



CULTIVATING MOMENTUM FOR GROWING COMPANIES



FLYWHEEL

investment conference

MAY 20, 2021 | WENATCHEE, WASHINGTON



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Microsoft



WELCOME TO THE 2021 FLYWHEEL INVESTMENT CONFERENCE

The Flywheel Investment Conference is one of our community's many ways to open its doors and welcome investors, entrepreneurs, and startups. Organized by NCW Tech Alliance (formerly known as GWATA) and in partnership with the Flywheel Angel Network, Flywheel provides a place where people come together to connect, learn, and compete for funding.

Our competition is truly the heart of the Flywheel. It allows us to support young companies in Washington State and helps them cultivate momentum for the journey ahead. We had 50 companies apply to compete this year. The applicants were narrowed down to the top six finalists who you will see compete today. These companies are each competing for the chance to win a \$200,000 investment award from the Flywheel Angel Network, plus a \$50,000 relocation award, and the fan favorite \$5,000 cash prize award.

We are grateful to all of the people who have worked hard behind the scenes to make today possible. Whether you are joining us in person or online, we invite you to stay connected with us. Share your thoughts and post your mask selfies during today's competition to #FlywheelConference, and be sure to follow us at NCW Tech Alliance online.

Thank you for joining us!

Jenny Rojanasthien, Executive Director
NCW Tech Alliance

VOTE FOR YOUR FAVORITE COMPANY

Voting closes on May 20 at 4:00 pm. Visit www.flywheelconference.com to cast your vote for your favorite startup and watch the live results. Alternatively, visit www.menti.com using any smart device and enter **code 1017 2510** to vote.



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VIRTUAL AGENDA

12:00PM

WELCOME + TOP SIX COMPETITION

With Jenny Rojanasthien, *NCW Tech Alliance*

Investors on stage: Tim Jenkins, *Colchuck Companies*; Dave Parker, *DKParker, LLC*

PETHUB

With introductions from Rob Tidd, *Flywheel Angel Network*

FUCHSIA

With introductions from Lisa Karstetter, *Microsoft TechSpark*

12:40PM

10 MINUTE BREAK

12:50PM

PANEL: STARTUP RESOURCES PNW

With introductions from Tegan Peterson, *Moss Adams*

Moderated by Dave Parker, *DKParker, LLC*

With Minda Brusse, *First Row Partners*; Brian Vierra, *EDCO*; Cyndi Donahue, *Ignite Northwest*

TOP SIX COMPETITION

Investors on stage: Bealinda Tidd, *Flywheel Angel Network*; Glenn Prestwich, *Washington State University*

MOTIS

With introductions from Jeff Ostenson, *North 40 Productions*

COGNITION MED

With introductions from Mayor Frank Kuntz, *City of Wenatchee*

2:05PM

10 MINUTE BREAK

2:15PM

PANEL: ADAPTIVE LEADERSHIP

With introductions from JC Baldwin, *Chelan Douglas Regional Port Authority*

Moderated by Max Martina, *Cambridge Leadership Associates*

With Martha Montoya, *Agtools*; James Dorsey, *College Success Foundation*;

Virginia Emery, *Beta Hatch*

TOP SIX COMPETITION

Investors on stage: Karen Rutherford, *Flywheel Angel Network*; Minda Brusse, *First Row Partners*

SYNCFLOOR

With introductions from Julie Norton, *Ogden Murphy Wallace*

IASIS MOLECULAR SCIENCES

With introductions from Dr. Doug Wilson, *Confluence Health*

3:30PM

ONLINE CONFERENCE CONCLUDES

4:45PM

ANNOUNCEMENT OF WINNERS

Tune into our social media sites under **NCW Tech Alliance** to watch the live announcement of winners. With Dr. Lisa Brown, *Washington State Department of Commerce*; Jenny Rojanasthien, *NCW Tech Alliance*

