



Paul Major



Jesse Johnson



Thea Chase



Ashley Nager



Robert Brown

## COMPANY DESCRIPTION

The Telluride Venture Accelerator (TVA), launched in the fall of 2012 as an initiative of the Telluride Foundation, develops high-growth businesses out of Telluride. TVA uniquely targets businesses focused in the areas of outdoor recreation, tourism, natural products, health, energy, water, and education. The winners are selected from a competitive field which feature applicants from throughout the U.S. and worldwide. The accelerator program includes mentoring, business coaching, and incubation, as well as investment opportunities. TVA winners each receive \$25,000 to catalyze their business forward and locate in Telluride for five months in exchange for a 4% equity stake. They are provided shared office space at the Peaks Resort & Spa, access to over 85 world-class mentors and other benefits, including introductions to successful entrepreneurs-in-residence and Telluride's angel investment community.

## TEAM EXPERIENCE

**Paul Major** – President & CEO, Telluride Foundation, Co-Founder, Telluride Venture Accelerator

**Jesse Johnson** – Co-Founder & CEO, Telluride Venture Accelerator

**Thea Chase** – Program Director, Telluride Venture Accelerator

**Ashley Nager** – Program Manager, Telluride Venture Accelerator

**Robert Brown** – Program Intern, Telluride Venture Accelerator

## PROBLEM/SOLUTION

### Problem

Geographic gap – located at the end of a box canyon with small population and narrow economy

### Solution

- Diversify regional economy
- Nurture, attract and retain businesses that can thrive in a remote environment
  - Attract talented workforce
  - Create great jobs
- Establish Telluride as a great mountain community to start and grow a business.
- Position Telluride as a global hub of innovation and convening

## WHO USES?

5-6 companies selected from global pool for each cohort and are selected based on team, market and idea; partner companies are regional high growth companies.

## WHO PAYS?

TVA is generously supported through grants, sponsorships, cash and in-kind donations. All equity is held by the Telluride Foundation and all proceeds will be reinvested into TVA and Telluride Foundation.

## KEY STATISTICS

**3 years in operation**

**18 companies:** 13 based in Colorado  
2 - CA, 1 - ME, 1 - NM, 1 - NY

**6 newly formed Telluride-based companies**

**\$8 million raised**

**Total of current valuations: \$51 million**

## ACHIEVEMENTS

### Capital invested in TVA companies

- ~\$8m for 13 companies in seed capital in just over 2 years
- \$/company: \$580,000 average

### Jobs created

- ~57 jobs in 2 years
- ~60% in Colorado
- ~50% in west slope region

### Commercially viable

- 85% in business
- 100% of those earning revenue

### Regional economic impact

- \$25m in collective local economic impact from TVA
- TVA inspiring new entrepreneurial services in broader region
- Inspiring start of co-working spaces in Telluride and Montrose
- Start of regional SBDC satellite and other technical assistance programs

## NOTABLE ADVISORS

**85+ world class mentors**

**WEBSITE:** [www.tellurideva.com](http://www.tellurideva.com)



Thea  
Chase



Len  
Metheny



Andrew  
Dickson



Tyler  
Chase-Nason



Patrick  
Latcham

## COMPANY DESCRIPTION

Transforming raw video footage into lasting memories that are easy to share with friends and family.

## PROBLEM/SOLUTION

**Problem:** 1.5 billion people worldwide are recording video on portable devices. However, consumers and businesses are frustrated because they do not have the resources needed to easily edit and share the footage.  
**Solution:** Creating a platform that allows your average video recorder to upload their footage on the ProEditors website and then have a professional edit that video with the help of a several automated aspects.

## TEAM EXPERIENCE

**Tyler Chase-Nason:** Co-Founder and Tech Guru. Tyler has the perfect hybrid of video editing, software development and entrepreneurial spirit needed for this position. He started his video editing career in 2005 working as a production assistant for KKCO-TV, was an Editor for The Maine Channel, founded a start up that was selected to partake in the Kauffman FastTrac for Tech Ventures and is currently a software engineer for Boeing.  
**Patrick Latcham:** Founder and CEO. While working for Telluride Ski Resort Patrick developed and launched a Winter Music Series that resulted in profits for all parties involved, increased group sales by 23% and developed relationships with resorts and outfitters that have played a key role in growing the marketing channels for ProEditors.  
**Video Editors:** Currently working with 5 editors via contractor's agreement and have relationships with filming schools that provide ProEditors with access to thousands of editors.

