

2017



GLOBAL PARTNERSHIP EVENT

Washington, D.C., USA | August 17-19
Roanoke-Blacksburg, Virginia, USA | August 19-26

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Eighth Annual VT KnowledgeWorks Global Partnership Event

The VT KnowledgeWorks Global Partnership Event offers university students and faculty from all over the world a chance to collaborate, form partnerships, and build their global networks in Blacksburg and Roanoke, Virginia, and Washington, D.C. Members of the partnership gather annually to celebrate student entrepreneurship hosted by VT KnowledgeWorks, Virginia Tech Corporate Research Center, Virginia Tech, and citizens and businesses of the Roanoke-Blacksburg region.

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VT KnowledgeWorks

VT KnowledgeWorks encourages and enables creative entrepreneurship world-wide, through innovative curriculum, local business resource centers, and a global network of cooperating regions, all focused on three essential contributors to success: clear understanding of fundamental business principles; access to timely, relevant information; and meaningful personal and corporate relationships. It is a subsidiary of the Virginia Tech Corporate Research Center, supported by the continuing confidence and enthusiasm of its clients, sponsors and friends, both corporate and individual. Its world headquarters is in Blacksburg, Virginia, USA.

Jim Flowers, Executive Director
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Virginia Tech Corporate Research Center

The Virginia Tech Corporate Research Center (VTCRC), established in 1985, is a 230-acre research park that boasts more than 33 buildings with over 3,000 employees and home to more than 180 private companies and research centers. The VTCRC is owned and managed by the Virginia Tech Foundation, a 501(c)(3) nonprofit non-stock corporation established in 1948. The VTCRC strives to develop a growing, prestigious research park for high-technology companies and in collaboration with the university, advance the research, educational and technology transfer missions of Virginia Tech. The VTCRC is a member of the Association of University Research Parks' Academy of Outstanding Research Parks.

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Globalizing your Business Panel

Friday, August 18, 2017 Virginia Tech Research Center-Arlington, 900 North Glebe Road, Arlington at 8:00 a.m.



VT KnowledgeWorks is pleased to partner with the Virginia Tech Office of Economic Development and Arlington Economic Development to host a breakfast panel discussion regarding “Globalizing your Business.” Panelists will offer their insights on some of the benefits and risks to going global, helpful resources to building an international network, and key best practices to consider.

MODERATOR

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.

PANELISTS

Jatinder Kaur Khosla is the Business Development Manager for Europe at the Fairfax County Economic Development Authority (FCEDA). The organization assists international companies that are interested in expanding or re-locating their operations to Fairfax County, Virginia, by providing a wide array of free and confidential services and information specifically targeted toward foreign-owned firms. Ms. Khosla joined the FCEDA in March 2008. In her current role, she is responsible for bringing investment from Europe into Fairfax County, Virginia, and oversees the operations of the FCEDA’s office in Berlin. Ms. Khosla has also worked with a number of international companies located in Fairfax County to help them develop their business activities.

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.

Peter Pilawa is the Director for Strategic Planning and Analytics at Audi of America. In this role, he is responsible for developing innovative premium business strategies, conducting GHG compliance analyses, and producing long-term automotive market forecasts. Peter holds a master’s degree in Economics from the University of Milwaukee and an MBA from Wayne State University, Detroit. Additionally, he is presently pursuing a Technology Management degree from Georgetown University.

Insights on Starting Up

Friday, August 18, 2017

1776, 2231 Crystal Drive, #1000, 10th Floor, Arlington at 1:30 p.m.



1776 is a global network empowering innovators everywhere to shape the digital transformation of critical industries. We connect our startups to the latest *wisdom* on how to build highly scalable businesses through our curriculum. To *expert mentors* who can help startups quickly solve problems. To *markets* through our institutional and corporate partners. To *capital* through our investor network and the 1776 Seed Fund. And to *talent* through our community relationships across the globe.

AGENDA

- 1:30-1:50 p.m.: Guests arrive at 1776 and enjoy lunch
- 1:50-2:10 p.m.: 1776 overview presented by Ryan O’Toole
- 2:10-2:30 p.m.: “Insights on Starting Up” presented by Akobir Azamovich and David Fairbrothers
- 2:30-2:40 p.m.: Questions and answers

SPEAKERS



Ryan O’Toole, Director of Market Development, 1776: Ryan joined the 1776 team in October 2016, bringing a deep history in political and grassroots campaigns and organizing, as well as experience in federal and state government. At 1776, Ryan focuses on developing relationships with new partners and building programs to solve corporate and institutional innovation challenges. Previously, Ryan served on Governor Terry McAuliffe’s administration, working as Deputy Director of Scheduling and leading the administration’s work to support entrepreneurship and innovation for K-12 schools and higher education. Ryan graduated from Fordham University with a Bachelor’s in Political Science, as well as from Virginia Tech with a Master’s in Public Administration.



