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# BoomStartup

Mentorship-Driven Investment

Welcome  
“Flash Meetup”



# Introductions

- John Richards, Co-Managing Partner BoomStartup
- Robb Kunz, Co-Managing Partner BoomStartup
- Andy White, Executive Director

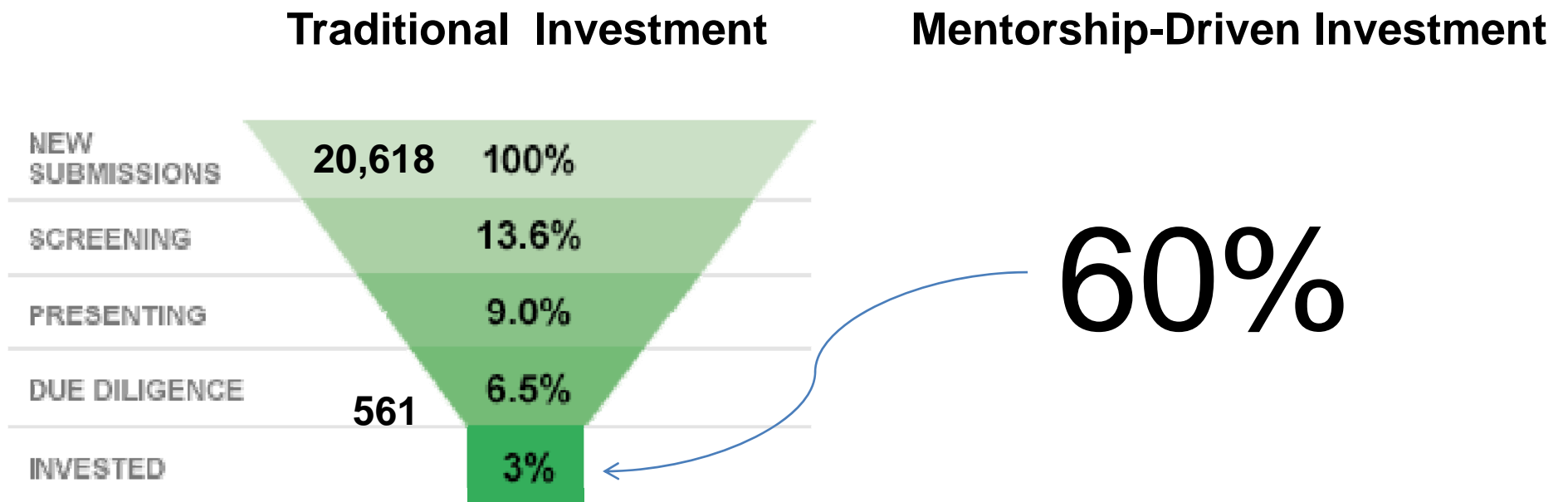
# Continuous Growth for 2011

- Became Founding Member of TechStars Network
- Opened Salt Lake City Campus at Miller Innovation Center
- Partnered With Grow Utah Ventures and Northfront Alliance to expand into Northern Utah

# Mentorship-Driven Start-ups

- “Better way” to Start Companies
  - Inexpensive and easier to manage
  - Leverage mindshare across mentors...just-in-time
  - Higher probability of getting funded
- “Better way” to Invest in Companies
  - Reduce risk profile of investment
  - Higher probability of Company performance and exit
- Modeled after, but improved upon ...
  - TechStars, Boulder CO
    - [www.techstars.org](http://www.techstars.org)
  - Y Combinator, Mountain View CA
    - [www.ycombinator.com](http://www.ycombinator.com)

