

CAPITAL OF RUMI



June 16, 2009
Hard Rock Hotel
Downtown San Diego

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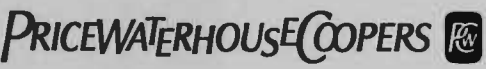
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Friends of CONNECT S.I.,

Welcome to the inaugural CONNECT S.I. Capital Forum! CONNECT S.I. is an accelerator for emerging action sports, sporting goods, and traditional sports companies focused solely on developing and sharing strategies for growth and success. Building on CONNECT's world-renown success accelerating innovation in San Diego over the past 25 years, S.I. offers mentoring to entrepreneurial startup chief executive officers (CEOs) to help elevate their business to the next level.

In tough economic times like these, small startups need funding now more than ever. We created this event to provide a forum for six of San Diego's most promising startups in the sports and active lifestyle industry to present their business vision to a room full of potential investors. The presenters you will hear from today include a manufacturer of plant-based composite materials that are incorporated into a variety of sports products; a designer, manufacturer, and wholesaler of specialty apparel; the largest online network for action sports; a sports career development platform that can greatly increase athletic scholarship opportunities, improve student-athletes' preparation for college, and better manage their amateur sports careers online; an automated bicycle rental company that uses RFID tracking technology; and a technology-driven service that allows participants to memorialize the excitement of their day with a personalized video of themselves performing in outdoor action sports.

We would like to extend a special thank you to our event sponsors, Sheppard Mullin Richter & Hampton LLP and PricewaterhouseCoopers, for being such strong supporters of CONNECT S.I. and our programs; Andrew Kline, founder and managing director of Park Lane, for providing today's keynote presentation; each of our presenters for sharing their business vision; and you, for joining us today.

We hope that you enjoy the event and look forward to your participation in the future.

Sincerely,

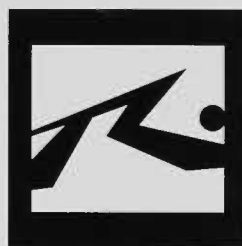
Your CONNECT S.I. Co-chairs:

Marco Thompson
Managing Director,
Express Ventures; Chief
Technology Officer (CTO),
Wind River Services (now Intel)

Ludo Boinnard
Founder & Former President &
CEO, ONE Industries; MXInc.

Dana Shertz
Investor
EnDev Enterprises, LLP

Sheppard Mullin has worked with some of the world's leading sports brands



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STARTUP FORUM

STARTUP

10:00am	Registration/Networking/Exhibits
10:30am	Welcome Dana Shertz, Investor, EnDev Enterprises, LLP CONNECT S.I. Co-chair Stephen Embry Partner PricewaterhouseCoopers
10:45am	Introduction of The Collegiate Bicycle Company Jim Stroesser, Board Member, Dirtbag Music & Clothing
11:10am	Introduction of Malama Composites, Inc. Peter "PT" Townend, CEO, The ActivEmpire
11:35am	Introduction of FrostByte Video, Inc. Mark Schmid, Founder & CEO, Form Function Technologies
12:00pm	Lunch
12:25pm	About CONNECT S.I. Marco Thompson, Co-founder & Chairman, CONNECT S.I.; Managing Director, Express Ventures; CTO, Wind River Services (now Intel)
12:30pm	Introduction of Keynote Speaker Richard (Dick) Kintz, Managing Partner, Sheppard Mullin Richter & Hampton LLP Keynote Speaker Andrew Kline, Founder & Managing Director, Park Lane Investment Banking Services
1:00pm	Introduction of OnePitch, Inc. Brian Enge, CEO, Zoot Sports
1:05pm	Introduction of PT Motion Works Tony Finn, Founder, Liquid Force
1:15pm	Introduction of Loop'd Network Ludo Boinnard, Founder & former President & CEO, ONE Industries; CEO, MXInc.
1:40pm	Introduction of SportsForce John Sarkisian, CEO, SKLZ
2:05pm	Introduction of Rhythm Michael Brower, General Manager (GM) & Chief Financial Officer (CFO), PowerMetal Technologies, Inc.
2:30pm	Closing Camille Sobrian, Co-founder, CONNECT S.I.; COO, CONNECT
3:00pm	Afternoon concludes

AGENDA

ABOUT CONNECT S.I.