Akobir Azamovich, CEO, 4Stay: After more than seven years of investment, leadership, management, and advising experience with Asian and American start-ups, Akobir joined the 4Stay team as CEO in 2016. His interests involve innovation, tech, and education, and his previous history includes founding multiple companies and working for companies and startups around the world from Silicon Valley to Washington, D.C., to Tajikistan.



David Fairbrothers, Co-Founder and CEO, Dorsata: Over the past eight years, David has been involved with or led product development in seven different companies in industries ranging from consumer internet to health IT. David is an investor in several early stage technology companies including Spendrix and Ascend Fitness. He is a full-stack developer on a variety of web and mobile platforms such as Ruby on Rails, AngularJS, Swift, and LAMP. David holds a BA from the University of Virginia and was a member of the football team there.

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Global Partnership Event Kickoff in Blacksburg

Monday, August 21, 2017

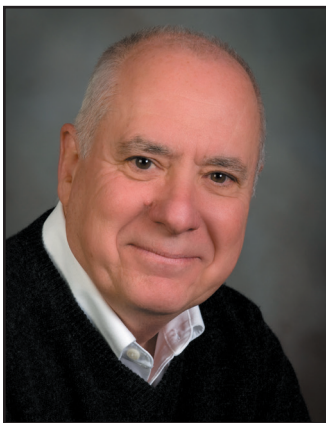


Barry L. O'Donnell, Principal of Myrddin Embries

Assistant Professor of Practice in the Management Department of Pamplin College of Business, Virginia Tech

Prior to Barry's current position at Virginia Tech, he was Associate Director for Pamplin's Blacksburg MBA Program focusing on career and academic advising. He began his 16-year career in Human Resources with Dominion Bankshares (now Wells Fargo) and later served from 1981-1989 as Vice President and HR Generalist for Bank of America, supporting the Operations Services Group at the corporation's Charlotte headquarters. His primary areas of focus were professional recruitment, employee relations, and management & professional development. At both banks and at Virginia Tech, Barry has conducted and taught numerous management and leadership workshops and programs.

As a principal of his firm, Myrddin Embries, he has consulted with Kroger, NASA-Langley, National SHRM HR Directors' Roundtable, White House Apple Products, American Waterworks Association, Framatome, American Electric Power, Wolseley (Ferguson Enterprises), Virginia Police Chiefs' Foundation, Phoenix Integration, VA Medical Center, Textile Information Users Council, Litton Poly Scientific (Moog), Federal Mogul, StellarOne (now Union Bank) and Revivacor. He received a Bachelor of Arts degree in Economics from the Virginia Military Institute and pursued graduate study in Economics at Virginia Tech prior to being called to military service as a US Army Captain.



Jim Flowers, Executive Director of VT KnowledgeWorks

Jim Flowers is a veteran of over four decades of service as a senior executive and consultant to technology based startups, most recently as architect and Executive Director of the VT KnowledgeWorks entrepreneurship support program at the Virginia Tech Corporate Research Center in Blacksburg, Virginia.

Under Jim's leadership, VT KnowledgeWorks established itself as Virginia's institutional leader in programs to support creative entrepreneurship as a driver of economic development. It is also well known for innovative outreach programs such as the Global Partnership Event which attracts students and faculty from all over the world each August.

Jim has served on the boards of the Virginia Community Economic Network, the Roanoke-Blacksburg Technology Council, and of the Virginia Business Incubation Association, including three years as its President. Jim was honored as the Virginia TradePort Innovator of the Year in 2012, and the Roanoke Chamber of Commerce Small Business Advocate of the Year in 2015. He received his BA from Wesleyan University in Middletown, Connecticut, and his MBA from the William E. Simon Graduate School of Business Administration at the University of Rochester, in Rochester, New York.

The LJM Trio, Music at the Wikiteria Market & Cafe

The LJM Trio consists of Lesa Wynn (vocals), Jeff Wynn (guitar), and Michael Gay (upright bass). This group is influenced by a diverse range of artists including Eva Cassidy, Aretha Franklin, Bonnie Raitt, Miles Davis, and Brian Eno. The LJM Trio has been playing together for over five years in various settings.



