



Celebration of Entrepreneurship Luncheon April 17, 2015

12:00 pm Welcome & Introductions

JIM

Welcome to the 7th Annual Celebration of Entrepreneurship Luncheon and the culmination of the 2015 Rochester Venture Challenge. I'm Jim Senall, president of High Tech Rochester.

The purpose of today's event is to highlight - and celebrate - entrepreneurship here in the Rochester Region. We'll hear about some of the great programs that support local entrepreneurs, we'll listen to a fascinating presentation by a true superstar in the field of entrepreneurship and



innovation, and we'll announce the winners of this year's Rochester Venture Challenge.

Now, let's meet the people at our head tables:

- From Dixon Schwabl, Inc., the Vice President of Account Services - Stacy Lake
- From the Rochester Business Journal, the Director of Audience Development - Chad Taggart
- From Monroe County, the Director of Planning and Development - Judy Seil
- From Nixon Peabody LLP, Partner - Lori Green
- From the Rochester Institute of Technology, its Vice President for Research and Associate Provost - Ryne Raffaele



- From the University of Rochester, Vice President and COO of the University of Rochester Medical Center - Peter Robinson
- From EFP Rotenberg LLP, Partner - David Veniskey
- From Excell Partners, its Chief Operations Officer - Rami Katz
- Our Keynote Speaker, an Entrepreneur, Author, Investor and Creative Business Builder - Josh Linkner

Now I'd like to recognize the generosity of all of our sponsors, who truly make this event possible.



A special thanks goes to our Platinum Level sponsor:

- The Max and Marian Farash Charitable Foundation

And to our Gold Level sponsors:

- EFP Rotenberg
- Excell Partners
- High Tech Rochester
- Monroe County
- Nixon Peabody
- Rochester Institute of Technology
- University of Rochester

Our Design Sponsor - Dixon Schwabl

Our Media Sponsor - Rochester Business Journal

Our Printing Sponsor - ColorCentric Corporation



And thanks to our many Bronze level sponsors,
listed in today's program.

Now, since we're all astute and observant
entrepreneurs here today, I'm sure you've noticed
some young people in attendance. But in case you
haven't, I'll call your attention to three groups
with us today.

BizKid\$. The City's Bureau of Recreation runs Biz
Kid\$, a year-round program that provides
interactive, applied business and entrepreneurial
education to city youth ages 10-18. Highlights of
BizKid\$ include four week-long business camps, an
entrepreneurship experience with Rochester's
acclaimed Public Market, and a BizKid\$ alumni
association.

Where are the BizKids? Please stand and let our
audience acknowledge your efforts.



APPLAUSE

Virtual Enterprise. Based at Pittsford-Sutherland High School, Virtual Enterprise empowers students with entrepreneurial skills through relevant learning and team work. It connects students to gain valuable knowledge through the mentorship of business professionals. And it inspires students to develop ethical workplace behaviors and strong work ethics.

Will our Virtual Enterprise students please stand up. Let's have some applause!

APPLAUSE

Young Entrepreneurs Academy. The Young Entrepreneurs Academy is an exciting year-long



class that transforms middle and high school students into confident entrepreneurs. Throughout the class, students develop business ideas, write business plans, conduct market research, pitch their plans to a panel of investors, and actually launch their own fully formed companies and social movements.

Will the students in the Young Entrepreneurs Academy please stand? Let's hear it for YEA!

From our head table to our sponsors, from our most senior business leaders and entrepreneurs to our young and enthusiastic students, we have great community support for entrepreneurship...all part of what I like to call our entrepreneurial ecosystem.



JIM CONTINUES WITH ECOSYSTEM SLIDES.

JIM

To continue with this theme of collaboration and cooperation, today's events - the Rochester Venture Challenge and this Luncheon - are the result of five months of hard work by the planning committee and dozens of community volunteers. I'd like to acknowledge our planning committee:

Please stand when I call your name, and remain standing:

- Bob Tobin and Natalie Antal, University of Rochester
- Jerry Zappia, Nazareth School of Management
- Bill Jones and Richard DeMartino, RIT
- Rami Katz, Excell Partners
- Ed Bizari, Digital Rochester
- Jean Kase, The Entrepreneurs Network



- And special thanks to Jackie Amigone, of High Tech Rochester, for keeping everyone on track, even me!

