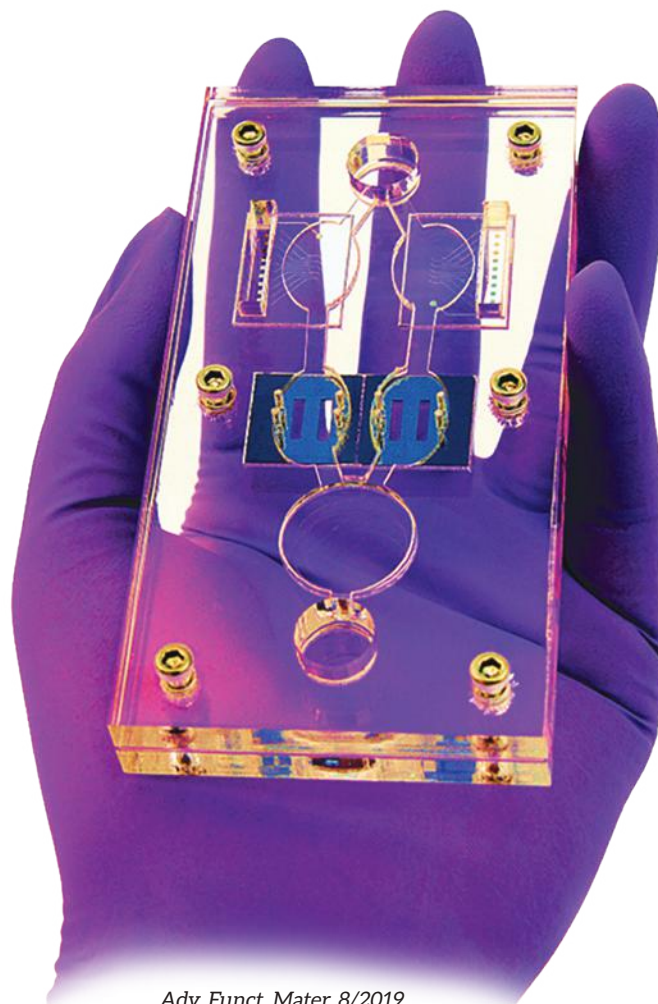


Costly and Poor Predictors

Animal models are poor predictors of human response: 11% of drugs entering clinical trials came out as approved products

For every 50 drugs found safe for animals only 1 proves safe in humans (2%)

One drug company finds that only 6% of animal trials predict human response

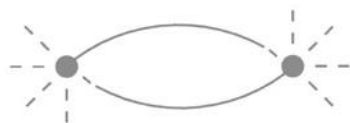


Adv. Funct. Mater. 8/2019



In parallel, Hesperos' Chief Scientist, James J Hickman, was developing engineered cell culture systems utilizing serum-free medium and defined surface compositions as well as functional readouts that mimic physiological, mechanical and electrical functions such as cardiac and skeletal muscle contractions and neuronal and cardiac electrical properties. These systems are capable not only of acute measurements but long-term chronic evaluation. Hickman has also utilized stem cells to derive most neuronal cells as well as muscle and cardiomyocytes and worked these systems into multi-organ constructs. He had also developed modeling

Fundamental unit of long term potentiation



Natarajan, et al, ACS Biomaterials Science and Engineering, published online August 2018

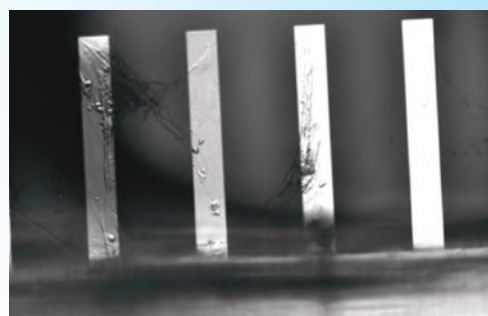
and simulation tools to predict and understand function in these systems.

About 10 years ago, Shuler and Hickman attended talks by each other and decided a collaboration to combine the unique attributes of their systems to develop multi-organ systems with functional readouts for acute and chronic applications would be revolutionary for the field. They also adapted their respectful modeling capabilities to enable Physiologically-based pharmacokinetic modeling of this unique in vitro platform to enable the models to predict in vivo behavior.

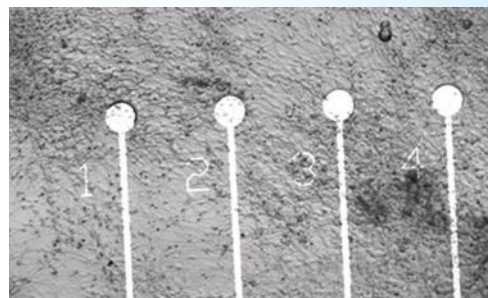
Fast forward a decade and the promise of their human-on-a-chip technologies has become a reality. While these technologies are still young, they have already been shown to be effective at predicting the effects of many therapeutics. As they gain wider acceptance in research, they are becoming more refined and the data they are generating are allowing researchers to make more informed decisions.

In 2011 The NIH established NCATS to address the long timelines, steep costs and high failure rates associated with the drug development process. To further support this initiative, in 2012 the NIH and FDA partnered to form a collaboration with the Defense Advanced Research Projects Agency (DARPA) focused on advancing development of organ-on-a-chip technology and created the Tissue Chip Program. Shuler and Hickman were funded in the initial grant period of the initiative by NIH.

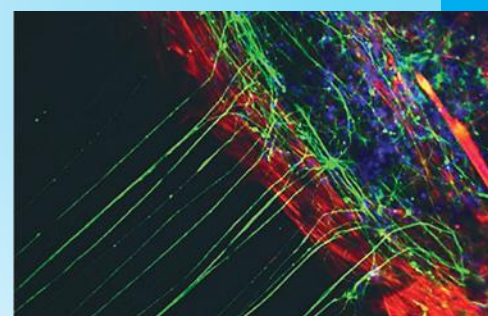
Hesperos became the first spin-off company from the NIH/DARPA program and in 2018 the



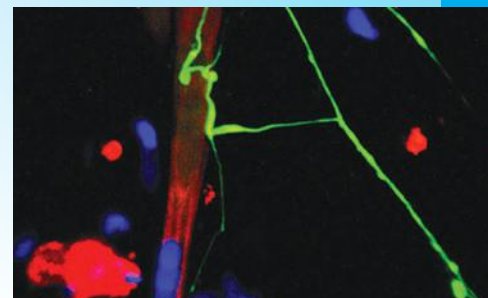
Muscle side on Cantilevers



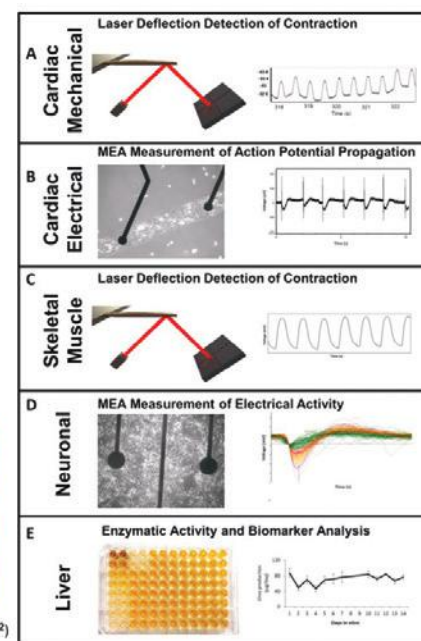
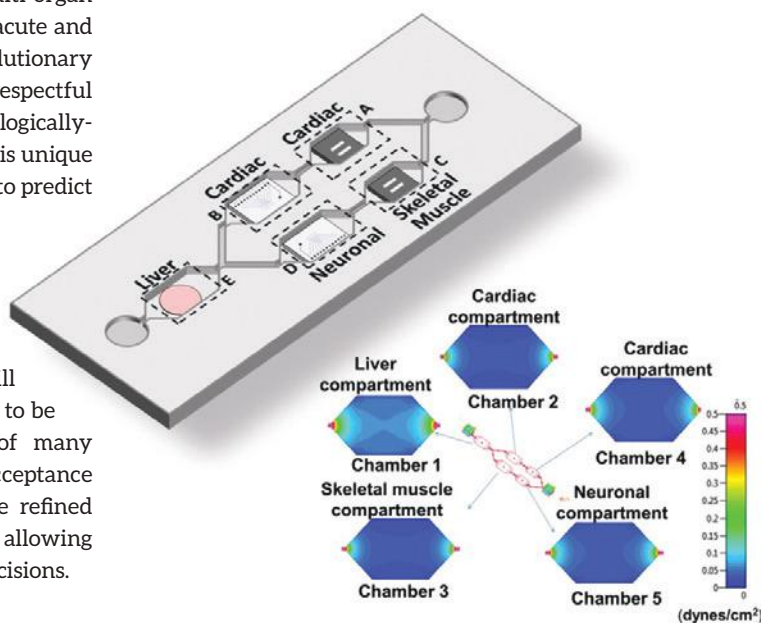
MN side on Electrodes



Axons going through tunnels



Neuromuscular Junction - Annulospiral



company's technology was the first to reach the Phase IIb of funding from NCATS, which is awarded to proven technologies that require additional effort to enable regulatory acceptance and cross the "valley of death" for biotechnology startups.

The future is bright for Hesperos and other OOC researchers. The applications of this technology are expanding past developing therapeutics and into the realm of personalized medicine. We are actively working to the day when this

technology can be used to predict an individual's reactions to therapeutics. Until that day, we are proud to continue to be one of the leaders for advancement of this field.

James J. Hickman, Ph.D.
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Hesperos, Inc.

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[hesperosinc.com](https://www.hesperosinc.com)

AireHealth™

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Breathing New Life Into Asthma Care



AireHealth's portable nebulizer and connected care mobile application helps 100+ million people in the U.S. living with respiratory illness (including 29 million wheezy kids) be more proactive in their respiratory care, to improve outcomes and lower the overall cost of care for their respiratory illness.

PROACTIVE RESPIRATORY CARE

Chronic respiratory illness currently costs the U.S. healthcare system \$50 billion annually—and proactive respiratory care has been shown to dramatically lower these costs. AireHealth's connected mobile application helps patients stay informed of potential illness triggers and allows them to take action and be more proactive with their care. Also, AireHealth's portable nebulizer, with its IP protected high-performance micromesh, effectively delivers more medication to the lungs where it is needed the most. Finally, AireHealth's smart-connected nebulizer also empowers physicians with comprehensive information and data points to help them educate and inform patients on how to best manage their respiratory care.



Stacie Ruth, AireHealth CEO, and Jason Eichenholz, PhD, Co-Founder

SOLVING A BIG AND GROWING PROBLEM

“Our mission is to disrupt the respiratory industry by revolutionizing the way drugs are delivered, the way technology is used to improve and save lives. We are passionate about the health and safety of the families who are inconvenienced by respiratory disease and ineffective drug delivery methods.” —Jason Eichenholz, PhD, AireHealth Co-Founder

Asthma is one of the leading diagnoses of respiratory illness, and it accounts for over two million emergency department visits annually.

AireHealth is empowering patients with knowledge of their environment and the impact it has on their condition, as well as giving them the ability to monitor the effectiveness of their respiratory care at home. AireHealth’s smart-connected nebulizer also enables physicians to use the data collected to provide strategic care that fosters the best patient outcomes—while simultaneously lowering healthcare costs.

THE AIREHEALTH DIFFERENCE

If you take a look around the AireHealth office, it’s easy to see that their company ethos is inspired by delivering forward-thinking and mission-driven results. Motivating artwork and powerful mantras adorn the walls, encouraging the team to “dream big” and to “explore, create and connect,” which is a galvanizing reminder of what can be achieved when a group of people come together propelled by a common purpose.

Fueled by a team of dedicated, passionate, and committed healthcare visionaries, AireHealth is patients, caregivers, and providers who deeply understand respiratory illness.



INNOVATING IN THE CITY BEAUTIFUL

When you are positively impacting the healthcare of millions of people, maintaining the status quo is not an option. Proudly based in Orlando, FL, and taking full advantage of the city’s thriving ecosystem and emerging tech-industry, AireHealth is a team who has their sights firmly focused on the future.

“I have worked in various other cities across the world, but I find Orlando to be the most rewarding in terms of growth and potential. Diversity is welcomed and encouraged here—because we all want the same result—for the city of Orlando to lead Florida in innovation and growth.” —Stacie Ruth, AireHealth Co-Founder

Their smart drug-delivery technology features a groundbreaking proprietary-mesh technology that is superior to any other nebulizer product on the market today, as well as a unique app-based technology designed to pair exclusively with AireHealth’s nebulizer. The end goal to be achieved through all of this innovation? To have a profound impact on the lives of over 400 million people worldwide living with chronic respiratory illness—because put simply, breathing should be easy.

WATCH YOUR HABITS, FOR
THEY BECOME
CHARACTER.

WATCH YOUR CHARACTER,
FOR IT BECOMES YOUR
DESTINY.



Vohesu

VOICE FIRST SOLUTIONS

ELEVATOR PITCH

Vohesu's Chronic Disease PAL on the Amazon Alexa platform is a conversational, on-demand health assistant that improves outcomes and lowers the cost of care for patients living with chronic diseases. Over 133 million Americans (40% of the U.S. population) suffer from chronic diseases, and Vohesu's Chronic Disease PAL makes it easy for these patients and their families to access medically accurate answers to all their chronic disease questions, wherever and whenever they need them.

OUR STORY

A 20-year cancer survivor, Ken Sakal, Founder and CEO of Vohesu, combined his personal experience with his professional healthcare background to create Vohesu's Chronic Disease PAL.

"I've walked in the shoes of a patient diagnosed with a chronic disease," he explains. "When you go to the doctor's office, you can't process all the information they are telling you. You go home, and you have all these questions, and there's really no place to go, no one to talk to get answers to your questions."

While working in the healthcare industry, Ken saw the need for access to patient education information continuing to be unmet. Through Vohesu's patient interviews, Ken observed the way patients deal with this gap today.

"Far too many people are going to webpages and getting incorrect information, that it's actually causing problems," Ken says. "Sometimes the misinformation that's out there, is sending the patients down the wrong treatment path, which leads to patients going back into the doctor's office, or even worse, into the hospital. Our goal is to reduce the additional costs associated with these unnecessary additional visits. Chronic diseases account for over 80% of the United States \$3.3 trillion in healthcare costs, and we have to take steps to reduce these costs."

Vohesu curates well-researched and well-written information on chronic diseases and incorporates it into a conversational interface on Amazon Alexa. The Chronic Disease PAL is now available for Rheumatoid Arthritis. Other diagnoses like psoriasis, IBD, diabetes, and eventually cancer are all in the pipeline, as well as delivery on other technology platforms, like chatbots and Google Home.



The Chronic Disease PAL's bottom-line beneficiaries are, of course, patients with chronic diseases; however, Vohesu's actual customers are healthcare providers. Florida has the third largest number of hospitals in the United States. These hospitals are now being reimbursed based on the value of the services they employ, not the volume of services provided. Vohesu's technology enables healthcare providers to lower their cost of care, provide better patient care, and improve overall population health, which is the triple aim of all healthcare providers. The value of Vohesu's Chronic Disease PAL also lies in its availability and evolution.

"The reality is that we see 80% of the questions over and over again," explains Ken. "It's that 20% that is unique. As new questions are identified, we research the answers and get the answers into the system." This means that once a single question, asked by a single patient, has been answered, it is available to all patients and all healthcare subscribers.

"It's a system that gets smarter, faster, over time. It saves the patient from the frustration of being on the phone, waiting for an answer—and it saves the healthcare provider's staff from being pulled away from in-office patients."

Vohesu also offers training to healthcare providers who are looking to innovate with voice-activation technology.

"A good voice user interface (VUI) is very similar to a good conversation with a friend," Ken has written. "We have to stop programming solutions and start writing good conversations or scripts. The 'potential' of voice



Vohesu understands both the power of voice technology and the power of empathy, in developing voice-based solutions. The applications of voice are as limitless as they are untapped, and Vohesu is here to assist healthcare providers and patients achieve improved results with the use of this new technology.

A portrait of Dr. David A. Clark, a man with short brown hair, wearing glasses and a dark jacket over a black shirt. He is smiling slightly. The background shows a cityscape with several tall buildings and greenery under a clear sky.

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Breaking paradigms and boundaries in bringing bionics to life.

ELEVATOR PITCH

A nonprofit based and founded at the University of Central Florida, Limbless Solutions develops personalized prosthetics, bionic limbs, and mobility devices for children and adults, free of charge. The company collaborates with experts from a variety of fields who share a vision of applying leading-edge research and development to the needs of people with physical challenges — an example of “translational innovation.”

OUR STORY

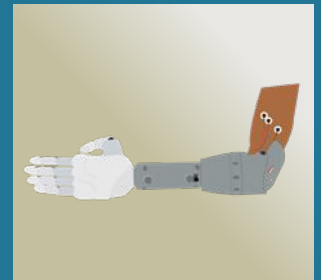
For as long as he can remember, Limbless Solutions’ President Albert Manero, PhD, wanted to be an aerospace engineer. It’s why he earned three degrees from UCF’s highly-regarded College of Engineering & Computer Science. Manero had big dreams to make an impact on the world and beyond.

But while Manero was studying for his PhD, he received an email from a couple he’d never met. Their dream very quickly became Manero’s dream, too. It would inspire him to merge his passion for technology with an equally passionate group of UCF students and faculty.

The email had come from the parents of a 6-year-old boy named Alex, who was born with a partially developed right arm. They had tried the standard process of securing a prosthetic for Alex and had run into the standard obstacles — prosthetics that are too heavy, too difficult to use, and far too expensive. The parents found Manero’s name on a website highlighting his team wanting to make technology more adaptable and more accessible for real-world needs. It was just what Alex’s parents were looking for: someone willing to challenge the status quo.

Their team had everything he needed right there on the UCF campus. Engineering students and researchers to develop the biomechanics of an arm. The College of Medicine to guide the clinical application, compliance, and quality of care. A group from the School of Visual Arts & Design to create custom-designed arms for each child and a video-game training system.

They even had access to the 3D printers they’d use to manufacture the arm. “I heard the words ‘this is crazy’ quite frequently,” says Manero. “But the objective to do something different in order to fill a real need motivated us.” It took just eight weeks before Alex had his first prototype, at no cost to his family.



Four years later, Limbless Solutions is anchored where it started: in the heart of the UCF campus. The university adopted Limbless as a direct support organization in a partnership.

“I can’t imagine a better place for what we do,” says Manero. “The university provides an infrastructure of research, space, staff, and a connection to entrepreneurial minds.”

Thousands of families from around the world have reached out to Limbless since they developed Alex’s arm. New projects include a wheelchair that’s controlled using temporal muscles by clenching the jaw.

“Empathy is one of our guides,” says Manero. “Because of the expertise and technology drivers in the Orlando area, we can make a big difference.” Their upcoming clinical trials will bring the newest version of their bionic arms to 20 children around the country — representing the first clinical trial in the USA to do so.

This isn’t the kind of impact the group of college students had in mind when they worked toward their engineering degrees. It’s far greater. And, as it is in space, there’s no limit to what might be next.



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ELEVATOR PITCH

Myelinn's mission is to turn health information into cutting edge life saving knowledge for all of humanity. Our health blueprint platform brings together each individual's unique health profile with the power of artificial intelligence, noninvasive health trackers, and human clinical expertise to empower personalized health in the form of precision medicine. Our vision of precision medicine directs the power of information and ownership to the patient. We enable people to securely collect, organize, analyze their health data and use the information in meaningful ways. Our patient engagement and clinical support tools enhance the experiences for both doctors and patients to optimize the power of targeted therapy. Better prevention and improved healthcare delivery can tackle modern day health issues such as diabetes, hypertension, and opioid addiction.

OUR STORY

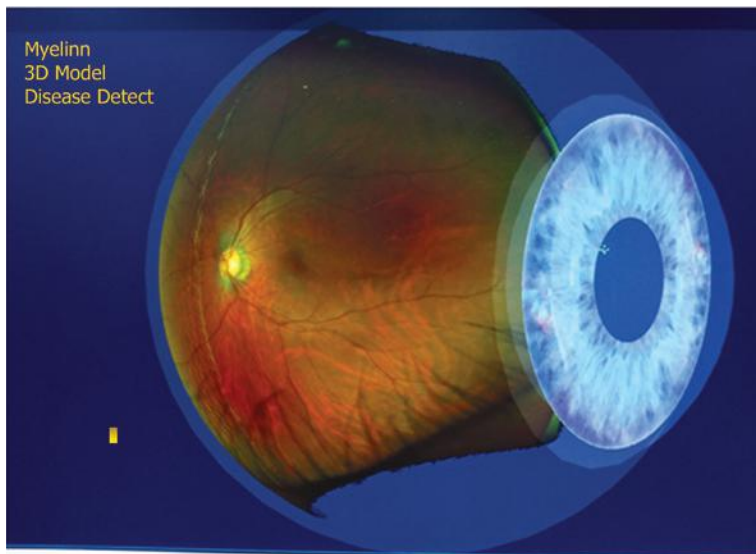
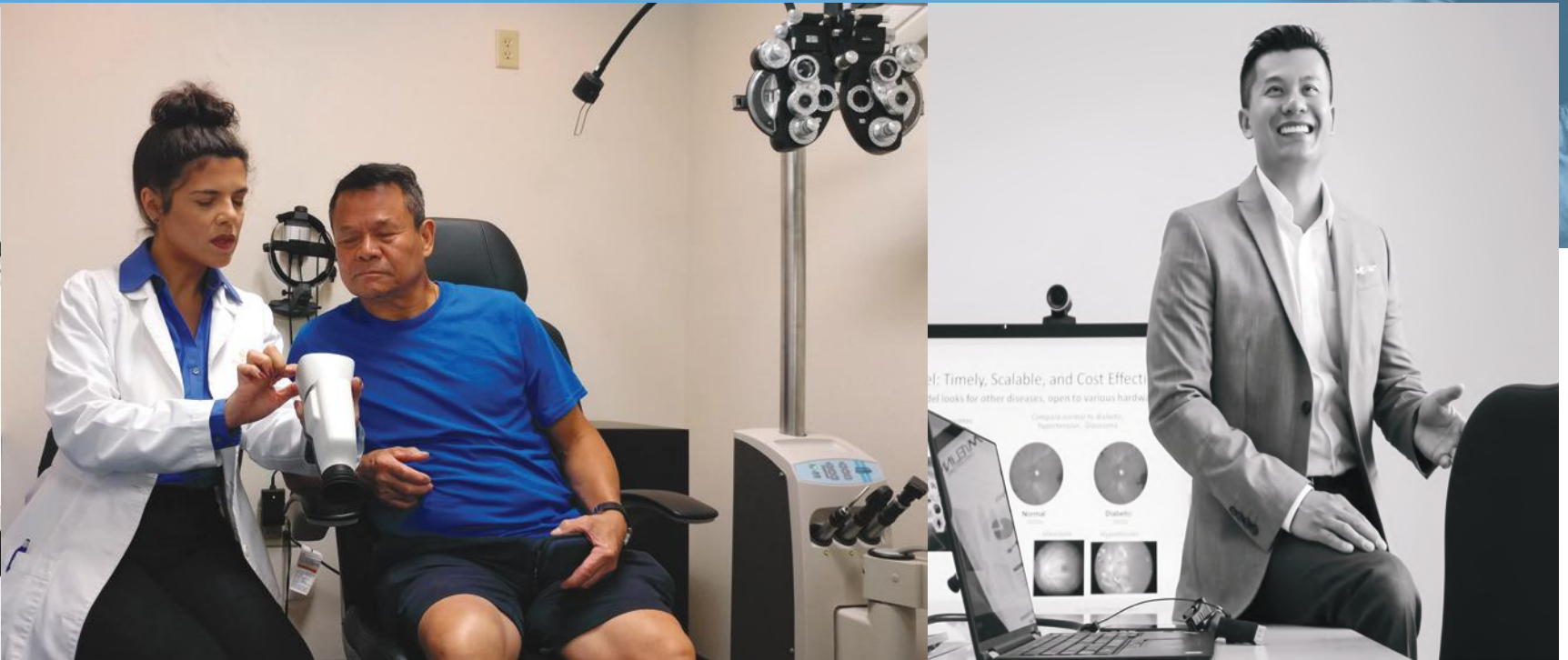
Patient empowerment and protection of each individual's personal information is at the forefront of our mission. We created innovative ways to encrypt data and ensure privacy. Our platform empowers the individual to appoint which appropriate people have access to their health information in their cycle of care in order to create a complete blueprint of



health. Helping millions manage their health information will enable their children to fight new diseases to reshape healthcare for future generations.

Precision healthcare requires a great deal of information to build a complete blueprint of health. Common, everyday, accessible technologies such as mobile phones, wearable fitness trackers, and cell phone cameras generate volumes of data to build this picture. When relevant data is matched with Myelinn's artificial intelligence (AI) algorithms, it gives people an insight into the unique state of their health and best ways to use therapies best suited for them. The blueprint builds on the data within Myelinn's MyBiobank, a secured lifetime repository, where every individual can collect and analyze their entire health biography from fitness trackers, daily calories, family history, genomics data, clinical interactions with doctors, and laboratory results.

Myelinn's Visiontheraputix platform, in partnership with Maximeyes Vision, founded by Joelle Rodriguez O.D., has helped captured human retinal images for this noninvasive diagnostic platform to evaluate ocular and systemic health of the body. To ensure accessibility, our platform uses portable fundus cameras, Android and Apple mobile phone cameras to take images of the eye to match with our applications. Photos are uploaded to our



cloud-based clinical tools to share with doctors to continuously monitor a patient's health based on the patterns and signatures.

To ensure accessibility, our platform uses everyday Android and Apple mobile phone cameras to take images of the eye to match with our applications. Photos are uploaded to our cloud-based clinical tools that can be shared with doctors to continuously monitor a patient's health based on the patterns and signatures.

Your health information holds great power to living a longer and healthier life. If we figured out how to travel by air, put mankind into space, and digitally connect our world, then we can surely unlock the insights into our health blueprint. Signup at myelinn.com today to learn more. Your health begins with you.

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DOCITY HEALTHCARE: CLICK AND CONNECT

With a vision to solve a broken healthcare system and save patients and doctors time, Docity, a startup company based in Orlando, FL, plans to expand their business starting with the East Coast

Docity is a connected health platform that allows doctors to communicate face- to-face through smartphones, tablets and computers. The idea for Docity's innovative solution for fast patient care came to founder James Cowan and co-founder Will Bewley when they both noticed a void in the healthcare system.

"I had a family member with a brain tumor and lost valuable time with them while waiting for appointments. I became frustrated and decided to build a telehealth system to connect patients from all walks of life to their health professionals," said Cowan.

The mission of Docity is to connect health professionals to patients and to connect patients to better health.

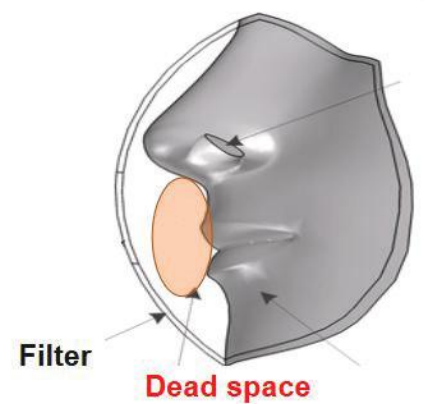
"By the end of the year we plan to be in over 3,000 households. We want to eliminate 30% of all in person visits by 2030 at 30% of the cost," said Cowan. Docity partners with communities and internet service providers to bundle telehealth access with the products and services that households already buy and use every month. Users can schedule on-demand appointments keeping control of their life, their schedule, and their family. With Docity, you carry your records and appointment history with you, everywhere you go.

Docity is a committed team of innovators that is completely dedicated to improving the patient experience. We are finding new ways to connect patients with providers and delivering VIP medicine at scale. We are a veteran-owned company with offices in Orlando, FL, and Chattanooga, TN.

To learn more about Docity or to become a partner, please visit <https://docity.com/>



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 docity | @docityhealth
 jamesrcowan | @docity_health
docity.com





Shihao "Jerry" Zhang
– Head Design Engineer

Andre Child
– Lead Science Officer



Shivkumar Kaushik Murthy – Head Test Engineer



Akash Gajjar – COO

ELEVATOR PITCH

Our company is making simple, yet profound changes to overlooked problems, starting with respiratory personal protective equipment (PPE). The N95 is used in both the basic and worst-case scenarios, from cleaning up around the house to full-scale quarantines. On top of that, the N95 is well known to have a significant leakage and induces high inspired carbon dioxide. This leaves the user with headaches, fogging glasses, and a lower overall protection. Our engineers investigated the N95's problems and found that a mask that seals to the user's face, contours to their expressions, and minimized its size was the solution to the problem.

OUR STORY

So we took our own experiences—Shane growing up in Florida battling allergies, Kaushik and Jerry wrestling with pollution—and used this as the spark of innovation. From there, we got out of the building, spoke with the community to see if this was a difference worth making, and interacted with our potential customers to hear their stories.

That's when we were fully supported by the City Beautiful, through the National Science Foundation (NSF) I-Corps site node at the University of Central Florida (UCF), where we met with entrepreneurs from every walk of life and became fully invested. We then added Akash, who wanted to help his sister and other



Shane Singh – CEO

medical professionals, and Andre, who wanted to apply advanced nanoscience to the problem. From there, we checked both the government's views on respiratory protection (at the National Institutes of Health and Human Services conference that was conveniently in Orlando that year) and the national entrepreneurial business community's advice on how to move forward (through the Lemelson Foundation's Venture Well in Boston).

This led us to secure our intellectual property, begin our minimum viable product and prototype testing, and to compete and rank in the UCF Joust Pitch Competition. Now we are looking forward to going through the regulatory approval process and making waves by selling our product, which cuts the inspired carbon dioxide by at least 1/3, reduces leakage to zero, and keeps the user comfortable so they can breathe easy and breathe safe.