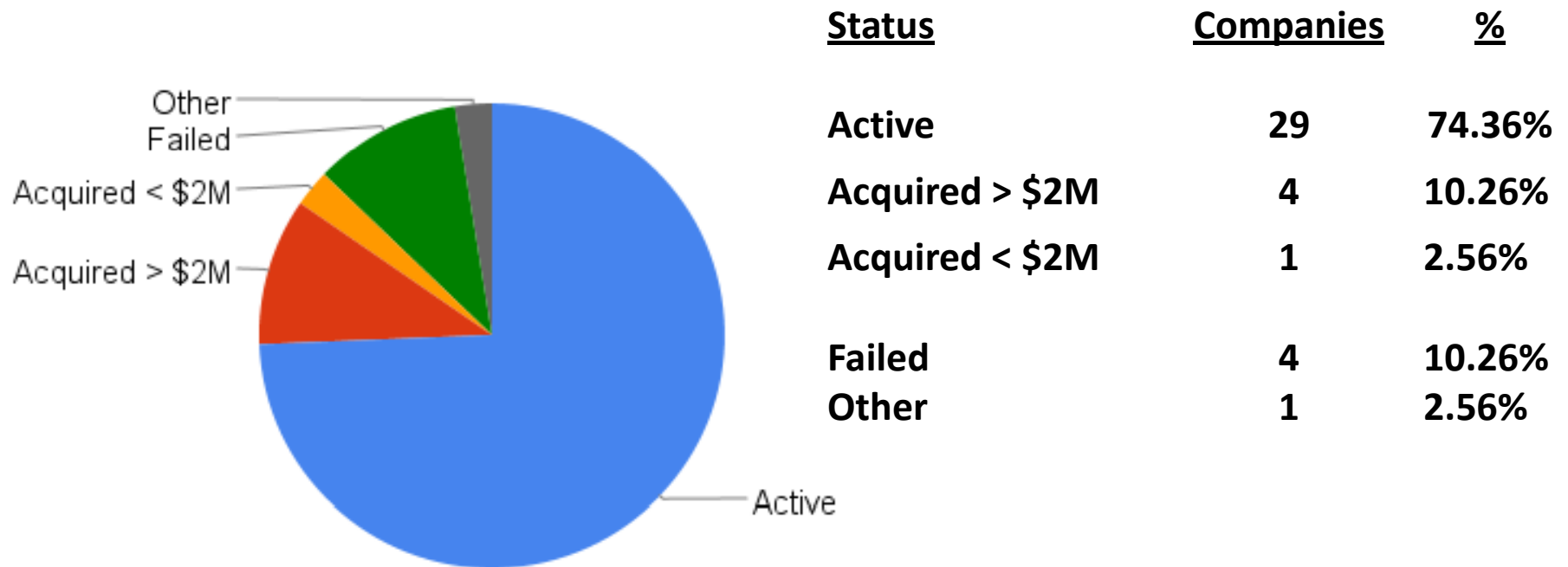
# Higher Probability of Getting Funded



Source: AngelSoft , Last 12 months, March 2010

Source: TechStars, March 2010

# Higher Probability of Performance/Exit



Source: TechStars, March 2010

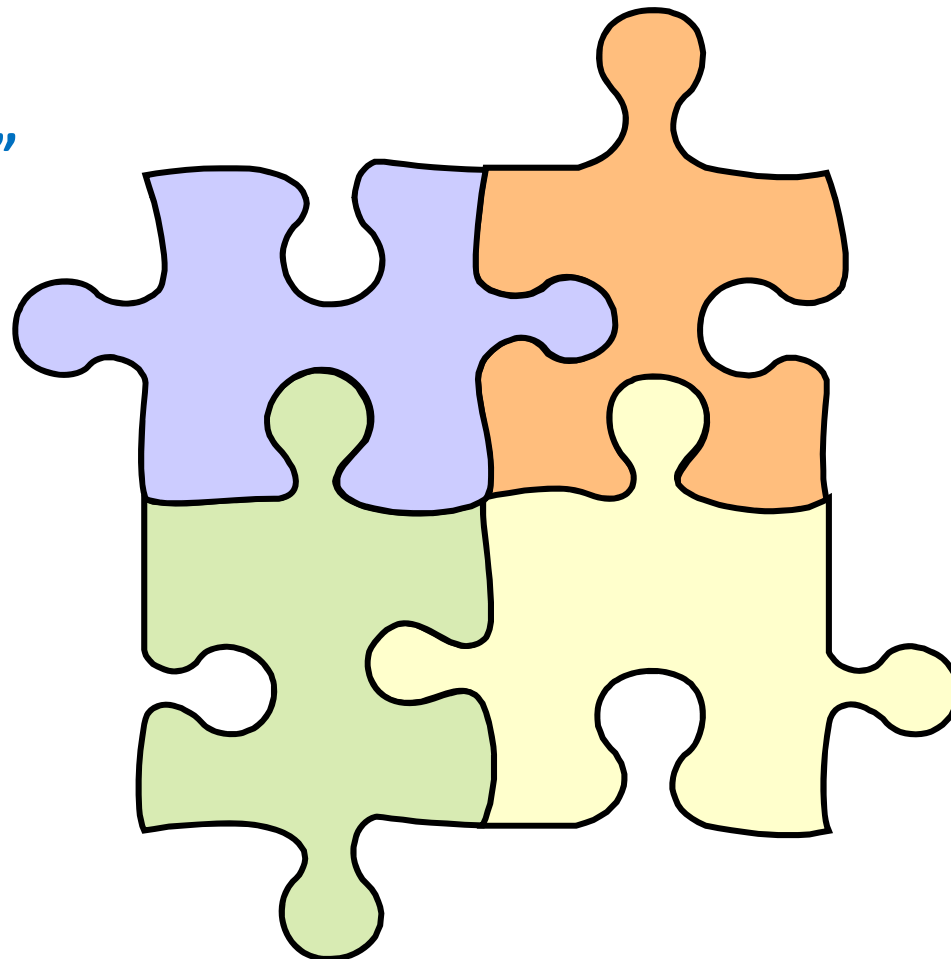
# What Puzzle Pieces Make Them Work?

