



## WELCOME TO INVESTORS CHOICE®

**Entrepreneurs:** On February 11, 2010, Wayne Brown Institute (WBI), will host the 26th Annual Investors Choice® Venture Capital Conference at the [Zermatt Resort & Spa](#) in Midway, Utah in the heart of the Wasatch mountains. This event provides opportunities for high-growth companies to participate in the angel/venture capital process as investors meet with companies seeking capital.

**Qualifications:** If your company has or is near sales and/or previous investment, a strong management team, proprietary technology, and has a credible expectation of doing \$30-\$100 million USD a year in sales in 3-7 years (life sciences companies excepted), you should submit an application to this conference. Deadline for submissions is November 2, 2009. *If the deadline has past, contact a member of the [Nomination Committee](#) about an extension. For a thorough review, please Submit ASAP.*

**Why Apply:** The Wayne Brown Institute is the oldest and most successful not-for-profit venture accelerator in the country. The Institute's Utah alumni companies have raised over \$3 billion USD in private/public equity since 1983. Companies such as Omniture, Hoku Scientific, Sonic Innovations, Myriad Genetics, TruVision, Advanced MD, Control4, Oakley Networks and Altiris are WBI alumni and past presenters. Come network with Allegis Capital, Camdem Partners, UPS Strategic Enterprise Fund, Micron Ventures, Canopy Ventures, Epic Ventures, the local Angel Groups, and many others. *See why this conference gets a 90%+ "I'll be back" approval rating by investors, entrepreneurs and service professionals.*

**[SUBMIT TODAY!](#)**

## WHY MY COMPANY SHOULD GET INVOLVED WITH INVESTORS CHOICE®?

**Results:** 2008's Investor's Choice Venture Capital Conference at Zermatt Resort and Spa in Midway proved to be highly successful. Already many of '08 presenting companies have raised capital (\$70 million to date), or are in serious discussions with investors. The conference attracted over 250 people, including 90 financial resource providers. As in years past, the conference received positive feedback while offering exceptional opportunities for networking and professional growth. 2009's results are just coming in, 14 of 26 funded, with 2 in due diligence for a total of \$27 million, 360 in attendance.

**Benefits:** Every submitting company gets the following: (Submission fee of \$195 is required)

- A [Venture Ready® Report](#) conducted by a seasoned WBI analyst using WBI's award winning New Venture Template software.
- Your submission will be reviewed by a panel of venture capitalists from firms such as. Allegis Capital, Micron Ventures, Epic Ventures, local angel groups and many more.
- One registration to the Conference.

**Companies selected to present are:** (*If selected*, a presentation fee of \$500 is required)

- Mentored by a team of venture professionals.
- Rehearsed by the Panel of Venture Capitalists/angel investors.
- Can attend special investor events such as Ski Day (extra cost), and the Gala Reception (one attendance included).

## HOW DOES MY COMPANY GET INVOLVED WITH THE WAYNE BROWN INSTITUTE?

Go to: [Investors Choice](#), and click on the Register button to submit your plan.

### TIME TABLE:

**November 2, 2009** - Deadline for first round submissions:

Company submission deadline extensions:

Contact the Institute or member of the [Nomination Committee](#).

Guidelines for submission (see sample submission below)

### **December 2009 - February 2010**

Mentoring by a team of venture professionals

### **January 21<sup>st</sup> & 22<sup>nd</sup> 2010**

Investor Feedback Sessions (Dress Rehearsals)

**Wednesday, February 10, 2010**

Gala Reception

**Thursday, February 11, 2010**

[Zermatt Resort](#)

Investors Choice® Venture Capital Conference

Company Presentations

One-On-One Meetings with Companies

Seminars for Entrepreneurs to Learn from and Network with Investors

**Friday, February 12, 2010**

Investor Ski Day - Deer Valley/Park City

**HOTEL RESERVATIONS:**

[Visit Zermatt Resort & Spa Reservations](#)

A Dolce Hotel, Resort & Conference Destination

Midway, Utah 84049 United States

Phone 866-937-6288

For additional information, please contact the Institute at [info@venturecapital.org](mailto:info@venturecapital.org) or call 801-595-1141.

**SUBMISSION INSTRUCTIONS:**

Submission Checklist:

- Register and pay your \$195 submission fee.
- Upload an Expanded Executive Summary (Microsoft Word format or PDF see example below). A summary is preferred to a business plan and is required if you want to be evaluated and consider for the conference.
- One-page fact sheet (to be filled out when you upload your expanded executive summary on Angelsoft).
- If you are selected to present a \$500 presentation fee will be due.

Payment Instructions:

We accept Visa, MasterCard, and American Express at: [REGISTRATION](#)

Also, payment can be made by check to the address below.

Wayne Brown Institute

P.O. Box 2135

Salt Lake City, Utah 84110-2135

**SUBMISSION GUIDELINES – SAMPLE SUBMISSION (YOU CAN USE ANY FORM YOU WANT, BUT PLEASE MAKE SURE IT INCLUDES THE FOLLOWING INFORMATION AT A MINIMUM.)**

Sample, Inc.  
P.O. Box 2135  
Salt Lake City UT 84110  
(801) 595-1141  
<http://www.sample.com>

Contact:  
Bubba Bristo  
CEO  
(801) 595-1141  
[bubba@sample.com](mailto:bubba@sample.com)

**STAGE**

Revenue Stage. The company was incorporated in June 2003 and has developed and is shipping product.

**SUMMARY**

SAMPLE provides software solutions, wireless handheld computers, and services that streamline order management processes between manufacturers, distributors, or retailers and their customers. The company's Samplesize® and its application software and services support Customer Relationship Management (CRM) Systems or Supply Chain Management (SCM) systems.