Twitter.com/sstartech

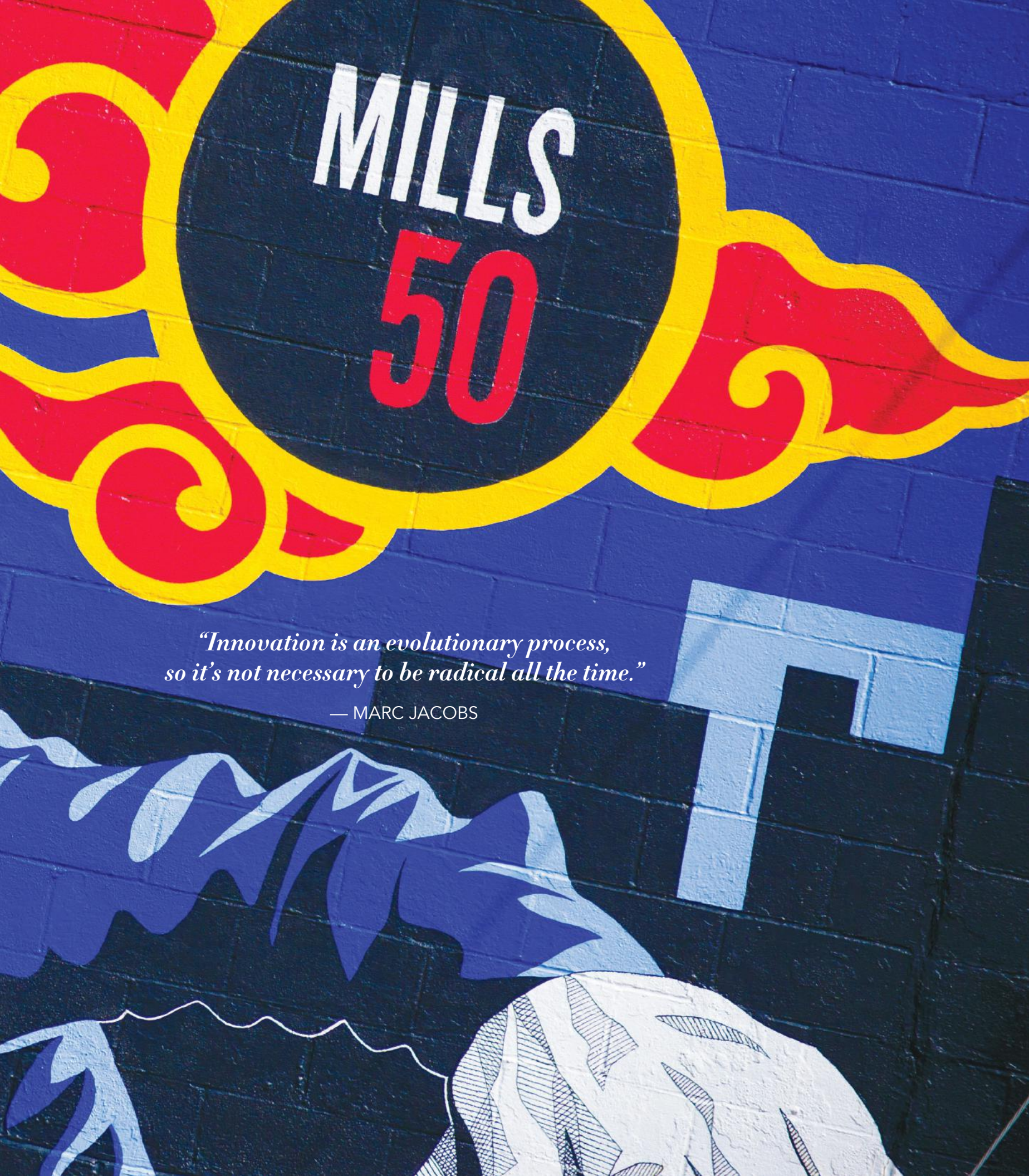
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MEDIA & MARKETING





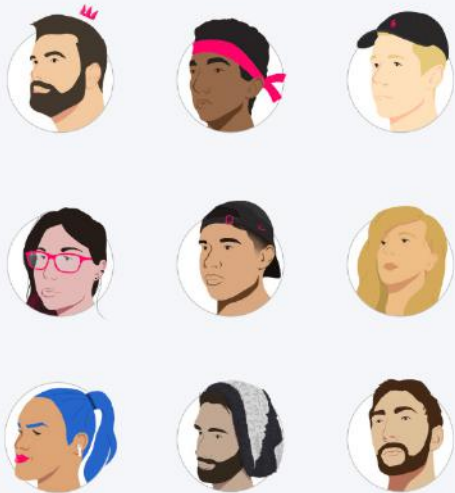
MILLS 50

*"Innovation is an evolutionary process,
so it's not necessary to be radical all the time."*

— MARC JACOBS



WHO WE ARE SoFriendly Team

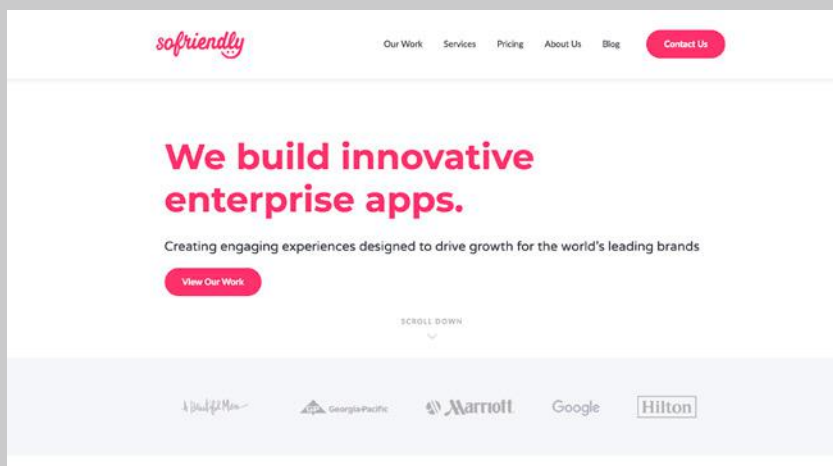


ELEVATOR PITCH

SoFriendly is an entrepreneurial design team with a love for designing unique, groundbreaking experiences for mobile apps, websites, and everything else in between. At heart, the team is comprised of makers and creators who love building out their own ideas from time to time.

OUR STORY

Innovation at SoFriendly typically revolves around crafting a user experience (UX) catered to their clients' specific demographic of users. For example, they recently revamped the traditional photo booth for a waterpark, are pushing the limits of training in the hospitality industry, and building an on-demand maid service app. The team constantly looks for spaces where they can jump in and provide a solution that makes sense for the given scenario.



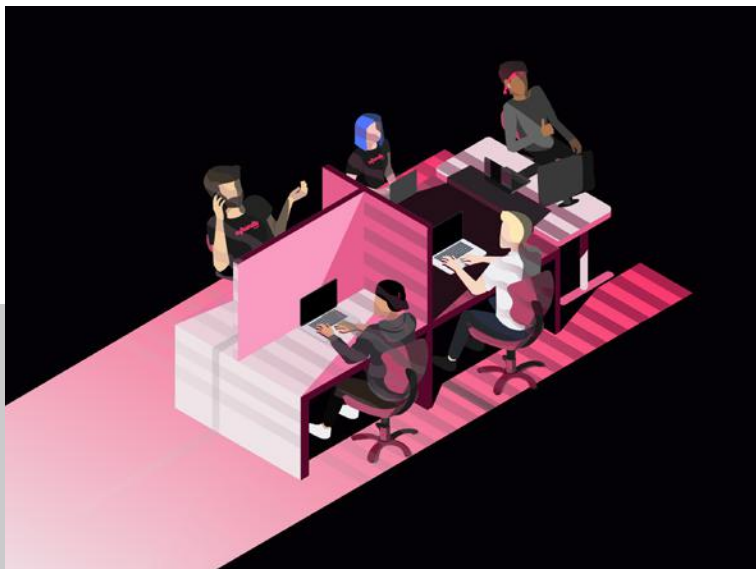
They do this by constantly asking employees to share their thoughts, problems, and ideas. By doing so, they are empowering them to have a voice and thus are able to gather opinions based off real-world scenarios.

This is especially useful for when startups and entrepreneurs present a list of what they're looking to solve and it needs to be broken down. This allows the team to have tons of ideas and solutions to pull from since everyone contributes.

Often times, problems can actually be solved in a totally different, easier, way outside of what the entrepreneur was originally thinking. At SoFriendly, this is one of the things that actually sets them apart from the rest; they push back on ideas and rationally discuss the experience from a user perspective to solve problems.

Their goal has always been to be the resource of innovative technology for businesses looking to dive deep into new solutions. Each year they also head to CES to ensure they're up to date on all of the latest technology, and deploy their findings to different instances where it makes sense. So when a client brings a new idea they can say, "Yes, that's a great idea! We can actually do A, B, or C to solve the problem. Oh and here are the pros and cons for each". Clients appreciate the mile wide knowledge on the industry and the SoFriendly team prides themselves on this.

Innovating typically involves taking new risks into the unknown and not having any guarantee of success. However, the team's welcoming approach to new projects and technologies has given them a significant edge in determining the best practices and UX that make them an industry powerhouse.



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FLIP.TO

The advocacy
marketing platform
that's changing travel

ELEVATOR PITCH

Flip.to is the platform built to introduce travel brands to new audiences worldwide.

Travelers share the high points of their experiences with the brand at the center of the story, tapping into their warmest, most receptive audience yet, while tracking the impact down to dollars.

The result: destinations, hotels and resorts get introduced to new audiences in the most trusted way possible, and at a scale like never before—all while travelers learn about new experiences from friends & family worldwide: a win-win.



• STORY FROM SAHID A.
EXPERIENCE KISSIMMEE TRAVELER



• STORY FROM AMBER D. | GUEST OF SHEPHARD'S BEACH RESORT
"Mermaid spotted at Shephard's!"

OUR STORY

At Flip.to, we're big believers in taking hospitality marketing to a new frontier. We celebrate experiences from travelers around the world, and work with folks truly passionate about their incredible destinations.

Somewhere, travel marketing got away from being aspirational, at the expense of brands and travelers alike. So we set out to make things right.

We're helping travel brands have authentic conversations, nurture lasting relationships, and craft rich experiences to put them back at the center of every traveler's journey.

From 10,000 feet high down to the finest details, we're reimagining travel marketing that's a win for travelers, great for business, and enables top-notch hospitality.

All of that takes place in a travel marketing platform that is not only incredibly impactful, but also beautifully executed. It's more than a polished product (although we've got that, too). It's truly innovating to help marketers tackle real challenges.

• STORY FROM CHRISTOPHER H. | GUEST OF REUNION RESORT

"Birdies were flyin' and so was the Bethel College Women's Golf as they played the Jack Nicklaus Course over spring break!"



• STORY FROM SONIA P.
GUEST OF THE SHORES RESORT & SPA



• STORY FROM PETER M.
GUEST OF THE BETSY HOTEL

MILESTONES

Florida's our home state and we're proud to call it home to the Flip.to headquarters. With 8 years under our belts, Flip.to is helping reach tens of millions of travelers—and growing—each and every year.

With roots in the hotel sector, we're proud to have grown to travel brands of all shapes and sizes, from destinations to vacation rentals, attractions and beyond.

So what's next? We're setting the stage for a first-of-its-kind: reimagining tourism, from the regional level down to the property on a platform everyone can join—a solution that inspires travel, and creates partnerships with significant impact for everyone involved.



• STORY FROM SUZANNAH B.
EXPERIENCE COCOA BEACH TRAVELER

To get started with Flip.to, the advocacy platform that reaches, inspires and wins over an entirely new global audience every day, take a tour at <http://flip.to/tour>, or say hi at hello@flip.to.

twitter.com/fliptocom
linkedin.com/company/flip-to
facebook.com/FliptoNews



STATUSPHERE



Copyright: Nick Leyva / University of Central Florida

ELEVATOR PITCH

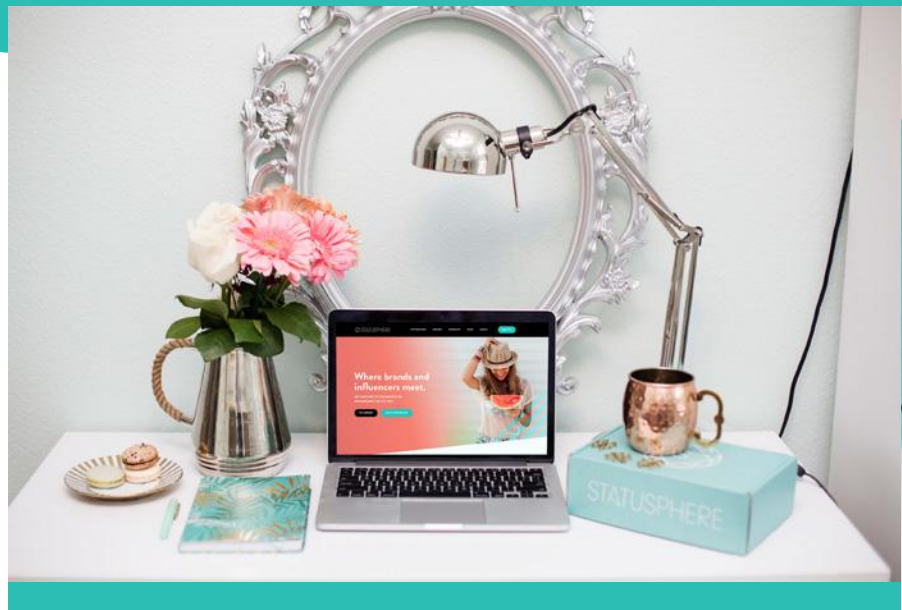
Statusphere is an influencer marketing platform that fundamentally transforms the way brands connect with social media influencers. The company's influencer-first business model solves the major pain points of outreach, price negotiation, scalability and distribution for consumer brands. Statusphere achieves this with its curated network of micro-influencers who receive a monthly box of Instagram-worthy products in exchange for sharing photos or videos with their followers. Brands can tap into this network and commission hundreds of guaranteed influencer posts with virtually zero legwork.

OUR STORY

Statusphere is the brainchild of Kristen Wiley. The 27-year-old entrepreneur has a unique understanding of what it's like to be on both sides of the influencer marketing equation, having been both a blogger and a marketer.

While studying advertising at the University of Central Florida, Kristen started a baking and crafting blog. Her blog content went viral thanks in part to features on the popular entertainment website, BuzzFeed, and soon after brands like Coca Cola, Michaels Craft Store and Sara Lee were flooding her inbox. At the same time, Kristen worked at an advertising agency where her role involved finding social media influencers on behalf of her clients for marketing collaborations.

This sparked Kristen's lightbulb moment. The idea: A service that makes it simple for brands to connect with the influencers they want to partner with, and vice versa. The approach: Mobilizing micro-influencers to support a brand's sales and marketing goals. The vessel: A monthly subscription box of products specially curated for each influencer. Brands pay for placement in the box, and influencers receive the latest and greatest in beauty, fashion and lifestyle products for free in exchange for sharing about the products with their followers on Instagram, readers on their personal blog or viewers





Copyright: Stephen M. Dowell / Orlando Sentinel



on YouTube. It's a turnkey solution for brands to commission hundreds of guaranteed influencer posts, and influencers have the opportunity to partner with brands they truly love.

As industry demand pivots from macro-influencers to micro-influencers, the idea for Statusphere couldn't have come at a better time. And for Statusphere to be a formidable player in a quickly evolving industry, Kristen had to scale operations. However, she found it difficult for New York- and California-based investors to take her seriously.

During a pitch competition, Kristen caught the attention of Jason Calacanis – one of Silicon Valley's most notable angel investors in startups like Uber, Thumbtack and Tumblr. While he believed in her innovative business model, he urged her to “Get the hell out of Orlando” if she wanted to be successful. Adamant that her startup would continue to thrive in Central Florida, Kristen kept Statusphere's roots firmly planted in the City Beautiful.

Kristen ultimately won him over. She became the first Florida-based founder accepted into Jason's LAUNCH Incubator. The opportunity allowed Kristen to close her seed round, bringing California capital home to Orlando. Her one-woman startup has transformed into an influencer marketing juggernaut. Now, she is setting the trend for brand-influencer collaborations industry-wide.

You don't have to be in Silicon Valley to be a success story, and Statusphere is a testament to that.

Email: hello@joinstatus.com
[/statusphere](https://www.linkedin.com/company/statusphere)
[@joinstatus](https://www.instagram.com/statusphere)
[@statusphere](https://www.facebook.com/statusphere)
[/joinstatus](https://www.facebook.com/statusphere)
[statusphere.com](https://www.statusphere.com)



407area.com/MyArea Network

YOUR DIGITAL CONNECTION FOR EVERYTHING HAPPENING IN YOUR LOCAL AREA.



Chris McShane - Digital Content Associate

With the inspired vision of CEO Scott Conlon, MyArea Network has become a fast-growing digital media and tech company with a mission to connect people to their local community. Beginning with 813area.com and based in Tampa, the local connection concept using local influencers to connect businesses and people in their community has continued to grow with 150 live local sites all over the country and the opening of the Orlando market office in 2016.

407area.com/MyArea Network is a full-service media and marketing company that helps local businesses of any size attain visibility in their community. Through multi-channel media platforms, technology solutions, and online and offline marketing services.

"There are so many great local businesses that don't get the attention they deserve. We wanted to develop a platform and solutions that would help more people find those businesses," explains founder and CEO, Scott Conlon.

Over the last few years 407area.com, MyArea Network's first official market expansion has flourished providing a source for locals and businesses with the onboarding of their first official Area Manager, LeeAnn Huntoon.

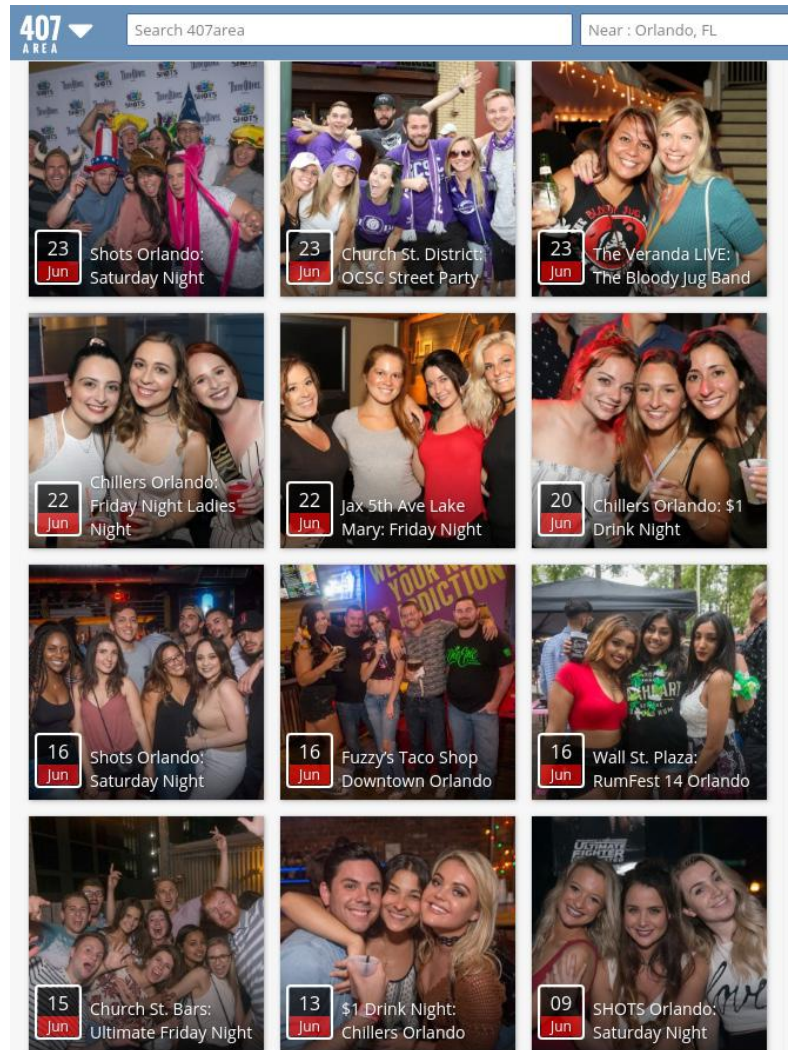
After graduating LeeAnn Huntoon accepted an entry level position with a major corporation and after ten years of climbing the corporate ladder she hit the ceiling and decided it was time to move on and pursue her passion. After a few months of freelance writing, she began working for a digital marketing company in Downtown Orlando and quickly became the content manager for the company's two local entertainment websites. Her success and determination caught the eye of MyArea Network and when it was time to open the Orlando office, she was asked to come on board to build and grow the 407area market.

"We are so much more than a marketing agency or a website. 407area.com and the 150 other live sites including 813, 727, 386, 321, and 305 in Florida alone is a community and your local connection to anything and everything that's happening in your area. Not only are we the local source for things to do, nightlife, dining, and local sports, we also bridge the gap between the businesses in the area and their targeted audience," states 407area Content Manager/Digital Marketing Director, LeeAnn Huntoon.

With the assistance of the main office in Tampa and the Orlando Digital Content Associate, Chris McShane, 407area.com has become the leading source for local residents and visitors to find the best things to see, eat, and do in Orlando.

The site offers more than just a directory for businesses and upcoming events. 407area.com and the additional sites within the MyArea Network family produce relevant and organic article content that is highly ranked on Google. Each article is written by locals who live in the area, providing readers with first-hand experiences and suggestions similar to reaching out to a trusted friend who lives in the area. 407area.com has become a trusted source in Orlando combining local and social and providing everyone with the opportunity to live like a local no matter where they are.

To learn more about MyArea Network and the Orlando area subscribe to 407area.com and connect to your community.



LeeAnn Huntoon - 407area Content Manager & Digital Marketing Director for MyArea Network

407area Office (Downtown Orlando)
25 Wall St. Suite #11
Orlando, FL. 32801

407area

www.407area.com

Digital Marketing Services:
www.myareanetwork.com



ELEVATOR PITCH

The podcast *This Is Orlando* is building awareness of the various activities and opportunities for people to connect and become more a part of the Central Florida community. And its founder, Rob Coble, a local career counselor with decades of experience, is just the man for the job.

OUR STORY

"The one thing about Orlando that's kinda tough," says Rob Coble, "is that Orlando is so filled with passion, and there are so many great people doing so many great things—there are so many choices—that many people are still trying to find that niche of where they can get in there and make the biggest impact."

Rob Coble is so dedicated to fixing this problem, that he has developed two different solutions: the podcast *This Is Orlando* and, well, himself—specifically, his career-counseling firm, which he established in 2017.

A music-industry veteran, Rob followed his bliss elsewhere, and in 2004, ended up at Full Sail University, where for over a decade he worked with students in gaming and technology, teaching them about networking and "how to locate that 90% of jobs you won't find on the Internet," Rob says.

"As great as technology is, finding a job or making connections with people can be done [only] superficially online. If you really want to make that good connection and be a part of something, you're going to have to meet these people face to face, in person, and interview them. You can't 'OMG, LOL' your way through an interview."

As interest grew, Rob created Facebook pages, Twitter threads, and other online groups to help his students, and others like them, build systems



There are so many great things happening. If we could find a way to bottle the passion, we would be a huge tech center for the world.

Rob Coble - Career Management Consultant



Rob Coble began his career in the music industry, where he specialized in retail and marketing, working with such stars as U2, Eminem, Reba McEntire, and Andrea Bocelli, among many others. In 2004, he joined Full Sail University as Industry Outreach Manager, where his time and experience incubated his projects today: the *This Is Orlando* podcast and his consulting firm, Rob Coble - Professional Development and Career Services. Rob is a member of the Boards of Directors for the Non-Profit serves on the council for Seminole Tech. Association, OrlandoIX, and Otronicon. In all his roles, Rob helps others to stay true to who they are and to successfully network, communicate, and find opportunities—and reach their goals—no matter their industry.



of support. In terms of offering valuable advice, a podcast was a natural progression.

Before it became *This Is Orlando*, Rob's podcast was called *Networking Nerds*. "It was kind of based around the game and tech community, giving kids the skills on how to work a room, how to make connections with other people in their industry," he says.

But Rob saw the potential to feature other community groups, startups, and events when he first encountered the Orlando Economic Partnership's hashtag, #ThisIsOrlando. With their permission to use the phrase to rename his podcast, Rob expanded his coverage and audience.

"I wanted to cater to bringing together like-minded people who wanted to make a difference," he says. A recent guest on *This Is Orlando*, for example, was Castle Church Brewing Community, a local church with a brewery and taproom onsite. While the concept is somewhat playful, it shows a commitment to community—and that's just the kind of thinking Rob wants to illuminate through *This is Orlando*.

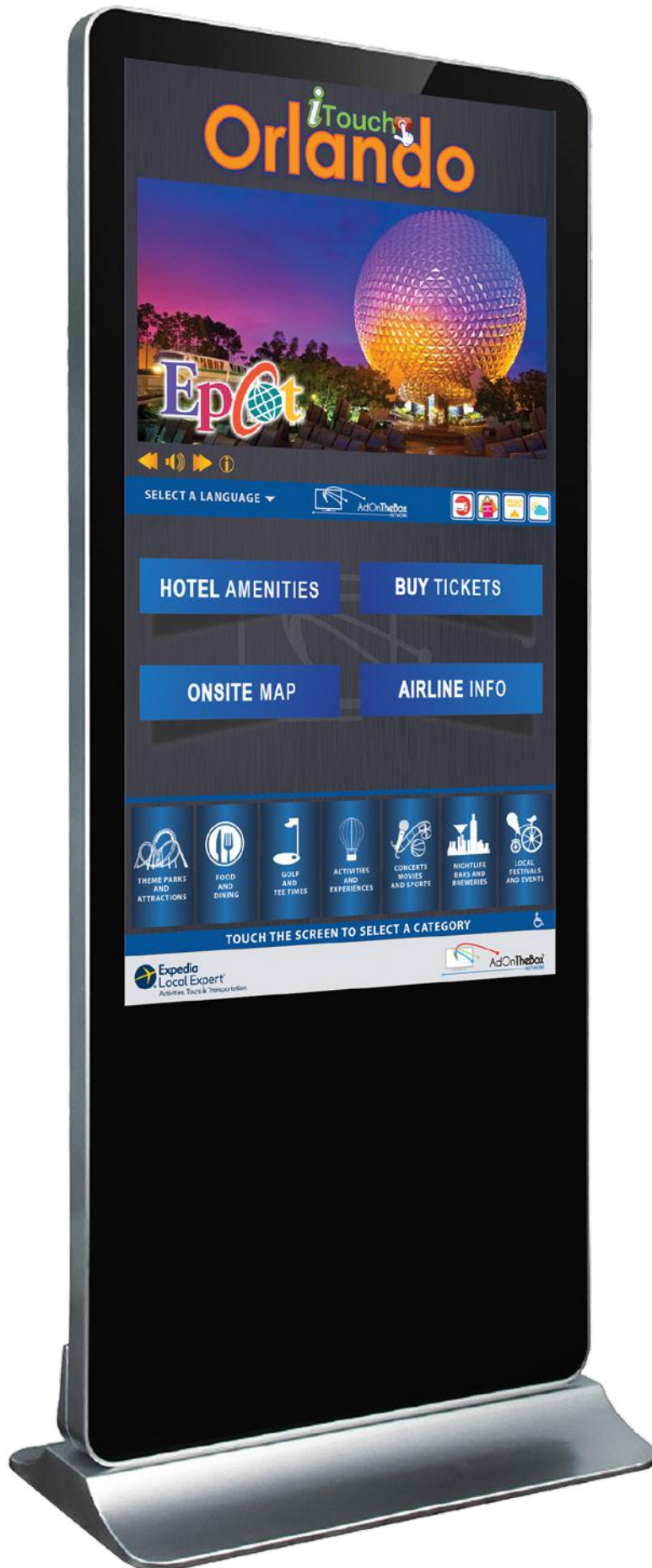
Today, the podcast has thousands of subscribers, and Rob is enthusiastic about its potential to empower the Central Florida community; in the past, it has existed mostly in the shadow of tourism.

"When it comes to the creativity and the people of Orlando, the community is thriving," Rob says. "There are so many great things happening. If we could find a way to bottle the passion, we would be a huge tech center for the world. We've got a lot more than Disney World, we've got a lot more than orange groves. There's a lot of really cool things happening, and the quality of life here is awesome."

Rob hopes that *This Is Orlando* will continue as a great platform for any Central Floridian with a great story or who is involved with the community, whether through a nonprofit or a meetup. To learn more about being featured, visit his website, robable.org.

Email: rwable@gmail.com
twitter.com/RobCobleCM 
facebook.com/TheRobCobleNetwork 
linkedin.com/in/robable 
robable.org





iTouchOrlando

iTouchOrlando has created an innovative system for delivering eye-catching, highly-targeted digital advertisements directly to customers. Building on over ten years' experience working in the Orlando, Florida, market, the company has developed strategies for the out-of-home advertising industry.

AdOnTheBox Markets



iTouchOrlando's first venture, AdOnTheBox, placed high-definition, interactive touch-screen LED "concierge kiosks" in hotels, resorts, and other high traffic tourist locations. With over 100 iTouchOrlando-AdOnTheBox kiosks in place throughout the Orlando, Florida, area. These six-foot tall kiosks display digital advertisements from numerous local and national brands. AdOnTheBox kiosks are fully interactive, allowing customers to buy tickets, search local directories, and view multimedia content with only a few touches. In addition to attracting customers with these visually stunning displays, they also store a wealth of data on each advertisement, allowing each business to hone its marketing approach through sophisticated analytics.



Scott Matthews



To prepare for the introduction of additional kiosks in Orlando, Michigan, Hawaii and Las Vegas, the company has partnered with two leaders in online booking—Expedia Local Experts and GolfNow.

The company intends to marry its innovative concierge kiosks with customers' smartphones via the iTouchLocal mobile application. The iTouchLocal application will not only allow customers to browse local business listings, view promotions, and access discounts on their phones, it will also support an innovative incentive program in which users earn points towards free products. Customers wishing to redeem exclusive discounts from AdOnTheBox kiosks will first have to download the iTouchLocal app, spurring adoption of the technology and allowing brands to continue their interactions with consumers long after they've moved on from the kiosk.

iTouchOrlando has also built a pre-concierge call center to market ticket sales to individuals coming to the Orlando area. The call center acts as a personal concierge agent for customers during the planning process by calling and receiving calls from consumers to book and pay for any ticket-based event, such

as guided tours, museums, zoos, theaters, golf courses, theme parks, and family fun centers. After a ticket is purchased through the call center, the ticket is then sent to the customer electronically to be utilized upon entry of the event.

Additionally, the company is engaging customers in email and text campaigns as well as social media endorsement for their local and national clients. Reaching out to individuals that have interacted with the kiosk, application, or website for further advertising endeavors allows for continuous communication between customers and brands. In conjunction with the campaigns, they are also endorsing the various brands through their vast social media following.

Thanks to its innovative display systems, established distribution network, and strong partnerships with Expedia Local Experts and GolfNow, iTouchOrlando is poised to make an immediate and significant impact in the regional and national advertising landscapes. With the fresh approach to tourism marketing, iTouchOrlando and the AdOnTheBox Network is sure to become a leader in the field.

Phone: (407) 926-4055
Address: 7648 Southland Blvd., Suite #107
Orlando, FL 32809

 AdOnTheBox.com
 iTouchOrlando
 iTouchOrlando, AdOnTheBox



SPORTS & EVENTS



An aerial photograph of Camping World Stadium in Orlando, Florida. The stadium's seating bowl is visible, with blue seats in the lower tiers and grey seats in the upper tiers. The green football field is in the foreground, with yard lines and numbers clearly marked. Surrounding the stadium are parking lots filled with cars, various commercial buildings, and a dense urban landscape in the background under a blue sky with scattered clouds.

*“As we look to the future,
we feel it’s our responsibility to be even more
impactful and continue to show
how a stadium can benefit the communities
that need it most.”*

—STEVE HOGAN
CHIEF EXECUTIVE OFFICER,
FLORIDA CITRUS SPORTS



ELEVATOR PITCH

Florida Citrus Sports is a not-for-profit event management organization dedicated to positively impacting the community both socially and economically, while enhancing the quality of life in Central Florida through its signature events.

The roots of the business date back to 1947, when Elks Lodge No. 1079 established the original Tangerine Bowl game in an effort to benefit a local children's hospital. More than seven decades later, Florida Citrus Sports' mission has only changed in scope.

The goal remains attracting and organizing some of the most highly-anticipated sporting events in America while working tirelessly to leverage its assets to benefit the community and those in need — particularly those living in the shadow of Camping World Stadium.

Among those world-class on-field offerings are:

- The Citrus Bowl, the current incarnation of that original Tangerine Bowl game, which has evolved into a New Year's Day classic matching top teams from the SEC and Big Ten or ACC;
- The Camping World Bowl, Orlando's second college bowl game since 2001, which features the top non-College Football Playoff selection from the ACC (inclusive of Notre Dame) and the second non-CFP pick from the Big 12 in one of the top matchups of the postseason;
- The Camping World Kickoff, a neutral-site game during college football's opening weekend formed in partnership with ESPN Events;
- The Florida Blue Florida Classic, an annual November showdown between in-state rivals Florida A&M University and Bethune-Cookman University that is regarded as the nation's premier HBCU football game.