OPPORTUNITY RISES IN THE WEST

WENATCHEE RIVER,
WA

5:36 AM
PDT

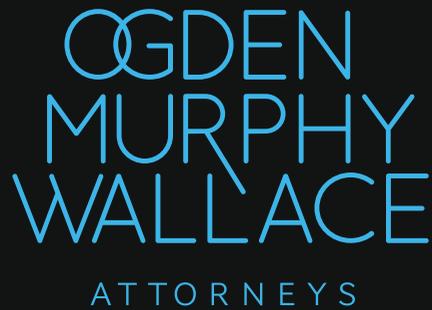
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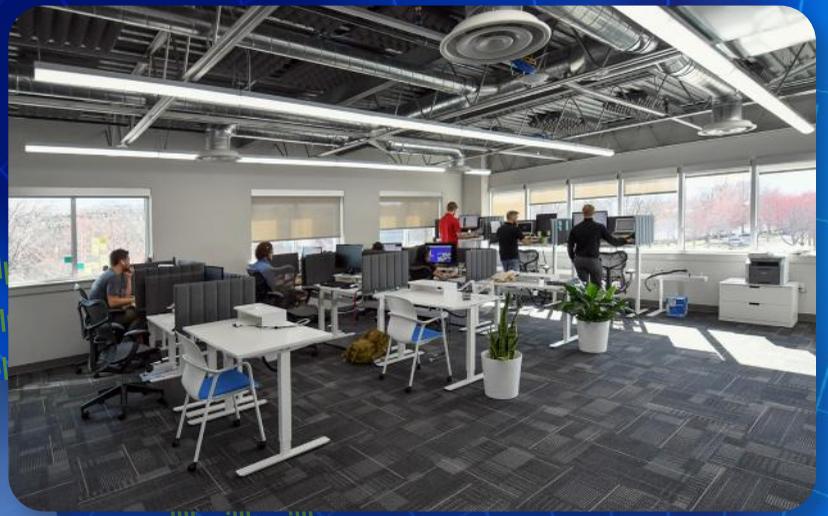
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WeAreConfluence.org



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509.667.7284
jclay@numericacu.com

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Washington State Department of Commerce

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-  10900 NE 4th Steet, Suite 1400
Bellevue, WA 98004

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TUTTLE
CAMPBELL

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The attorneys and staff of Karr Tuttle Campbell are proud to support the growing community of Northwest entrepreneurs and investors.

Contact Alex Modelski | amodelski@karrtuttle.com | 206-224-8016



LISA KARSTETTER
Microsoft TechSpark

Lisa Karstetter has over 10 years working on community engagement initiatives for big tech companies located in rural areas worldwide, including NCW. Lisa has been with Microsoft's TechSpark Program for three years where she works with local partners on a variety of programs that help accelerate economic growth through internet connectivity, digital skills development, career skills development, nonprofit support, and digital business transformation. Before Microsoft, she was with Yahoo for 10 years. Lisa lives on an orchard in Quincy with her husband of 28 years. Two of her three sons have returned to Grant County following college to farm alongside their dad.



FRANK KUNTZ
City of Wenatchee

Frank J. Kuntz was born and raised in the Wenatchee Valley, the place he calls home. A Certified Public Accountant by trade, he is currently serving his third term as Mayor of the City of Wenatchee. He is Wenatchee's 40th mayor. Prior to being elected as Mayor, Kuntz served on the Wenatchee City Council for five years. Mayor Kuntz is a life-long resident of Wenatchee and a graduate of the University of Washington.



JC BALDWIN
Chelan Douglas Regional
Port Authority

Commissioner JC Baldwin took the oath of office on April 20, 2005, and was re-elected twice to six-year terms. Commissioner Baldwin serves as Vice Chair of the Public Works Board (appointed by Governor Gregoire in 2012). Ms. Baldwin has served as President of the Washington Public Ports Association Executive Committee and currently on the Legislative Committee. She is also currently serving as the chair for the Community Aviation Revitalization Board. She is also past President of both the Wenatchee Valley Chamber of Commerce and Cashmere Chamber of Commerce. She is past President and an active member of Cashmere Rotary. Ms. Baldwin has been in the technology sector throughout most of her professional career. Ms. Baldwin is a small business owner of GTC Technical Support in Wenatchee, which has provided customized technical support to clients worldwide for the past 22 years.



DR. DOUG WILSON
Confluence Health

Douglas Wilson, M.D. graduated from the University of Washington with a Bachelor of Science in Biochemistry and a Doctor of Medicine. His medical school classmates recognized him with the Ellen Griep Award for inspiring others. After completing residency at Ventura County Medical Center, he practiced family medicine for 15 years in Tonasket, Washington, where his duties included emergency department, hospital, nursing home, hospice and operative obstetrical care. He currently practices in Wenatchee, Washington, where he also serves as CEO-elect of Confluence Health, an integrated healthcare system covering a large rural region of Washington State. He enjoys living in beautiful eastern Washington State with his wife and two daughters.