JIM

In addition to the Planning Committee, there was a small army of volunteers who reviewed business plans, listened to presentations, coached contestants, and helped with event logistics. They're all listed on page two of your program. I'd like to have all of our volunteers stand up.

Let's have a round of applause for all of these folks who helped make this event happen.

APPLAUSE

JIM



And now what you've all been waiting for.....lunch.

We'll be back in a little while with our keynote speaker.

<< BREAK >>

JIM

It is now my pleasure to introduce today's keynote speaker.

Josh Linkner started his career as a jazz guitarist. In fact, as a teenager, he was a student in a summer session at the Eastman School of Music.

He has been the founder and CEO of four tech companies, which sold for a combined value of over \$200 million.

Josh is the author of two New York Times bestsellers:

Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity

and



The Road to Reinvention: How to Drive Disruption and Accelerate Transformation.

He is also the Founding Partner of Detroit Venture Partners, investing in and mentoring over 100 startups.

Josh has twice been named the *Ernst & Young Entrepreneur of the Year* and is a *President Barack Obama Champion of Change* award recipient.

He is a regular columnist for *Forbes*, *The Detroit Free Press*, and *Inc. Magazine*.

His work on innovation has been featured in *The Wall Street Journal*, *Harvard Business Review*, *Cable News Network*, and *The New York Times*.

And yes, he still plays a mean jazz guitar.

Entrepreneur. Author. Investor. Creative business builder.

Ladies and Gentlemen.....Josh Linkner.



<<JOSH SPEAKS>>

JIM

Thank you, Josh, for that great address.

And now the moment we've all been waiting for.... more history about this year's Rochester Venture Challenge.

Let's take a brief look at how the finalists got to this point:

- 24 entrepreneurs entered the Challenge in January
- 8 semi-finalists were selected in March, and this field was further reduced to 5 finalists.
- The 5 finalists presented their business pitches this morning to a panel of judges, who are:



- Nasir Ali, Chief Executive Officer, Upstate Venture Connect
- Don Golini, Chairman, Rochester Angel Network
- Rami Katz, Chief Operating Officer, Excell Partners

JIM

I'm holding the names of the winners in my hand right now (HOLDS UP ENVELOPE), but before we announce them, and for the benefit of those who did not see this morning's presentations, we want to give each finalist an opportunity to pitch their company in their own words.

First up is... Mendon Precision - John Bonzo (BON-zo)

Next up.... Black Cloud Analytics - Bob Castleman

Next is.... Parts Dashboard - Toby Dallas



Next... Splyce eSports - Marty Strenczewilk (STRENZ-ilk)

Our final presenter is.... FlixAcademy - Ray Leone (LEE-own)

JIM

Our 3rd place winner receives \$2,500 cash, up to six months of incubation services and office space valued at \$2,500 from High Tech Rochester, and marketing services from Dixon Schwabl valued at \$2,500. Placing 3rd is

Our 2nd place winner receives \$5,000 cash, up to nine months of free incubation services and office space valued at \$3,600 from High Tech Rochester, and marketing services from Dixon Schwabl valued at \$2,500. Placing 2nd is



Before we announce the winner, let me say that none of the five will go home empty handed. Our two runners up will receive marketing services provided by Dixon Schwabl, valued at \$1,000 each.

Our 1st place winner receives a grand prize of \$25,000 cash, up to a full year of incubation services and office space valued at \$5,000 from High Tech Rochester, and marketing services from Dixon Schwabl valued at \$2,500.

The 1st place winner of the 2015 Rochester Venture Challenge is

AUDIENCE APPLAUSE



Let's have _____ come
up to say a few words.

1ST PLACE WINNER TO SAY A FEW WORDS

MORE APPLAUSE

JIM

Thank you for coming to today's Celebration. Please visit the sponsor and contestant tables on your way out, and find some way to get involved to support entrepreneurship here in Rochester!

In the interest of the ecosystem, please drop off your plastic name tag in one of the baskets as you exit.

Finally, I'd like the entire Planning Committee and all of our finalists to remain for photos. See you next year.



###

JIM, JACKIE AND JOSH POSE FOR PHOTOS