CONNECT S.I. is an accelerator for emerging action sports, sporting goods, and traditional sports companies focused solely on developing and sharing strategies for growth and success. Building on CONNECT's world-renown success accelerating innovation in San Diego over the past 25 years, CONNECT S.I. offers mentoring to entrepreneurial startup CEOs to help elevate their business to the next level; provides exclusive networking opportunities for key executives of the action sports and traditional sports industries; provides connections to financing sources; promotes San Diego companies to partners and buyers internationally; helps to foster strong relationships between local companies and international giants; and connects industry executives with service providers who specialize in the action and sports industries.

For more information about CONNECT S.I., please contact Taylor Peterson at 858-964-1341 or tpeterson@connect.org.



KEYNOTE SPEAKER



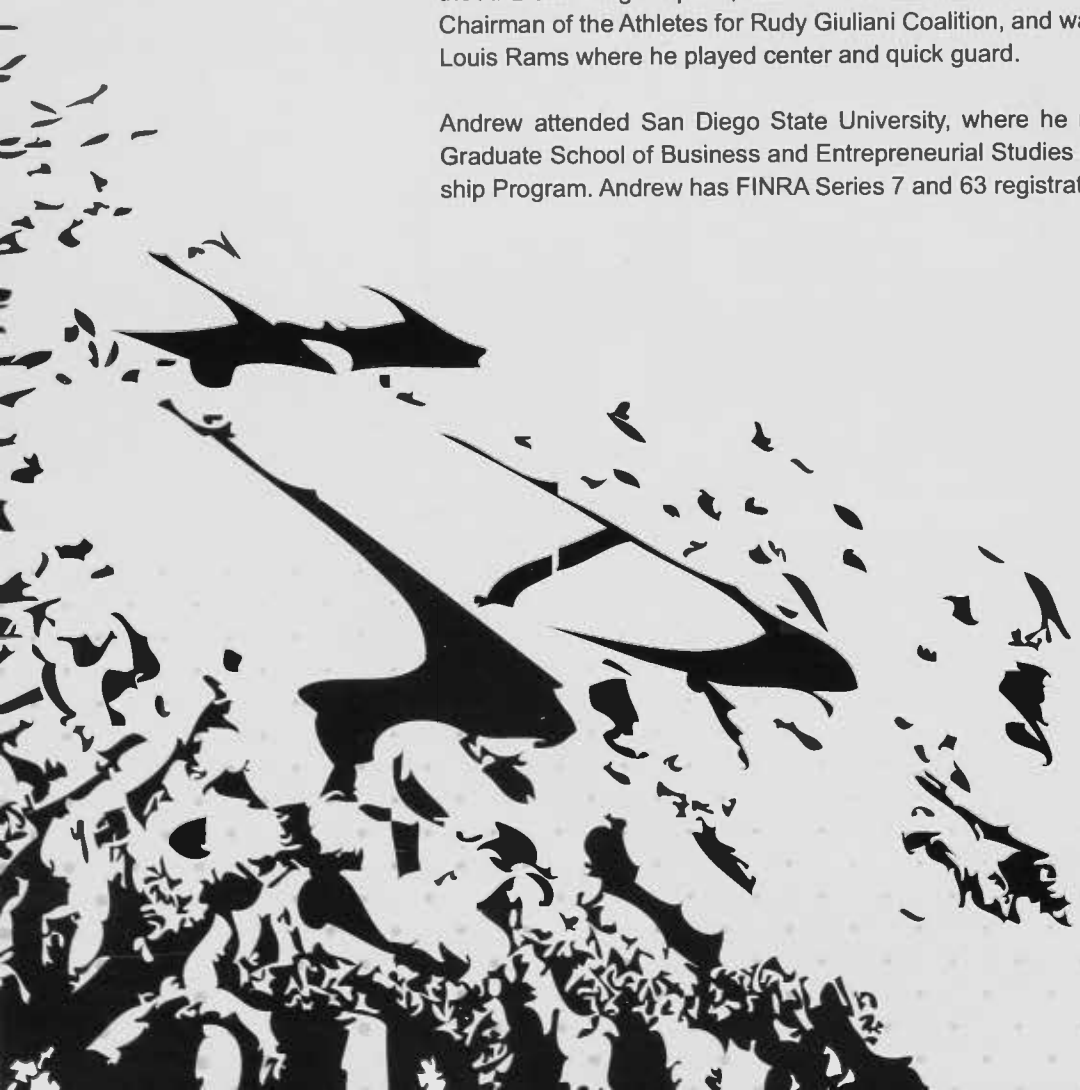
Andrew W. Kline Founder & Managing Director, Park Lane Investment Banking Services

Andrew Kline brings a broad background of professional sports experience, investment banking expertise, and industry knowledge to Park Lane. Andrew oversees strategic development and execution for each of the clients engaged by Park Lane. He has worked on transactions in Major League Soccer, the National Hockey League, the National Basketball Association, the National Football League (NFL), the National Lacrosse League, the Arena Football League (AFL), the X Games, and many sports business industries.