JEFF OSTENSON
North 40 Productions

Jeff Ostenson is a principal at North Forty Productions, a Wenatchee-based documentary film and commercial production company and he loves his work and community. Jeff and his wife Heather are also partners in the Mercantile co-working space downtown. When not working, his favorite activities include downhill skiing, mountain biking, playing music and volunteering.



TEGAN PETERSON
Moss Adams

Tegan Peterson is a partner with Moss Adams. She has practiced public accounting since 2004, and is responsible for tax planning, consulting, and compliance for pass-through entities and individuals in the construction and agribusiness industries. Tegan's experience includes strategic tax planning related to reorganizations and organizational structuring, and various other tax issues relevant to closely-held businesses.



ROBERT TIDD
Flywheel Angel
Network

Rob Tidd has over 16 years of experience in real estate development as a project manager for an affordable housing developer. He also serves his local community as a city councilman for the city of East Wenatchee. In addition, he represents the city of East Wenatchee on the board of Link Transit and the East Wenatchee Events Board. Rob is very active in Rotary and is a member of the Wenatchee Confluence Rotary Club. He graduated from Waterville High School, attended Washington State University, and received his undergraduate degree in Economics from Willamette University in Salem, Oregon. He then went on to earn his law degree from San Francisco Law School through its evening law school program. Rob and his wife Bealinda have been residents of the city of East Wenatchee since 2009. Rob and his wife share their home with their pets Rowan (dog), Seamus and Bella (cats), and Skip (a very vocal bird).



JULIE NORTON
Ogden Murphy
Wallace

Julie Norton is a member of Ogden Murphy Wallace's Wenatchee office. Her practice emphasizes municipal law, employment law, healthcare law, land use and development, general civil litigation, and general business law. Her municipal law practice includes representation of numerous code cities, special purpose districts, and other governmental entities. She is also active in the Wenatchee community. She was recognized by the Wenatchee World as one of the top 30 professionals under 35 in the Wenatchee Valley. She has served as president of the Chelan-Douglas Young Lawyer's Division, and is a member of the Apple Valley Red Cross Board of Directors.



DAVE PARKER
DKParker, LLC

Dave Parker is a 5X founder, entrepreneur, and professional board member for Tech growth companies. His 20+ year career has highlighted his ability to innovate new ideas and scale products and companies in the US and Internationally. He is a frequent speaker at University and Community events. He also volunteers as the Lead Coordinator of Seattle's Startup Week and part of the Seattle Startup Community. Dave joined Code Fellows as CEO in June of 2015. Code Fellows is an immersive, in-person code school offering job-ready web and mobile software development training. The company has a 90% placement rate of grads with a starting salary of over \$70K. Code Fellows is part of the emerging "boot camp" market that helps bridge the gap not currently filled by four-year degree Computer Science programs.



MINDA BRUSSE
First Row Partners

Minda has spent her career as a co-founder or catalyst across four tech startups and one social change organization. She is currently the Co-founder and Managing Director for First Row Partners, an early-stage venture investment firm based in Seattle. She is also a Venture Partner for 2048 Ventures out of New York. Prior to founding a venture firm, Minda invested her time in Seattle's angel investing community. Her leadership roles included organizing within the Grubstakes angel group and acting as a Fund Manager for the Seattle Angel Conference. She continues to advocate for new entrants into angel investing, especially among professional women and entrepreneurs.



BRIAN VIERRA
EDCO

Brian Vierra is the Venture Catalyst for EDCO, an economic development organization in Central Oregon. He works closely with early-stage companies to connect them with capital, advisors, mentors, and other resources. He is also an active Angel Investor, both individually and through such professionally managed funds as Oregon Venture Fund and TiE. Brian puts on the Bend Venture Conference every year and advises and sits on the boards of several startups. Previously, Brian founded Embers Asia, which was sold to Exo Travel in 2007. In 2001 he started one of the first (and largest) Adventure Sports Outfitters in South East Asia, which he is still involved with today.



CYNDI DONAHUE
Ignite Northwest

Cyndi is an outgoing collaborator who specializes in strategic partnerships and community development. She has over twenty years of sales and marketing experience, having worked for companies such as Clear Channel Communications, Proctor & Gamble and Friedman Fleischer & Lowe. Cyndi joined the Ignite Northwest team to create inspiring programs for entrepreneurs, to shine a light on startups in the Spokane region and to build partnerships to expand economic opportunity. Cyndi was honored to be a recipient of Spokane Coeur D'Alene Living magazine's 2019 Top 20 Women in Business Leadership award and graduated the Leadership Spokane program in 2020. She is a participating member of the Spokane Associate Development Organization committee and is an Honorary Commander for Fairchild Air Force Base, strengthening the bridge between the regional business and military communities. Cyndi is a dedicated Mom and practicing yoga teacher who enjoys travel and salted caramel.