**MENTORS**  
“Experience”

**PEERS**  
“Same Boat”

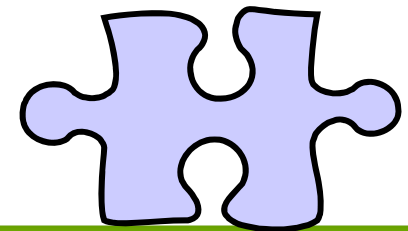
**CAPITAL**  
“Investors”

**OFFICE SPACE**



# MENTORS

- Who?
  - Angel investors who want to participate in the first angel round
  - VC associates and partners who want to track promising startups
  - Subject Matter Experts
  - Service providers
- Minimum Requirements
  - Must meet every other week face-to-face
  - Must support secondary level Companies via phone/email
- Mentoring & Training
  - One-on-one Mentoring and mobilizing select SME
  - Targeted Seminars & workshops

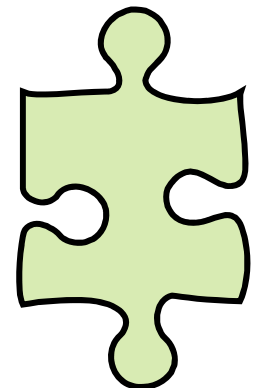


# Investor-Mentors

- **John Richards** | Co-Managing Partner, InfoSpace, BYU
- **Robb Kunz** | Co-Managing Partner, KnowledgeBlue
- **Andy White** | Executive Director, TH(i)NQ Ed
- **Craig Earnshaw** | LifeLink Corp
- **Kimball Wirig** | Dentrix
- **Craig Bott** | Grow Utah Ventures, MarketStar, E&Y

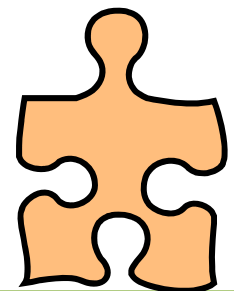
# CAPITAL STRUCTURE

- Investments
  - Up to \$15,000 per participant company
  - Up to \$15,000 in Value-in-Kind Services
  - Assigned Investor-Mentor plus 35+ Mentors
  - Opportunity to attend Investor Day
  - BoomStart Capital 2011, LLC gets 6% of participating Company



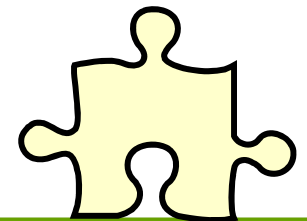
# PEERS

- Sociality & interaction with other enrollees
- Office space designed to encourage peer interaction
- Sharing of good, bad, and ugly
- Groups discussions in group training