In addition to its regular stable of games, Florida Citrus Sports has also, in recent years, worked to bring additional bigtime bookings to Camping World Stadium, including preseason NFL football, top-tier international soccer matches and the NFL Pro Bowl.

Through these events and others, Florida Citrus Sports has helped establish Orlando as one of the nation's premier destinations for neutral-site events, but the company's role stretches well beyond the field.

Parked in the middle of one of Orlando's most historic — and historically underserved — neighborhoods, Florida Citrus Sports saw an opportunity to



effect change through the 2014 reconstruction of Camping World Stadium. The result was a partnership with LIFT Orlando, which was founded in 2012, in an effort to leverage the new facility and ignite a positive transformation in the area now known as West Lakes.

Using information provided by more than 1,400 residents during the largest urban survey in Orlando history, Florida Citrus Sports teamed with local business leaders to address the individual needs and physical environments impacting our most vulnerable citizens through four shared goals:

Mixed-Income Housing

Elevate the standard of living for the area's lowest-income residents while providing the quality amenities necessary to realize a healthy mixed-income community.

Education Pipeline

Deliver a cradle-to-career education infrastructure that begins in early childhood and continues through job placement.

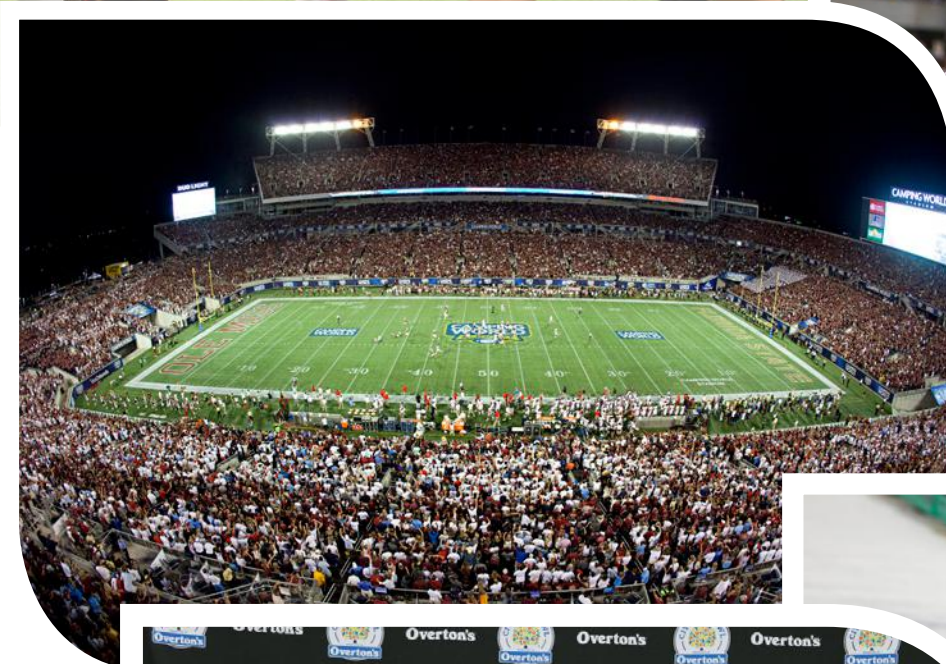
Community Wellness

Create high-quality facilities, programs and services that enhance health and quality of life while honoring the neighborhood's history.

Economic Viability

Attract entrepreneurship and employment opportunities that stimulate the economy, raise incomes and ensure long-term viability.

Today, Camping World Stadium serves as a beating heart in the 32805 zip code, spurring unprecedented growth and development within its own footprint. And with Florida Citrus Sports continuing to lead the charge as the city's community quarterback, the futures of West Lakes and sports tourism in Orlando are ripe with promise.



twitter.com/fcsports 
facebook.com/floridacitrusports 
instagram.com/citrusports 
 407-423-2476
FloridaCitrusSports.com



MAGIC
GAMING





O R L A N D O M A G I C iNNOVATION

**To be world champions on and off the court,
delivering legendary moments every step of the way.**



In an effort to further the Orlando Magic's commitment to innovation while enhancing the customer experience, the team created the NBA's first Innovation Lab in 2014. Following the opening of the widely-acclaimed Amway Center in 2010, Orlando Magic leadership recognized that the building alone would not keep the business nimble moving forward; rather, innovation had to become an integral part of the business rooted as a core value. The four core values for the Orlando Magic are innovation, teamwork, legendary, and community.

The Orlando Magic core value of innovation focuses on promoting a culture of creative thinking and informed risk-taking. The lab is a place where judgment is suspended, ambiguity embraced, and the evolution of habitual ways encouraged. The lab enables Magic staff members to develop and collaborate on innovative ideas to achieve added value for the team's colleagues, partners, fans, and the community. It fosters an environment where participants are encouraged to take risks in an effort to achieve breakthrough results.

To activate this core value, the Magic started by transforming office and broadcast production space into an Innovation Lab. All aspects of the space, including the principles of the lab, are designed to remove the barriers to the creative potential of the staff, so they can solve the team's strategic challenges and meet growth goals. Employees remove their badges and hang them on a basketball hoop in the room to signify that "titles" have been removed and all voices are equal.

Since the lab's inception, employees have taken on dozens of projects in the space with the help of professional facilitation. The Magic provides its staff the tools and resources to be impact-making all-stars for its fans, players, partners, and the NBA. Projects have included redesigning arena spaces to improve the fan experience and sell tickets, uncovering technologies to keep Magic players illness free, and employee-driven changes to internal policy that inspired the team's culture, saved money, and increased work effectiveness.

In addition to innovation projects, the Magic also uses the space for corporate development workshops to inspire innovative thinking. A highlight event is Creative Spark, a bi-monthly marketing-led initiative where employees gather to watch and discuss crowdsourced creative inspirations.

The innovation group at the Magic also works with the Magic family of partners, such as AdventHealth and Disney, to share knowledge and run experiments together. The Orlando Magic are constantly interacting with the innovation ecosystem by forming partnerships with emerging technology startups who want to experiment within professional sports.

In the future, the innovation group at the Orlando Magic will continue to spread innovation to the Magic's affiliate teams and partners, and continue to seek exclusive competitive advantages for the Magic team.



O R L A N D O M A G I C
iNNOVATION

For more information on the Magic's Innovation Lab, email
Innovation@OrlandoMagic.com.



ORLANDOIX



ELEVATOR PITCH

OrlandoIX is the Southeast's Largest Gathering of Creators in Virtual Reality, Augmented Reality, Video Games, and Digital Arts. Open to professionals and consumers alike, OrlandoIX sits at the intersection of creativity and immersive technologies, bringing together creators, investors, influential brands, and tech enthusiasts for industry-leading keynotes, speaker presentations, interactive exhibits, gameplay, and networking.

OUR STORY

Founded in 2014 by David C. Glass, OrlandoIX was created to promote Orlando as the hub for creativity and digital innovation, build industry connections, and increase an investment pipeline.

Orlando is the global center for the simulation industry and is also a hub for video game development, entertainment technologies, software design, 3D hardware, defense technology, and industry



education. Orlandoix has brought together both local and national leaders from these industries from brands such as Microsoft, HTC Vive, Coca-Cola, NFL, Unreal Engine, NBC Universal, and EA Sports.

Orlandoix highlights include the expo where creators and influential brands can showcase their latest developments in video games, virtual reality, augmented reality, and digital arts. A speaker series with national thought leaders who share industry trends and best practices. Networking opportunities to connect peers and industry leaders. Gaming tournaments where gamers can show off their skills and compete for prizes.

Attendees include Game Developers, Virtual & Mixed Reality Developers, Digital Artists, Designers, Venture Capitalists, Sound & Audio Engineers, Students, Creative Directors, Digital Media Executives. Some attendees are seasoned experts—while others are just getting started.

MEET THE TEAM

Orlandoix team is led by David Glass as executive producer, continuing his vision of highlighting digital innovation in the region. The production and media coordinators for Orlandoix have helped to realize this vision, by executing the event each year.



MILESTONES

With an average annual attendance of over 4,000, Orlandoix is the Southeast's largest event for creators in virtual reality, augmented reality, video games, and digital arts. The event has brought together tech industry leaders, digital creators, and investors from 27 states and 6 countries to Orlando. Collaborations with other organizations like Indienomicon, Orlando VR, and the Orlando Tech Association have brought about great networking opportunities for industry professionals in the region.



Orlandoix
611 N. Wymore Road, Suite 218
Winter Park, Florida 32789
Phone: 321-622-2900
www.orlandoix.com



DIGITAL ORLANDO

ELEVATOR PITCH

Digital Orlando convenes leaders from across the spectrum of Orlando's \$13+ billion technology ecosystem to explore how technology and innovation will shape the region's culture, companies, and community.



OUR STORY

Digital Orlando was created in 2013 to gather regional tech leaders to discuss growth opportunities, challenges, and the future of Orlando's fastest and second largest industry.

The Orlando metro region is the global center for the simulation industry and is also a key hub for video game development, entertainment technologies, software design, 3D hardware, defense technology, and industry education.

Digital Orlando brings together leaders across the spectrum of Orlando's tech and innovation ecosystem, including entrepreneurs, talent, corporations, support organizations, universities/educational institutions, government, economic development, investment capital, and innovation enablers.

Program highlights include the exhibits showcasing innovative products and solutions from entrepreneurs and anchor companies across Orlando's high-growth technology sectors; speaker sessions on the latest tech industry trends; community discussions that focus on industry growth and challenges; and networking opportunities to connect peers and tech industry leaders.

The goal of Digital Orlando is to connect the Orlando technology and innovation ecosystem by

- Showcasing Orlando's high-growth tech industry sectors
- Convening regional tech leaders and support organizations
- Promoting tech talent
- Hosting education and community discussions
- Increasing regional Investment opportunities
- Creating strategy for ecosystem support

UPCOMING

Digital Orlando 2020 will be held on April 8 and is expected to draw over 1,000 attendees, 100 speakers, and more than 70 exhibitors from across Central Florida and the Southeast.



Digital Orlando
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twitter.com/DigitalOriConf 
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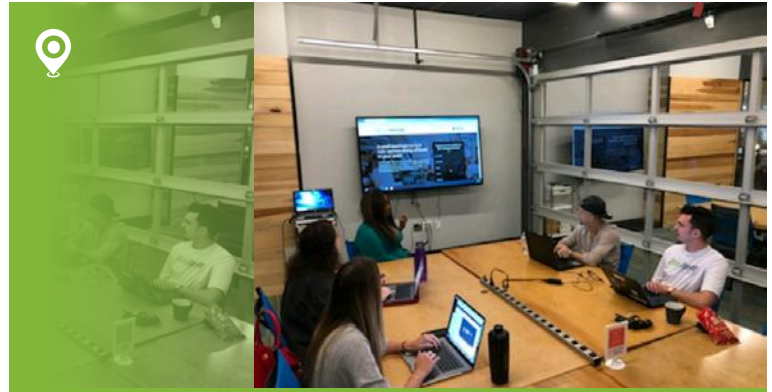


ELEVATOR PITCH

Grand Openings is a subscription-based, full-service marketing firm helping small businesses reach customers through their innovative digital loyalty programs and data derived from consumer analytics.

OUR STORY

Grand Openings is named for the excitement and promise of an opening day, and Aneshai Smith has seen many of them. In addition to her earning her undergraduate degree in Social Work and beginning the business when she was in the pursuit of her MBA, Aneshai has worked as a brand ambassador and promotional model for several years and represented numerous fortune 500 brands. She knows what it means to have ten seconds or less to capture someone's attention.



Aneshai and her team from top left to right: Savannah Kilpatrick, Jessica Hobday, Robert Stark, and Jeffrey Flores during a weekly meeting.



Grand Openings team all smiles at PizzaPalooza, from top left to right: Jeffrey Flores, Anthony Taveras, Marco Ignacio (Founder of GratSee APP), Robert Stark, Sydney Meiklejohn. Front Row: Aneshai Smith, Savannah Kilpatrick, and Jessica Hobday.

"I had to be compelling and tell a good story, and I had to tell it quick. I had to realize what would work for whatever market we were in," Aneshai says.

It was the pleasure of connecting consumers to a brand—and doing it well—that first gave Aneshai the idea of captaining her own marketing firm. And it was an interest in social work that helped her to focus on small businesses; in her experience, such organizations had so much to offer and so few resources to get the word out. Often, it's not so different for small businesses.

"Orlando has a lot of opportunities," Aneshai says. "There are a lot of small businesses here, and there's a need for them to win, too. But they're struggling because they're not able to afford a full-time marketing firm or the standard 4- or 5-figure agency retainer, so there is a need for small businesses to have something closer to their current marketing budget that allows them to get continuous foot traffic and client retention."

Grand Openings' subscription-based services help small businesses to build their online presence, namely through their digital loyalty programs that reward customers with thoughtful incentives for visiting the store. Additionally, the analytics that come with the service tells Grand Openings and also the business owners how to build ideal customer profiles, saving



Aneshai and her team from left to right: Savannah Kilpatrick and Jessica Hobday posing at their desk space located in the coworking space, StarterStudio in Downtown Orlando.

On April 20 2019, Grand Openings along with GratSee APP and in partnership with Church St. Mainstreet put on PizzaPalooza, Orlando's Largest Pizza Party Ever. The event went from idea to execution within 2 months. They were able to acquire a sponsorship from the City of Orlando, Flippers Pizzeria, Pizza @Lake Eola, and Mellow Mushroom. The event was featured in several news articles and on Fox 35 News. In the end, over 1,400 people showed up to take part in the awesome event.

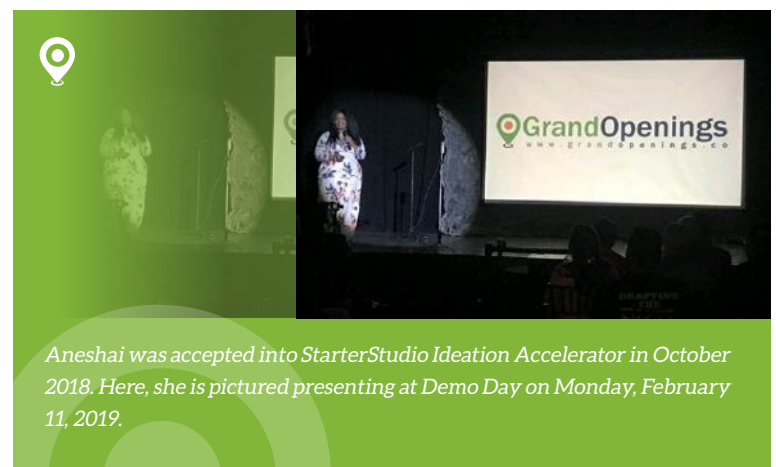
those businesses time and the frustration particular to failed marketing efforts when they target the wrong demographic. Aneshai states, "We tell the business owner that they've started the business, they've done the hard part—now let us take your marketing pains from here."

The firm is also in development of partnering with municipalities, using its talents and systems to aid small businesses often located in impoverished areas.

"By telling the story of those businesses via our marketing efforts, we're able to give them renewed traffic and retention and basically rebuild an area—just like we rebuild a small business," Aneshai explains.

While Orlando is home, Aneshai sees Grand Openings expanding into additional markets. "I think our company can honestly disrupt the industry with these services and make brick-and-mortar small businesses not only work but last. Our entire goal is to go national, city by city, municipality by municipality, and literally change the way a small business can bring in revenue and thrive."

No matter the area or business, Grand Openings shows its clients that "every day has the ability to be a grand opening." If you're interested in Grand Openings services, contact them at Hello@GrandOpenings.co today.



Aneshai was accepted into StarterStudio Ideation Accelerator in October 2018. Here, she is pictured presenting at Demo Day on Monday, February 11, 2019.

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Beyond 360 Media has been a part of the Orlando tech community since forming in early 2018. Co-Founders Spencer Elliott and Patrick VanDusen met during Pitch Night at Starter Studio Downtown Orlando, where Spencer was participating in Class #9 of their accelerator program. Patrick had listened to dozens of startup pitches since moving to Orlando months earlier, but Spencer's idea sounded very similar to his own—using multimedia to turn physical spaces into virtual experiences. They quickly merged into Beyond 360 Media, creating Virtual Tours, and 360° videography/photography for events, real estate, restaurants, hotels, offices, apartments, and more.

The next pivotal point for Beyond 360 occurred when Spencer and Patrick were selected to participate in the National Science Foundation's I-Corps program, facilitated by the University of Central Florida. This fast-paced and rigorous program challenges participants to validate their own assumptions through exploring customer needs. As Beyond 360 discovered their customers' biggest challenges, they quickly realized they needed to create ViewStub, an interactive platform where anyone can create virtual experiences and connect with viewers from anywhere, on any device.





Creators and event organizers generate unique value for their audiences, but their online reach, physical location, and venue size are often limitations. Other current solutions do not allow them to reach their full revenue potential. With ViewStub, anyone with a smartphone, webcam, 360° camera, or another supported device can instantly share their live or uploaded video content to their own dedicated page! Even better, the content creators can choose how long viewers have access, as well as set the price of their individual videos, monthly subscriptions, and merchandise.

Understanding that ViewStub needed a proof of concept (MVP) and early adopters using the technology, Spencer and Patrick created their own show called BootStraps.LIVE, the World's first 360° LIVE business talk show. BootStraps.LIVE shares the authentic stories of successful startup founders with a growing community of entrepreneurs. Additionally, it allowed Spencer and Patrick to learn the workflows of their ViewStub users.

Keep an eye on ViewStub, as one of the breakout companies this year, from Orlando!



ViewStub launched their beta in early 2019 and is adding team members to their internal innovation team. This team is focused on developing groundbreaking, interactive technology, and ensuring that ViewStub continues to solve the needs of its users. If you would like to join our team, please email us at careers@viewstub.com!



Patrick VanDusen (left) sold his first company in Chesapeake, VA, and moved to Orlando in 2018. Spencer Elliott (right) was born and raised here in Orlando, FL, attending both UCF '12 and UF '16.

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www.ViewStub.com

CREATING AMAZING EVENTS DCE PRODUCTIONS

SINCE ITS INCEPTION JUST FIVE YEARS AGO, DCE PRODUCTIONS LOOKS AT THE WORLD OF LIVE EVENT PRODUCTION THROUGH A DIFFERENT LENS.



Dissatisfied with the status quo of audio visual services received for events they were managing in hotels and convention centers, DCE's founders decided they could do the job better on their own. With no prior A/V production company experience, they applied professional strategic planning and execution skills and started investing in equipment and people. And one event at a time, DCE Productions began delighting meeting and event planners with technically sophisticated shows.

Today, DCE has produced some of the most spectacular events in the Tampa Bay and Orlando areas and has a hand in producing more than 450 events a year for hundreds of customers. According to CEO Paul Harris, their work begins months, or even years, before the event. "One of the key differentiators of DCE versus the alternatives is our involvement in the planning process. The sooner we can start brainstorming and collaborating with our client's event team, the more dynamic the end-product. We tend to cause our clients to raise their goals and elevate their game when it comes to events."

DCE Productions is dedicated to developing, designing, planning, and producing successful events for organizations across the country. They pride themselves on helping companies and organizations communicate their message using technology in both live event environments, in creative video production



projects, and with hybrid in-person / remote attendee events using the latest in live streaming and web conferencing. Their resources include the sharpest, technically savvy producers, videographers, video editors, graphic artists, event experience designers, technical directors, project managers, audio engineers, video engineers, lighting directors, IT specialists, audience response technicians, webcasting technicians, and digital signage technicians. "We roll up our sleeves early and develop concepts that ensure memorable experiences for each event's attendees," said Harris.

A key to DCE's formula is rooted in one of its founding tenets: Become a vital part of the customer's event management team. Most AV companies serving live events begin by compiling a detailed list of equipment and seeing how fast they can inflate a number on the

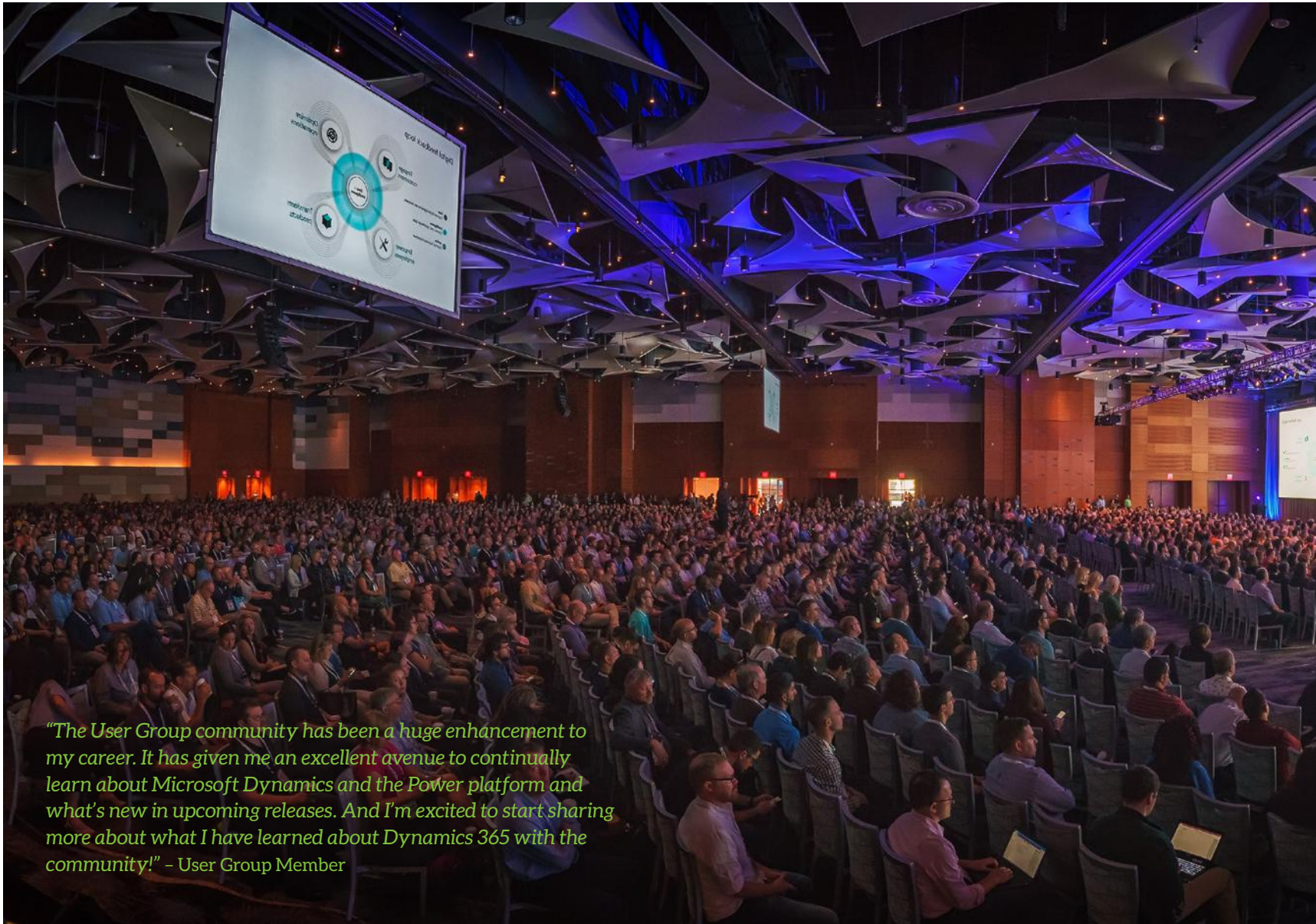
bottom line of a price quote. DCE approaches each project asking, "What is the objective of this event?" By assuming an interest in the overall success of each event, they become accountable to their customers on a different level than in-house AV providers or mom-and-pop AV companies.

"It's all about providing an event experience that motivates and inspires the audience while maintaining the integrity of the event," added Harris.

Regardless of the scope of the event or the size of the audience, DCE applies its formula for success—from a meeting for 25 people to a keynote for 10,000. And based on overwhelmingly positive customer satisfaction, DCE Productions has clearly succeeded in re-inventing the live production business.



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DYNAMIC COMMUNITIES STRIVES TO MEET A SIMPLE GOAL – TO UNITE PEOPLE OF ALL LEVELS THROUGH COMMUNITY. THE COMMUNITIES PROVIDE PEER-TO-PEER KNOWLEDGE-SHARING AND NETWORKING IN AN INNOVATIVE, LEARNING-BASED ATMOSPHERE TO HELP ALL SOFTWARE USERS ACHIEVE BETTER PRODUCT KNOWLEDGE AND BUSINESS SUCCESS.

The value members find in these communities is based on the foundation of excellence that began in 2004, when a small group of CIOs discovered great value in sharing knowledge and experience with each other about their ongoing system and business strategies. Over the last 14 years, Dynamic Communities has established many user communities and brought their community best practices to other associations seeking to optimize value to their members.

"Our goal at Dynamic Communities is to create vibrant communities where users can grow their knowledge, competency, and confidence with their technology systems and business applications," said Janet Lampert, President and CEO of Dynamic Communities.

Today, the Dynamic Communities Groups represent over 180,000 members worldwide, representing 20,433 companies across many industries,



"I love giving back to the community, and I challenge myself by trying to answer Open Forum questions. I do a little research, and if I can provide guidance to someone, I've learned something and feel good about it! In a word, it's the true meaning behind 'Community!'"

- User Group Member



disciplines, and software applications. By facilitating value exchange among members and providing business and event management, Dynamic Communities enables volunteer leaders to focus entirely on cultivating rich community engagement and delivering authentic member value.

Volunteers are the driving force of the Communities: delivering content, sharing their knowledge, and helping to shape the future direction of the community. There are over 1,500 volunteers dedicating their time and sharing their knowledge to grow the communities. Microsoft recognizes Dynamic Communities as their go-to partner for organizing and supporting global user groups for many of their enterprise products. Dynamic Communities founder Andy Hafer cultivates a rich company culture of

innovation and servanthood. Employees are encouraged to 'fail forward,' meaning taking smart risks to drive innovation and garnering learning from failures. By being constructively dissatisfied, Dynamic Communities continues to drive new ideas and experiences for the user communities.

To learn more about Dynamic Communities and to find out how to get involved, visit: www.dynamiccommunities.com/about

Phone: (877) 324 8880
Dynamic Communities 
[linkedin.com/company/dynamic-communities-inc-](https://www.linkedin.com/company/dynamic-communities-inc-) 
dynamiccommunities.com

COMMUNITY & ENVIRONMENTAL





*"Vulnerability is the birthplace of
innovation, creativity and change."*

— BRENE BROWN

PREFABRICATED STRUCTURES DELIVER HIGH-ENERGY EFFICIENCY AND HEALTHIER LIVING



HUMANITARIAN



MEDICAL



MILITARY

TOP IMAGE:
World Housing
Solution women's
maternity clinics
deployed in Kalaf,
East Africa

NEXT GENERATION DEPLOYABLE STRUCTURE SOLUTIONS DESIGNED AND MANUFACTURED IN SANFORD, FLORIDA

Think IKEA meets construction. World Housing Solution uses composite sandwich construction methods, similar to the space station, to build structures that are prefabricated, modular, and rapidly deployable. Highly insulated, the WHS structures provide an unparalleled level of energy efficiency for applications which require autonomous or reduced fuel operation. These units can be permanent or temporary, all while being able to survive hurricane force winds and earthquakes.

FUTURISTIC QUICK-DEPLOY TECHNOLOGY

Easily stored and quickly deployed from modular panels, the space age Rapidly Deployable Shelter is ideal for providing temporary buildings on short notice. Designs include clinics, dormitories, offices, gymnasiums, and classrooms. Nobody knows where the next disaster will strike—but with WHS modular buildings easily transported by truck or trailer, emergency personnel and victims can enjoy on-site shelter far superior and more efficient than a tent.

ELASTI-GRID™ TECHNOLOGY

Disaster typically means a loss or reduction in electricity to power critical electronics. Elastic Grid™ integrates solar and other alternative energy sources with battery storage such that the energy efficient World Housing Solution shelters remain autonomous and off-grid for extended periods.

RON STOCKNOPF BEN-ZEEV CEO & Founder

Ron Ben-Zeev is the founder, president, and CEO of World Housing Solution Inc. Along with his entrepreneurial endeavors, Ben-Zeev is very active in the Central Florida community. He organized local TEDx events, was an adjunct professor (and served as the first Entrepreneur in Residence in the Social Entrepreneurship Dept.) at Rollins College and is the local founder/co-founder of many entrepreneurial groups, such as 1 Million Cups and Startup Weekend. Before graduating from Wharton School in 1986, he lived and worked in Africa, Asia, the Middle East, Central America, and Europe. Ben-Zeev is fluent in four languages and uses his skills to grow his business by building relationships around the world.

CLINICS ON WHEELS

Exceptional healthcare in remote and rural settings is now a reality! Ready to go anywhere, CoW is towable and highly insulated, providing autonomous operation in a highly mobile package. Available as fully functional dental and medical clinics, OB/GYN, Xray, and other custom applications.

MOBILE RESPONSE UNITS

All natural and mass humanitarian disasters exhibit two common characteristics: a void of shelters, and deficient energy to power them. MRU provides off-grid operation and can be custom designed for emergency response, mass casualty activities, housing, and Command & Control in a towable package.



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GROWFL
TAKING SUCCESSFUL COMPANIES TO THE NEXT LEVEL





ELEVATOR PITCH

IDEAS For Us (IDEAS) is a United Nations accredited 501c3 non-profit organization, founded and headquartered in Orlando, Florida. Their mission is to help people develop their ideas, fund local action, and scale global solutions that solve our most pressing environmental and humanitarian challenges. IDEAS create branches on campuses and in communities around the world to help catalyze local action that advances sustainability in alignment with the United Nations' Sustainable Development Goals.

