

# LHX2013

## Demo Day



#LHX2013



# AGENDA

5PM Networking

6PM Pitches

8PM Demo

9PM ClevelandEW Opening Party

---

# THE LINEUP

norin.TV

Vendalize

DidLog

Kudoala

CompassMD

AfterYes

Prezto

Box Score Games

GiveNext

ExpenseBot

Handelabra Games

# LAUNCHHOUSE

“LaunchHouse provides a collaborative ecosystem designed to foster entrepreneurship through coworking space, educational programming and a vast resource network to help transform early-stage startups from ideas to successful businesses.”

## Cleveland's Early Stage Ecosystem

LaunchHouse's 23,000 sq. ft. coworking facility is one of the largest and most vibrant early-stage environments in the Midwest. At LaunchHouse, entrepreneurs can engage with web and mobile app developers, legal and patent attorneys, accountants, engineers, animators and graphic designers. Entrepreneurs can partake in 100+ yearly educational events, workshops, hackathons and ideation sessions. The majority of events are free to the community.



200+ startups and small businesses have operated out of LaunchHouse's facilities over the past 4 years.

## Investment

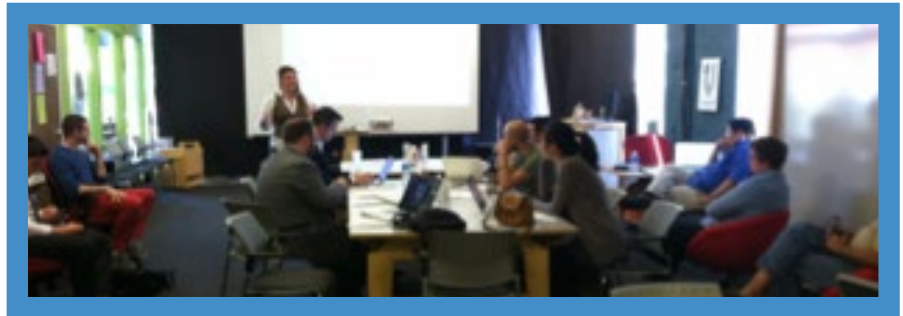
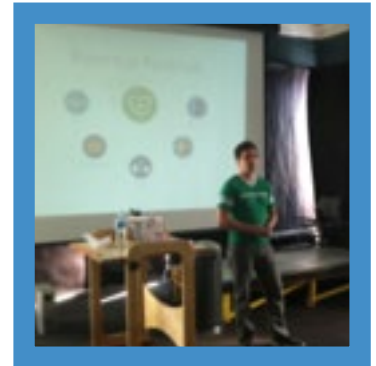
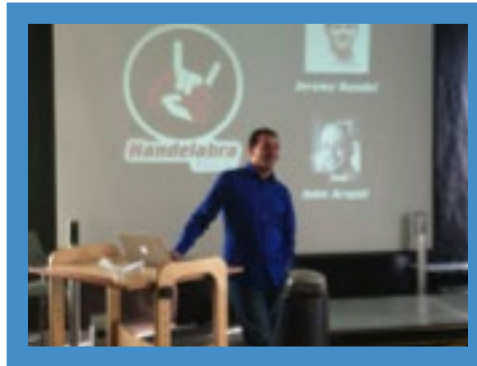
Since 2008, LaunchHouse has **invested more than \$580,000** in 51 diverse startups. These companies have raised **more than \$10 million in follow-on funding** and have **created more than 50 jobs** in NEO.

Over the last 11 months, the **LHX2012 cohort has raised \$481,000 in follow on funding and have created more than 20 jobs in NEO.**

# LAUNCHHOUSE ACCELERATOR (LHX)

There is no ONE formula for developing companies. The LHX methodology is adaptive and emergent to meet the needs of the entrepreneurs in real time.

The core concepts are built off the customer development model, utilize human-centered design approaches and are supported by agile development. The end result of the 12-week period is a robust business model that has been validated by customers, analyzed by mentors and is pitch-ready for investors.