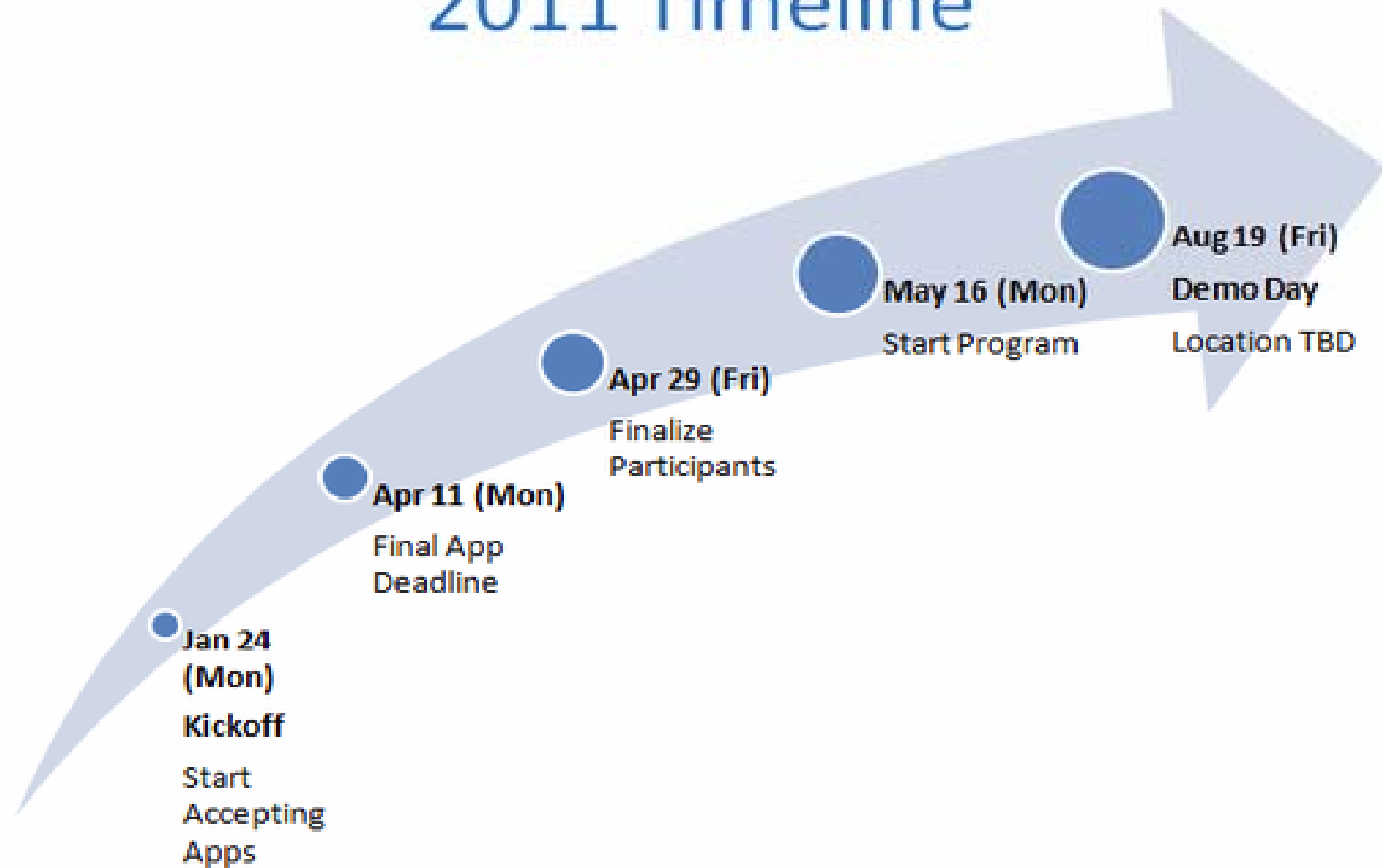


# OFFICE SPACE

- Traditional services
- Excellent Internet connection
- Phone system / good cell signal
- Canyon Park Technology Center (Orem Campus)
- Miller Innovation Center (Salt Lake Campus)
- Rent deal
  - Approx. 4 months free (May 15 – Aug 15)



# 2011 Timeline



# Program Approach and Schedule

- Mobilization - March
  - Weekly Sessions, Universities, Special Interest Groups
  - Leverage mindshare across mentors...just-in-time
  - Higher probability of getting funded
- Company Applications and Selection - April
  - Online at Boomstartup.com until April 11, 2011
  - Investor-Mentors will screen “Top 25” then “Top 10”
  - Winners announced in early May at public forum

