

DEFINED

• MAGAZINE •

**RICO'S CREATIVE PROCESS
IS DISRUPTING THE
FUTURE OF CONSULTING**

**DANIEL LYNCH - MEDICAL GURUS
MIKI AGRAWAL - THE DISRUPTOR
JASON BECKER - TRAIL THREADS
AARON DUKE - CIRRUSMD
NICK BULL - NEXT**

**BEST OF DENVER
START UP WEEK**

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RICO LEON

Founder of the Future Consultants Company and the Future Networker YouTube podcast channel, Rico Leon is a loud, outgoing, successful networking wizard taking over the beautiful melting pot that is Denver, Colorado. Hailing from the East Coast, he was traveling to California two years ago when his car broke down in Denver. He loved the city so much that he decided to make it his home. A Puerto Rican raised in Pittsburgh PA, his blue-collar heavy surroundings cultivated his enthusiastic work ethic and success.



PHOTO BY XPOSER PHOTOGRAPHY

“Networking is such a huge part of what we do to build our own brand. Add value. Create relationships. Bring in business.”

Rico's strength lies in his ability to put himself in the position of whoever he is talking with, no matter the industry. His goal is to bring in business in a personalized unique way by leveraging a person's network, abilities and strengths. He has doubled a company's yearly goals in under 90 days, and has already consulted over 60 clients since starting his business.

Leon's podcast, launching in October 2018, is focused on interviewing local businesses in every industry to help them gain notoriety, to talk about their struggles in their industries and to coach them with his extensive knowledge on the value of networking. His mission is to teach people to add more value to what they do and to bring out the best version of themselves to grow their business.

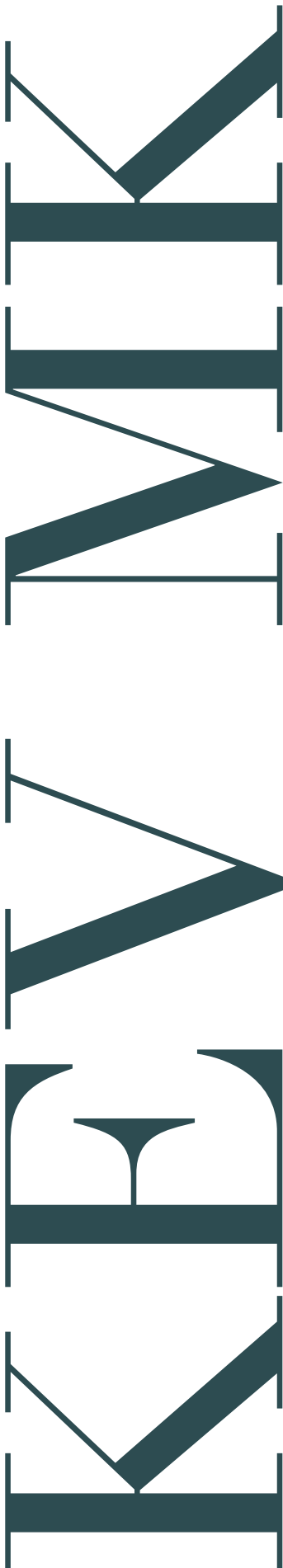
He explains it best himself: "A huge reason I am so accomplished is mostly the reason why I do what I do. My real "why" is making other people's "why" come true. I have always had the ability to sell someone better than they can sell themselves and to pinpoint their strengths and weaknesses.

In the same vein, I teach that people can sell you better than you can sell yourself. We are all selling ourselves in our respective industries because we must; but imagine if you add value to other's lives and help everyone you come in contact with and as a result you have people selling YOU at networking events and in their day to day interactions.

This is a much more personal and valuable networking model that has worked amazingly for me. When people are trying to close you and get your money on day one this is an impersonal, superficial way of getting business. However, if you add value, expand your network and know how to utilize and leverage interpersonal interactions then you are creating a great reputation for yourself and beautiful relationships as well.



