



GAZELLE LAB DEMO DAY

MEET TAMPA BAY'S TOP STARTUPS

Thursday, **November 17**, 2011

At the
PROGRESS ENERGY CENTER
FOR THE ARTS
MAHAFFEY THEATER

VIP Visitor Handbook

VIP, accredited investor registration can be found at <http://vip.gazellelab.com>.

Doors open at 9am

For a complete schedule of events happening in Tampa Bay during Global Entrepreneurship Week, please reference the last page of this document.

The following document should contain everything you need to arrive safely at Demo Day. However, if you have any questions at all, please contact Daniel James Scott at (813) 4000-LAB or daniel@gazellelab.com.



Where have all the good entrepreneurs been hiding?

Heard of Gazelle Lab? We are a TechStars Network member, seed stage investment fund. And Gazelle Lab is currently mentoring six of Florida's hottest startup companies.

Remember your first mentor? Remember just knowing that what they did for you changed your life? Well, it turns out that globally, the TechStars Network has validated that concentrated mentoring works. Tremendously well. So we borrowed the model for Tampa Bay.

And these six companies will be pitching for Series A financing at Gazelle Lab Demo Day, 9am, Thursday, November 17th, at the Mahaffey Theater on the downtown St. Petersburg waterfront.

So what are these six companies?

1. AutoIQ – Ever get that grumbly feeling in your stomach when the “Check Engine” light comes on? AutoIQ will tell you what’s what. It’s like FitBit for your car and auto expenses.
2. Kngroo – What activities are there to do around St. Petersburg (American Style’s 2011 #1 Mid-Sized City for Art) during my Demo Day visit? Build an adventure using Kngroo’s mobile app. To start you off, we’ll give you the St. Petersburg Chamber’s Kngroo when you arrive.
3. Dropost.it – What’s the best way to show your significant other that you care? Be there. Second best? Be there virtually by dropping them a gift where they are at. Imagine your spouse walking into a Starbucks, when they check their phone to find that you have left a Dropost.it a gift of free coffee. Nice!
4. Leads Direct – Tampa Bay is known for real estate. We have a lot of it. Ever wondered how all the property owners and managers meet? The Leads Direct team has studied this for years, and has chased the inefficiencies out of the market.
5. Red Hawk Interactive – All we are legally allowed to say is that Demo Day will mark the end of the DVD.
6. Teburu – Why is online food ordering such a hassle? Why do all online restaurant ordering systems look like they were developed in the late nineties? Teburu is about to change that, from the restaurant capital of the world.

So, where have the good entrepreneurs been hiding? At Gazelle Lab in Tampa Bay. And you can meet them all 9am, Thursday, November 17th.



- *"We want to have massive economic impact for St. Petersburg and the region."*
Florida Trend | 1 April 2011
- *"Gazelle Lab kicks off operations in August."*
Tampa Bay Business Journal | 10 June 2011
- *"Gazelle Lab is a mentor-driven, three-month, seed stage investment program."*
Florida Technology Journal | 20 June 2011
- *"Gazelle Lab, launching this fall, intends to be a core contributor to the entrepreneurial ecosystem."*
Creative Tampa Bay | 22, June 2011
- *"Wanted: Teams of hungry entrepreneurs with good business ideas and serious passion to start a business."*
St. Petersburg Times | 24 June 2011
- *"Two Startup Weekend teams have applied for funding and mentorship in the inaugural class of Tampa Bay's local TechStars affiliate program, Gazelle Lab."*
83 Degrees Media | 19 July 2011
- *"What's Gazelle Lab looking for in interviewing each applicant team? Passion to make something happen. Cool stuff."*
St. Petersburg Times | 7 August 2011
- *"The USF Business Plan Competition winning Teburu team has applied to Gazelle Lab, in the hopes that the idea will continue to spark interest and gain support in the Tampa Bay entrepreneurial community."*
83 Degrees Media | 16 August 2011
- *"Gazelle Lab's launch is a good first step for an area that wants to make a name for itself as a technology hub."*
The Washington Post | 22 August 2011
- *"And now Tampa has Gazelle Lab, a TechStars Network member which provides early stage startups with seed level funding."*
Wall Street Journal | 22 August 2011
- *"Gazelle Lab is hoping to change the region's perception with its new program for early stage startups."*
TechCrunch | 22 August 2011
- *"Final six startups make cut in Gazelle Lab's 90-day crash course in launching a business."*
St. Petersburg Times | 23 August 2011
- *"And they are off! Gazelle Lab has kicked off its program with six startup companies."*
Tampa Bay Business Journal | 23 August 2011
- *"Most exciting: the Gazelle Lab business accelerator, a mentoring program that provides seed money, expert advice and networking opportunities to selected startups."*
Creative Loafing | 22 September 2011
- *Gazelle Lab has produced 14 jobs so far in the region."*
Gulf Coast Business Review | 7 October 2011