**TARGET CUSTOMER**

The company targets 1.3 million food service outlets in the United States through food service distributors and the franchisors, but not typically the individual restaurant. Although the individual store will use it, the franchisor or the distributor will likely pay for the service on behalf of the location.

**CUSTOMER MOTIVATION (PAIN PROPOSITION)**

The Company's principal product, Samplesize® is used by organizations to increase employee productivity, improve the accuracy of orders, reduce the cost of customer service operations, and enhance revenue generation activities.

**PRODUCT/TECHNOLOGY DESCRIPTION**

The Company provides a comprehensive order management solution including a handheld computer (the Samplesize®), application software, and database services that can automate and streamline the following tasks: updating inventory counts, developing an order, transmitting orders electronically to the distributor(s) via the Company's data center, acknowledging the order to the initiator, receiving the order into the recipients' inventory, initiating an electronic payment for the order.

Samplesize® the proprietary handheld computer uses embedded technology and operates with LINUX O.S.

**PROPRIETARY ADVANTAGE/SUSTAINABLE COMPETITIVE ADVANTAGE**

The Samplesize® unit is specifically designed for ease of use including an ergonomic design and no physical buttons. The user enters all inputs by a simple finger touch to the display/touch screen. The Company has developed multilingual application software that can be specifically tailored to each user.

The Company has developed database infrastructures to coordinate all information needed to support the services offered including the ability to process over 30,000 orders an hour.

Patents are in place for both hardware and software; the International PCT patent is granted, and USA approval is pending.

The SAMPLE system can be implemented remotely, minimizing time and expense.

### **REGULATORY ISSUES**

SAMPLE's products comply with all FCC requirements.

### **REVENUE MODEL**

SAMPLE continues to own the individual Samplesize® units and licenses them to the customer for a monthly fee. Other user fees are based on how extensively the customer uses the system to process multiple orders. This revenue model allows development of multiple revenue streams for each Samplesize® at a user site.

### **SALES CHANNELS**

SAMPLE will sell products and services through a direct sales force. Initial sales efforts of the web interface and SAMPLE device will be focused on three primary target markets – large food service distributors, small and medium sized franchise restaurant companies, and restaurant service providers.

### **RECENT SUCCESS STORIES**

Bristo Food Service, Inc. uses the system to manage orders from many of its 500 restaurant customers.

### **STRATEGIC PARTNERS**

Vitel Technologies, manufacturing partner.

### **KEY COMPETITORS AND DIFFERENTIATORS**

Competitors include companies active in the CRM and SCM segments of the application software market. These include major publicly held companies such as Siebel Systems, i2 Technologies, Manugistics, and Manhattan Associates. Additional smaller privately held companies such as Instill Corporation, Novex, RapidOrder, and Order-Stream are also actively developing and marketing competing products in the food service industry.

A large number of companies are competing for the use of handheld devices in the restaurant dining room, but few are competing for the restaurant back office. Those offering back-office order management generally are focused on the Internet to transmit orders which SAMPLE feels has problems in the restaurant industry in that many restaurants do not yet have Internet access in their offices.

### **METRICS**

Full-time equivalent employees and contractors: 6

Patents: 6

Customers: 10

Installed units: 5,000

### **INVESTMENT CAPITAL – USE OF FUNDS/MILESTONES**

Founders, officers and a limited number of private investors have invested approximately \$1,200,000. Currently seeking \$1.6 million to fund customer expansion and achieve profitability.

## LEAD INVESTORS

Investors include Sidney Bristo, founder of SD6 Food Service International & Bristo Foods.

## VALUATION

Initial: \$1.5 million.

Current round: \$3.5 million

## CURRENT AND FORECAST REVENUES (000'S)

	Last Year	This Year	Year 2	Year 3	Year 4	Year 5
Revenues	800	1400	5000	10000	25000	50000
Cost of Goods	200	350	1250	2500	6125	12250
Expenses	1200	2000	4000	7000	15000	28000
Profit (loss)	(600)	(950)	(250)	500	3825	10750

## MANAGEMENT TEAM

CEO, COO: Sidney "Bubba" Bristo, has fifteen years experience in the food service industry, ranging from sale representative to owner of a food distributorship with companies such as IGA, Flemming Foods, PF Chang. Sid brings to SAMPLE both knowledge of, and contacts in the food service industry. His last firm Bristo Foods was sold for \$50 million to Kellogg's.

V.P. Client Services: Arvin Sloan has worked as an independent contractor in the computer field as well as for scientific and business organizations. He was Customer Project Manager for Altiris Software, a Princeton New Jersey based software programming firm, where he managed the development requirements and specifications for sophisticated engineering systems, as well as the installation, training, and client support.

V.P. R&D: Michael Vaughn has co-written a PDP-11 interpreter and real-time speech recognition software as well as software configuring testing suites for Point Of Sale systems. Before joining SAMPLE Brad was employed at Partner Software to assist in the development of a Field Design package written in Java. He holds five patents.

CFO: Thomas Sark, prior to SAMPLE he was CFO for 5 years at Altiris Software. While there Altiris raise over \$20 million in venture capital and went public on NASDAQ (ALIA). He over saw ALIA's expansion from \$5 million to \$1120 million in sales.

## ADVISORS

Legal: XYZ Big Time Legal, LLP

Patent Counsel: The Firm VC's Recommend, LLP

Accounting: Legitimate Accounts, LLP

Marketing: PR & Ad Biz, Inc.

Banking: Banker's Bank