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My photography journey began about a year ago. Living in rural Northern California, model availability was rather non-existent. At the beginning of October 2017, I made the move to Denver and have never looked back. That's when it all began. I got in contact with a male model (@gregpthompson) and we setup a day-long photoshoot downtown. This was my first time ever working with an actual model (up to then, I had used friends and siblings). Sure, there were nerves; this was my first photoshoot with a professional model and up until this point I had only photographed friends and family with no modeling experience at all. But I was confident in my ability. I knew that I could capture quality images as long as I focused and let the creative process take shape.

There was a certain energy surrounding the photoshoot. Greg and I just clicked. He would hit the poses, and I would make minor tweaks. After the 8-hour shoot, I was eager to dive into the photos and edit them. A few days later, I was mulling over ideas as to how I could gain more exposure for these photographs. So, I decided to submit a few of them to some fashion editorials. I scoured the internet in search for fashion magazines that accepted submissions for their print issues. I found a handful of them that I thought I had a chance to get into and submitted my favorite images from the day. A few weeks passed by and all hope was lost. Being so new into this world of fashion editorial, I had no idea how long these things take. That's when it all changed...

It was a Tuesday morning and I woke early to find an email notification on my phone. I opened the email addressed from one of the editorials I had submitted to. Expecting another generic rejection letter, I was beyond elated to find out that my photographs were accepted for publication. A great feeling of pride and accomplishment overcame me. So, I did what anybody would do; I called my mom. Trembling with excitement I parsed together a sentence. My first photoshoot with a professional model and it was accepted to a fashion magazine.

A few weeks later, (like I said, editorial photography takes a long time) the December 2017 Men's Edition of ELEGANT Magazine arrived in my mailbox. I continued this same editorial work being published in several publications over the past few months. That exposure helped me to land my first clients and has snowballed into some incredible opportunities.

As a young business owner, I am working to further perfect my craft and learn as much as I can from the experiences afforded to me. I plan to collaborate with local artists and creatives in Denver's expanding artistic environment.

My style lends itself to be candid or photojournalistic in nature. Being that, I would like to further expand my business into wedding photography. Particularly, wedding photography features every subcategory of photography (portrait, product, family, etc). This would allow me to sharpen my skills in a wide variety of photographic genres. I currently take on projects tailored to lifestyle/branding and fashion. However, I am open to other opportunities.

Feel free to visit my website to view my recent projects and contact me.

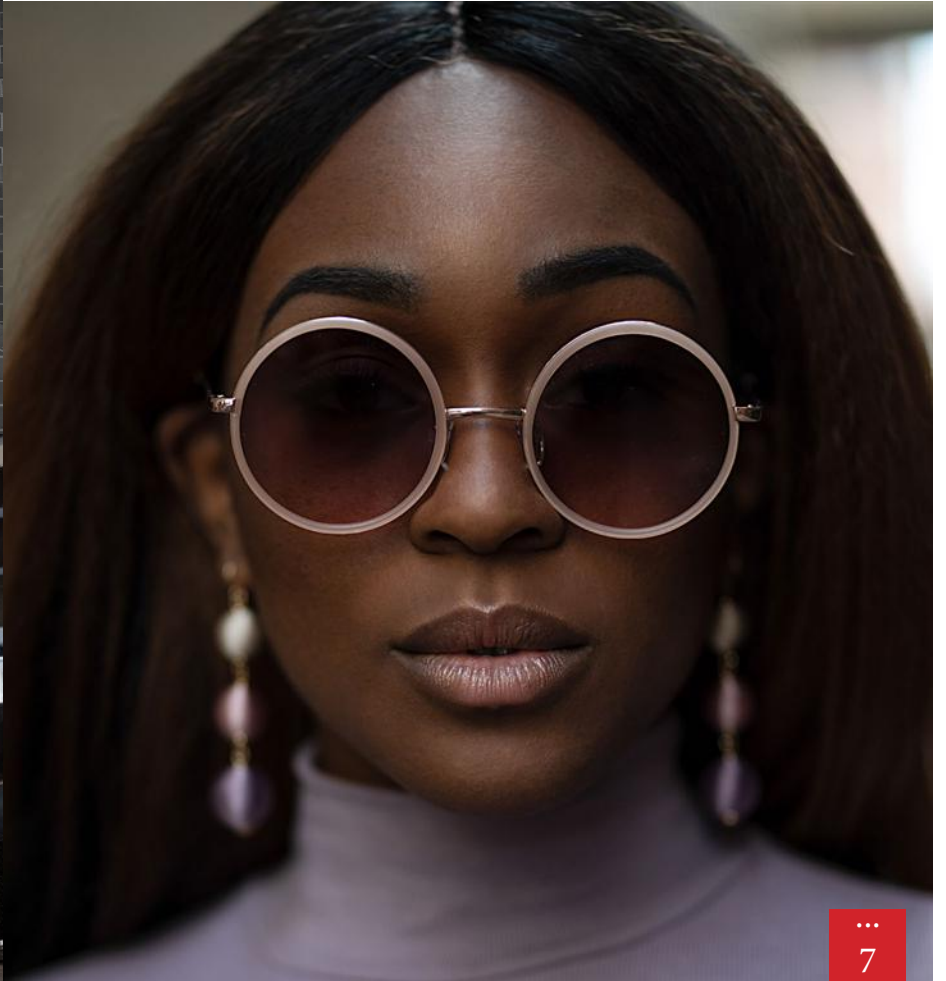
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MEDICAL