## MARKETING STRATEGY

ProEditors is developing "Referral Program Hosts" with outfitters and resorts to promote the video editing service. In exchange for promoting ProEditors to their customers via packages, kiosks or rack cards ProEditors provides the outfitter with marketing, income and added value. This is accomplished by branding the video with the outfitters logo, providing the outfitter with a percentage of the sale and giving the customer a discount.

## MARKET POTENTIAL

**Cloud based video editing** is a new and exciting industry that was not even possible a few years ago. As a result, there is no hard data on the exact market size. However, ProEditors has analyzed several customer segments including action cameras, cruise lines, weddings, product reviews, real estate, startups and smart phones. If 3% of the members of these industries want an edited video to share their experience or promote their service this result in a 1.4 billion dollar industry.

## KEY STATISTICS

**Number Beta Customers:** 23  
**Time for first edit:** 4 hours  
**New Average Editing Time:** 45 minutes  
**Revenue Stage:** Early Revenue  
**Capital Raising:** \$375K

## Advisors and Board Members

**Andrew Dickson:** Lead-level software engineer with first-class academic computer science education.  
**Thea Chase:** Director of TVA and 20+ years of entrepreneurial coaching experience.  
**Len Metheny:** Tech entrepreneur with experience launching a video hosting website.  
**Kristen Ogden:** Founder/CEO of Verde Brands. GoPro's first PR firm and current clients include IBEX, K2, RIDE Snowboards and KEEN.

## WHO USES?

Anyone recording video with current focus on snow sports and cycling.

## WHO PAYS?

Current focus is consumers.

## REVENUE MODEL

Transactional based on the amount of raw footage uploaded. Up to 30 minutes of footage is \$49 and up to 2 hours of footage is \$99.

**WEBSITE:** [www.ProEditors.com](http://www.ProEditors.com)

**EMAIL:** [info@ProEditors.com](mailto:info@ProEditors.com)



[TellurideVA.com](http://TellurideVA.com)

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Tallis Salamatian



Chris Lehman



Nicolas Pallikarakis



Emil Valchinov



Greg Bland



Corrin Murray



Ricky Pimentel

### COMPANY DESCRIPTION

BaziFIT is bringing physical therapy into the digital age by developing wearable technology that will increase the effectiveness of doctors by allowing them to better access their patients' biofeedback. The sensors in our device measure range of motion, movement mechanics, balance and stability, which gives healthcare professionals the ability to provide truly data-driven care and keep patients engaged, increasing adherence to treatment and improving patient outcomes.

### TEAM EXPERIENCE

- Tallis Salamatian:** Experienced entrepreneur with a successful exit and insurance reimbursement experience
- Chris Lehman, MD:** Orthopedic surgeon specializing in sports medicine
- Nicolas Pallikarakis, PhD:** Biomedical engineer and head of Biomedical Technology Unit at University of Patras
- Emil Valchinov, PhD:** Biomedical engineer with numerous published papers on biomedical electrodes, sensors and electrical safety of medical devices
- Greg Bland:** Software engineer and algorithm development expert
- Corrin Murray:** Marketing communications specialist
- Ricky Pimentel:** Kinesiology and algorithm development expert

### MARKET POTENTIAL

There are more than 15 million physical therapy patients seen per year in the U.S., translating to an addressable market of \$3.6 billion if every patient rented our device at \$40/month for 6 months. Once BaziFIT is established as an industry leader in the health space, we plan to expand into the training and fitness industry, which is a \$45 billion market in the U.S.

### PROBLEM/SOLUTION

Most physical therapy patients receive only a paper printout of workouts and general guidelines. This could explain why 60% of people who are prescribed physical therapy don't do it. Right now measurements of how well a patient is performing the rehabilitation exercises is subjective. The physical therapist looks at the patient and makes a judgment, and the patient at home tries to remember the right way to do the exercises. BaziFIT allows both to have a precise understanding of what needs to be done and what has been done. This will substantially shorten the recovery period and reduce re-injuries.

### KEY STATISTICS

- Team Size: 8
- Prototypes/MVP: 2
- Revenue Stage: Pre-revenue & piloting
- Capital Raising: \$550K

### ACHIEVEMENTS

- Patent pending
- Finished hardware device and functional software MVP
- Partnership with University of Patras in Greece

### NOTABLE ADVISORS

- John "Jack" Gilbride:** CFO and TVA mentor
- Jeff Arsenych:** Entrepreneur with numerous successful exits

### WHO USES?

Physical therapy patients and their healthcare providers

### WHO PAYS?

Physical therapy patients, with the goal of reimbursement by insurance companies in the future

### REVENUE MODEL

Subscription-Based

WEBSITE: [www.BaziFIT.com](http://www.BaziFIT.com)

EMAIL: [info@BaziFIT.com](mailto:info@BaziFIT.com)



[TellurideVA.com](http://TellurideVA.com)

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Kevin  
Long

Sarah  
Smith

Sean  
McCleary

## COMPANY DESCRIPTION

The Dyrt is changing the way outdoor enthusiasts search and discover campgrounds and paid outdoor adventure trips.