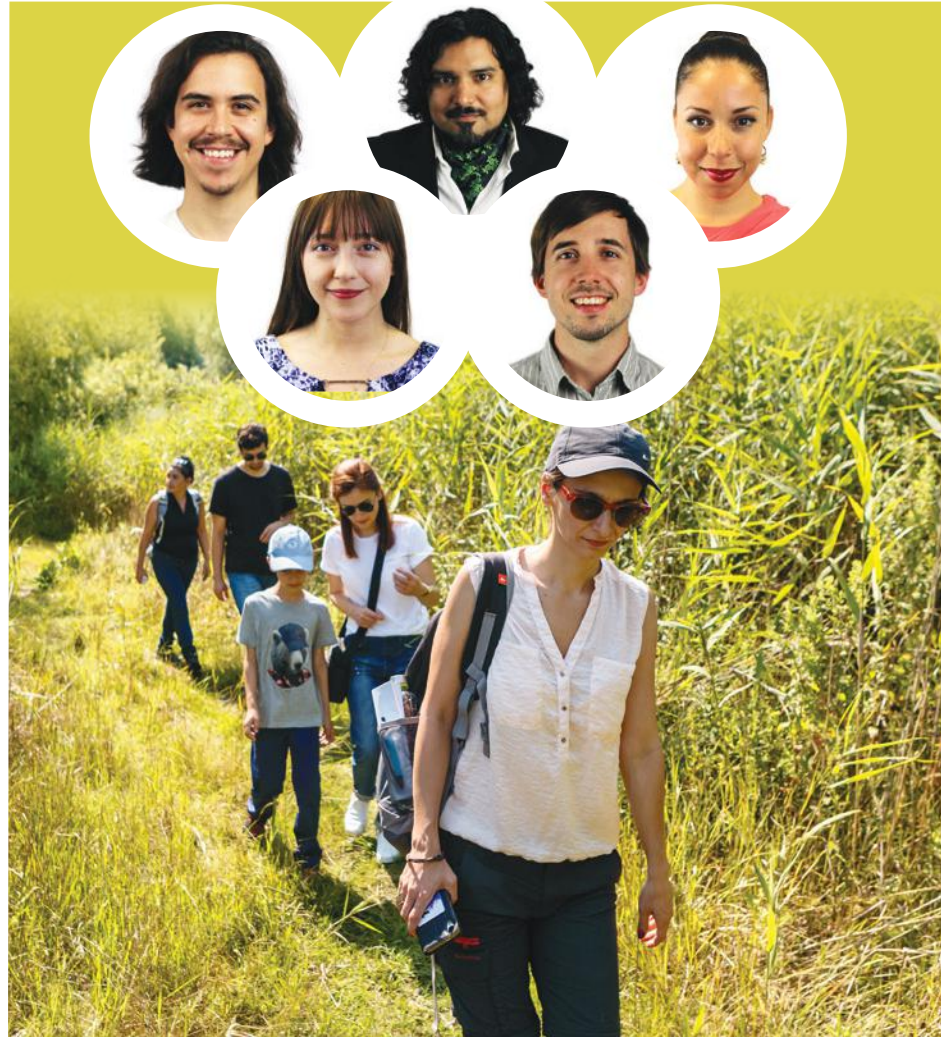
STORY

There's a problem with environmentalism in the United States - it is too focused on advocacy and not enough on action. What happens with advocacy is that people learn really well what the problems are that exist, but they see no solutions and they feel powerless to effect change in their own environments, as well as on a global scale. Then you have people in masses doing absolutely nothing from apathy and depression. IDEAS For Us is an environmental action organization, not an environmental advocacy organization because the goal is to get people to take action. They want everyday people going out to do something in their own community to advance sustainability. IDEAS For Us was founded by Chris Castro, who is now the President of the IDEAS For Us Board of Directors, and Clayton Louis Ferrara, who is now the non-profit's Executive Director. Chris and Clayton met when Chris was a senior at the University of Central Florida (UCF) and Clayton was a fresh graduate of Rollins College and a biologist building a natural history museum. It's a great Central Florida story because one person is from UCF and the other is from Rollins, and both saw the vision and believed they could make a difference to turn a college club into a non-profit that could replicate action effectively all around the world.

IDEAS has been engaging a wealth of volunteers and was opening other chapters in different places around the USA in 2011 when they both got to work to fill the need of building an overseeing organization to help the movement. Early on in the creation of IDEAS For Us, they were recognized by Former President Barack Obama, who awarded the organization the "Champions of Change" award in 2011, which propelled them to be able to attend UN conferences and now become the only organization in Central Florida that is part of the United Nations with special consultative status giving them clearance to bring people up to the United Nations for various meetings, including students, community members, and staff who run workshops and make presentations throughout the year.

In Orlando, IDEAS For Us has operated a local agriculture program called Fleet Farming since 2014 and a community think/do tank called The IDEAS Hive since 2013.





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ideasforus.org

ecoSPEARS

Cleantech for a Better Future



In 2018, ecoSPEARS was the only privately owned company chosen by the Agency for Toxic Substances and Disease Registry to implement its Community Redevelopment Toolkit for environmentally impacted communities. From left to right: Sergie Albino, Co-Founder/CEO; Sam Johnson, Business Analyst; Dr. Laurel Berman, ATSDR; John Omana, VP of Operations; Ian Doromal, Co-Founder/ EVP.



Sam Johnson, Business Analyst, and Dr. Phil Maloney, Principal Scientist, accept ecoSPEARS' winning trophy for 'Small Business with 6-10 Employees' during the Seminole Business Awards ceremony in August 2018.

ELEVATOR PITCH

ecoSPEARS is a cleantech company utilizing NASA-patented green remediation technology for the permanent extraction and destruction of environmental contaminants from North America's polluted waterways. ecoSPEARS focuses on cost-effective, eco-friendly, and non-disruptive solutions to remove toxins from the environment and destroy them—FOREVER.

ecoSPEARS envisions a world where everyone has access to clean drinking water. Despite the world being roughly 70% water, less than one-third of that is fresh water fit for human consumption. Of that amount, less than 1% of fresh water is accessible. By giving North America's waterways a second lease on life by permanently removing and destroying the world's most persistent and harmful environment contaminants, ecoSPEARS' team, technology, and solutions can finally provide a clean, sustainable, and green alternative for the Environmental Cleanup industry while simultaneously protecting human health and public safety to ensure better water and a better future.



ecoSPEARS obtained an exclusive license for the NASA-patented SPEARS technology in 2017. Front Row: R. Ian Doromal (EVP—ecoSPEARS); Kelvin Manning (Associate Director—NASA-KSC); Sergie A. Albino (President & CEO—ecoSPEARS); Barbara Brown (Chief Technologist—NASA-KSC); Josephine Burnett (Director of the Exploration Research and Technology Programs Directorate—NASA KSC); Robert DeVor, PhD (SME II—NASA-KSC); Jacqueline W. Quinn, PhD (Environmental Engineer/Resource Prospector Payload Project Manager—NASA-KSC). Back Row: James Nichols (Technology Licensing Manager—NASA-KSC); Carolyn Mizell (Chief of Research and Technology Management Office—NASA-KSC); Phillip Maloney, PhD (Scientist IV—NASA-KSC); Lewis Parrish (Senior Technology Transfer Specialist—NASA-KSC) (Photo: Business Wire)



Dr. Phil Maloney, Principal Scientist, co-discoverer of the SPEARS technology assesses ecoSPEARS technology at their in-house lab



Dr. Phil Maloney, Principal Scientist, and Sergie Albino, Co-Founder/CEO, pose with ecoSPEARS' namesake NASA-patented technology, the Sorbent Polymer Extraction and Remediation System (SPEARS).



John Omana, VP of Operations, and Dr. Phil Maloney, Principal Scientist, pose with the SPEARS technology at the ecoSPEARS office in 2018.

COMPANY AND INNOVATION

In 2014, a study performed and published by the United States Environmental Protection Agency (US EPA) found that 94% of fish tissue sampled throughout US waterways contained toxic polychlorinated biphenyls (PCBs) unsafe for human consumption. PCBs and other chlorinated environmental toxins (e.g., DDT, dioxins) are destructive man-made compounds that do not degrade naturally and persist in the environment. PCBs were manufactured throughout 1929–1977 for use in electrical appliances, transformers, paints, and caulks due to their ability to act as a fire retardant; however, PCB manufacturing was banned by the US in 1979 after numerous studies found that PCB exposure poses a variety of adverse health effects to human health and wildlife. Since the 1980s, the two most prominent and widely-accepted methods used for removing PCBs from the environment by EPA and other federal agencies are dredging and capping. Dredging involves using heavy machinery to remove PCB-contaminated sediments while destroying the river and lake bottoms, while capping involves placing a layer of soil and carbon over the contamination hotspot in order to prevent future potential spread of the contaminated material. Neither method is a sustainable practice, and both are extremely costly, time-consuming, destructive to the environment, and disruptive to communities afflicted by environmental contamination.

ecoSPEARS is disrupting the status quo of environmental remediation by providing green and sustainable technological solutions for the remediation of contaminated soils, sediments, and groundwater. Although PCBs were banned in 1979, studies estimate that some 67% of PCBs ever released into the environment remain in sediments and waterways, contaminating their surroundings, and making PCBs the most wide-spread man-made contaminant in the world. PCB removal and destruction are heavily-regulated processes which often involving dozens (or more) individuals, stakeholders, and organizations spending millions—if not billions—of dollars across years to plan, design, and implement PCB remediation efforts. By obtaining an exclusive license to the NASA-patented Sorbent Polymer Extraction And Remediation System (SPEARS) technology for PCB-contaminated sediments, as well as inventing several new technologies for removing PCB contamination in soil and groundwater, ecoSPEARS is able to offer its clients as well as communities affected by PCB contamination a cleaner, green solution that is cost-effective rather than cost-prohibitive, minimally invasive to the environment, and undisruptive to the community. ecoSPEARS also developed the Reductive Integrated Destruction System (RIDS), which is a green, cost-effective chemical dehalogenation process which is able to safely destroy toxic chlorinated contaminants such as PCBs.

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Clean the World[®]

RECYCLING SOAP. SAVING LIVES.

What happens to those bars of soap after you check out of a hotel?

ELEVATOR PITCH

Shawn Seipler asked himself this question ten years ago, during a time when he was traveling for work four days a week. After further research, Seipler discovered that more than 2 million bars of hotel soap are thrown away every day in the United States alone. At the time, 9,000 children, 3 million annually, died every day from acute respiratory infection (pneumonia) and diarrheal disease (cholera, dysentery), illnesses that could be prevented by up to 65% through regular handwashing with bar soap. This inspired him to act, and Clean the World was born. Clean the World collects and recycles soap and bottled amenities discarded every day by the hospitality industry. Through the distribution of these and other donated products to impoverished people, Clean the World prevents millions of hygiene-related deaths each year.

OUR STORY

Since 2009, Clean the World has distributed more than 50 million bars of soap to children and families in 127 countries worldwide and has diverted over 20 million pounds of hotel waste from polluting landfills in North America. Currently, the company's global WASH (Water, Sanitation, and Hygiene) programming provides soap and hygiene amenities to people in need coupled with hygiene education.

Its WASH Education programs in Kenya, Tanzania, and India have seen a reduction in hygiene-related illnesses as high as 97%, resulting in increased school attendance by 45% for the thousands of grade school children participating in the program.

Domestically, Clean the World hosts after-school programs and summer camps to teach children and their family members in the Orlando area how and when to properly wash their hands. The organization also operates a mobile hygiene unit in Las Vegas, servicing individuals in need with hot



showers, hygiene supplies, all while connecting them with local partner charities that offer a variety of resources, such as food, medical care, legal assistance, and much more.

Clean the World's Hotel Recycling Program has evolved into an industry standard for the hospitality business. Hotel properties put an emphasis on Corporate Social Responsibility (CSR) by diverting waste and saving lives. Clean the World's CSR program offers a sustainable future while meeting the needs of hotels and consumers.

In 2013, Clean the World launched its hygiene kit building events, another CSR program, to incorporate the newly recycled bars of soap from hotels into an impactful giveback experience. These hygiene kits are donated to children and families at food banks, homeless and women's shelters, and disaster relief organizations in the U.S. By hosting hygiene kit builds, companies create a unique team-building exercise for their employees while supporting a charity of their choice. During the hygiene kit build, participants assemble bags containing newly recycled soap, shampoo, a wash cloth, specialty items, and a hand-written inspirational note. This



program, which includes a standard kit as well as specialized kits for children, women and veterans, has helped over 5 million people.

Clean the World, a leader in global health, is committed to saving lives through recycled soap distribution and hygiene education programs. With a record-breaking year in 2018, the company distributed more soap and served more people than ever before. They are graciously supported by contributions from individuals and organizations, through its Hospitality Recycling Program fees, in-kind donations, hygiene kit builds, and fundraising events.

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Phone: (407) 574-8353

Email: info@CleantheWorld.org

CleantheWorld.org



BATTEREASE

RETHINKING
E-RECYCLING

**BatterEASE collects and repurposes
electronic waste to create ENERGY storage that is
AFFORDABLE, SCALABLE, and ECO-FRIENDLY.**

TURNING TRASH TO TREASURE

Today's world is driven by innovation in technology. Due to the rapid growth of the tech industry, electronics are constantly created, consumed, and disposed of. Technological innovations improve our lives but at what cost?

The world is generating nearly 50 million tons of electronic waste every year. Only around 12% of electronic waste generated globally is recycled. Outdated tech is piling up in our landfills and releasing non-biodegradable, toxic chemicals into our soil-crop-food pathway.

Not only is this practice dangerous, but it is also incredibly wasteful. Valuable materials are being buried within this waste. An abundance of discarded rechargeable batteries still have useful capacity left in them - making them more valuable than their worth in raw materials. BatterEASE rejuvenates disposed battery cells and qualifies them to be reused for a second life.

As a cleantech social enterprise, BatterEASE reclaims, rejuvenates, and repurposes valuable components from e-waste to not only divert hazardous waste from landfills but also to create affordable energy storage systems to make clean energy more accessible for the 1.2 billion people facing energy poverty around the globe.

Kinsley Gerks and Nicole Hall-Elser founded BatterEASE in 2018 as students at Rollins College. The Co-Founders both have backgrounds in social innovation and entrepreneurship. Their dedication to creating sustainable impact has driven the company's success.



CREATING A BRIGHTER FUTURE & CLEANER WORLD

POWERING THE WORLD

Using the qualified second life batteries, BatterEASE creates a more affordable energy storage solution called EASE Blocks. These modular, rechargeable battery packs easily stack together like toy blocks to create customizable power configurations.



This plug-and-play energy storage system is packaged in a complete off-grid energy kit to provide renewable energy for household electronics, lights, and small appliances. The EASE Block system is revolutionizing energy distribution by breaking down barriers for underserved populations across the globe.

With the EASE Block system, families in developing nations can empower themselves and their community with safe and affordable off-grid energy access. For areas facing disaster, the flexibility of the customizable system can provide life-saving power to communities in times of urgent need.

JOIN THE MISSION

In order to keep e-waste out of landfills, BatterEASE offers a Sustainability Program for businesses and municipalities. This program includes full service, environmentally conscious electronic waste management with detailed impact reports.

The reports track metrics to analyze the social and environmental impact made from working with each of their clients. When electronics are recycled with BatterEASE, it is ensured that no energy goes to waste and all components are repurposed, refurbished, or properly recycled.

The company also works directly with organizations across the globe to support the distribution of clean, off-grid energy kits to communities in need.

BatterEASE invites your business to join the Sustainability Program and let your e-waste power the world. Learn more at BatterEASE.com/businesses



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SUNPOWER®

by esaSolar

ELEVATOR PITCH

esaSolar Energy is a solar energy construction, developer and engineering provider for both residential and commercial properties. As a company, esaSolar is focused on transparency and education for its customers to raise the standard for Florida's solar industry.

OUR STORY

Solar energy may be the future, but the average homeowner knows far less about this alternative energy than they do about other forms of home improvement, like landscaping or plumbing. Such a lack of available information and knowledge has created gaps in the market—for better and for worse.

"We realize that the Florida Solar Industry is still developing; much of the hesitation for homeowners and business owners in adopting solar energy stems from an education problem. Customers need to be more educated on the technology and how it works," says Lindsay Latre, CEO of esaSolar. "We're trying to make it easier for customers to choose solar power for their homes by creating a digital environment to interact with solar designs, engage with education tools, and sign a contract digitally to just make the process more seamless."

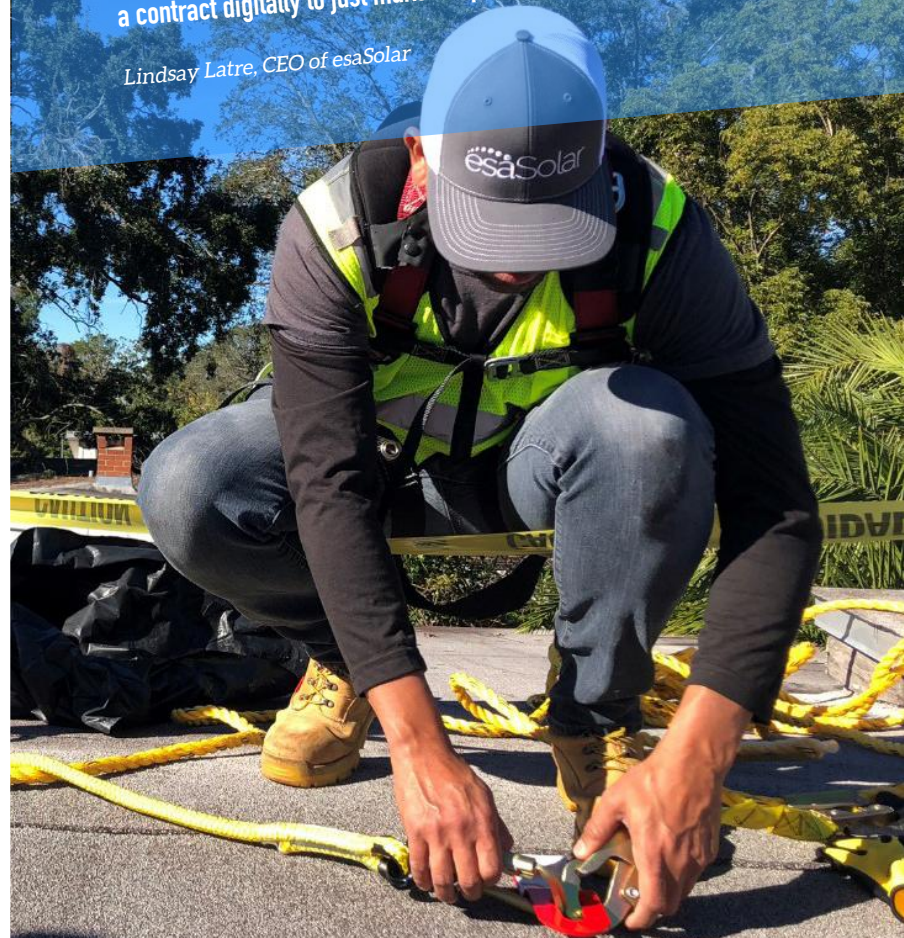
esaSolar, established in 2010, decreases the distance between the manufacturer and the consumer. The company doesn't produce its solar equipment, but it is committed to knowing everything there is to know about it and passing that information onto the client to ensure the customer understands the products that they're buying. Imagine if a plumber came to your home and instead of completing their task in friendly silence, they explained, in terms easy to understand, what they were doing, how it worked and how the products they used would benefit you. Some might find this level of transparency unnecessary, but they would only do so if they ultimately trusted the contractor to do the job efficiently. For industries where that trust needs to be built or restored, as is the case with Florida's solar industry, then that transparency is paramount. It is one of esaSolar's main tenets, and the company hopes to set an example for others in the industry as well.

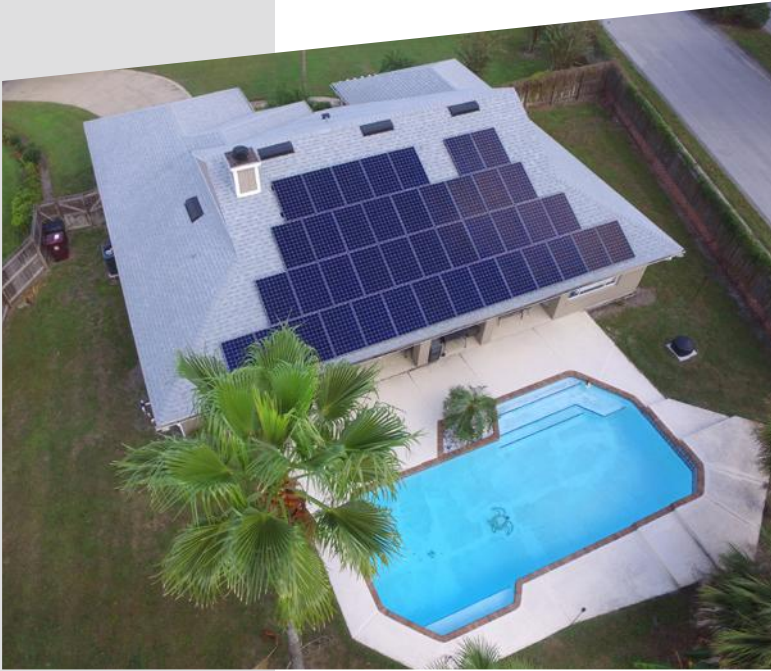
As a member of the Central Florida Community, esaSolar has partnered with Orlando Utilities Commission to create a new solar program in Orlando called OUCollective. Following a competitive bidding process, OUC selected esaSolar to design and install turnkey solar photovoltaic (PV) systems at a discounted price using OUC's collective buying power. The OUCollective Solar program simplifies the process and brings transparency and choice to the solar-buying experience. OUC customers can schedule a free, no-obligation consultation with an energy advisor and receive a comprehensive solar suitability analysis with a 3D system design and three competitive quotes for their properties. Additionally, homeowners can add



"We're trying to make it easier for customers to choose solar power for their homes by creating a digital environment to interact with solar designs, engage with education tools, and sign a contract digitally to just make the process more seamless."

Lindsay Latre, CEO of esaSolar





a hurricane-resiliency package, including a battery backup system that provides electricity during outages.

The cost of solar equipment has decreased 80% in the past five years, making it more accessible than ever before, and esaSolar is working to ensure that nothing stands between customers and this energy of the future.

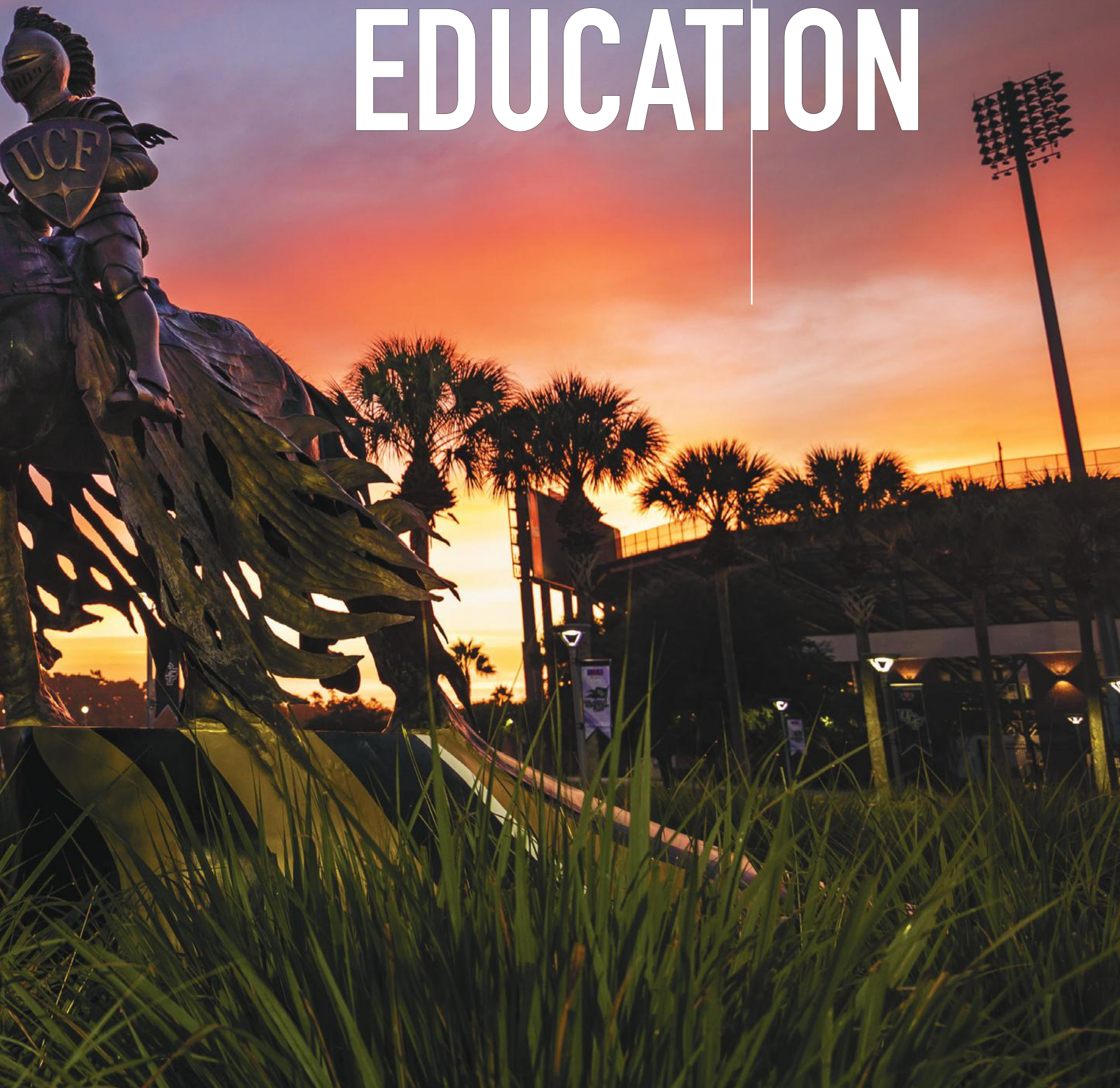
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“The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function.”

— F. SCOTT FITZGERALD

EDUCATION





UNIVERSITY OF CENTRAL FLORIDA

UCF BUSINESS PROGRAMS: PROOF OF POWER

It's rare to find such a rich blending of research, partnerships and entrepreneurial talent in one place — and this is a picture of how it works in real life.

ELEVATOR PITCH

In any given week, more than 9,000 students and 125 faculty members are engaged in some sort of networking around UCF's College of Business. The energy is profound enough to attract innovation leaders from the school's 300 business partners on a regular basis. They come not because they have to be here, but because they want to be here.

OUR STORY

"They're drawn to an environment where we're constantly moving and creating," says Paul Jarley, dean of UCF's College of Business. "Skill sets are being groomed in collaboration with leading-edge experts in a diverse range of interests. And it's fun because the anticipation of a rapidly changing economy is viewed with enthusiasm rather than fear."

While business people mentor and advise on campus, students and faculty daily take their talent and ideas out into the Orlando region, blurring the line between the university and the community. It's little wonder why UCF is the No. 1 supplier of business talent in Central Florida. The DeVos Sport Business Management Program is ranked among the top five graduate programs in the world. The Professional Selling Program is considered one of the best in the nation. All of this is an outgrowth of a College of Business that, as Jarley says, "is nondenominational. There are no walls between our business students, our business partners and forward-thinkers in areas like engineering, science and medicine. We can exchange knowledge and research without the constraints of disciplines and trends. That's how we all become innovators and entrepreneurs."

Two programs at the College of Business exemplify how UCF students are trained to lead the economies of tomorrow, whatever they might be.

CENTER FOR ENTREPRENEURIAL LEADERSHIP

You could make a case that no school and no business region has a better understanding of looking into the future than UCF and Orlando. UCF was founded in 1963 near the Space Coast to develop innovative solutions and foster new ventures that help us reach for the stars. So entrepreneurship has always been part of the culture, not just in terms of starting a business but in a mindset trained to imagine and create a better future.



"Being an entrepreneur today means being prepared for a career that will take all kinds of unexpected turns," says Cameron Ford, director of UCF's Center for Entrepreneurial Leadership. "We use words like adaptable, agile and resilient. The best way to develop those skills is by connecting problem solvers with common interests, diverse expertise and lofty aspirations about making things better."

The CEL hosts the only Blackstone LaunchPad powered by Techstars entrepreneurship programs in Florida. Approximately 1,000 students seek one-on-one startup coaching at the LaunchPad each year. Our coaching and startup resources empower students from all disciplines with entrepreneurial mindsets and skillsets, and help more than 30 student-led ventures launch each year. "Our faculty, coaches and mentors are like skilled Sherpas who help students explore their potential and achieve success," Ford says.

Dozens of small businesses also point to the center's Joust New Venture Competitions as their breakout moments, including Talon Simulations (motion simulators), O'Dang (hummus-based condiments), and Capacitech (supercapacitors). Judges of the competition come from the business world, and are often engaged with UCF as mentors, guest speakers and program sponsors.

Employers are searching for resourceful, entrepreneurial leaders capable of creating and realizing new initiatives that solve problems, create value and sustain success. The CEL empowers students from all disciplines to pursue the power of their own ideas and make a positive impact on society.



REGIONAL ENTREPRENEURSHIP PROGRAMS

UCF's community-facing entrepreneurship programs could serve as a model nationwide — if only they could be replicated. The university's scale allows the programs to broaden their impact, and UCF's nationally recognized research disciplines align closely with the industry strengths of the region. Investing in focused innovation districts in the research park adjacent to the campus, at Lake Nona, and in downtown Orlando will accelerate the growth and impact of these tech-focused clusters on the regional economy.

"The innovation economy of our region is accelerating, and our entrepreneurship programs ensure that we keep our foot on the gas pedal," says Thad Seymour, UCF's interim president, vice president for partnerships and chief innovation officer. "We have experts and resources to help innovators create and launch scalable startups, to grow businesses that already exist, and to help bigger companies expand in Central Florida."

As an example, the UCF incubation program has assisted more than 350 emerging companies in at least seven communities as distant as Daytona Beach and Apopka. Those companies have created nearly 5,000 jobs and generated a regional economic output of \$2.5 billion.

"We always have an eye on the future," Seymour says. "To thrive we must diversify the region's economy while continuing to grow those industries

that got us here. With our partners, UCF is committed to supporting small businesses, which are the lifeblood of a vibrant economy. At the same time, we must be aggressive in launching and growing tech-based companies that will create large numbers of high-wage jobs in the future."

Vibrant economies are built on the essential ingredients of talent, ideas and capital. As land grant universities did for agriculture in the 19th century, UCF is focused on providing exceptional talent and innovative ideas that help produce broad-based prosperity in emerging industries and those that may not even yet exist.

"Engineers say innovation comes from the lab," Jarley says. "Business students say innovation comes from the need of the customer. Both are right. And we have the best of both right here. Add our world-renowned research and sciences, and those ideas become commercially scalable and viable. It's been happening here for years. That's why I can promise you the future in Central Florida will not be boring."

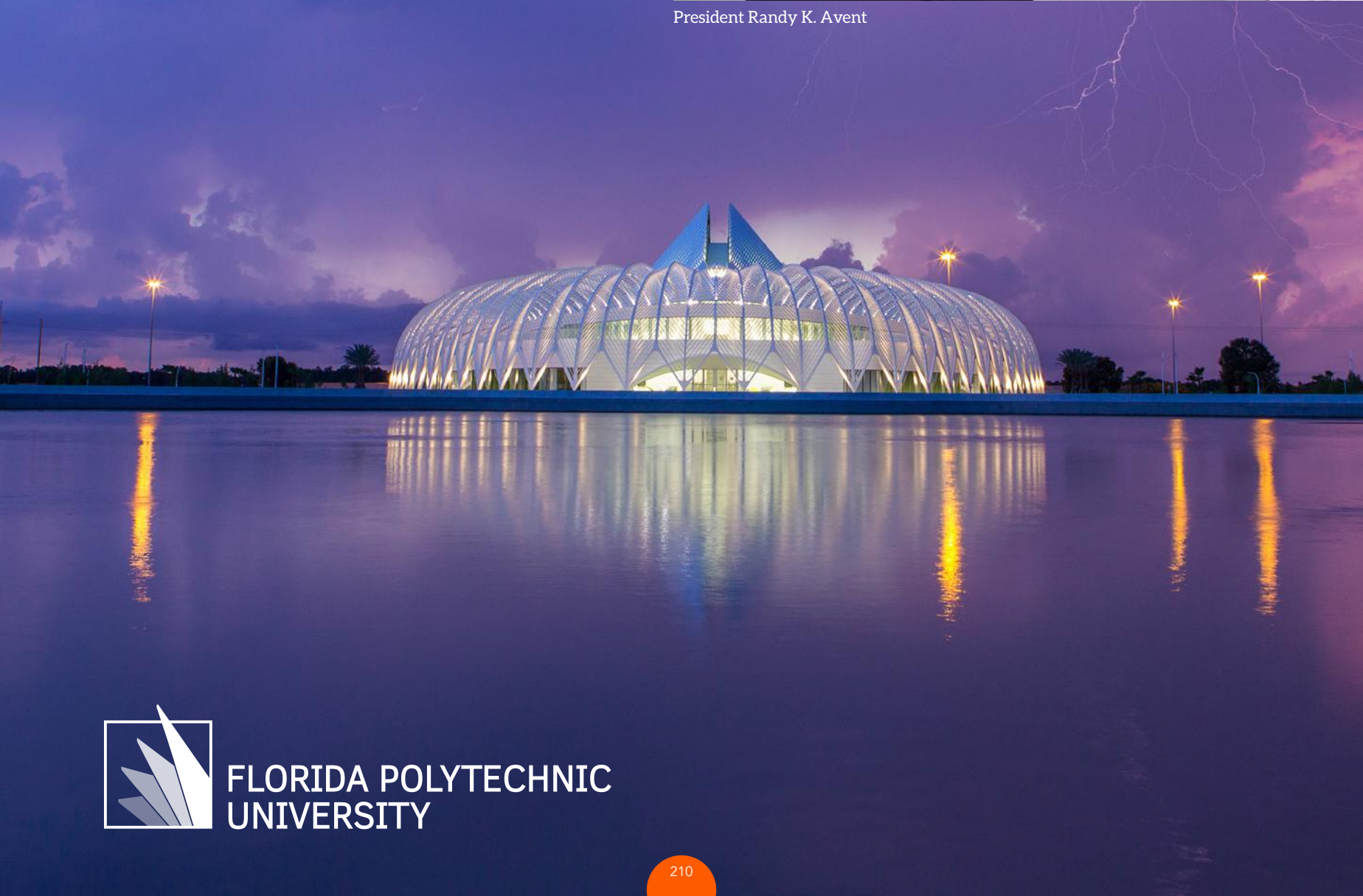
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FLORIDA POLYTECHNIC UNIVERSITY

FLORIDA POLYTECHNIC UNIVERSITY WAS ESTABLISHED IN 2012 AND OPENED ITS DOORS IN 2014 AS THE ONLY MEMBER OF THE STATE UNIVERSITY SYSTEM OF FLORIDA DEDICATED EXCLUSIVELY TO STEM (SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH).