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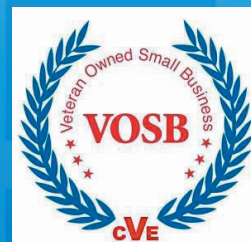
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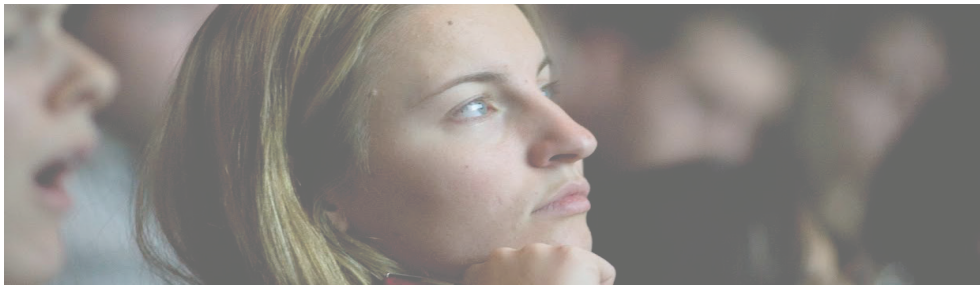


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Global Student Entrepreneurship Challenge

Thursday, August 24, 2017 Alumni Assembly Hall, The Inn at Virginia Tech at 8:00 a.m.

The VT KnowledgeWorks Global Student Entrepreneurship 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 the VT KnowledgeWorks Global Challenge Trophy and \$25,000 grand prize. In addition to receiving an award to reside at their home institution, their team name will also be engraved on the Global Challenge Trophy housed at VT KnowledgeWorks, as a permanent tribute to their achievement.

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 Plastics One Advanced Manufacturing Award of \$10,000 for the most outstanding tangible product, the \$10,000 VT KnowledgeWorks Information Technology Award for the most outstanding intangible product or service, and the \$5,000 People’s Choice Award, sponsored by Virginia Tech’s Outreach and International Affairs. One of the two teams that receive the Advanced Manufacturing or the Information Technology prizes will earn the grand prize and receive an additional \$15,000.

CLICK & PLEDGE[®] it pays to be good The Challenge will be available to watch via live stream on August 24, 2017, 8:00 a.m. to 4:00 p.m. EDT at <http://www.vtkwglobal.com/video/challenge>.

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.....	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

The contest finals are in conjunction with the Global Partnership Event, celebrating student entrepreneurship worldwide. While in Blacksburg, the teams are housed with local families, spend interactive time with successful technology companies, enjoy fellowship with Virginia Tech students, and attend several celebratory meals.

Global Student Entrepreneurship Challenge Agenda

Thursday, August 24, 2017 Alumni Assembly Hall, The Inn at Virginia Tech at 8:00 a.m.

8:00 a.m. – Registration

8:15 a.m. – Welcome

Global Student Challenge Presentations

10-minute presentation; 10 minutes for panelist feedback

8:30 a.m..... Chitomics

8:55 a.m..... Cohex

9:20 a.m..... PALAGUA

9:45 a.m..... Nexenic

10:10 a.m. – 20-minute break

10:30 a.m..... Silent Hero

10:55 a.m..... FlyingScarecrows

11:20 a.m..... SkyCam

11:45 a.m..... Tekuma

12:10 p.m. – Break for lunch; meet back at 1:10 p.m.

1:10 p.m. – Global Student Challenge Presentations Continued

1:10 p.m. Curo Labs

1:35 p.m. Prognitive

2:00 p.m. Plann3r

2:25 p.m. – 20-minute break

2:45 p.m. College Dough

3:10 p.m. Recomendado.ec

3:35 p.m. Todo

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

4:15 p.m. – Pick-up by host families outside the main entrance doors of the Skelton Conference Center of The Inn at Virginia Tech

Teams with a tangible product competing for the Plastics One Advanced Manufacturing Award include all finalists presenting in the morning: Chitomics, Cohex, FlyingScarecrows, Nexenic, PALAGUA, Silent Hero, SkyCam, and Tekuma.

Teams with an intangible product or service competing for the VT KnowledgeWorks Information Technology Award include all finalists presenting in the afternoon: College Dough, Curo Labs, Plann3r, Prognitive, Recomendado.ec, and Todo.

An additional \$15,000 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 Student Entrepreneurship 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 news-casts. 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.

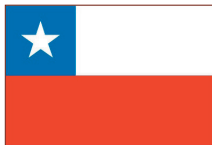
Global Student Entrepreneurship Challenge Finalists



Chitomics - Vienna, Austria

Michael Egermeier, Dominik Jeschek, Alexander Kollmann, Laura De Sousa
Vienna University of Technology

Chitomics is an Austrian start-up specialized in the eco-friendly, sustainable, and vegan production of chitosan, a valuable biopolymer. Chitosan is one of the major chemicals used in the pharmaceutical industry, the cosmetic sector, and the food and beverages industry. In the future the demand will radically increase. Product availability will become limited due to the traditional production process, which is based on shrimp shells and other waste products of the fishing industry. Chitomics provides a sustainable process based on microbes (especially fungi) to meet the increasing demand.



Cohex - Santiago, Chile

Maurizio Canessa, Luckas Fonck, Josefa Villanueva
Adolfo Ibáñez University

Cohex is a system designed to keep the perfect humidity level during fruit exportation, helping to reduce loss and improve fruit quality.



