



# Feb 28-March 1, 2020

The Falls Event Center | McMinnville

Welcome to the inaugural LAUNCH Mid-Valley Startup Bootcamp! Whether you have an existing new business, a business idea, or are just curious about the startup process, this bootcamp will provide you with information, connections, and tactics to help you grow.

This weekend you will meet with business owners, corporate coaches, angel investors and city leaders who will be available to assist and encourage you through the process. The Bootcamp will include networking opportunities, keynotes from experts across all areas of business development, business coaching, time to work in teams developing a business plan and pitch, and the opportunity to pitch your business idea for startup incentives and services

Current prize packages valued at \$9,000 in business consulting, cash, work space and more.

Mike White, Venture Catalyst | [mike@oen.org](mailto:mike@oen.org) | 971.273.3456 | [launchmidvalley.org](http://launchmidvalley.org)

## Thank You to our Presenting Sponsors



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## Program Schedule



### Friday, Feb. 28 | 5:00 – 9:30pm

- 5:00 pm Arrival|Check-in
- 6:00 pm Keynote Speaker Deven Paolo, Solid Form  
**What it takes to Launch a Start-up**
- 7:00 pm Idea Pitch Process | Team Formation
- 7:30 pm Weekend Expectations, Mentor Introductions
- 8:00 pm Teams begin business collaboration

### Saturday, Feb. 29 | 8:00 am – 10:00 pm

- 8:00 am Morning Welcome
- 8:30 am Team Collaboration- Develop Your Business Model
- 12:30 pm Luncheon Keynote: Hannah Kathryn Kullberg, SBDC  
**How to Scale Up and Sell Your Business**
- 1:30 pm Team & Mentor Work Sessions
- 6:00 pm Dinner Keynote: Himalaya Rao, Fund Manager.  
**Access to Early Stage Capital**
- 7:00 pm Teams perfect Business Pitch
- 10:00 pm Close

### Sunday, March 1 | 8:00 am – 4:30 pm

- 8:00 am Morning Welcome
- 8:30 am Business Pitch Dress Rehearsals
- 12:00 pm Lunch Keynote: Tyler Harkness, Tonkon Torp  
**Startup Business Law**
- 1:00 pm Final Pitch preparations
- 2:30 pm PitchFest
- 4:00 pm Awards announced and final wrap up.

Thank you for participating in Launch Mid-Valley's Startup Bootcamp Weekend!  
Join us for the next LMV PubTalk March 25 at Mac Market.

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## Keynote Speakers

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### Deven Paolo: Solid Form- What it takes to Launch a Start-up

When the recession started in 2007, there were not many people clamoring to start a new business. Deven knew that starting a business during the tumultuous time would require dedication, skill, and a great product. Today, Solid Form Fabrication has found success creating high quality products while working with a customized touch and feeling throughout the process.

### Hannah Kathryn Kullberg: SBDC – *How to Scale Up and Sell Your Business*

Hannah co-founded The Better Bean Company building it from farmer's markets to national distribution. Since exiting from the company, she has become a business consultant, community builder and advisor in the SBDC's "Getting Your Recipe to Market" Program.



### Himalaya Rao: Fund Manager – *Access to Early Stage Capital*

Himalaya Rao works with Angel Funds and Venture Firms along the West Coast. She has worked with five different funds in the last two years and is currently working with Portland Seed Fund as their diligence lead. She has a passion for expanding accessibility of entrepreneurship to marginalized communities as a pathway for economic development.

### Tyler Harkness: Attorney at Tonkon Torp – *Startup Business Law*

Tyler works with entrepreneurs and startup companies across the state, helping them navigate the startup company's legal landscape from corporate formation and governance, to investor financing, to the contracting and IP protection and development concerns that are at the heart of building enterprise value.



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## Business Mentors

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### Scott Cooper, McMinnville Economic Development Partnership

Scott is actively involved with economic development organizations throughout the country including working with the International Economic Development Council (IEDC). He loves being part of the community and leading an organization that has a positive, immediate impact on the city he now calls home.

### Dean Craig, Willamette Workforce Partnership

Dean has been involved with Business Operations or Ownership since 1985 and has been connected to a wide variety of industries. This experience has helped him grow to be able to assist any company in any industry with their Operations, Staffing, Human Resources or Sales issues.



### Malee Ojua, Sacred Fire Creative

Malee Ojua, CEO & Founder of Sacred Fire Creative, helps change-makers, service-based professionals, and experts who want to grow an authentic brand that captures hearts and converts customers.

### Miles Oliveira, Buildable

Miles Oliveira is the Business Development Manager for Buildable. He works with Startups and Enterprise businesses to develop creative solutions and products that improve the experience of their customers and employees.





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### Brian Romaine, Brennan Martin Pugh & Associates

An MBA Candidate at Willamette University, Brian cut his teeth in the lightning-fast business environment of Silicon Valley. From early-stage start-ups to massive Fortune 500's, he has had experience in virtually every functional area of business: marketing, recruiting, sales and human resources.

### Kate Schwarzler, Indy Commons

Kate started Indy Commons to create a shared workspace that supports local business owners and to help people make their vision become reality. With all the amenities of a large office at a small price, Indy Commons gives entrepreneurs the resources they need to get things done and turn their dreams into successful businesses.



### Kristen Stoller, Chehalem Valley Dance Academy

Kristen Stoller is the CEO and Artistic Director of Chehalem Valley Dance Academy with locations in McMinnville and Newberg. She is the co-founder of the recently launched non-profit The Community Wellness Collective, founder of the Young Professionals of Yamhill Valley, mom of 3 girls and wife to Francisco Stoller.

### Jeff Vanden Hoek, Corporate Coach

Jeff is owner/consultant for Intentionality; providing business teams, individuals, start-ups and not-for-profits with strategic, creative and collaborative input to build greater trust and impact. He has over 30 years experience in leadership and program development, including business coaching/consulting, higher education administration /teaching and nonprofit leadership.



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Mike White,  
LMV Venture Catalyst

Mike is an experienced entrepreneur, adviser, and business educator with a love for all things business and a desire to develop a stronger entrepreneurial ecosystem in the Mid-Valley region.

Stephan Wurzburg,  
Co.W

A Salem/Keizerite who has a background in Non-Profit Management, Franchising, Marketing & Communications, UX/Web Design, CCNA, CompTIA+ Network Certification. Currently the CFO/CIO for Tan Republic Franchise Company LLC which has 67 locations in 6 states, also a Franchisee with the Keizer market. In his off time, he is expanding Co.W the Co-Working space.



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## Pitch Fest

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### Judges



Dave Boeckel,  
William Henry



Brian Feucht,  
Predicta



Tyler Harkness,  
Tonkon Torp



Malee Ouja,  
Sacred Fire



Deven Paolo,  
Solid Form

### Pitch Fest Prizes

1st place  
\$5,500 value

2nd place  
\$2,200 value

3rd place  
\$1,000 value



#### Prize packages include:

Accounting services, Co-working Space, Legal Consulting, Strategic Planning, Staff Development, Software plan build-out\* (if applicable to business pitch), Business Consulting and more!

#### Prizes generously provided by:

Brennan Martin Pugh & Associates | Buildable | Co.W | Johnson Glaze PC, CPA |  
LAUNCH Mid-Valley | MEDP | Tonkin Torp LLP