



Do you have what it takes to be an entrepreneur?

Join over 45,000 Startup Weekend alumni, all on a mission to change the world. Business Startups are for highly driven creative visionaries with a “Git-er-Done” attitude and it helps to be a little crazy. If you are a highly driven person with a laser like focus, bulldog mentality, and a burning desire in your gut to make it happen; then sign up and startup. Life has a

flavor the protected will never know and a startup weekend has all the risk the business thrill-seeker is after. Are you ready to test your limits and prove you are part of the 1% that excels in an impossibly competitive setting? Hold on tight because it's going to be a fun ride!

“Startup Weekend is for the visionaries and the next generation of business leaders that want to change the world.”

Startup Weekend is an intense 54 hour event that starts Friday night with 60 second idea pitches and ends Sunday night with teams that are ready to launch businesses in our local community. Within the region (SLO & Santa Maria) there are 12 businesses with roots directly tied to an idea that started as a 60 second pitch at a Startup Weekend. It works globally, it works regionally, and it works here.

Startup Weekend is for the visionaries and the next generation of business leaders that want to change the world. If you want to test your ability to compete at a global level then suit up, pitch your idea, find your team, adapt, evolve, pivot, and make your mark. This event is unlike anything you have tried before!

The event runs for 54 hours and you can expect to get a few hours of sleep during that time. At the end of the event you will be exhausted and energized at the same time. Our plan is to connect 140 of the central coast's best and brightest with educational support from Allan Hancock College and the local business community. Mix this with tons of energy and more than a little caffeine for an explosive period of business formation. This event is not for the faint of heart or those that fear failure.

▲ Calling All Geeks & Visionaries!

Always be nice to Geeks because you will probably work for one. SW reserves 50% of the seats in the event for Engineers, Software Developers, and vocational trade geniuses with the ability to make innovative prototypes (aka: Makers & Inventors) – if you are part of the top 1% of your trade you need to be here to find out if you are as good as we hope you are.



▲ Designers

SW needs the best and the brightest designers that want to develop brands, vision, and interfaces that work in the real world. Designers help the teams develop and deliver a compelling and captivating user experience. Simply stated they present the idea to the world and to give the business a face that the world will love.

▲ Business & Marketing

From future CEO, CFO, CMO to COO we need them all. Startup Weekend Ideas have to be planned, researched, and validated. These brilliant minds that can develop plans, research markets, pitch concepts, and sell the ideas to the world. Again only the top 1% need show up!

Register at santamaria.startupweekend.org

How Startup Weekend Works

All Startup Weekend events follow this model:

Anyone is welcome to pitch their startup idea and receive feedback from their peers. Teams organically form around the top ideas (as determined by popular vote) and then it's a 54 hour frenzy of business model creation, coding, designing, and market validation. The weekend culminates with presentations in front of local entrepreneurial leaders and another opportunity for critical feedback.

Whether entrepreneurs found companies, find a co-founder, meet someone new, or learn a skill far outside their usual 9-to-5, everyone is guaranteed to leave the event better prepared to navigate the chaotic, but fun world of startups. If you want to put yourself in the shoes of an entrepreneur, register now for the best weekend of your life!

While the event theme is "Clean Tech" any idea is welcome as long as it can serve as the basis for a business and attract an excited team to the challenge. While new innovative ideas are cool seeking to launch a business in an existing area that you think has potential is well within the rules. The idea needs to attract a team and bring your innovative concepts but leave your Intellectual Property at home.

Is this event for me? We get this question a lot. If you've never been to Startup Weekend then you probably have a few reservations and we totally get it. It's not every day someone invites you to an awesome team building, entrepreneurial, idea-fueled, power-packed 54 hours of awesome! Startup Weekend happens all over the world and we're excited to be bringing this experience to the Santa Maria Valley.