College Dough - Virginia, USA

Danielle Jeffers
Virginia Tech

College Dough is an all-in-one resource for students who are applying for scholarships to attend the college of their choice. Students can meet all deadlines with our project management system, find new scholarships in our database, and improve the quality of their submissions with our how-to library. College Dough is the perfect resource for students who want to earn scholarships, eliminate loans, and explore life!



Curos Labs - Vancouver, Canada

Tristan Burgoyne, Alexander Toews
University of British Columbia

Curos Labs is on a mission to empower people with chronic pain. Our first product, CheckPoint, is a mobile wellness application offering a hassle-free alternative to traditional pain journals. In addition to streamlining the pain-tracking process, CheckPoint leverages each user's personal history of activities and behaviors to identify actionable changes for an improved quality of life.



FlyingScarecrows - Trento, Italy

Giorgio Bertagnolli, Sofia Chimirri, Andrea Ferlini, Nicoletta Morra, Egle Andreina Rochira, Marco Zugliani
University of Trento

FlyingScarecrows is a start-up developing fully automatic drones for agricultural use. These drones help farmers prevent bird attacks by scaring them away through the use of acoustic repellents. Every time it takes off, the drone will follow different paths within the field, so birds are never accustomed to its navigation. The drone is also able to come back home and land precisely on its base station, thanks to GPS and image recognition techniques, as well as recharge autonomously.

Global Student Entrepreneurship Challenge Finalists



Nexenic - Zurich, Switzerland
Astrid Besmer, Reto Muhl, Claudio Ruiz Da Silva
ZHAW Zurich University of Applied Sciences

Nexenic is a startup company from Switzerland that strives to develop advanced and innovative solutions for daily life. Nexenic is currently developing a smart lunchbox that will revolutionize the way people enjoy their meals.



PAL'AGUA - Monterrey, Mexico
Liliana Salinas Aviñiga, Vanessa Abundis Correa, Sergio Herrera Flores, Daniella Gavica Marrufo
Tecnológico de Monterrey

PAL'AGUA focuses on the production of nopal tabs which are capable of purifying water from heavy metals, bacteria, and dirt. They are 100% natural, biodegradable, user friendly, low cost, and have a higher purification capacity than other purification systems.



Plann3r - Ghent, Belgium
Nicholas D'hondt, Ruben Meul
Ghent University

Plann3r is a smart scheduling solution that plans meetings in less than 30 seconds. Plann3r takes into account your existing calendar data, location, travel time, and personal preferences.



Prognitive - Bangkok, Thailand
Thanat Laphawan, Sirijet Simsawas, Pat Tientongdee
King Mongkut's University of Technology Thonburi (KMUTT)

Prognitive presents EVA. EVA is a cloud-based automatic karyotyping application that applies both machine learning and image processing to automate tasks. The results created from EVA are generated and approved by the user.



Recomendado.ec - Quito, Ecuador
Diego Merino, José Vizcaíno
Universidad San Francisco de Quito

Recomendado.ec is an electronic platform that allows the promotion of small businesses and provides security to users of these services.



Silent Hero - Santiago, Chile
Isaac Carrera, Cristóbal Cathalifaud, Esteban Cathalifaud, Cristian García, Andrés Navarrete
Pontificia Universidad Católica de Chile

Silent Hero is a service that measures and displays the vital signs and gas concentrations of firefighters and their surroundings, in order to provide more information to equip them to make better decisions, and ultimately save lives.

Global Student Entrepreneurship Challenge Finalists



SkyCam - Alexandria, Egypt

Ahmed Amer, Ahmed Fahmy, Nour Galaby, Ahmed Nour, Ahmed Youness

Alexandria University

SkyCam is a smart flying camera that is designed to take professional aerial footage in an easy and safe way from spectacular views.



Tekuma - Sydney, Australia

Annette McClelland, Michael Griffin

University of Technology, Sydney

Tekuma is revolutionizing drone control. Using the basis of a six-degree mouse we've tested our one-handed control method and found it inspires user confidence, allows faster task completion, and is actually a joy to use. It frees up a hand to control the drone's camera or other peripherals reducing time, cost, and personnel.



Todo - Kent, England

Daniella Golden, Saga Radh

University of Kent

Todo is an online platform for collaborative environmental volunteering with a connected web shop. With Todo, volunteers bring together skills to fundraise for environmental charities, while also gaining experiences valuable to future careers. Through website profiles, practitioners volunteer their skills and work with each other to create unique, self-led projects and products, which are then marketed and sold in the web shop.



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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 side by side with communities throughout the world.