MAX MARTINA
Cambridge Leadership
Associates

As President of Cambridge Leadership Associates (CLA), Max works internationally to support teams and leaders scaling their organizations and building the leadership capacity to tackle wicked problems. He brings nearly two decades worth of corporate management and start-up business experience to CLA, including several years as CEO. Prior to his work as CEO, Max was an executive in a family-owned portfolio of companies where he observed a common thread between the failed and successful enterprises it funded: leadership (or lack thereof.) This insight compelled Max to study leadership at Georgetown University and later, earn an MPA at Harvard's Kennedy School, where he developed expertise in the capacity building efforts of leadership to navigate change. Max's leadership development engagements span public and private sectors.



MARTHA MONTOYA
Agtools

After over 25 years in the Ag Industry in the USA and overseas, Martha Montoya and her brothers Gustavo and Oscar Montoya lead a team who are developing and delivering Agtools to the market, a SaaS platform offering real-time intelligence to farmers and buyers across the full supply chain. Using data, creating new algorithms, engaging machine learning helping manage market volatility, increasing profitability and reducing the world's yearly 4,900 daily truckloads in USA and 62,300 daily truckloads wasted between farms and distribution centers we are truly positively impacting our farmers who bear the losses everywhere in the world. Agtools worldwide market content management and smart solution enables all players in the supply chain to make efficient decisions on production, distribution and future capabilities impacting our farmers worldwide. And yes, it does reduce waste and carbon footprint that negatively impacts the environment.



VIRGINIA EMERY
Beta Hatch

Virginia Emery is the founder and CEO of Beta Hatch, a pioneering insect farming company that is industrializing insects for agriculture. Beta Hatch is fueled by a passion to see insects reach their true potential in our food systems. The company has grown to be internationally recognized for its scientific approach to scaling insect production, and operates North America's largest mealworm farm for animal feed production in Washington. Virginia is the country's most innovative insect entrepreneur, recognized as a Visionary Grist 50 Fixer. Virginia has a Ph.D. in entomology from the University of California, Berkeley, has been awarded over 20 grants and honors, and has published on subjects ranging from chemical communication to genetics to insect behavior. Her life's mission is to breed a bug that tastes like bacon.



JAMES DORSEY
College Success
Foundation

Mr. James Dorsey is the President and CEO of College Success Foundation, a leading national educational organization dedicated to eliminating the opportunity gap for underserved first-generation, low-income students. In this role, Mr. Dorsey oversees all aspects of the organization which has supported more than 10,000 students in graduating from college. Active in the community, Mr. Dorsey serves on numerous boards and committees. He is a member of the 2020-21 Re-Opening of Washington Schools Stakeholder Group, Gov Inslee's STEM Education and Innovation Alliance, and Washington STEM Board of Directors. He also served on the PNW Alliance for Minority Participation, NSF Bio-ITEST Advisory Board, Washington State Leadership and Assistance for Science Education Reform (LASER) Steering Committee, and Washington State Liaison Indigenous Alliance.

THE SPEAKERS



TIM JENKINS
Colchuck Companies

Tim Jenkins is the President of Colchuck, a purposeful private investment company with holdings in real estate, private equity, private credit, and venture. Tim is also co-founder, past CEO and director of Point B, Inc., a 100% employee-owned management consulting firm serving clients in a variety of industries across the U.S. In 2010 Tim was recognized as Ernst & Young's Entrepreneur of the Year in Services for the Pacific Northwest and in 2016 was named Distinguished Alumnus for the University of Washington's Department of Economics. Tim and his wife Christi are based in Leavenworth.



GLENN PRESTWICH
Washington State
University

Glenn D. Prestwich is currently the President's Distinguished Professor at Washington State University, based at the WSU Health Sciences Spokane campus, founding director of WSU's Entrepreneurial Faculty Ambassador program, and most recently founder and director of a new life sciences innovation hub, Spinout Space in Spokane, sp3nw. In September 2020, he was appointed as Science Innovation Advisor to HTL Biotechnology. He is Presidential Professor of Medicinal Chemistry (Emeritus) and Presidential Special Assistant for Faculty Entrepreneurism (Emeritus) at the University of Utah, where he created and led the Entrepreneurial Faculty Scholars program. He serves as the Chief Science Officer of the preclinical company GlycoMira Therapeutics.