Andrew is currently a member of the Stanford Executive Circle, Association of Corporate Growth, NFL Players Association, NFL Retired Players Association, NFL Youth Education Town, and Cedars-Sinai Sports Spectacular. Andrew is also the founder of Project PLAY!, a Los Angeles-based charitable organization that provides under-resourced schools with art, music, and sports equipment.

Prior to founding Park Lane, Andrew served as president of The Athletes Agency, vice president of the AFL San Diego Riptide, CEO of the Australian Surf Academy, chief financial officer (CFO) of SBI, Chairman of the Athletes for Rudy Giuliani Coalition, and was drafted by the World Champion NFL St. Louis Rams where he played center and quick guard.

Andrew attended San Diego State University, where he majored in psychology; and the Stanford Graduate School of Business and Entrepreneurial Studies Business Management and Entrepreneurship Program. Andrew has FINRA Series 7 and 63 registrations.



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ADVISORY BOARD

LUDO BOINNARD Founder & former President & CEO, ONE Industries; CEO, MXInc.

Ludo Boinnard is the founder of ONE Industries, the world's leading Motocross graphic company, opinion leader in Motocross helmet design/performance, and a critically-acclaimed growing casual wear brand. Born in France, Ludo became an avid motorcycle racer at an early age, eventually leaving high school to pursue racing as a full-time career. His racing career consists of multiple French regional championships as well as finishing in the top 3 in the French National Enduro. In 1988 he took a position as a road representative for a motocross equipment company in Europe, which eventually led him to move to the United States in 1989. Ludo used this move to begin building his career in the motocross accessory industry, spending several years working in both San Francisco and Manhattan Beach, Calif. In 1991 he created his first company, BRAKING USA, the U.S. division of BRAKING International, an Italian Brake Manufacturing Company. The strong U.S. presence helped BRAKING become the leader in aftermarket motorcycle brake discs worldwide. In 1998 Ludo sold BRAKING back to the Italians to allow him time to focus on his current venture, ONE Industries. Co-founded with Marc Blanchard in 1997, ONE Industries revenues grew to \$20 Million in 10 years, entirely through self financing. In 2007, Ludo sold the company to the Triple 7 Group.

MICHAEL BROWER GM & CFO, PowerMetal Technologies, Inc.

Michael Brower has more than 20 years of experience in a variety of businesses operating in domestic and international markets. Michael's focus has been in strategic, financial, and operational planning; sale and acquisition of companies; and manufacturing and supply chain management. Michael is currently the CFO for PowerMetal Technologies, an advanced materials nanotechnology applications company focused on sporting goods and consumer durable products. Prior to PowerMetal, Michael was the CFO of Orange 21, Inc., a holding company that owns Spy Optic, developer of innovative and high performance products for the actions sports and youth life style markets. Michael has previously held CFO positions with Think Outside, Keylime Software, and Courseware. He was the VP and GM of Odyssey Golf, and when Odyssey was eventually sold to Callaway Golf, Michael stayed on board as executive vice president (EVP). Michael received his B.A. from Chico State his M.B.A. from USD. He is also a C.P.A.

BRIAN ENGE CEO, Zoot Sports

Brian Enge is the CEO of Zoot Sports, a global leader in endurance sports focused on providing the athlete with the ultimate in performance apparel, wetzoots, footwear, and accessories, which was acquired by K2 Sports in early 2009. Prior to joining Zoot Sports, Brian held a series of leadership positions in the sports apparel industry. Most recently, Brian was the senior vice president (SVP) of Saucony and the GM of

the Hind performance clothing division. Prior to Saucony, Brian was president of the North American subsidiary of Schoffel's outdoor and ski apparel brand. Brian is a former professional soccer player for the Wichita Wings of the National Professional Soccer League, and a graduate of both Harvard Business School and Harvard College, where he captained the soccer team in 1991. In his spare time, he is a triathlete and marathoner.

