



2014 RAIN CONFERENCE

THE ROSEBURG AREA ANGEL INVESTOR NETWORK CONFERENCE



Planning for growth

Mandie O'Neill has always been an entrepreneur. At age 13, she started a fish tank cleaning business. That same passion for pets has translated into launching two successful doggie day and night care businesses.

Luckydog is using LivePlan to grow.

With expert advice, online access, and 500 sample business plans, LivePlan makes it easy to create a plan and track your success. **How are you planning to grow your business? LivePlan can help.**



Mandie O'Neill
Owner and Founder, Luckydog

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Welcome from the Roseburg Angel Investors

Welcome to the 2014 Roseburg RAIN Conference,

This is our second event here in Douglas County. Our principle goal remains to improve the community's capacity for early stage capital investment. The investors play an important role in that by funding the LLC and bringing attention to the community. But this is part of a larger effort to train local investors and entrepreneurs about "angel" investment – and start-up business practices, in general – through hands-on participation.

Our investors are hopeful that RAIN can play a role in contributing to a better environment for entrepreneurship in Douglas County and, by extension, a healthier economy overall. Through this effort, we have been supported by the Umpqua Business Center, the UCC Small Business Development Center, the Young Entrepreneur Society of Umpqua, the Oregon Entrepreneur Network, Palo Alto Software, and many others. Together we are trying to make Oregon—and Douglas County, specifically—a better environment for business creation and growth.



What you will see today is the culmination of an involved process. Twenty-five companies applied for the RAIN "launch stage" equity investment. The investors, with support from several volunteers, have been researching those applicants, visiting them, interviewing them, reviewing financials, and listening to their pitches. The five you will see today are all exciting companies, each of which we believe has the opportunity to reach scale and become players in the markets that they are targeting.

Our investor group continues to wrestle with whether and to limit applications to Douglas County or southwest Oregon proposals. We concluded that for several reasons it made more sense to hear pitches from a wider area. First, as our goal is to raise the game of local entrepreneurs, it would be a disservice to shield them from real-world competition. Second, a tenet of successful angel investing is building a portfolio and playing the numbers, and it is important that we identify the best possible investment opportunities for our investors. However, the Southern Oregon Angel Investors Network has recently significantly changed their approach and we may explore the possibility of joining forces with them.

To encourage a pipeline of future applicants and other business development, several of our partners have put together a concept stage business plan competition for even earlier stage companies. This competition has been limited to only Douglas County.

I'd like to thank all who helped make today's event possible. First and foremost, thanks to our applicants. We hope this experience contributes to your success, whether you win, were selected as a finalist, or simply had the chance to compete. Your efforts are inspirational to the investors and your fellow entrepreneurs.

Thanks to our sponsors, the Board of Directors and staff at The Partnership for Economic Development for Douglas County, and the innovators who have developed similar efforts in Bend, Medford, Portland, and around Oregon. The participants in these efforts have inspired us, and many have been extraordinarily generous with their time and experiences.

In closing, thanks to our speakers and investor panel. We are thrilled with the level of sophistication and expertise we will be able to share with the audience today.

Sincerely,

Greg Byrne
Managing Member
Roseburg area Angel Investor Network 2014 LLC

Disclaimer

Neither this announcement nor the RAIN Conference constitutes an offer to sell or the solicitation of an offer to purchase securities for the RAIN 2014 LLC or any presenting company.

If any investment in a presenting company occurs as a direct or indirect result of the RAIN Conference, it will be solely on the initiative of the investor without participation or assistance by, or transaction-related compensation to, the RAIN Conference or its agents. Neither the RAIN Conference, nor any organization, group or individual acting in connection with the RAIN Conference, make any representation or warranty as to the accuracy, truthfulness or reliability of the information provided by the presenting companies or their representatives.

The RAIN Conference serves merely as a vehicle to allow interested persons to view the ideas and activities of numerous companies and to learn about the types of business developing in and around the region. RAIN Conference is not a broker, dealer, or investment advisor. RAIN Conference has not evaluated or endorsed the merits of any presenting company or any presentation made at the RAIN Conference. RAIN Conference may be paid compensation by presenting companies, but such compensation is solely in connection with participation in the RAIN Conference and is unrelated to the terms or amounts of any third-party investment in such companies.

It is expected that potential investors will conduct their own due diligence investigation of the presenting companies, solicit such information from the presenting companies as needed to make an informed investment decision, and negotiate the terms of their own investment, if any, without participation by the Southern Oregon Angel Investment Conference or any agent of the RAIN Conference.