President Randy K. Avent



FLORIDA POLYTECHNIC
UNIVERSITY

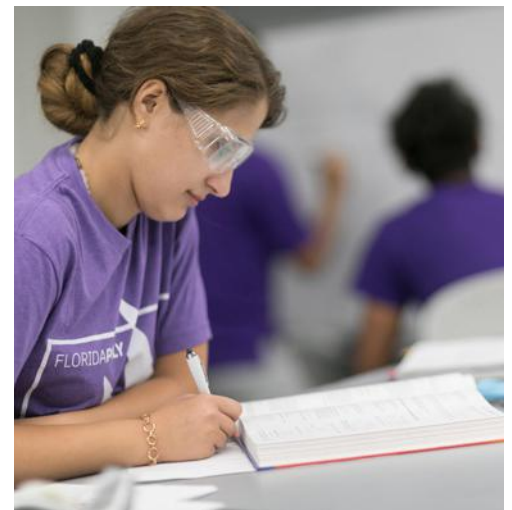
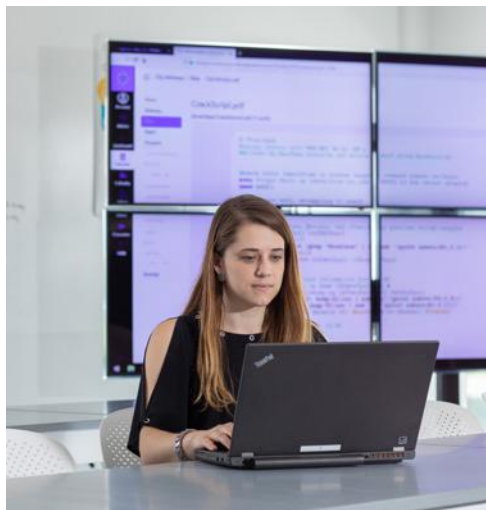


FLORIDA POLY 1.0

Florida Polytechnic University was established in 2012 and opened its doors in 2014 as the only member of the State University System of Florida dedicated exclusively to STEM (science, technology, engineering, and math). With an enrollment of around 1,400, Florida Poly offers a unique environment for students where they work closely with faculty and can take advantage of a hands-on approach to learning. Milestones during these first few years of the University's existence included the construction of the Innovation, Science, and Technology (IST) Building, the centerpiece of Florida Poly's campus in Lakeland. The 162,000-square-foot, white-domed building is a moveable and functional work of art, with a louvered roof system that moves throughout the day providing passive lighting inside the second-floor

atrium. The oval-shaped structure is ringed by curved metal pergolas that shade its outer terrace and walkways. The building has won global awards and was recently named one of the most breathtaking buildings in the world.

Another major milestone was obtaining regional accreditation from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) ahead of schedule in July 2017. Less than a year later, Florida Poly graduated its first four-year class with over 200 students receiving degrees. The University began by offering six undergraduate degrees along with two graduate degrees, all focused on high-tech disciplines. With small class sizes and a true project-based curriculum, Florida Poly is positioned to provide industry-aligned programs in fast-growing areas like autonomous vehicles, machine intelligence, nanotechnology, logistics, and supply chain management and renewable energy.



FLORIDA POLY 2.0

With the creation, start-up and graduation of its first class complete, Florida Poly is now embarking on the next pivotal chapter of its existence. Priorities include the creation of three new degrees, as well as increasing our programs and concentrations. This will allow Florida Poly to continue to build a prominent presence with high-paying industries in the region.

Florida Poly 2.0 also includes the construction of another iconic building on its campus – the Applied Research Center – which will house faculty research, laboratories, student design spaces, and faculty offices. In all, this new building will create 150 offices, 21 research laboratories, and seven teaching laboratories.

Creating strong partnerships with companies throughout Florida is another key to providing industry-aligned majors and fueling the state's economy.



That's why the University is constantly adding to the many internships already available to students so they can truly take part in a world-class STEM education.

The growth around the Florida Poly campus is key in further developing the University and bringing the Florida Poly 2.0 vision to life. Florida Poly's long-term success grows exponentially when supported by an adjacent research park which will serve as a magnet for the industry. Today's problems are complex and multi-dimensional, and economies grow most significantly when they bring government, industry, and academia together to commercialize innovation. This research park will be the catalyst for bringing financial and facility capital to the area. There will be academic buildings in the park and industry partners on campus. The park will be a live-work-play environment with apartments and homes, office buildings that house high-tech companies, a town center with restaurants and shops, schools and golf courses and hiking trails. It will be a place of creative collisions, where companies come to the park to gain access to our high-quality students and talented faculty.





Florida Poly also looks forward to the completion of SunTrax, a large-scale, cutting-edge facility dedicated to the research, development, and testing of emerging transportation technologies in safe and controlled environments. SunTrax is a long-term partnership between Florida's Turnpike Enterprise and Florida Poly and includes a 2.25-mile oval track on a 400-acre site near Florida Poly's campus. This adds to Florida Poly's focus on the rapidly evolving field of autonomous and connected vehicles. Its place as a leader in this area was demonstrated at the national level when Randy K. Avent, Florida Poly's president, testified before a Senate committee on autonomous vehicles in 2018.

Between the foundation provided by Florida Poly 1.0 and the growth outlined in Florida Poly 2.0, Florida Polytechnic University has positioned itself to provide a world-class STEM education in a way that not only prepares students to productively enter the workforce, but to provide them with lifetime employable skills aimed at having an immeasurable impact on local and state economies.

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FLPolyU 

flpolyu 

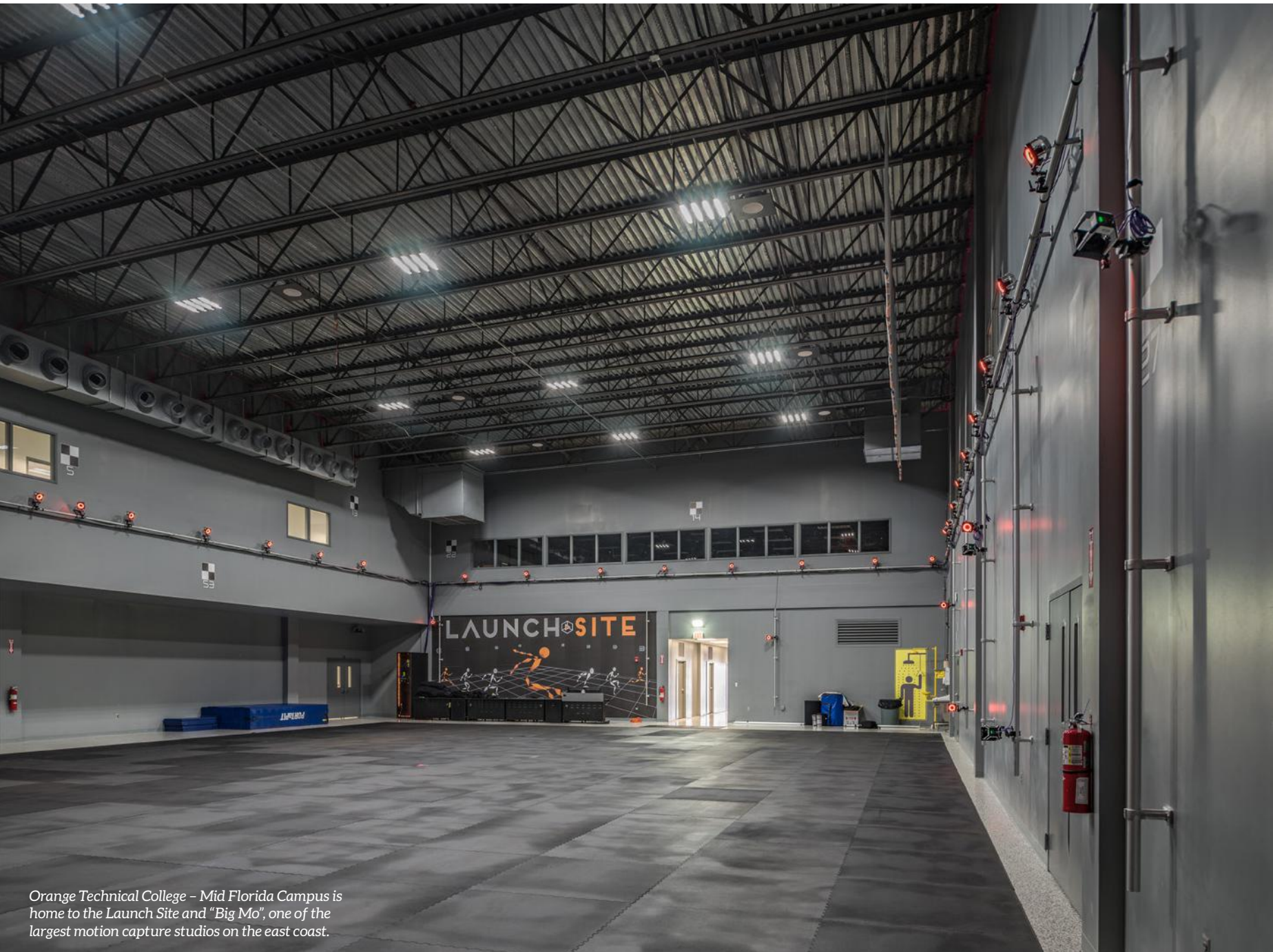
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www.floridapoly.edu

ORANGE TECHNICAL COLLEGE

THERE'S MORE THAN ONE WAY TO A GREAT CAREER.



Orange Technical College – Mid Florida Campus is home to the Launch Site and “Big Mo”, one of the largest motion capture studios on the east coast.

Since 1933, Orange County Public Schools has been making history and changing lives through education by providing career and technical training for tens of thousands in Central Florida.

Offering innovative programs at multiple technical college campuses, as well as numerous community learning centers and district schools, Orange Technical College continues to grow and evolve, always focused on improving the lives of students and positively impacting workforce needs and economic development in the region.

Orange Technical College (OTC) is home to an array of affordable career certificate training programs, equipping students with the skills and credentials needed for employment in growing industries impacted by technology: 3D Animation, Advanced Manufacturing, Robotics, Augmented Reality, Machining, Welding and Modeling, Simulation and Training and more.

With the help of industry partners like the National Center for Simulation, OTC has created state-of-the-art learning environments like the 'Launch Site' – a dedicated MS&T facility that houses a collection of simulation, animation and cinema programs designed to prepare students for careers as designers, programmers and motion-capture technicians.

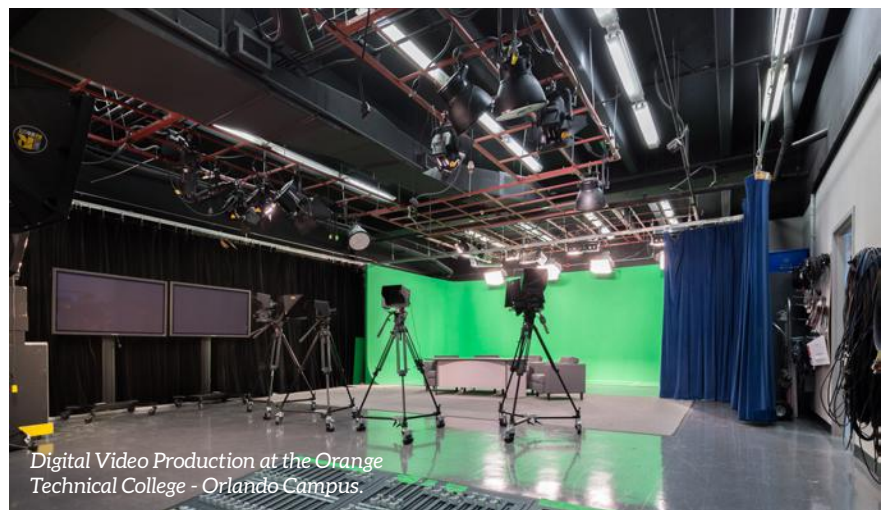
Offering students world-class facilities and over 60 career certificate programs, Orange Technical College delivers an exciting opportunity for students. Inexpensive tuition rates, industry-trained instructors and innovative classroom environments ensure graduates of OTC programs are prepared for the world of work.

Articulation agreements and partnerships with local and state colleges are also allowing more students than ever to engage in numerous career paths across high-skill, high-wage technical industries. Technical education is a powerful catalyst for students heading into the workplace, but can also bring enormous value to those students looking to pursue a traditional college path.

These local agreements allow students to easily transition from a career and technical program at any Orange Technical College campus to a college credit-based course at partnering institutions, or vice-versa if a student so chooses. Innovation in a region can take many forms,



Welding at the Orange Technical College - Westside Campus.



Digital Video Production at the Orange Technical College - Orlando Campus.

including the development of programs like these to establish and fortify the educational ecosystem in Central Florida to benefit students at all learning levels.

As a not-for-profit entity and a part of one of the largest school districts in the country, Orange Technical College is held accountable to the highest standards of quality and rigor. While the programs offered at OTC campuses have shifted dramatically over time, in an effort to match relevant training with existing industry needs, the college's goal remains: changing lives through education.



The Launch Site is also home to "Little Mo", another fully functioning motion capture studio.



OCPS ORANGE
TECHNICAL COLLEGE

Phone: 407-317-3212
445 W Amelia St, Orlando, FL 32801

    ocpsotc
www.orangetechcollege.net

Crummer

Graduate School of Business
Rollins College

The core mission of the Crummer Graduate School of Business at Rollins College is to produce innovative, responsible, and global leaders who impact their organizations and communities.



The Crummer Graduate School of Business at Rollins College, located just outside of Orlando in Winter Park, is a graduate business school known for its personal and applied approach to learning, and its premier suite of education offerings for executives.

Featuring distinguished faculty from around the world, Crummer is home to four graduate degree programs—including the state’s #1-ranked full-time MBA program and Florida’s first AACSB-accredited executive doctoral program in business administration—as well as professional development and executive education programming offered through its acclaimed Centers of Excellence.

An integral part of the Crummer Graduate School of Business is the Center for Advanced Entrepreneurship, which provides a variety of practical experiences, both in and out of the classroom. The mission of the Center for Advanced Entrepreneurship is to educate and connect students and entrepreneurs for advanced entrepreneurial thought and action.

LEARNING FROM DISTINGUISHED FACULTY

Crummer’s Entrepreneur-in-Residence, Dr. Peter McAlindon, brings 20 years of successful entrepreneurial venture creation to the graduate school. McAlindon is the founder and chief executive officer of Blue Orb Inc., a company that develops computer technology for persons with disabilities. Blue Orb’s flagship product, the orbiTouch Keyless Keyboard, was developed for people who do not have full use of their hands or fingers to use a regular mouse or keyboard. The orbiTouch has received numerous

industry awards, including the “Best of Innovations” award at the Las Vegas Consumer Electronics Show.

For many up-and-coming entrepreneurs, Dr. McAlindon serves as the contact point and as an advisor.

Sergie Albino, ’10 MBA, is just one of the many entrepreneurs that has leveraged the Center for Advanced Entrepreneurship and Dr. McAlindon’s expertise to launch his own company, ecoSPEARS. An environmental solutions company, ecoSPEARS provides polluted waterways with a second chance at life using the extraction “spears” technology at a fraction of the cost of dredging, without disturbing the ecosystem.

Albino’s path to starting ecoSPEARS began in 2012, when NASA reached out to Crummer with a patent portfolio. They asked Crummer to assemble student teams to discover if there was any commercial applicability to the many patents they developed.

As a former NASA subcontractor himself, Albino took the technology called SPEARS and pushed it through two rounds of student-led research.

“In the first semester of this effort, it really dawned on us that this does have market potential,” said Dr. McAlindon.

Today, ecoSPEARS has enjoyed the success of securing enough angel investors to hire eight full-time employees, many part-time employees, and to have their own workspace in Altamonte Springs, FL, as they look to change the world.



A COMMITMENT TO WOMEN IN BUSINESS

Women in business are also an important aspect of the Center for Advanced Entrepreneurship's mission.

Since 2006, the *ATHENAPowerLink* program, in partnership with the Center for Advanced Entrepreneurship, has been guiding female entrepreneurs to accelerate their growth and increase their profitability.

The *ATHENAPowerLink* clients are hand-selected through an interview process and at no charge and receive business advice from the most successful business minds in Central Florida during a 12-month period.

"Our first year of *ATHENAPowerLink* was the first year we had seen growth in five years," said Donna Best, CEO of Merit Fasteners. "It truly was the turning point of our 41-year-old family business."

A COLLABORATIVE WORKSPACE

Another advantage for student entrepreneurs at Crummer in the early phases of their business startups is the opportunity to work out of a shared workspace in Winter Park, just a few blocks from Rollins College.

Co.World is a coworking space for entrepreneurs that is dedicated to supporting Orlando's startup community and growing the entrepreneurial ecosystem in Central Florida.



The partnership between the Crummer Graduate School of Business and Co.World allows select students to work out of the incubator space.

For these student entrepreneurs, having a designated place to develop and grow their business ideas free-of-charge is vital as they build their businesses from the ground up.

Email: graduate-business@rollins.edu

CrummerBusiness 
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crummer.rollins.edu



LAKE HIGHLAND PREPARATORY SCHOOL

SPARKING BIG IDEAS

Innovative thinking and creativity are fundamental to academics at Lake Highland. Students are encouraged to explore, invent, imagine, and discover. Teachers engage students and encourage big ideas through active participation and project-based learning in indoor and outdoor spaces.

IN THE CLASSROOM

In Lower School, teachers use Responsive Classroom philosophies to create an environment ready for learning. With a focus on developing the whole child, teachers balance important foundational academics with social-emotional competencies, such as cooperation, responsibilities, and empathy. Students envision, create, and engineer projects in the iLab – a maker space designed for PreK-6th graders.

The Middle School's Innovation Institute utilizes cutting-edge technology and classroom design to inspire creativity and invention. Students generate ideas in a design studio and fabricate their work in build spaces and a robotics lab. The Institute's core concepts of computer science and digital literacy are applied across all areas of study.

Robotics, virtual reality, engineering, and stagecraft encourage curiosity and ingenuity in the Upper School. In our ASPIRE program, high-achieving STEM students are mentored by M.D.s and Ph.D.s as they participate in current research projects, often qualifying for national and international science competitions.

WITHOUT WALLS

At Lake Highland, opportunities to learn and grow extend from classrooms to the great outdoors. Our youngest to oldest Highlanders explore and appreciate nature in adapted learning spaces.

PreK and kindergarten classrooms open into a 7,100-square-foot sensory courtyard, where students build fine and gross motor skills, balance, imagination, and friendships. Lower School students learn the importance of nurturing the earth's resources and witness the results of their efforts in Mr. Brian's Garden.

Our students' environmental studies continue in Middle School, where they cultivate hydroponic garden towers, and in Upper School, where students study plant and animal behaviors and habitats throughout the school's 42-acre lakefront campus.

BLAZING AHEAD

Unique co-curricular opportunities inspire, challenge, and prepare the next generation of leaders in innovation.

Einstein Girls (5th–6th grades): Nurturing young girls' interest in science, Einstein Girls explore special STEM projects, conduct experiments, participate in scientific research, investigate career opportunities, and connect with accomplished women in STEM.

Future Problem Solvers (4th–10th grades): Highlanders compete annually with approximately 800 students from across the world to identify and generate solutions for global issues. Through this international program, students employ innovative thinking, problem-solving, collaboration, and decision-making, while solving real-world problems.

Odyssey of the Mind (K–12th grades): Combining technical competencies, artistic expression, and global awareness, Odyssey of the Mind cultivates creativity and critical-thinking skills. Teams select a long-term challenge and apply their skills in engineering, technology, mathematics, and the arts in worldwide competitions.

HAZMAT Robotics (4th–12th grades): A competitive extension of the robotics curriculum, Highlander HAZMAT teams strategize, design, build, program, and operate robots to problem-solve. In addition to enhancing creativity, cooperative learning, and STEM skills, teams create business proposals, fundraise, market their idea, and engage community partners.

**Central Florida's School
of Opportunity**

Lake Highland Preparatory School
901 Highland Avenue
Orlando, Florida 32803
407-206-1900 ext. 1
www.lhps.org





ELEVATOR PITCH

Crooms Academy of Information Technology (AOIT) is the only all magnet high school in Seminole County and is part of the National Academy Foundation. At Crooms, all 700 students are given opportunities to pursue coursework in network systems, computer science, and multimedia design. Crooms AOIT students benefit from a small school environment, individualized attention, and access to meaningful career readiness and work-based learning experiences in the technology industry. In addition, they have the opportunity to attend the annual TechFest conference, which provides real industry exposure, education, internship, and scholarship opportunities.

OUR STORY

Originally established in 1926, Crooms Academy is a pillar of the Historic Goldsboro and Sanford communities. The academy's first principal and founder, Joseph Crooms along with his wife Wealthy Crooms donated over 17 acres of their own property to Seminole County to build the school, providing African-American secondary students the opportunity to study the Arts and Sciences for the first time in Central Florida.

Crooms Academy of Information Technology is a member of the National Academy Foundation and has been recognized as a Distinguished Academy for eight consecutive years, NAF's highest honor. As a member of the NAF network, Crooms provides students multiple opportunities to connect with our partners in the industry through job shadowing, internships, and our





showcase event, the Seminole County TechFest held right here at Crooms each Spring. In addition, Crooms AOIT also boasts the highest rating from Magnet Schools of America, recognized as a Merit School of Excellence.

Crooms AOIT is Seminole County Public School's only dedicated magnet high school. All students who reside in Seminole County and successfully complete the 8th grade may apply for admission. The size of the campus allows for the capacity of approximately 700 students. The school offers a well-rounded high school experience with a rigorous academic program and technology focused coursework in the areas of multimedia design technology, computer programming, and network systems technology. Crooms' students benefit from a small school environment and individualized attention, and opportunities to earn college credits through the Dual Enrollment program at Seminole State College of Florida, Advanced Placement coursework, and Career Pathways. In partnership with Seminole State College, Crooms Academy of IT offers a pathway allowing students to earn their Associate of Arts

degree while earning their high school diploma, making Crooms a collegiate High School.

Crooms offers a full menu of athletic programs to include baseball, basketball, volleyball, soccer, track, cross-country, bowling, golf, and swimming. Our extra-curricular opportunities include Business Professionals of America, National Honor Society, SECME, Mu Alpha Theta, Academic Team, Spanish National Honor Society, Beta Club, Sanford Mayor's Youth Council, Drama Club, and of course the ever popular CroomsCon among many others.

Crooms Academy of Information Technology
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Marnie Forestieri

ELEVATOR PITCH

Young Innovator's mission is to instill an appreciation for art and STEM disciplines in children from ages zero to five. Drawing on children's natural curiosity, our company enables its learners to become autonomous and critical thinkers, preparing them for the careers of the future. And as the company grows, so does its impact on the early-education industry.

OUR STORY

In realizing her dream of improving children's interest and future in STEM fields, Marnie Forestieri modeled the process she and her team would later teach their students: be hands-on in your research and ask a lot of questions.

Marnie's first question was "How can we make young children excited about STEM concepts and careers?" Ten years of owning a child-care franchise, several certifications in early-childhood development, and innumerable diapers later, Marnie had created the answer.



Thanks to like-minded supporters—from local university professors to community leaders to technology experts—Marnie was able to purchase a struggling Oviedo school in 2015. With a curriculum designed for 21st Century Learners—Young Innovators boasts an inquiry-based learning approach that fosters self-identity, relationships, intellectual collaboration, social learning, and creativity among its learners.

Today, Young Innovators plans to expand throughout Florida and further afield into Texas, but it's not just the company's educational philosophy that makes it unique. From its flagship campus in Oviedo, the Academy trains its educators in its curriculum and methodology, ensuring a consistent, high-quality education among all of its centers. In doing so, the company creates a higher ceiling on both salaries and career advancement for its teachers. In turn, parents and their children benefit from the centers' solid standards and committed educators.

Marnie Forestieri and her education team are making an impact beyond their centers as well, in the form of collaborating on STEM toys for Kaplan Early Learning and writing books for Gryphon House. This year will also see a variety of new initiatives including launching a technology platform.

Even as we grow, Marnie won't forget where and how it all started.

"As we scale, one of our core missions is to give back to our community and to our employees,



who are the ones that operate the centers and are the industry experts," she says.

To that end, Young Innovators extends its roots in the local community through donations, funding scholarships, hosting parent-teacher seminars, and sponsoring events.

Young Innovators Academy was born of a question, a theory, research, and hard work—exactly the process it seeks to teach young learners. If the company's success is any indication of the kind of minds it is creating, then Florida's future is very bright indeed.

Email: marnie@younginnovatorscn.com
younginnovatorscn.com

THE STARTUP STUDIO

LEARN **to** START

OUR 5 PILLARS

1 STORY

Participants are challenged to tap into their own story and realize its amazing power.

2 TEAM

Participants work in teams so as to experience, learn, and understand the power of effective collaboration.

3 BUILD

Participants explore multiple processes of modeling a creative thought from ideation to execution but with the focus always on the builder and never the methodology.

4 PIVOT

Participants use critical thinking to move from ideation to actual solution and value proposition creation, understanding that failure is the best learning tool.

5 PITCH

We explore the true art of effective communication and the importance of selling yourself through self-branding to understand the power of self and the power of relationships.



OUR ELEVATOR PITCH

The goal was simple yet very noble; give people a creative and hands on experience that guides them on how to take risk and discover important value propositions that can impact the world around them while leveraging their own story.

We seek to bridge the gap created by schools that are falling short in educating our children for a 21st century world. We achieve this through cutting edge School Programs, high-impact Workshops, fun and immersive Summer Camps and intensive and highly unique Youth Summits as well as through our brand new, one of a kind, Online Platform.

"This is where students blossom into who they are born to be - the leaders, entrepreneurs, and change-makers of their generation."

Amanda Youngblood - Program Instructor



Gary Conroy - Founder & CEO

MEET OUR FOUNDER

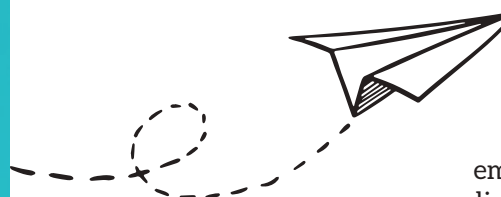
Gary is a visionary entrepreneur with extensive experience in building models for companies in need of change. He is a solutions specialist with a serious focus on merging his skill in creativity with his passion for relationship building and business model generation so as to ensure he brings about outcomes that change business cultures and ensure efficiency, sustainability and profitability are always achieved.

Merging his skills from a lifetime of entrepreneurship, Gary founded The Startup Studio. With this platform, Gary has created what he believes is a real solution that can help bring sustainable transformation to education.



Entrepreneurship is not something we can teach the masses using innovative charts, models and fancy text books. Entrepreneurship is a mindset. Instead we must facilitate opportunities that allow people access to entrepreneurship using learning by doing and looking to failure to force the use of creativity and autonomous action. By doing that we give people a chance to identify their potential to think different by transforming their mindsets as they evolve"

Gary Conroy - Founder & CEO



 /TheStartupStudio
 /StartupStudio
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 /learntostartup

email: info@joinstartupstudio.com
 online: <https://joinstartupstudio.com>



ELEVATOR PITCH

Intern Pursuit is a complete end-to-end HR management platform for employers that manage intern talent, with schools and students benefiting also. The Intern Pursuit platform trains employees in leadership and mentoring skills they need to best manage a student, which helps the student develop hard and power skills necessary to accept an entry-level job after graduation. Thanks to the platform Intern Pursuit is developing, schools, career services, and academic departments can ensure their students gain hands-on experience beyond the classroom.

OUR STORY

Around 70% of internships with small- to medium-sized businesses are unpaid. The U.S. Department of Labor has 7 criteria for employers to meet when offering unpaid internships. But fulfilling those criteria is not the same thing as providing a productive and meaningful internship experience. Isabella Johnston, founder and CEO of Intern Pursuit, knew that beyond protecting the student—which thereby protects the employer—companies need more tools to ensure their internship programs benefited both them and the students they brought on.

With her experience in academia, HR, and HR learning & training, Isabella could see exactly what businesses were missing: systems. Many small- to medium-sized businesses don't have a dedicated HR person, which

means they're unlikely to have onboarding protocols, training programs, or an easy way to document their interns' progress. Additionally, companies don't always understand that interns are best utilized in completing projects—not in operations better left to an employee or contractor.

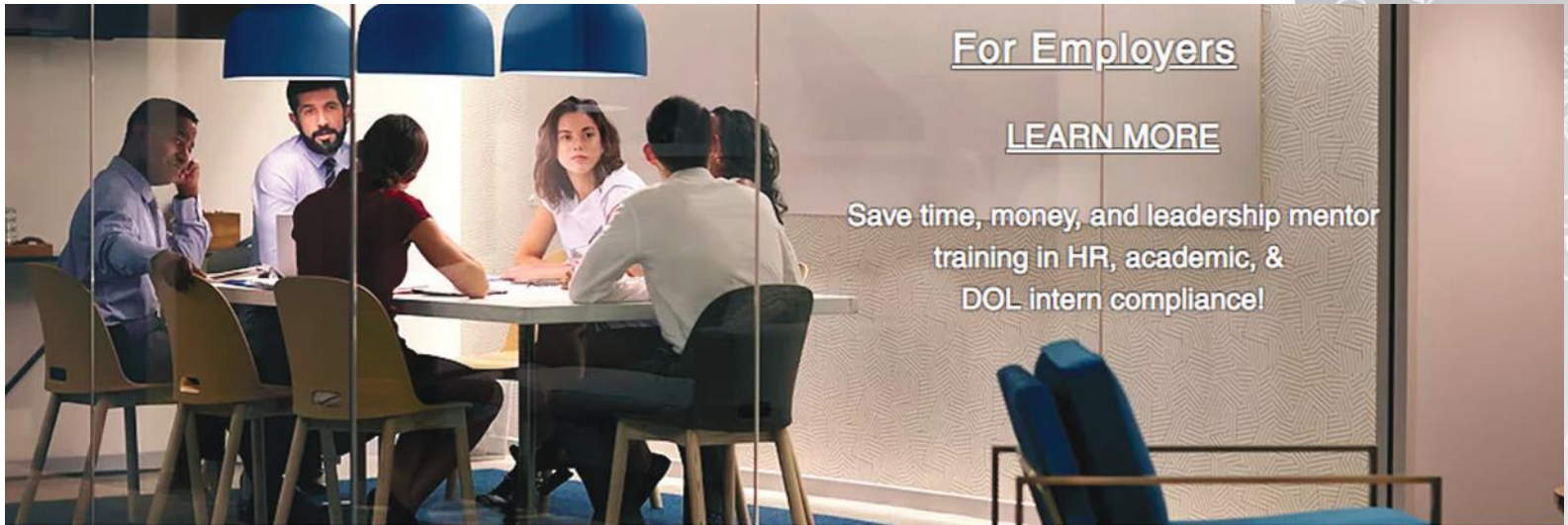
"The most important thing about working with employers is helping them to identify really good talent for their business, and then be able to act on that," Isabella says. "I have one foot in business and the other in education, and I wondered, How can I help both sides? Employers want talent; and want help getting projects done. Students need real resume worthy skills and opportunities."