KAREN RUTHERFORD
Flywheel Angel
Network

Karen Rutherford is the 2019 and 2020 Flywheel Fund Co-Manager, with her husband, Dr. Peter Rutherford. She is an active volunteer in many local nonprofits. Serving on the boards of the Community Foundation of NCW, Pinnacle Peak Charter School Board, Mission Ridge Ski Team, and Women's Resource Center. She is retired from the Wenatchee City Council, where she served on the Finance Committee and as the city's representative to the North Central Economic Development District. Engaging children through hands-on learning has been her passion since retiring. This interest has led to her involvement in the creation of a children's Makerspace and helping to start a charter school in Wenatchee.



BEALINDA TIDD
Flywheel Angel
Network

Bealinda Tidd is an Accounting Specialist with the Chelan Douglas Regional Port Authority and has been a resident of the Wenatchee Valley for 12 years. She is very active in community service as a member of the Rotary Club of Wenatchee Confluence and a member of the Wenatchee Valley Follies Guild and Children's Foundation. Living by the standard "Service above Self" led to looking deeper into investing in the local community and helping Washington State entrepreneurs, which brought her and her husband to become Angel Investors. Bealinda and her husband Rob have been investing in the FlyWheel Investment Conference for four years and are the 2021 Fund Managers.



LISA J. BROWN, PHD
WA State Department
of Commerce

Lisa J. Brown, Ph.D., was appointed Commerce director by Gov. Inslee and began serving the agency in February of 2019. Lisa is a longtime resident of Spokane. Prior to serving as Commerce director, she served as chancellor of Washington State University and led the health science campus there, including the creation of the Elson S. Floyd College of Medicine. Lisa represented the Spokane area in the state House from 1993-1996 as minority whip and minority floor leader, breaking ground as a single working mother. She then went on to the state Senate where she became the first Democratic female majority leader and served until 2013. Lisa is an economist and has taught at Eastern Washington University and Gonzaga University. She earned her bachelor's degree in economics at the University of Illinois and her masters and doctoral degrees at the University of Colorado in Boulder. She has worked extensively on efforts to create jobs and support working families across Washington state. Her top two priorities, in no particular order, are an equitable and sustainable economic recovery and her baby grandson, Blaze.



JENNY ROJANASTHIEN
NCW Tech Alliance

Jenny has served as the Executive Director of NCW Tech Alliance since 2015 where she's successfully grown the organization's programs, reach, and staff. Jenny has served as the Co-Director for the Apple STEM Network since 2016 and founded the Flywheel Investment Conference. Jenny is a graduate of Washington State University and has a background in retail operations management, including General Manager at Target. Jenny and her husband Top operate two restaurants in Wenatchee: Atlas Fare and The Thai Restaurant. Jenny is passionate about improving the quality of life in North Central Washington through both her role at the NCW Tech Alliance and her hospitality businesses.



NCW TECH ALLIANCE

JOIN YOUR LOCAL TECH ALLIANCE TODAY

NCW Tech Alliance is a non-profit that businesses & community members with technology, entrepreneurship, and STEM Education resources in North Central Washington.

GWATA.ORG



Cognition Med has developed Coltrain, the first mobile medical collaboration platform designed by providers for providers. It's a free, simple, and HIPAA-secure application unifying providers to deliver patient-centric care. In real-time.

Coltrain is neither telemedicine nor linked to the electronic medical record. Designed and funded by two rural medicine physicians and an experienced Silicon Valley engineer, Coltrain v1.0 allows any provider to connect, collaborate and care with other providers in any location across any healthcare system or network. The founders' experience related to military medicine, surgical innovation, and industry collaboration instructed Coltrain's design.

The infrastructure is being built to leverage natural language processing and machine learning to make providers more effective. Save time. Save lives.

Coltrain v2.0 will launch the Provider Lounge connecting providers with industry to educate on the latest treatments and devices. It will enable monetization through partnerships via Digital Roundtables and curated value-driven "Ad" content.

21st Century Healthcare problems in rural and urban settings require the latest technology (not outdated and isolating devices like pagers and faxes). Coltrain will deliver on that need. Providers empowering Providers. A community unified around patient care. This is just the start of the journey. Join us as we reimagine clinical collaboration.