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Agenda

RAIN ANGEL INVESTMENT CONFERENCE

November 19, 2014

Danny Lang Teaching, Learning, and Event Center
Umpqua Community College

8:00	Registration/Continental Breakfast
8:30	Welcome Trevor Mauch, Founder, YES!
8:40	Opening Keynote Angela Jackson, Co-Managing Director, Portland Seed Fund “The Role of Alternative Early Stage Financing in the Oregon Economy”
9:15	Finalist Presentations, “Launch Stage” Investment
11:00	Break
11:15	Investor Round Table, Debrief of Finalists Mike Coughlin, CEO, Burley Design Wayne Patterson, CEO, APT Motovox Group Angela Jackson, Portland Seed Fund Kanth Gopalpur, Founder and ex-CEO, Monsoon Commerce Facilitator: Peter Thorsson, Palo Alto Software
12:15	Break for Lunch
12:30	Lunch Program, Building an Enterprise Kanth Gopalpur, Founder and ex-CEO, Monsoon Commerce “Building an Enterprise”
1:30	Finalist Presentations, “Concept Stage” Business Plan Competition
2:30	Award Announcement Greg Byrne, Managing Member, RAIN 2014 LLC



UMPQUA BUSINESS CENTER

WHAT WE OFFER

Executive Office Suites
Business Incubator Offices
State of the art training and meeting space
Community workshops and classes
Mentor and business coach network
Job specific business and career training
Business start-up and expansion financing assistance
Community Connect computers

Service Provider Programs housed here include:
UCC Small Business Development Ctr.
The Partnership for Economic Development in Douglas County
Coos Curry Douglas (CCD)
Business Development Corp.
Umpqua Training & Employment

WHO WE ARE

The Umpqua Business Center (UBC) is the central hub for startup and entrepreneurial resources in Roseburg.

The UBC accelerates the successful development of start-ups in a business incubation setting. The incubator nurtures startup companies, helping them to survive and grow during the vulnerable startup period.

The combination of experienced business owner tenants, start-ups, and resources all in one place provides an economic garden in which businesses of all sizes can flourish.

EVENT SPACE

Umpqua Business Center would love to host your next business meeting, event, board retreat, or class! Check out our state-of-the-art facility in beautiful downtown Roseburg!

Our room rental rates are both competitive and affordable. Here are just some of the amenities that we offer:

Ceiling mounted projector with built in 8x10 remote controlled wall screen
Traditional conference speaker phone
HD video face-to-face conferencing
Free High Speed Wi-Fi Internet
Onsite copier/scan/fax and plotter printer
Event planning assistance and receptionist



CONTACT US

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ROSEBURG OREGON 97470

PH: 541(440)0995
FAX: 541(440)2239

Umpquabusiness.com

BECOME AN INCUBATEE

The UBC is accepting applications for promising startup businesses. By becoming an incubatee, your business has access to extensive startup resources, legal services, social media and marketing consulting, co-working space, mentors, advisors and investors, and more!

Minimum qualifications:

Business must be in innovation stage (typically two years old or less) or about to enter a phase of significant growth (such as move from home-based to brick and mortar).

Must provide status reports, attend quarterly meetings and provide financial updates.

The application as well as additional client selection criteria is available on the UBC website or at the office.

Speaker Biographies

Keynote

Angela Jackson

Co-Managing Director, Portland Seed Fund

Over the last 12 years, Angela has made more than 75 angel investments and advised startups spanning everything from mobile to consumer products to clean tech. She proudly maintains multiple roles in the flourishing Portland startup ecosystem, including leadership of PSU's Business Accelerator, Oregon's oldest and largest, just recognized as a Top 25 University Incubator globally.

She also co-founded and co-manages Portland Seed Fund, with \$10 million under management, a portfolio of 48 high growth, capital-efficient Oregon companies and 5 positive exits. She is a past Chair of Angel Oregon and past President of Keiretsu Forum Portland chapter.

An entrepreneur herself from a family of entrepreneurs, Angela started several small companies and worked in the high-growth tech sector before tackling the world of angel investment and startups. Prior, she successfully dodged a real career by sailing the world's oceans on tall ships, where she met her husband. They have raised 2 entrepreneurial young adults - which is code for stubborn and 'never hears no'. She holds a B.A. in English and History from Boston University and a M.A. in Environmental Studies from University of Oregon.



