

# Startup Weekend

## VENTURA COUNTY

Powered by Google for Entrepreneurs



Seeking Innovative Ideas for Healthcare & Agriculture

# \$50,000 / \$10,000

In Cash Prizes

In In-Kind Prizes

- + Access to Decision Makers
- + Referral to Venture Capitalists
- + Introduction to LoRa® Alliance

Over 54 hours, participants ranging from students, industry practitioners, engineers, subject matter experts and entrepreneurs form teams to develop proof of concepts for innovative healthcare and agriculture products and services.

To register or learn more visit us online at:

[www.StartupWeekendVenturaCounty.com](http://www.StartupWeekendVenturaCounty.com)

REWARDS

HOW IT WORKS

**SAVE THE DATE!**

**April 21-23, 2017**

JOIN US AT

**Rancho Campana High School**  
4235 Mar Vista Drive Camarillo, CA



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**Camarillo**

Chamber of Commerce

[www.CamarilloChamber.org](http://www.CamarilloChamber.org)



# Startup Weekend VENTURA COUNTY

## HEALTHCARE & AGRICULTURE

Rancho Campana High School

4235 Mar Vista Drive, Camarillo, CA 93010

April 21, 22 & 23, 2017

Startup Weekend Ventura County (SWVC) focuses on two industries of great local importance: healthcare and agriculture. We learned from SWVC 2016 that subject matter expertise is critical to staying on the right track in solution development. For SWVC 2017, we have decided to create a union between intrapreneurs and entrepreneurs. We have asked end user companies to go to their rank and file and seek ideas for innovation, identify the champions for these ideas and have these intrapreneurs attend our event. There, they will team with entrepreneurs, engineers and business professionals. Together, they will create solutions, develop proof of concepts and compete with other teams. SWVC 2017 has three end user sponsors for healthcare and three end users sponsors for agriculture.

### HEALTHCARE END USER SPONSORS

- Dignity Health SJRMC, Oxnard
- Dignity Health SJPVH, Camarillo
- Ventura County Medical Center, Ventura

### AGRICULTURE END USER SPONSORS

- Limoneira, Santa Paula
- Bonipak, Santa Maria
- Reiter Affiliated Companies, Santa Barbara

*SWVC's inaugural event, held in March of 2016, attracted 70+ entrepreneurs. Of the 34 ideas presented, 9 formed teams and over the weekend took these ideas to proof of concepts. The judge panel, consisted of seven CEOs of significant local companies, awarded one team with \$10,000 for use as seed money. Of the 9 teams, four are still actively pursuing their ideas.*

### JUDGE PANEL

#### Technology Companies

- Chris Meissner, CEO, Meissner Filtration Products
- Mohan Maheswaran, CEO, Semtech Corporation
- Hugh Gagnier, SVP, Zebra Technologies
- Dave Nichols, CEO, Applied Wireless
- Dr. Ross Dueber, CEO, Z Power
- Daniel Schoenewald, EVP, Advanced Motion Control

#### Healthcare Organizations

- Darren Lee, CEO, Dignity Health St. Johns Hospitals
- Kim Milstien, CEO, Ventura County Medical Center

#### Agriculture Companies

- Alex Teague, COO, Limoneira
- Alain Pincot, Managing Partner, Bonipak
- Garland Reiter, CEO, Reiter Affiliated Companies

#### Public Sector

- Michael Powers, CEO, Ventura County Government

### JUDGING CRITERIA

1. Entrepreneurialism of leader
2. Strength of Team
3. Value of Proposed Product/Service
4. Understanding of Customer(s)
5. Market Opportunity
6. Competitiveness of Product/Service
7. Feasibility of Product/Service
8. Ease of market entry

### AWARDS & PRIZES

#### In-kind Awards (worth over \$3,000)

- Best in class - Agriculture
- Best in class - Healthcare
- People's Choice

#### \$10,000 Seed Fund (subject to incorporation)

- Most Likely to Succeed - Agriculture
- Most Likely to Succeed - Healthcare

#### \$15,000 Cash Prize (details forthcoming)

- Killer LoRa® LPWAN application



*Startup Weekend Ventura County is a joint effort between the public sector (City of Camarillo, the County of Ventura, Ventura County Healthcare Agency, Ventura County Agricultural Commissioner and Ventura County Medical Center), the private sector (Camarillo Chamber of Commerce, Dignity Health St. Johns Hospital, Semtech Corporation, Limoneira, Meissner Filtration Products, Bonipak, Z Power, Applied Wireless, Reiter Affiliated Companies, Ventura County Medical Center, Zebra Technologies and Advanced Motion Control) and the local institutions (CSUCI, CSUN, Cal Poly, Cal Lutheran and UCSB). Our mission is to create high paying jobs by encouraging, promoting and facilitating technology startups. The industries of interest are healthcare and agriculture.*

For more information visit [www.StartupWeekendVenturaCounty.com](http://www.StartupWeekendVenturaCounty.com)  
or contact the Chamber at 805.484.4383