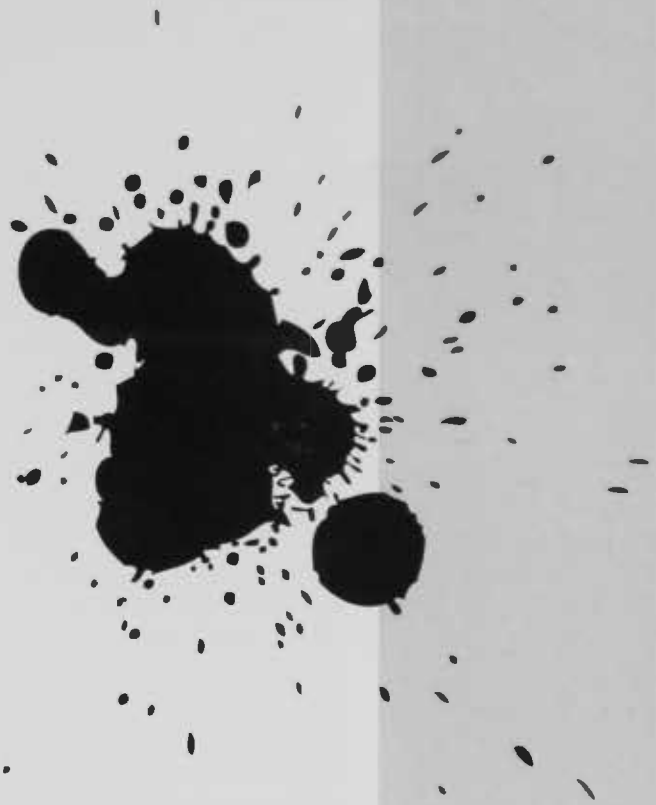
TONY FINN **Founder,** **Liquid Force**

In the early 1980s San Diego surfer, Tony Finn, developed the Skurfer – the first ever wakeboard. The boards were a cross between a surfboard and a water ski, and Tony began selling them to his friends on Mission Bay. In 1985, he decided to make a business out of it, and started mass producing Skurfers. He began to sell them worldwide and traveled relentlessly for the next few years, teaching people how to ride the boards, doing exhibitions, improving the product by adding foot straps and modifying the shapes, and selling boards to water sport enthusiasts around the globe. In 1988, Skurfers were being successfully sold in more than 400 stores in the U.S. and 40 countries worldwide, and Tony was featured on the cover of "Water Ski Magazine." In 1989, Skurfer was sold to Kransco, who at that time also owned Hydroslide, Morey Boogie, and Frisbee. Tony continued to develop the sport for Kransco and became their sales manager. He was hired by ESPN as the voice of wakeboarding, and announced multiple events for ESPN, including the X Games. In 1997, Tony founded Liquid Force, a company that sells wakeboards,

wakeboard bindings, wake-surfers, wakeskates, kiteboards, kites, and apparel; and is dedicated to relentless innovation, progressive design, maximum functionality, and unparalleled quality. Liquid Force is widely recognized as the No. 1 wakeboard brand in the world.

RICHARD (DICK) KINTZ **Managing Part-** **ner, Sheppard** **Mullin Richter &** **Hampton LLP**

Dick Kintz is managing partner of the Del Mar office of Sheppard Mullin Richter & Hampton LLP (Sheppard Mullin), the 550-attorney international law firm. Dick currently serves on the following Boards of Directors: Association for Corporate Growth, CONNECT S.I., and the San Diego Economic Development Corporation. Dick was the responsible attorney for the following sales in the action sports area: Reef, Rusty, and ONE Industries. Sheppard Mullin also handled the sale of Hurley to Nike. Dick's practice consists of the representation of start-up companies, venture capital backed companies, and middle market companies in assisting them in their growth; strategic representation of private companies in securing liquidity; mergers and acquisitions; strategic planning for clients; and representation of a number of the largest real estate owners in San Diego County in their real estate and estate planning. Dick has been listed in every edition of the Best Lawyers in America from 1989 to 2009. He earned his law degree from the University of California, Berkeley, where he was a member of the Order of Coif and an editor of the "California Law Review."



