

2017

SC LAUNCH SUMMIT

ANNUAL CONFERENCE



SUMMIT AGENDA

11:00

Welcome & Opening Remarks

Bob Quinn - Executive Director of SCRA
Dr. Harris Pastides - President of the University of South Carolina

11:10

SC Launch Company of the Year Award

Presented by
Greg Hillman - Director of SC Launch
Derek Willis - Coastal Regional Manager for SC Launch

11:20

Keynote

Earl Hewlette - CEO of Terressentia

12:00

Networking Break

An opportunity to network with lunch being served at 12:00.

12:30

Working Lunch: Dynamics of a Startup

Hosted by Derek Willis
Shannon Pierce - Founder of CareCam Health Systems
Nick Glover - CEO of PEC360

1:30

Funding a Startup & Emerging Company

Moderated by Marty Ettlmyer
Michele Abraham - State Director of SC SBDC
Wiley Becker - Partner at Alerion Ventures
Matt Dunbar - Managing Director of VentureSouth

2:15

Legal, Operations & Marketing Perspectives

Moderated by Lee MacIwinen
Dirk Brown - CEO of Pandoodle
Lee Bussell - Chairman & CEO of Chernoff Newman
Mason Hogue - Partner at Nelson Mullins

3:00

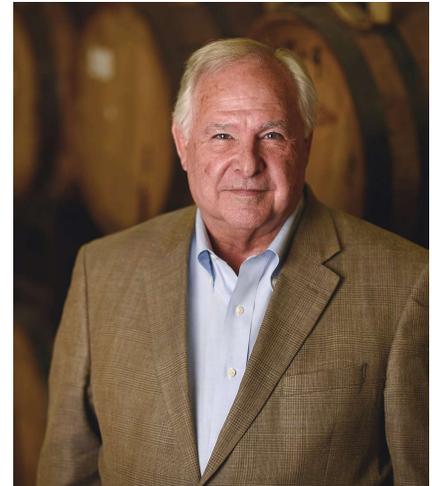
Innovation Showcase: Startup Case Studies

Moderated by Mark Housley
Matt Gevaert - CEO of KIYATEC
Mark Mauhar - CEO of Carbon Conversions
Frank Greer - CEO of Zipit Wireless

3:45

Final Thoughts & Kickoff Happy Hour

Bill Kirkland - Executive Director of USC's Office of Economic Engagement



KEYNOTE SPEAKER

EARL HEWLETTE,
CEO OF TERRESSENTIA

Earl Hewlette is the CEO of North Charleston-based Terressentia Corporation. Since joining Terressentia in 2007, Hewlette has overseen the dynamic growth of the company that sits at the intersection of tradition and technology. Over the past eight years, annual revenues for the distilled spirits company have grown from \$7K to \$20MM.

Mr. Hewlette is a South Carolina native. He earned a BA in English at USC and then served as an officer in Vietnam, where he was awarded, among other distinctions, a Bronze Star with Combat "V." After completing his service, Mr. Hewlette returned to USC and earned his JD and MBA. He has since enjoyed a diverse career, working in law, real estate development, hospitality management, and now distilling.

SPEAKER BIOS



MICHELE ABRAHAM, STATE DIRECTOR, SC SBDC

Michele has served as the state director of the SC SBDC since late January 2010. Prior to that she worked with the Ohio SBDC where she also served as the network's director. During her international business career, Michele has worked in large and small organizations in many roles including sales management, business development, marketing, strategic planning and senior management, much of which was in advanced materials for aerospace, aviation and automotive industries.

WILEY BECKER, PARTNER AT ALERION VENTURES

Wiley leads the due diligence function at Alerion Ventures, an early stage venture capital firm focused on investments in enterprise software companies throughout the Southeast. He previously was Principal for Square 1 Ventures, the private equity arm of Square 1 Bank, which went public in March 2014. Wiley also helped found the SouthCoast Angel Fund, a committed capital angel fund in New Orleans. He has a BS from Davidson College and an MBA from Wake Forest.



