

techstars_
Startup Weekend
Mobile 2023



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Welcome to the 6th Annual Techstars Startup Weekend Mobile

Techstars Startup Weekend Mobile is a 54-hour, weekend-long entrepreneurial competition. Community members come together to pitch, refine, and launch an idea into a business! Participants work in teams to build an idea into a new venture, then pitch their final product to the public and to an esteemed group of judges from across the community, region, and country.

On **Friday night**, the event kicks off with **60-second open mic pitches**, giving each participant an opportunity to describe their best idea and to inspire others to join their team. After a brief voting process, **the top ideas are chosen by participants, then the hard work begins!**

Throughout Saturday and Sunday, teams focus on customer discovery and idea validation, while practicing lean startup methodologies, and building a minimal viable product (MVP). They receive guidance from experienced, local mentors throughout the weekend, and they prepare their final demo for a chance to win a prize package that will help them to continue growing their new venture!

Techstars Startup Weekend is one of several global community programs hosted by Techstars in partnership with Google for Startups. The programs are designed to inspire, educate, and connect entrepreneurs around the world and in our community. **Reach out to mobile@startupweekend.org for more information on getting involved!**



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Weekend_Schedule

March 24th

5:00PM - Registration: The day has arrived! Get checked in at Innovaton Portal.

5:30PM - Dinner & Networking: After Check in, grab some grub and get ready to Get Started!

6:15PM - Welcome & Introductions: Opening statements from community leader, visiting entrepreneurs, top sponsors and the Techstars facilitator *(City Council President CJ Small, Innovation Portal Board Chair - Henry O'Connor, and Voyager Lending President and Signature Sponsor for Startup Weekend 2023 - Matthew McElveen)*

7:00PM - Pitches Start: If you've got an idea, line up and pitch!

8:00PM - Vote: Contestants vote for top pitches.

8:30PM - Announcement of Winning Ideas & Form Teams: Teams start forming and discussing ideas.

10:00PM - Close Up Shop: You don't have to stop working, but you can't stay here. Building closes down soon.

March 25th

8:00AM - Breakfast: Arrive and enjoy breakfast and coffee.

8:30AM - Business Model Canvas Presentation: Dr. Todd Greer will work with Startup Weekend participants to learn about the Business Model Canvas, a useful tool when teams refine their idea for a venture.

9:30AM - Team Block: Get Ready to bunker down for the weekend!

12:00PM - Founder Panel & Lunch: Grab some lunch and listen to startup stories, wisdom, and best practices from a few seasoned founders. This session will feature several local ventures. We can't wait for you to meet them!

Panelists Include:

Lacey Evans - Dropout Bakery & Co.

Tim Gautreaux - Nova Espresso

Kai Gray - Motive

Matt LeMond - POST Crafted Cocktails & Wine Bar

Ruqayyah Mustafa - Self-Made Beauty

Ramona Plishett - Ramonica Gamble Consulting/Social Media

1:00PM - Market Validation 101: Learn the basics of identifying your key customers and further clarify your value proposition

1:30PM - Team Block (Customer Discovery): Get out and about in town - Customer discovery and more!

6:30PM - Dinner:

7:00PM - Team Block & Check-In: Give status reports, ask for help, coaching, etc.

10:00PM - Close Up Shop: You don't have to stop working, but you can't stay here. Building closes down soon.

March 26th

8:00AM - Breakfast: Arrive and enjoy breakfast and coffee.

8:30AM - Pitch Deck 101: Find out pitch presentation best practices from a local startup founder, JD Jernigan CEO of Propagate.

9:00AM - Team Block (Check-In for Final Day!): Get ready to dive into the nitty gritty and get your pitch decks looking sharp.

12:00PM - Power Lunch:

12:30PM - Team Block (Ask-A-Coach): Ask your final questions to clean up your pitch deck.

2:30PM - Pitch Prep & Rehearsal/Tech Check: Final hours of work time should be focused on perfecting your presentation, tech check for final presentations also takes place.

4:30PM - Doors Open for General Admission: Guests gather in Suite D for networking and mingling.

5:00PM - Final Pitch Presentation: Present, watch, and celebrate all your hard work throughout the weekend!

6:00PM - Food Fest: Unwind while sampling some of the south Alabama's finest culinary establishments.

6:45PM - Judging & Awards: Winners announced, celebration begins!

8:00PM - Close-Up Shop: We hope you have enjoyed your time this weekend! You don't have to go home, but you can't stay here!

