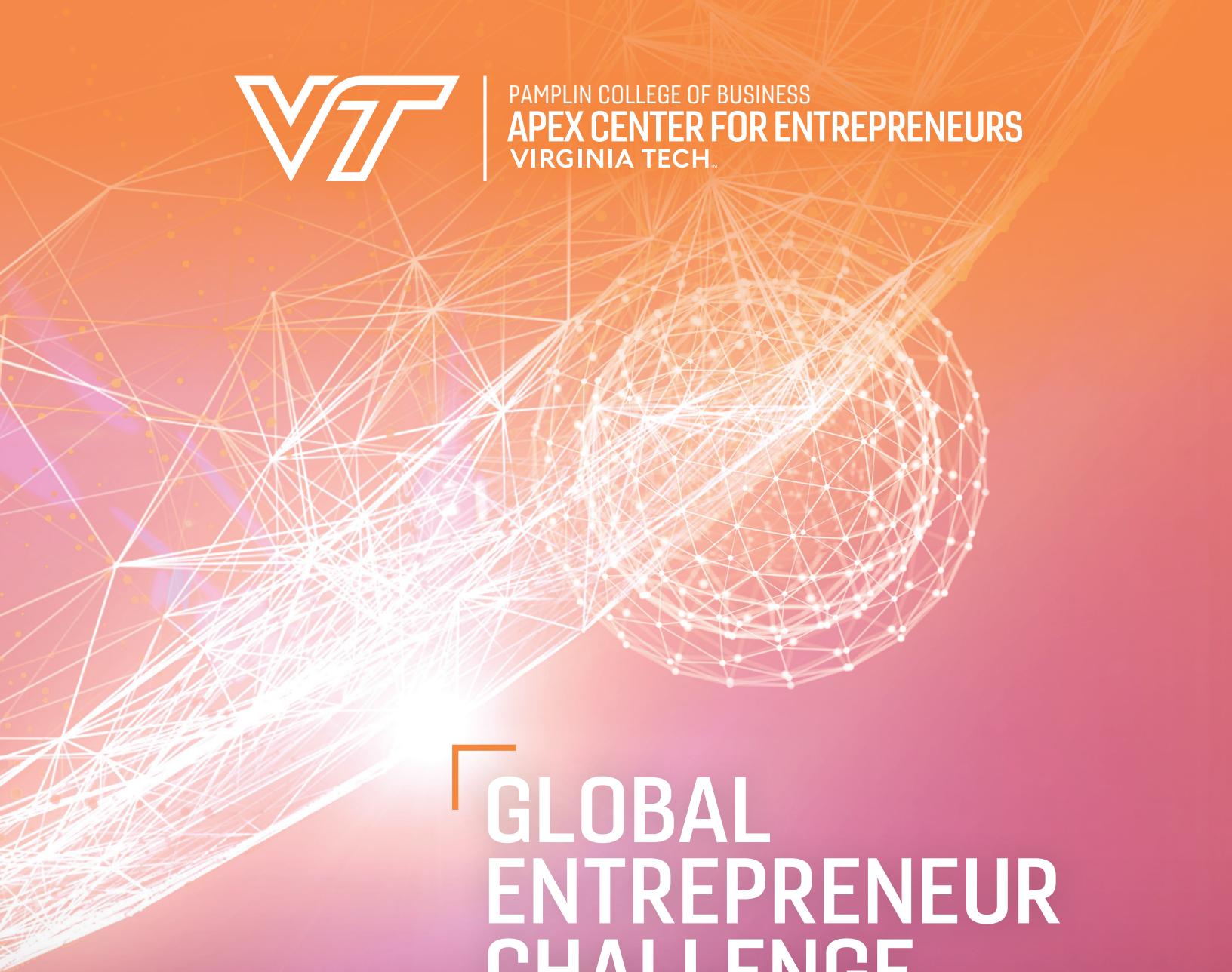




PAMPLIN COLLEGE OF BUSINESS
APEX CENTER FOR ENTREPRENEURS
VIRGINIA TECH™



A large, abstract graphic at the top of the page consists of a network of white lines and dots against a background that transitions from orange at the top to red at the bottom. The network is composed of many small, interconnected triangles, resembling a molecular or digital structure.

GLOBAL ENTREPRENEUR CHALLENGE **2018**

Washington D.C., USA, August 16 - 18
Blacksburg, Virginia, USA, August 18 - 25

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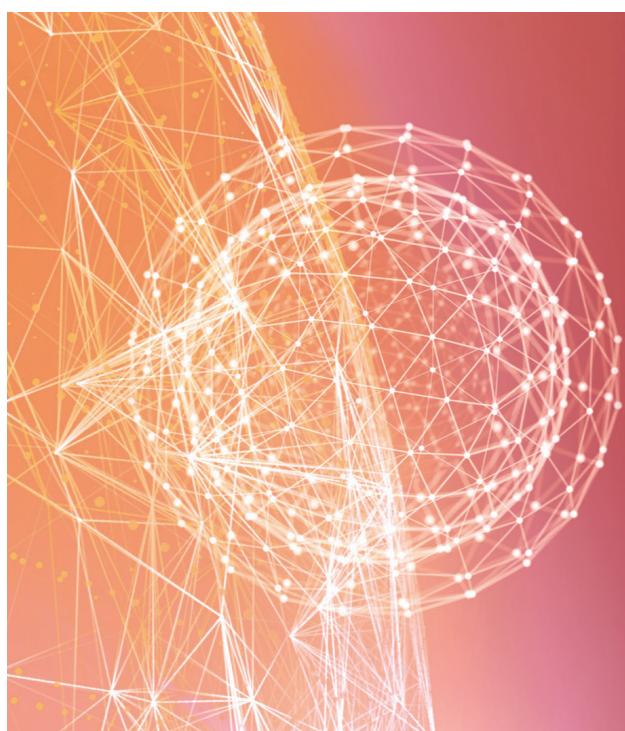
RESEARCH AND INNOVATION
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PAMPLIN COLLEGE OF BUSINESS
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GLOBAL ENTREPRENEUR CHALLENGE 2018



The Ninth Annual Virginia Tech Global Entrepreneur Challenge and Annual Roundtable, powered by Accenture and Apex Center Sponsors, offers university students and faculty from all over the world a chance to collaborate, form partnerships, and build their global networks in Blacksburg, Virginia, and Washington, D.C. Members of the global partnership gather annually to celebrate student entrepreneurship where elite university teams present their business concepts and compete on a world stage for up to \$45,000 in cash prizes. While in Blacksburg, teams are housed with local families, spend interactive time with successful technology companies, enjoy fellowship with Virginia Tech students, and attend several celebratory meals. Faculty and staff delegates charged with building institutional bridges to other universities around the globe gather together for university-to-university networking opportunities and brainstorming sessions to explore future collaboration and partnership.

Share your Experiences about the VT Global Entrepreneur Challenge and Annual Roundtable

Let's join together to extend our networks and build our relationships by sharing our experiences on social media.

Tag @ApexCenterVT in all posts and photos and include #GlobalChallengeVT hashtag.



2017 Global Entrepreneur Challenge Attendees

The Entrepreneurial Ecosystem in the United States Panel

Friday, August 17, 2018 Virginia Tech Research Center-Arlington, 900 North Glebe Road, Arlington at 8:00 a.m.