BOB RIEF **COO, C4 Water-** **man & Board-** **works Surf**

I started as a ski technician and lift operator while struggling through the University of Colorado. In the course of too many years to recount, or recall, I held positions as marketing director and sales manager at Nordica USA, Vice President (VP) of sales and marketing for Swiss-based Raichle-Molitor, GM of Merrell Footwear, president of Nike Golf, VP/assistant to Ely Callaway of Callaway Golf, CEO of Reef sandals and Sanuk Footwear, and finally now, COO of Boardworks and C4 Waterman. In the course of life I have had the pleasure of working with bigger-than-life founders, great retailers, and now a deep group of Waterman in our stand-up paddle venture. I have seen it all, from failure to transactions, and occasionally wonder at it all while perched on the tailgate of my Woodie, usually at the Cardiff Reef; usually over a BBQ and

a cerveza. I hope to pass on the experiences I have had to younger entrepreneurs, in the hopes they will rise higher and make one less mistake than I did!

DANA SHERTZ **Investor, EnDev** **Enterprises, LLP**

Dana Shertz gets results. He's proven it. Twenty plus years in management, sales, and marketing at EnDev Enterprises; MacGregor Golf; Callaway Golf; and his own retail golf operation include a history of record sales growth, marketing innovation, revenue enhancement, and expense reduction. From 2006 to January 2009 Shertz was COO and chief marketing officer (CMO) of EnDev Enterprises, owner and operator of several nightclubs and restaurants in San Diego. The EnDev team is credited with helping to revitalize San Diego's Gaslamp Quarter, making it a destination for upscale nightlife and entertainment. Prior to EnDev, Shertz spent more than 20 years in the golf industry. He served as presi-

dent and COO of MacGregor Golf, and 13 years in senior sales and executive positions at Callaway Golf. His ability to consistently deliver unprecedented results led him through a rapid rise in the company's ranks, eventually resulting in an appointment as Callaway's VP of sales. As a leader of the company's sales force, he oversaw revenue growth from \$5 million to \$840 million annually. Shertz also brings a unique understanding of business financial management. His experience includes positions with Morgan Stanley Dean Witter. An entrepreneur in spirit and in life, Dana also founded and operated a successful retail golf operation in Palm Springs, Desert Golf and Tennis.

JOHN SARKISIAN Founder & CEO Pro Performance Sports

With the original design of the Hit-A-Way Baseball product, John founded Pro Performance Sports to market the trainer via direct response television. Growing the Hit-A-Way into a multi-million dollar product, he and the rest of the Pro Performance team have now diversified their offering into full lines of trainers for baseball and other sports, and sell them via both retail and direct channels. John's entrepreneurial spirit was originally built through his career in real estate and restaurant management, having started out as a commercial real estate broker with Marcus & Millichap, and then founding and serving as CEO for both the Trevi Group and later, Pat & Oscar's. In the course of these ventures, John was awarded the 1999 Ernst & Young Entrepreneur of the Year for San Diego County. John also continues

as a managing member of Del Mar Heritage, an active homebuilder in San Diego. The company develops condominiums, apartments, retail centers, offices, and industrial buildings. John graduated from the University of Michigan with a B.A. in Economics, and then attended San Diego State University's M.B.A. program.

MARK (SCHMIDDY) SCHMID Founder & CEO Form Function Technologies

Mark Schmid has developed multiple industry-leading companies in the action sports space. He has 25 years of experience in product design, brand launch, management, manufacturing, marketing, and distribution in both hard goods and soft goods. Schmidy is the CEO of Form Function Technologies, the housing company for Sk8ology, Bordzup, ArtFunction, and GearUp, which manufactures and distributes patent-protected display and organizational systems for products that have strong emotional connections to their users. Schmidy is also currently the western U.S. learning director of the Entrepreneurs Organization (www.eonetwork.org). His past experience includes being the founder and owner of Syndrome Distribution/Pro Skate Products, one of the largest manufacturers and distributors in professional skateboarding. He is currently working on a TV show that melds the art world with the action sports world and serves on multiple nonprofit board of directors and advisory boards.

CAMILLE SOBRIAN COO, CONNECT; Co-founder, CONNECT S.I.

