

About SPROCKIT

SPROCKIT is a new program at NAB Show that gives 10 market-ready startups the opportunity to meet with and present before elite media and entertainment executives, industry visionaries, potential funders and more than 90,000 show attendees.

The 10 startups were selected for their innovative mobile, web and cloud-based technologies, and the disruptive impact they are already having on the media and entertainment industry. SPROCKIT connects tomorrow's pioneers with today's leaders to shape the future of content creation, delivery and consumption.

The program includes on-stage presentations, pre-scheduled meetings with c-level executives, coaching from industry experts and a decided space – the **SPROCKIT Hub (C1326)**.

SPROCKIT Startups

collective[i]

everloop.com

tivli

NEWS!T

SnappyTV

Localytics

SMI
Real Time
Real Data
Real Insight
The new data paradigm.

FLIXMASTER



Shelby.tv

SPROCKIT Schedule Highlights

SPROCKIT at NAB Show, April 6 – 11, 2013, Las Vegas Convention Center

SPROCKIT Pitches

SPROCKIT Hub (C1326)

Each startup will be allotted five minutes to pitch their company and value proposition, followed by a brief Q&A session, to potential partners who will be onsite for the presentations.

- Monday, April 8, 10:45 - 11:30 a.m. – Localytics, Collective[i], Standard Media Index
- Tuesday, April 9, 1:45 - 2:45 p.m. – The Whistle, Tivli, Everloop, Shelby.tv
- Wednesday, April 10, 10:45 - 11:30 a.m. – FlixMaster SnappyTV, NewsiT

Corner Office Meetings

SPROCKIT Hub (C1326)

On-stage, 1:1 meetings between the SPROCKIT startups and executives from leading media and entertainment corporations. Watch the dialogue between entrepreneurs and executives as they discuss the industry and how their respective companies can forge relationships:

- Monday, April 8, 11:30 a.m. - 12:00 p.m. – with Louisa Shipnuck, Verizon Digital Services
- Monday, April 8, 1:45 p.m. - 2:15 p.m. – with Mark Dowley, MacAndrews & Forbes Holdings
- Tuesday, April 9, 10:00 a.m. - 10:30 a.m. – Balaji Gopinath, Turner Broadcasting System, Inc.
- Wednesday, April 10, 10:00 a.m. - 10:30 a.m. – with Kevin Cuddihy, Univision Television Group
- Wednesday, April 10, 1:30 p.m. - 2:00 p.m. – with Tarun Katial, Reliance Broadcast Network

NAB Show Sessions

Various

SPROCKIT startups will present alongside three industry leaders and offer insight into future trends of media and entertainment at the following sessions:

- Sunday, April 7, 1:45 p.m. – Silverwood Partners at Media Technology: Strategy and Valuation
- Monday, April 8, 2:30 p.m. – Turner Broadcasting at Start-Ups: Powering the Media Metamorphosis
- Wednesday, April 10, 2:30 p.m. – Digital Media Wire at Case Studies from Television Technology Startups

The SPROCKIT Team

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|---------------------------------|--|
| Producers | <ul style="list-style-type: none"> World Series of Start-Ups, LLC Springboard Enterprises NAB SHOW |
| Supporting Organizations | <ul style="list-style-type: none"> Angel Capital Association Dell Founders Club National Venture Capital Association Startup America Partnership The Paley Center |
| Sponsors | <ul style="list-style-type: none"> Convergent Wealth Digital Media Wire |

The SPROCKIT Startups

| Startup | Executive | Overview |
|-----------------------------|--------------------------------------|--|
| Collective[i] | Heidi Messer, Co-Founder & Chairman | Collective[i] is the first Big Data network with technology to convert sales, marketing and consumer data into revenue and insights delivered directly to business users. |
| Everloop | Hilary DeCesare, Co-Founder & CEO | Everloop provides a unique, age-appropriate social media experience for children with customized micro-networks or "loops" that safely connect kid-relevant content, services, applications and experiences |
| FlixMaster | Erika Trautman, Co-Founder & CEO | FlixMaster is a cloud-based interactive video building platform that powers online storytelling, e-commerce, and e-learning like never before, transforming online videos into high-engagement business drivers. |
| Localytics | Raj Aggarwal, CEO | Localytics is the leading provider of closed-loop mobile marketing and analytics solutions helping app publishers maximize user engagement, lifetime value and loyalty. |
| NewsiT | Melinda Wittstock, Founder & CEO | NewsiT is a mobile and social platform that vets and verifies original crowd-sourced content and posts from social media in real time to help media and publishers attract, retain and monetize targeted, influential and committed consumers. |
| Shelby.tv | Reece Pacheco, Co-Founder & CEO | Shelby.tv is your community for video discovery. Watch personally curated channels featuring the best videos around and create a personalized ".tv" to share with the world. |
| SnappyTV | Mike Folgner, Co-Founder & CEO | SnappyTV is the leading live, cloud video editing platform used by media companies to stream, edit and distribute clips and highlight reels from live TV and web streams to Twitter, Facebook, YouTube, OVPs, and second screen audiences on mobile devices and the web. |
| Standard Media Index | Sue Fennessy, CEO | Standard Media Index tracks and aggregates real time media spend data so stakeholders better understand actual dollars going to every vendor across all sectors. |
| The Whistle | John West, Founder and CEO | The Whistle is the first sports media destination and community for kids, distributing pro and local sports on platforms kids use: TV, VOD, mobile, Internet and gaming. |
| Tivli | Christopher Thorpe, Co-Founder & CEO | Tivli brings live streaming television and TV Everywhere products like HBO GO to college students on their terms: wherever they are, whenever they want, on all their devices. |