



MoonshotAZ

Pioneer Pitch

Verde Valley

WHEN

October 15-16, 2021

WHERE

October 15 **Workshops, 8:30am to 5:00pm**
Yavapai College
Verde Valley Campus, Rm M137
601 Black Hills Drive, Clarkdale

October 16 **Finalist Event, 4:30pm to 8:00pm**
Yavapai College,
Verde Valley Campus, Rm M137
601 Black Hills Drive, Clarkdale

SPONSORS

GOLD—\$5,000



SILVER—\$2,500



COPPER—\$1,000



FRIEND—\$500

Alcora Marble, LLC
Cottonwood Chamber of Commerce
Crowdbrite
Summit Economics, LLC

SUPPORTER—\$250

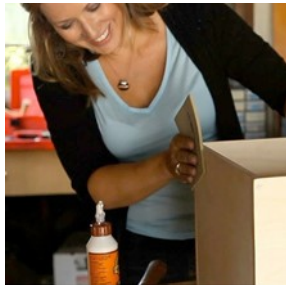
Luxury Cigar Club
Momentum Catalysts

IN KIND SPONSORS

Blazin' M Ranch
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Henri Prud'homme Information Technology and Security Consulting
Moonshot at NACET
Nick of Time Productions
Palo Alto
Sedona Chamber of Commerce & Tourism Bureau
Small Business Development Center (SBDC) at Yavapai College
Sustainability Alliance
Yavapai College



Moonshot at NACET



JUDGES & MENTORS

“That big idea you have, the one that will change people’s lives – we’ll teach you how to turn it into a business.”

“We help entrepreneurs build successful businesses and brands and we help cities looking to create entrepreneurship eco-systems.”

“The sole purpose of Moonshot at NACET—a 501c3 non-profit organization headquartered in the mountains of Flagstaff, Arizona—is to help subject matter experts bring products to market and help other cities develop entrepreneurial eco-systems. We believe that the best products aren’t dreamed up by the business class but rather the scientists, engineers, technologists, designers, and dreamers who bear the type of innovation that truly changes the world.”

Scott Hathcock - Emcee

Scott is the President and CEO of Moonshot, an incubator/accelerator program that has generated over \$6 million in funding last year for the start-up community. With more than 20 years experience in the entertainment and technology sectors, he brings brand strategy, distribution, market and business development experience to his clients. As a seasoned public speaking and presentation skills trainer, Scott also assists executives, founders and the youth in the art of public speaking.

Kiersten Hathcock

Ex-TV marketing executive turned self-taught furniture designer/carpenter, Kiersten Parsons Hathcock, founded internationally-known furniture brand, Mod Mom Furniture, while teaching herself to build furniture in 2007. For three and a half years, she built everything in her four hundred square foot garage until 2011 when she outsourced manufacturing here in the US. Kiersten braved the Shark Tank (on ABC TV) in 2011 and won an investment deal. Over the years, Mod Mom Furniture has not only been featured in magazines, TV shows like Shark Tank and The Nate Berkus Show, and modern design books, but is being purchased by families, celebrities, and interior designers from around the globe.

Randy Gustafson

Randy is a senior executive leader able to achieve hallmark results with skills shaped by the best practices of multiple, diverse industries. He is defined by his integrity, leadership, teamwork, energy and passion. Randy matriculated to the Innovation Team with the Arizona Commerce Authority in 2012 and is involved with numerous financial and technical assistance programs that have served well over 1,600 technology and science-based, startup companies in the entrepreneurial community for the State of Arizona – including the Arizona Innovation Challenge, Venture Ready Accelerator, Angel Tax Credit program, and various SBIR initiatives. His newest focus on the Team includes creating opportunities and managing initiatives to “concierge” larger corporations into Arizona’s vibrant technology startup ecosystem, while also providing better access for curated startups to corporations. Randy holds a BSEE from the U.S. Naval Academy (Annapolis) and an MBA from the University of Michigan (Ann Arbor).

JUDGES & MENTORS



Nathan Friedman

As the founder of Wanderlust Brewing Company he launched and grew a small local microbrewery which specializes in unique but approachable beers with an emphasis on blending new techniques with old-world flavors. Wanderlust has developed a statewide draft beer distribution footprint over Arizona since it was founded in 2012, in addition to a small on-site taproom. Wanderlust has a large barrel aging program and has a particular soft spot for Belgian and German inspired ales including wild and sour beers and traditional German wheat beers.