As the COO of CONNECT, Camille Sobrian oversees CONNECT's full range of programs. CONNECT is widely regarded as one of the world's most successful regional programs linking high-technology and life science entrepreneurs with the resources they need for success: technology, money, markets, management, partners, and support services. Under Camille's leadership, CONNECT has doubled the number of programs offered to 26 and the CONNECT team organizes 300 programs and events each year that engage 10,000 companies and 1,200 volunteers. Camille is a co-founder and board member of CONNECT S.I., co-founder and board member of CleanTECH San Diego, and co-founder and president of the Wireless-Life Sciences Alliance. Prior to CONNECT, Camille was managing director of Procopio Business Consulting, a subsidiary of Procopio, Cory, Hargreaves & Savitch LLP; SVP of marketing and public relations for matthews/mark (ad agency

with clients including Callaway Golf, Odyssey Putters, Lamkin Golf Grips and EPIC by Nextec); SVP of Stoorza, Ziegus & Metzger, and GM of the Agency's advertising division, Third Eye; and led the marketing communications division of the Canadian operations of Transamerica.

JIM STROESSER Investor & Board Member, Dirtbag Music & Clothing

Jim Stroesser has 25 years of global consumer branding experience in the sports, fashion, and entertainment industries. He was a partner with Converse during the initial purchase from bankruptcy in 2001, and drove the business from \$120 to \$285 million in three years. Jim was instrumental in the sale of the iconic American brand to Nike for \$305 million as the merger and acquisition of the year in 2003, while delivering a 2400-percent return on investment (ROI) to the investors in just 29 months. Prior to this, Jim has been the CEO of Pony International and SVP and GM of Quiksilver/Roxy global footwear. Jim also has prior executive and brand experience with Oakley, Nike, Polo Ralph Lauren, L.A.



BUSINESS ACCELERATION

Gear, and New Balance. He serves on the board of directors for Connect S.I., Dirtbag Music, and the Naval Special Warfare Foundation. He has a B.S. from the University of Nebraska and a M.S. from the University of Arizona.

MARCO THOMPSON
Co-founder & Chairman, CONNECT S.I., Managing Director, Express Ventures; CTO, Wind River Services (now Intel)

Marco Thompson is the co-founding chairman of CONNECT S.I., the Southern California trade organization dedicated to helping create and grow the action sports, sporting goods, and outdoor lifestyle industry. Marco advises several local firms on finance and growth, and successfully raised growth capital in 2008 for a CONNECT S.I. member company. Marco is also a managing director of Express Ventures, an early stage technology venture firm. He has operational experience at up to \$50-million revenue run rates, and he has led marketing & sales strategy development for diverse technology enterprises. He founded and self funded Doctor Design, which grew to become San Diego's most successful engineering design services firm and was eventually acquired by Wind River and then Intel. Marco has founded, financed, guid-

ed, and mentored numerous startups, and he currently sits on the board of directors or advisors of several early stage companies. Some of these companies include: MaintenanceNet, Entropic, Profitline, Intellitouch, Rosum, Drivecam, Objectiva, V-Enable, Benchmark Revenue Management, Qthink, and Philometron. Marco has been very active as a startup CEO mentor in the San Diego community, through programs such as CONNECT Springboard, CommNexus Next Stage, and the Chairman's Roundtable. Marco is a founding board member, past president, and past chairman of CommNexus. He holds three patents and has written a book on memory design. He has been honored as Technology Supporter of the Year, and is the UC San Diego Jacobs School of Engineering Alumni of the year for 2003. Marco has also been awarded the Gray Cary Award for Technology Innovation in 2003. Marco graduated with a B.S.E.E. from UC San Diego.

PETER (PT) TOWNEND
CEO, The ActivEmpire

The first World Champion of Professional Surfing (1976) has held numerous industry positions in a 25-plus year career in action sports, including a 10-year term as advertising director/associate publisher of "Surfing Magazine", "Bodyboarder,"

and "Volleyball Magazine," eight years as the marketing director of Rusty; and more recently this decade as publisher of Primedia's Surfing Group and marketing and events director for the Primedia Action Sports Group (ASG) division. PT also served as president of SIMA ('88-89) and president of Surfing America ('97-04) which he founded. He served as head coach of the USA Surf Team in 1982-1984, when he led the team to a gold medal win in '84, and most recently from 2004-2007 when he bought the USA Surf Team back to international credibility with a return to the dias in three of five international International Surfing Association World Championship appearances. PT currently serves on the USA Skateboarding board of directors, the umbrella organization that is endeavoring to bring skateboarding into the Olympics, and will field the USA National Skateboarding Team. PT also serves on Surf Industry Manufacturers Association's (SIMA) senior advisory board and the CONNECT S.I. advisory board.

