

## 2011 NVTC Hot Ticket Awards Winners and Finalists



### Hot Ticket Winners

- Hottest Bootstrap** – AirWatch
- Hottest Buzz** – LivingSocial
- Hottest Emerging Government Contractor** – Invertix Corporation
- Hottest Exit** – BroadSoft Inc.
- Hottest Management Team** – OPOWER
- Hottest Startup** – myRete
- Hottest Venture Capital Deal** – ScienceLogic

### Hottest Bootstrap Finalists

**5AM Solutions Inc.** – 5AM Solutions develops innovative software solutions for life science and health professionals. The company helps evolve the way biomedical researchers work and collaborate by using software to reveal new insights hidden in vast amounts of data, facilitate translational research and solve workflow challenges. The company's solutions overcome IT-based roadblocks to discovery and accelerate progress toward the ultimate goal of better health and improved patient outcomes.

**AirWatch** – A leader in wireless and mobility solutions, AirWatch helps simplify enterprise mobility, and enables organizations across a wide variety of industries to secure, monitor, manage and support their entire fleet of mobile assets with cutting-edge mobile device management technology. AirWatch's solutions are simple to deploy, use and scale across any enterprise.

**CFN Services Inc.** – CFN Services provides custom, high-performance network and application delivery solutions for private enterprise and public sector operators worldwide. CFN Services is building the first massively distributed global datacenter delivering the next generation of business and technology –connecting hundreds of datacenters in every corner of the globe to a private, high-performance cloud computing platform.

**Decision Lens** – Decision Lens develops prioritization decision-making software solutions that allow organizations to make complex decisions more effectively and efficiently. Decision Lens' collaborative software platform structures decisions, quantifies intangible factors and evaluates choices that enable organizations to reach their goals. Decision Lens improves the speed and quality of decision-making, maximizes returns, and provides accountability and transparency for how decisions are made.

### Hottest Buzz Finalists

**DeepMile Networks** – DeepMile Networks is a boutique management and technology consulting company delivering innovative solutions in social network analysis and media analytics to clients in the public and private

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sectors. Founded in 2006, DeepMile develops and deploys targeted and focused solutions empowering clients to identify and overcome their most demanding challenges.

**Eloqua** – Eloqua is the market leader in revenue performance management (RPM). The company provides marketing automation solutions for more than 900 companies around the globe – including many in the Virginia / Washington, D.C. area.

**EverFi Inc.** – EverFi is the leading education technology platform to teach, assess and certify students in critical skills that states mandate and employers demand. EverFi is building an entirely new framework to finance and deliver content, technology and innovation into schools. The company is already powering a national movement in 50 states and more than 3,000 schools that enables students to learn using the latest technology, including rich media, high-definition video, diagrams, avatars and gaming simulation.

**GetWellNetwork Inc.** – GetWellNetwork Inc. entertains, educates and empowers patients throughout the patient journey using the bedside TV in the hospital, mobile devices, Web or cable TV at home. This patient-centered approach improves both satisfaction and outcomes for patients and hospitals. Additionally, the company extends the value of existing IT investments by integrating seamlessly to leading HIT systems including Cerner, McKesson, Epic, Meditech, GE and Siemens.

**LivingSocial** – LivingSocial offers daily deals on handpicked experiences that can be shared with friends. LivingSocial's mission is to add surprise to every calendar, by digging deep, pursuing both the things that define a place and the undiscovered jewels. LivingSocial designs total experiences that bring an adventurous, loyal new following to local businesses. Innovation and imagination have made LivingSocial the fastest-growing company in the social-buying category

**MANDIANT** – MANDIANT is an information security company providing products, consulting services, managed services, and education to commercial and federal government clients, including: Fortune 500 companies, financial institutions, government agencies, domestic/foreign police departments and several leading law firms. The MANDIANT mission is to be the strongest incident response, computer forensics and IT security company.

### Hottest Emerging Government Contractor Finalists

**Attain LLC** – Attain is a professional services company comprised of innovative problem solvers who deliver tangible results to address today's complex public sector challenges. With approximately 200 employees, Attain delivers strategic and operational support services, health care solutions, and IT security and application services to more than 125 customers in the government and health care markets, as well as the higher education and academic medical center communities.

**Digital Management Inc. (DMI)** – Digital Management Inc.'s mission is to create an increasingly interoperable, responsive, and cost-effective government. Digital Management achieves this goal of guiding transformation of government operations through the process of implementing technology solutions and management best practices to meet increasing expectations for the quality, reliability and security of government services.

**Invertix Corporation** – Invertix Corporation is a technology company serving the greater national security community. Invertix addresses complex research and development, engineering and mission support challenges in the areas of intelligence, surveillance and reconnaissance; enterprise information technology; and communications mission systems.

**Mav6** – Mav6 was founded in 2007 to develop and incubate rapidly conceived, concept-to-implementation technology solutions for enhanced situational understanding on edge battlefields. Mav6 is an agile systems integrator committed to discovering the different ideas that matter to our military and our society, and is

dedicated to helping edgefighters by designing and delivering systems of capabilities that enhance decision-making in order to defeat new threats and new enemies.

**Near Infinity Corporation** – Near Infinity serves government customers in the U.S. intelligence community (IC). Instead of offering a wide range of technology services, Near Infinity is laser-focused on software development. Because of this, the company is called in to solve some of the IC's most difficult problems. Near Infinity has made critical contributions to projects in several mission priorities, including big data search, in secure, multi-source correlation of data records, and in mobile application development.

