



November 17, 2010

SDSI News

SDSI Investor Panel and Q & A with special guest Tony Hawk draws a crowd to Skullcandy HQ

Securing funds is a daunting task for any start up. SDSI quickly learned that encouraging tech and life science investors to see the investment opportunities in the seeming risky space of the action sports and active lifestyle industry, would require extra measures.

Following up on the recent SDSI Capital Forum where seven early stage sport related companies (AttaGirl!, [Celtex](#), [Clarinoa Inc.](#), [Cleatskins](#), [DO or DIE](#), [Prunolo Inc.](#), [Seshday.com](#)) pitched to a room full of potential investors, SDSI invited experienced investors in the action sport industry for a panel discussion to educate Southern California's investment community on the opportunities that exist in the space. The topic "The Hows and Whys of Investing in Action Sports Companies: The Opportunity for Investors" attracted potential investors from the technology, biotech, life science and consumer brand industries all interested in the action sports.

On November 11, more than 100 investors, executives, entrepreneurs and action sport minded individuals took over the Skullcandy head quarters in San Clemente, also home to early stage companies [Celtex](#) and [Stance](#), finding seats wherever available, including the skate ramp spanning the floor of the office space.

"We need a team of investors to call on when our companies are ready to pitch" said SDSI Executive Chairman Bill Walton in his opening address prior to inviting the panel to the stage.

Panelists included Lewis (Lee) Bird, founder of Bridgetown Capital Partners, who previously worked as president of the Nike Affiliate Group (which includes Hurley and Converse); Aaron DeRose principal at Mercato Partners, an investor in Stance and Skullcandy; Brian O'Malley partner of Battery Ventures, also a Skullcandy investor; and Stewart Roberts, president of Tech Coast Angels' Orange County Network. The panel discussed with Bill an array of issues including what they look for in early stage companies as well as the ideal time to approach investors. Read coverage on [Shop-Eat-Surf](#).

The program closed with a Tony Hawk Q&A session focusing on how he built Tony Hawk Industries and his charity organization Tony Hawk Foundation which provides skate parks in low income areas around the country. Tony talked about building a top skate brand particularly at a time when skateboarding was at a low. He advised early stage companies, in order to maintain long-term happiness, to keep control of their brand as long as possible even if financially unfavorable. Tony also talked about how his motivations and characteristics that helped him succeed as a professional skater, translated well into building an authentic and successful business that resonated within the industry. View video clips and

press coverage from Shop-Eat-Surf [here](#) and [here](#). Also view additional photos on the [SDSI Facebook page](#).

[Register now! Only 10 seats left! December 2, 2010- SDSI Panel Discussion: Marketing Lessons Learned: Turning Trip-Ups into Triumphs sponsored by Procopio](#)

Join fellow sport entrepreneurs, startups and executives; tune into industry veterans and SDSI advisory board members Tony Finn founder of Liquid Force, Kevin Flanagan VP of marketing at Reef and Mark Schmid CEO and founder of Sk8ology, as they discuss their marketing experiences growing successful sport businesses. Registration and details [here](#).

Opportunity to be included in the SDSI newsletter

Get your company's highlights and updates featured in the SDSI Newsletter, forward press releases and newsworthy information to Renne Catalano RCatalano@connect.org.

SDSI Community News

Liquid Force has teamed up with Clarinova using Front Window, a software tool designed to help promote local retail searches.

Clarinova's *Front Window*, is a new solution for brands, helping to ensure their retailers are more easily found in local web searches, providing co-branded websites for their retail stores. "In the same way [Liquid Force] invests in bold retail window graphics to catch the eyes of consumers driving past their local stores, *Front Window* provides a digital solution for consumers 'driving' by their stores at the speed of the web," says Scott Yankton, president and COO of the start-up Clarinova Inc., an SDSI community member and recent SDSI Capital Forum presenter. Tony Finn, SDSI board member and founder of Liquid Force explains, "...We'll be increasing our own brand visibility and supporting our local retailers. We see this service as an investment in retail; and with a service like this, everybody wins". Read full press release on TransworldBusiness.com.

San Diego Magazine names Matusé wetsuits as one of "11 Cool Companies" made in San Diego

The surfing world has warmed up to Matusé in a hurry. In just four years, the wetsuit brand — run out of an unassuming law office in University City— has proliferated and can be seen at surf breaks around the world as well as in San Diego. Founded by John Campbell in 1996, Matusé uses 'geoprene' a limestone-based neoprene which holds functional advantages over the traditional petroleum-based stuff: it's thinner, absorbs less water and is more environmentally sustainable. Read full story on [San Diego Magazine](#).