MEET THE FOUNDER



GAUTAM NAYAK
CEO, Co-Founder

MEET THE TEAM

SANJAY KHICHA
Co-Founder

ANIL RAMJANI
Business Advisor

HARISH DHURVASULA
Technical Advisor

KAUSHIK SINHA
Technical Advisor

COMPANY INFORMATION

WEBSITE
www.coltrain.co

FOUNDED
2019

LOCATION
Wenatchee

INDUSTRY
Healthcare

fuchsia

Fuchsia makes beautifully handcrafted artisan shoes that are comfortable and sustainable while changing the lives of marginalized communities in South Asia. They are revolutionizing the traditional non-athletic footwear industry (\$33B market opportunity in the US) with sustainably produced and functional footwear. The company is producing on-demand shoes incorporating social and eco-consciousness practices in their innovative supply chain and is experiencing a 4x YoY Growth.

Fuchsia is a Seattle-based direct to consumer brand making beautifully handcrafted artisan shoes with a soul. Last year in 2020, we have focused all of our energy on growth and saw tremendous success in all of our key metrics. We did more than \$600K in total revenue. This was a 400% growth YoY. We are continuing to see strong growth in 2021, with current YTD revenue being \$147K as of March 14, 2021.

A perfect combination of the uniqueness of our shoes, their comfort, and our focus on ethical manufacturing standing us out in the footwear space. The Women's Shoe business is a \$39B dollar market in the US alone. The traditional retailers are struggling, and innovative shoe companies in recent years are becoming the next billion-dollar businesses like Rothys and Allbirds.

MEET THE FOUNDER



AFSHAN ABBAS
CEO, Co-Founder

MEET THE TEAM

RAMEEZ SAJWANI
CTO, Co-Founder

UMER MUHAMMAD
Operations Manager

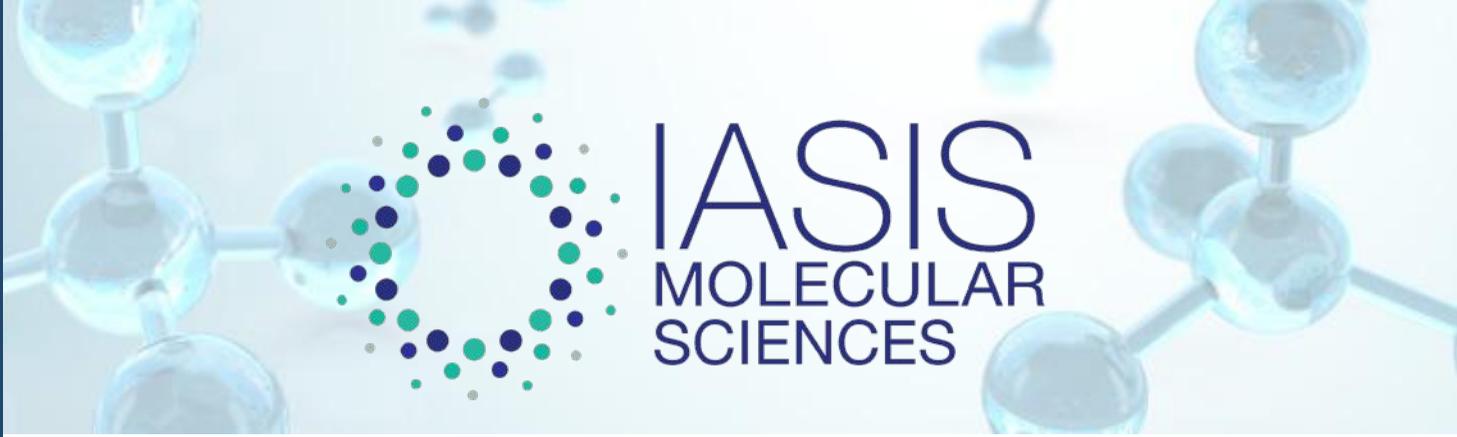
COMPANY INFORMATION

WEBSITE
www.fuchsiashoes.com

FOUNDED
2016

LOCATION
Kirkland

INDUSTRY
Fashion



Iasis Molecular Sciences (IASIS) is a Spokane, Washington-based materials technology company that has developed a new generation of cost-effective, scalable, and proprietary materials with long-lasting antibacterial, antifungal, and antiviral properties. These materials are broadly applicable to medical devices, paints & coatings, consumer goods, and textiles.

The on-going Covid-19 pandemic has highlighted the need for surfaces that can protect patients undergoing treatment. Whether a surface is associated with a medical device, a hospital room touch surface, flooring, or a textile, IASIS tech can provide the needed patient and healthcare worker protection against microbes and viruses.

