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[Recap of the SemTech Pitch Slam](#)

Posted: by admin on June 29th, 2010 | [1 Comment >](#)

Categorized: [Bay Area](#), [Judges](#), [Pitch Slams](#), [Program Updates](#)

During last week’s Innovate!2010 Pitch Slam at SemTech, which was co-hosted by Guidewire Group and Semantic Universe, seven startups chosen as semi-finalists had the opportunity to deliver a five-minute pitch to a panel of judges and an audience of interested conference attendees.

The panel of experts included Dave McComb, president of Semantic Arts; Brian Cook from nFuse Partners; Michael Winton, director of developer relations at Google; Madeline Duva, president of 3rd Eye Consulting; and Mark Sugarman from MHS Capital.

In addition to [Hypios’ first-place finish](#), Smartlogic and Gnowsis were named first and second runners-up, respectively.

Smartlogic’s Semaphore product aims to enhance and give context to search navigation, particularly through the use of ontologies and taxonomies. For example, media companies use Semaphore technology to improve quality of information feeds, and boost readership and distribution, and investment banks use it to consolidate information costs and better promote primary research.

Gnowsis’ product, Cluug, is designed as a solution to help people remember. Prototyped in Microsoft Outlook, the service is embedded into existing software systems and connects all of your valuable info together, including contacts, files and websites. “If you lose an important document and don’t bring it to your meeting, estimations are this costs around \$150,” said Leo Sauermann, founder and CEO. “People spend a lot of their valuable work time looking for information.”

The other Semi-finalists that are still in the running for a spot on the Innovate!100 list include Semantifi, Tip Top Technologies, playence and zAgile. All of the companies did a phenomenal job and we’d like to thank the judges, startups, sponsors and attendees who all helped make the event a success.

The next two Innovate!2010 Pitch Slams will be held on August 16 in Columbia, MO and August 18 in Seattle, WA. [Applications are now being accepted](#) from interested startups, and there’s no fee to apply.

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[Hypios named winner of Pitch Slam at SemTech](#)

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How can a cereal manufacturer trying to improve the chocolatey taste of one of its products get advice on making a more delicious cereal?

Thanks to a startup named Hypios, that company can ask a network of informative sources around the world, from icemakers in Monaco to chocolatiers in California.

hypios

It's that innovative approach to using global resources to solve research and development problems that helped Hypios win the Innovate!2010 Pitch Slam held at the Semantic Technology (SemTech) conference last week.

Hypios, branded as a “global eBay of problem solving” by its president Anthony DeFilippo, is a marketplace designed to address the challenges companies face as they create new products and services. Once a company submits a specific R&D need, Hypios reaches out to its network of more than 150,000 professionals, targeting those whose expertise is relevant to help with the problem at hand.

It's not just about cereal flavors though. Hypios' marketplace has successfully fielded questions about everything from renewable energy to general relativity. Guidewire Group co-founder Mike Sigal, who emceed the event, explained that the judges “loved the concept overall [and] felt it could be disruptive.”

As the winner of the Innovate!2010 Pitch Slam at SemTech, Hypios guarantees itself a spot on Guidewire Group's Innovate!100 list of 100 up-and-coming tech startups.

To learn more, [visit Hypios' website](#).

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[Meet the Judges: Pitch Slam at SemTech 2010](#)

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At each Innovate!2010 Pitch Slam, a panel of experts from the investment and entrepreneurial community will serve as Judges. They will evaluate the semi-finalists' pitches using Guidewire Group's proprietary G/Score assessment methodology, and those results will be used to determine who wins each Pitch Slam and, ultimately, which startups are named to the final Innovate!100 list later this year.

Get to know more about the Judges who are participating in the Innovate!2010 Pitch Slam in San Francisco this Thursday, June 24th during the Semantic Technology 2010 conference ([click here for details](#) on how you can join us):

Brian Crook, Principal, nfuse Partners

Brian is a seasoned entrepreneur and business professional who has over 17 years experience in both technology and online media sectors spanning advertising & content publishing, bio-medical sciences, and enterprise software.