Location | Gazelle Lab Demo Day 2011



Progress Energy Center for the Arts' Mahaffey Theater

400 1st Street South

St. Petersburg, FL 33701

<http://mahaffeytheater.com/>

Map: <http://g.co/maps/845mf>

NOTE: Other mapping services may require that you spell out "Saint Petersburg" to avoid punctuation.



Complementary parking will be available in the garage at the corner of Dali Blvd (5th Ave S) and 1st St SE – at the southwest corner of the theater.



Your VIP registration table opens at 9am and will be clearly marked from the entrance, and you will be escorted to your special seating section from there.



Renaissance Vinoy Resort & Golf Club

501 5th Avenue NE,
St. Petersburg, FL 33701
1-888-303-4430

<http://www.VinoyRenaissanceResort.com>

Map: <http://g.co/maps/973qq>

Originally built in 1925, the Vinoy reopened after being closed for nearly 20 years and is now an established member of the Historic Hotels of America. A \$93 million renovation has recaptured the ambiance and treasures of the 1920's with all of the modern luxuries of today. The Renaissance Vinoy Resort & Golf Club is a 3 Star and 4 Diamond Resort.

Mention "*Gazelle Lab Demo Day*" when making your reservation for a special single/double room rate of \$192 per night plus 12% room tax, good 16-19 November 2011 (when booking after October 18th). Self-parking is \$6 per hour, or \$12 daily. Valet parking is a flat \$18.

Renaissance Vinoy Golf Club

Golfers will enjoy our private golf club with a challenging golf course designed by Ron Garl. Golf is located at the private Vinoy Club on Snell Isle, 1.5 miles from main resort. Complimentary transportation is provided by hotel.

- ❖ A driving range, putting green and short game practice area
- ❖ An 18-hole golf course
- ❖ 6,502 yards
- ❖ Par 72
- ❖ Water on 14 holes
- ❖ Locker rooms
- ❖ Professional instruction and rental equipment, including executive rental clubs
- ❖ Clubhouse restaurant
- ❖ Fully stocked pro shop

Renaissance Vinoy Tennis Complex

Tennis enthusiasts will enjoy the availability of 12 tennis courts:

- ❖ All courts are Har-Tru (clay) surface
- ❖ All courts are lit for night play
- ❖ Professional instruction, rental equipment and ball machines available

Additional lodging options can be found by visiting <http://g.co/maps/x5pgj>.



Arriving by Commercial Air | Gazelle Lab Demo Day 2011



Tampa International Airport (TIA)

<http://www.tampaairport.com>

Map: <http://g.co/maps/sfms8>

(if flying commercially, you will likely arrive here)

Tampa International Airport is just 25 minutes from downtown St. Petersburg. Current shuttle transfer costs are \$19-\$26 one way, \$35-\$48 round trip per person. Approximate one way taxi cost is \$45-\$50. Complete ground transportation options include:

- ❖ Shared Passenger Van Service (view the [Shared Van List](#))
- ❖ Rental Cars (view the [Rental Car List](#))
- ❖ Taxi Service (view the [Taxi Service List](#))



St. Petersburg Clearwater International Airport

<http://www.fly2pie.com/>

Map: <http://g.co/maps/mmqr8>

St. Petersburg Clearwater International Airport is just 15 minutes from downtown St. Petersburg. Complete ground transportation options include:

- ❖ Rental Cars (view the [Rental Car List](#))
- ❖ Taxi & Shuttle Service (view the [Taxi & Shuttle Service List](#))



Arriving by Own Means | Gazelle Lab Demo Day 2011



Flying In?

St. Petersburg's Albert Whitted Airport (SPG) is directly next door to the Mahaffey Theater.

