



## SDSI News

### CONNECT announces 2010 MIP Awards semifinalists

The semifinalists for the 2010 Most Innovative New Product (MIP) Awards have been selected! The semifinalists were selected from a record-breaking 105 entries representing a broad range of companies within eight categories. Semifinalists were selected by industry experts and business leaders through a rigorous screening process.

Congratulations and good luck to the six semifinalists in the Action and Sport Technologies category:

American Wave Machines, Inc. for **SurfStream**

**Banshee Bungee** for 10 foot BoardBungee

**Cleatskins** for Trackskins/Bikeskins/CleatskinsMetal

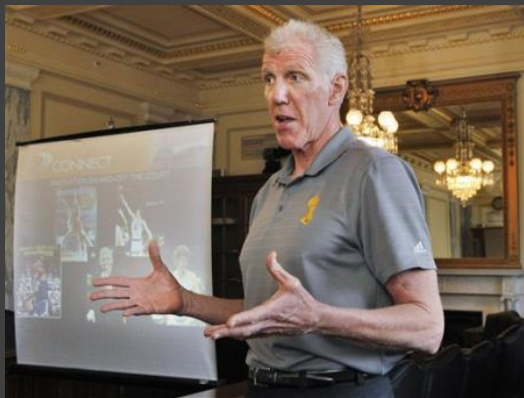
Click Carabiner for **Carabiner Skate Tool**

ElliptiGO for **ElliptiGO 8S**

Pipe Board, Inc. for **PipeBoard**

Finalist will be announced at the 23rd annual MIP luncheon and awards presentation in December. Full announcement and registration [here](#).

### The Hills: Hillicon Valley features Bill Walton's Innovation 101 briefing



NBA Hall of Famer and SDSI Executive Chairman, Bill Walton, appeared on Capitol Hill Tuesday, September 14 as part of CONNECT's new Innovation 101 Hill briefing series. Walton's identity as a sports legend converged with the topic of the briefing, Technology and Innovation in the Action and Sport Industry. The briefings attracted nearly 80 Hill staffers and industry leaders to hear how Congress can address SDSI's three pressing policy concerns: intellectual property laws, workforce and access to capital.

"Bill was able to capitalize on his identity as a sports legend to highlight to Hill staffers and industry leaders the need to fight IP piracy and improve high-tech visas," said CONNECT Public Policy Director and Chief Counsel Timothy Tardibono. "The great coverage of the briefing will help the Hill and Administration identify CONNECT as a key player in innovation policy."

Walton explained how intellectual property is critical to protecting the ideas of creators and innovators. He gave examples of how major companies like Nike and Callaway Golf products are pirated while reminding staffers that start-up companies do not have the resources large companies do to go to China, Russia, Brazil and other countries to protect their IP. He asked Congress to give their full support to U.S. Trade

Representative Ron Kirk and newly confirmed IP Enforcement Coordinator Victoria Espinel in their efforts to enforce American IP rights globally.

Walton also educated the audience on the importance of Angel investment to SDSI companies and implored them not to further harm Angel investors by increasing the income and net worth requirements. He reminded the audience that just a few months ago Congress passed and the President signed the Wall Street Reform bill that will eliminate some Angel investors, especially in areas like San Diego by excluding the value of an investor's primary residence in the net worth calculation. Continuing on his theme of the importance of access to capital for small innovators, Walton called on the SBA to work with SDSI companies to consider new loan guarantees for companies that are so early-stage, they have no hard assets which are currently needed to qualify for SBA loans.

Finally, Walton explained that San Diego innovation companies need more scientists and engineers that can help produce more innovation, but they simply cannot find enough American-born workers to fill these research needs. Until America's STEM education improves and produces the next generation of Thomas Edisons, Congress should pass the STAPLE Act, introduced by Rep. Jeff Flake (R-Ariz.), and StartUp Visa Act, introduced by Sen. John Kerry (D-Mass.). The STAPLE Act would allow foreign-born PhDs with U.S. degrees to stay in the U.S. if hired to work in the U.S. in a STEM related field. The StartUp Visa Act would allow foreign-born entrepreneurs greater opportunity to start a company in the U.S. and stay in the U.S. backed by American Angel/VC investors.

"Mr. Walton did a great job of explaining the importance of innovation and what the government can do to help out," said Gary Kline, Senior Policy Advisor for the Office of Congressman Brian Bilbray. "His stories and personal anecdotes showcased his passion for this issue and made an effective case for those of us on Capitol Hill to take action and protect this industry and help it thrive."

Access the full article on *The Hill's* [Hillcon Valley blog](#). See also coverage in [Malakye.com](#). Additional photos on facebook [here](#).