## TEAM EXPERIENCE

**Kevin Long:** Co-founder. CEO: 15+ years sales/marketing including two technology acquisitions. Lead on one of the acquisitions through 10x revenue growth.

**Sarah Smith:** Co-founder. VP of Product and Community: 15+ years community development with organizations recruiting millennials. The Dyrt visionary responsible for current community and live MVP at thedyrt.com.

**Sean McCleary:** CTO: 15+ years full stack development including one technology acquisition. His technology was acquired and then rolled into a successful IPO offering.

## MARKET POTENTIAL

39M people in the US spend \$27 billion per year on paid adventure trips (not including airfare).

## PROBLEM/SOLUTION

**Problem:** 79 million outdoor enthusiasts dread the awful experience of searching for campgrounds and paid adventure trips online. Camping websites lack the ground level view that campground photos provide. Paid adventure trip market has yet to be successfully consolidated and no company has figured out how to break into the paid Peer-to-Peer (P2P) travel market.

**Solution:** The Dyrt will become the first company to successfully:

1. Collect ground level view photos from every campground in the US through gamification.
2. Create a complete paid adventure trip directory with unique scoring grids that trump traditional 5 star ratings.
3. Break into the P2P tour space after leveraging adventure travel companies to balance out supply and demand of trips.

## REVENUE MODEL

- a. Sell premium accounts to adventure travel companies to help them fill trips (B2B Software as a Service Model).
- b. Make commission from bookings as The Dyrt disrupts the market with paid peer-to-peer trips (C2C Commission Model).

## KEY STATISTICS

Team Size: **3**

Revenue Stage: **Early Revenue**

Capital Raising: **\$650K**

## ACHIEVEMENTS

- Launched camping game beta site at thedyrt.com
- First month traffic jumped from 500 to 20,000 visitors
- Power users beat expected engagement by 4x
- Brought on Marmot as a strategic partner, sponsoring The Dyrt's \$3,000 Giveaway

**WEBSITE:** [www.thedyrt.com](http://www.thedyrt.com)

**EMAIL:** kevin@thedyrt.com



# MOUNTAIN DRONES

High Alpine UAV Solutions

## COMPANY DESCRIPTION

Mountain Drones Inc. designs, builds, and operates unmanned aerial systems uniquely purposed for environmental monitoring. We bring to market heavy-duty aircraft paired with unique sensory equipment to provide aerial surveying methodologies for increased data coverage, more accurately and more efficiently. Increases in the quantity and quality of data sets empowers clients to make better informed operational decisions.

## TEAM EXPERIENCE

**Brent Holbrook:** Technology expert, 10+ years of experience designing, building, and operating unmanned devices.

**Warren Linde:** Proven track-record selling to moderate and large sized institutions such as Apple, HP, and Merrill Lynch. Ability to manage distribution of products & services within leveraged partner channels.

**Robert Blank:** 3+ years of software design and database management in the field of oil and gas environmental engineering, remote sensing, regulatory compliance.

## MARKET POTENTIAL

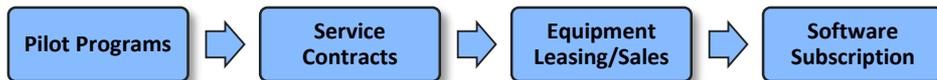
For years 2015-2019, Mountain Drones Inc. has recognized an annual addressable Environmental Monitoring & Hydrology market size of \$4.95 Billion USD. Mountain Drones Inc. will focus on the provision of products & services to environmental customers and plans to generate \$10.4 Million USD by end of fiscal year 2018.

## PROBLEM/SOLUTION

Poor data coverage, dangerous work environments, and obligations to meet government-imposed regulations plague public and private organizations with environmental monitoring needs. Vital natural resources are decreasing in availability which has created increased demand for environmental data.

Mountain Drones Inc. offers unmanned aerial service programs and products capable of operating in harsh environments, keeping humans out of harm's way and more effectively gathering valuable information. Our heavy-duty unmanned aircraft, paired with unique sensory equipment, enables aerial surveying for increased data coverage, more accurately and more efficiently.