OUTREACH & INTERNATIONAL AFFAIRS
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OFFICE OF ECONOMIC DEVELOPMENT



Apex Center for Entrepreneurs is pleased to partner with the Virginia Tech Office of Economic Development and Arlington Economic Development to host a breakfast panel discussion regarding "The Entrepreneurial Ecosystem in the United States." Panelists will provide insights into resources available to assist entrepreneurs, both from the US and abroad, and discuss best practices for entrepreneurs who want to expand into new markets. Participants will learn more about the U.S. entrepreneurial ecosystem, which combines a unique mix of entities, including the start-up entrepreneur community, economic development organizations, embassy trade representatives, accelerators and incubators, and angel and venture capital organizations.

PANELISTS

Marian B. Marquez is Director for Global Markets & Retention at Arlington Economic Development. She oversees the county's international trade & FDI portfolio and manages a retention program focused on retaining companies through innovative programming and unparalleled service. In this role, Marian combines her passion for public service with expertise in strategic planning and performance management to promote economic development in Arlington and the greater Capital region. Prior to joining AED, Marian held roles in the private and public sectors including several years with the U.S. Trade & Development Agency managing infrastructure-focused development portfolios in South Asia and the Former Soviet Union. Most recently, Marian worked as a Global Financial Advisor at Exxon Mobil Corporation, where she advised on the financial aspects of global energy projects ranging from \$5 - \$500 million. Marian's love of all things international stems from a childhood spent in Hungary, Germany, Mexico and Austria. After completing a BA at Stanford University in Russian studies, she moved to Moscow to work as a translator. Marian also holds a Master's Degree in International Business from Fletcher School, Tufts University. In her "free" time, she is raising three kids aged three and under, and enjoys teaching job skills to low income adults on a volunteer basis.

Martin Knook is Investor and CEO of Gomocha and has over 20 years of experience as an IT executive and entrepreneur, focusing on building technology teams to make the difference for customers throughout the world. At Gomocha, he is leading his team into the mobile age, enabling customers to optimize field operations with the Gomocha products; configurable workflows – configurable data sets for several industries, such as Utilities, Telecom, Vending, Installation and Field Service. He is an investor in Rodeo Software, NgCompliance, and Tensing International, companies with the ambition and potential to expand into the US market. Before joining Gomocha, Martin was CEO and founding partner of SecondFloor, an international company that delivers successful solutions for risk, finance, compliance, and enterprise transformation projects, using modeling, analytics, reporting, and decision support/business architecture analysis.

Karen Miller is a Trade Commissioner at the Canadian Embassy in Washington, D.C., focusing on Life Sciences and Digital Health. In this role, she works closely with Canadian clients to identify and access market opportunities in the Mid-Atlantic United States while promoting foreign direct investment in Canada. Prior to joining the Embassy, Karen managed the Biotechnology Entrepreneur Resources Program at the Maryland Biotechnology Center, coaching early-stage companies on business strategy. At the start of her career, Karen worked in clinical and research laboratories throughout Maryland, accumulating 12 years of experience in both academia and the private sector. She has a BS in Biology/Medical Technology from Millersville University, an MS in Biotechnology from the Johns Hopkins University, and an MBA from the Johns Hopkins Carey Business School.

Jere L. Simpson became a self-made multi-millionaire in his 20's after starting his first company at 18. He acts as the Founder and CEO of KITEWIRE Inc, one of America's fastest growing companies three years in a row according to the Inc 500. They are Virginia's 8th fastest growing company, recognized as "Company of the Year" by the National Business Owners Council and 10 Best Places to Work by Inc Magazine. Simpson has built and sold seven other successful businesses before the age of 35. He has been featured in countless national media outlets including CNBC, ABC, Fox and the Associated Press. Simpson is a former advisor to the Executive Office of the President, the FBI, Navy SEALS, Pentagon and is a Forbes Technology Councilman. He was named by Forbes Magazine as one of the "Top Minds in Technology" and "one of the best entrepreneurs in the country" by Entrepreneur magazine. He has lectured at Duke, West Point, National Defense University and UCLA.

Moderator: The Entrepreneurial Ecosystem in the United States Panel

Friday, August 17, 2018 Virginia Tech Research Center-Arlington, 900 North Glebe Road, Arlington at 8:00 a.m.

Afroze Mohammed is Associate Director of Strategic Alliances in Virginia Tech's Office of Economic Development. Based in Arlington, Virginia, Afroze focuses on building strong partnerships between Virginia Tech and companies in metropolitan Washington, D.C., with the goal of fostering greater collaboration in research endeavors, entrepreneurial activities, and economic development. Prior to joining Virginia Tech, she was Director of Channels and Alliances at the CURRENT Group, an innovative smart grid company, where she developed partnerships with complementary technology providers, including both Fortune 500 companies and start-up ventures. Earlier, as Director of Product Marketing at Blackboard Inc., an educational software company that is one of Washington D.C.'s top entrepreneurial success stories, Afroze led marketing initiatives for Blackboard's flagship e-learning products. Afroze has an MBA from the Yale School of Management and a BA in Economics, summa cum laude, from Georgetown University.

Insights on Starting Up

Friday, August 17, 2018 1776, 2231 Cyrstal Drive, #1000, Arlington at 11:00 a.m.



1776 is the largest network of incubators that cultivates and empowers startup ecosystems in the Northeast Corridor. We exist to strengthen the cities and economies by building a thriving community of entrepreneurs. Learn more at <https://www.1776.vc>.

AGENDA

- 11:00-11:25 a.m.: Guests arrive at 1776 and take a facility tour
- 11:25-11:35 p.m.: 1776 overview presented by Chris Chiedi
- 11:35-12:00 p.m.: "Insights on Starting Up" presented by Gareth Lewis and Lauren Smith
- 12:00-12:10 p.m.: Questions and answers



Chris Chiedi, Crystal City Community Manager, 1776: Chris is Crystal City's Campus Manager. He maintains on-campus facilities, supports members with the resources necessary to grow their businesses, and manages a group of interns, helping them grow both personally and professionally. Chris approaches his relationships with members with transparency and clear communication. When he's not working, you can find him at Washington Capitals games.

Gareth Lewis, CEO, Sekoya: Gareth is the founder and CEO of Sekoya, an environmental sustainability initiative on a mission to inspire individual action, empower daily changes in lifestyle, and build a community of impact to safeguard and sustain our natural world. Sekoya offers a curated subscription box series that provides eco-friendly products, education, and tips to enhance the sustainability impact of individuals and households. Each box transforms a different aspect of your lifestyle, and we show how individual actions, combined with the community create meaningful change.



Lauren Smith, Chief Cultivator, FarmRaiser: Lauren arrived at FarmRaiser 3 years ago with a background in experiential education, program design, and community engagement. A Teach For America alumna, she has a MA in Women's Studies and Gender Research from University of Florida. In her current role as FarmRaiser's Chief Cultivator, Lauren oversees all live activity on the platform and works to develop better user experiences for organizers, suppliers, and fundraiser supporters.

