



# **MoonshotAZ**

# **Pioneer Pitch**

## **Verde Valley**

### **WHEN**

**March 5-6, 2020**

### **WHERE**

- March 5**      **Workshops, 8:30am to 5:00pm**  
**Yavapai College**  
**Verde Valley Campus, Rm M137**  
**601 Black Hills Drive, Clarkdale**
- March 6**      **Public Event, 4:30pm to 9:00pm**  
**Yavapai College,**  
**Verde Valley Campus, Rm M137**  
**601 Black Hills Drive, Clarkdale**



# 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 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.

### 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.

## JUDGES & MENTORS



### **Nathan Friedman - Mentor**

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.



### **Randy Gustafson - Judge and Mentor**

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).



### **David Johns – Judge and Mentor**

Since joining W. L. Gore & Associates, Inc., in 1993, David Johns has been using all forms of intellectual property protection to help secure Gore's innovations worldwide. He frequently teaches various intellectual property topics both within Gore and in a variety of other forums, including at Northern Arizona University and at Moonshot at NACET. David often uses the game MONOPOLY® to illustrate how different intellectual property laws can be combined to provide broad competitive protection. As a member of the Moonshot at NACET Board, David volunteers his time as a sounding board for ways that start-ups might be able to secure intellectual property protection for their inventions and business concepts. David is employed full-time as an in-house patent and trademark attorney and does not accept clients outside of that commitment. He volunteers his time with NACET / Moonshot on a pro bono basis, not as an attorney but as another set of eyes on various inventions and business concepts. He often can offer ideas that might be worth pursuing on your own or discussing with your actual counsel.

## JUDGES & MENTORS



### **John Kalinich - Judge and Mentor**

John Kalinich has over 25 years of experience leading global brands and teams through their digital transformation to achieve success. John started his career as a CPA working for PWC. In 1995, he joined Teva Sport Sandals, Inc. as their COO. In 2002, John led the team that sold Teva Sport Sandals to Deckers Brands. Deckers Brands is a global leader in designing, marketing, and distributing innovative footwear. From 2002 through 2019, John was an executive at Deckers Brands and held a number of positions that provided him with leadership, e-Commerce, retail and digital business experiences. John pioneered Deckers' digital business, growing it to over \$400 million in highly profitable sales and orchestrated the transformation of the Retail and e-Commerce divisions into a single consumer focused direct-to-consumer division with over \$750 million in sales.



### **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.



### **Katherine Romero - Mentor**

Katherine is a co-founder of MAK Digital, is a seasoned e-Commerce, brand building, and digital marketing professional with over 15 years experience building global lifestyle brands in the digital space, exceeding annual e-Commerce revenues of \$300 million. Katherine is a frequent speaker, columnist, university lecturer and advisor on the topics of search engine optimization, social media, pay per click advertising, and digital brand building strategy.



### **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.



# SPONSORS

## GOLD—\$5,000

---



## SILVER—\$2,500

---



## COPPER—\$1,000

---



## FRIEND—\$500

Alcora Marble, LLC  
Town of Clarkdale

## SUPPORTER—\$250

Evans Machining Solutions, LLC  
Momentum Catalysts

## IN KIND SPONSORS

Blazin' M Ranch  
Chocolita, LLC  
Clear Production Services, LLC  
Cottonwood Chamber of Commerce  
Henri Prud'homme Information Technology  
and Security Consulting  
Laser Girl Skincare  
Mahon Accounting & Tax  
Moonshot at NACET  
Nick of Time Productions  
Palo Alto  
Penny Lane Photography  
Sedona Center for Harmony & Enrichment  
Small Business Development Center at Yavapai College  
Sustainability Alliance  
The Vineyards B & B  
Yavapai College

