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**10.10.10 Cities (Health) 2018 Media Kit  
May 7–17, 2018**

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### 10.10.10 Fact Sheet

[10.10.10](#) is a 501(c)3 organization<sup>1</sup> that that tackles the world's Wicked Problems through public education and engagement, and connects startup communities to thought leaders, entrepreneurs and investors throughout the country.

**WHAT WE DO:** The organization hosts programs that bring 10 successful entrepreneurs together for 10 days to confront 10 Wicked Problems, with the goal of inspiring new ventures based on new products or services that can solve one or more of the Wicked Problems.

**WHY WE DO IT:** We exist because Wicked Problems in health, water, food, energy, learning, infrastructure, waste, security and climate change cannot be addressed effectively by government, large industry or research institutions. We exist to inspire serial entrepreneurs, large organizations and institutions to work together to address these wicked problems with market-based solutions. We see serial entrepreneurs and investors as a lever that philanthropy and large industry can use to generate return on investment and impact.

**WHO DOES IT:** We recruit serial entrepreneurs hungry for an opportunity to co-create the solutions and businesses that address Wicked Problems. We also assemble a wide group of talent to support our entrepreneurs. They include: Problem Advocates – experts who have dedicated their lives to understanding Wicked Problems; Validators - entities and individuals that validate whether a problem is in indeed “wicked”; Ninjas - professionals with diverse backgrounds that offer heavyweight assistance, and Volunteers – who provide help with a variety of program components. We are supported in our efforts by 101010 Founders LLC, a for-profit organization that provides processes and services to support 10.10.10's programs.

**WHEN WE DO IT:** We host programs on health and other problems twice a year. Our 10.10.10 CITIES Health 2018 Program runs May 7-17.

#### **WHAT WE'VE DONE:**

- Convened three health programs, one on water & infrastructure, and our next 2018 water program is scheduled in Denver October 29-November 8
- Served as the inspiration for eight ventures that have raised millions in funding, including BurstIQ, Apostrophe Health, Concert Health, Microlyze, Upsuite and others.
- Challenged and encouraged these leaders, who have gone on to create the global entrepreneurial network, Women Who Startup and have assumed key positions in other entrepreneurial organizations, including Singularity University Ventures and Techstars Sustainability (with The Nature Conservancy);
- Engaged 40 serial entrepreneurs, more than 40 Validators and more than 100 Ninjas

**WHAT WE PLAN TO DO:** Host 10 programs in 10 cities by 2025, producing up to 100 new ventures each year.

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<sup>1</sup> 10.10.10 is a project of the Colorado Nonprofit Development Center, a 501(c)3 organization

### **10.10.10 Leadership**

#### **Tom Higley, Founder & CEO**

Tom Higley is a Denver-based entrepreneur, mentor, and Founder and CEO of 10.10.10. Tom has founded and run seven tech startups, including Service Metrics (acquired by Exodus Communications for \$280 million) and StillSecure acquired in 2013. In the course of his career as an entrepreneur, he has raised more than \$40 million and returned more than \$1 billion to investors. As a 10-year mentor for TechStars, and an investor in more than 25 startups, Tom has been advisor to hundreds of founders, CEOs, entrepreneurs and startups.

Before embarking on his entrepreneurial career, Tom practiced corporate law. He also served as executive director of the Fort Collins Community Computer Network (FortNET), the first Internet Service Provider in Northern Colorado. Tom has also served as a board member and advisor for a number of nonprofit and for-profit organizations.

Tom earned his undergraduate degree in political science from the University of Michigan and his law degree from Harvard Law School.

#### **Jeffrey Nathanson, President**

Jeffrey Nathanson is the President of 10.10.10 and a Denver based entrepreneur, founding several businesses in the healthcare and cleantech industries. He most recently served as founding president of Prime Health, a consortium of healthcare providers, administrators, technologists, academics, entrepreneurs and investors dedicated to improving healthcare through digital health innovations.

Previously, Jeffrey was executive director business development at National Jewish Health, where he was responsible for developing revenue-producing business units. He started and built several business units, including a digital weight management product that improved patient experience and population health and reduced cost, as well as an advanced diagnostic laboratory focused on personalized medicine.