Startup Weekend attendees' backgrounds are roughly 50% technical (developers, coders, product designers, and inventors) 25% business (Market Research, Finance, Law), and 25% designers (Website, Graphic Arts, and copywriters). What unites all attendees is a common interest in entrepreneurship: whether a serial entrepreneur or new to the startup scene, every attendee is interested in working with like-minded, motivated and skilled team to develop a business in one weekend. If this sounds like you, this is the event for you!

Great news for 2014



Our caffeine connection will be back this year! Pam Rowan will be back with the coffee trailer from heaven helping power our entrepreneurs.

Secret Assets for Your Great Idea!

Agribusiness



Graphic Design & Media



Machine Technology



Engineering



Sound Technology



Film & Video Production



Welding Technology



Electronics Technology



Biology



3d Printing



Physics



Information Systems



We are going to let you in on a little secret... Teams at SW have a huge advantage because the Small Business Entrepreneurship Center (SBEC) is the host. If your idea needs some lab time, 3d Printing, prototype machining, or other assets it just might be possible. Some of these assets have special requirements so make sure you discuss your

special requirements with the event leaders. If your team has a student from one of these programs it will go a long way to unlocking this potential. Need some other special resource for your idea? Talk to an organizer who can tap into a network of mentors to find the help you need.

Meet our Event Thought Leaders (ETLs)

This is not your normal Startup Weekend - this is Santa Maria! The event organizers have reached out to business leaders in the community that are always seeking innovation. These business leaders eagerly engaged with the process. These are major Santa Maria businesses that are innovation leaders in their industries. They understand that an energized entrepreneurial community is good for

business and they help us start the conversation. The event focus is Clean Tech but all ideas are welcome. There are no limits or boundaries to the ideas that can be pitched but below are specific areas of interest to major business leaders. If you want the ear of local business leaders then talk here because they are listening.



Santa Maria Energy is a local company doing its part to help our nation realize its dream of energy independence. We are proud members of the American oil and gas industry, always at the forefront of advanced, cutting-edge technologies. Working together, we can energize the future and make the community in which we live better for future generations. Learn more about oil as an energy resource at learn.santamariaenergy.com

www.SantaMariaEnergy.com Supporting innovation through education



Primus Labs is a global leader in food safety and has been servicing the fresh produce industry for more than two decades. They provide "Farm-to-Fork" supply chain management with headquarters in Santa Maria and operations in Arizona, Florida, Chile, Costa Rica, and Mexico. In today's marketplace, food safety verification and confidence are critical and Primus Labs leads that industry.

PrimusLabs.com Seeking innovation in Food Safety, Testing, or Handling



Hardy Diagnostics is a world leader in culture media, and rapid identification kits for microbiological testing in clinical, research, and industrial laboratories. Culture Media is the "food" that supports the growth of bacteria and fungi, and is packaged in petri plates, glass tubes, flasks, bottles, and jars. It is used to detect and identify pathogenic microorganisms, such as E. coli, Salmonella, Staph, and Strep.

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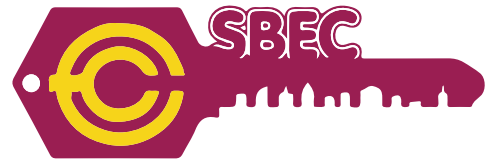


**LAST YEAR'S
WINNER**



We Gift™ is a marketing agency that serves local retailers and non-profits. For retailers We Gift improves community outreach leveraging

their network of local non-profits that have a voice in the community. We Gift assists by developing creative fund raising strategies that fit the non-profit's goals and mission. We Gift plans to move to the MIYB Spaces co-working office once in open in March 2014 at 429 Main Street in Santa Maria. We Gift is a fully operational business with investors, clients, revenue, and a bright future in Santa Maria. After last year's event We Gift took full advantage of the services they won at the event. This included HR services from Your People Professionals including personality profile testing for the entire team and coaching on how to best work together. They also received business plan coaching from Rick Bess at Pre-Beta and they built several key client relationships as a result of the Startup Weekend. CEO Guillermo Chavez stated that "We Gift would not have launched without Startup Weekend and the generous support from the business community."



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