**The Hearin-Chandler
Foundation wishes
all Startup Weekend
contestants the best
of luck!**

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Weekend_Prize Package

- 3 months free community membership for founding team + discounted launch party from **Innovation Portal**
- 1-year **Mobile Chamber** membership
- Knockout Patent Search (\$2000 value) OR Federal Trademark Search Report (\$1200 value) from **AdamsIP Law**
- 5 hours of accounting and advisory services from **Wilkins Miller**
- A free DISC/EQ assessment and review for SUW or 2 hours of consulting including how to use LivePlan from **Pro356 Consulting**
- 3-month free membership from **ClickFunnels**
- **2-hour kick start session including:**
 - Website creation, Social media marketing, & General marketing planning with **Good Work Agency**
 - Strategy meeting with **Todd Greer**
 - Accounting support from **Karen Simmons**
 - Legal help from **Outside Chief Legal**

Weekend_Facilitator

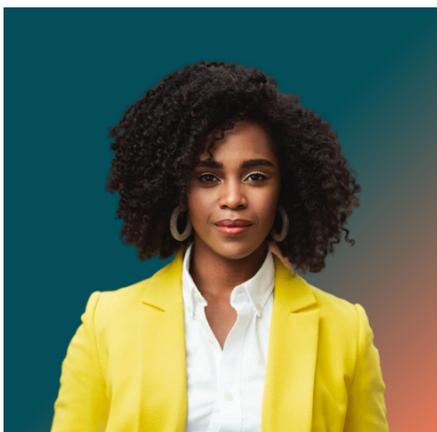


Daniel Johnsen

Daniel has participated in over 85 Startup Weekends in more than 24 countries making him one of the most active facilitators in the network. He has a passion for helping emerging entrepreneurs bring their concepts to life and to the market. During the startup event, participants will be able to gain a valuable global perspective in addition to tried and true methods to find, interact and even earn revenue for their concepts.

In his spare time he enjoys cooking, automating various parts of his life, and global travel. Daniel currently resides in the USA after spending 5 years in Australia. His day is filled while working with entrepreneurs throughout the world.

Weekend_Judges



Kellie Clark

CEO · Appthink

Kellie Clark is the CEO of Appthink, an idea accelerator and community of builders that helps new founders turn audacious ideas into audacious execution and determine if their ideas for a tech or tech-enabled venture are worth the pursuit. Aspiring founders learn how to build things quickly, inexpensively, and how to turn a good idea into a great product.

Kellie most recently served as Director of Programs for Innovation Depot, an incubator and equity-based accelerator. During her tenure, she created and curated programming for early-stage founders, and supported pre-seed/seed investments in companies reshaping industries in the southeast.

She has previous experience leading program management, organizational change, and sustainable fund development. Her “wins” include everything from launching a pre-accelerator during her time with Innovation Depot to driving a 200% increase in recruitment and enrollment in her previous role with Innovate Birmingham’s software development Bootcamp. In addition, Kellie served as the lead Project Manager for Birmingham’s 2018 Innovation Week, a week-long celebration of events that showcased Birmingham’s tech – ecosystem and engaged tech talent in the city.

Kellie spends her free time engaging in outdoor sports and serving as the Southeast Regional leader for Outdoor Afro, a national organization with the expressed mission to “celebrate and inspire African-American connections and leadership in nature.” She serves as board chair for Urban Community Montessori, and serves on the boards of Ruffner Mountain, Cahaba River Society, and as an advisory member for Birmingham Black Techies.

When she’s not encouraging first-time founders to validate and build, you can find her leading kayak adventures on the Coosa River, being an audiophile at Seasick Records or road-tripping with her husband, their two small children.

Weekend_Judges



Brent Barkin

Former President/CEO · Shoe Station

G. Brent Barkin most recently served as Senior Vice President of New Business Development and Integration at Shoe Carnival. After earning a B.A. in public policy from Princeton University in 1997, Barkin returned to the family business started in 1984 by his father, Terry Barkin. Barkin was responsible for the launch of the online Shoe Station portal in 2004, took over the helm during his father's illness in 2015 and, in 2020, guided the 21-store chain through the COVID pandemic. At the close of 2021, Barkin negotiated Shoe Carnival's acquisition of Shoe Station. Before stepping out of his

new role at Shoe Carnival, Barkin was a vital executive member of management responsible for the growth of the Shoe Station banner within the overall Shoe Carnival portfolio

Barkin's community involvement extends to the past board member of St. Luke's Episcopal School, current board member for Eddyline Kayaks, Vice Chair of the Mobile Area Chamber of Commerce, Chair United Way of Southwest Alabama and member of the Mitchell College of Business's Advisory Council. With the leadership of Dr. Alvin Williams Barkin helped found the Retail Certificate Program within the Mitchell College of Business. Barkin's further service to the community has ranged from raising over \$3 million across four counties in his role as Campaign Chair for United Way to hosting talented scholarship hopefuls over two weeks for the Distinguished Women of America's National Finals.



Kwamena Aidoo

Managing Partner · Corridor Ventures

Kwamena was previously a Director and co-founder at Cannon Capital, a \$100MM private equity firm where he led the firm's research and thesis development practice, assisted in the build-out of the firm's investment processes, and managed portfolio companies. As a hands-on Investment manager, Kwamena was instrumental in implementing operations strategies that enabled his early-stage Portfolio companies to scale successfully.