**“STRUCTURED  
CHAOS.”**

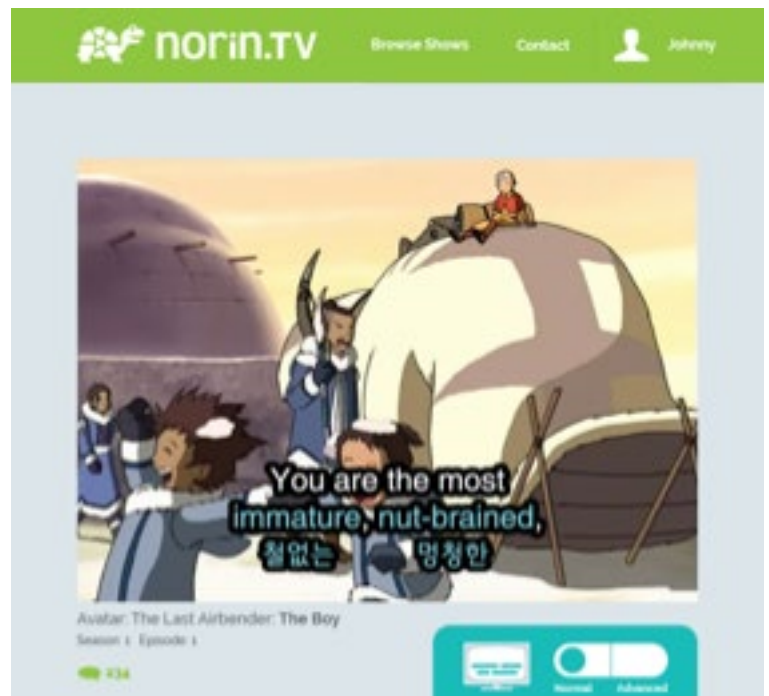
## Ohio's New Entrepreneurs Fund

The Ohio Third Frontier ONEFund is an innovative approach to retaining and attracting the best and the brightest talent to Ohio. This mentorship- driven program focuses on the professional development of young entrepreneurs with the necessary ambition to commercialize new technologies and looks to link promising new ventures in Ohio with early-stage investment capital. They provided \$200,000 for the Accelerator companies.



## NETFLIX FOR LEARNING ENGLISH

Norin.TV is a website where users learn English by watching popular American TV shows and movies like Breaking Bad. As teachers with over 16 years experience in Asia, we noticed that video was one of the few things students responded to. Made for countries like China, Japan, and Korea, we plan on disrupting the over \$35 billion market for English language learning. Our secret is in our subtitles. Our execution is in our strict adherence to data, statistics, and science to approach learning in a completely new way.



John Ko  
Co-founder  
john@norin.tv  
917.319.8952







**VENDALIZE IS A LOCAL SEARCH APP  
THAT USES TAGS TO MAKE FINDING  
GREAT STUFF IN YOUR CITY EASIER,  
FASTER AND MORE FUN ON YOUR  
SMART-ASS PHONE.**

Vendalize is a mobile-based local search platform that lets you discover and document your city through tags. It's an embarrassingly simple solution with three lofty goals:

1. to double the amount of usable local content on the web;
2. to bring local business into the mobile era without any effort on their part; and
3. to build an inherently profitable model in a sector where none of the major players have done so.

Mitch Turck

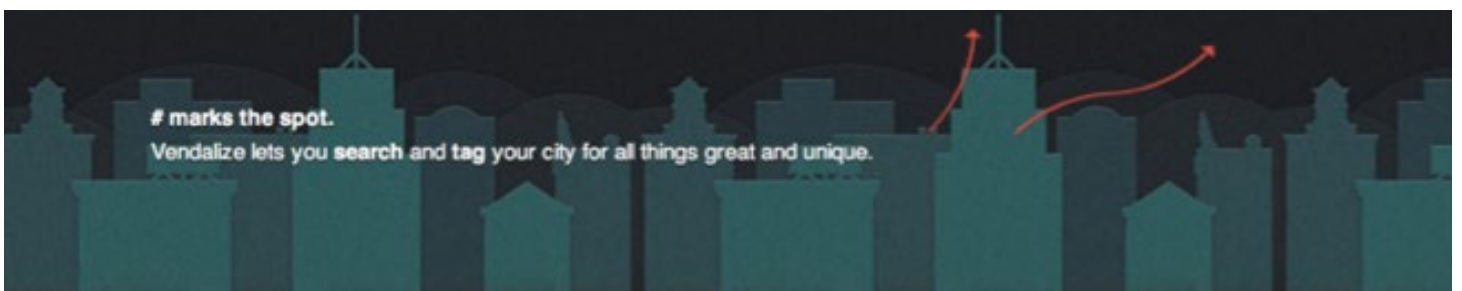
Founder

[mitch@vendalize.com](mailto:mitch@vendalize.com)