# Program Approach and Schedule

- Summer Mentorship: mid-May to mid-August
  - Attend Orientation and Kick-off /
  - Assign Lead Investor-Mentor
  - Attend Select Mentoring Workshop from Experts  
+ Various tracks such as marketing/sales/financial
  - Develop Software Solution on supplied infrastructure
- Investor Day – August 19, 2011
  - Present your Business to Investment Ecosystem
  - Private Investors / Angel Groups / VC's / Banks
  - Support from Mentors in negotiating Deal Terms

# Why not?

- Simple process
- Nothing to lose
- 6%\* for \$15,000

\* 6% depending on circumstances

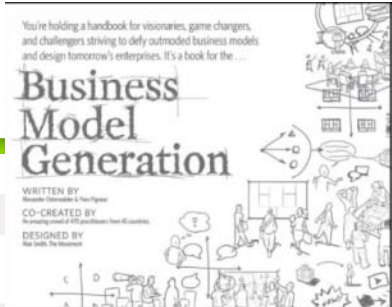
# **How to Do More Faster**

## **With Your Technology Startup**



# State of the Startup Market

- Overall...Best Opportunity in 30 Years...
  - Dramatic Improvement in Processes
    - Bus Model Generation / MVP / Agile / Crowd
  - Dramatic Decrease in Technology Costs
    - Open Source, Cloud Computing, Platforms
  - Dramatic Access To Seed Capital & Terms
    - Launch Conf, Accelerators, AngelList, KickStart
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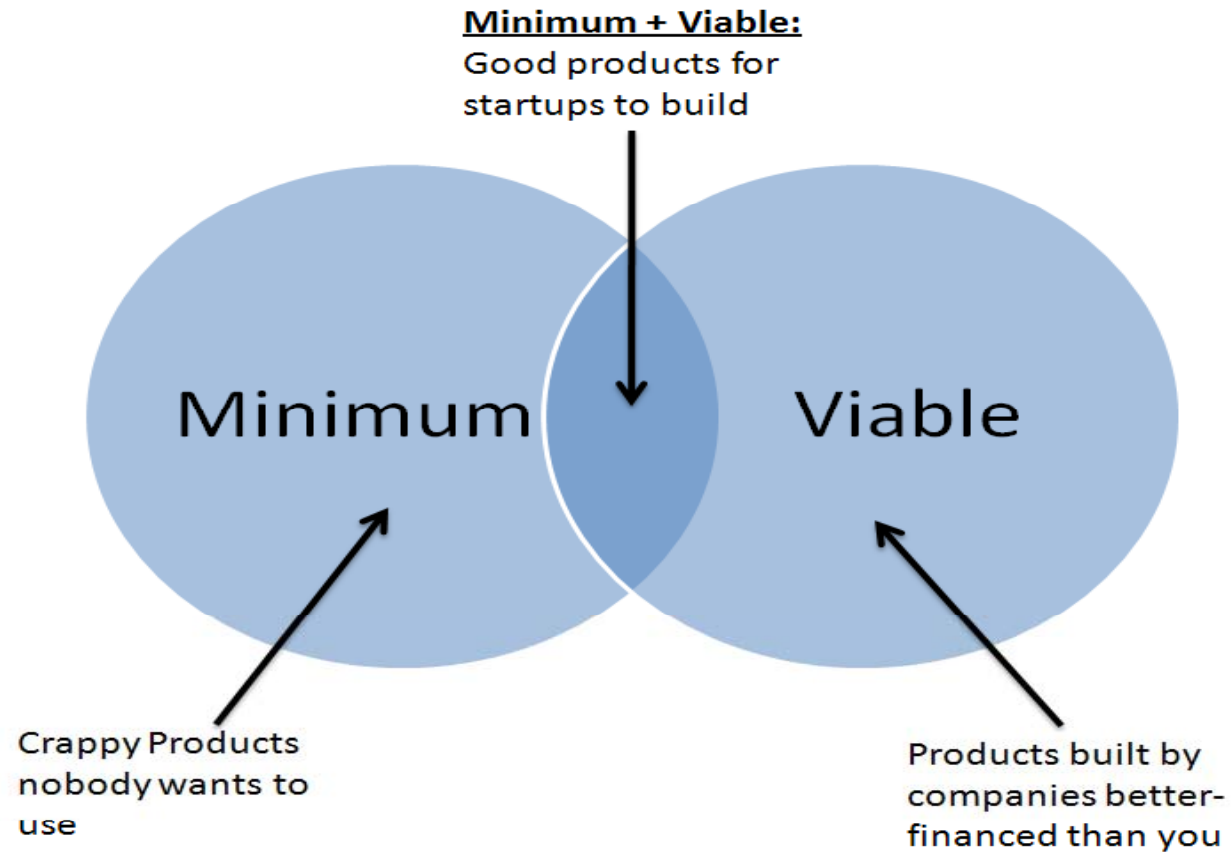