Investor Round Table

Mike Coughlin

Owner and CEO

Burley Design, LLC

Mike has run, founded, purchased and/or turned-around numerous ventures over his career, including Burley Design, Kerr Concentrates, Tactics Boardshop, and Percon Incorporated. He has a background in mergers and acquisitions and financial consulting. Mike was CEO at Percon when they went public in 1995 and oversaw four major acquisitions by Percon.

In 2006, Mike purchased Burley Design from its owner employees and has since led the company to significant growth through refocusing on the company's core products, bike trailers. In addition to Burley, he has active involvement and ownership in Kerr Concentrates; Citizens Building, LLC; and McCracken Building, LLC.

Mike received a dual-degree from University of Oregon with a BS in Accounting and Quantitative Methods and General Science. He has long record of community service and is currently on the Oregon Community Foundation Board of Directors and a member of their Southern Willamette Region Leadership Council.



 RAIN
Investor Round Table

Wayne Patterson
CEO
APT Motovox Group, Inc.

American Performance Technologies is located in Kansas City, MO and has 3 powersport brands (Motovox, Motovox Pro and Motoped), a fuel system division supporting SmartCarb technology, a small engine development division (SonicFlow), and is a certified EPA/CARB emission testing lab. Patterson was President and CEO for the first 5 years of APT. Wayne's background includes co-founder of Alpine Electronics, co-founder Proton Electronics, SVP Specialized Bicycles, corporate restructure and strategic development for Oakley, and category development/M&A/Board of Directors for Nike. Over the last 30+ years, Patterson has worked with as a senior consultant or held senior executive positions at major consumer brands including Alpine, K2, Mattel, Nike, Oakley, Proton, Sony, Specialized, Trek, and others. He holds a BS, Business Administration, Concentration in Marketing from San Jose State University.



Peter Thorsson (Facilitator)
Business Development
Palo Alto Software

Peter does Business Development work for Palo Alto Software, maker of LivePlan, where he crafts strategic partnerships that help entrepreneurs succeed. Peter has also started and sold a successful business, directed Strategic Partnerships for Nickelodeon and Comedy Central, facilitated local Startup Weekend events, and judged business competitions for Rice, Princeton, Notre Dame, and others.



Lunch Program, Building the Local Entrepreneurship Infrastructure

Kanth Gopalpur Founder and former CEO Monsoon Commerce

Kanth Gopalpur has been involved in several entrepreneurial ventures over the past two decades. From 1995-2000 he led the online operations of Powell's Books and from 2000-2002 he served as the VP of ecommerce for Djangos, a venture backed retailer of music and movies. In 2002 Kanth founded and was the CEO of Monsoon Inc. Over the next few years Monsoon experienced rapid growth and was acquired by a private equity firm in February 2010 and merged with Alibris Inc., an Emeryville, CA company to form Monsoon Commerce. Kanth served as President and Board Member of the combined \$100M company, with over 120 employees in 3 locations, from 2010 till 2012 and then as CEO until May 2013.

Kanth has also served on the Board of the Oregon Growth Account, the Portland Intermediary Fund, the Oregon Chapter of TIE and several private companies in and outside Oregon.



Greg Byrne CFO, Lone Rock Timber Managing Member, RAIN 2014 LLC

Greg is the Chief Financial Officer for Lone Rock Resources, an owner and manager of timberlands and commercial real estate headquartered in Roseburg, Oregon. Prior to joining Lone Rock Resources, Mr. Byrne was a principal of a consultancy providing companies with advisory services related to business mergers & acquisitions, strategic analysis, and financial analysis. Mr. Byrne has served as the Chief financial Officer for several other public and private companies, with sales ranging from \$60 to \$220 million, and began his career with Coopers Lybrand, now PriceWaterhouseCoopers.



Emcees

Alex Campbell Executive Director The Partnership for Economic Development in Douglas County

Alex has served as the Executive Director of The Partnership since May 2011. The Partnership is a public-private effort dedicated to building the economic base and family wage employment in Douglas County. Alex has worked in economic development in Oregon for eight years, including five years leading the economic development efforts at the City of Milwaukie in Clackamas County. He has also worked in the private sector in real estate development and corporate research. Prior to moving to Oregon, he was a Faculty Research Associate at the University of Maryland, College Park, and performed public policy research for several small think tanks and advocacy organizations.



Anya Peterson-Frey Director Umpqua Business Center & UCC Small Business Development Center

Anya holds a Master's degree in Business Administration and is a doctoral candidate in Business Management. In addition she is a certified Senior Professional in Human Resources and certified as a Global Business Professional. Her professional experience includes work as a business analyst with a Fortune 500 company, serving as a director of small business development centers in Alaska and Wyoming, and teaching at several universities and colleges. She is passionate about entrepreneurship and has owned several small businesses throughout her career.