The **values** (IMPACT) are:

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

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Panelists for the Global Student Entrepreneurship Challenge



Anthony Beverina has spent his career as a founder and investor in technology ventures. Currently, he is a founder and Chief Technology Officer for Socially Determined, a healthcare analytics company based in Washington, D.C. Additionally, he is a founder and General Partner in a soon-to-be-announced early stage venture fund. Anthony graduated “back in the day” from Virginia Tech with a degree in Mechanical Engineering and later earned a Masters Degree in Material Science from the University of Virginia. He started his career as a mechanical designer working on fighter aircraft and later gravitated to modeling, simulation, and artificial intelligence working on a variety of intelligence and national security applications at Kaman Sciences and Sonalysts, Inc. In 1999, he co-founded Digital Sandbox, an analytics company based in Northern Virginia that provided advanced risk analytics to commercial and public sector companies. After 14 years, Haystax Technology acquired Digital Sandbox in 2013. Since exiting, Anthony has spent his time and energy investing in startups, consulting on analytics, and pouring himself into the development of the entrepreneurial ecosystem at Virginia Tech.

Todd Brooks is an Operating Partner with Razorhorse Capital. Prior to joining Razorhorse in 2016, Todd was the Chief Operating Officer at Aurea Software – ESW Capital’s largest and most successful platform company. Prior to Aurea, Todd was the Chief Operating Officer at Trilogy where he was responsible for the strategic and operational leadership of the firm’s Automotive, Financial Services and Telecom, Technology & Media business units. At Trilogy, Todd was instrumental in the launch of multiple products and services, including Trilogy SmartLeads. Earlier in his career, Todd co-founded and managed two technology consulting firms, including eFuel, an early innovator and leader in logistics optimization software for the automotive industry. In addition, Todd held leadership roles at FedEx and was responsible for managing the technical aspects of new \$100M+ MD-11 aircraft deliveries. Todd earned a Bachelor’s of Science degree in Aerospace and Ocean Engineering from Virginia Tech.



Jonathan Hagmaier is the founder and CEO of Common Wealth Growth Group. As the CEO, he works closely with outside investors to secure financing and industry expertise, and to provide businesses in Common Wealth’s portfolio with the connections and consulting that they need to grow. Prior to that, Hagmaier was CEO and co-founder of Interactive Achievement, which was sold to PowerSchool. Interactive Achievement developed the award-winning onTRAC® platform for teachers and administrators to assess and improve student performance. Under his leadership, Interactive Achievement had grown from three employees to 75 inside its headquarters in Roanoke, Virginia. The company was the 2012 Virginia Small Business of the Year and was included on the Inc. 500/5000 list in 2012 and 2013. With a culture dedicated to customer service, Interactive Achievement reached a remarkable retention rate of 100% in the final three years of operation. By the time Hagmaier sold the company, Interactive Achievement solutions were being used in 90

percent of Virginia school districts and 10 other states around the nation. Before creating Interactive Achievement, he worked over 16 years in public education as a teacher and principal, where he saw first-hand the need for teachers to have tools to help students stay on track and support individualized instruction. Hagmaier now travels the country speaking extensively on leadership and the importance of core values in sustainable growth.

Panelists for the Global Student Entrepreneurship Challenge

Diana M. Johnson is the Director of Operations of Averitas Strategic Business Associates, LLC. She is a member of a collective group of strategic consultants with successful senior-level expertise focusing on helping small to mid-sized companies grow. Diana brings over 20 years of entrepreneurship and leadership experience in small businesses, educational institutions, and not-for-profit companies. Her consulting background includes projects in various industries including information technology, creative arts, workforce development, and publishing. Her children's picture book, *God Likes 3*, has been incorporated in the Library of Congress and in school libraries and stores across the country. A Verizon *Estrella Latina* nominee, Diana is an award winning business planner, a professional ballroom champion, and member of the international business honor society Sigma Beta Delta. Diana earned a BA in Liberal Arts & Sciences from Virginia Tech and an MBA in Management from Walsh University.