## The Business Model Canvas

Designed for:  
Trans Sweden MTB Stage Race

Designed by:  
Jörgen Dahlberg





# Leverage Cloud Solutions

## Infrastructure Services

### Storage

- Amazon S3 & EBS
- Rackspace Cloud Files
- Nirvanix
- AT&T Synaptic
- Zetta

### Multi-Cloud Management

- Cloudkick
- enStratus
- Kaavo IMOD
- NewRelic
- RightScale

### Compute

- Amazon EC2
- Serve Path GoGrid
- Rackspace Cloud Servers
- Joyent Cloud
- Flexiant Flexiscale
- ElasticHosts
- Terremark
- ITRICITY
- LayeredTech
- Savvis Cloud Compute
- Verizon CaaS
- AT&T Synaptic
- Sungard Enterprise Cloud
- Navisite

### Services Management

- Scalr
- Ylastic
- CloudFoundry
- Amazon CloudWatch

## Cloud Software

### SaaS Data Security

- Navajo
- PerspecSys

### Storage

- EMC Atmos
- ParaScale
- Zmanda
- Appistry
- CTERA

### Data

- 10Gen MongoDB
- Apache CouchDB
- Apache HBase
- Hypertable
- Tokyo Cabinet
- Cassandra
- memcached
- Clustrix
- FlockDB
- Gizzard
- Xeround
- BerkeleyDB
- Voldemort
- Terrastore
- Redis

### Distributed Compute

- Gigaspaces
- Globus Toolkit
- Hadoop
- OpenCloud Rhino
- Tibco Silver
- Oracle Grid Engine

### Configuration Automation

- ConhesiveFT
- Elastic Server
- ControlTier
- Elastra Enterprise Cloud Server
- Opscode Chef
- Puppet Labs

### Infrastructure Management

- Appistry
- CA Turnkey Cloud
- Cisco UCS Manager
- Enomly ECP
- Eucalyptus
- OpenNebula
- VMWare vCloud

### Cloud Integration

- Cloudswitch
- CohesiveFT VPN Cubed
- Deltacloud
- Elastra Enterprise Cloud Server

# CLOUD TAXONOMY

## Platform Services

### General Purpose

- Force.com
- Etelos
- LongJump
- Rollbase
- Rungee Connect
- Google App Engine
- Engine Yard
- Caspio
- Qrimp
- MS Azure
- Mosso Cloud Sites
- VMforce
- Intuit Partner Platform
- Joyent Smart Platform

### Business Intelligence

- Aster DB
- Quantivo
- Cloud9 Analytics
- K2 Analytics
- LogiXML
- Oco
- PivotLink
- Clario Analytics
- ColdLight Neuron
- Vertica

### Integration

- Amazon SQS
- Amazon SNS
- Boomi
- SnapLogic
- IBM Cast Iron
- gnip
- Appian Anywhere
- HubSpan
- Informatica On-Demand

### Development & Testing

- Keynote Systems
- SOASTA
- SkyTap
- Aptana
- LoadStorm
- Collabnet
- Rational Software Delivery Services