CONNECT Sport Innovators presents:

Roundtable Discussion

*Grab a java with your fellow sports and active lifestyle industry execs and hear **Brian Enge** tell his story of how he was able to grow Zoot Sports into a global leader in multisport performance apparel, footwear, and wetsuits. Brian will also talk about what it was like to be acquired by industry giant K2 in January 2009.*

Event Overview

When: Thursday, July 16, 2009
Time: 7-9am
Where: Office of Morrison & Foerster
12531 High Bluff Drive, Suite 100
San Diego, CA 92130
Cost: \$15 - CONNECT S.I.
Members and students
\$25 - Non-members

**Please note that this event is limited to attendees in the sports and active lifestyle industry only.*

About the Speaker:

Brian Enge is the CEO of Zoot Sports, a global leader in endurance sports focused on providing the athlete with the ultimate in performance apparel, wetsuits, footwear, and accessories, which was acquired by K2 Sports in early 2009. Prior to joining Zoot Sports, Brian held a series of leadership positions in the sports apparel industry. Most recently, Brian was the SVP of Saucony and the GM of the Hind performance clothing division. Prior to Saucony, Brian was president of the North American subsidiary of Schoffel's outdoor and ski apparel brand. Brian is a former professional soccer player for the Wichita Wings of the National Professional Soccer League, and a graduate of both Harvard Business School and Harvard College, where he captained the soccer team in 1991. In his spare time, he is a triathlete and marathoner.



SPORT INNOVATORS

For more information contact Taylor Peterson @ tpeterson@connect.org
or visit www.connect.org/sport-innovators

Uniting the Tribes

Tribe \trɪb\ : a society or division of a society whose members have ancestry, customs, beliefs, and leadership in common

For 27 years, **ASR Marketplace** is the business-to-business platform for emerging sports and lifestyle brands to showcase their product lines to thousands retail buyers.

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The Collegiate Bicycle Company

Matthew Dunn,
Marketing Director

858.272.2476
matt@collegebikes.com
www.collegebikes.com

The Collegiate Bicycle Company has developed a way to automate bicycle rental transactions and track bicycles using radio frequency identification (RFID) tracking technology. This technology creates a new opportunity to reach non-traditional bicycle riders by providing an inexpensive on-demand bicycle to ride without the burden of maintenance. The Collegiate Bicycle Company will purchase and install automated self-service bicycle rental stations at ideal locations in the United States with opportunities for growth in the Caribbean, Europe, and Latin America. Ideal locations include tourist areas such as islands, coastal communities, hotels, and resorts. The stations can act alone as an automated bicycle vending machine placed in densely populated areas, or as a network of bicycle sharing stations for community members to swipe a card and ride to any other station within the network.

Malama Composites, Inc.

Leif Christofferson,
CEO

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leif@malamacomposites.com
www.malamacomposites.com

Malama manufactures plant-based composite materials that are incorporated into a variety of sports products, such as surfboards, kiteboards, wakeboards, boats, yachts, etc.; and other products, such as wind turbine blades, structurally insulated panels for home building and construction, air cargo containers, freight semi-trailers and unmanned aircraft. Malama Composites is an Innovative Green Technology Company supplying high-quality foam composites - clean green rigid polyurethane foam from renewable hydrocarbon (plant) sources. Malama Composites is currently involved in a variety of composite projects where a cleaner, greener foam using more sustainable materials and less energy to produce is used in place of other more toxic foam choices or expensive balsa and honeycomb cores.

ING COMPANIES

FrostByte Video, Inc.

Rick Korfin, President

888.893.7678 x11
rick@frostbytevideo.
com
www.frostbytevideo.
com

FrostByte Video is a technology-driven service that allows participants to memorialize the excitement of their day with a unique keepsake item – a personalized video of themselves having fun and performing in outdoor action sports – skiing, snowboarding, motocross, BMX, auto racing, golf, and others. The personal videos are viewed and shared by customers on the FrostByte Video social networking Web site or a higher quality version may be purchased by the customer on DVD for a premium fee. Video cameras are strategically positioned at fixed locations throughout sports parks and video footage is captured continuously throughout the day. Using proprietary, patent pending technology to locate each FrostByte-enabled athlete, a video is automatically compiled using only the portion of each camera's video that contains the customer. For a daily fee, a customer has their activity tracked all day and then receives an edited video complete with background music and scene transitions.