Anya enjoys being involved with the local community and in her free time she enjoys traveling and playing outside. She is an avid traveler, hiker, cyclist, and general adventurer.



Presenting Companies — Launch Stage

Amplion Research

Adam Carroll
CTO
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We provide business intelligence solutions that give pharmaceutical and diagnostics companies strategic control of the complete clinical biomarker landscape.

Business Summary: We develop business intelligence solutions that support strategic decision-making in healthcare research. Our knowledge base helps drug companies identify the most important biomarkers to include in clinical trials, and it helps diagnostics companies identify the biomarkers that will power next generation diagnostic tests.

CrowdStreet

Tore Steen
CEO, Founder
tore@crowdstreet.com



CrowdStreet provides a crowdfunding marketplace that connects accredited investors with institutional-quality real estate investments. With its cloud-based fundraising and investor relationship management platform, CrowdStreet offers real estate operators, funds and private equity companies an online vehicle to raise capital and manage relationships with new and existing investors more efficiently and cost effectively. Based in Portland, Ore., CrowdStreet was founded in 2013 by a team with deep experience in commercial real estate, finance, consumer Internet and software development. For more information, visit www.crowdstreet.com.

Presenting Companies — Launch Stage

Poached Jobs

Kirk Thornby
CEO
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Already live in 11 markets and #1 in organic search for restaurant jobs, Poached is quickly impacting the industry. With an enterprise level BackOffice suite of tools offered at an attractive price, Poached directly addresses the needs of busy restaurateurs who struggle with high turnover rates and business organization.

Having achieved strong proof of concept, with \$120,000 in Revenues for the most recent quarter, we are ready to expand deeper into NY, SF and LA. Once we establish a solid footing in these key markets, which is expected to take just over a year, we will begin to scale operations across other significant U.S. and foreign markets. The market risk, product acceptance and revenue model are all fully baked and we are ready to go!

Red Duck Foods

Karen Bonner
Co-Founder
karen@redduckfoods.com



Founded in 2013, Red Duck Foods is an organic foods company specializing in original condiments. Red Duck has five products, including four organic ketchup flavors and one cocktail sauce. We have a partnership with the nation's leading natural distributor, and placement in 145+ accounts in 10 states, including Whole Foods and Dean & DeLuca. In 2015, our goals include distribution to 900+ accounts and introducing two additional products.



Presenting Companies — Launch Stage

Outdoor Project

Tyson Gillard
Co-Founder + CEO
tysongillard@outdoorproject.com



Outdoor Project makes it easy for everyone to have an incredible outdoor experience. Outdoor Project is combining incredible + inspiring media, comprehensive information and social community to create the best resource for outdoor adventure. It's a resource for outdoor enthusiasts by outdoor enthusiasts. Centered around easy to find curated adventure content, users can get everything they need to have an incredible outdoor experience, including detailed trip reports, reservation and permit information, local weather reports, detailed and custom driving directions, nearby camping and lodging options, and eventually a direct means to book guides + outfitters and purchase necessary gear or apparel. What's more, you'll find information for all types of human-powered outdoor adventure. Camping, hiking, parks, beaches, snowshoeing...you name it, you'll find it.

We're based in Portland and San Francisco and launched this last May. The site currently features over 1,600 adventures with 115,000 users to date. The avg. time on the website is 4:20 min. and avg. page views per visit is 5.2, all of which is 2x comparable media industry standards. With the upcoming launch of our California and Washington adventures this spring (2015) we're anticipating another leap of at least 400% growth in traffic. And this is all just the beginning.



Presenting Companies — Concept Stage

Charged Concepts

“L” Wil Tucker
wtuck60@gmail.com
541-440-0995



Charged Concepts' is a start-up company which combines existing technologies to produce high efficiency generators for hybrid vehicles. Based in Roseburg, local businesses and professional services are being used to prototype and develop the generators.

Fantastic Display Fireworks System

Larry Linton
pyrotechlk@gmail.com
541-580-2345



1. Hear our concept about the future of display fireworks shows and how we will propel the pyrotechnic guild to the next generation.
2. Consider assisting us to build a prototype to prove this concept. Consequently enabling the attraction of the required venture capital to implement our national and international market plan.
3. FREE fire crackers for kids over 100 years old.

Holm Made Toffee Co.