BOLD IDEAS BREAKTHROUGH OUTCOMES

Accenture Federal Services is proud to serve the US government in making America stronger, safer, and more prosperous. Every day, our people help advance the government's most important missions while making government more efficient and saving millions in taxpayer dollars. While supporting our clients, we're strengthening local economies by working with hundreds of companies, including small businesses. And we're investing in America's future by educating and training the next generation high-tech workforce and hiring veterans and military spouses.



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2,050

net-new jobs created over the last three years

ON PATH TO HIRE

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US veterans + military spouses by 2020

12%

of AFS hires were veterans (2016)

WORKING WITH

368

business partners across the country

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SMALL BUSINESSES

50 veteran-owned

68 women-owned



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Delivering on time, on budget



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Global Entrepreneur Challenge Workshops in Blacksburg, Virginia



The Power of an Elevator Pitch

Monday, August 20, 2018

Custom Catering Center

Presented by Howard Haines

Associate Director

Apex Center for Entrepreneurs

Global finalist teams will practice articulating concepts in concise ways, leverage culturally appropriate anchors to facilitate understanding, brainstorm a tagline, and identify and align to the core values provided to customers. Howard is the Associate Director of Virginia Tech's Innovate Living-Learning Community, a partnership between the Pamplin College of Business and Division of Student Affairs. Innovate serves students of all disciplines to help them discover their passions, to connect them to an extended support system, and to provide foundational skills to develop into entrepreneurial leaders.

Learning to Listen, and Listening to Learn

Tuesday, August 21, 2018

Moss Arts Center

Presented by Carrie Kroehler and Daniel Bird Tobin

Center for Communicating Science at Virginia Tech



CENTER FOR
COMMUNICATING SCIENCE
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The Center for Communicating Science uses the tools of the arts to develop communication skills in science and technology professionals. This workshop will introduce practical exercises that focus on listening, situational and self-awareness, distillation of messages, and communicating personally to increase audience engagement. Carrie is a biologist and science writer and Associate Director of the Center for Communicating Science at Virginia Tech. Daniel is a professional actor and director, and faculty fellow of the Center.

Virginia Tech's **Outreach and International Affairs** supports the university's engagement mission by creating community partnerships and economic development projects, offering professional development programs and technical assistance, and building collaborations to enrich discovery and learning – all with the overarching goal of improving the quality of life for people within the commonwealth and throughout the world. Outreach and International Affairs leads Virginia Tech's presence on five continents for study abroad and global research; its regional research and development centers across the commonwealth focus on graduate education and professional development. A Blacksburg-based center is primarily dedicated to English language and American culture training for non-native speakers.

The **mission** of Outreach and International Affairs is to share the best of Virginia Tech by working alongside communities throughout the world.

The **values** (IMPACT) are:

Integrity • Mutual respect • Passion to serve (*Ut Prosim*) • Advocacy • Competence • Trust

Guru Ghosh, Ph.D.

Vice President for Outreach and International Affairs

gghosh@vt.edu

www.outreach.vt.edu

Virginia Polytechnic Institute and State University

902 Prices Fork Road, Suite 120

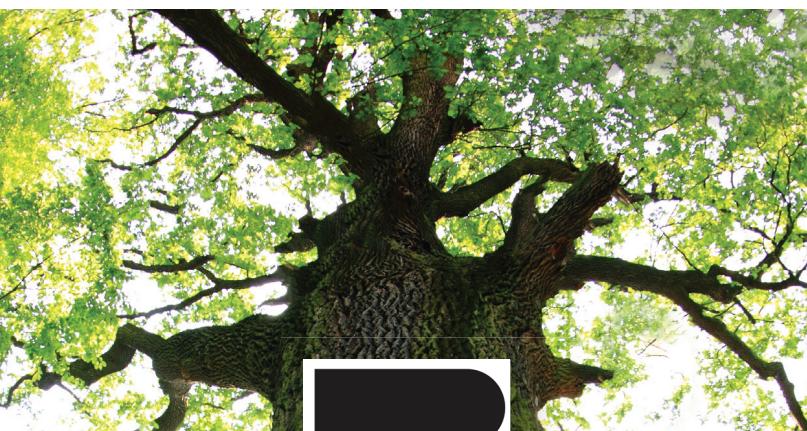
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WHAT WILL YOUR LEGACY BE?

Branch Group and its operating companies congratulate all the teams participating in the 2018 Global Entrepreneur Challenge.



BUILDING LEGACIES FOR A THRIVING FUTURE

A composite image featuring several elements: a large military tank in the foreground; a fighter jet (F/A-18 Hornet) flying in the sky; a satellite in space with solar panels; and a close-up of a printed circuit board (PCB). The overall theme is the application of high-reliability power solutions in aerospace, defense, and industrial sectors.

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**We're proud to
sponsor the 9th
Annual Global
Entrepreneur
Challenge!**

What a great opportunity for elite student teams and university representatives from all over the world to get a chance to collaborate, form partnerships, and build their global networks.

Congratulations to all who participated!



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Global Entrepreneur Challenge

Thursday, August 23, 2018 President's Suite, Lane Stadium at Virginia Tech

The Virginia Tech Global Entrepreneur Challenge celebrates the energy and ingenuity of university students and their important contributions to the future of our global economy. Elite student teams from around the world will showcase their entrepreneurial ideas and compete for a Global Challenge award and \$30,000 grand prize.

Full-time university students who have won a significant student business concept competition in their home region will be participating in the Challenge. The finalist student teams will present their business concept presentations before a panel of business leaders as well as event attendees.

Teams will compete for the chance to win one of three prizes, including the Advanced Manufacturing Award of \$10,000 for the most outstanding tangible product, the \$10,000 Information Technology Award for the most outstanding intangible product or service, and the \$5,000 People's Choice Award, sponsored by Outreach and International Affairs, Virginia Tech. One of the two teams that receive the Advanced Manufacturing or the Information Technology prizes will earn the grand prize and receive an additional \$20,000.

The Challenge will be available to watch via live stream on August 23, 2018 at
<http://vtkwglobal.com/video/challenge>

Live stream & video support generously provided by



Student teams will be critiqued on the following dimensions for a total of 100 cumulative possible points.

	Maximum Score
Clear Description of Customer Need Being Met and that Customers are Willing to Pay for Product or Service	15
Target Market Size Quantification (number of customers, annual dollar size) and Risks Associated with Chosen Market.....	15
Competitive Advantage in Marketplace (include table comparing with competitors and venture's IP position)	15
Financial Information: projected revenues and financial viability of the business based on product or service sales, not philanthropic or grant funding; projected gross margin (% of sales); projected operating income; projected funding required; break-even analysis.....	15
Market Capture Plan (milestone chart, market entry, first customer capture and market growth projections).....	10
Proposed Business Model (marketing channels and alliance partnerships)	10
Required Core Competencies.....	10
Professionalism of Presentation	10

Global Entrepreneur Challenge Agenda

Thursday, August 23, 2018 President's Suite, Lane Stadium at Virginia Tech

9:00 a.m. – Registration

9:15 a.m. – Welcome

Global Entrepreneur Challenge Presentations

10-minute presentation; up to 8 minutes for panelist feedback

9:30 a.m.	GRACE
9:50 a.m.	HemABO
10:10 a.m.	Hodge Sensors
10:30 a.m.	Babycer

10:50 a.m. – 20-minute break

11:10 a.m.	ChairJak
11:30 a.m.	Planet B
11:50 a.m.	Kitau

12:10 p.m. – Audience members break for lunch

1:30 p.m. – Global Entrepreneur Challenge Presentations continued

1:40 p.m.	FeetBack
2:00 p.m.	Tech Gym
2:20 p.m.	Solura

2:40 p.m. – 20-minute break

3:00 p.m.	Wobler
3:20 p.m.	Codable
3:40 p.m.	Artaxy

4:00 p.m. – Conclude Global Entrepreneur Challenge Presentations

Teams with a tangible product competing for the \$10,000 Advanced Manufacturing Award include all finalists presenting in the morning- Babycer, ChairJak, GRACE, HemABO, Hodge Sensors, Kitau, and Planet B.

