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April 1, 2013

A New Route to Government Access

*The Network for Teaching Entrepreneurship (NFTE — DC Region) invites you to celebrate the area's **young entrepreneurs and future leaders who dare to dream**. The **16th Annual Dare To Dream Gala** happens on Wednesday, April 10. Find out more and RSVP [here](#).*

When we think of **university/government** collaboration, it's usually scientists poking students with sticks to see how they survive on Ramen alone. However, **Arlington, VA**, by mixing in entrepreneurs, has a much more **fun** approach.



Amplifier Ventures founder **Jonathan Aberman** is kicking off a three-month regional program **today** with Arlington County to bring together **entrepreneurial** companies, universities, and **government** agencies through events. The **Ballston Innovation Initiative** will spotlight government **requirements** for national security and expose security products and approaches created by **non-traditional** sources and the entrepreneurs who launch those companies. The businesses get their innovations in the hands of government and the universities get their students and faculty access to an **ecosystem** for career development and professional futures, Jonathan says. Some of the **groups involved** are Marymount, Virginia Tech, GMU, CIT, Foster.ly, and BusyConf.



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The **April 18** launch event will feature former HP CEO **Carly Fiorina**, with entrepreneurs like Blackbird Technologies' **Peggy Styer** and Power Fingerprinting's **Steven Chen** whose companies have had the government as its **primary customer**. An event in May will walk small businesses through submitting proposals to government agencies, contract compliance, getting on the **GSA schedule**, and a FAR overview. One in June will let small businesses **pitch** their tech products to government program managers and potential investors. FounderCorps will offer **classes** on business formation, corporate finance, and Lean Startup mechanics.



New Early Bird Event Series



While we're on the subject of events, a group of DC tech entrepreneurs is launching a new **event series** that will take place the first Monday of every month at **5AM**. Being dubbed "Early bird-prenuers," attendees are encouraged to come in **PJs**, and bring **sleeping bags**. Organizers say the best networking and most engaging panel discussions happen pre-sunrise, before showers have been taken and teeth have been brushed. The first event, scheduled for April 15 in Tysons, will include a panel on **accounting 101** for startups. Organizers tell us you can RSVP by emailing AprilFools@gmail.net.



Exclusive membership offer now available.

SPORTS CLUB/LA

Event App Market Set To Explode



Cvent's mobile division, CrowdCompass (acquired last summer), is ready for big business. Sales director **Matthew Donegan-Ryan** says the **market** for event planning mobile apps is growing rapidly thanks to smartphone adoption. (Smartphones continue to outsell PCs, and mobile apps are expected to hit **\$25B by 2015**.) Events apps used to be a nice-to-have but now they're a **must-have** just like having an event website was eight years ago. Cvent customers include Eloqua, DECA, and Honeywell.



CrowdCompass made Cvent a **bi-coastal** company, with 50 of CrowdCompass' 100-person team in Portland, Ore., (above). To get its market share early, the company recently made **major changes** to its event app. Matthew says the product—which allows event planners to provide agendas and social media tools for attendees—has been **rebuilt** from the ground up. Some of the biggest changes include letting organizers use the **same app for multiple events** instead of having a new app built for each event. Attendees are also getting more **social options** like posting to all social networks at the same time and sharing event photos with other attendees.



San Jose Co Building DC Team



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Another outside-the-Beltway tech firm has its eye on DC. San Jose, Calif.-based ZL Technologies CEO **Kon Leong** is working on building a small **DC team** to help sell its data management software to federal agencies. The company's federal work has included helping the National Archives and Records Administration with **archiving**. Agencies have to meet **stringent** NARA standards for meeting records-keeping obligations, satisfying White House directives, and fulfilling FOIA requests. We asked for data on how many tourists pointed at the Declaration of Independence and told their kids "Lincoln wrote that" but the stats weren't available as of press time. The company's software organizes **unstructured data** like email and social media communication to build archiving systems that can identify **trends**. It's attracted commercial customers like Wells Fargo, Toyota, Oracle, and Allstate.

Thanks to one of our readers for answering our call for "You just might be a startup..." jokes. He wrote: "You just might be a startup if you spend the night before payroll at a local pub with your CFO." Any more startup jokes out there? Send them to Bisnow's [Tania Anderson](#).



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