With a product focus in urology, IASIS is addressing the most frequent of all hospital acquired infections, catheter-associated UTIs. A hybrid business model combines direct sales and licensing of applications across a variety of industries. Early adopters have demonstrated interest in IASIS technology by providing letters of intent spanning food packaging, medical devices, and paints & coatings industries.

MEET THE FOUNDER



DAVID J. VACHON
CEO, Co-Founder

MEET THE TEAM

MARK VACHON
Vice President

COMPANY INFORMATION

WEBSITE

www.iasismolecular.com

FOUNDED

2007

LOCATION

Spokane

INDUSTRY

Medical Devices



Motis Grow is a cloud-based application that reimagines and personalizes the employee development and performance management experience and creates a high-performance business culture. Designed for the new hybrid/remote context, Grow empowers managers to understand, develop and upskill every employee in the organization from C-Suite to new hire.

2020 changed the workplace forever. The world is moving towards flexibility. Current people systems are inflexible, expensive, and fail to develop people. Motis Grow works differently. Grow's cloud-based employee development platform empowers managers anywhere to understand, develop and upskill every employee in the organization from C-Suite to new hire. The result? Savings of up to 75%, time back on the calendar, and improved talent retention.

Motis Grow, designed for the new economy, is a SaaS application that improves employee experience and business performance and effectiveness. It integrates talent management (upskilling, development, and performance management) and supports the manager/direct report relationship.

MEET THE FOUNDER



RICK BEATON
CEO, Founder

MEET THE TEAM

JENNIFER ZUBECK
Product Manager

SAM KALK
Business Development Lead
HR Tech Specialist

CONRAD WOLFARD
Sales

COMPANY INFORMATION

WEBSITE
www.motispeople.com

FOUNDED
2018

LOCATION
Seattle

INDUSTRY
Software



PetHub is a data platform that puts your pet at the center for all aspects of their life from the time they've joined your family. Their mission is to make it quick, easy, and safe to find and use your pet's data. Today, PetHub has 700-800 new pets joining the site daily, with 700,000 pets on the site and over 600 communities using PetHub's ID tags as their license or rabies tag.

First and foremost: PetHub.com is a software & data company. We focus on creating and providing innovative software services to help lost animals get home quickly if they become lost ("Protect"). Our Web API layer allows 3rd party mobile apps and websites to help our users utilize their data ("Share"). With that pet and owner information, we can provide applicable/curated content to the pet owner (e.g., articles about training, nutrition, etc., and services specific to their needs such as pet insurance, pet sitting, veterinary care, etc.) ("Nurture")

PetHub sells ID tags to municipalities ("client"), with those tags delivered directly from our manufacturer to the client. The client already has distribution/sales channels in place and acts as our sales/support team informing the pet owner that they must legally license their pet and use PetHub's ID tag.

Registering the tag is optional at PetHub.com, and 90% of pet owners who start their registration finish the process. When the pet owner ("customer") does register their tag, 6% upgrade to Premium web features for \$4/month or \$24/year. The free, Basic users still enjoy useful features on the site. ("Freemium" model).

MEET THE FOUNDER



TOM ARNOLD
CEO, Founder
President

MEET THE TEAM

LORIEN CLEMENS
Co-Founder, COO

MORGAN WOODWARD
Vice President,
Sales

SHARI HAGOPIAN
General Counsel & Director
Customer Care

COMPANY INFORMATION

WEBSITE
www.pethub.com

FOUNDED
2011

LOCATION
Wenatchee

INDUSTRY
Internet/Web Services



SyncFloor enables businesses of all kinds, including websites, services, and apps, to “use music everywhere” by aggregating content from the world’s best independent catalogs and creating a streamlined discovery and licensing experience via their proprietary technology and platform. SyncFloor currently offers two online marketplaces for music discovery and are actively building out their platform capabilities so that businesses can integrate SyncFloor’s discovery and licensing experience directly into their website, app, or service.