845.548.9730

[www.vendalize.com](http://www.vendalize.com)

[@VendalizePGH](https://twitter.com/VendalizePGH)





**DIDLOG AUTOMATICALLY  
TRACKS WHAT YOU REALLY GOT DONE.**

DidLog automatically tracks what you and your team has accomplished. Gone are the days of painstakingly disrupting your work throughout the day to manually enter what you've done. DidLog automatically pulls your accomplishments from the cloud based services you already use and puts them on a beautiful timeline you can then share with your team. DidLog eliminates the need for lengthy status meetings and keeps project managers and their teams constantly up to date on what is being done.

Nick Pavlak  
Co-founder  
[nick@didlog.com](mailto:nick@didlog.com)  
[www.didlog.com](http://www.didlog.com)  
[@did\\_log](https://facebook.com/didlog)





# Kudoala

**KUDOALA—THE GOOD DEED FEED™ GIVE KUDOS TO YOUR FRIENDS, FAMILY AND CO-WORKERS FOR DOING SOMETHING AWESOME. #KUDOS**

Kudoala is a unique social network that celebrates and focuses on the good deeds of others. The act of giving kudos creates an online relic used to remember some moment in time - be it one of achievement, admiration or appreciation. Kudoala seeks to inspire positive societal change by giving individuals the ability to recognize when their friends, family and co-workers do something awesome.



This startup was born in the  
LH entrepreneurial houses!

Matt Strayer  
Co-Founder  
[matt@kudoala.com](mailto:matt@kudoala.com)  
[www.kudoala.com](http://www.kudoala.com)  
[@hellokudoala](https://www.facebook.com/kudoala)  
<https://www.facebook.com/kudoala>

# COMPASSMD™

Your Guide to the **Right Doctors**

CompassMD™ helps health insurance companies and hospitals reduce the cost of health care by stopping patient dissatisfaction before it starts. CompassMD™ seamlessly integrates its qualitative matching program into the current doctor search processes used by health insurance agencies and hospitals. By facilitating the right match, CompassMD helps patients access great care, doctors and hospitals increase efficiency and improve outcomes, health insurance companies eliminate redundancies, lower costs of care, and ultimately improve profitability.



**"COMPASSMD IS AN  
INNOVATIVE NEW TOOL  
TO ACTIVELY MATCH  
PATIENTS WITH THE  
RIGHT DOCTORS FOR THEIR  
INDIVIDUAL NEEDS."**

Anthony Stedillie  
Founder & CEO  
[anthony@compassmd.com](mailto:anthony@compassmd.com)  
303.358.8375  
[www.compassmd.com](http://www.compassmd.com)  
@CompassMD  
[www.facebook.com/compassmd](http://www.facebook.com/compassmd)



## AFTERYES TAKES THE LEGWORK OUT OF WALKING DOWN THE AISLE.

AfterYes makes it easy for brides to plan their wedding and easier for vendors to find new clients. In some cases, the stress associated with wedding planning can make a joyous event seem like a burden. We solve this problem by helping brides share their vision and receive bids from vendors. We do this by leveraging a tool that hundreds of thousands of brides already use: Pinterest boards. We give brides the ability to share their pinboards with vendors, collect bids and streamline communication through their dashboard.



Todd Rambilas  
CEO & Founder [Todd@Afteryes.co](mailto:Todd@Afteryes.co)  
347.445.8135  
[www.afteryes.co](http://www.afteryes.co)  
[@After\\_Yesco](https://twitter.com/After_Yesco)



“Give a gift  
in a snap!”

**PREZTO IS A MOBILE  
APPLICATION THAT  
ALLOWS YOU TO  
IMMEDIATELY AND  
REMOTELY SEND A  
GIFT TO A FRIEND.**

Prezto has developed a mobile app and related IT infrastructure that allows a user to quickly and easily send a gift to a social contact in a way that results in instantaneous receipt of the gift. The target market is for gifting when there is value to instantaneous sending and receipt. For example, if the user is late for a meeting with a friend at a coffee house, in order to assuage guilt for being late, the user pulls up their Prezto App and sends a gift of a coffee attached to an apologetic text message. The message includes an animation of the coffee and an integrated QR code. The recipient simply steps to the counter, scans the QR code and gets the coffee.



