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FOR IMMEDIATE RELEASE

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Cal Poly Students' Online Goal-Tracking Company Acquired

SAN LUIS OBISPO — Cal Poly startup company Quest.to, an online goal-tracking platform, was recently acquired by Whodini, a company that provides enterprise engagement analytics. Whodini will fold Quest.to's existing assets into a new goal-tracking platform dubbed Goalchi.

The Quest.to team was formed as Grapple during Startup Weekend San Luis Obispo in 2012, taking second place with their business concept. The team also won first place in Spectacle, an entrepreneurial showcase put on by campus club Cal Poly Entrepreneurs.

The team was then selected to participate in the Cal Poly Center for Innovation & Entrepreneurship's 2012 HotHouse Summer Accelerator Program to launch their concept as a business. After rebranding the product as Quest.to, the team gained traction before the founders decided to pursue other opportunities.

Whodini was drawn to Quest.to's clean design and simple interface and purchased the company's assets in late April.

"Quest.to came to our attention just as we were examining a pivot to a goal tracking app," said Bjorn Stromsness, director of business development at Whodini, Inc. "We saw where Quest.to was and thought it would be a great jump-start for our efforts. We are using Quest.to as a foundational part of Goalchi."

The Quest.to team is comprised of one current Cal Poly student, Ross McKelvie (Computer Science, '13), and four recent graduates: Garrett Loringson (Business Administration, '09), Alyssa Pelletier (Graphic Communications, '12), Will Hitchcock (Graphic Communications, '12), Nathan Mock (Computer Science, '12).

About the Cal Poly Center for Innovation & Entrepreneurship

Open to Cal Poly students and faculty members, the Cal Poly Center of Innovation & Entrepreneurship (CIE) promotes multidisciplinary entrepreneurial activity, scholarship and dialogue across the university and throughout the San Luis Obispo community.

SLO HotHouse Accelerator Program

In the first two years of the SLO HotHouse Summer Accelerator Program, more than 60 students have participated in the SLO HotHouse Accelerator Program through 17 multidisciplinary teams, and 65 percent of those teams have launched new business ventures. These companies have raised more than \$1.3 million in seed funding and created 20 full-time and 28 part-time jobs. For information on the 2013 accelerator teams, visit cie.calpoly.edu.

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