Stephanie Pierotti

Stephanie Pierotti has spent the last twenty-five years developing award-winning, creative brand licensing, strategic partnership and brand extension programs in the home goods, entertainment, fashion and publishing industries. Prior to being named Director of ShapingEDU at the Arizona State University, Stephanie led licensing at TheFrank Lloyd Wright Foundation, where she managed a global network of 49 licensees. In this position, Stephanie was the recipient of the 2019 Eide Bailly ResourceFULLness Award for innovative sustainable revenue generation for non-profits. Prior to joining the Foundation, Stephanie worked with Scott Brothers Global as their VP of Marketing, managing all elements of brand extension initiatives for Drew and Jonathan Scott (of HGTV's Property Brothers) growing the Scott Living brand from concept to \$500million in retail sales in five years. Stephanie currently serves as Moonshot's Board Chair.



Christine Ching

Christina is the founder of Rise and Make Waves, where she coaches, inspires and encourages women and entrepreneurs to be brave, make waves, and take action in their career and life. She also is the owner of RockBox Fitness in Scottsdale, Arizona, with plans to open additional studios throughout the state. Before taking her entrepreneurial leap, Christina was the Commercial Attorney for W.L. Gore & Associates' multi-million dollar revenue generating medical products division where she provided legal counsel for their innovation efforts and research and product development.



Dan Kasprzyk

Founder & CEO Simple Surgical + Poba Medical, Dan is a proven business leader, energetic entrepreneur, and engineering professional with over 25 years of diverse experience within in the medical device industry. He is highly motivated with a unique ability to effectively build and lead in any fast paced, high growth environment. Experienced and successful business creator with emphasis on medical devices (vascular surgery, interventional radiology, interventional cardiology, contract manufacturing, and capital investment).

JUDGES & MENTORS



Jill Howard Allen

Jill Howard Allen is the Arizona Commerce Authority's (ACA) Vice President of Research and Development, a role in which she serves as a liaison among business, industry and academia, developing and deepening partnerships among those entities to enhance economic growth. Jill's previous experience at the ACA includes leading the SBIR/STTR program and supporting the innovation team, a role she held at the agency from 2014-2016.



Robert Theobald

Robert has over 20 years' experience in Human Resource, Operations and Multi-unit Management. Throughout his career he has helped his teams succeed through training and development. Robert enjoys international business and has worked or studied in Spain, Argentina, Mexico and Puerto Rico. Robert has worked in Big Box Retail, Small Box Retail, Specialty Retail, and with franchise business owners. He holds a B.A. Spanish from Brigham Young University and an MBA from the W.P. Carey School of Business at Arizona State University. Serving as the Small Business Ombudsman and Vice President of Small Business Services for the Arizona Commerce Authority, Robert works diligently to help small businesses be successful throughout the state. Outside of his normal workday, Robert is a photographer/freelance journalist, having been published in various magazines and websites.



Amanda Kristinat

As VP of Operations and Finance at Moonshot at NACET and a founder of multiple nonprofit organizations, Amanda is an award-winning, highly respected expert in nonprofit leadership in Arizona and beyond. With more than 20 years of experience, Amanda has an impeccable reputation of excellence, increasing revenue and community awareness, and serving others and organizations to help elevate their success. In addition, she is an adjunct professor at Northern Arizona University's W.A. Franke College of Business teaching nonprofit leadership to the next generation of change makers.



Diana White

Diana White has over 30 years in sales, retail, customer psychology, and marketing experience as just a few of her skillsets. She established D.E.W. Business Solutions, LLC in 2014 to provide business consulting for small businesses. Diana then took on the role of Director for the Coconino County Small Business Development Center working with entrepreneurs and small business owners through her work. She provides the leadership and forward thinking that is required to take your business to the next level. In March of this year, Diana was named Director of Programming and Instruction at Moonshot at NACET.

PRIZES

First Place Prizes - Package Value \$6,355

\$1,500 Cash
Moonshot at NACET Scholarship, as appropriate
Palo Alto, Business Plan Software
Nick of Times Production, 1000 business cards/ front & back design and delivery
Cottonwood Chamber of Commerce, 1 Year membership
Sedona Chamber of Commerce & Tourism Bureau, 1 Year membership
Henri Prud'homme Information Technology and Security Consulting, 2 hours of consulting
Cottonwood Chamber Affinity Program
Clear Production Services, Pitch photos
Gilbert and Associates - Business continuity planning and employee retention benefits 1.5 hours consulting
Blazin' M Ranch, Dinner for 2

Second Place Prizes - Package Value \$5,355

\$1,000 Cash
Moonshot at NACET Scholarship, as appropriate
Palo Alto, Business Plan Software
Nick of Times Production, 1000 business cards/ front & back design and delivery
Henri Prud'homme Information Technology and Security Consulting, 2 hours of consulting
Cottonwood Chamber Affinity Program
Clear Production Services, Pitch photos
Gilbert and Associates - Business continuity planning and employee retention benefits 1.5 hours consulting
Blazin' M Ranch, Dinner for 2