Anne Jiao  
Founder/CEO  
annerjiao@gmail.com  
216.225.2905



**BOX SCORE GAMES CREATES MOBILE SOLUTIONS THAT ENRICH THE SPORTS FANS' EXPERIENCE AND ALLOWS BRANDS TO ENGAGE WITH CONSUMERS ON THEIR PHONE IN REAL-TIME.**

Box Score Games creates mobile solutions that enrich the sports fan's experience and allows brands to engage with consumers on their phone in real-time. Currently, Box Score Games works with sports bars throughout the country by creating a custom mobile application for the business that allows for them to connect with their customers. Box Score Games creates casual mobile games around sporting events for customers to play on their phone to win prizes in real-time at their favorite bar. To date, Box Score Games has had over 20,000 games played and works with 50+ sports bars in 15 different markets. Box Score Games is entering its next phase of business by working with professional teams and universities to help them engage with their fans via mobile devices.



Mike Lynch  
mike@boxscoregames.com  
312.566.7313  
www.boxscoregames.com  
@Box\_Score\_Games  
facebook.com/box-score-games



# GIVENEXT

“Charitable dollars for mission, not mail.”

GiveNext is an online and mobile dashboard that offers the easiest and most efficient way for donors and nonprofits to manage charitable contributions together. Nonprofits can direct fewer resources into mailing and fundraising and more resources into fulfilling their mission. Donors can organize and manage all their charitable giving in one convenient place.



Daniel Mansoor  
CEO

[dan@givenext.com](mailto:dan@givenext.com)

917.974.2325

[www.givenext.com](http://www.givenext.com)

@GiveNext

[facebook.com/](https://facebook.com/GiveNextNow)

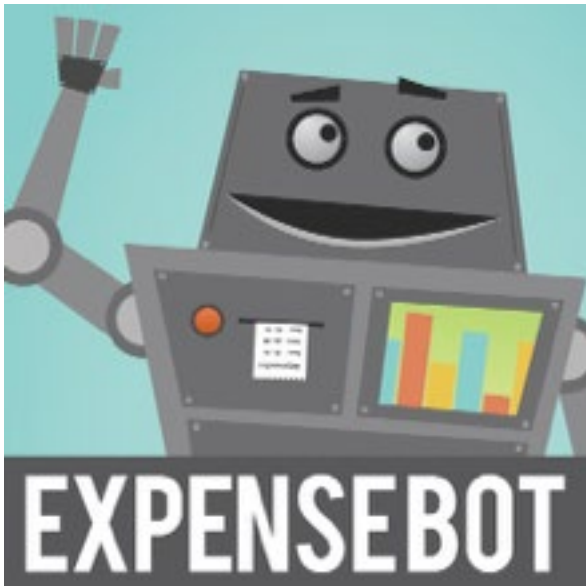
GiveNextNow

GiveNext winner of the 2103 COSE  
Small Business Pitch Competition.

**GIVENEXT IS ETRADE FOR GIVING.**

**GIVENEXT IS AN ONLINE AND MOBILE PLATFORM FOR MANAGING  
ALL CHARITABLE TRANSACTIONS.**





**EXPENSEBOT IS A WEB-BASED TOOL THAT USES INTEGRATIONS, ALGORITHMS AND SPECIALISTS TO ELIMINATE ALL THE EFFORT FROM MANAGING EXPENSE REPORTS.**

ExpenseBot is a new way of managing expense reports without all the effort. Our integrations, algorithms and specialists eliminate all the friction of creating, approving and reimbursing expense reports so that your team can spend their time on important things like their golf ga.. er.. time with their kids, yeah, definitely, that one.

“Spend time on important things like their golf ga.. er.. time with their kids, yeah, definitely, that one.”



Ed Buchholz  
Founder & CEO  
ed@expensebot.com  
330.234.2065  
@expensebot  
<https://www.facebook.com/ExpenseBot>



***Handelabra***  
**GAMES**

**HANDELABRA GAMES FINDS FUN AND EXCITING INDEPENDENT BOARD GAMES AND TURNS AND THEM INTO SUCCESSFUL VIDEO GAMES.**

Board games are going digital in a big way. Traditional games like Scrabble, Pictionary, Uno and Monopoly do well as video games because they are fun and familiar but people are always looking for new

experiences. There is a growing subculture of independent board games being created right now, and the fans of these games are passionate, vocal and buying. When these games go digital, they often mirror, or even outperform traditional titles thanks to their deeper gameplay. At Handelabra we find these games and create video game versions of them.