Helping both companies and interns achieve their desired outcomes involves gathering a lot of data. Isabella and her team are using this data to build AI metrics to see what comes out of the assessments the students take, which helps to improve training programs for both interns and the employees assigned to help them. Thanks to Intern Pursuit's being located in Starter Studio, Intern Pursuit and Isabella helped Starter Studio's interns document all of internal operation processes and inventories which created a training program for future hospitality interns to succeed when working at StarterStudio—something that did not exist before.

The Intern WHISPERER

Isabella Johnston

PODCAST



Hassle Free Intern Management For Employers

Employer intern HR & management documentation
with paid and unpaid internships

We see the future of work and prepare your employees to lead interns.

“There are many different ways that companies in any industry can benefit from a robust internship program,” Isabella says. “If an employee is teaching a student entry-level job skills by delegating to that student, then that frees that employee to be able to do more.”

Intern Pursuit gives employers the tools they need to benefit from an interns’ projects that may lie outside their team’s experience. Think of a startup tech company, for example, with no employee dedicated to digital marketing. Intern Pursuit allows such companies to bring on interns with knowledge outside the employees’ own—and still benefit from whatever the student’s project may be.

Intern Pursuit has garnered international interest because of Isabella’s participation in conferences like Web Summit, which draws over 70,000 participants from around the world, and the traction she’s received from Starter Studio’s ideation program, followed by UCF’s I-Corps. But no matter how far abroad the Intern Pursuit platform may be found, Isabella has not lost focus on helping the students, schools, and employers of Orlando.

“We have amazing schools in this area, and because of them, we have this amazing talent pool. There’s also opportunity,” Isabella says. “We want to stay here to help grow the ecosystem.”



internpursuit   
[linkedin.com/company/internpursuit](https://www.linkedin.com/company/internpursuit) 
 Intern Pursuit 
 Intern Pursuit 
internpursuit.tech



*“You can’t solve a problem on
the same level that it was created.
You have to rise above it to the next level.”*

— ALBERT EINSTEIN



FUNDERS & ACCELERATORS



Florida Funders

Sunshine State to Startup State



THE COMPANY

Florida Funders, founded in 2013, is a hybrid a venture capital fund and crowd-funding platform that invests in early-stage technology companies in Florida.

The firm is led by an experienced team of serial entrepreneurs, venture capitalists, and experienced angel investors with a proven track record of successful exits and a shared passion for growing the next generation of Florida tech companies.

Working with individual investors, Florida Funders creates special investment vehicles as an LLC to represent the investors once the investment minimum has been reached. Florida Funders sees a large number of deals per month and puts them through a rigorous vetting process to find the very best companies to invest in.

Post-funding, the firm treats its portfolio companies as partners, providing value-added resources to help their businesses grow. The firm uses its partners, their networks, and its investors to provide coaching, industry advice, and introductions to potential customers as well as later-stage venture capital firms. These resources give startups the best chance to succeed at building a break-out technology company.

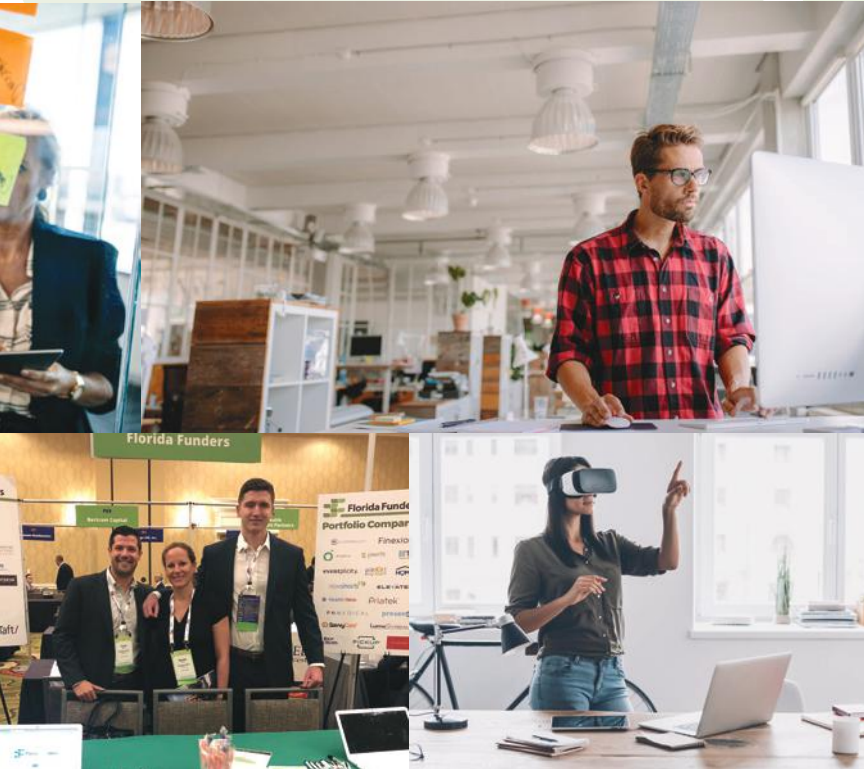
STRATEGIC PARTNERSHIPS

Florida Funders has drastically expanded their outreach over the last year by partnering with key organizations throughout Florida. Florida Funders announced a joint venture with Florida Angel NEXUS, an angel investment group. Florida Angel NEXUS is a statewide network of accredited angel investors, funds, and family offices focused on investing in early-state high-growth ventures.

In addition, Florida Funders was selected by the Florida Institute for Commercialization of Public Research to provide growth to emerging technology companies in Florida. The portfolio from the Institute for Commercialization of Florida Technology provides Florida Funders with a \$22 million portfolio and 64 Florida-based technology companies to grow and create value for the State of Florida and Florida Funders stakeholders.

SUCCESS STORIES

Within the last year, Florida Funders has invested \$5.7M into 8 exciting early-stage technology companies. Florida Funders has completed investments in emerging Florida startups, including PICKUP, Peerfit, Homee, RepScrubs, and ClassWallet.



Florida Funders completed a \$1.22 million investment in PICKUP, an agile last-mile delivery platform for large or heavy retail product that features Good Guys—a trusted network of military veterans, first responders, and handy professionals. With Florida Funders investment, PICKUP announces plans to continue expansion.

Additionally, Florida Funders announced two follow-up investments totaling \$575K in Peerfit, a Tampa-based health technology company that provides a digital platform for employers to offer employees health and fitness benefits.

Florida Funders completed a \$1 million follow on investment in Homee, an on-demand mobile application responsible for connecting customers with local service providers. Homee provides homeowners, property managers, offices, restaurants, hotels, and more with access to handymen, electrical, HVAC, plumbing service providers through the Apple and Android application.

Florida Funders announced a \$1.1 million investment in RepScrubs, a Sanford, Florida-based smart scrub solution for modern medical facilities. RepScrubs provides a vending machine system that distributes disposable scrubs for medical device representatives inside of hospitals to create a more sterile solution for healthcare.

Lastly, Florida Funders invested \$735,000 in Miami-based ClassWallet, a highly practical and powerful web-based spend management tool especially designed for the vast educational market. More than 2,000 schools nationwide currently use ClassWallet to automate processes for transactions for over 63,000 teachers and principals.

PICKUP, Peerfit, Homee, RepScrubs, and ClassWallet are just five of many key investments Florida Funders has completed within the last year as they continue to fulfill their mission of turning the 'Sunshine State' into the 'Startup State.' Florida Funders will continue to partner with new organizations and invest in growing startups throughout the upcoming year, meanwhile, growing the economy in the state of Florida.

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flfunders

linkedin.com/company/floridafunders

FloridaFunders

www.floridafunders.com



ELEVATOR PITCH

At Burnout Game Ventures, we incubate video game companies from zero-to-ROI in six months or less.

OUR STORY

How many businesses do you know of that grew by 13% last year? How about a 40-year-old industry that's bigger than film, TV, and music combined? Video games have not only been averaging 10% growth per year over the past 20 years (through 9/11 & the Great Recession); 2.7 billion people play games, and the average private investment in 2014 yielded a 700% ROI in 3 years.

In addition to decades of entrepreneurial experience at the startup, investor, and ecosystem levels, our founder taught cutting-edge project management to aspiring game producers (at the Master's degree level at a top school) for more than six years—the former students of which have helped manage \$3+ billion in game IP. Our team of world-class Advisors has many years of entrepreneurial experience (across many sectors), are icons in the game & VR industries, and have taught at the highest levels. Our marketing team has generated \$500+ million for others. Now, it's our turn.





The problem with most game developers is that they just don't know how to make a business out of their game idea. They focus on making games they want to sell, rather than games people want to buy. And, they don't plan. So, their scope, schedule, and marketing go out the window. 95% fail to break even. When they're the large majority of content providers in a \$138 billion, robustly growing industry, that's a problem.

To solve that problem, we had to become more than just an incubator/accelerator/publisher/investor. As a "Venturator™", we provide all the people, resources, proprietary processes, and motivation they need to create quality games ASAP. We have more than 550 people in our Talent Pool, with 75+ talented people working on 11 projects for 7 startups. While the average startup in Orlando lasts 8 months, ours are averaging over 3 years. We have released 11 products on 7 platforms, and have dozens more product releases scheduled over the next 24 months. With multiple different game types/genres, on multiple platforms (mobile, console, PC), we're like a mutual fund of video games!

Our business model also cuts the cost of developing video games by 75%. While the average independent ("Indie") game costs \$700K-\$800K, we do them for \$5K-\$180K. Can you imagine what that does for our ROI? And, while the typical indie game takes 36-48 months to create, we roll them out in 2-12 months (the goal is to average 6 months). Also, we've been paying a monthly ROI to our investors since January 2017. Two have reinvested. This is what good project management (and a little imagination) does for business. Should we mention that we're the only game company in the world that doesn't need a "hit" to be successful? Or, that we're the only game incubator that can open a new office anywhere else in the world in as little as 90 days? We're that scalable.

We do this because we believe that if you're not helping others, then what the hell good are you? We also believe that the ultimate goal of a leader is to make more leaders. We now have nearly a dozen people leading teams of up to 20 others to game immortality, on the way to creating 50 sustainable startups in the next five years. "Economic development through game development™" has a nice ring to it, no? Game on!

Email: info@BurnGameVen.com
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burngameven.com

A PASSPORT TO GLOBAL INNOVATION

THE FLORIDA-ISRAEL BUSINESS ACCELERATOR (FIBA) CONNECTS THE FLORIDA BUSINESS COMMUNITY TO HIGH-PERFORMING ISRAELI TECHNOLOGY COMPANIES, IN ORDER TO ADDRESS AND SOLVE THEIR MOST CHALLENGING PROBLEMS.



FIBA team and 2018 cohort companies celebrating the conclusion of the program at FIBA's annual event Innovation Fusion 2018 [Left to right top to bottom: Shaike Schatzberger (UC-Care), Tomer Schatzberger (UC-Care), Oren Rosen (eProc Solutions), Shalom Nakdimon (WiseShelf), Dr. Ido Sella (ECONcrete), Roy Heller (Nucleon), Rakefet Bachur (FIBA), Oren Kedem (Intervyo), Shaked Lev (Say), Rachel Feinman (FIBA), Andrew Rella (ECONcrete), Carmi Peleg (GlobeKeeper) and Pam Miniati (FIBA).]

ELEVATOR PITCH

Our mission is to establish Florida as a global innovation hub. Technology startups thriving in our local economy attract new talent, drive new investment opportunities, and enhance the region's reputation as a competitive, fertile ground for business. By encouraging Israeli startups to enter the US market with Florida as their base of operations, we connect individuals and companies to job opportunities, high-skilled talent, technological solutions, and innovation and showcase the region as a key center of excellence in healthcare, urban development, and security/defense.

FIBA leverages its strong network of business executives, investors, government officials and leaders from the Florida business community, to provide market knowledge and validation, and access to investors and large corporations necessary to grow Israeli startup companies in the US.



SUCCESS STORIES

FIBA has introduced 30 Israeli companies to Florida since its inaugural cohort in 2017. Some notable successes include:

- StemRad established N. American headquarters in Tampa and hired Tampa-based employees following a \$6 million investment from Tampa investors. StemRad also is developing and is soon to launch a medical product in partnership with Tampa General Hospital.
- WeissBeerger was acquired by Anheuser-Busch InBev, the world's largest beer brewer.
- UC-Care established a US subsidiary in Florida and leased office and storage space in Oldsmar following a \$1 million investment from Tampa investors. The company hired a full time sales person to grow sales in Florida and the southeast.
- eProc Solutions signed its first contract with a global corporation headquartered in Tampa. eProc Solutions completed pilots with over 10 additional potential customers.
- EConcrete is working with the St. Pete Marina on a pilot project. The company hired a sales representative and a key strategic advisor, and leased storage space in the St. Pete Innovation District.
- EConcrete was recognized by *Forbes* and *Fast Company* as one of the most innovative companies in 2019 in addition to being selected as an awardee of the United Nations for women innovators.
- Tevatronic completed a pilot project with the largest commercial grower of strawberries in Florida.
- GlobeKeeper had a successful joint pilot with the local police and sheriff departments.



Florida Gov. Rick Scott recognizing FIBA and cohort company, StemRad (Jack Ross and Dr. Oren Milstein), for bringing hi-tech to Florida in Israel in December 2017.



Left to right: Bill Walsh (Tampa Bay Rays), Atul Khosla (Tampa Bay Buccaneers), Rob Higgins (Tampa Bay Sports Commission), Steve Griggs (Tampa Bay Lightning) and Jack Elkins (Orlando Magic) discussing innovation in sports at FIBA's Innovation Fusion 2019.

TESTIMONIALS AND PRESS

In only two years, FIBA has received praise from its portfolio companies, local entrepreneurs and investors and the Florida Governor, Rick Scott.

"FIBA is like having a partner in the US who will always open doors for you and help you make progress at every stage." Yaniv Shneiderman, Founder of BlazePod, FIBA portfolio company.

"The FIBA team presented us with business opportunities that completely changed our go-to-market strategy in the U.S." Bob Reish, Operations Manager at WeissBeerger, FIBA portfolio company.

"FIBA has become one of the highest quality programs in Florida, and is clearly unique in its approach. I have personally invested in one of the companies and believe that Tampa Bay will become the U.S. headquarters to many Israeli companies over the next few years." Marc Blumenthal, Florida Funders, Partner.

"My support for the Israeli companies stems from the fact that I believe that these companies can create many qualitative jobs and develop the state's high tech. The FIBA project and the Jewish community will contribute both to the local and the Israeli economy." Governor Rick Scott, *The Times of Israel*, December 2017.

INNOVATE ORLANDO

Rally.

THE SOCIAL
ENTERPRISE
ACCELERATOR



ELEVATOR PITCH

Rally helps entrepreneurs transform their ideas and existing work into sustainable ventures that create positive social change.

OUR STORY

Rally was launched in 2017 by Central Florida Foundation, Entrepreneurs in Action, the Crummer Graduate School of Business at Rollins College, Downtown Credo, Clean the World, and City of Orlando. Its positive impact is only gaining momentum.

Following Rally's two most recent showcase events, several of the companies have been selected for further mentorship programs, business deals, and other accelerator programs. One such company is Tambua Health, "The Shazam of Lung and Heart sounds." Tambua was selected as the best of Rally's winter class, with a recommendation for a \$25,000 investment from Entrepreneurs In Action, a partner impact-investment fund. BatterEASE, a full-service e-waste recycling program that also participated in the showcase, has been awarded a grant of \$10,000 from the Rally: The Social Enterprise Accelerator Fund at Central Florida Foundation. Further participants included Community Connections Transportation, a network of independent contractors who serve seniors and the transportation disadvantaged, and Holding Space, a nonprofit dedicated to providing accessible and affordable life coaching and yoga to underserved populations.

"I leave every four-month class so energized by the passion and tenacity of these entrepreneurs and thrilled with the work we get to do," says Ben Hoyer, chief operating officer of Rally and founder of Downtown Credo. "With just four ventures in four months, we are able to help build strategies to address real problems with the environment, health, whole-life wellness and transportation for our aging population. I'm very proud of these companies and honored to support them through Rally."

Thanks to Rally, other early-stage companies are getting the leg-up and recognition they need in order to thrive. Rally graduates Omnimodal and Yaupon Brothers, for example, were Rollins 2019 Venture Pitch finalists. Omnimodal, in addition to EcoSpears, also received investment from Entrepreneurs in Action.

Last fall, Rally ran a boot camp in conjunction with Lift Orlando, which worked with seven food entrepreneurs in their footprint, and it has also had the opportunity to help Rollins College Upward Bound students explore, learn, and change the world through social good. Through the Social Entrepreneur of Distinction Program at the Crummer Graduate School of Business at Rollins College, Rally welcomed two year-long interns that helped support Rally.

It is Rally's goal to be a regional draw for out-of-state applicants as well. With nearly a dozen out-of-state applicants to its most recent cohort, Rally is raising the bar for local applicants and also elevating Orlando as the place for social enterprise.

Since Rally's inception, its cohorts have included 19 organizations (8 non-profit and 11 for-profit) and 36 entrepreneurs. Of those participants, 46% are women and 33% are minorities.

"We are finding that our program attracts more women and minority founders than traditional entrepreneurial efforts," says Ben Hoyer, COO of Rally. "Our reputation as an impactful resource for early-stage social entrepreneurs is growing and we are learning more and more about how to uniquely help them."

twitter.com/rallysea 

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ELEVATOR PITCH

Groundswell is a network of serial entrepreneurs and expert mentors dedicated to supporting Space Coast entrepreneurs and innovators. As a business incubator and co-working space, and through its robust mentor community, networking opportunities, and tailored programming, Groundswell is devoted to building an environment that fosters innovation and empowers high-growth startups in the Space Coast.

OUR STORY

Groundswell was founded in June 2015 by three serial entrepreneurs and Space Coast natives. The entrepreneurs-turned-investors say that it's the high potential of emerging tech talent in the region that inspired the GS initiative, which aims to strengthen the existing startup culture by equipping founders with necessary resources and connecting them with capital. The company is growing a community and culture where seasoned experts, aspiring entrepreneurs, and established organizations all play a part in contributing to startup success.





Groundswell connects high-tech founders with a diverse pool of pro bono mentors, experts in intellectual property, manufacturing, human resources, and product and business development, among others. Mentors in the GS network dedicate a few hours of support to the network each month and agree not to sell to or take equity in a company as part of a formal mentor agreement.

Groundswell hosts dozens of events each year in an effort to celebrate milestones and raise awareness of major obstacles and solutions within the startup environment. These events yield new collaborations and introductions to potential founders and teams.

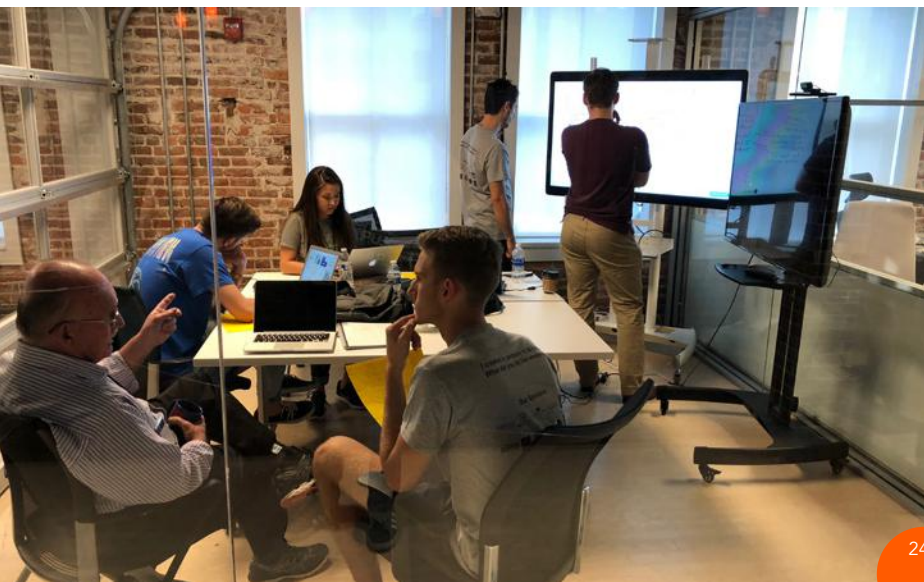
A robust startup ecosystem cultivates greater innovative thinking across the board, drives talent, and improves retention. By working with Groundswell, partner organizations have the opportunity to empower and promote the next generation of entrepreneurs and innovators.

Email: admin@swellstartups.com, micah@swellstartups.com
[linkedin.com/company/groundswell-space-coast-startups/](https://www.linkedin.com/company/groundswell-space-coast-startups/) 
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Catalyst

CATALYST IS A PROFESSIONAL, COLLABORATIVE COWORKING SPACE ON THE 5TH FLOOR OF THE ONE SOUTH ORANGE BUILDING AT THE CORNER OF ORANGE AND CENTRAL IN DOWNTOWN ORLANDO.



Catalyst is a light, airy workspace with 20-foot exposed ceilings, brick walls, glass-enclosed offices and conference rooms. Catalyst has sleek, ergonomic furnishings in both open and private workspaces, with month-to-month memberships and amenities, including high-speed internet, technology-enabled conference rooms, craft coffee bar, lounge, and more.

Community

The Catalyst community includes a diverse group of talented entrepreneurs, tech startups, creatives, independent workers, and others seeking to grow their careers and businesses by working in and taking advantage of the resources in our dynamic, collaborative workspace.

Mentorship

One of the many benefits of working at Catalyst is the mentorship available from the Catalyst Startup Coalition—a group of 10 seasoned, early-stage



business experts with offices at Catalyst. Their collective expertise and experience address the problems entrepreneurs face in growing and scaling their startups. In addition to the free office hours the Catalyst Startup Coalition provides, the Coalition offers a variety of programs and events at Catalyst, including monthly investor pitch practice sessions, workshops, panels, and networking events.

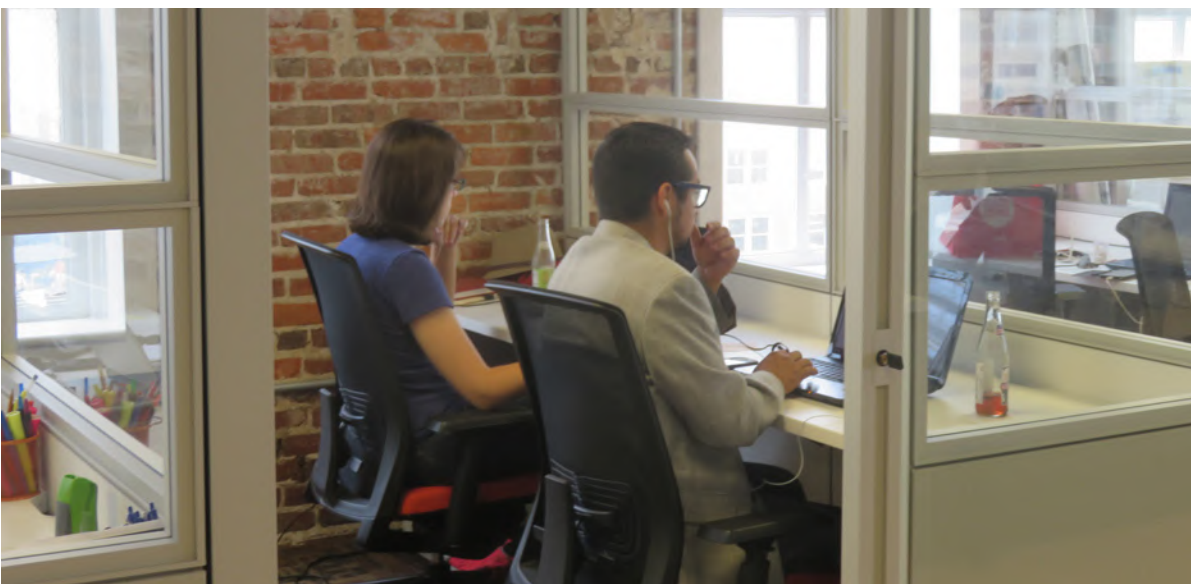
Acceleration

Catalyst is also home to VentureScaleUp—a mentorship-driven advanced technology accelerator. The VentureScaleUp program provides high-growth startups with mentorship, strategic advice, and inspiration through its mentor network of role models, investors, and seasoned entrepreneurs. These executives have built startups that have scaled. VentureScaleUp offers entrepreneurs extensive access to Florida angel, seed, and early-stage capital funding sources. These relationships open the doors to funding.

Events

Catalyst hosts numerous meetups, workshops, presentations, and events for its members and the Orlando entrepreneurial ecosystem, where entrepreneurs learn, network, and get inspired. Catalyst is the Orlando home to numerous national entrepreneurial organizations, including Startup Grind Orlando, Lean Startup Orlando, Orlando Open Coffee Club, and Startup Weekend Orlando, and has hosted national hackathons, including the AT&T Mobile App & IoT Hackathon and the Telecom Applications Developer Hackathon.

Catalyst has created a welcoming community in Downtown Orlando, where entrepreneurs can be productive and creative, make connections and collaborate, and grow and scale their businesses.



CATALYST
INSPIRED WORKSPACES

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StarterStudio

ELEVATOR PITCH

StarterStudio is a pioneering hub for innovative and tech-enabled entrepreneurs that empowers and provides resources for entrepreneurs, creatives, and innovators to begin, grow, and flourish in Florida. Through community education programs, accelerators, funding, and collaborative work spaces, StarterStudio fosters a community—serving as a platform for the ideas of the future. In 2014, a group of entrepreneurs came together to create the first coworking space in Downtown Orlando and as the years went on, we launched our first Ideation Accelerator and then the Seed Accelerator and Firespring Fund followed close in suit.

OUR STORY

To date, we have served over 500 startups, graduated 100+ accelerator companies, and made evergreen investments of over \$650K raise over \$11 million in investment capital.

What makes us different? We can serve you at any stage of your entrepreneurial journey. From back of a napkin to a well established company looking to raise Seed capital and everything in between, we have a community for you. Whether you want to Start, Scale or Stay in Central Florida, we have a program for you.

Start with us by joining one of our 4 week bootcamps, pitching at a monthly community Pitch Night, attending one of our many FREE speaker series and workshop sessions, or getting a membership to our state-of-the-art coworking space. If you are ready to take the leap, applications are open twice a year for our Ideation Accelerator: Idea to MVP in 12 weeks.

Ready to Scale? Our Seed Stage Accelerator or Evergreen Fund may be right for you. Visit us at starterstudio.org/programs. This is our 6 month program for companies with a product in the marketplace, early revenues, and one-on-one mentoring with senior executives. These companies also have the opportunity to receive \$25,000 to \$225,000 investment from the StarterStudio evergreen fund.

Stay and work in Central Florida with us. Our ecosystem is built on collaboration. It's a community effort. We exist to help one another, offering a community of entrepreneurial support where people meet, collaborate, and exchange ideas, experiences, solutions, and resources. We can't wait for you to START something with us soon.



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City National Bank

Bci FINANCIAL GROUP



ELEVATOR PITCH

Headquartered in Miami, City National Bank (CNB) is the financial institution to which Floridians have turned to for more than 70 years. With more than \$16 billion in assets, CNB is Florida's Big Bank Alternative – large enough to provide clients with the products and services they need yet small enough to provide a personalized client experience. *City National Bank, Member FDIC.*

OUR STORY

City National Bank of Florida (CNB), one of the largest community banks in the nation, is Florida's Big Bank Alternative. CNB is large enough to meet the most complex financial needs, while still small enough to provide the personalized attention clients desire.

With more than \$16 billion in assets, a banking-center network from Miami-Dade to Orlando, and a wide range of financial services, CNB is the third largest Florida-based bank and offers tailored financial services with white-glove client experience.

City National Bank has been the premier bank businesses, entrepreneurs, and Floridians have turned to since 1946. The bank's pioneering focus on helping small businesses thrive by making loans to companies that otherwise would not have access to credit helped build strong community ties that progressed over time. Since then, CNB has held a long-standing reputation for its people-centric culture that places the client, employee, and community at the heart of every decision.

After more than 70 years serving Floridians, CNB has grown and evolved with a vision to become Florida's Iconic Bank. CNB's Hourglass icon is representative of the precision with which City National Bank strives to serve its clients, the value it places on their time and the personal relationships it seeks to establish with them that endure time.

CNB President & CEO Jorge Gonzalez continues the decades-long legacy of leadership, strength, and community reinvestment. He has overseen the diversification and expansion of the institution and has strengthened the client-centered and community-driven business model. The bank has grown to include corporate and commercial banking, private banking, wealth management, specialty services for community associations and a leasing subsidiary, BciCapital.

Driven by the vision to be Florida's Iconic Bank, CNB is investing in people and technology to improve systems, processes, and innovate the client experience – while continuing to exceed clients' expectations.

City National Bank has received an "outstanding" rating for its Community Reinvestment Act (CRA) performance for 18 consecutive years from the Office of the Comptroller of the Currency and has continuously been Rated 5 stars "Superior" for safety and soundness by BauerFinancial, the leading bank ratings firm.

Its commitment to community led CNB to create the CNB Housing Foundation, which helps create housing opportunity for low-to-moderate income families and individuals. And through the support of organizations such as Children's Home Society of Florida, Greater Miami Jewish Federation, The Children's Trust, Mount Sinai Medical Center, Nicklaus Children's Hospital, and United Way, City National Bank has developed a well-earned reputation as a leading community partner.

To learn more about City National Bank, visit us at citynational.com.

City National Bank, Member FDIC.



Jorge Gonzalez, President and CEO

City National Bank, Member FDIC
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citynationalcm.com

CENTRAL FLORIDA FOUNDATION

ELEVATOR PITCH

Central Florida Foundation is a launchpad for high-impact philanthropy, fueling ideas, investment, innovation, and collaboration that power relevant, sustainable social change. As the region's community foundation, CFF manages funds on behalf of many individuals, families, and nonprofits committed to making a real difference.

OUR STORY

In 1994, ten visionary thinkers gathered around a table to discuss a simple question: how can we really change Central Florida for the better? The answer was to join forces not just with their dollars, but with the full power of their vision, passion, and community connection. Only then, could they drive deep and lasting social change. This partnership evolved into the Central Florida Foundation.

To date, Central Florida Foundation holds \$70 million in assets committed to strategic philanthropy. By building a permanent source of charitable capital, CFF can continue investing in what makes Central Florida stronger and better—forever.





Central Florida Foundation's core values guide its progress.

COLLABORATION

Bring all the essential partners to the table—researchers, policymakers, business leaders, supporters, and other stakeholders.