DIRK BROWN, CEO OF PANDOODLE & DIRECTOR OF USC FABER CENTER

Dirk is the director of USC's Faber Entrepreneurship Center and a clinical professor at the Darla Moore School of Business. Dr. Brown has a strong track record of developing, marketing and licensing disruptive, proprietary technologies. He is the founder of Pandoodle, a digital media technology company. He holds over 25 patents, has written over 30 technical papers and journal articles, and is active in a number of professional societies.

LEE BUSSELL, CHAIRMAN & CEO OF CHERNOFF NEWMAN

With more than forty years of experience in corporate communications, integrated marketing communications and issue management, Bussell has led agency teams that have successfully worked with large corporate clients and early stage technology start-ups. He was recruited to head Silicon Valley photonics processor start-up, Avanex, which raised \$13.2B in 1999 and was the most successful IPO that year. In 2015, he was named the Algernon Sidney Sullivan Award winner, USC's highest recognition.



MATT DUNBAR, MANAGING DIRECTOR OF VENTURESOUTH

Matt is a co-founder of VentureSouth which began in 2008 with the launch of Upstate Carolina Angel Network, and since then has grown to more than 200 investors across 11 local angel networks and 2 committed capital funds. Matt serves on the Boards of Directors for the national Angel Capital Association, Entegra Financial Corp, Cirtemo and Junior Achievement of Upstate South Carolina. He is also a Lecturer in Clemson's MBA program for Venture Finance courses.

MATT GEVAERT, CEO OF KIYATEC

Dr. Gevaert is a co-founder of KIYATEC a company that uses living tumor cells in 3D culture to accurately predict patient response to cancer drugs. Prior to KIYATEC he led the commercialization of Clemson's biomedical and biotechnology IP portfolio where he worked with both entrepreneurial start-ups and large, industry leading corporations. He holds a Bachelor's Degree in Chemistry from the University of Waterloo and a Masters and Ph.D. in Bioengineering from Clemson University.



NICK GLOVER, CEO OF PEC360

Nick joined founder Chris Brunson to launch PEC360 in 2010. Prior to PEC360, Nick was the founding CEO of Whittle Communications where he orchestrated the growth of the company from a small publishing firm to a \$500 million corporation. The company created Channel One, the high school news network where Anderson Cooper got his start, and Medical News Network, which later morphed into WebMD. Under Glover's direction, the company was acquired by Time Warner in 1989.



FRANK GREER, CEO OF ZIPIT

Frank has an extensive background in wireless device connectivity, cloud computing and business operations. In 2007, Frank co-founded Zipit Wireless, a connected solutions company that delivers award-winning, Managed IoT Services and best-in-class enterprise communications to OEMs and wireless carriers. He has launched the development of connected products and services for more than 18 years. Frank holds an MBA and a BS in Computer Engineering from Clemson University.

MASON HOGUE, PARTNER AT NELSON MULLINS

Mason serves as Partner, Assistant Corporate Group Leader and is the co-head of the Technology and Procurement Industry Group. He is a business attorney and often serves as outside general counsel to growth companies. Mason practices in the areas of corporate law, IP law, technology law and economic development. His area of focus is representing growth companies with respect to corporate, mergers and acquisitions, venture capital, securities and licensing matters.



MARK MAUHAR, CEO & PRESIDENT OF CARBON CONVERSIONS

Carbon Conversions is an advanced materials company that manufactures various products from the reclamation, re-engineering and repurposing of carbon fiber composites. Mark is responsible for raising capital to fund business expansions and investments, setting the strategic direction of the company, developing key relationships and executing expansions. He has 30 years of experience in many facets of manufacturing operations and strong technical expertise in engineering and advanced materials.

SHANNON PIERCE, FOUNDER OF CARECAM & NEW OCEANS HEALTH

Shannon is the inventor of CareCam Documentation System, a patented process which allows data to be collected at the patient's point of care. Upon graduating Clemson University's College of Nursing with honors, Shannon began her career as a critical care nurse. It is then, while delivering frontline care, where her invention was born. Her work ethic, acquired business acumen and multifaceted awareness led to record growth for the company.