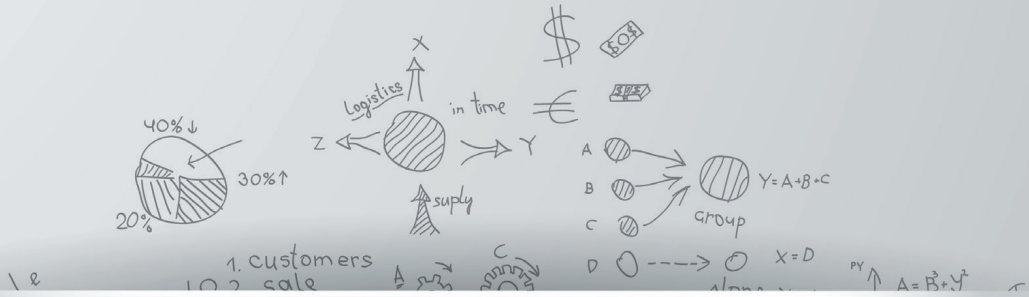


Sandy Ratliff is a seasoned economic developer with over 27 years of experience serving the Commonwealth of Virginia. As the Community Impact Advisor with Virginia Community Capital out of the Abingdon office serving Southwest Virginia, Ratliff works with new and expanding businesses to offer startup consulting, entrepreneurial growth mentoring, support community revitalization, and assist businesses to identify sources of capital to move their business plans forward. Before joining VCC, she worked as the Business Services Manager for the Virginia Department of Small Business and Supplier Diversity (SBSD) in the agency's Abingdon office. Sandy has lead the creation of successful business support programs including the Social Media for Small Business, iPad for Business, iMarketing, eCommerce and Promotion, Technology in Business, Noon Knowledge Professional Development Series, Mobile Marketing, and the Entrepreneur Express Workshop. Prior to that role, she was the Director of Marketing for the Virginia Coalfield Economic Development

Authority for 15 years, a regional organization focused on economic diversification and job creation within the coalfields of Virginia. Ratliff is a member of the Virginia Economic Developers Association, Chair of the Mountain Empire American Red Cross Board of Directors, Member of the Washington County Chamber of Commerce Board, Chair of the Small Business Committee, and Director of Online Outreach for First Christian Church of Abingdon and resides in Abingdon, Virginia. She received the 2011 YWCA Tribute to Women award, the 2012 Western Virginia Workforce Development "Professional of the Year" award for her work in economic and community development, and the 2016 "High Tech in Government" award from the Southwest Virginia Technology Council.

Varun Sadana is currently serving as Vice President of The Launch Place, the lead entrepreneurial development organization offering business consulting, training, office space and subsidies, and seed investments through its two equity funds to entrepreneurs in Danville, Virginia, and in the Research Triangle Park, North Carolina. He leads all the consulting projects and the due-diligence process for the seed and pre-seed investment opportunities for The Launch Place. Prior to joining The Launch Place, Varun worked as a consultant for a benefits company in Greensboro, North Carolina, and a family business in India. Varun has over a decade of experience in business consulting, market research, business development, and financial analysis. He received his undergrad degree from University of Delhi, India, and MBA from University of North Carolina at Greensboro. Varun also has Lean Six Sigma Green Belt certificate from Virginia Tech and Project Management course certification from UNCG.





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I'm convinced that about half of what separates successful entrepreneurs from the non-successful ones is pure perseverance. ~Steve Jobs

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Global Student Entrepreneurship Challenge Awards Presentation

Thursday, August 24, 2017 Latham Ballroom AB, The Inn at Virginia Tech at 6:30 p.m.

The winning team of the Global Student Entrepreneurship Challenge will clearly demonstrate how their underlying technology and business concept met customer need, the differentiated position their product or service would occupy in the marketplace, and their proposed business model and value proposition.

Global Student Entrepreneurship Challenge Prizes

PlasticsOne[®]
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- ❖ \$10,000 Plastics One Advanced Manufacturing Award for the outstanding tangible product

VT KnowledgeWorks
Resources for Entrepreneurs

- ❖ \$10,000 VT KnowledgeWorks Information Technology Award for the outstanding intangible product or service

 **VirginiaTech**[®]

Outreach and International Affairs

- ❖ \$5,000 People's Choice Award sponsored by Virginia Tech's Outreach and International Affairs

- ❖ One of the two teams that receive the Advanced Manufacturing or the Information Technology prizes will earn the grand prize and receive an additional \$15,000, as well as the VT KnowledgeWorks Global Challenge Trophy



Closing Reception

Friday, August 25, 2017

Shenandoah Ballroom, Hotel Roanoke

Reception at 5:30 p.m.



The VT KnowledgeWorks Global Partnership Event will conclude with a private reception offering unique food and music from the Roanoke and New River Valleys, and an opportunity to celebrate all participants of the Global Student Entrepreneurship Challenge.

- 5:30 p.m. Registration
- 5:45 p.m. J-Stout Trio
- 6:45 p.m. Welcoming Remarks
- 7:00 p.m. Blue Ridge Mtn. Cloggers
- 7:30 p.m. The J-Stout Trio

Photo booth generously sponsored by



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Explore and enjoy Downtown Roanoke nightlife with some PowerSchool employees after the reception is over.

Closing Reception

Friday, August 25, 2017

Shenandoah Ballroom, Hotel Roanoke

Reception at 5:30 p.m.