Teams with an intangible product or service competing for the \$10,000 Information Technology Award include all finalists presenting in the afternoon- Artaxy, Codable, FeetBack, Solura, Tech Gym, and Wobler.

An additional \$20,000 grand prize will be awarded to one of the two teams that receive the \$10,000 Advanced Manufacturing Award or the \$10,000 Information Technology Award, by selection of the judging panel.

Master of Ceremonies for the Global Entrepreneur Challenge



Karen McNew McGuire is a Senior Consultant in the department of marketing and communications at Carilion Clinic. She earned her undergraduate degree in Communication Studies from Virginia Tech and spent 20 years reporting and anchoring a variety of newscasts. Karen has received several awards including a National Capital Chesapeake Bay Emmy award for news anchoring. Most recently, she won an Award of Excellence this year from The Mid-Atlantic Society for Healthcare Strategy and Market Development for her content marketing work related to Carilion Clinic's NICU services. A native of Blacksburg, Karen lives at Smith Mountain Lake with her husband Matt and their rescued Westie named Daisy.

Presentation Coaching Support Generously Provided to Finalists by these Regional Companies



NEWCITY



POINT93



Global Entrepreneur Challenge Finalists



Artaxy - Trento, Italy

Giampaolo Franco, Ramona Geanina Caulea, Quynh Anh Nguyen, Gabriele Cazzola, Sridhar Bangalore Venugopal
University of Trento

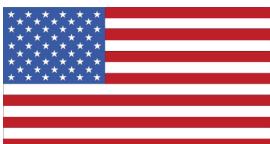
Artaxy is an online platform enabling the meeting between emerging artists willing to exhibit their creations, managers of public places such as restaurants, bars and hotels interested in qualifying their commercial spaces, and public intrigued by new ways of contact, interaction and purchase of artworks. Artaxy has developed a solution that consists of an authenticity certificate and takes care of all the phases, from the identification of the exhibition spaces, to the installation, up to the sale and delivery to the final customer. At the core of the project an innovative smart tag called Daimon, which allows users to interact with the artwork in real time.



Babycer - Santiago, Chile

Catalina Musalem, Claudia Concha, Arthur Guimaraes, Felipe Hevia, Matías Martínez
Pontificia Universidad Católica de Chile

Babycer is a device that helps the mother to breastfeed her child with special needs, such as Down Syndrome, in a simple way. Down Syndrome is a chromosomal condition which affects in Chile 1 in every 300 live births. 93% of the mothers of children with Down Syndrome can't breastfeed their babies until the age of 6 months due to their muscle weakness and tongue protrusion. Babycer allows every mother to create the connection between mother and child with the skin-to-skin link that lactation provides. It also allows the baby to overcome their weakness by exercising the muscles of the mouth when sucking.



ChairJak - Virginia, USA

Andrew Bolkhovitinov
Virginia Tech

ChairJak is a patent-pending device designed to make wheel changes fast, independent, and accessible for millions of wheelchair users worldwide. Changing your shoes is an everyday task — switch between clean home slippers, dirty everyday sneakers, or rugged hiking boots — just to name a few. With ChairJak, changing wheels becomes an everyday task — switch between clean "home wheels," dirty "day wheels," or rugged "hiking wheels" — just to name a few. ChairJak is the Everyday Wheelchair Lift. It can't reinvent the wheel, but it can reinvent the wheel change.



Codable - Kent, United Kingdom

Olcay Kilincci, Sybil Mayard
University of Kent

Codable is an online platform that links Computing students with potential employers. Students can complete programming projects and upload their solutions onto the site, which are made visible to companies that are hiring. Students benefit from improved coding skills, while employers can save time with intuitive recruitment tools provided.



FeetBack - Darmstadt, Germany
Lukas Braisz, Patrick Scholl, Simon Staffa
Technical University of Darmstadt

Team FeetBack won the Virginia Tech Global Challenge Virtual Preliminary for its training device for Parkinson's patients in May 2018. FeetBack is a device that uses a sensor-based shoe insole in combination with a smartphone application to help patients re-integrate correct walking patterns into their everyday life and receive customized training suggestions.



GRACE - Santiago, Chile
Felipe Nagel, Federico Jensen, Alex Carimán
Universidad Adolfo Ibañez

GRACE is a biomedical device that eases tremor caused by Essential tremor and Parkinson's Disease, therefore, helping people to recover and improve their quality of life. It doesn't require surgeries or drugs, and it's non-invasive.



HemABO - Monterrey, Mexico
Andrea Estrada Treviño, Samantha Elizabeth Guevara Rhodes, Anna Christina Muhlbach Castelán, Gabriela García Rodríguez
Tecnológico de Monterrey

HemABO is a hemostatic pad capable of distinguishing a person's blood type and RH group within seconds. The technology implemented in the pad is completely centered on a person's health. HemABO not only offers the opportunity to significantly decrease errors in the response time but it also offers the opportunity to save a life, since every second matters in an emergency.



Hodge Sensors - Vienna, Austria
Johanna Zitz, Umut Türemen, Felix Teufel, Lukas Aichberger, Daniela Sterle
Vienna University of Technology

Hodge Sensors develops an easy to use biosensor to help food companies measure carcinogenic acrylamide in their products. Hodge Sensors is faster and cheaper than the conventional measuring approach.



Kitau - Vancouver, Canada
Ibrahim Abubakar, Roberto Garelli, Candy Liu, Jake Elward, and Austin Molby
The University of British Columbia

Kitau is an abbreviation for Kitchen Automation. Kitau believes kitchens should focus on the food and restaurants should focus on its customers. It aims to automate menial tasks in kitchens to improve logistical efficiency, hygiene practices, and the dining experience for restaurants through innovative machine design.



Planet B - Ghent, Belgium
Máté István Tóth, Tibbe Verschaffel
Ghent University

Planet B is building your next bike out of bamboo. The company aims to revolutionize the bike market by using this sustainable and eco-friendly material, resulting in a trendy and colorful alternative to the current polluting bike production processes. Additionally, bamboo naturally dampens the vibrations of the road, leading to a much more comfortable feeling when riding your bike. Bikes are just the beginning with Planet B!



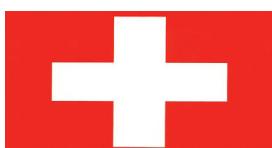
Solura - Matieland, South Africa
Philip Goosen, Daniel Robinson
Stellenbosch University

Solura is an energy sharing platform bringing various electricity providers together to provide universal access on the scale of Uber and Airbnb.