IDEAS

Generate ideas to address the root cause of the challenge, rather than simply fixing the symptoms.

INVESTMENT

Connect strategy to philanthropy, coordinating community-wide investment in truly transformative solutions.

INNOVATION

Pilot big-picture, systemic solutions with the potential to change things for good.

The year has brought exciting developments for the initiatives at CFF.

Rally: The Social Enterprise Accelerator has led three cohorts to refine and strengthen social ventures that bring solutions to pressing community issues while earning revenue. Orlando is well on its way to becoming a hub for social enterprise. It's evident that ideas to change the world start here.

The Homeless Impact Fund has worked collectively with public and private partners to build a system to reduce homelessness in Central Florida. Thanks to philanthropic investments of more than \$7 million from the community, over 339 of the most vulnerable citizens have found housing, healthcare, and mental health services, along with more than 70 families that have received employment assistance to help sustain their housing. With all of this monumental progress, there is still much to do to continue towards the goal of making homelessness rare, brief, and one-time.

The Better Together Fund has worked to build a stronger, more inclusive Central Florida after the Pulse tragedy. From helping to stabilize families and individuals directly affected by the tragedy, to providing cultural competency training for mental health counselors, to working with school districts to create more accepting classroom environments, it feels that things are moving in a positive direction.

100 Women Strong has used research and local experts to design a pilot program with the University of Central Florida and Early Learning Coalition of Orange County. The program implemented a parenting model in childcare centers in Pine Hills, with the goal of increasing attachment between caregivers and children ages 0-5 in order to bolster children's sense of security to prepare them for Kindergarten and beyond. The pilot has proved successful and is being implemented in additional childcare centers in the area.

Central Florida Foundation has also combined forces with Heart of Florida United Way and valuable community partners on **UpliftED**, which connects students, from young to adult, to the resources they need to get where they want to go. CFF believes that education, in all its forms, opens doors and opportunities that wouldn't exist otherwise. By helping more Central Floridians develop skills, CFF is developing a workforce that will support the local economy from right here at home.

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 cffound.org



ELEVATOR PITCH

With more than 175 years of collective leasing and banking experience, BciCapital's team of experts are here to help fuel businesses nationwide. BciCapital provides corporate institutions with the financial tools to support their cash flow needs. With a full suite of leasing and corporate finance options, from public sector finance to aircraft finance, our team is dedicated to being a partner in our clients' success. BciCapital's parent company, City National Bank (CNB), puts BciCapital in a unique position with the capability of serving our clients' lending and depository needs. City National Bank, Member FDIC.

OUR STORY

Headquartered in Orlando, BciCapital is one of the largest bank-owned leasing companies in the country and the largest leasing company based in Florida. With offices in Miami and Tampa; Hunt Valley, Maryland; Charlotte, North Carolina; Greenwich, Connecticut; Portland, Oregon; Randolph, New Jersey; and New York, BciCapital provides leasing and specialty finance solutions for corporations throughout the United States – including corporate air, rail, marine, public finance and franchise lending.

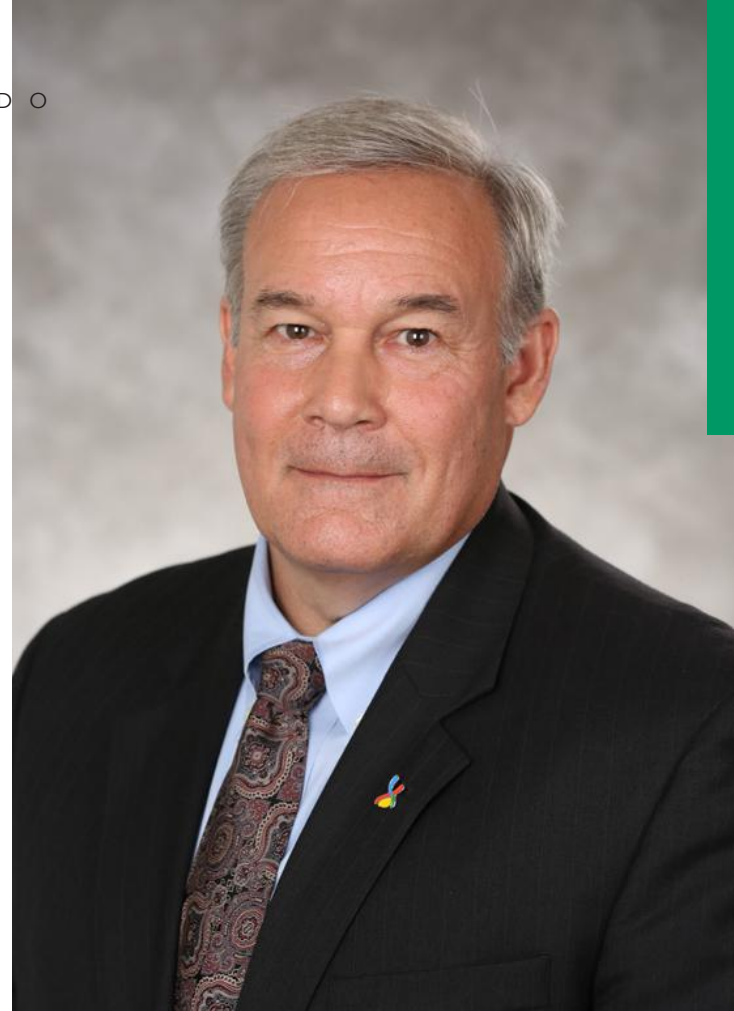
Monitor 100 named BciCapital among the largest leasing companies in the United States, and one of the fastest growing in 2018.

From yellow iron to office equipment, BciCapital provides financing to deliver significant benefits related to a business's liquidity, cash flow, financial management, and capital creation. Specializing in Air, Rail and Vessel (ARV) lending, specialists routinely administer transactions of \$1 million or more. BciCapital also offers specialty financing, such as franchising in various industries, equity, and debt origination to help the capital-raising process and community association services to improve communities' financial strength. No matter the size or complexity, BciCapital can develop financing programs based on a business's specific needs.

BciCapital's parent company, City National Bank (CNB), is the premier commercial and private bank to which Floridians have turned for more than 70 years. With more than \$16 billion in assets, CNB is one of the largest financial institutions based in the state and offers a diversified portfolio of financial products and services from Miami-Dade County to Orlando.

City National Bank continues to be one of the best-capitalized and second line liquid banks in Florida and is rated 5 stars "Superior" by BauerFinancial. CNB has consistently ranked in the top 50 of all large U.S. banks in terms of profitability, efficiency and asset quality, and has received the highest Community Reinvestment Act (CRA) rating for eighteen consecutive years.

City National Bank is a subsidiary of the Chilean bank Banco de Credito e Inversiones (Bci) and remains a Florida-based community bank with local decision-making. The partnership with Bci puts CNB in a unique and enviable position, making it a community bank with global reach backed by one of the strongest and most respected banks in Latin America.



Tom Cira, BciCapital President

The bank has leveraged this partnership to elevate the client experience at City National Bank and provide a wider array of products and services for businesses and individuals.

Driven by the vision to be the Iconic Florida bank, CNB consistently delivers a best-in-class client experience, attracts and develops professionals, and provides a superior return to the communities it serves.

City National Bank, Member FDIC
 Phone: 1-800-435-8839
 o 390 North Orange Ave, Suite 2600
 Orlando, FL 32801
citynationalcm.com





ELEVATOR PITCH

At Synergy Wealth Alliance, we firmly believe that as advisors, our role is not to simply serve clients, but to do so in a way that educates and empowers them to take an active role in managing their finances. We have always valued relationships over transactions. We provide relationship-based, comprehensive wealth management focused solely on clients' needs and their best interests. Our founding advisors partnered to build a firm that reflected an unwavering commitment to their clients. They created a firm based on the core values of teamwork, integrity, transparency, and caring, and Synergy Wealth Alliance was born.

ABOUT

We believe in relationships

At Synergy Wealth Alliance, we take the time to truly get to know our clients. For one thing, we genuinely enjoy connecting with them and their families, financial planning aside. It helps us understand the motivations behind their financial goals. Because we get to know them on a personal

level, when the time comes to start discussing their finances, we're able to offer a sophisticated, tailored financial strategy that best fits their needs. We are holistic planners.

While others in the industry focus on just one aspect of your finances, we consider everything that will impact your financial future. Our goal is to maximize how your retirement planning, your income taxes, your insurance coverages and your investments work together. As planners and wealth managers, we use a highly disciplined but very personalized approach that considers multiple factors. We are meticulous in our research, and we will take the time to clearly identify your needs and wants before offering you every possible solution and opportunity.

We educate and empower

We believe it is imperative you fully understand the financial plan that will serve you and your family. Our advisers will present to you the pros and cons to every recommended strategy so that you can make the most informed decisions about your financial future. We will always listen to your concerns and answer each question you may have. With every recommendation, you can expect complete transparency, including a disclosure of all fees and commissions. We will act as fiduciaries for you and work only for your best interest.

We live up to our name, Synergy

You will have more than one adviser at our firm because we believe in a team approach. Our clients benefit from the diverse experience, understanding and education of a group of like-minded advisors who collaborate on every aspect of their investment strategy. If you are a Synergy client and your lead

advisor is unavailable for any reason, your personal team will make sure you are still fully in control of your financial plan.

We believe that creating synergy among professionals outside our firm works to our clients' benefit as well. Our advisors will be pleased to partner with other parties who work with your finances, including your attorney and your CPA. We collaborate with these professionals on our time and our cost because we believe our clients deserve nothing less than a world-class experience.

OUR STORY

Who We Are

We are a group of advisors who are passionate about our business and about helping others. We firmly believe that our role is not to simply serve clients, but to do so in a way that educates and empowers them to take an active role in managing their finances.

Our typical clients are affluent individuals and families, retirees, and business owners. We believe strongly in holistic wealth management. Our advisors will give you the pros and cons to every recommended strategy so that you have the opportunity to make informed decisions about your financial future.

We take the time to listen to your concerns and answer any questions you may have. You can always expect complete transparency, including full disclosure of fees and compensation. We will act as fiduciaries for you and work only in your best interest.

What We Do

We take the time to truly get to know our clients. Not only do we genuinely enjoy spending time with them and their families, but it helps us understand the motivation behind their financial goals. This also helps us clearly define your needs and objectives.

Building a lasting relationship with you is paramount to our role as your advisor. Because we get to know you so well, we can make sure your customized wealth plan best fits your needs. This strong relationship, combined with extensive research, allows us to present you with a detailed, written plan that addresses all 13 wealth management issues.

Developing a meaningful, long-term relationship takes time and commitment. You can expect the client engagement process to take at least two to three meetings after we have completed our initial discovery interview. Our time together is an investment in you, and a critical part of providing a world-class experience.

How We Serve You

Synergy provides the professional knowledge and resources of a large corporation, but with the attention and personal touch of a boutique firm.

As our client, you benefit from the diverse experience of advisors who collaborate on every aspect of your financial strategy. If you become a client and your lead advisor is out of the office, our team will make sure you are still fully in control of your financial future and your needs are met promptly.

In addition, our team of advisors partners with your CPA, your attorney, and any other influential people involved in your finances to make sure that every possible opportunity and solution is explored.

Finally, we give you exclusive access to the Synergy Center. This powerful, interactive tool gives you a complete picture of their finances from a secure, encrypted, web-based portal. You'll be able to view all your accounts in one place and track your progress against your personalized goals. Since periodic reviews are necessary, this is a valuable tool for you and your advisors.

Trusted Guardians

We believe strongly that we have an obligation to protect you and your family. As an independent firm, we answer only to you. Our advisors are not held to sales goals, and commissions and compensation are never placed above client concerns. You will receive objective recommendations from advisors who are under no pressure to present products or strategies that benefit anyone but you. You'll realize soon after you meet us that we're more than just a wealth management firm—we're a firm that cares!

Life brings many blessings and many opportunities for growth. Through it all, you can rest assured that Synergy Wealth Alliance will be there to serve as trusted guardians of your financial future.



Contact Information:
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Fax: (321) 203-4459

"Securities and advisory services offered through Cetera Advisors LLC, member FINRA/SIPC, a Registered Investment Advisor. Cetera is under separate ownership from any other named entity."



A low-angle, upward-looking photograph of the Space Shuttle Columbia on the Mobile Launcher Platform (MLP) being moved by the Crawler-Transporter at the Kennedy Space Center. The MLP is white with a large American flag and the JPL logo. The shuttle itself has orange and white segments. The Crawler-Transporter's massive steel lattice structure dominates the right side of the frame, extending from the bottom right towards the top left. The sky is a deep blue, suggesting dusk or dawn. The text "INNOVATION ENABLERS" is overlaid in large, white, sans-serif capital letters across the center of the image.

INNOVATION ENABLERS

“Without change, there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable.”

— WILLIAM POLLARD



CENTRAL FLORIDA TECH ALLIANCE

ELEVATOR PITCH

The Central Florida Tech Alliance is dedicated to bringing together the brightest minds in technology with leaders across multiple industries to serve people and our planet through collaboration and innovation.

Every great region has a thriving tech community, and we are no different. The Central Florida Tech Alliance has brought together corporate, civic, educational and community partners around technology to advocate for and foster a forward-looking, prosperous Central Florida.

OUR STORY

We are focused on three main objectives: Sharing the rich and diverse tech story of our region, connecting our major tech leaders and companies to our deep talent pool, and continually building up and advocating for our tech community as a whole.

We are achieving this through collaboration and inclusiveness and by being actively engaged in supporting the hard-working, thriving tech businesses and entrepreneurs in our region.

By partnering and featuring our world-leading tech verticals such as space, modeling and simulation, optics and photonics, gaming and mixed reality, health and wellness, and additive and advanced manufacturing, we are becoming one of the nation's leading tech hubs. As we stand today, if we simply take a holistic look at our existing regional assets from the Space Coast to Orlando and combine with those in Tampa Bay, we are already arguably one of the top tech regions in the nation.

And we are ready to become so much more.

The greatest opportunity for growth and to "future proof" our region is an aggressive and continual investment into tech and innovation at all levels. The more we embrace opportunities brought about by global connectivity, the more we will thrive.



THE FUTURE IS BRIGHT... THE FUTURE IS CENTRAL FLORIDA

WE BELIEVE INNOVATION IS THE CATALYST FOR POSITIVE CHANGE IN THE WORLD.





Jason Eichenholz, Cofounder & CTO Luminar Technologies, speaking at a RE:VIZE conference.

As Central Florida continues to become a world leader in technology and innovation, the quality of life will also improve for all residents throughout our region.

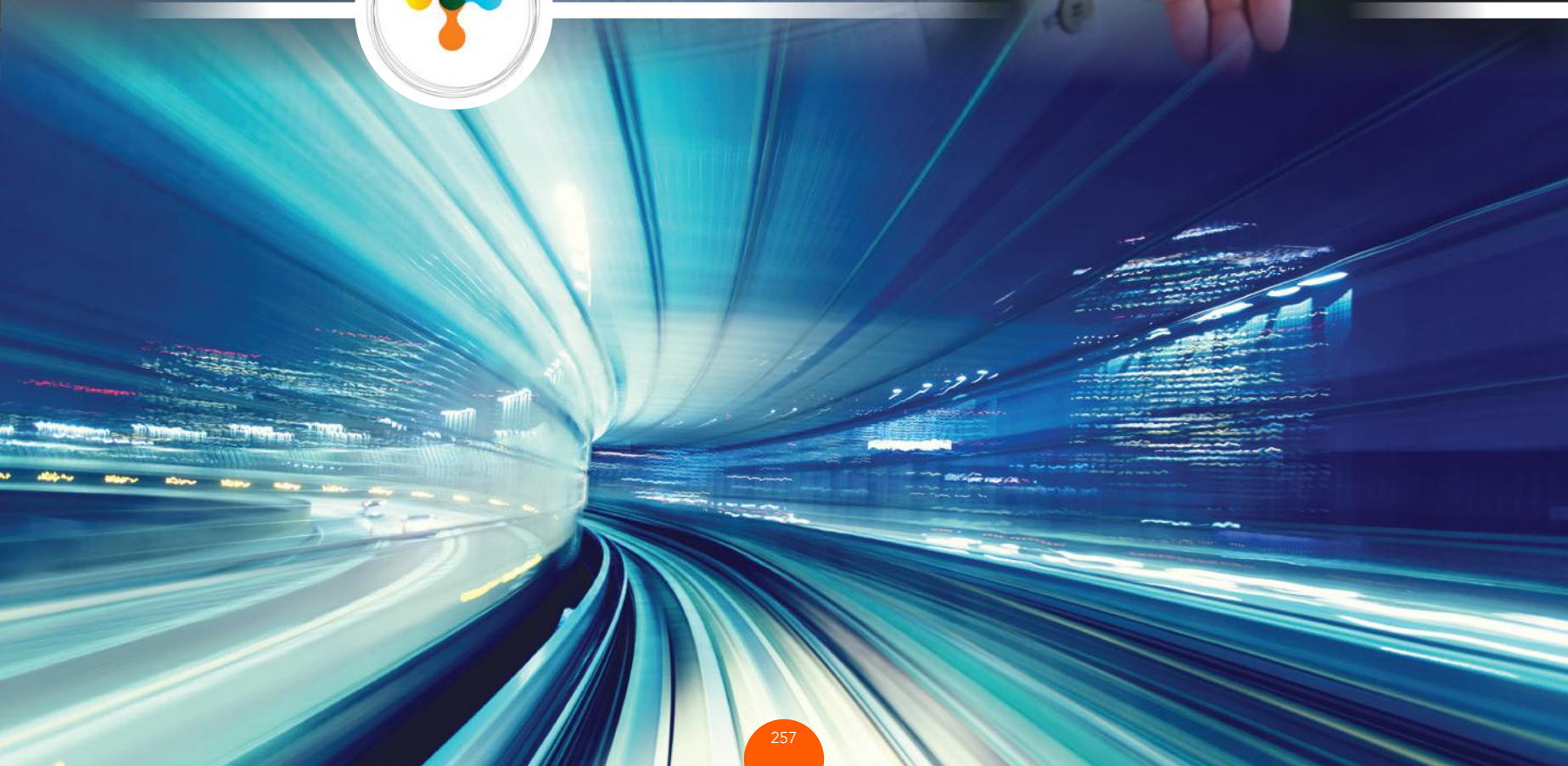
Join us on this journey.

The Central Florida Tech Alliance is dedicated to:

- Improving business conditions across all sectors of the technology industry and technology-related lines of business for the 4.3 million people in the Central Florida region of Volusia, Brevard, Seminole, Orange, Osceola, Polk and Lake counties.
- Engaging and facilitating in the discussion, review, and consideration of various problems, opportunities, and best practices relative to the technology industry.
- Promoting innovation and business growth by providing a forum for the exchange of information and ideas for more efficient business development for the technology industry.

- Providing a means of furthering our knowledge and innovation in the technology industry and the development of best practices in Central Florida.
- Enhancing the global public awareness of the technology industry in Central Florida and the scientific, economic, and other benefits it provides.
- Representing the interests of Central Florida's tech economy before federal, state, and local agencies and the public.

[twitter.com/@CFTechAlliance](https://twitter.com/CFTechAlliance) 
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centralflorida.tech





BLACK ORLANDO TECH

Special Highway



ELEVATOR PITCH

Black Orlando Tech's ultimate goal is to train and inspire 10,000 minorities and people of color to enter the tech industry by 2025. Its monthly speaking events and the networking opportunities they provide, in addition to the resources the organization offers to its attendees—whether they be tech hopefuls, business owners, or students—are all helping to bolster diversity in the Central Florida area.

OUR STORY

Black Orlando Tech began as a question among a group of local entrepreneurs: What could they do to promote collaboration between and creativity among local leaders, tech professionals, and others interested in entering the industry? Answering that question became a discussion, and that discussion evolved into a monthly event where local tech professionals speak on different topics—everything from cyber security to cryptocurrency, from the cannabis industry to digital marketing.

Black Orlando Tech Leadership Team members Tiffany Spencer, a Salesforce Consultant and Tech Mentor; Mike Felix, a serial entrepreneur and Digital Sales Coach; Joshua Walker, a corporate Cloud Consultant and Tech Keynote Speaker; and Emily Walker, a Digital Marketing Analyst and Community Organizer, agree that the power of B.O.T.'s monthly events lies in the connections they see being formed.

"The success stories that come out of it aren't always, 'Wow I learned so much,' but rather, 'Hey, guess what? I now work with this company. Or, 'Hey, I finally connected to this person, or this funding source, because I met them at a Black Orlando Tech event,'" Mike says.

The events aren't just helpful for entrepreneurs, Tiffany explains. "It's also the students who come to events and say, 'I've never seen so many people of color in tech! I actually want to be in tech now.'"

It's no secret that STEM industries are not nearly as diverse as they could be for a country whose Black citizens comprise almost 13% of its population. As recently as 2014, for example, Google's diversity report revealed that only 2% of its employees were Black. And while barriers to entry in the tech organization are real for many people of color, Black Orlando Tech is challenging the narrative.

"We want to make it so if you didn't get the job, or you didn't get the funding, the default answer becomes, 'I have a little bit of work to do,' instead of 'Well, it's because I'm Black,'" Mike says.

"The city of Orlando has been very supportive of everything we're doing. There are different pockets of the city where there is a high concentration of people of color and a lot of them do not see the Black engineers, the Black tech entrepreneurs—and a lot their stories, of course, need to be told."

True to the inclusivity that Orlando's entrepreneurial ecosystem is known for, other local tech organizations have been supportive of Black Orlando Tech's mission.

"When we started two and a half years ago, other tech groups in the community noticed organically that our organization had gotten started, and they made sure we had a seat at the table for different tech conferences and events in Orlando," Tiffany says. "I really like the tech community here, and it's really growing. A lot of the city leaders see the need that Black Orlando Tech addresses, so they're really excited about partnering with us to fulfill that mission."

Black Orlando Tech's overarching goal is to bring 10,000 people of color into STEM industries by 2025, and it is well on its way, thanks to its community-centered focus. By entering different communities to recruit individuals and hold workshops for them, Black Orlando Tech teaches them both skills and about opportunities in tech. B.O.T. also helps to support Black-owned STEM businesses through networking opportunities and by facilitating resources to help them scale.

"Looking toward the future, we want to grow Black Orlando Tech to the point where we can be the one to highlight others' stories and promote and create a platform for Black tech entrepreneurs—or even aspiring Black tech professionals—to have a safe place and feel that they are part of a cool, inclusive environment," Mike says.

Black Orlando Tech helps people of color to see ways forward they thought were unavailable to them, and the organization's growth reflects the best of Orlando: identifying a need and working together to fulfill it.



Email: info@blackorlandotech.org
facebook.com/groups/blackorlandotech 
blackorlandotech.org



JOIN US IN OUR MISSION TO GROW OUR ENTREPRENEURS, THEIR COMPANIES & OUR LOCAL ECONOMY

ELEVATOR PITCH

Orlando Entrepreneurs is the hub for Orlando Entrepreneurship. Created to connect, cultivate and celebrate our local entrepreneurs. By bringing the fragmented Orlando entrepreneurship ecosystem together, we create an even greater impact for entrepreneurs, their companies and our local economy.

OUR STORY

"There are many entrepreneurs and entrepreneurial advocates doing phenomenal work throughout Central Florida," says Orlando Entrepreneurs founder David Brim. "The more we can connect our entrepreneurial ecosystem, celebrate our successes and maximize the resources, knowledge and talent we have here, the more wins we'll have. We can shine a spotlight on Orlando as an exceptional place to start, scale and invest by celebrating our entrepreneurs. This will help Orlando entrepreneurs attract more investment and continue to create more wins that will positively impact our entrepreneurs, their companies and our local economy."



"Orlando's culture and fertile environment for innovation birthed a multi-billion dollar tourism industry, accelerated space programs, created a leading defense & simulation industry, developed the city into a leader within the gaming industry, and spawned a growing tech community," says David Brim. "It's time we lean into our spirit of innovation to help us grow and evolve as an entrepreneurial hub."



Our Podcast: Inside the Orlando Entrepreneurial Ecosystem



On this show we interview and highlight Orlando's favorite startups, business leaders, investors, and those who support and lift up the entrepreneurial community.



#BCTECH Summit



ELEVATOR PITCH

Having worked for the Walt Disney Company for 25+ years, most recently as Head of Innovation & Creativity, I have just created a startup, iD8 & innov8, to help organizations embed innovation into everyone's DNA, by making creativity tangible, innovation easy, and the process fun.

OUR STORY

The next decade will be the most disruptive of our lives. Artificial Intelligence estimated to think thousands of times faster than a human—in under a decade. 3D printing that will disrupt every single industry. Legacy brands trying to move from a product-centric, we-build-it-they-will-come culture, to a consumer-centric one, and Generation Z, who believe more in purpose than profit who will re-write all the rules of doing business.

So how will we survive if we just keep iterating in order to make quarterly results, versus actually innovating to not only survive but to thrive in this brave new world?

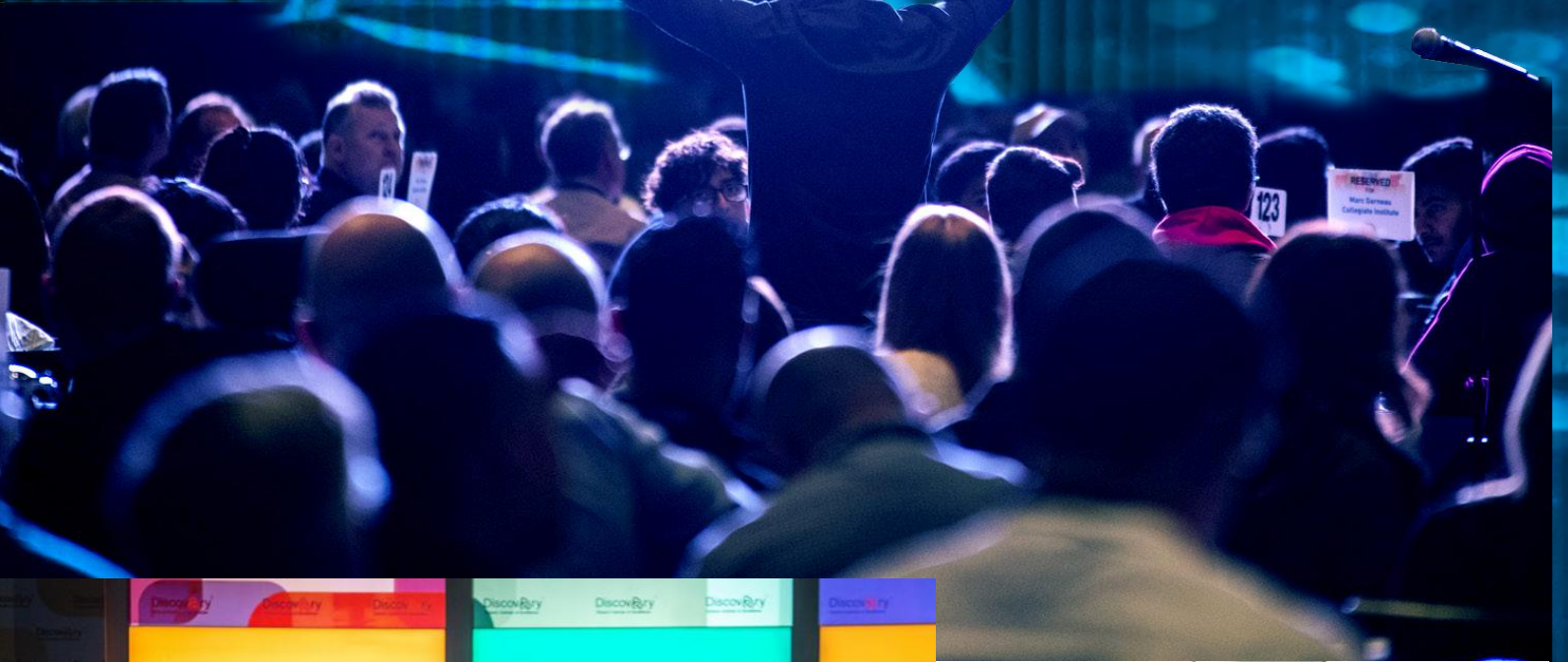
Option 1. Invite a leading innovation consultant to come in and run an innovation project for you. Option 2. Establish an Innovation department, which while it acts as a catalyst for change, also subliminally sends the

message to everyone else in an organization that they don't have to innovate. Option 3. Create a series of accelerator programs that can indeed help drive products and services to market much quicker than established processes.

From experience, however, I have learned that the challenge with all of these approaches is that they don't really help organizations truly change their culture to be more innovative and creative. And that is where I believe there is a huge gap in the market. The traditional ways of doing business are getting completely upended, and no one is giving businesses a tangible toolkit that they can utilize throughout their organization to embed innovation into everyone's DNA.

So I decided to create my own startup, iD8 & innov8, and create a very unique Innovation toolkit that is both simple and straightforward for absolutely everyone in every industry to use. It includes both a set of Creative Behaviors to drive motivation and inspiration to innovate, and a series of tangible, actionable Design Thinking, Innovation Tools, that people can use to Think Different, and disrupt their established business practices and truly innovate.

I am very excited to leverage all my experience as Head of Innovation & Creativity at Disney, to now support other organizations around the globe to harness the inspiration that their own teams have, and to give them the practical tools they so desperately need to compete in a time of unprecedented disruption. —Duncan Wardle.



Email: duncanwardle@gmail.com
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id8innov8.com

MAKING INFORMED DECISIONS, WITH THE RIGHT INFORMATION, AT THE RIGHT TIME, PUTTING IT ALL TOGETHER

nperspective CFO & Strategic Services

ELEVATOR PITCH

Nperspective provides fractional and interim Chief Financial Officer, Management, Advisory and Strategic services to its client companies in a broad range of industries. While many financial professionals provide executive services in their day-to-day jobs, it takes a certain level of passion to work with companies of many different sizes in multiple industries, where levels of internal expertise vary significantly and where learning is an everyday experience. The Nperspective team is built with professionals who have a passion for learning new businesses, applying years of knowledge and expertise, and building companies. Each member of our team brings a portfolio of experience over a wide range of industries and companies, from start-ups to some of the largest companies in the world. This diversity of experience fosters a "best practices" environment that is easily deployed throughout Nperspective's client base.

C. Russell Slappey, CPA – CEO & Founder



Russell Slappey is the founder/CEO and Managing Partner, Orlando, of Nperspective. He combines over 20 years of experience in Accounting, Information Systems, and Taxation and takes a hands-on approach in working with businesses of all sizes. Slappey has been employed at both a regional accountant firm and a Big 4 firm and been involved in financial software applications for a leading reseller of business solutions. In addition to a substantial skill set,

Slappey also has deep experience in corporate taxation.

Slappey is a Certified Public Accountant (CPA), a current member of the FICPA, and he holds a BBA and Master of Accountancy from Stetson University. He currently serves on the board of Directors for Orlando, Inc. and was named to the National Small Business Association (NSBA) Leadership Council. He is a member of the Association for Corporate Growth (ACG) Florida Board and Past President of the ACG Orlando Chapter.

A believer in the value of peer-to-peer organizations, Slappey is an active participant in Vistage Florida and CEO Nexus. He serves on the Florida Hospital Foundation Board and the Board of the Walt Disney Pavilion at Florida Hospital for Children. He serves as a volunteer advisor at the Small Business Development Council – Advisory Board Council.



Wayne F. Leland, CPA, EA – Co-Founder & Managing Partner



Wayne Leland is a former DCAA Auditor and has over 35 years of experience. Since co-founding Nperspective, he has concentrated on helping government and DOD contractors to produce more accurate and timely accounting information while complying with FAR and DFAR regulations.