Medical Bill Gurus is a healthcare startup that focuses on helping both patients and medical providers navigate the complexities of insurance billing and financial complexities of a broken healthcare system. Founded by Daniel Lynch, a former structural engineer, Medical Bill Gurus is focused on leveraging technology and empathy to do the problem solving on behalf of patients, and help minimize the financial burden patients experience on a daily basis that has caused medical bills to be the #1 cause of bankruptcy in the United States.

Working directly with patients, Medical Bill Gurus acts as a 3rd party billing resource for patients who have received significant medical bills at in-network providers, or have received treatment at out of network medical providers, as well as international providers, that require payment upfront for treatment and do not participate with insurance. As the average American is undereducated on how to interpret their insurance policy and not experienced on how to identify errors in their billing statements, patients turn to Medical Bill Gurus to assist them with navigating the complex world of insurance billing, and educate them on how to properly financially plan for costly medical treatment.

As alternative and integrative medicine continues to emerge in the healthcare ecosystem, and healthcare begins to transition away from the broken in-network insurance billing model, Medical Bill Gurus is pioneering medical billing solutions to empower patients, as well as medical providers, with a method for patients to bill their insurance while still electing to receive treatment at providers that historically do not participate with insurance payers, and require cash payment of treatment upfront.

Turning to the traditional medical billing business model, Medical Bill Gurus provides in-network medical billing services for all medical providers, as well as non-traditional billing services for surgical practices, physician assistants, and large doctor groups throughout Colorado and the United States. Focusing on a full spectrum practice analysis and state specific legislation for each provider, Medical Bill Gurus assists providers in retroactively evaluating reimbursements from insurance payers, and ensures that all reimbursements are in line with managed care contracts.

Guiding clients through the medical billing complexities of an outdated healthcare system, Medical Bill Gurus is available to help all parties harness the power of technology to deliver new financial outcomes for their healthcare treatment or medical organizations.

Awareness is the greatest agent for change!

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BILL GURUS

NICOLAS BULL

Technology disruption is a very common catchphrase you hear in the news and read about online almost daily. New technologies come out faster-than-the-speed-of-light, touting how it will better our lives and make the sharing of information easier. What they don't tell you is how vulnerable your personal and company information can become. Every new technology has vulnerabilities, and many times, these vulnerabilities are overlooked due to the widespread adoption of these technologies without further investigation.

Information privacy and data security are two other catchphrases that are widespread, but very little attention is paid to either one. We pass our personal, company, and financial data back-and-forth between 3rd parties, utilizing services such as file sharing, email, and social media, and never think to ask how our data is being used or protected. A day doesn't go by before we hear about another data breach at a well-known company where 50 million accounts were stolen. Do we just accept these incidents as the cost-of-doing-business?