**NETCONN Solutions** – NETCONN Solutions provides advanced technological solutions and enterprise systems design, analysis and integration services for many Department of Defense agencies. NETCONN offers a wide range and variety of technical solutions in information assurance tools/security, orchestrated migrations, value engineering, data center infrastructure and edge computing, and specializes in matching small business responsiveness to enterprise level technical challenges.

### Hottest Exit Finalists

**BroadSoft Inc.** – BroadSoft is a leading provider of IP communications services that enables fixed-line, mobile and cable service providers to deliver unified communications services over their IP-based networks. The firm counts more than 450 global telecommunications service providers as customers, including 16 of the top 25 global providers as measured by revenue.

**MobileAccess** – MobileAccess provides reliable wireless coverage solutions for all indoor wireless environments. Its solutions platform delivers wireless connectivity in enterprises of every size, and has become the industry standard in the health care, hospitality and higher education markets. MobileAccess' legacy of innovation and proven architecture set the bar for indoor wireless peak performance, ensuring customers can meet current wireless demands as well as easily expand with future applications and services.

**NetWitness** – NetWitness is a network monitoring platform that provides enterprises a precise and actionable understanding of everything happening on the network. NetWitness solutions are deployed in customer environments to solve a wide range of challenging information security problems including: insider threats, zero-day exploits and targeted malware, advanced persistent threats, fraud, espionage, data leakage and continuous monitoring of security controls.

### Hottest Management Team Finalists

**Contact Solutions Inc.** – Contact Solutions delivers cloud-based, on-demand contact automation solutions including IVR, email/text messaging and Web transactions, and call center analytics. The company's core business is to ensure its clients' self-service automation rates continue to increase well after the initial deployment.

**Latisys** – Latisys is a leading national provider of colocation, managed hosting, managed services and disaster recovery solutions to medium-sized businesses, enterprise customers, service providers and government agencies.

**LivingSocial** – LivingSocial, the fastest-growing company in the social-buying category, offers daily deals on handpicked experiences that can be shared with friends. LivingSocial's mission is to add surprise to every calendar, by digging deep, pursuing both the things that define a place and the undiscovered jewels. LivingSocial designs total experiences that bring an adventurous, loyal new following to local businesses.

**OPOWER** – OPOWER was founded in 2007 to engage the millions of people around the world who are in the dark about their energy use, and to empower consumers to make smarter decisions about their energy use, which helps us all conserve resources, preserve the planet, and save money. By pioneering an entirely new form of energy efficiency – one based on information and efficient behavior – OPOWER has quickly become a market-leading energy efficiency and smart grid software company.

**Sonatype** – Sonatype is transforming software development by enabling enterprise application development organizations to realize the economic and productivity benefits of open source software, while eliminating security, quality and intellectual property risks.

### Hottest Startup Finalists

**Gold Lasso** – Gold Lasso's software platform eLoop helps mid-size companies with their marketing efforts by ensuring that the right marketing message gets to the right person at the right time through the right channel.

**Klaggle** – Klaggle brings the power of consumer product reviews to any SMB online retailer. Using its proprietary ReviewRank technology, Klaggle analyzes millions of existing reviews across the Web and identifies and rates products and features based on contextual consumer sentiment. It then syndicates its review content for placement right at the on-line point of sale via its hosted and interactive plug in. Klaggle's review content has proven to increase customer satisfaction, retention and revenue.

**myRete** – myRete makes WhosHere, the incredibly popular (and unique) mobile social networking app that lets you meet and interact with new people around you. Think of FourSquare but rather than the venue being the center point, you are the center point. WhosHere provides users with free text messaging, free image messaging and free worldwide VOIP calls – all without requiring or giving out any personal information.

**Seva Call Inc.** – Seva Call specializes in business-to-consumer (B2C) marketing by providing key information to local businesses about a real-time consumer seeking their service, gives the option to connect to the consumer, and then instantly connects them to the consumer via phone.

**Uppidy** – Based in Reston, Va., Uppidy is a mobile application that helps consumers store, search and share their mobile text and SMS messages. All SMS text conversations are safely stored in the cloud, where they can be easily searched using a dashboard on your Web browser.

**WatchParty Inc.** – WatchParty is an online social conversation wrapped around watching episodes of your favorite television shows. The platform exists as a free website for the public, and is sold as a widget or custom version to customers who wish to integrate WatchParty into their own Web properties.

### Hottest Venture Capital Deal Finalists

**Resonate Networks Inc.** – Resonate Networks is an online ad technology company started in 2008 to address an online audience targeting problem in the worlds of politics and advocacy. Resonate has developed 'Human Values Targeting', which is the ability to target audiences online based upon their values, beliefs and attitudes – attributes that are far more enduring and powerful descriptors of who we truly are.

**ScienceLogic** – ScienceLogic unites and correlates critical IT operations and dynamic cloud management functions such as performance, fault, availability, asset, service desk, automation and event management into a cohesive platform that provides enterprises and service providers an accurate, actionable view of business service delivery across any mix of physical, virtual and cloud environments.

**Sonatype** – Sonatype is transforming software development by enabling enterprise application development organizations to realize the economic and productivity benefits of open source software, while eliminating security, quality and intellectual property risks.

**Virtustream Inc.** – Virtustream delivers innovative cloud services and infrastructure solutions to enterprise class customers. Specializing in cloud computing, Virtustream has seen steady revenue and customer growth during a time in which many businesses have faltered.