He began his career as one of the pioneers in the online advertising industry, developing scalable ad-serving, data processing and analytic architectures for aQuantive (now Microsoft Advertising). He also led the development of the online display and keyword advertising technology used by core Disney Web properties such as ESPN.com, ABCNews.com and Disney on-line.

In 2003, Brian joined Vulcan Inc., Paul Allen's private asset management company, where he was responsible for the development of life sciences, home media and scalable data processing initiatives. Beginning in 2006, he served as vice president of engineering for Network Inference/Cerebra, an enterprise software company funded by BlueRun (formerly Nokia Ventures) and Palomar Ventures, where he was responsible for product development of the company's semantic metadata and data management solutions.

Subsequently, Brian became vice president of product development at webMethods Inc/SoftwareAG, where he led strategy and development of the webMethod's Metadata Library, a component of the Business Process line. In 2008, Brian co-founded Cerebra Technology, an Intel Capital funded company, which provides intelligent content and merchandising solutions for media publishers and eCommerce sites.

He holds a bachelor's degree in computer science from California State University, Hayward, and

a bachelor's degree in experimental psychology from the University of California, San Diego. He presently serves on the Emerging Web/Web 3.0 Steering Committee of the San Diego Software Industry Council.

Madeline Duva, President, 3rd Eye Consulting

Madeline, an embedded software entrepreneur with over 20 years experience, has been instrumental in developing and executing strategic initiatives throughout her career. After years at Fidelity Investments, she moved to Silicon Valley where she has held senior managerial posts at Communication Intelligence Corp., PenOp, Dejima and Revere Data.

Before starting her own consulting firm advising and investing in startups, she was CEO of China MobileSoft (CMS), which developed a complete Linux platform for mobile phones. In 2005, CMS was successfully acquired by PalmSource, where she held the position of VP, Silicon and ODM Partners. PalmSource was acquired by ACCESS. Madeline is the chairman of PlantSense and is on the advisory board of Eye-Fi.

She received her bachelor's and master's degrees with honors in LAS/Economics from Vanderbilt University.

Dave McComb, President, Semantic Arts

For the last 10 years, Dave McComb has been the president of Semantic Arts, a firm specializing in helping enterprises reduce complexity in their information systems while migrating to leading edge software architectures.

Dave has been successfully leading software development, planning, and review projects for over 25 years. He has worked with dozens of clients and dozens of technical environments, including those during his time with Andersen Consulting, that have led to a much broader understanding of what is needed to grow a productive environment.

He is Semantic Arts' application and project management specialist. He is the author of Semantics in Business Systems, a frequent forum speaker and is co-producer and program chair for the Semantic Technology Conference.

Mark Sugarman, Founder and Managing Partner, MHS Capital

Mark is founder and managing partner of MHS Capital, a new \$35M early-stage venture fund backed by an LP base of world class technology entrepreneurs and executives. MHS Capital focuses on leading the first institutional rounds for bootstrapped software and Internet companies raising \$500K-\$2.5M and sponsors serial entrepreneurs to do small tech buyouts.

He has invested in fifteen companies over the past twelve years with six exits, including two companies with market capitalizations of over a billion dollars, and seven active investments. Prior investments include Edusoft (acquired by Houghton Mifflin), Getsmart (acquired by Providian/IAC), Nutrisystem (NTRI), Savi Technology (acquired by Lockheed Martin), Verticalnet (VERT), and 1stup (acquired by CMGI).

Mark currently sits on the boards of Fonality, iLike, magnify360 and Positive Energy, and is an investor and board observer at Courtrax and Venturebeat. He has a bachelor's degree from Stanford University.

Michael Winton, Director, Developer Relations, Google

Michael is a senior technical manager at Google with experience building and leading a global organization. Michael founded and leads Google's global Developer Relations organization and Developer Support operations, which spans the U.S., APAC, and EMEA. He is responsible for driving the success of Google's strategic developer products.

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[Join us in SF for the Innovate!2010 Pitch Slam at SemTech](#)

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Thanks again to everyone who participated in our European Pitch Slam tour this Spring! After a successful series of 14 Innovate!2010 Pitch Slams that began in Zaragoza and ended in Tallinn, we're busy getting ready to kick-off a North American Pitch Slam tour that will take the Innovate!2010 program to cities across the U.S. this summer and fall.**

First up is a special partner event that we're co-hosting with the Semantic Universe team during the [2010 Semantic Technology \(SemTech\) conference](#) in downtown San Francisco next week.