Tech Gym - Sydney, Australia
Thirunisha Thirumurugan, Rowan Smith
University of Technology Sydney

Tech Gym offers rehabilitative products for patients with upper limb mobility issues. The products are focused to assist stroke patients with regaining connections and strength to their fingers and arms.



Wobler - Zurich, Switzerland
Giovannetti Filippo, Roman Züsli
ZHAW Zurich University of Applied Sciences

Wobler is a platform designed to bring together people with everyday needs and problems. Users can choose to offer jobs which they would like to have fulfilled, or on the other hand, accept the job offerings other users posted. Wobler hopes to encourage the interaction between "neighbors" and bring back a social spirit to local communities.



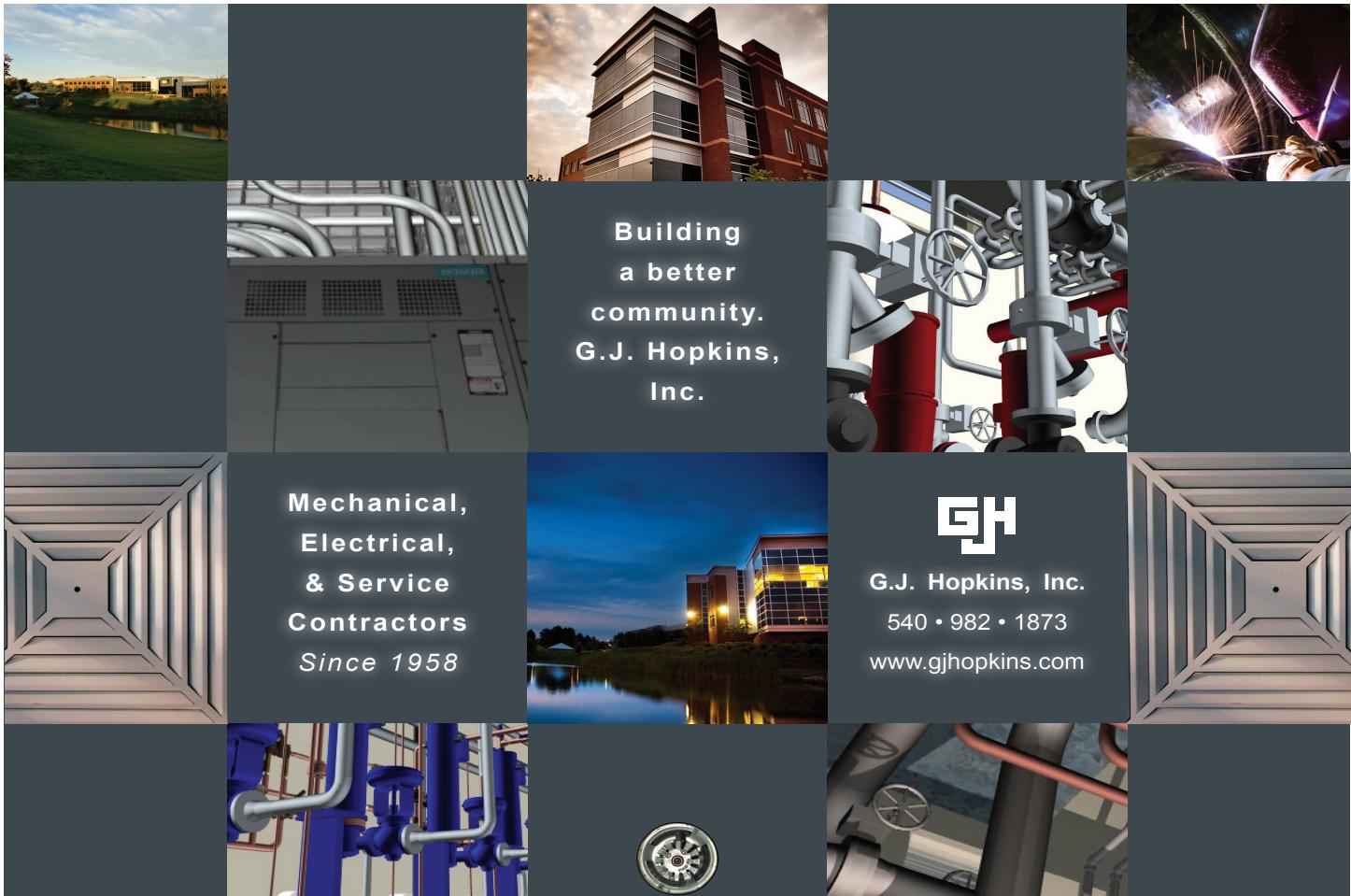
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Oversized Showers	Iron & Ironing Board

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Panelists for the Virginia Tech Global Entrepreneur Challenge



Jonathan Ebinger is a General Partner at BlueRun Ventures focusing on communications, financial technology, and mobility opportunities. He joined BlueRun Ventures in September 2000 and is based in Menlo Park. Jonathan has 15 years of marketing and finance experience in the telecommunications industry. Jonathan was the Vice President of Marketing for Qwest Communications, and held other senior level positions at Bell Atlantic Internet Solutions and MCI Communications. In addition, Jonathan founded and successfully exited Simply Savings, Inc., an Internet shopping service. He received his M.B.A. from Darden Graduate School of Business Administration at the University of Virginia, and holds a B.S. in Finance from Virginia Tech. Jonathan maintains active board and advisory positions in various organizations, including Vice-Chairman of the Batten Institute for Innovation & Entrepreneurship, University of Virginia's Darden School; Investment Committee Member on UVA's Seed Fund; Board Member at the Apex Center for Entrepreneurs at Virginia Tech; and Board Member at the Asbury Foundation. Jonathan was named a "Mobile Cloud 9" Investor in 2010 and 2012 and has guest-lectured at Haas School of Business, University of California, and the Pamplin School of Business, Virginia Tech, as well as mentoring Stanford's Entrepreneurship Courses E145 & E245.

Lisa K. Garcia is an adjunct instructor for the National Science Foundation's I-Corps program the mission of which is to commercialize technology developed inside universities. She is also an NSF Program Manager at Virginia Tech where she works with faculty, students and administrators to empower the entrepreneurial ecosystem inside and outside the university in its role as a site for the D.C. Node of the I-Corps program. Lisa also works with both domestic and international clients to reduce the risk of commercializing technology as a consultant. Her clients include the regional business accelerator RAMP in Roanoke, Virginia, and government entities such as South Korea's Korea Innovation Center with offices in Vienna, Virginia, and Seoul, South Korea. Focused on the fuzzy front end of innovation and business development, Lisa has worked with startups and small- and medium-sized enterprises to expand client companies' business development and business intelligence often starting with domestic work and expanding to international territories. She has worked with a variety of companies but most recently enjoyed expanding relationships with EHS professionals for work with the Slip Simulator™ developed at Virginia Tech and commercialized by Industrial Biodynamics. Her international sales work includes work with clients in Canada, Saudi Arabia, South Korea, as well as several EU-member countries. Lisa's professional experience goes beyond business development, and I-Corps' lean launch instruction. After graduating from Virginia Tech, her early career began as a daily newspaper reporter covering crime and the courts, and eight years in development work for a foundation before diving into work as both an entrepreneur and a business coach.



