



UNIVERSITY OF VIRGINIA

Venture Summit

SECOND ANNUAL MARCH 25-26, 2010

University of Virginia Interactive Showcase Start-up Companies & Student Entrepreneurs

FRIDAY, MARCH 26, 2010

9 A.M. TO 11:45 A.M.

DARDEN SCHOOL OF BUSINESS, ROOM 50

Welcome

Thomas C. Skalak, Vice President for Research, University of Virginia

Introduction

Philippe L. Sommer, Director of Entrepreneurship Programs and Senior Lecturer,
Darden School of Business, University of Virginia

Start-up Companies

ADial Pharmaceuticals

Michael Torok, Chief Executive Officer

ContraVac

Edward J. Leary, President and Chief Financial Officer
John C. Herr, Founder and Chief Executive Officer

Phthisis Diagnostics

Crystal R. Icenhour, President and Director of Research

Privaris

Barry W. Johnson, Co-founder and Chief Technology Officer

U.Va. Student Teams

Advanced Marine

Adam J. Malcom, Mechanical Engineering
Scott D. Kasen, Materials Science

Dobro Media Inc.

John J. Dowd, Darden
Brianne M. Warner, Darden

Life Sounds Inc.

Tracy E. Dunn, Commerce
Tian Zeng, Commerce

PING

Yuri Maricich, School of Medicine

Rivanna Medical

F. William Mauldin II, Biomedical Engineering
Giorgio Brusa, Darden

Closing Remarks

Thomas C. Skalak, Vice President for Research, University of Virginia

Start-up Companies



WWW.ADIALPHARMA.COM

ADial Pharmaceuticals is a leading drug development company dedicated to the personalized treatment of substance abuse. ADial is focused on leveraging its clinical study results and novel pharmacogenomic platform to launch its phase III program for the treatment of alcohol abuse and addiction.



WWW.CONTRAVAC.COM

ContraVac is dedicated to commercializing research discoveries into innovative diagnostics for male reproductive health care. Its family of SpermCheck products has been developed to meet the needs of millions of men who seek information about their fertility health in the privacy of their own homes.



WWW.PHTHISISDIAGNOSTIC.COM

Phthisis Diagnostics is a molecular diagnostics research and development company that develops products for various infectious diseases. Molecular technology presents significant advantages to laboratories in superior quality, ease-of-use and significant cost savings. The mission of Phthisis Diagnostics is to create molecular tests for today's clinical laboratories.



WWW.PRIVARIS.COM

Privaris has designed and developed a family of key-fob sized personal mobile devices that authenticate an individual's identity before interacting with existing security systems used to grant access to buildings, offices and garages (physical security) and computers, networks and Web sites (logical security), as well as with the latest "wave and pay" contactless point-of-sale terminals for biometrically authenticated credit card transactions.

Student Teams

Advanced Marine

Adam J. Malcom, Mechanical Engineering

Scott D. Kasen, Materials Science

Advanced Marine uses clean, intelligent designs combined with the most advanced material technologies to generate novel products for the marine industry. Advanced Marine is developing an extensive and effective patent portfolio for licensing to established brands with a product emphasis on human safety and positive impact designs for the environment. Complete design, prototype manufacture and testing will occur, allowing for effective and efficient licensing of the intellectual property and prompt establishment of the product in the market.

Dobro Media Inc.

John J. Dowd, Darden

Brianne M. Warner, Darden

Dobro Media's Precision Ads system re-invents the newspaper as a targeted ad medium, making newspaper advertising affordable and effective for even the smallest of local businesses. This is Dobro's first step on the path to personalized print newspapers.

Life Sounds Inc.

Tracy E. Dunn, Commerce

Tian Zeng, Commerce

Life Sounds Inc. is a hearing aid company that will revolutionize the industry. Our goal is to expand the industry scope to an untapped market. The hearing aid will provide a low-cost, high-quality product to the hearing impaired through easily accessible retail outlets. Furthermore, the product can deliver additional functionalities beyond that of the typical models offered today. Life Sounds empowers users by giving them complete control over their devices.

PING

Yuri Maricich, School of Medicine

PING is a secure communication and coordination platform that enables caregivers and hospital staff to communicate their locations and coordinate patient care using existing wireless infrastructure via position tracking, two-way text and voice using mobile handhelds, laptops or computers in order to improve patient care and make communication amongst caregivers more efficient.

Rivanna Medical

F. William Mauldin II, Biomedical Engineering

Giorgio Brusa, Darden

Rivanna Medical is a medical device company developing specialized hand-carried ultrasound devices. Our first product, the Spine Finder, is based on novel technology invented at the University of Virginia. The device operates as a "stud finder for the spine" and facilitates spinal injection and biopsy procedures, including epidurals.