Prior to Cannon, Kwamena was a Vice President in the Operations Group at American Capital, a publicly traded private equity firm that was acquired by Ares Management in 2017. While at Cannon and American Capital, Kwamena also held VP Finance, CFO and Board Director roles at portfolio companies in the technology, manufacturing, retail services, and food & beverage sectors. Kwamena began his career in finance at the Clinton Group, a multi-strategy hedge fund, and was an Associate Director at UBS Investment Bank prior to joining American Capital.

Kwamena earned his BA from Columbia University, and MBA from The Wharton School at the University of Pennsylvania. Kwamena was born and raised in New Orleans.

Weekend_Judges



Van Hamilton Barbeau

Investor in Residence • The Idea Village

Van currently serves as an Investor in Residence at The Idea Village. Previously, Van was an investment banker at Credit Suisse, where he advised on M&A, LBO, equity financing, and debt financing transactions. Notable transactions Van advised on in his time at Credit Suisse include VG Acquisition Corp's merger with 23andMe and Iora Health's acquisition by One Medical.

Prior to Credit Suisse, Van helped launch the US healthcare investment banking practice of Results International (acquired by Canaccord Genuity). In his time at Results International, his engagement in healthcare technology included advising on transactions in the cloud-based lab informatics, mobile VR/AR, as well as the mobile design and development industries. Before his career in investment banking, Van worked in economic development in New Orleans, where he was focused on the energy, environmental management, and healthcare industries.

Van holds a BA from Cornell University, an MBA from Cornell's SC Johnson Graduate School of Management, and an MS from Weill Cornell Graduate School of Medical Sciences.



Rust Felix

Co-Founder/CEO • Slope

As the Co-founder and CEO of Slope, Rust has led the development of the industry's first data-driven solution to clinical trial supply chain management and automation. Slope's platform brings stakeholder collaboration, real-time visibility, a traceable chain of custody, and improved compliance to complex, early-phase studies. Rust holds a Master's Degree in Mechanical Engineering with a concentration in computational fluid dynamics. Throughout his career, Rust has used complex data sets to inform mathematical models that solve real problems. Rust is also one of the few engineers who won't bore you

deeply at a dinner party.



Matthew McElveen

President • Voyager Lending

Matthew McElveen is the President of Voyager Lending a division of Merchants and Marine Bank. Voyager Lending's primary focus is providing SBA and USDA loans to small businesses seeking access to capital. Such loans are critical to the success of small businesses throughout the U.S. Prior to launching Voyager, McElveen previously served as an SVP, SBA Business Development Officer and an SBA Credit Analyst. He is currently a member of the National Association of Government Guaranteed Lenders. McElveen received a B.S. of Finance from Georgia Southern University and is currently finishing

Graduate Banking School at Louisiana State University.

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**is a proud sponsor
of Startup Weekend
Mobile. Best of luck
to all of this year's
participants!**

Weekend_Mentors

Ann Allen • The Hatch Fairhope

Lauren Dees • Oyster Shell Strategy

Josh Duplantis • Coastal Alabama Community College

Gregory Friedlander • GMFPC

Warren Green • Veracity Planning

John Gerheim • Retired Business Consultant

Jarrett McCraw • Mighty Advertising

Nolan Mackey • Active Resume

Jeff Mackin • Mighty Advertising

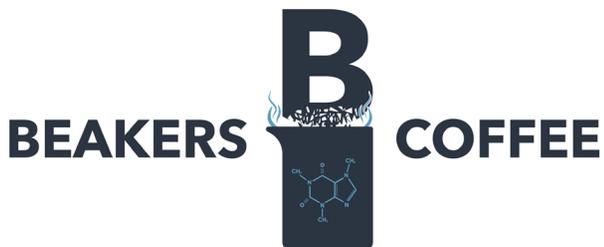
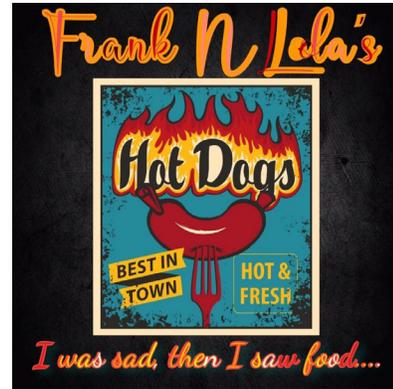
Reginald Mhoon • The Mhoon Group

Rick Miller • The Hatch Fairhope

Mel Washington • SBDC

Stacy Wellborn • Wellborn Strategies

Food Fest_Sponsors



Weekend_Organizing Team



Todd Greer
Executive Director ·
Innovation Portal



Danette Richards
Sr. Director, Small
Business Development ·
Mobile Chamber



Khadeeja Ahmaad
Operations Manager ·
Innovation Portal



Abbey Huguley
Talent Development and
Attraction Manager ·
Mobile Chamber



Nolan Mackey
Founder ·
Active Resume



Nick Hampton
Programs Manager ·
Innovation Portal



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THE INNOVATION AND ENTREPRENEURIAL HUB OF THE GULF COAST.

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