



Greater Baltimore Technology Council

JUDGES NAMED FOR GBTC'S MOSH PIT COMPETITION

BALTIMORE, MD (4/13/06) – Venture capitalist Steve Walker and 180s Co-Founder (and current Moodlerooms CEO) Brian LeGette are among the group of prominent area business leaders named today by the Greater Baltimore Technology Council (GBTC) to judge the Finals of this year's MoshPit business plan competition.

Other judges for the MoshPit Finals – to be held on Thursday, April 27 at the Law Offices of DLA Piper Rudnick Gray Cary – are: Barbara Dreyer, President of Connections Academy; Elizabeth Good, Managing Director of the Maryland Venture Fund; and Steve Martin, Chief Operating Officer of Firaxis Games.

Billed as “the region’s coolest business plan competition,” MoshPit was created by the GBTC “to enable students from area colleges and universities to experience every aspect of starting a business, from recruiting employees and advisors to pitching potential investors for funding,” explains GBTC Executive Director Steve Kozak.

According to Kozak, MoshPit participants also have a rare opportunity to meet and work with many of the region’s top business executives, venture capitalists, and entrepreneurs who serve as advisors for the competition.

The winner of MoshPit will walk away with \$10,000 in prize money and a full year of free office space at the ETC@Johns Hopkins Eastern, donated by Baltimore City’s Emerging Technology Center. A total of \$30,000 in cash will be awarded to student teams that make the Finals.

To get to the Finals, teams have to go through several grueling rounds of competition. 174 ideas for starting a new business were originally submitted for MoshPit 2006, and a panel of GBTC members was tasked with selecting only 40 to take part in “The PIT” on March 28.

“The PIT,” described by Kozak as “organized bedlam,” features would-be student entrepreneurs presenting their ideas for starting a new business, while wheeling and dealing to attract the executive team they believe will put them in the best position to win the competition. The entrepreneurs offer prospective team members equity in their companies in exchange for a commitment to join.

Once teams were finalized at “The PIT,” they had until April 11 to submit their final business plans. Up to seven teams will then be selected to compete in the MoshPit Finals. Finalists will be announced on April 18.

For the MoshPit Finals, each judge will have \$5 million in MoshPit dollars to invest in any combination of teams. The team that garners the most investment dollars will be this year's MoshPit winner.

MoshPit is open to any Maryland college student, undergraduate or graduate, who wants to test their business plan or simply be part of a team. The only stipulation is that technology needs to play a part in the plan, although it does not have to be the focus of the business.

MoshPit has been honored with numerous national awards, including the Public Relations Society of America's prestigious Silver Anvil Award of Excellence.

Now in its fifth year, MoshPit 2006 is sponsored by Advertising.com, DLA Piper Rudnick Gray Cary, Mind Over Machines, Round2 Communications, SafeNet, Spherion, and ViPS, in partnership with the Maryland Department of Business & Economic Development (DBED).

HOPKINS TEAM WINS GBTC MOSHPIT COMPETITION

BALTIMORE, MD (4/28/06) --- Four Johns Hopkins students are the winners of the 2006 MoshPit Business Plan Competition.

Billed as the region's coolest business plan competition, MoshPit was created by the Greater Baltimore Technology Council (GBTC) "to simulate the real-life world of an entrepreneur as students from area colleges and universities experience every aspect of starting a business, from recruiting employees to securing investment funding," according to GBTC Executive Director Steve Kozak.

The members of this year's winning MoshPit team - ResuRx Pharmaceuticals - include: Curtis Chong of Johns Hopkins Medicine; and Fatemah Mamdani, Tilman Schneider-Poetsch, and Joynita Sur, all of whom attend Johns Hopkins University.

With the help of business advisors Alex Blass (DBED), Matthew Bray (Mind Over Machines), and Art Jacoby (Jacoby), ResuRx Pharmaceuticals created a business plan that focuses on developing a library of 11,000 existing drugs for new uses.

Finishing second in the MoshPit competition was OffWorldWealth, Inc., whose business plan focuses on the production of biodiesel from vegetable oil. Team members include Sean Davidson and Don Krueger (Howard Community College), Mary Do (UMUC), and Melissa Amor (UMBC). Advisors to OffWorldWealth are Mike Cohen (Light Industries), Greg Milsom (Salar), and Matt Zubey (TECHUSA).

For the MoshPit Finals, each MoshPit judge had \$5 million in "MoshPit dollars" (or points) to invest in any combination of teams. The team garnering the most investment of "MoshPit" dollars was then declared the winner of this year's competition.

The MoshPit Finals were held yesterday at the Law Offices of DLA Piper Rudnick Gray Cary. Judges included venture capitalist Steve Walker; 180s co-Founder and current Moodlerooms CEO Brian LeGette; Barbara Dreyer, President of Connections Academy; Elizabeth Good, Managing Director of the Maryland Venture Fund; and Steve Martin, President of Firaxis Games.

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Judge Bios

[extract only]

Brian Le Gette, *CEO of Moodlerooms, Inc., and Former-CEO and Co-Founder of 180s, Inc.*

Brian Le Gette is currently CEO of Moodlerooms, Inc., a Baltimore start-up e-learning company focused on reinventing how we teach and learn, in the education sector. Prior to Moodlerooms, Brian was the CEO and co-founder of 180s, Inc., maker of "revolutionary" performance wear for athletes.

Brian is a graduate of the University of Pennsylvania's Wharton Business School earning an MBA in Entrepreneurial Management. With enormous student loans, no salaries, credit card advances and a modest \$100,000 equity infusion (provided by 18 of their graduate school friends), he and a friend invented and launched the signature wrap-behind-the-head™ 180s™ Ear Warmer. While obtaining his MBA from the Wharton School of Business, Brian was a Special Assistant to the President of Westinghouse Electric (Asia) in Beijing, China and also a technical specialist for the Commercial Attaché at the U.S. Embassy. Prior to that he earned his BS in Electrical Engineering from the University of Maryland at College Park and spent four years at IBM and Texas Instruments in system's engineering and semiconductors, respectively.