Venture Feedback Panelists

Kathryne Carr

FOUNDING PARTNER, TALL OAKS CAPITAL PARTNERS



Carr's portfolio responsibilities at Tall Oaks include Aldagen, Biolex and MaxCyte. Prior to her association with Tall Oaks Capital, she co-founded Whetstone Partners LLC to help fund and grow new businesses in the health care sector. Whetstone Partners' clients included a number of seed and early-stage companies that originated in several academic research institutions. Whetstone also managed Platform Technology Holdings, an investor in several medical device companies, including SmartPill Diagnostics and Minrad International (AMEX: BUF).

Carr has held several executive and managerial positions, including vice president of operations for Inmed Pharmaceuticals; project manager for Innotage Management, an investment management firm for health care start-up companies; and director of investor and public relations for Genetic Systems Corporation, since acquired by Bristol Myers. In addition, she was a technical staff member at MITRE Corporation and a market analyst for the Marketing Corporation of America.

Carr is a member of the board of directors for SEBIO, the University of Virginia Patent Foundation and the U.Va.—Coulter Foundation Translational Research Partnership. She is a graduate of Allegheny College with a B.A. in political science in addition to graduate studies in finance at American University.

Kevin Greene

PRINCIPAL, VALHALLA PARTNERS



Greene has more than 12 years of operating, banking and investment experience with both early- and late-stage technology, health care and media companies. At Valhalla, he serves as a board observer for Flat World Knowledge and BlueStripe Software.

Prior to joining Valhalla Partners, Greene was a principal at Flagship Ventures, a \$600 million early-stage venture capital firm in Cambridge, Mass., where he served as a member of the investment team and worked closely with a number of Flagship's portfolio companies. Before Flagship, he worked for IBM out of its Research Triangle Park, N.C., campus, where he was responsible for establishing, retaining and growing relationships with IBM business partners across the globe. He also held a variety of product marketing positions at IBM, including managing the WebSphere Application Server product portfolio. Prior to IBM, he worked for several years at Goldman Sachs in its New York and Hong Kong offices, where he executed more than \$30 billion in equity, equity-linked and M&A financing transactions for technology, health care, media and energy-related clients.

Greene has an M.B.A. from the Harvard Business School. He earned a B.S. in finance and marketing from the University of Virginia's McIntire School of Commerce, where he also captained the Virginia varsity swimming team. He is a fellow in the Kauffman Fellows Program at the Center of Venture Education in Palo Alto, Calif.

ek Panelists

Adair B. Newhall

ASSOCIATE, DOMAIN ASSOCIATES



Newhall joined Domain in 2009, prior to which he worked for two Domain portfolio companies: Esprit Pharma and ESP Pharma. At Esprit Pharma, Newhall worked in the corporate development group and assisted with multiple product acquisitions as well as Esprit Pharma's subsequent sale to Allergan Inc. for \$370 million. At ESP Pharma, he was involved in the company's Leadership Program and worked in a variety of positions, including sales, finance and marketing. During this time, he worked on a product acquisition and a pharmaceutical launch before the company was sold to Protein Design

Labs for \$514 million. He also worked at Thomas Weisel Partners as an analyst on the Semiconductor and Healthcare teams. Currently, Newhall is a member of the Young Leaders Council of the Lance Armstrong Foundation. He is also a co-founder of the U.Va. Venture Summit.

Newhall earned an M.B.A. from the Darden School of Business at the University of Virginia and a B.A. from the University of Pennsylvania.

Carl Showalter

FOUNDING PARTNER, OPUS CAPITAL



As a founding partner, Showalter focuses on Internet and data communications start-ups. He brings more than 12 years of operating experience to Opus.

Previously, Showalter was a general partner with Lightspeed Venture Partners. He also served as vice president of marketing at Juniper Networks, where he built and led a global marketing and product management organization. Prior to Juniper, Showalter was vice president of dial and broadband services for UUNET, overseeing the 300-person, \$1 billion revenue division.

He also held various sales and management positions at ANS, an AOL company, where he helped build AOL's modem access network and then helped launch hardware-based firewalls and IP VPNs in the mid-1990s. He began his career at Bellcore, focusing on network security and data service delivery and performing logical and physical attacks on phone company infrastructure, helping them fix these vulnerabilities.

Showalter holds a B.S. in systems engineering from the University of Virginia and an M.S. in engineering-economic systems from Stanford University.



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FOR MORE INFORMATION, CONTACT:

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