Jeremy Handel  
President  
[jeremy@handelabra.com](mailto:jeremy@handelabra.com)  
216.548.0807  
[handelabra.com](http://handelabra.com)  
[@handelabra](https://www.facebook.com/handelabra)  
[facebook.com/handelabra](https://www.facebook.com/handelabra)



# THANK YOU TO OUR SPONSORS & PARTNERS



SHAKER  
HEIGHTS

Taft/



PEASE & ASSOCIATES, INC.  
CERTIFIED PUBLIC ACCOUNTANTS

Ohio

Third Frontier  
Innovation Creating Opportunity

MONTE  
AHUJA  
COLLEGE  
OF  
BUSINESS

incfuse<sup>TM</sup>  
Powered by COSE



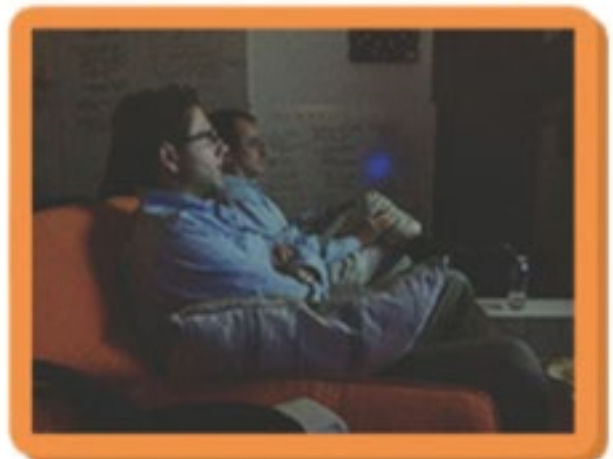
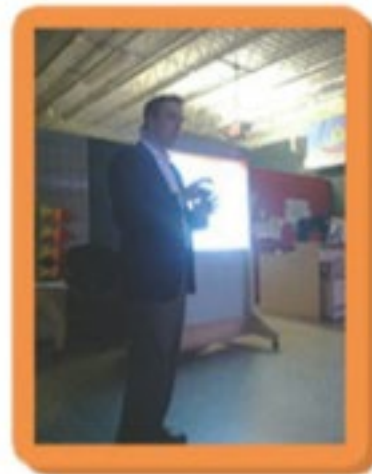
 clevelandew13

**BABE**  
...AN INNOVATION AGENCY

YOUR SUPPORT MAKES  
ENTREPRENEURS'  
DREAMS COME TRUE!

# THANK YOU!

**LHX2013** ⚙️ MENTORS



**MENTORS  
in  
ACTION!**





# Schedule

## TUESDAY Nov 5th

LHX2013 Demo Day  
ClevelandEW Opening Event

LaunchHouse  
LaunchHouse

5pm-7:30pm  
7pm-midnight

## WEDNESDAY Nov 6th

Free Coworking Day!  
Open Office Hours  
After Hours Networking

LaunchHouse  
LaunchHouse  
Town Hall

9am-5pm  
10am-noon  
6pm-9pm

## THURSDAY Nov 7th

Individual Investor Pitch Sessions  
Startups @ the City Club  
BT Concert

LaunchHouse  
The City Club of Cleveland  
Barley House

10am-3pm  
5pm-7pm  
Doors at 8pm

## FRIDAY Nov 8th

Women in Business Speaker Session  
Attracting Capital in Cleveland Speaker Session

Ernst & Young, Rm 1  
Ernst & Young, Rm 2

9am-11am

Med Tech Industry Speaker Session  
Cleveland Food Industry Speaker Session

Ernst & Young, Rm 1  
Ernst & Young, Rm 2

11am-1pm

Govt Role with Startups Speaker Session  
Creating a Loyal Brand Speaker Session

Ernst & Young, Rm 1  
Ernst & Young, Rm 2

1pm- 3pm

So you want to start a Biz? Speaker Session  
Legal Advice for Growth Stage Companies

Ernst & Young, Rm 1  
Ernst & Young, Rm 2

3pm-5pm

ClevelandEW Wrap up Party

WXYZ Bar at Aloft

7pm-10pm