Loop'd Network

Scott Tilton, CEO

760.500.4901
scott@loopd.com
www.loopd.com

Loop'd Network is the largest online network for action sports, including motocross, skateboarding, snowboarding, surfing, and BMX. Loop'd has exploded to 425,000 members who utilize the network to promote themselves, connect with brands, get exclusive eCommerce deals on products and participate in a core network of online communities rooted in action sports and youth lifestyle. Loop'd generates revenue via integrated advertising, marketing, and eCommerce products provided to sports companies and lifestyle brands targeting action sports and youth culture. Loop'd provides a place for athletes to promote themselves, connect with brands, get exclusive deals on products, and participate in a core network of online communities rooted in action sports. The site was built to help action sports enthusiasts connect with brands, apply for sponsorship, join communities, get exclusive deals on products, enter contests, and become a brand insider. Individuals may create a custom profile to showcase their talent and build a following. They can also send updates to sponsors, family, and friends and grab stickers and badges to distribute across their social Web. Members may browse and share content by checking out endless amounts of photos, videos, and news provided by other members, brands and media partners. This is an opportunity for members to connect with friends or meet new people; rate stuff; and find places, events, and organizations to get involved with.

SportsForce

Andrew Beinbrink,
CEO & Co-founder

858.229.8619
andrew@thesportstv.
com
www.thesportstv.com

SportsForce offers an optimized sports career development platform to greatly increase athletic scholarship opportunities, improve student-athletes' preparation for college success and better manage their amateur sports careers online. The competitive sports market is lacking a Web-based sports career development platform that allows amateur athletes, coaches, parents, and college coaches to create, connect, and better manage their sports careers online. With almost 700 satisfied paying customers SportsForce recently signed more than 20 college baseball programs and four MLB baseball teams, including the Boston Red Sox, to begin paying for the service later this year.

Rhythm

Jye Townend,
U.S. Brand Manager

714.608.3667
jye@rhythmlivin.com
www.rhythmlivin.com

Rhythm designs, manufactures, and wholesales specialist surf apparel to specialist retail outlets across the United States. Based on its successful Australian business, Rhythm's business model is designed to deliver distinctive designs across comprehensive high quality product lines through a responsive value chain, while maintaining competitive pricing. Rhythm's designs and patterns are distinct and fresh. As such they form the essence of the brand and the key point of difference with its competitors. The designs are applied across a range of products and are unified around the creative direction of the lead designer. Rhythm offers a range of products for men, women, and boys that includes apparel, headwear, and a comprehensive set of accessories. Rhythm is an Australian surf apparel label founded in 2003. RGI North America was established in August 2008 and the brand was officially launched in the United States during the Action Sports Retailer (ASR) show in September 2008. The brand offers U.S. surf retailers a fresh, design-driven alternative to the major brands currently dominating the market.

OnePitch, Inc.

Mike Fontana,
President
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OnePitch, Inc. is applying science to the art of Baseball. Made up of a team of engineers and athletes, OnePitch's objective is to provide Major League Baseball teams with the most precise pitch data acquisition system available. OnePitch is preparing to produce and lease data acquisition systems that collect information while players work out in bullpens and batting cages. The company intends to release three core products: the OnePitch Data Acquisition System for Pitching, Data Acquisition System for Hitting, and the OnePitch Network. The OnePitch pitching system collects high definition video, speed, location, release point, and trajectory information on each pitch that passes through the system. The OnePitch hitting system will collect information on balls hit through the system. Both systems will display (and store) the data real-time to maximize coach and player benefit. The OnePitch Network stores and allows easy retrieval of data from pitching sessions and/or records of a pitcher's performances through a Web interface that can be easily adapted to the user's preferences.

LUNCHTIME PRESENTERS

PT Motion Works

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PT Motion Works is the maker of the elliptiGO, an exercise and transportation device that emulates running outdoors without the impact. It combines technologies from the elliptical trainer, cycling, and running industries to provide the user with a comfortable, efficient, and fun outdoor workout experience. PT Motion Works' first product will be targeted at fitness enthusiasts – specifically those individuals who have been forced to stop running for exercise because of injuries. The company intends to follow the launch of this product with several additional elliptiGO models, each targeting a different market segment, as well as its own brand of soft goods and accessories. PT Motion Works intends to generate revenues by manufacturing and selling outdoor fitness products using this patented technology and by sublicensing its patents to other companies to generate royalty revenues. Because the product combines running and cycling and is similar to the elliptical trainer, sales in these industries can be instructive for projecting the size of this new market.

SPORT INNOVATION



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