### Database

- Amazon SimpleDB
- Mosso Drizzle
- Amazon RDS

## Software Services

### Financials

- Concur
- Xero
- Workday
- Expensify
- Intuit Quickbooks Online

### Content Management

- Clickability
- SpringCM
- CrownPoint

### Collaboration

- Box.net
- CubeTree
- SocialText
- Basecamp
- Assembla
- dropBox

### Sales

- Xactly
- StreetSmarts
- Success Metrics

### Desktop Productivity

- Zoho
- Google Apps
- HyperOffice
- MS Office
- Web Apps

### Billing

- Aria Systems
- eVapt
- Redi2
- Zuora

### Social Networks

- Ning
- Zembly
- Amitey
- Jive SBS

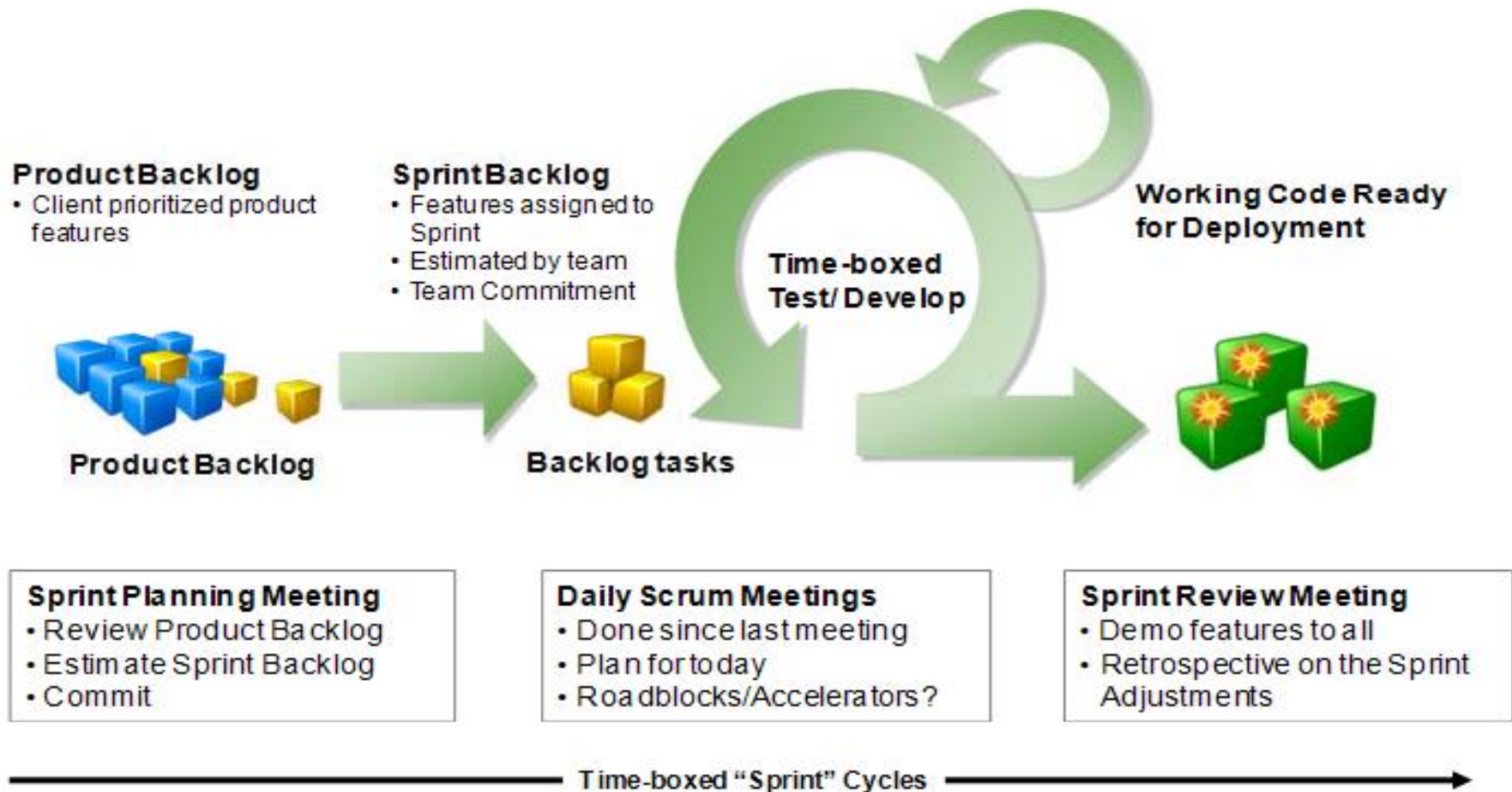
### CRM

- NetSuite
- Parature
- Responsys
- Rightnow
- LiveOps
- MSDynamics
- Salesforce.com
- Oracle On Demand