Todd Headley serves as a director at four, security-minded companies. Qualys (NASDAQ: QLYS), based in Silicon Valley is a provider of cloud security and compliance solutions that enable organizations to identify security risks to their IT infrastructure, and help protect their IT systems and applications from cyber attacks. LogRhythm, based in Boulder, is a leading provider of unified security intelligence and analytics solutions, empowering organizations to automate the detection, prioritization and neutralization of cyber-threats that have penetrated the enterprise perimeter or originated from within. ZeroFOX, based in Baltimore, offers an Enterprise Social Media Risk Management suite that enables organizations to identify, manage and mitigate information security risk introduced through social media. Phantom Cyber, based in Silicon Valley, automates and empowers the incident response and remediation process for enterprises that have been successfully penetrated, a growing reality in today's computing world. Additionally, Todd is a seed stage investor in several technology start-ups as well as the Global Good Fund, a fund which accelerates the leadership of social entrepreneurs around the world to develop sustainable businesses. He enjoys being involved in stimulating business minds and ventures at Virginia Tech, in three ways: as a sponsor for the INNOVATE program - students immersed in an entrepreneurial living/learning environment; a member of the VT Investor Network, a group of alumni that provides seed funding to early stage start-up companies run by Hokies; and as vice chairman of the board for the Apex Center for Entrepreneurs. Todd is a 1985 graduate of Virginia Tech - BS in Accounting. During his senior year he met his wife, Julie (1986 BS in Finance). They currently reside near Asheville, North Carolina and have three adult children.



Tim Meyers is the Managing Director of Baker Tilly and assists in growing their mid-market and growth company practice with a specific focus on strategic advisory work with management committees and their boards that are looking to accelerate their growth with outside capital, acquisitions, strategic partnerships or new product strategies. His clients include: software companies, biotech, life sciences, data analytics, professional services, and educational technology. Previously, as the President of Morino Group, General Partner of Updata Partners and directly as an angel investor, Tim invested in more than sixty companies and served on more than two dozen private company boards. He has been a senior executive, managing partner, founder, entrepreneur, senior advisor, workout specialist, and fundraiser for nearly three decades. He has operated in various management roles including: Managing Partner, President, CFO, and Chairman. He has helped raise nearly \$1B in equity and debt and led dozens of direct investments. As board member and management team member he has helped optimize and grow organizations and led numerous M&A activities. He has been a change agent for both for-profit and not-for-profit enterprises. He loves to drive positive outcomes efficiently but can also make the tough decision when necessary. He believes that life-long learning needs to be part of every organization.

John (Jack) Sepple is the Group Technology Officer for Accenture Operations and Senior Managing Director for Accenture Cloud. Jack's deep expertise and reputation as a leader and innovator in the Technology industry are significant assets, which he brings to both the Group Technology Office and Cloud role. Since 2011, Jack has served as the Global Managing Director of Cloud focused on helping clients plan, implement and manage cloud services, including infrastructure-, platform-, software- and business process-as-a-service for this +\$6B component of Accenture. Jack has also established alliances with some of the most influential partners in the Cloud ecosystem including AWS, Microsoft, Google, HP, ServiceNow, and VMWare. From 2013-2015, Jack served as the Global Managing Director for Infrastructure Services growing this business by over \$800M over 3 years. From 2010-2012, Jack served as Global Managing Director of Network Services, as well as the executive sponsor of the Accenture & Cisco Business Group. From 2005-2009, Jack served as the Account Lead for Telstra Corporation where he played a key role in Telstra's large and aggressive Network and IT Transformation; transforming Telstra into a next generation, converged telecommunications carrier. Prior to 2005, Jack was a key member of the Communications, Media and High Technology leadership team that included Client Account and Technology Account lead roles for Level(3), DirecTV, Qwest, US West and Southwestern Bell (now AT&T). He earned a Bachelor of Business Administration from the College of William & Mary and a Master of Business Administration from Virginia Polytechnic Institute & State University. Jack and his wife Valerie have two children and are active in their local community of Denver, Colorado.



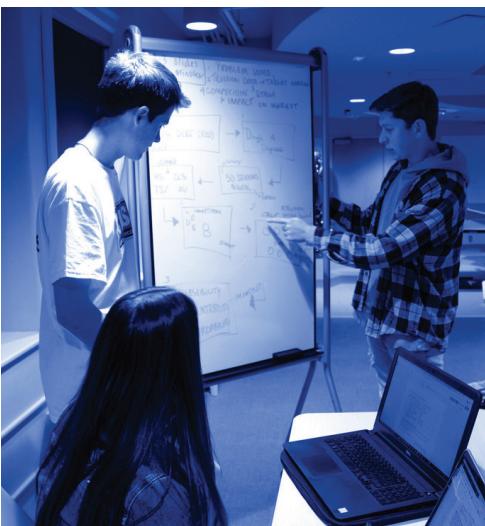
Jennifer Van Buskirk is Senior Vice President of Operations for AT&T Services, Inc. She is responsible for leading Operations for the Digital, Retail and Care organization, which provides customer support and drives sales of wireless, video, and broadband services nationwide. She is focused on leading transformation through innovation, creating seamless customer experiences, and fostering a vibrant culture. Previously, Jennifer was President of the East Region in AT&T's Mobility & Entertainment Group, overseeing sales across twenty-one states and the District of Columbia. She led more than 11,000 employees in over 5,200 company owned and authorized retail locations designed to delight customers. Prior to that, Jennifer was President of Cricket Wireless, a subsidiary of AT&T. She is credited with building AT&T's premium prepaid wireless business from the ground up, including launching Aio Wireless and managing the integration and brand transition of Cricket after AT&T's acquisition of Leap Wireless in 2014. Jennifer was inducted into the 2015 Womenetics POW! Hall of Fame and was named one of the 2015 "Influential Women in Wireless" by Fierce Wireless. She was also among the National Diversity Council's "Top 50 Most Powerful Women in Technology" and named to the Diversity MBA "Top 100 Under 50". In 2013, she received a Bronze Stevie Award from Women in Business for "Female Executive of the Year." Jennifer previously served on the Board of Yellow Pages Holdings, LLC. She has a Bachelor of Science degree in industrial and systems engineering from Virginia Tech and an MBA from Kennesaw State University. Jennifer is a vocal advocate for STEM education and an active blogger; currently the highest followed AT&T executive on LinkedIn. She lives in Dallas with her husband of 21 years and their two children.

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Global Entrepreneur Challenge Awards Ceremony

Thursday, August 23, 2018 German Club at Virginia Tech, 711 Southgate Drive, Blacksburg at 6:30 p.m.

The Global Entrepreneur Challenge will conclude with an Awards Ceremony. The winners will clearly demonstrate how their underlying technology and business concept met a customer need, the differentiated position their product or service would occupy in the marketplace, and their proposed business model and value proposition.