Leland's accounting systems, all of which have been audited and passed by the DCAA, establish acceptable

bases and pools for clients to improve their accounting systems even as they scale, allowing them to be more accurate on current contracts and more competitive in the future.

Prior to forming Nperspective, Wayne Leland was the CFO (ultimately president) of a seven-corporation managed healthcare group that was successfully sold. He has quarterbacked numerous acquisition projects both from the buy and the sell side.

Leland received his Bachelor's degree from the University of Central Florida after returning from Vietnam as a combat-decorated veteran. He is an active member of the AICPA and the FICPA, and has been a guest panelist before MBA students at the Crummer Graduate School of Business at Rollins College. Sharing his entrepreneurial experience, Leland is also a volunteer advisor at the Advisory Board Council of the Small Business Development Council (SBDC) in Orlando.



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Gary Cohen - Principal



Gary Cohen possesses more than 30 years of business experience, including 12 years as Chief Financial Officer of a multi-location medical practice and surgery center as well as several years each as CFO of two nonprofit agencies.

Cohen combines strategic vision with a strong understanding of operational issues and the ability to get the job done efficiently. At the same time, he has the capability to roll

up his sleeves and delve into underlying accounting and operational details. He has held financial management positions and also possesses a strong background in executive management. During three decades as a chief financial officer and controller, Cohen focused on improving operational performance and profitability, as well as upgrading the accounting and reporting capabilities of the finance departments he has directed. On the nonprofit side, Cohen is currently Treasurer and Board Member of The Lifeboat Project, Inc., a nonprofit organization focused on ending human trafficking.

Cohen holds a Master of Science degree in Accounting from Appalachian State University (ASU) and a Bachelor of Science degree with a Concentration in Accounting from ASU. He earned the Certified Public Account (CPA) designation in the State of Florida (presently inactive). He is a former member of the American Institute of Certified Public Accountants (AICPA) and the Florida Institute of Certified Public Accountants (FICPA).

Albert P. Anderson, CPA - Principal



With over 30 years of diverse business experience, Al Anderson has worked with a wide variety of companies, from global Fortune 100 corporations to emerging-growth enterprises.

Prior to joining Nperspective, Anderson served as a partner of a national professional services organization, leading the turnaround of a 50-year-old manufacturing company with \$5M in operating loss (over 2 years) to profitability within 12 months. Anderson also was the CFO for a worldwide pioneer in laser systems, and in this capacity, he developed strategic initiatives that ultimately restored banking confidence within a 5-month period.

With a Master of Business Administration degree from the University of Central Florida, and a Bachelor of Science degree in Public Accounting from George Washington University, Anderson is a licensed Certified Public Accountant (CPA) in the State of Maryland and a Chartered Global Management Accountant (CGMA).

He is a member of the American Institute of Certified Public Accountants, the Maryland Association of Certified Public Accountants, and a Volunteer Advisor with the Orlando Small Business Development Center Advisory Board Council.

Ron Wilkinson - Principal



Ron Wilkinson has been in the accounting and finance profession for over thirty-five years, and he blends a great depth of financial experience with a skill for bringing out the best in the people with whom he works. He believes in leading by example and in teaching and working beside those who will be responsible for continuing what he starts.

Wilkinson served as the Financial Director of the Florida market for Nationwide Communications. After leaving media, Wilkinson became CFO/COO for Quest, Inc., a nonprofit organization serving those with developmental disabilities. While there, Wilkinson planned and developed a school for individuals along the autism spectrum and acquired a similar school in the Tampa area.

Currently, Wilkinson is involved in several food start-up ventures and continues to consult with clients in a variety of fields and stages of growth. A proud Florida Gator and University of New Orleans Privateer, he volunteers to work with students at UCF as they begin their careers as entrepreneurs.



ACCELERATING SUCCESS
THROUGH FINANCIAL CLARITY

Audit

Tax

Budgeting

Accounting

Strategic Planning

M & A

Regulatory Compliance

Financial Reporting

Due Diligence

407.896.4931 www.grennanfender.com

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ELEVATOR PITCH

Grennan Fender has been a leading Central Florida CPA and business solutions firm for more than 40 years. Today, it remains one of the only locally owned firms of its size. A core focus of the firm is its proactive approach, which allows its clients to accelerate their success through financial clarity. Grennan Fender goes beyond traditional accounting to help owners of small and mid-sized businesses reach their profitability and exit goals. Though its reach is statewide, Grennan Fender's family business values drive its personalized service that is characteristic of a local CPA firm. When your organization requires expertise and a quick response, Grennan Fender's hands-on approach delivers!

OUR STORY

Growing one's business while minimizing risk and taxes is an objective of every entrepreneur. To do so requires surrounding yourself with advisors and professionals that can see the things you cannot, especially given the noisy and cluttered world we live in.

"Our approach is not rearview-mirror oriented," says Founding Partner Jed Grennan. "To assist clients, it is important to show that you have successfully navigated the years and are profitable yourself." With its roots dating back to 1975, Grennan Fender is among the top 15 largest CPA firms in Central Florida and one of the few remaining CPA firms in Orlando that is still under local ownership.

"Just as importantly, we must demonstrate proactivity and collaboration both within the firm and with other strategic alliance partners." That infers process and planning – an approach the firm and its 35 employees take very seriously. "If I could name the core themes that define the firm, they are its relationships, a passion for service, and a client-first mentality," Grennan says.

Key to its longevity is the way Grennan Fender rises to every challenge in the spirit of its four core values of Proactivity, Collaboration, Professionalism, and Fun. In doing so, the firm exhibits servant leadership both internally and in its community.

- **PROACTIVE** – We continually strive to stay focused on the important so we minimize the urgent.
- **COLLABORATION** – We believe that we can all accomplish more when we enthusiastically share our talents.
- **PROFESSIONALISM** – We continuously develop our skills to allow us to find trusted solutions for our clients, while remaining humble and respectful of others in every situation.
- **FUN** – We know that work that is fun is work that gets done.

Grennan Fender's proactive approach assumes inclusion of others within the firm and specialists outside the firm who are also advising their clients. This process drives opportunities and revelation about a client's total situation. By demonstrating a collaborative approach, the firm's clients and those other advisors have become the firm's best advocates. They know Grennan Fender's prime focus is to deliver and do whatever it takes, and that such a quality cannot be taught in a classroom.

Partner Mike Hess elaborates further: "Our family business values of trust and respect, together with a servant-leader philosophy, brings us the talented individuals who make the firm their career. Our team culture is built on this. Grennan Fender's leadership team includes seasoned professionals who themselves inspire others to know and understand our clients' goals and objectives."

Such professionalism also requires humility; the firm acknowledges that it cannot possibly know the answer to every question or issue, but that opens the door to a respect for others with different skill sets and points of view, both inside and outside the company.

Grennan Fender's adaptability does not stop there. Business changes daily and the firm knows it needs to be learning about new technology, new skills, new companies, and new people. For Grennan Fender, it's all about How Can I Help?. That perspective enables the firm to think continuously outside the box about the future and put risk and reward in perspective for its clients. Driven by curiosity and the desire to serve and be proactive, Grennan Fender seeks to listen, learn, and understand. At heart, the firm asks a lot of questions before moving to answers. The more they know about their customers, their partners, and their people, the better they can help.

"You cannot continue to grow year over year and serve the caliber of clients we do, without a coordinated team who trusts each other and holds each other accountable," says the firm's Sr. VP Geoffrey Gallo. Accounting Director Katie Drees adds, "As the Chief Fun Officer, I ensure that we embody our core value of fun on a daily and weekly basis. Our multi-generational workforce responds with a quality work product and client service in a fun environment."

"Accelerating Success Through Financial Clarity is the company's value proposition," says Scott Stinard, the firm's Assurance Director. "Our organization is dedicated to this and motivates our team every moment of each day. We live and breathe it."

Grennan Fender's comprehensive service model delivers Tax, Assurance, Client Accounting Services, and Strategic Consulting services utilizing an efficient diagnostic and delivery formula that keeps clients coming back for more and referring others. "I am so proud of our team. You can be sure we will deliver the results you need," says Grennan. "We guarantee the optimal client satisfaction experience."



GEOFFREY S. GALLO, ChFC, CE_{XP}—Senior Vice President,
Marketing & Strategic Consulting

Geoffrey S. Gallo brings over 25 years of sales, marketing, financial and operations experience in various industries to his role as Sr. Vice President, Marketing and Strategic Consulting. Geoffrey works with business owners to identify needs and solutions, with a specific focus on helping them achieve their growth and exit goals. Leading the firm's channel marketing programs, he also directs building strategic alliance partnerships for the firm. Geoffrey is active in community service and most recently served as a Business Advisory Board member, facilitating the approval of Valencia's new Baccalaureate degree in Supervision & Management. Native New Yorkers, Geoffrey and his wife Annmarie, live in Central Florida with their three children.



KATIE DREES, CPA—Director, Accounting Services

Katie Drees joined Grennan Fender as an undergraduate intern of the University of Central Florida in 2007. In 2009, upon graduation with a BS degree in Accounting, she became a full-time associate of the firm where she spent three years in the Tax Department. Then in 2012, the firm made a strategic decision to promote a new service line. The outsource Accounting department was born with Katie as its sole employee and leader. Today, Katie leads a department of 15 people that generates over 25% of firm revenues. Katie completed her MBA at St. Leo's University in Tampa in October of 2014 and attained her CPA designation in 2016. In the past, Katie has been an active participant in the Junior League of Orlando and has supported the Salvation Army in numerous charity events. She and her husband David spend free time traveling to Mexico and South America, Africa, and Hawaii.



JED GRENNAN, CPA—Partner & Founding Member

Jed is a partner and founding member of Grennan Fender. He has over 35 years of experience as a CPA in Central Florida and has passionately provided accounting and strategic growth advice for high net worth individuals and closely held businesses in numerous industries. Jed's expertise ranges from business growth consulting to taxes and audits and he currently heads the firm's Audit Department. He graduated from the University of Florida with a B.S. in Accounting, and his areas of expertise include business growth consulting, construction, retail, international (in-bound business), real estate, light manufacturing (production), development and ownership, wholesale and professional services. Jed resides in Oviedo with his wife, Patti, and his four children.

**GEORGE FENDER, CPA—Partner & Founding Member**

George Fender is a founding member of Grennan Fender. Since 1971, he has developed trusting long-term customer relationships throughout Central Florida. Community service is a big part of George's life, serving on the Orange County Arts & Cultural Affairs Advisory Council, as the advisory board of the Enzian Theater in Maitland, as past president of The Orlando Opera Company, as past board president of the Mennello Museum, as member of the board of directors of The Gathering USA, Inc. and Treasurer of Variety – the Child's Charity of Florida, Inc.

**DAVID POPARAD, CPA, MBA—Partner**

David joined Grennan Fender in 2013 and has over 17 years of experience in public accounting. David provides tax compliance and value-added consulting services to closely held small and mid-sized businesses. David primarily services corporations, partnerships, and he has experience in the agribusiness, real estate, construction, manufacturing, technology, and professional services industries. Prior to joining the firm, David was a tax director/senior manager at a national CPA firm.

**MIKE HESS, CPA, MST—Partner**

Mike has been a resident of Central Florida for over 40 years. He has a bachelor's degree in accounting and a master of science in taxation from the University of Central Florida where he served numerous leadership roles, including Student Body President. Mike began his career in public accounting at Ernst & Young as a senior accountant in their assurance and advisory business services with a concentration in audits of publicly held companies. Prior to merging with Grennan Fender, Mike was founder of McCrady Hess, PLLC, which served audit, accounting, and tax clients. He has been practicing as a Certified Public Accountant in the Central Florida area for nearly 20 years.

**SCOTT STINARD, CPA, CGMA—Assurance Director**

A graduate of Florida Atlantic University, Scott has over 17 years of public accounting experience. Scott has worked in a variety of industries and areas including real estate, not-for-profit, MWD (manufacturing, warehousing and distribution), services, and employee benefit plans. He has been involved in over 200 employee benefit plan audits during his career and has a thorough understanding of industry and compliance matters relating to both defined benefit and defined contribution plans. Scott is a Florida-licensed CPA and holds a Chartered Global Management Accountant designation from the AICPA.



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THE REASON

Before launching LIMITLESS Cost Reduction Specialists in September 2006, Todd Larsen spent the previous two decades in Executive Leadership roles, and the last 5 years as a Regional VP for Sprint, watching and understanding how companies were being handled, how contracts were structured and how billing was managed. As head of Sprint's Enterprise Division for Florida and Alabama, Larsen identified an opportunity to provide additional value if he went off on his own. Larsen shared the story behind his journey along with his plans to expand nationwide.

"The big companies weren't delivering," he said. "They were also underperforming for their clients. I felt that if I started a business with the deep knowledge I had of the industry, I could go in as a consultant and help them obtain better contracts and avoid the pitfalls associated. When Sprint's merger was announced, I decided to take an exit package in October of that year and then started the business the following year."

OUR STORY

Larsen set out to build a company focused on vendor management and easing the associated burden on business owners. By optimizing billing, controlling expenses and mitigating risks, business owners save money and time. Larsen shared why, for certain types of businesses, it really pays to utilize his services.

"We look for businesses that have complexities in a few different areas," he said. "We look for companies facing the burden of managing multiple employees, locations and states. Also, companies that merge with, or are acquired by another company add even more vendor complications. Think about a company which has to deal with telecom, utilities, HVAC, landscapers, cleaners, security systems, elevator maintenance, this list goes on and on. That's a lot of vendor complexities to manage! And, most businesses never achieve the proper analysis and benchmarks necessary when it comes to managing their vendors best. We help these companies



Todd Larsen, CEO

telecom which was a lot as it included: data, voice, cellular, tv and a myriad of other technologies. After some time, we brought in utilities and waste management. We found many similarities in how they administered and managed contractual obligations, and the lacking information our Clients had in their possession. We knew these companies were lacking the proper system and benchmark analytics. We earned their trust, walked through their processes and learned their operations. We eventually hit a growth rate of 20-30% and we've maintained that ever since."

Larsen, and his wife Cindy, who currently serves as Senior VP of Operations, love the fact that they help their clients be more efficient, effective and save them money. They're gaining the trust of their clients using a powerful process to deliver great results. About two and a half years ago, they rolled out a complete web-based vendor management platform that gives companies a comprehensive view into their services, contracts, rates, terms, conditions and spends.

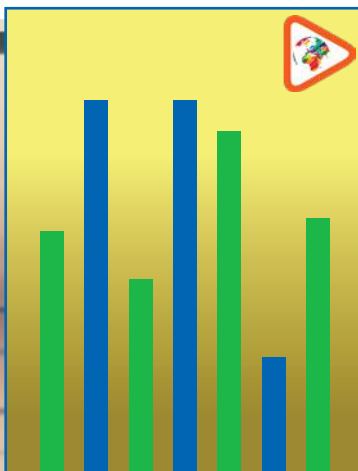
Looking ahead, Larsen has two primary goals in mind. The first is to grow the business by tripling total employees and growing revenue by 500%. The second goal is to develop a standalone software solution to help clients on the back-end infrastructure to optimize themselves, with strong processes and applications to mitigate the risks they face with vendors every day. With the growth of IoT and Cloud Services, Larsen sees LIMITLESS as being a big part of that equation. With an incredible initial guarantee that the clients savings will outweigh LIMITLESS's fees, LIMITLESS is poised for tremendous future growth.

Larsen offers some great advice for aspiring entrepreneurs.

"First of all, the younger the better," he said. "When you're young, you're better able to weather the storms and you're largely more passionate. Along the way, don't listen to any negativity and be prepared for the highest of highs and the lowest of lows. Also, utilize any available resources such as SBDC, SCORE and SBA to develop a solid plan. Once you have a good plan in place, don't procrastinate. Most entrepreneurs I meet say they wish they started sooner. I'm also a big believer in reading and learning from the experience of others, as there is no substitute for others knowledge and wisdom. Lastly, it's important for entrepreneurs to never forget, and that is 'The one thing God gave us that's exactly the same is time. How we use time is what separates us.'"



Cindy Larsen, SVP of Operations



remove the burden, risks and unnecessary costs associated both in the past and going forward."

Since first launching the business nearly 13 years ago, Larsen has helped clients in 46 states, including a \$2.8 Billion retail restaurant chain and a \$2.4 Billion retail construction chain. Larsen shared some of his early challenges and what it took to get to where he's at today.

"I started with zero clients," he said. "The first year, we lost money sinking it into the business where it was necessary. We had to establish credibility and get our processes in place. Needless to say it took time. Eventually I hired more people and we started to grow. We utilized a number of resources like the Small Business Development Center for some market research. We also invested in lists, associations and tools like Hoovers for market intelligence. We used this information to strongly identify prospects, and better understand their company complexities. At first, we were only doing

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RB ADVISORY

The Leading Provider of Security
Compliance and Cyber Risk Management

WE HAVE THE BUSINESS SOLUTIONS TO MANAGE YOUR RISK.

ELEVATOR PITCH

RB Advisory provides a holistic cyber risk management program—including compliance and cybersecurity—to help businesses of all sizes not only to manage an ever-changing cyber landscape but also to stay ahead of its curve. By being proactive in the fight against current and future cybersecurity issues, RB Advisory helps companies to reach a cybersecurity maturity level and protect their legacies as they grow.

OUR STORY

RB Advisory came into being in 2015 when the Founder/CEO Regine Bonneau became tired of hearing “you have a great idea; you just need someone to give you an opportunity.” Bonneau realized that the only someone who would give her an opportunity was herself—hence the creation of RB Advisory.

RB Advisory had to become the change that it was seeking to be in the industry. RB Advisory's great idea was to provide a holistic cyber risk management program that includes compliance and cybersecurity to help businesses manage the ever-changing threat landscape. This led Bonneau to create a platform that fosters a diversified team in order to help meet clients' compliance and cybersecurity needs. With this platform, she is able to provide students with hands-on experience by teaming up with industry practitioners—as well as colleges and universities—to help students prepare for employment in the cybersecurity industry. She also strives to pioneer a path for women—especially all minorities—to embrace and join the industry and to create a voice for themselves by leaving a lasting impact.

RB Advisory is innovative in the way it combines compliance and cybersecurity to provide a customized solution to our clients that helps them meet both these regulations. We have a diverse team of industry practitioners, and we understand our clients' needs; we align their cybersecurity and compliance initiatives with their business initiatives, which is key to their success. We focus on knowing their assets, business, current risk, direction, and resource constraints, and help them prepare for what is coming, such as new compliance regulations (worldwide), emerging technology, and new threats.



We remain engaged in the industry by taking part in thought-leadership initiatives, studying the risks of new technology, and helping set best practices for the future. We're also involved in the conversation and implementation of emerging technology, such as Artificial Intelligence (AI), Machine Learning (ML), Blockchain, the evolution of Internet of Things (IoT), Modeling and Simulation, Augmented Reality, and Virtual Reality. This prepares us to stay ahead of the curve, to better support our clients in meeting their business security initiatives, and to become an integral business partner for them as they innovate and prepare for the next era.

RB Advisory is looking to grow internally in the next two to three years by creating 25 to 30 additional new employment opportunities in Orlando, helping the city to keep its talented pool of students here to further the growth of the region. RB Advisory strives to have an impact in "bridging the gap" in diversity for the industry, helping more women enter the cybersecurity work force. Our mission is to help companies reach a cybersecurity maturity level by being proactive in the fight against current and future cybersecurity issues and by helping businesses protect their legacies as they grow.

Orlando is known for government and military agencies, large corporations, real estate, technology companies, and construction—making it the place to be. RB Advisory strives to educate and support Orlando businesses of all sizes in understanding their specific industry compliance and cybersecurity regulations to ensure they meet and maintain those requirements. Securing their legacy is key to RB Advisory. After all, RB Advisory started in Orlando and we owe our success to our community here where we have built lasting relationships. Orlando needs to prepare for all aspects of the technological future from the growth of innovation to protecting itself with cybersecurity. RB Advisory is here to lead the way.

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ELEVATOR PITCH

Fringe Benefit Plans has been committed to Central Florida since 1969 and is built on our shared principles of culture, service, advocacy, education, and partnership.

OUR STORY

We specialize in employee benefit programs and executive benefits for small to medium-size businesses. We help employers recruit, retain, and reward good employees and our scope of services is focused on consultation, financial strategy, compliance, technology, and wellness.

Douglas Foreman, CLU, ChFC — CEO

Doug has a BSBA in Insurance and Finance from the University of Florida and is a licensed life and health agent. He has qualified for the Million Dollar Round Table since 1990. Born in Orlando, Doug has been married since 1992 and has two sons and a daughter. Doug is a past President of the Central Florida Society of Financial Service Professionals and currently serves on the Board for the Manufacturers Association of Central Florida and Habitat for Humanity of Greater Orlando.

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- ▶ We help employers recruit, retain, and reward good employees.
- ▶ We strive to make insurance a positive and professional experience.
- ▶ We work for our clients. Our team consists of knowledgeable professionals working together to provide the best strategies to achieve success.
- ▶ We possess the tools to analyze each employer's unique situation and offer solutions that complement their short-term and long-term goals and objectives.

Steve Foreman started the FBP in 1969, and was joined by his son, Doug Foreman in 1990. Doug now serves as the CEO of this family organization, carrying on a tradition of three generations in the life and health insurance industry. FBP offers insurance protection from top-rated insurance companies to individuals, partnerships, professional associations, and corporations throughout Florida and the United States. Group Medical coverage is available using either fully insured or partially self-insured plans. Corporate benefit packages also include Section 125 Cafeteria Plans, group life, dental, vision, disability insurance, long-term care, and buy/sell contracts. We work with our individual and group clients as their partner to develop creative solutions using insurance products on a tax-favored basis to maximize value and minimize cost. Online enrollment and benefit administration make it easy for our clients to do business with us.

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Steve Foreman, Founder



ELEVATOR PITCH

CareerSource Central Florida (CSCF) connects career seekers and businesses. We train people for better jobs. We place qualified, high-demand talent for select industries. We improve systems of workforce development. And we share workforce intelligence to drive smarter business decisions.

OUR STORY

Central Florida creates jobs at one of the highest rates in the country in a culturally diverse region that supports regional, national and global markets. But hidden by our region's impressive job growth is a twin challenge. On the one hand, large numbers of people work hard but struggle for more. They have some education – a high school diploma or an associate's degree. They have passions and aspirations, families to care for and monthly bills to pay. But they may earn lower wages, because they need more of the skills employers are recruiting for so their businesses can compete and prosper.

At the same time, high-growth industries like healthcare, finance/technology, manufacturing, hospitality and others may starve for skilled people. These businesses miss growth opportunities. These industries are impacted because they lack the right talent at the right time.

What these two groups need is a trusted partner to connect them – someone to understand what causes the gap between them and to change the system with tailored talent solutions to bring them together. And that's where CSCF comes in.



CSCF solves the dual challenges of businesses clamoring for skilled talent to stay competitive and people searching for enduring livelihoods with better wages and the opportunity to grow their skills to obtain a sustainable and rewarding career. CSCF partners as an indispensable resource built to change the equation.

CSCF launches individual career paths through talent development services like certifications and specialized training. For high-growth industries, and small-to-medium sized businesses, we consult on workforce development strategies that include internships and apprenticeships, among other options suited to both individuals and businesses delivering talent solutions that ignite potential.

It takes a village of committed people behind the scenes working on the mission. The CSCF board of directors represent diverse industries and business expertise. They work, live and partner in our community. That means they champion the success of our community success, because they're accountable for specific talent development outcomes. CSCF



Pamela Nabors, President and CEO



leverages our community partnerships, which gives the reach, authority and insight to forecast the targeted skills and customized programs that high-growth businesses require for growth.

That unique workforce intelligence empowers CSCF to remove barriers and upgrade opportunities for career seekers at all levels.

CSCF inspires people and transforms industries because we architect a stronger employment ecosystem, where career seekers grow into higher-paying jobs, more benefits and more stability, while businesses acquire skilled talent, purpose-built solutions to nurture them and ongoing strategic workforce development to keep the cycle going.

Our greatest bottom line is this: We change people's lives, transform businesses and create deeper prosperity for our community.

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INNOVATIVE TALENT ACQUISITION STRATEGISTS

PATRICK VALTIN — CEO AND FOUNDER OF HIREBOX



HIREBOX®



ELEVATOR PITCH

HireBox talent acquisition and retention specialists are driven by a grand vision: to raise happiness in the workplace! They accomplish this by helping their clients to attract and select **ONLY** applicants who are willing and able to contribute to their organization's success & happiness.

OUR STORY

HireBox guarantees that individuals they help clients to hire will make them happy or they will continue to work until they are. And when hiring sales professionals, the firm provides a guarantee of performance, thanks to their unique online & live training program, systematically offered to every new sales rep. That's a mighty big pledge—with a commitment that matches: they share their expertise by teaching how to attract talent that is willing to commit to a culture of happiness and success.



Why? Over 30 years of experience and evaluation of more than 25,000 applicants for more than 5,000 clients have provided the answer. The success of a business relies on its people as its most valuable resource. Hiring, training, and retaining valuable employees is, therefore, tantamount to success, only second to the ultimate goal of ensuring people's happiness at work—as evidenced by recent research.

HireBox directly works with clients to provide:

- Recruitment process outsourcing—acting as a client's HR department to handle pre-selection
- Pre-hire assessment—identifying personality characteristics that can negatively affect productivity, effectiveness, and group morale
- Training & coaching—teaching business clients successful talent acquisition through our No-Fail Hiring system and Hire-Master Training Kit
- Sales talent acquisition program—recruiting, onboarding, and training top salespeople, paired with a guarantee on their performance

Over 55% of business failures and 84% of serious business crises are not due to unfavorable economic environments or lack of marketing—they are due to bad hiring decisions. The cost of hiring mistakes has been calculated at \$25K–\$50K per person considering the costs of recruiting, interviews, training and orientation, salary, healthcare, and other benefits.

In an article for *Entrepreneur Magazine*, Patrick Valtin pointed to another risk. "Small business owners know that a primary condition for expansion is their ability to attract and select great talent. But what many of them might ignore is that lack of compliance with employment-related laws could represent a serious threat to their business's profitability and, worse, its survival."

To protect small businesses against costly trouble with the E.E.O.C., HireBox also provides training & coaching programs that ensure all legal obligations are satisfied in order to guarantee compliance with applicable regulations.

MILESTONES

Patrick Valtin has been a business consultant for the last 30 years and has gained international recognition for his thought leadership in helping & training small businesses. He's worked with over 5,000 clients, including Coca Cola, Motorola, Ford Motor Company, IBM, Mercedes, BMW, USPS, Group Accor, and Century 21. In 1994, Patrick created the *No-Fail Hiring System* and the *HireBox Testing Platform*, to help small and medium-sized enterprises (SMEs) expand by surrounding themselves with the best. In the last 17 years, Patrick has operated his international headquarters in the Tampa Bay, Florida. He is the Bestseller of *No-Fail Hiring 2.0* and the developer of "The Hire-Master" Training Program.

Victoria Zambito, SVP Content & Communications



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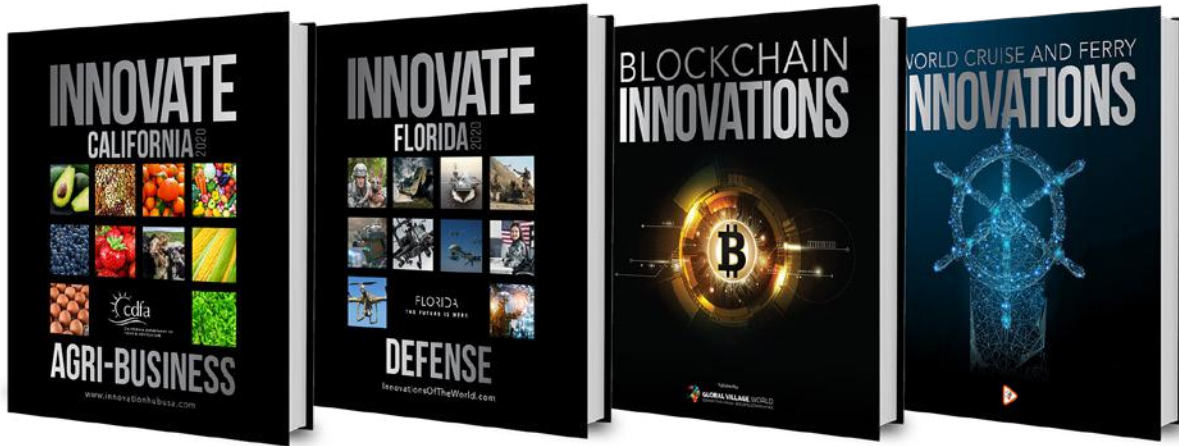
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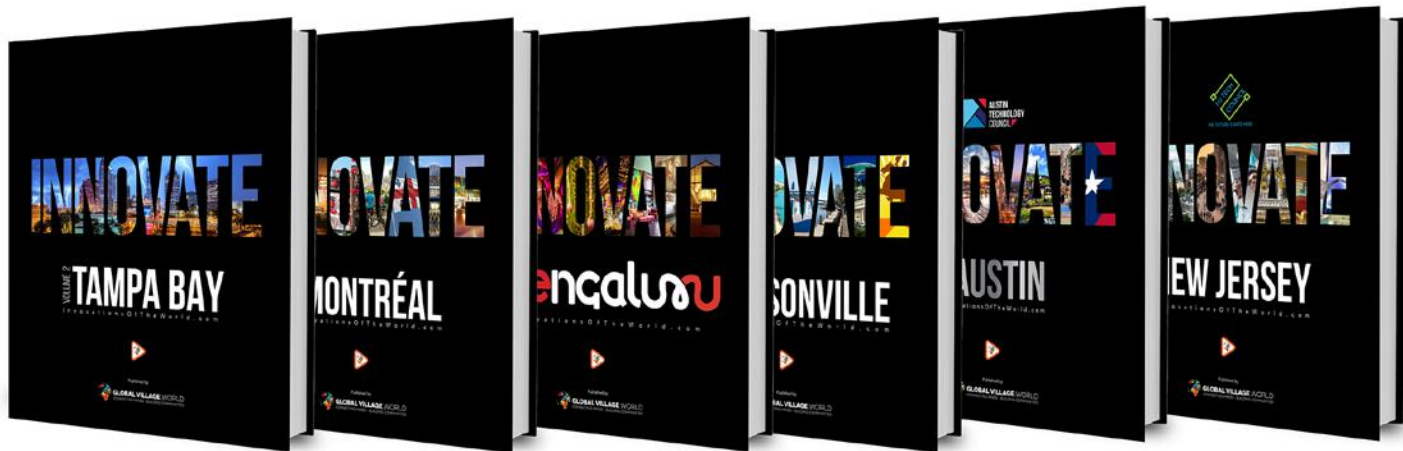


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SHOWCASING THE BEST OF THE WORLD - CONNECTING MINDS - BUILDING COMMUNITIES



The Innovate series is a 300+ page in-depth study and AR video series that showcases the people and companies that are leading the race within the innovation and entrepreneurial ecosystems of each city and industry. A book with augmented reality videos, an online platform and a global network with a common goal of ensuring the brightest minds of the world connect and succeed.



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A night scene of a city skyline reflected in water, with a palm tree in the foreground decorated with colorful Christmas lights. The sky is a deep blue with some clouds. The city lights are reflected in the water, creating a shimmering effect. The palm tree is decorated with red, green, and blue lights, and its fronds are silhouetted against the sky.

*“Dreamers are mocked as impractical.
The truth is they are the most practical,
as their innovations lead to progress and
a better way of life for all of us.”*

— ROBIN SHARMA





GLOBAL VILLAGE.WORLD
CONNECTING MINDS - BUILDING COMMUNITIES



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