### Document Management

- NetDocuments
- DocLanding
- Knowledge TreeLive
- SpringCM

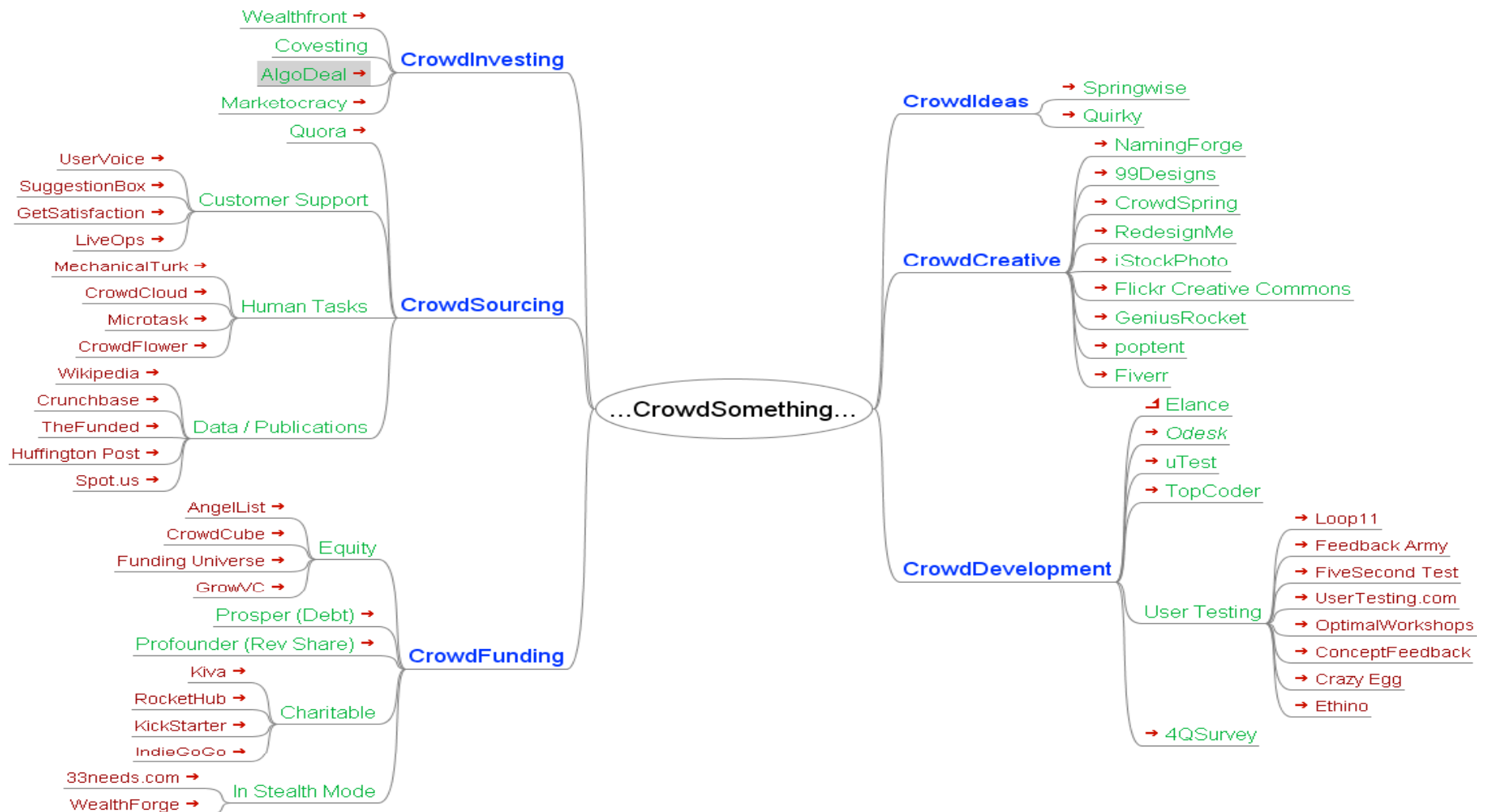
# Agile / Scrum Development



# RallyDev: Automated Scrum Tools



# Leverage Crowdsourcing



## Speed Mentoring

- Pitch your Company in 3 minutes to Investors-Mentors
  - Get direct feedback on your idea to see if it's a "fit" for BoomStartup
  - Listen for ways to improve your business model / solution
  - Iterate...then come to our next BoomStartup Speed Mentoring Meetup..and try again!
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Q & A

**BoomStartup**  
Mentorship-Driven Investment