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10.10.10 Cities (Health) 2019 Media Kit
April 1-11, 2019

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10.10.10 Fact Sheet

10.10.10 is a 501(c)3 organization¹ 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 2019 Program runs April 1-11.

WHAT WE'VE DONE:

- Convened four health programs, one on water & infrastructure.
- Served as the inspiration for seven ventures that have raised millions in funding, including BurstIQ, Apostrophe Health, Concert Health, Microlyze, Upsuite, Recalibrate Solutions, and Hey Herbie.
- Challenged and encouraged these leaders, who have gone on to create the global entrepreneurial network, Women WhoStartup and have assumed key positions in other entrepreneurial organizations, including Singularity University Ventures and Techstars Sustainability (with The Nature Conservancy);
- Engaged 50 serial entrepreneurs, more than 60 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.

¹ 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 and X Genesis. Tom has founded and run nine tech startups, including Service Metrics (acquired by Exodus Communications) and StillSecure (acquired by SilverSky, now owned by BAE Systems, 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 was a professional musician and, later, a practicing attorney. Tom has 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.

Carlin Gettliffe, Growth & Team Development, 10.10.10 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 Thermatin 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.

Benjamin Weinberg, Ninja Lead

Ben Weinberg is President/Senior Business Consultant with Ben Weinberg Consultants. He specializes in startup, marketing, sales, and operational support to creatively impact a variety of projects and brands while focusing on the needs of small- and medium-size businesses. He employs human-centered, lean business, systems thinking and mapping, and design thinking and sprint practices, in addition to more traditional methodologies, all of which inform the ways in which companies and other organizations are presented to stakeholders and the public.

A member of the American Society of Journalists and Authors, Ben also creates and edits top-notch content online, in print, through individualized contact and app- and chat-based interactions, and via social media. Prior to earning a J.D. with an emphasis in taxation from the University of Colorado at Boulder, Ben received a M.B.A. in Marketing and a B.A. in Biology from the University of Colorado at Denver.

Laura Rich is a serial entrepreneur and the founder of Exit Club, an organization focused on helping entrepreneurs have a great post-exit life. She is also the host of the "Exit Club" podcast and helps other brands develop podcasts. Previously, she was CEO and founder of Street Fight, an industry trade publication and events business for the local marketing technology industry. Her prior career in media included editorial leadership roles at Condé Nast, Fast Company, CNN/Money, Inc. and others. She is also a former freelance columnist for the New York Times and the author of the Paul Allen biography *The Accidental Zillionaire*.

Laura Rich, Prospective CEO Lead

Laura Rich is a serial entrepreneur and the founder of Exit Club, an organization focused on helping entrepreneurs have a great post-exit life. She is also the host of the “Exit Club” podcast and helps other brands develop podcasts. Previously, she was CEO and founder of Street Fight, an industry trade publication and events business for the local marketing technology industry. Her prior career in media included editorial leadership roles at Condé Nast, Fast Company, CNN/Money, Inc. and others. She is also a former freelance columnist for the New York Times and the author of the Paul Allen biography *The Accidental Zillionaire*.

Ken Fricklas, Preprogram and Design Lead

Ken Fricklas is an internet pioneer, entrepreneur, speaker, trainer, futurist, and author. He loves unifying design thinking, lean startup, technology expertise, and strategy to create new ventures focused on creating a better and more livable world. He was technical co-founder of many companies, an innovation lead at CableLabs, and is currently Director of Content Development at LeadingAgile, a company that brings agile strategy to large enterprises, and CTO of Recalibrate Solutions, a 10.10.10-created company with a mission of reducing the lifetime effects of toxic stress. As a certified Lean Mentor, Ken advises many companies and frequently teaches Lean Canvas and Lean Strategy. Vital statistics: Books authored or edited: 11. Conferences spoken at: 60+. Nonprofit Boards: 3. Companies co-founded: 8.

Lauren Costantini, Validator Management

Dr. Lauren Costantini has held executive positions in med tech and healthcare companies for over twenty-five years, driving products from discovery through commercialization. She has led each stage of development including research, clinical testing, regulatory, commercialization, sales and marketing, as well as proven fundraising. She connects early-stage companies with potential partners and investors, and guides due diligence for licensing and partnership activities. Her positions have included Vice President of the Colorado Institute for Drug, Device and Diagnostic Development (CID4), which provides funding and management expertise to bring emerging life science technologies to commercial success; Vice President at Accera, where her team developed and launched an Alzheimer's therapeutic; Principal Consultant at LCC Consulting LLC where she advised over 40 startups; and most recently CEO of Prima-Temp, a digital health company. Her TEDx Talk highlights her passion for wearable sensors changing the way we live. Dr. Costantini has a PhD in Neuroscience, and spent the first half of her career developing treatment for Parkinson's and Alzheimer's diseases. She was previously on faculty at Harvard Medical School.

10.10.10 Success Stories

Burst IQ

Year Founded: 2015

Founder: Frank Ricotta

Summary: BurstIQ™ is a healthcare blockchain data company. The company offers a HIPAA-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.

Newsworthy achievements: 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. In October 2018, BurstIQ and Connetix Health partnered to create the first blockchain-based personal health record application.

www.burstiq.com

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.

Newsworthy achievements: 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 2018. The company has now raised more than \$6.5mm in capital.

<http://www.apostrophehealth.com>

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.

Newsworthy achievements: Concert serves two Arizona Primary Care Groups and a 50-physician group in Southern California. They were recently featured in MGMA Connections magazine and delivered an address at the American Nephrology Nursing Associations annual conference in 2018.

<https://concerthealth.io>

Spout (SafeSpout.com) (formerly, Microlyze)

Year Founded: 2017

Founder: Ari Kaufman

Summary: Why spout? "Because there is no safe amount of lead in your water." Lead is a toxin that can have both immediate and long-term effects on health and well-being. Brain damage, kidney failure, bone and muscle problems — and even learning disabilities in children — can all result from drinking lead contaminated water. Aging and degrading pipes in many US cities and homes can develop into a lead contamination crisis at anytime, anywhere.

Fast and easy to use, spout tests water in just minutes. Spout's data is easy to read and understand with the spout smartphone app. Results are shared with water utilities, alerting them to a potential problem and triggering a rapid response.

Newsworthy achievements: spout founder Ari Kaufman has been busy winning pitch contests nationwide. He captured the top \$15,000 prize in the Frontier Pitchfest in New Orleans and won \$5,000 in Pitch Distilled, a multi-city live pitch competition sponsored by WIRED magazine and Gentleman Jack. Ari and 10.10.10 were featured in a Wired Insider article "Waterlyzer [now "spout"] Offers Access to Water Quality Data in the Wake of the Flint Crisis." The company has now raised more than \$2mm in capital.

www.safespout.com

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.

Newsworthy achievements: In January 2019 Upsuite announced a new partnership with Colliers International, a leading global commercial real estate services firm. 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. They are a recent graduate of Techstars Prop Tech program.

<http://marketplace.upsuite.co>