\$45,000 will be awarded among top teams, including:

- \$10,000 Advanced Manufacturing Award for the outstanding tangible product. Teams with a tangible product competing for this award include Babycer, ChairJak, GRACE, HemABO, Hodge Sensors, Kitau, and Planet B.
- \$10,000 Information Technology Award for the outstanding intangible product or service. Teams with an intangible product or service competing for this award include Artaxy, Codable, FeetBack, Solura, Tech Gym, and Wobler.
- \$5,000 People's Choice Award sponsored by Outreach and International Affairs, Virginia Tech, which is determined by vote of audience members at the Challenge.
- An additional \$20,000 grand prize will be awarded to one of the two teams that receive the \$10,000 Advanced Manufacturing Award or the \$10,000 Information Technology Award, by selection of the judging panel.



The 2017 grand prize of \$25,000 was awarded to team Cohex of Universidad Adolfo Ibañez, Santiago, Chile, which included Josefa Villanueva, Luckas Fonck, and Maurizio Canessa. Cohex is a system designed to keep the perfect humidity level during fruit exportation, helping to reduce loss and improve fruit quality.

Updates on Some of the Past Global Challenge Finalists

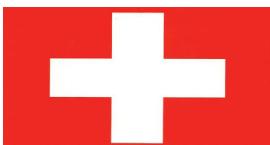


\$25,000 Grand Prize Winner in 2017

Cohex, Universidad Adolfo Ibáñez, Chile

Maurizio Canessa, Luckas Fonck, Josefa Villanueva

Team Cohex used some of their winnings to hire an assistant to implement key experiments on their prototype, a system designed to keep the perfect humidity level during fruit exportation, helping to reduce loss and improve fruit quality. The team continues to test the device and they are in the process of seeking government funds to further develop the idea.



\$5,000 People's Choice Winner in 2017

Nexenic, ZHAW Zurich University of Applied Sciences, Switzerland

Astrid Besmer, Reto Muhl, Claudio Ruiz Da Silva

After the Global Entrepreneur Challenge, Team Nexenic entered the "RUNWAY" Startup Incubator of their university, ZHAW Zurich University of Applied Sciences. They added team member, Johannes Hofer, to assist with marketing strategy. With the prize money, Nexenic began working on their second prototype, which continues to progress. In April 2018, they will officially incorporate their business. Nexenic is currently developing a smart lunchbox that will revolutionize the way people enjoy their meals. Learn more at <https://nexenic.com>.



Tekuma, University of Technology Sydney, Australia, finalist of the 2017 Challenge:

Tekuma, the one-handed controller company, is still based in Sydney, Australia but repeatedly flying in and out of China and the USA. They were sponsored into programs such as Confucius Institute's Young Leaders in China: Innovation & Entrepreneurship, Global Sources Startup

Launchpad: Hardware Heroes, exhibited at Asia's biggest tech tradeshow, EPiC Elevator Pitch with Hong Kong Science and Technology Park, appeared on Chinese National TV on "The Next Unicorn" (China's version of Shark Tank), and then headed to San Francisco as part of The Hacker Exchange and University of Technology Sydney EMBA program. They experienced further success in Sydney winning AUD\$10,000 in the UTS:3P competition, which paid for international PCT application for patents. Their prototypes have been tested with more than 400 users from toddlers to seniors, and hobbyists to Air Force pilots. They have even experimented using the technology for VR gaming. As part of the CSIRO accelerator program, they are considering their factory connections to manufacture a first pilot run of products to sell to users. Tekuma founders, Annette and Michael, have completed their degrees, MBA and Bachelor of Engineering respectively. Learn more at <http://tekuma.tech>.



\$25,000 Grand Prize Winner in 2016

Park & Diamond, Virginia Tech, USA

Jordan Klein, David Hall

Park & Diamond is dedicated to improving cycling safety and is excited to say that their ultraportable helmet is starting production. The success and momentum from the Global Challenge has led the team to continue product development, participate in addition competitions, develop strategic partnerships, and complete their first round of funding. In April 2017, Park & Diamond took first place and \$7,500 at the Union Innovation Challenge at Virginia Tech, as well as the \$100,000 grand prize at the EIX E-Fest in Minneapolis, Minnesota. They proceeded to win the Red Bull Launchpad competition held in New York City and are now participating in the Urban-X Accelerator program. The company is located in the Virginia Tech Corporate Research Center and in New York City where they work towards a product launch of Q3 2018 to have their helmets available during the cycling season. Recently, they closed a round of funding with lead investor and luxury automobile company BMW, which allowed them to make their first two company hires in their new New York City branch.

Updates on Some of the Past Global Challenge Finalists



\$10,000 VT KnowledgeWorks Information Technology Award in 2016

Construction Cloud, University of Technology Sydney, Australia

Hartley Pike, Samuel McDonnell, Tommaso Armstrong, Jan Schroeder

Construction Cloud offers a photo library stored in the cloud for construction teams, allowing them to create a visual timeline of their project from start to finish. Since the 2016 Challenge, the Construction Cloud team has grown from its three founders to hiring four more employees, while obtaining 12 customers, including one signed MSA enterprise contract. They have expanded product features and capabilities to accommodate different types of documents and work processes and they are currently closing their next round of capital. Learn more at <https://constructioncloud.io>.



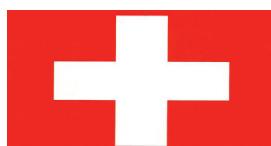
\$5,000 People's Choice Winner in 2016

eLog, University of Kent, United Kingdom

Cesare Dunker, Rayyan Sorefan

eLog continues to advance and turn their humanitarian enterprise into a reality. eLog has created a revolutionary application to help displaced people across the world fleeing political persecution and war by assisting refugees as they map their migration and provide evidence of their journey when applying for asylum. Cesare and Rayyan continue to work on the project and their team has doubled in size. Their prototype is being developed summer of 2017 within the University of Kent and the technology will be ready for testing at the end of the year. While development is underway, the entrepreneurs continue to expand their network and focus on showcasing the product to the right audience. If you wish to follow the progress of eLog, go to www.eLog.guide.

Other Finalist Mentions from the 2016 Challenge



CoatChecker, ZHAW Zurich University of Applied Sciences, Switzerland:

CoatChecker won two stages of Venture Kick, amounting in \$30,000 in 2017. Since then they have continued to grow and were a winning recipient of the 20th annual IMD Startup Competition, allowing them the opportunity to work with IMD Business School's Master of Business Administration students for marketing strategy development in 2018.

CoatChecker's patented and innovative technology offers non-destructive and the fast measurement of coating properties, based on a revolutionary photothermal process and digital signal processing. Their device will help construction companies around the world save time and money.



Ledsreact, Ghent University, Belgium: Ledsreact released their first indoor product version around March 2017. "Direction" is a smart, interactive sports cone that will train the reaction speed and agility of athletes. More than 350 units have been sold, mostly from Belgium, resulting in more than 100,000 € in product sales in 10 months, just by word of mouth. They have started working with distributors in the Netherlands, Belgium, and Luxembourg, and soon Germany and the United Kingdom. They have started to research and develop a Ledsreact 2.0 version. Ledsreact is working on making exercise trainings prepared by top trainers to complement their product and generate new leads.



weview, Technical University of Munich, Germany: Winner of the 2016 Global Challenge Virtual Preliminary, has grown to a team of nine people, and went through the accelerator Retailtech Hub by Plug & Play and MediemarktSaturn, the largest German consumer electronics retailer. Currently, they are launching the first weview videos on mediamarkt.de where they will be embedded on their product detail pages. Focusing

on B2B, they help shops to increase conversion rates, decrease return rates, improve organic search traffic, and make the pages more authentic and visual. They also received a 36k subsidy from the Bavarian government. On weview you can inform yourself about products or earn money making reviews. If you trust a reviewer you can buy the product right away on one of more than 60,000 partner shops. Learn more at <https://www.weview.tv>.