### **MIT Enterprise Forum H2O Audio case presentation features keynoter Bill Walton and record breaking crowd**

SDSI partnered with MIT Enterprise Forum San Diego Chapter, managed by CONNECT, to present a case presentation featuring H2O Audio. NBA Hall of Famer and SDSI Executive Chairman Bill Walton opened the event to a jam packed room. Tom Kampfer, H2O Audio's new CEO, delivered the company's case presentation about re-launching the startup. With new management and an additional infusion of capital, the company is in the enviable position of having well-entrenched big box retail relationships and product endorsements from some of the world's most famous athletes, including Michael Phelps, Natalie Coughlin and Craig Alexander. For more information on H2O Audio, click [here](#).

### **CONNECT SDSI brings dollar and sense to San Diego's sports industry**

Paul Rodeno, CEO and president of Security Business Bank of San Diego, SDSI founding bank sponsor, speaks to the importance of cultivating the sports industry. As a community-focused bank whose teams are trained to work closely with their customers Security Business Bank of San Diego is regarded as the go-to bank for the sport innovators set. Read full story in [The Daily Transcript](#).

## **SDSI Community News**

### **American Wave Machines is making waves in Europe**

American Wave Machines, Inc., an innovator in artificial wave technology, debuted the first modular surfing system delivering multiple wave types including a left and right breaking barrel option. Surfers are

lining up to ride real surfboards with fins on the first barreling standing wave in Europe. Read full press release [here](#).

#### **Nominate your product to be the next Grommet**

The Daily Grommet is an online marketplace where you can discover and buy inventive new products and learn their story. Daily Grommet features a really fresh product (or grommet) daily and tells its story. The Daily Grommet creates a place for people who want their purchases to have meaning; whether it is technical innovation, green or social enterprises, the creation of jobs, domestic manufacturing, or the preservation of craft. Nominate your product to be the next Grommet [here](#).

#### **TailGate Beer graduates Springboard**

If you missed out on a tasting of TailGate Beer at Connect with SDSI this past August, there is more where that came from... and soon. New Springboard graduate TailGate Beer offers a robust entry at the intersection of two fast-growing markets: craft beer and tailgating. TailGate Beer's branding and distribution network are tailored to another of the fastest growing trends in the U.S.: the market for tailgating equipment and supplies. The graduation was hosted by Mintz Levin P.C. and was mentored by EIRs Steve Tice, John Fessler and Domain Experts Mike Sick and John Seymour. Visit **TailGate Beer** for more information. More detail on the Springboard mentoring program [here](#).

#### **Springboard grad Sweet Spot Golf designs and manufactures golf clubs for women**

Sweet Spot Golf clubs, based on the streamlined shape of bicycle helmets, are endorsed by the Women's National Golf Schools, the largest Women's Golf academy in the world. The patented design reduces aerodynamic drag, increases club head speed and produces improved shot distance. The panel was hosted by Knobbe Martens Olson & Bear LLP and was mentored by EIR Rick Kreysar. Visit [Sweet Spot Golf](#) for more information.

#### **Call for Applicants: The San Diego Venture Group's "PITCHFEST" Business Plan Competition! Applications accepted thru Sept.24**

If you are a Southern California based company and have raised LESS than \$2 Million in institutional venture capital funding, apply for the San Diego Venture Group's "PitchFest" business plan competition and for a \$20,000 CASH prize. Application and details [here](#).

#### **SDSI and CONNECT events**

**Oct. 7** [The San Diego Tech Coast Angels present: The 4th Annual Quick Pitch Competition](#)

**Oct. 13** [CONNECT Financial Forum presents Secrets of NIH and DoD Small Business Funding - For more information contact Orlee Dykan at \[odykan@connect.org\]\(mailto:odykan@connect.org\)](#)

**Oct. 13** [CONNECT with Knobbe - Save the Date! - For more information, contact Orlee Dykan at \[odykan@connect.org\]\(mailto:odykan@connect.org\)](#)

**Nov. 11** [CONNECT FrameWorks Workshops present: Tax Credits: What's Available and How Can I Apply?](#)

## Community events

**Sept. 24 Midnight** The San Diego Venture Group's deadline for PITCHFEST Business Plan Competition applications

**Sept. 25 4<sup>th</sup>** Annual Future of Surfing: presented by Rerip.org- advance sustainability in surfing and giving back to the community all while enjoying local musicians, shapers, artists, vendors and environmentally-minded organizations

**Oct 13** Go TribalFest Conference and Retreat 2010

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## Fun Fact about Bill Walton

Bill wore jersey number # 32 for three of the five teams he played for. (Portland Trail Blazers, San Diego Clippers and UCLA) For the Boston Celtics he wore # 5, and for Helix High School he wore # 33.

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