Next Strategic Technologies is squarely rooted in the prevention of privacy and data breaches by stopping them before they start. Using the latest in established and proven technology, coupled with straightforward and concise education, we provide organizations threat prevention and protection to minimize and eliminate data loss. We use a proven step-by-step process to identify vulnerabilities in your current technology infrastructure, implement consistent security practices, and monitor your technology infrastructure to stop the ever-evolving threats to your business.

What's Next for your business?



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AARON DUKE



Aaron Duke is the VP of Product for CirrusMD, a digital health startup providing the only Virtual Care Platform™ in the country to provide a single access point for patient navigation and care delivery.

He has over 15 years of diverse experience within product management and development.

In addition to CirrusMD, Aaron runs the Product Track for Denver Startup Week, is on the leadership team of Colorado Product, teaches product curriculum for General Assembly and will never turn down a good meal.

JASON BECKER

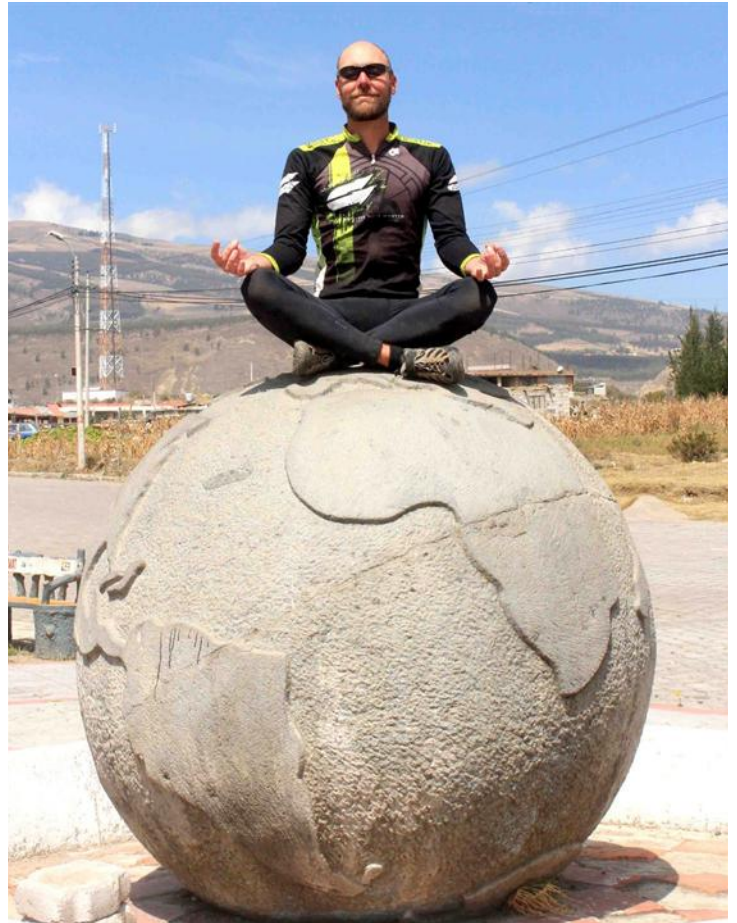
My name is Jason Becker, creator of Trail Threads, an outdoor inspired line of hand drawn t-shirts and artwork. To me Trail Threads is a very personal, artistic manifestation of how I see and experience the world. I am very inspired by nature, the outdoors, travel and adventure, and these are the themes in every design for the Trail Threads collection. Each piece originates from a quick doodle in my sketchbook, drafted at the end of a day biking, hiking or camping, most often drawn in my tent at camp. I'm constantly drawing and taking in the surroundings that inspire me to create.

On my first trip out of the country to Mexico many, many years ago my camera and my sketchbook came along. My sketchbook quickly filled with drawings of the people and places I saw. As I continued to travel, the more my book (and subsequent ones) filled up with these sketches. As years passed I not only drew what I observed around me, I began to illustrate with my own slant on the natural world, the places I visited and the adventures I had. I created my own unique style.