The Innovate!2010 Pitch Slam at SemTech will take place from **3:30pm to 5:45pm on Thursday, June 24th** in Golden Gate rooms 3 and 4 at the San Francisco Hilton in Union Square, and you're invited to join us to watch the competition. Keep reading for details on how you can get a **free ticket** to attend the event, along with access to the SemTech exhibit hall and M&A panel!

At the Pitch Slam, eight startups chosen as semi-finalists will deliver their best five-minute pitch in front of the audience and our panel of expert judges that includes Dave McComb, president, Semantic Arts; Brian Cook, principal, nfuse Partners; and Michael Winton, director of developer relations, Google. The companies invited to present at the June 24th Pitch Slam are:

- [Gnowsis](#)
- [Hypios](#)
- [playence](#)
- [Semantifi](#)
- [Smartlogic](#)
- [Tip Top Technologies](#)
- [zAgile](#)

If you're already registered to attend SemTech, your conference badge will automatically get you into the Innovate!2010 Pitch Slam to watch the competition. For everyone else, thanks to our co-hosts at SemTech, you can [sign up here for an exclusive Guest Pass](#) that will allow you to attend all of the following on Thursday, June 24th for **FREE**:

- SemTech 2010 [Exhibit Hall](#) from 9:45am to 3:30pm
- SemTech 2010 panel on [Mergers & Acquisitions](#) from 2:00pm to 3:00pm
- [Innovate!2010 Pitch Slam](#) from 3:30pm to 5:45pm

This free pass is limited to the first 50 registrants, so [sign up now](#) to take advantage of this great opportunity to meet and mingle with the entrepreneurs, investors and executives who are gathering at SemTech next week. You can also "upgrade" to [purchase a full conference pass](#) to enjoy the rest of SemTech, which is taking place June 21st through June 25th at the Hilton San Francisco Union Square.

We look forward to seeing you at the Pitch Slam in San Francisco on June 24th at 3:30pm!

***All of the participating startups from Europe and North America will be evaluated using Guidewire Group's G/Score assessment methodology, and then the top 100 will be named to the Innovate!100 list of up-and-coming startups that we'll be releasing later this year.*

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[X Startup Challenge](#)



[\\$100,000 Connections Challenge](#)



◦ [Swift/Innotribe Challenge](#)



◦ [\\$35,000 Windows Azure Challenge](#)



◦ [Zaragoza Studio G Challenge](#)



◦ [£40K Seed Funding Challenge](#)



◦ [More Challenges Coming Soon!](#)

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- Nice post on TechCrunch from Guidewire Group client Aptimize: Google, Speed, and Your Local Pizza Place <http://bit.ly/aWM3pC> 2 months ago
- One of our own leaves the fray to try her hand at entrepreneurship. <http://bit.ly/cdjRku> 3 months ago
- Interview with Chris on starting a business now: "revenue is the new venture capital."... <http://bit.ly/aTRXd4> 3 months ago
- A look at panels to watch for at #sxsw <http://bit.ly/eFIXcr> 3 months ago
- Great pics from the Innovate!100 pitch slam in Madrid.... <http://bit.ly/9PT5R5> 4 months ago

• [Innovate Discussions](#)

- Comment on Recap of the SemTech Pitch Slam by L. [\(Innovate!100 Comment\)](#)
- Congratulations to our WINNER at Pitch Slam at SemTech, Hypios! <http://www.innovate100.com/> [\(Facebook Comment\)](#)
- Join us in San Francisco on 6/24 for the Innovate!2010 Pitch Slam at SemTech <http://bit.ly/bQDtrt> [\(Facebook Comment\)](#)
- Now!Innovations Wins Tallinn Pitch Slam- <http://www.innovate100.com/2010/06/nowinnovations-wins-tallinn-pitch-slam/> [\(Facebook Comment\)](#)
- Canatu becomes newest member of the Innovate!100- <http://www.innovate100.com/2010/06/canatu-becomes-newest-member-of-the-innovate100/> [\(Facebook Comment\)](#)
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