In addition, Jeffrey developed and managed four business incubators in New Mexico and Colorado focused on general technologies, biomedical technology, and cleantech.

He holds a degree in environmental studies from the University of California, Santa Barbara, and a master's degree from the University of Michigan.

### **Eric Byington, Managing Director**

Eric Byington is the Managing Director of 10.10.10 and a social entrepreneur.

He founded and ran Elias Fund, Inc., a non-profit that worked with community-based organizations in Zimbabwe and South Africa for eight years, working primarily on healthcare initiatives and economic development projects. He also served as mobilization manager for Counting All Crows, a Boston-based organization that worked with musicians and bands, leveraging their fan base and celebrity platform to create positive social impact through tour service projects and focused fundraising campaigns in partnership with Oxfam International, CARE, Dress for Success, and more.

Before joining 10.10.10, Eric was senior manager of development at iDE, a Denver international development firm that combats poverty in developing markets through the support and facilitation of market-based products and services.

Eric holds an ALB from Harvard University and an MBA from Colorado State University.

### **Kelly Dunkin, National Director**

Kelly Dunkin is the National Director of 10.10.10. She is an accomplished nonprofit executive with progressive experience in health and education, nonprofits and foundations.

Kelly previously was vice president of philanthropy for the Colorado Health Foundation, where she oversaw the distribution of \$100 million in grant funds to nonprofit organizations. Before holding that position, she served as a senior program officer, developing and leading implementation of the funding strategy for the health coverage team. She was also executive director of the Chowdry Family Foundation.

A former teacher, Kelly was also a Peace Corps volunteer in Belize.

Kelly holds a Bachelor's Degree in English and Journalism from Miami University and a Master's Degree in Public Administration from the University of Colorado, Denver.

**10.10.10**, a project of the Colorado Nonprofit Development Center, works closely with **101010 Founders LLC**, a for-profit organization which provides processes and services that support the 10.10.10 Cities programs. Additional members of this team include:

### **Carlin Gettliffe, Growth & Team Development, 101010 Founders LLC**

Carlin Gettliffe is the Chief Product Officer of 101010 Founders. As an entrepreneur and consultant/advisor he has supported impact-driven startups and non-profits spanning clean power, addiction treatment, workforce development, affordable childcare and more.

Carlin previously launched Lumatic, an urban navigation startup, and Therman Industries, which researches and commercializes advanced coatings for use in aircraft turbine engines. As a consultant he guides organizations through the full process of imagining and building better ways of serving people with technology. His work has supported organizations such as Google.org, San Francisco International Airport, California Clean Power, and Children's Council.

He is also an adventurer, glider pilot, photographer and kitesurfer.

Carlin studied Entrepreneurship, Optics and Religion at the University of Rochester, where he earned his bachelor's degree.

### **Jess Lybeck, Prospective CEO Development, 101010 Founders LLC**

Jessica Lybeck is a lover and a fighter for great ideas, impactful business, and the entrepreneurs that make things happen. She is currently working with 10.10.10 to help entrepreneurs discover the best and biggest opportunities for new impact-driven businesses.

Before joining 10.10.10, Jessica led operations, product and strategy for social-good company Artifact Uprising. Previously, she co-founded Dabble.co and co-founded a strategy firm called Hoply which helps other entrepreneurs launch, grow and re-define their businesses.

In a previous life, she worked for Skidmore, Owings & Merrill as a LEED accredited urban designer tackling strategic problems in the public realm. She dabbles in hiking, rock climbing, watercolor and making knock-your-socks-off birthday cards.

She graduated with Dean's Honors from the University of Wisconsin - Milwaukee with a Bachelor of Science degree in Architecture and a minor in Business Management.

## **Ben Weinberg, Ninja Lead**

Benjamin Weinberg is the Ninja Lead (Sensei) for 10.10.10. He is also the President of Ben Weinberg Consultants, which offers best-practice consulting services to small and medium-size businesses. Among Ben's particular passions are business design sprints and presenting organizations to stakeholders and the public online, in print, in person, and via social media.

Ben was previously Vice President of The Weinberg Group, Inc., a wealth-transfer consulting firm, and before that Regional Director of Financial Planning for Sagemark Consulting, a division of Lincoln Financial. He has also been a freelance lifestyle writer for a multitude of magazines including The World of Fine Wine, Wine Enthusiast, and Wealth Magazine.