<http://www.stpete.org/airport/>



Boating In?

The St. Petersburg Yacht Club docks are located on the western shore of Tampa Bay in the central yacht basin, immediately south of the Municipal pier. The water depth is 10 feet.

<http://www.spyc.org/Default.aspx?p=DynamicModule&pageid=323234&ssid=216723&vnf=1>



Driving In?

Yes, the Google Maps are correct... I-275 to I-175, which turns into Dali Blvd (aka 5th Ave S), which leads directly to the Mahaffey Theater.



About Saint Petersburg | Gazelle Lab Demo Day 2011

We know you have heard about St. Petersburg... beaches and blue-hairs, right?



No way! St. Petersburg is one of Florida's most popular destinations, and one of America's most livable cities. This place is so great that Peter Kageyama, who wrote the book [For The Love of Cities](#), lives here.

Our average temperature in November is 70°F – just saying...

Did you know...

- ❖ St. Petersburg is American Style Magazine's 2011 #1 Mid-Sized City for Art and hosts the annual Mainsail Arts Festival, named by Sunshine Artist Magazine among the "100 Best" fine arts events in the US?
- ❖ St. Petersburg is home to USFSP, Eckerd College, St. Petersburg College, and the Poynter Institute (a mecca for journalists)?
- ❖ St. Petersburg is not only home to Gazelle Lab, but also SRI, and was the birthplace of Wikipedia and Jabil Circuit?
- ❖ St. Petersburg is not only home to the Tampa Bay Rays, but also FC Tampa Bay (NASL), Bay Area Pelicans (USA Rugby Union), the Honda Grand Prix (Indy Car), Acura Sports Car Challenge (ALMS), and world headquarters of Minor League Baseball?
- ❖ St. Petersburg, for the fifth time, has been named as one of the 100 Best Communities for Young People... and is adjacent to Clearwater, FL – home to Winter, from Dolphin's Tale?
- ❖ St. Petersburg is known for its world-class healthcare, with All Children's Hospital, Bayfront Medical Center and St. Anthony's Hospital all among the top ten employers in the city?

St. Petersburg is an excellent place to live and visit (especially with your family)... and we have put together programming spanning November 17-19th to prove it to you. Interested in learning more? Please visit <http://www.surprisingstpete.com/>.



Global Entrepreneurship Week | Gazelle Lab Demo Day 2011

The Tampa Bay area is working to build a truly regional technology-driven entrepreneurial ecosystem, as evidenced in the cities of Tampa & St. Petersburg both declaring November 2011 as Entrepreneurship Month. Within Entrepreneurship Month, Gazelle Lab Demo Day 2011 is being presented in the middle of Global Entrepreneurship Week. The following schedule showcases the other events and activities available during your stay:

❖ Wednesday, 16 November 2011

Gazelle Lab Investor Night (Details TBA)

Join USFSP Gazelle Lab for an invitation-only evening, exclusively for investors and company founders.

❖ Thursday, 17 November 2011

Gazelle Lab Demo Day

Join Gazelle Lab to meet Tampa Bay's top startups in the morning, a complimentary lunch overlooking beautiful Tampa Bay (exclusively for investors and company founders), an afternoon Student Pitch Competition, and our After Party in Downtown St. Petersburg (Details TBA).

❖ Friday, 18 November 2011

Kngroo Day

Join Kngroo, the St. Petersburg Chamber and Creative Pinellas as you "hop" around Downtown St. Petersburg for an interactive scavenger hunt (details will be announced at Demo Day).

For your evening, "take it easy" as Don Henley will be performing at the Mahaffey Theater. For tickets, please visit <http://www.mahaffeytheater.com/>.

❖ Saturday, 19 November 2011

Shopapalooza and Saturday Morning Market

Join Local Shops 1 for Shopapalooza (St. Petersburg's Black Friday for local retailers) at the St. Petersburg Pier from 10am to 4pm. Additional information can be found at <https://localshops1.site-ym.com/?page=shopapalooza>.

In addition, you can visit the world-famous St. Petersburg Saturday Morning Market at Al Lang Field from 9am to 2pm. Additional information can be found at <http://www.saturdaymorningmarket.com/>

For your evening, Marc Anthony will be performing at the Mahaffey Theater. For tickets, please visit <http://www.mahaffeytheater.com/>.