There is a growing need for easy access to high-quality music in the rapidly evolving realm of content creation, both traditional (e.g., TV, film, advertising) and next-gen digital (e.g., video games, social networking experiences, storytelling, and content creator platforms, business vertical video-on-demand). Friction currently exists between innovators-on the demand side-and the music industry on the supply side, due to the challenge, cost and inefficiency of rights acquisition. SyncFloor simplifies this process by offering three critical advantages over existing solutions: (1) our patented music discovery technology makes it easy to find what you’re looking for, (2) our index of curated, high-quality music means there is no need to sacrifice quality, and (3) our one-stop rights regime provides a full versus partial business solution. With no upfront costs, one-stop terms, and great indie music from around the planet, SyncFloor allows fitness trainers, podcasters, app developers, and other businesses to take their experiences to the next level. We currently offer two online marketplaces for music discovery, SyncFloor.com, and SongsForPodcasters.com, and are actively building out our platform capabilities so that businesses can integrate SyncFloor’s discovery and licensing experience directly into their website, app or service, whatever the business vertical. Our revenue model is to charge a percentage-based commission and service fee on license transactions enabled through our offerings.

MEET THE FOUNDER



KIRT DEBIQUE
CEO, CTO

MEET THE TEAM

CESTJON MCFARLAND
COO, General Counsel

COMPANY INFORMATION

WEBSITE

www.syncfloor.com

FOUNDED

2017

LOCATION

Seattle

INDUSTRY

Media & Entertainment

INNOV8.AG

Walla Walla, Washington
 Industry: Agriculture
www.innov8.ag

JUMPSTARTCSR

Seattle, Washington
 Industry: Healthcare Services
www.jumpstartcsr.com

LENDME, INC.

Seattle, Washington
 Industry: Education
www.lendmeapp.com

LOW PROFILE WATERFOWL

Wenatchee, Washington
 Industry: Sports
www.lowprofilewaterfowl.com

MAINSTEM MALT, SPC

Walla Walla, Washington
 Industry: Food & Beverage
www.mainstemmalt.com

MOTIS 

Seattle, Washington
 Industry: Software
www.motispeople.com

MTRNL

Carnation, Washington
 Industry: Healthcare Services
www.mtrnl.com

N2X

Spokane, Washington
 Industry: Education
www.n2x.co

ODYSSEUS TECHNOLOGIES, INC.

Olympia, Washington
 Industry: Nanotechnology
www.odysseustech.com

OWNTRAIL

Seattle, Washington
 Industry: Internet/Web Services
www.owntrail.com

PARROTS, INC.

Wenatchee, Washington
 Industry: Medical Devices & Equipment
www.flyparrots.com/

PETBIOTIX

Seattle, Washington
 Industry: Business Products
www.petbiotix.com

PETHUB, INC. 

Wenatchee, Washington
 Industry: Internet/Web Services
www.pethub.com

PHENNEC

Marysville, Washington
 Industry: Consumer Products
www.phenneccase.com

PopSmartKids

Bellevue, Washington
 Industry: Education
www.popsmartkids.com

REVOLUTION AGRICULTURE, INC.

Tacoma, Washington
 Industry: Agriculture
www.revolutionagriculture.com

RTHREAT

Bellingham, Washington
 Industry: IT Services
www.rthreat.net

SATCHL

Seattle, Washington
 Industry: Mobile
www.satchl.com

SPORTSTRACE

Sammamish, Washington
 Industry: Sports
www.sportstrace.com

SURGSCAN

Seattle, Washington
 Industry: Medical Devices & Equipment

SYNCFLOOR 

Seattle, Washington
 Industry: Media & Entertainment
www.syncfloor.com

TALKSOCKET

Mercer Island, Washington
 Industry: Mobile
www.talksocket.com

TARTANHUB, INC.

Seattle, Washington
 Industry: Software
www.tartanhub.com

THE 2050 COMPANY

Gig Harbor, Washington
 Industry: Food & Beverage
the2050.co

THINGBLU, INC.

Bellevue, Washington
 Industry: Agriculture
www.thingblu.com

THRV, INC.

Bothell, Washington
 Industry: Healthcare Services
www.thrv.helath

TOURNITEK

Seattle, Washington
 Industry: Medical Devices & Equipment
www.tournitek.com

UNPKL CORP

Seattle, Washington
 Industry: Software
unpkl.io

VIA GLOBAL HEALTH, INC.

Seattle, Washington
 Industry: Medical Devices & Equipment
www.viaglobalhealth.com

VIWO

Dover, Delaware
 Industry: Software
www.viwoai.com

VOTEGRITY, INC.

Seattle, Washington
 Industry: Software
www.voteegrity.net

WISECUBE AI

Bothell, Washington
 Industry: Healthcare Services
www.wisecube.ai

ZEPHYR SLEEP, INC.

Spokane, Washington
 Industry: Medical Devices & Equipment
www.zephyrsleepsystem.com



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