



FOR IMMEDIATE RELEASE

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Contact: Chelsea Brown

805-756-5171; [cbrown39@calpoly.edu](mailto:cbrown39@calpoly.edu)

## Cal Poly Announces Top Six Finalists to Pitch for Cash Prize at Oct. 22 Live Pitch Event

SAN LUIS OBISPO — Four San Luis Obispo tech startups have made it to the final round of the [fourth annual TechPitch Competition](#) and have a chance to win \$5,000 and make a pitch to the largest group of angel investors in the nation, [Tech Coast Angels](#)

The competition, the only one in the Tri-County region, attracts early-stage startups ready for angel or venture capital funding. The startups, four from San Luis Obispo and two from Santa Barbara, will pitch their ideas at the TechPitch event from 5 to 8 p.m. Wednesday, Oct. 22, at the [Alex Madonna Expo Center](#) in San Luis Obispo.

The event is open to the public. Tickets can be purchased at [TechPitch2014.eventbrite.com](#). Tickets are \$35 per person, \$15 for students, and \$250 for a table of eight.

Technology leader [Douglas S. Hutcheson](#), former CEO of Leap Wireless International, will be the event keynote speaker. Among the finalist startups are:

- [FuelBox Inc.](#), which creates the ultimate charging solutions for mobile devices;
- [Salty Girl Seafood Inc.](#), a sustainable seafood distribution company that bypasses the traditional supply chain to ship seafood directly from fishermen to restaurants and markets;
- [RVPlusYou LLC](#), which has developed a website for recreational vehicle enthusiasts, owners and renters that links renters with owners who want to make extra money by renting their vehicles;
- [Superior Solutions Manufacturing Inc.](#), which has developed a removable liftgate for pickups;
- [Tandemch Engineering](#), which developed wall-climbing robots to collect valuable data, decrease time, and increase the accuracy of industrial inspection; and
- [The Cardboard Guys](#), who use corrugated cardboard to make children's furniture that is eco-friendly, lightweight, inexpensive, durable and fun.

Cal Poly student team [Monster Create](#) will give a special pitch performance on the mobile applications they've created for children, designed to develop the creative abilities of youth.

The judging panel includes industry experts and inventors: Jo Anne Miller, co-founder of SLO Seed Ventures; Paul Meyer, managing partner of TechCXO; Laura Pickering, partner of Innovation Quest; Rick Stollmeyer, co-founder and CEO of

MINDBODY Inc.; S. Brett Whitaker, founder of Whitaker Construction; and Helio Fialho, founder of LeftLane Sports and CEO of Auspient Inc.

TechPitch is produced through a collaboration of the [Cal Poly Small Business Development Center for Innovation](#); [Cal Poly's Center for Innovation & Entrepreneurship](#), Softec, and the Economic Vitality Corp. Event sponsors include S. Brett Whitaker, Bank of America, Heritage Oaks Bank, Pacific Western Bank, and Glenn Burdette.

#### **About The Cal Poly Small Business Development Center**

The Cal Poly Small Business Development Center for Innovation promotes the development of technology-focused ventures. By providing high-quality business assistance to startups and established companies, the center helps entrepreneurs launch companies, create and retain jobs, attract capital investment, and contribute to the prosperity of the Central Coast.

#### **About the Economic Vitality Corp.**

The Economic Vitality Corp. is a regional nonprofit, economic development organization committed to developing a vibrant and sustainable economy throughout San Luis Obispo County.

#### **About Softec**

Softec is a nonprofit organization focused on the success of the technology industry on the Central Coast. It plays a key role in the community by supporting new business formation and working as an advocate for technology-related businesses in the area.

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