Ben holds a bachelor's degree in Biology, an MBA in marketing, and a law degree with an emphasis in taxation, all from the University of Colorado.

### 10.10.10 Example Success Stories

**Name:** Burst IQ

**Year Founded:** 2015

**Founder:** Frank Ricotta

**Summary:** BurstIQ™ is a healthcare blockchain data company. The company offers a HIPPA-compliant platform that leverages blockchain, advanced security, Big Data capabilities and machine intelligence to enable healthcare businesses and individuals to access, understand, and control their health data. The BurstIQ Ecosystem allows people and businesses to transact through a network of marketplaces for personalized products and services, value-added B2B services, research opportunities, and peer-to-peer networks. The BurstIQ platform and Ecosystem work together to improve the security of health data, increase health access and personal empowerment, reduce healthcare costs, and enable new insights and care models.

**Latest News:** In February 2018, BurstIQ secured \$5 million in funding from Millennium Blockchain to support its growth. The funding was part of the company's Initial Coin Offering.

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

**Name:** Apostrophe Health

**Year Founded:** 2016

**Founders:** Cheryl Kellond (2015 10.10.10 Prospective CEO)/Julia Hutchins/Kathy Keating

**Summary:** Apostrophe administers self-insured employer healthcare plans, providing best practices to employers while delivering high-quality care and big-company benefits to employees. The company's platform helps employers manage self-funded plans more efficiently with such stand-out features as a streamlined provider payment process, more transparent pricing and in-demand employee benefits such as an on-call healthcare concierge service.

**Latest News:** After running a pilot program with 20 rural school districts in Colorado that saved \$250,000 in healthcare costs, the company launched its full platform in January and already counts 1,800 customers.

<http://www.apostrophehealth.com>

**Name:** Concert Health  
**Year Founded:** 2016

**Founder:** Spencer Hutchins

**Summary:** Concert Health helps medical groups integrate behavioral health services into their practices. The company provides the remote specialist clinicians (therapists & psychiatrists), implantation guidance, and technology infrastructure to help physician practices deliver high-quality, evidence based behavioral health care and adhere to Medicare's new Collaborative Care Management (CoCM) reimbursement opportunities.

**Latest News:** Concert serves two Arizona Primary Care Groups and is ramping up to launch with a 50-physician group in Southern California this spring. In addition to raising a pre-seed round this winter, they were also recently published in MGMA Connections magazine and delivered an address at the American Nephrology Nursing Associations annual conference in April.

<https://concerthealth.io>

**Name:** Microlyze  
**Year Founded:** 2017

**Founder:** Ari Kaufman

**Summary:** Microlyze has created the first on-demand, from the source testing device that provides real results in real-time about the water consumed in-home. The company's Waterlyzer easily attaches to a smart phone, analyzes tap water and identifies contaminants of concern within minutes. Waterlyzer tests for acceptable levels of all regulated contaminants and then translates that information into easy-to-understand reports delivered directly to a user's smartphone.

**Latest News:** Microlyze founder Ari Kaufman has been busy winning pitch contests nationwide. He captured the top \$15,000 prize in the Frontier Pitchfest in New Orleans in April and won \$5,000 in Pitch Distilled, a multi-city live pitch competition sponsored by WIRED magazine and Gentleman Jack. Ari, Microlyze, Waterlyzer and 10.10.10 were recently featured in a Wired Insider article "Waterlyzer Offers Access to Water Quality Data in the Wake of the Flint Crisis."

<http://www.microlyze.com>

**Name:** Upsuite

**Year Founded:** 2017

**Founder:** Ben Wright

**Summary:** Upsuite helps teams and coworking operators be more successful by connecting them to each other. Unlike one-size fits all coworking options, Upsuite was founded on values of efficiency, connection, leadership and responsibility, Upsuite was created to empower teams to do their best work together.

**Latest News:** The company recently presented at 1 million cups, a program presented by the Ewing Marion Kaufman Foundation, designed to educate, engage and connect entrepreneurs with their communities.

<http://marketplace.upsuite.co>