Donna Holm
donna@holmmadetoffee.com
541-430-7092



Holm Made Toffee Co. is a confectioner of artisan hazelnut toffee from Glide, OR. We are a family business based on the principle of creating and sharing happiness, pure and simple. We are synonymous with quality, service, attention to detail and Oregon hazelnut deliciousness!



Presenting Companies — Concept Stage

Hunt Gear USA

Ty Stubblefield
ty@oregonhunters.org
541-643-5327

HUNT GEAR USA

Hunt Gear USA is in the Concept stage of building the highest quality hunting and outdoor related gear right here in Roseburg, OR. Supporting the local and national economy through the promotion of high quality gear MADE ONLY IN THE USA!

Nola Mix

Michelle Jones
nolagrainfree@gmail.com
541-531-5014



People are excited about Nola Mix Grain-Free GraNola! Made with 100% whole foods and Gluten-Free! Its chewy goodness includes: nuts, cinnamon, vanilla and local honey. Add to yogurt, fresh fruit, hot/cold cereal or just eat by the handfuls! Available in large and snack size bags.

RoseRent.com

June Taylor
gojune@charter.net
541-817-6933

RoseRent.com – Develop a website and phone application for the rental of homes and apartments.

Concept Prize Sponsors

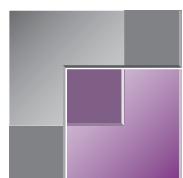
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NeighborhoodWorks Umpqua

<http://www.nwumpqua.org/>

Supporting new entrepreneurs and micro-enterprises through training, a matched savings program (Dream Savers), and related projects. NeighborhoodWorks, in cooperation with Phoenix School, operates Umpqua Local Goods, which features goods from local artisans, craftspeople, and local food products. The store also has a commercial kitchen available for rent to support new food entrepreneurs.

Oregon Entrepreneurs Network

<http://www.oen.org/>

The Oregon Entrepreneurs Network (OEN) is a non-profit organization that educates, supports, and advocates for our entrepreneurial community to accelerate business growth and employment opportunities in Oregon and southwest Washington. OEN is a thriving, multi-faceted community that contains members from every walk of life, pursuing every aspect of entrepreneurship to better our state and region. OEN is the heart of our entrepreneurial community, fostering innovation, growth, success, and giving back.

As the largest entrepreneur assistance organization in the state of Oregon, OEN fosters the flow of entrepreneurial ideas, services, and capital to entrepreneurs and helps connect emerging Northwest businesses to growth-stimulating expertise and valuable resources.

The Partnership for Economic Development in Douglas County

<http://www.uedpartnership.org>

The Partnership works to expand living wage employment opportunities in Douglas County through working with existing businesses, business recruitment, and support for entrepreneurship.

The Partnership publishes a monthly newsletter on items of interest to the local business community, organizes semi-annual industry tours, and supports LeanLink, an industry-led consortium of local businesses dedicated to sharing best practices around continuous process improvement.

SCORE (Service Corps of Retired Veterans)

<http://willamette.score.org/chapters/willamette-score>

SCORE provides free business counseling services. Counseling is provided by retired business executives. Appointments are available weekly at the Umpqua Business Center: 541-817-7628; roseburgscore@gmail.com.

Umpqua Business Center

<http://umpquabusiness.com/>

UBC is a physical focus for business support services in Roseburg. Since June of 2012 The Umpqua Business Center has been provided office space on flexible terms to early stage businesses, along with coaching and other services. The model is often referred to as a Business Incubator . Services are available for both clients that want office space, and for “virtual” tenants that just need services, such as a mailing address and meeting space. Conference and event rooms are available to tenants and to members of the public.

UCC-Small Business Development Center

<http://www.umpqua.edu/small-business-development-center>
<http://www.bizcenter.org>

The SBDC provides no-cost, one-on-one small business counseling by professional business counselors. They also provide training and education on core business topics including finance, management, marketing, planning and technology.

UCC-Southern Oregon Wine Institute

<http://www.sowicellars.com/>

SOWI provides training in both grape production (viticulture) and wine-making (oenology). In addition, SOWI operates a working winery and is developing a wine incubator to support early stage wine-makers through the early stages of growth.

YES!

<http://umpquaentrepreneurs.com/>

Created in 2011 by a couple of young entrepreneurs who were interested in “Making Things Happen” in Roseburg / Douglas County. The group has monthly “pub get togethers” or “meetups” with other young entrepreneurs trying to fill in some of the missing ingredients in Douglas County. Young Entrepreneurs Society of Roseburg: Network. Learn. Thrive. Make A Difference.



RAIN