Welcome Address by Eddie Amos, General Manager and VP APM Software – Meridium by GE Digital

Eddie Amos focuses on software strategy, products, and solutions for GE Digital – the industry leader in Asset Performance Management. GE APM is built using Predix and can be deployed on premise or in your private cloud. Prior to Meridium by GE Digital, Eddie was the Vice President of Developer Marketing and Evangelism at Juniper Networks. His team was responsible for the marketing, strategy, and external evangelism of Junos and the Junos Space Platform. During his tenure, the group launched the Juniper Developer Network and increased the number of active developers by over 500%. Other accomplishments included the creation of a scalable interactive online community and marketplace. Before Juniper, he was a Partner and General Manager of the Developer Platform and Tools group at Microsoft. Here his team was responsible for strategy, evangelism, planning, and marketing for products like Visual Studio, Expression, .NET, IIS, and Silverlight. He also managed teams at Microsoft that focused on the technical enablement of the Global Independent Software Vendor (ISV)

community. Eddie has also served as Vice President of Business Technology at webMethods. Here his team focused on complex enterprise integration problems and supported the efforts of the Independent Software Vendor Community. He has also worked in the Product Management Group at Lotus Development, as an Information Architect for GSA, and in Network Security and IT procurement for the U.S. Navy.

Blue Ridge Mtn. Cloggers

The Blue Ridge Mtn. Cloggers promote the rich heritage of American clog dancing through lessons and performances. They clog to traditional country, bluegrass, modern, and pop. Clogging is a form of movement and expressions. Kim Spencer has a dance studio in downtown Christiansburg called Blue Ridge Dance Fitness as well as a studio in Floyd, where the Blue Ridge Mtn. Cloggers practice and perform.



The J-Stout Trio is a group of musicians from the NRV playing a little bit of everything for everyone, spanning multiple genres along with their mix of original music. They have been playing in the NRV for a year and Jared Stout is just returning from a summer tour all across the nation. Learn more at <https://m.facebook.com/jstoutmusic>.



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Updates on Some of the Past Global Student Entrepreneurship Challenge Finalists



\$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 progressing towards production. The success and momentum from the VT KnowledgeWorks Global Entrepreneurship Challenge has led the team to continue product development, draft utility patents, participate in additional competitions, and approach marketing firms and manufacturers. 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 recently won the Red Bull Launchpad competition held in New York City and were accepted to the 2020 Startups NYC (www.2020startups.nyc). The company is headquartered in the Virginia Tech Corporate Research Center, as they work towards a product launch of Q1 2018 to have their helmets available at the start of the cycling season. With the encouragement and guidance of VT KnowledgeWorks, they continue to progress toward their goal of making every bike ride a safe ride.



\$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. Construction Cloud saves the construction industry time, improves team communication, and protects companies in disputes. Since the Challenge, Construction Cloud has secured 10 paid projects, closed a \$500,000 angel round, and continues to grow their team. As a result of the Challenge, they received positive media coverage, used their prize money to continue to grow their company, and completed their site visit and customer discovery with Branch Constructions, a US construction firm. They are preparing their product for global scalability and completed an accelerator program at Startmate, which is ranked one of the top five accelerators in the world.



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

eLog, University of Kent, England

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. Team eLog is looking forward to delivering this service to the people who need it the most and thanks VT KnowledgeWorks for their support of projects around the world.

Updates on Some of the Past Global Student Entrepreneurship Challenge Finalists

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. CoatChecker will advance to Venture Kick's final stage and compete for the \$100,000 grand prize. Their company is founded, and they continue to work on their business model. CoatChecker is a new and innovative measuring device that can measure the thickness of sealing layers used widely in the construction sector. The device uses a new method which significantly improves measuring time and does not destroy the measured layer. It 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 Indoor" is a smart, interactive sports cone that will train the reaction speed and agility of athletes. It will be used in rehabilitation and sports all over the world, for example in Greece and Singapore. To learn more, go to their website at www.ledsreact.be.



weview, Technical University of Munich, Germany: weview, winner of the 2016 Global Challenge Virtual Preliminary, launched their website and new platform – <https://weview.tv>. With weview, customers can find the exact products they were looking for online by using their platform that combines user videos with personal reviews, as well as interactive elements to revolutionize the shopping experience. The company has expanded to include seven employees and raised a seed round of 300K € with two experienced business angels. The money will be spent to achieve a proof of market, validate the business model, and collect key performance indicators for a larger round of fundraising.



\$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

Two of the team members, Nuntipat and Budsapanee, are continuing to work on Visionear, smart glasses for those who are visually impaired. Visionear will incorporate this July under the name of InGarage Assistive, Co., Ltd. Currently, the new company is preparing to launch the first Visionear in its product line, which will be the mobile app for the blind. In addition to the \$75,000 raised previously, the new company received an additional \$55,000 in 2017 from a Thai government agency. This amount will be used to fund the effort in research and development of extra features and launching of a mobile app. They continue to expand their network with organizations for the visually impaired, as well as potential investors.