## REVENUE MODEL



## WHO USES?

Data Analysts & Environmental Decision Makers

## WHO PAYS?

Public & Private Entities + Data Intermediaries



Brent Holbrook



Warren Linde



Robert Blank

## KEY STATISTICS

Team Size: 8

Prototypes/MVP: 2

Revenue Stage: **Early-Revenue & Piloting**

Capital Raising: **\$550K**

## ACHIEVEMENTS

### Pilots / Partnerships

Include but not limited to (\$100K in Negotiations):

- Service Contract Commitments from Colorado Water Conservation Board (CWCB)
- R&D Partnership with Center for Snow and Avalanche Studies (CSAS)
- Revenue Generating Partnership with Great Outdoors Colorado (GOCO)
- Contract Negotiations with multiple Power Associations (Xcel, SMPA)
- \$14,475 Hardware Sale, 1 Mountain Drone Unit
- Demonstration of avalanche mitigation capabilities to Colorado Department of Transportation and U.S. Ski Patrol

### Key Team Members and Advisors:

Flight Test Director of Air Force One  
 Technical Advisor to U.S. President  
 Current Member National Ski Patrol Board of Directors  
 Masters of Engineering from University of Utah  
 Hydrology PhD from CU Boulder  
 Xcel Energy Manager  
 Master UAS Technician

WEBSITE: [www.mountaindrones.net](http://www.mountaindrones.net)

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# TRAVEL RECON



**Toby  
Houchens**



**Ryan  
Leffingwell**



**Caitlin  
Green**



**Jessica  
Kingston**



**Kenny  
Kirkland**

## COMPANY DESCRIPTION

Travel Recon is an easy-to-use mobile and web platform that provides international businesses, organizations, and travelers with travel management tools coupled with relevant safety and security intelligence from cities around the world.

## TEAM EXPERIENCE

**Toby Houchens (CEO):** Over 10 years as a Green Beret, MS in International Relations

**Ryan Leffingwell (CTO):** 20+ years IT experience (2 tech start-ups)

**Caitlin Green (CMO):** Business administration degree (Marketing)

**Jessica Kingston (Director of Product Development):** Intelligence Analyst/Congressional Aide

## MARKET POTENTIAL

Billions spent annually by businesses and organizations on international travel and risk management costs. 8 out of 10 US businesses have some form of risk management solution.

## PROBLEM / SOLUTION

Over 130 countries are now considered “less than stable” by the U.S. Fund for Peace as a result of ongoing social upheaval, war, terrorism, or high levels of crime. Now more than ever, companies, organizations and travel managers need comprehensive, easy-to-use travel management and risk intelligence tools to better understand potential threats, govern travel and personnel, limit disruptions, and mitigate individual and organizational risk. Current solutions use old analytic methodologies, rely on insufficient data, and suffer from low quality control. Moreover, they’re expensive, trap you into packages, are overly generalized, and difficult to use.

Travel Recon brings a fresh approach to save you time and effort while providing customizable world-class destination information analysis, travel governance, and risk management capabilities. The Travel Recon platform provides actionable destination intelligence, traveler and client GPS tracking, secure communication with fellow colleagues, street-level threat visualization, privacy settings, tailored organizational alerts with user confirmation options, and practical emergency response tools. Our professional reports include all of the information your organization needs, including business infrastructure, cultural immersion, corporate compliance and efficiency reports.

## REVENUE MODEL

PaaS: Free mobile application -> subscriptions -> Bulk user licenses, SaaS



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## KEY STATISTICS

### Team Size: 5

Over 84% of international travelers polled would use a destination safety intelligence service.

## ACHIEVEMENTS

- Beta version website and mobile application ready for launch by Demo Day
- Three NGO’s and a company have agreed to Beta test
- Over one thousand followers and users and counting.
- Initial discussions with satellite phone companies to offer mobile application

## NOTABLE ADVISORS

**David Duncan** (6 technology start-ups)

**Samuel Berestizhevsky** (Algorithm/statistical modeling expert)

**Jeff Katz** (founder of Orbitz)

**Andreas Wellauer** (CEO of Galiant Consulting)

**Gary Grappo** (US Ambassador)

**Kenny Kirkland** (30 years intelligence management)

**Tom Kingzett** (technology)

**Ed Gassman** (government)

## WHO USES?

Organizational travel managers, risk managers, travel management companies, and travelers

## WHO PAYS?

Businesses, Organizations, and Travelers.

**WEBSITE:** [www.travelrecon.com](http://www.travelrecon.com)

**EMAIL:** [info@travelrecon.com](mailto:info@travelrecon.com)

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