Third Place Prizes - Package Value \$4,855

\$500 Cash
Moonshot at NACET Scholarship, as appropriate
Palo Alto, Business Plan Software
Nick of Times Production, 1000 business cards/ front & back design and delivery
Henri Prud'homme Information Technology and Security Consulting, 2 hours of consulting
Cottonwood Chamber Affinity Program
Clear Production Services, Pitch photos
Gilbert and Associates - Business continuity planning and employee retention benefits 1.5 hours consulting
Blazin' M Ranch, Dinner for 2

Fourth Place Prizes - Package Value \$3,590

Moonshot at NACET Scholarship, as appropriate
Palo Alto, Business Plan Software
Cottonwood Chamber Affinity Program
Clear Production Services, Pitch photos

Fifth Places Prizes - Package Value \$3,590

Moonshot at NACET Scholarship, as appropriate
Palo Alto, Business Plan Software
Cottonwood Chamber Affinity Program
Clear Production Services, Pitch photos

Sustainable Entrepreneur Awards

There is the potential of a first place award at \$1,500 and a second place award at \$1,000 for businesses competing in the waste reduction area.



Winner will attend a state-wide program sponsored by:



WVREO Board of Directors

Luke Sefton, Chairman, Principal, Sefton Engineering Consultants

Mark Tufte, Vice Chairman, VP/Manager/Commercial Banker
Foothills Bank

Chris Doyle, Treasurer, Owner, Luxury Cigar Club

Christian Oliva Del Rio, Secretary, President/CEO, Cottonwood Chamber of Commerce

Steve Ayers, Economic Development Director, Town of Camp Verde

Tom Binnings, Senior Partner, Summit Economics, LLC

Candace Carr Strauss, President/CEO, Sedona Chamber of Commerce & Tourism Bureau

Darin Dinsmore, Founder & CEO, Crowdbrite

Richard Hernandez, Director, Regional Economic Development Center Yavapai College

Tricia Lewis, Tourism and Economic Development Director, City of Cottonwood

Ruth Mayday, Community Development Director, Town of Clarkdale

David Meyers, Owner, Verde Drive-In

Kelly Patton, Senior Economic Development Consultant, Statewide Programs, Arizona Public Service

Lisa B. Rhine, Ph.D., President, Yavapai College

Ray Selna, Broker/Owner, Selna Reality

Lucas Shaw, Senior Water Rights Analyst, SRP

Molly Spangler, Director of Economic Development, City of Sedona

Executive Director

Mary A. Chicoine

WVREO VISION

A regional collaborative resource building sustainable economic prosperity.

WVREO MISSION

WVREO provides access to resources for regional business creation, attraction, retention, and expansion.

Program and Event Partners



The Pioneer Pitch process unfolded over several months. Seventeen business applicants began their process by attending a series of workshops presented by the Small Business Development Center at Yavapai College. Focus areas included:

- An introduction to moonshot and a deep dive into your business plan;
- Creating a marketing plan, delegating responsibilities, and identifying risks;
- Financial projections and financing; and
- The pitch.



The Sustainability Alliance is sponsoring two Sustainable Entrepreneur Awards, \$1,500 and \$1,000, as a part of the MoonshotAZ Pioneer Pitch Verde Valley. The top five finalists are eligible for the awards. Each year the focus of the award changes based on a sustainability priority.

The Sustainability Alliance is a coalition of local non-profits guiding Sedona and the Verde Valley toward sustainability. They invent high-leverage, cross-cutting programs like the Sustainable Business Certification and Zero Waste Events that produce multiple benefits. Learn more at SustainabilityAllianceAZ.org.

CONTESTANTS

Arizona Alchemy, Cornville: Kimberly Schneider

Carol Kahn Designs, Sedona: Carol Kahn

CrossFit Ortus, Cottonwood: Laurie Austin

Diggin' Duncan Wuffy Waffys, Rimrock: Gisele Frazier

4 Paws RV Park, Camp Verde: Shawn Tucker

HWY89A, Sedona: Kyle Storey

Liquos Corporation, Sedona: David Fowler and Danusia Szumowski

Oak Creek Kombucha, Clarkdale: Derek Blalock

Proport, LLC, Sedona: Harry William Danilevics

Red Wall Lounge, Sedona: Scott Law

Spirit Coffee, Cornville: Jerry Holt

Trailhead Donuts & Coffee, Sedona: Thomas Ginsberg and Mimi Papp

Verde Solar Power, Cornville: Greg Collins

W-Holy Fun Enterprises and Endeavors, Cottonwood: Wendy E. Davis



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