\$15,000 VT KnowledgeWorks Information Technology Award in 2015

Animus, Universidad del Norte, Colombia
Alfonso Quijano Jesurum, Jose Gómez Castro

Animus Ingeniería is a technology-based company with expertise in video analytics and telemetry that combines face recognition, automatic vehicle location, and inventory control technology that helps companies in Latin America affected by highway banditry or merchandise theft in vehicles transporting goods over land. Animus recently joined forces with a company, DCT (Digital Com Tech), utilizing some of their hardware and software services, while tapping into their clientele network to grow. They are in the process of seeking outside funding, and they have hired two new engineers to assist with their continued growth.

Updates on Some of the Past Global Student Entrepreneurship Challenge Finalists



\$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 February 2017, a local investor invested 600K € into the company to secure final stages of development. feelSpace launched their first beta series in March and they are currently delivering navigation belts to their first customers. In April 2017, they participated in a major design exhibition where they presented the belt from a different angle: as an inclusive fun game for everyone. To learn more, go to their website at www.feelSpace.de or contact them at info@feelspace.de.

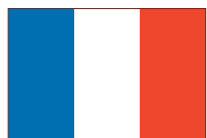


\$5,000 People's Choice Winner in 2014

DD-MOFF, Pontificia Universidad Católica de Chile, Chile

Andrea Carolina Mohr Beckdorf, Trinidad Schlotterbeck Suárez, Alison Kareen Scheuch González

DD-MOFF is a natural product designed to be applied on any object that is in contact with the algae *Didymo* to reduce the chance of dissemination to new environments, while not affecting other ecosystems. Recent external studies validated the technical components of their business idea, by validating the effectiveness of the product. They are currently evaluating economical options to register the product and go to market.



\$25,000 Grand Prize Winner in 2013

Auticiel, Télécom Ecole de Management, France

Sarah Cherruault, 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). Development is overseen by a scientific committee composed of neuroscientists, psychologists, and speech therapists. The company delivers AMIKEO apps, the broadest range of tablet apps dedicated to children and adults with cognitive and mental disabilities, which 120,000+ users worldwide have downloaded to date. With the conclusion of a Series A round of 1M€ in early 2017, Auticiel is now expanding into the field of empowering the caregivers, whether they are professionals or not. 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. To learn more, please email contact@auticiel.com or visit <http://auticiel.com>.



\$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, while the other team members went on to work at consulting and marketing companies.

Updates on Some of the Past Global Student Entrepreneurship Challenge Finalists



\$5,000 People's Choice Winner in 2013
GraphInsight, University of Trento, Italy
Michele Dallachiesa, Gintare Simkute, Alice Porrà

GraphInsight is now an open-source project. Former team member Michele Dallachiesa has launched a new business. Skysense builds commercial-grade Drone Charging Stations and Turn-Key Solutions, based on proprietary technology, enabling businesses to deploy drones at scale, without human intervention. Skysense partners with enterprises at the forefront of the security, inspection, logistics, and defense markets. After spending six months at Start-Up Chile, Skysense joined the first class of the Qualcomm Robotics Accelerator, powered by Techstars. They were the first place winners of the 2016 NASA Europe Challenge. Recently, Michele moved on to Minodes.com in Berlin as Senior Data Engineer.



\$5,000 Runner-up Team in 2011
OOHLALA Mobile, University of Toronto, Canada
Peter Cen, James Dang

OOHLALA is a mobile platform running in over 200 colleges in eight countries, enabling students to interface with every aspect of their campus. The company is already profitable, tripling in size in 2016 and two thirds of its customers sign on for three years up front. They recently participated in the Y-Combinator accelerator and raised \$4 million for a Series A Round. OOHLALA is located in Montreal with a team of over 20 people and was selected for Top 30 Under 30 in Education for Forbes Magazine in 2015.



\$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 has launched a new business. Connolly founded and successfully launched Rucksacks in July 2016. Rucksacks' signature product is a high protein 100% Irish beef jerky snack. It has proved popular in Ireland with demand regularly outstripping supply! Since launching, Rucksacks has started to supply local gyms and a major retailer. In 2016, Rucksacks won the Ireland Most Innovative Packaging Award for its cracked black pepper packaging. Continuing to build on early success, Rucksacks continues to develop and innovate continuously while working on new flavors. They only use 100% Irish beef and natural ingredients, nothing artificial! They are in the process of establishing their own production facility in Co. Monaghan, Ireland, allowing them to expand into more markets and grow, with the hopes of exporting into the USA in the future. Learn more at <https://rucksacks.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. ArTack Medical is a privately held medical device company, and is currently pursuing strategic partners in the USA and China. As of June 2017, they closed an investment and partnership deal with Vincent Medical Holdings Limited. Learn more at www.vincentmedical.com/en/News/details/44.

Thanks to these Host Families & Host Companies

We appreciate the time, energy, support, and resources invested and provided by the host families and companies serving during the Global Partnership Event.

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



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