Adio's Joey Brezinski photo contest

Are you as nutty as Adio team rider Joey Brezinski? Post your funny photo featuring Joey's Brezinski's shoe on the official [Adio Facebook](#) for a chance to win an Apple iTouch plus a prize pack from Adio Footwear and all of Joey's sponsors. Full instructions [here](#).

GO TRIBal conference and retreat video recap

Several female triathletes took part in a first-of-its kind conference and retreat in San Diego. Nearly 100 women gathered at the Hyatt Regency Mission Bay Resort and Spa for the inaugural GOTRIBal Conference and Retreat. View video on Competitor.com.

Sweet Spot Golf "Think Pink" line featured on About.com

Sweet Spot clubs are available with the crown SSG Precision Positioning System (PPS) markings in many different colors, however launched with its "Think Pink" line, in which the alignment grooves are

pink. Purchase a club from the Think Pink line and a portion of the company's income is donated to the National Breast Cancer Foundation. Sweet Spot Golf, a Springboard graduate, designs and manufactures state-of-the-art women's golf clubs using a patented design that reduces aerodynamic drag, increasing club head speed and producing improved shot distance. Read full review [here](#).

Q3's biggest VC deal goes to SDSI community member Skinlt

Skinlt, a developer of adhesive skins to personalize laptops, mobile phones and other consumer electronics, just landed a \$60M investment from Avalon Ventures. Read more on *Xconomy*.

Industry news

SIMA Imagery Awards Ceremony moves to epicenter of Surf Industry in Orange County

Due to the cancellation of the ASR trade show in San Diego where the ceremony was previously scheduled to take place, SIMA is seizing the opportunity to bring the SIMA Image Awards ceremony to the epicenter of the surf industry in Orange County, Calif. The SIMA Image Awards ceremony will now be held on Thursday, February 3, 2011, at the House of Blues Anaheim. The goal of the SIMA Image Awards is to identify the surf industry's most influential companies and recognize them for their efforts to advance and grow the industry over the past year. Read full press release on [Sufersvillage](#).

ISA Scholarship Program is open to all junior surfers, age 18 and under

The International Surfing Association (ISA), the World Governing Authority for Surfing, is now accepting applications for the 2011 ISA Individual Scholarship Program. The ISA aims to award 25 scholarships to junior surfers around the world.

Fernando Aguerre, President of the ISA, said about the Scholarship Program announcement, "I'm very happy to be presenting, for the fifth consecutive year. This program proved to be a success since its creation and we are hoping to increase the number of recipients and funding in the years to come.

The ISA Individual Scholarship Program's main objective is to provide financial support to junior surfers who demonstrate an actual need, in order to facilitate an experience in surfing while encouraging the importance of education. The money must be used to travel to surf contests, buy new surfing equipment, or to foster the junior surfer's education. Read more [here](#).

Job openings

[SDSU Sports MBA Program Coordinator, College of Business Administration - Executive and Specialized Programs](#) - significant responsibility for the administrative services of this fast-paced dynamic, customer-service oriented graduate program. The Sports MBA Coordinator collaborates with the Sports MBA Program Director, Scott Minto as well as the Executive Director of the Office of Executive and Specialized Programs. Application and more information found [here](#).

[Lead developer at GOTRIBal.com](#) – To create new functionalities to improve mobile and PC experience for users of GOTRIBal community (gotribal.com). More information [here](#).

SDSI and CONNECT events

Nov. 17 [MIT Enterprise Forum SD and World Trade Center SD present Growing Global: How Far Can Technology Take Us?](#)

Nov. 18 CONNECT FrameWorks Workshops present: Leasing Strategies to Protect your Bottom Line

Dec. 2 SDSI Marketing Panel: Lessons Learned: Turning Trip-Ups into Triumphs – Sponsored by Procopio

Dec. 3 Nomination deadline for CONNECT Convergence Round Table

Dec. 10 CONNECT presents: 23rd Annual Most Innovative New Product Awards with Action sport finalists: Artfunction Inc, for Carabiner Skate Tool, Cleatskins for Trackskins/Buckskins/CleatskinsMetal and ElliptiGO for ElliptiGO 8S

Feb. 3 CONNECT Convergence Round Table

Community events

Nov. 17 ABRA evening of networking

Nov. 27 San Diego 6 Degrees Super Mixer and Rock Bank Karaoke at Analog

Dec. 1 San Diego 6 Degrees Holiday Party

Jan. 23-25 The International Economic Development Council's 2011 Leadership Summit: Innovation and Competitiveness: Unlocking Your Region's Future, featuring guest speaker Bill Walton

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