Updates on Some of the Past Global Challenge Finalists

\$25,000 Grand Prize Winner in 2015

Visionear, King Mongkut's University of Technology Thonburi (KMUTT), Thailand
Nuntipat Narkthong, Budsapanee Pongsiriyaporn, Natthaphat Laoharawee, Gaywalee Laimloha

Visionear offers smart glasses for those who are visually impaired. In 2017, they incorporated, prepared to launch the first product line, and raised money to fund the effort in research and development of extra features and launching of a mobile app. Visionear has been featured in articles by The Media, a Thai news media company, and PressReader.



Uavia, Télécom SudParis, France, finalist of the 2015 Challenge: Uavia secures a first \$2.5m financing round in April 2018 and completes its executive team to roll out Uavia Robotics Platform, the first industry-grade platform for connected robotics. Uavia's patented cloud control technology enables real-time remote supervision of autonomous robots and drone fleets deployed on different sensitive industrial sites, to handle missions such as crisis management, safety and security, routine and predictive maintenance, key asset supervision and 2D-3D cartography. Uavia Robotics Platform allows industrials to connect their drones and robots to the cloud through any mobile-IP network available, with the highest level of security. Uavia was created in 2015 by Clément Christomanos (CEO), Pierre Pelé (CTO Embedded Intelligence), and Luc Clément (CTO, Web & Data). The company has grown rapidly and is now employing 20 people in Paris. Uavia has won several innovation prizes in France and internationally. Learn more at <https://www.uavia.eu>.

\$25,000 Grand Prize Winner in 2014



feelSpace, University of Trento, Italy
Leonardo Stenico, Galena Kostoska, Alberto Parrella, Julia Wache

The feelSpace company, based on the business model of the tactile compass belt, has been founded since November 2015. Julia Wache continues to work for feelSpace. During 2016, the navigation belt hardware was further developed and financed through eXIST seed financing from Germany. In 2017 they found a local investment that secured final stages of development for their Beta series. In April 2018 they launched their new enhanced naviBelt and partnered with national health insurance organizations to help visually impaired people to afford the device to improve their quality of life. To learn more, go to their website at www.feelspace.de or contact them at info@feelspace.de.

\$25,000 Grand Prize Winner in 2013



Auticiel, Télécom Ecole de Management, France
Sarah Cherrault, François Dupayrat

Auticiel develops innovative digital solutions to help people with cognitive and mental disabilities lead independent lives. Auticiel apps and tablets are assistive learning tools that can be adapted to the needs and abilities of each individual, such as communication, spatial-temporal references, or social skills. An experienced team of engineers designs and tests its solutions in collaboration with the final users and their caregivers (parents, professionals, etc.), as well as medical and educational institutions (UNAPEI, French Federation Sesame Autism, John Bost Foundation, Léopold Bellan Foundation). The company delivers AMIKEO apps, the broadest range of tablet apps dedicated to children and adults with cognitive and mental disabilities. A new set of smart tools ranging from data analytics to remote coaching enables them to better understand and leverage these digital solutions throughout their caregiving process. Auticiel has been awarded with several acknowledgements in Europe where it operates, including "Handicap and Innovation, autonomy to all ages of life and universal design," from a national competition organized by the French Ministry of Health in February 2017. Sarah Cherrault was a finalist of the 2017 Women Entrepreneur Award in France and was also awarded by the city of Evry on International Women's Rights Day. To learn more, visit <http://auticiel.com>.

Updates on Some of the Past Global Challenge Finalists



\$5,000 Second Place Winner in 2013

Roka, University of Technology Sydney, Australia

Conchita De Souza, Janek Gonsalkorale, Paridhi Jain, Natalia Krslovic

The founder of Roka, Kimberley Abbott, handed Roka back to the 40K Group, a leader in social entrepreneurship space, in order to progress the business further. Roka was a social microenterprise project established to improve the status of women and to increase education and economic empowerment for the women of Maranahali Bande quarry in Bangalore, India, by employing them to make jewelry. One of the original team members, Conchita, continued her passion for international development and social enterprise and has been working in India for the last few years on social entrepreneurship in underprivileged communities.



\$5,000 Runner-up Team in 2011

OOHLALA Mobile, University of Toronto, Canada

Peter Cen, James Dang

OOHLALA Mobile merged with DubLabs, both mobile platforms for student engagement and communication. The combined company will be able to offer higher education institutions "more system integrations, better student communication tools, and smart data analytics to help improve student engagement, communication and success," according to a news announcement. Both platforms are designed to help students manage college life, track coursework, communicate with their school and more. DubLabs has over 150 partners and industry-leading expertise in higher education technology to complement the OOHLALA Mobile student engagement portfolio. OOHLALA is a mobile platform running in over 200 institutions and their combined 1 million+ students in 13 countries. In 2017, they participated in the Y-Combinator accelerator and raised \$4 million for a Series A Round. OOHLALA was selected for Top 30 Under 30 in Education for Forbes Magazine in 2015. Stay connected at <https://oohlalamobile.com>.



\$25,000 Grand Prize Winner in 2010

Ecosy, Queen's University, Northern Ireland

Colm Connolly, Vincent Murray

Although Team Ecosy's original concept, a renewable energy heating system, is not being pursued, Colm Connolly launched another business. Connolly founded and successfully launched Rucksnacks in July 2016. Rucksnacks' signature product is a high protein 100% Irish beef jerky snack. It has proved popular in Ireland with demand regularly outstripping supply! Since launching, Rucksnacks has started to supply local gyms and a major retailer. In 2016, Rucksnacks won the Ireland Most Innovative Packaging Award for its cracked black pepper packaging. In 2017, Rucksnacks continued its success and has grown steadily across Ireland, launching new flavors of beef snacks. Currently, Rucksnacks has outgrown its production facility and is in the process of moving to a new dedicated unit towards the end of the summer. They hope to link up with companies in the USA to start selling their Irish Beef Jerky and products in 2018. Check out their latest video at <https://youtu.be/tZg-hDlaHWM> or visit their website at <https://rucksnacks.com>.



\$5,000 Runner-up Team in 2010

EasyCheck, Ruppin Academic Center, Israel

Shahar Peled, Hadas Geva, Inbal Gutman

Although EasyCheck is no longer being pursued as a business, one of the team members, Shahar Peled, started his own company called ArTack Medical. ArTack Medical is developing the "eTack," which is a novel, motorized, articulated hernia mesh fixation device. It is designed for laparoscopic repair, as well as open surgery, and can be adapted into robotic surgery platforms and used with any current available mesh. In 2017, ArTack signed a partnership and investment agreement with Vincent Medical, a HK listed medical device company. Vincent Medical aims to lead the eTack manufacturing & commercialization in China. ArTack is currently pursuing strategic partners in the USA and Europe, as well.



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