



# MoonshotAZ Pioneer Pitch

## Verde Valley

### WHEN

**April 11-13, 2019**

### WHERE

**April 11—Opening Reception, 5:30pm—7:30pm**  
**Yavapai College, Sedona Center**  
**4215 Arts Village Dr., Sedona**

**April 12—Workshops, 8:30am—5:00pm**  
**Yavapai College,**  
**Clarkdale Campus**  
**601 Black Hills Drive, Clarkdale**

**April 13—Pitch Competition, 9:30 am—1:30 pm**  
**Blazin' M Ranch**  
**1875 Mabery Ranch Rd,**  
**Cottonwood**

**VISION—A regional collaborative resource building sustainable economic prosperity**

**MISSION—VVREO provides access to resources for regional business creation, attraction, retention, and expansion**

### VVREO Board—

Robyn Prud'homme-Bauer, Chair

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Ray Selna, Immediate Past Chair

Michael Givler, Treasurer

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Tambrala Shurman

Molly Spangler

Mark Tufte

Gary Wagner

Jennifer Wesselhoff

Mary Chicoine, Executive Director



# Moonshot at NACET



## JUDGES & MENTORS

“That big idea you have, the one that will change people’s lives – will 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.

### Paul Thomas - Judge and Mentor

Led both private and public technology-based companies around the globe for almost three decades. As a “serial entrepreneur” he raised more than \$130 million in venture capital, handled the sale or acquisition of eight businesses, and has been involved in multiple IPO filings. In addition to serving as the Executive in Residence, the 1983 graduate of NAU is also an assistant professor there, teaching courses in international business, entrepreneurship and management.



### Scott Hathcock - Emcee and Mentor

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 - Judge and Mentor

Ex-TV marketing executive turned self-taught furniture designer/carpenter, Kiersten 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. 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. Celebrities like Christina Applegate and Matthew McConaughey and his wife Camilla as well and tastemakers like Rachel Zoe flock to Mod Mom for unique, stylish, eco-friendly furniture.

## JUDGES & MENTORS



### Todd Davis - Judge and Mentor

Todd Davis is the Chief Executive Officer at SkyTouch Technology. Prior to founding SkyTouch with his partner, Tony P, Davis was the CIO for Choice Hotels. He is a hospitality technology executive with 30 years' experience leading innovative technology solutions delivery to business stakeholders. Davis has demonstrated excellence in; leadership growth and transformation, financial and business acumen, cultivation of strong culture, innovation and operational execution of global programs and solutions.



### Dan Kasprzyk - Judge and Mentor

Founder & CEO, Symple 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).

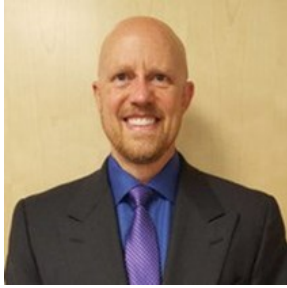


### Nathan Friedman - Mentor

As the founder of Wanderlust Brewing Company I 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.



## JUDGES & MENTORS



### Randy Lyman - Mentor

Founder & CEO, Good Spirits Distributing

Randy has been self employed since 1982. He has founded and built several businesses which he eventually sold, and has bought and sold businesses as part of the growth process along the way.

Randy got his start in business doing automotive differential repair in his garage in 1982. He soon thereafter moved the repair business into a commercial building in 1984. Upon graduating from college he started a differential parts distribution business in 1986 which he sold in 1996. After starting over again in 1996, his new company made the Inc. 500 list in 2003 and eventually he sold that business in 2015 and then moved into the beverage industry where he is still active today.

Married to Holly Lyman, the WILD TONIC Queen Bee, they have two Havanese dogs and live most of the year in Sedona, AZ and spend time at their summer home in Eastern Washington State whenever their schedule allows. Randy loves collecting and rebuilding antique and classic cars and is an avid off-road motorcycle rider and mechanic.



### Diana White - Mentor

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.



### Amanda Kristinat - Mentor

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.

## SPONSORS

### GOLD—\$5,000



### SILVER—\$2,500



### COPPER—\$1,000



Inspiration, LLC



Northern Arizona Healthcare



### FRIEND—\$500

Alcora Marble, LLC  
Momentum Catalysts  
Oxendale Auto Group  
Rainbow Acres  
Town of Clarkdale

### SUPPORTER—\$250

Chase Bank  
Givler Consulting  
Sterling Accounting and Tax

### IN KIND SPONSORS

Blazin' M Ranch  
Camp Verde Business Alliance  
Clear Production Services, LLC  
Cottonwood Chamber of Commerce  
Moonshot at NACET  
Nick of Time Productions  
Palo Alto  
Sedona Chamber Of Commerce & Tourism Bureau  
Small Business Development Center  
Town of Clarkdale

## CONTESTANTS

Noelle Akrabawi - Proud Marys Mixes  
Spencer Alford - The Ice Cream Alchemist  
Derek Blalock - Oak Creek Komboucha  
Jonathan Collie - Vortex ATV Rentals  
Charles Cottle - Fire in a Box  
Sean David - Superior Style/Superior  
Chris "Link" Duarte - Linking Dreams Consulting  
Tatia Fick - Sedona Center for Harmony & Enrichment  
Marilyn Gard - LifeSaver Group  
Matt Goodman - Smilocracy  
Sarah Ann Lesslie - Chocolita  
Christina Loggia - Become What You Are, LLC  
Anita Marcus - Laser Girl Skincare  
Dave Meyers - Verde Drive In  
Ashley Paisano - Sober Living Home  
Karen Russell - Karen's Gluten Free  
Shandra Ryan - Creative Child Care Club  
Patti Teel - Hub 4 Humanity Broadcasting  
Joshua Vailokaitis - Tender Heart Cookies  
Kathleen Ventura and Brock Delinski - Compost Crowd  
Cortni Yorba-Moore - The Dance Barn



The Pioneer Pitch process has unfolded over several months.

Twenty-one 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
- Your Pitch.

# PRIZES

## **First Place Winner**

\$1,500 Cash

Moonshot Scholarship, as appropriate

Sedona Chamber of Commerce & Tourism Bureau 1 year membership

Cottonwood Chamber of Commerce 1 year membership

Camp Verde Business Alliance 1 year membership

Palo Alto 1 year business plan software use

Town of Clarkdale logo and business card design

Blazin' M Ranch dinner for 2

Nick of Time Productions 1000 full color business cards designed and delivered

Crowdbrite 2 night Tiny Camp mid-week stay

Clear Production Services MP4 video of presentation

## **Second Place Winner**

\$1,000 Cash

Moonshot Scholarship, as appropriate

Camp Verde Business Alliance 1 year membership

Palo Alto 1 year business plan software use

Blazin' M Ranch dinner for 2

Nick of Time Productions 1000 full color business cards designed and delivered

Clear Production Services MP4 video of presentation

## **Third Place Winner**

\$500 Cash

Moonshot Scholarship, as appropriate

Camp Verde Business Alliance 1 year membership

Palo Alto 1 year business plan software use

Blazin' M Ranch dinner for 2

Nick of Time Productions 1000 full color business cards designed and delivered

Clear Production Services MP4 video of presentation

## **Fourth and Fifth Place Winners**

Palo Alto 1 year business plan software use

Clear Production Services MP4 video of presentation

**Winner will attend a state-wide program sponsored by APS**