## CONTESTANTS

**AB Massage Therapy** – Amber Brandt  
**All-Ways Imaging** – Ramon Gomez  
**Closing the Loop** – Chris Young  
**Conscious Meals** – Hortensia Martinez  
**Earthweaver** – John Bianchini  
**Fabulosity** – Melanie Korzep  
**GFI Notify** – George Bein, Chris Bein  
**heArtwork Foundation** – Shelley Evans  
**Iron Horse Freedom** – Mike Whitlatch  
**kaout** – Katherine Sirimarco  
**Nurture: Mind/Body/Soul** – Dawn Kaseoru  
**RSW Design Innovators** – Robert Witkoff  
**Science Vortex Verde Valley** – Laurie Altinger  
**Second Harvest** – Gayle Glomski  
**Sedona Spirit Journey** – Crystal Star Weaver  
**Solar Ray Lamp** – Ray Reeves  
**Verde Valley School** – Donita Coburn-Amadio,  
Paul Amadio, John Chorlton, Noah Suby,  
Morgan Bailey, Holly Vaughan

# PRIZES

## First Place Prizes - Package Value \$6,880

\$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  
The Vineyards B & B, One night stay for 2 on Mon, Tues, or Wed  
Cottonwood Chamber Affinity Program  
Clear Production Services, Pitch photos  
John Mahon Accounting & Tax, Personal Tax Return Preparation  
Penny Lane Photography, Head shot  
Blazin' M Ranch, Dinner for 2

### MoonshotAZ Pioneer Pitch Verde Valley Alumni Package:

Chocolita, LLC, Chocolate Gift Basket  
Laser Girl Skincare, Gift Certificate  
Sedona Center for Harmony & Enrichment, In Light Therapy Session and 2 Two Hours of Meeting Space

## Second Place Prizes - Package Value \$5,490

\$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  
John Mahon Accounting & Tax, Tax services  
Penny Lane Photography, Head shot  
Blazin' M Ranch, Dinner for 2

### MoonshotAZ Pioneer Pitch Verde Valley Alumni Package:

Laser Girl Skincare, Gift Certificate  
Sedona Center for Harmony & Enrichment, In Light Therapy Session and Two Hours of Meeting Space



## Third Place Prizes - Package Value \$4,965

\$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  
John Mahon Accounting & Tax, Tax services  
Penny Lane Photography, Head shot  
Blazin' M Ranch, Dinner for 2

### MoonshotAZ Pioneer Pitch Verde Valley Alumni Package:

Laser Girl Skincare, Gift Certificate  
Sedona Center for Harmony & Enrichment, In Light Therapy Session and One Hours of Meeting Space

## Fourth & Fifth Places Prizes - Package Value \$4,075

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  
John Mahon Accounting & Tax, Tax services  
Penny Lane Photography, Head shot

### MoonshotAZ Pioneer Pitch Verde Valley Alumni Package:

Laser Girl Skincare, Gift Certificate  
Sedona Center for Harmony & Enrichment, In Light Therapy Session and One Hours of Meeting Space

## 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:**



## VVREO Board of Directors

**Robyn Prud'homme-Bauer**, Chair, Owner, Alcora Marble, LLC

**Michael Givler**, Treasurer, Principal, Givler Consulting

**Luke Sefton**, Secretary, Principal, Sefton Engineering Consultants

**Steve Ayers**, Economic Development Director, Town of Camp Verde

**Ron Corbin**, City Manager, City of Cottonwood

**Darin Dinsmore**, Founder & CEO, Crowdbrite

**Ron Evans**, Owner, Evans Machining Solutions, LLC

**Richard Hernandez**, Director, Regional Economic Development Center Yavapai College

**Tracie Hlavinka**, Town Manager, Town of Clarkdale

**David Meyers**, Owner, Verde Drive-In

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

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

**Larry W. Pittman**, Managing Partner & Executive Producer, Clear Production Services, LLC

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

**Buddy Rocha, Jr.**, Economic Development Director, Yavapai-Apache Nation

**Lucas Shaw**, Senior Water Rights Analyst, SRP

**Molly Spangler**, Director of Economic Development, City of Sedona

**Mark Tufte**, VP/Manager/Commercial Banker Foothills Bank

**Jennifer Wesselhoff**, President/CEO, Sedona Chamber of Commerce & Tourism Bureau

### Executive Director

**Mary A. Chicoine**

## 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.



New this year, 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 if their business has a new revenue stream, product, or service that could measurably reduce solid waste going to the landfill from the Verde Valley.

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](http://SustainabilityAllianceAZ.org).

## VVREO VISION

**A regional collaborative resource building sustainable economic prosperity.**

## VVREO MISSION

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