I graduated college with a BFA in Graphic Design, never using a computer throughout the program, but chose to hone my illustration skills instead, picking up my computer skills on my own later on. I taught high school Art (drawing, painting, graphic design, sculpture and jewelry) for 14 years. Summers afforded me three months to travel, explore and have adventures far different from those I had daily in my classroom. When summers weren't long enough to squeeze in an epic trip, I resigned, hoping to find work when the journey ended.

After resigning for a second time, I realized that though I loved working with kids in the classroom, traveling and having adventures was what I really wanted for my life. I've had the joy of riding my bicycle across four continents and to base camp on Mt. Everest among many other great trips. In 2016, after returning home from Argentina after six months biking the length of South America, I decided it was time to fuse my work and play into one creative life. Now the line between what I do for a living and what I do for fun is unrecognizable. Trail Threads is an expression of this pursuit: a long-time dream to create original art inspired by epic adventure and share it with the world while having a darn good time in the process.

As I travel around the country and the world, I'm fascinated with culture and how it differs from place to place. I love customary clothing and textile patterns, old bicycles, rural architecture of small villages, street art, and colorful wooden fishing boats. I'm equally enamored with the landscape and wildlife endemic to a place. These are what I photograph and draw in my sketchbooks.

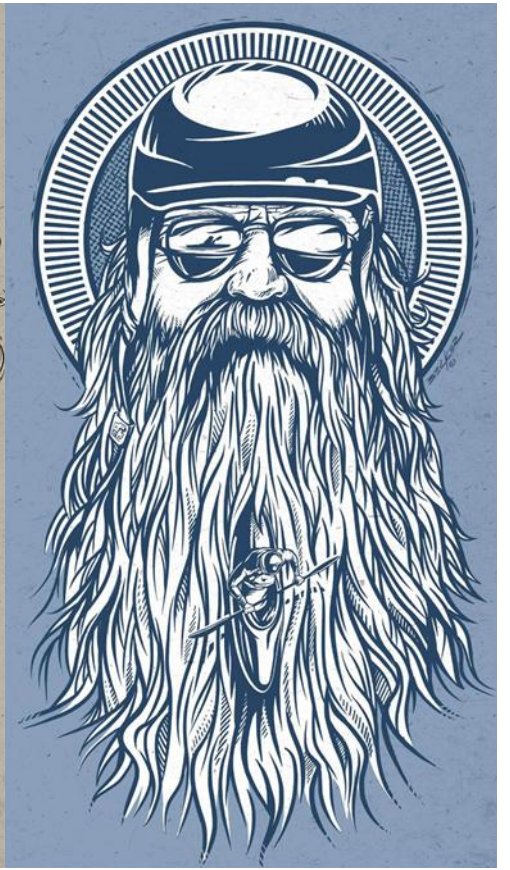




My art comes from these cultural, adventurous and natural experiences. This is why I think it is unique. Each design in the Trail Threads collection not only has its own story from a particular spot on the globe but can also be traced to a specific page in my sketchbook as well. My artwork, inspired by these moments hopefully resonates with people and draws them in to look more closely at the details of each drawing and compels people to interpret the stories for themselves.

Though most all my design ideas are sketched while on the road or trail, other ideas are hatched at quieter moments as well. The Trail Threads logo that also became the “Roam on the Range” design was created while relaxing in a casita in Taos, New Mexico. I wanted a logo design that defined my brand, epitomized the idea of a roaming lifestyle, at the same time giving a sense of home no matter where someone travels. Being a Kansas native, nothing compares to the American Bison to illustrate the freedom to roam, and a camper has always appealed to me as the ideal way to take home with you wherever you go. These two elements are the perfect combination and playfully represent what Trail Threads is all about.





TRAIL THREADS



Original Art Inspired by Epic Adventure

Being very much a grassroots brand, I love setting up my booth and selling my wears at outdoor events and festivals in and around the Rockies. These opportunities allow me to meet people face to face, talk about adventures, and tell the story behind Trail Threads. Often times the sketchbooks come out and the story becomes easier to tell.

When I am not on the road but need to be at my computer designing, I am at Wayfinder Co-op, a shared workspace dedicated to outdoor inspired entrepreneurs, located in the Arts District on Santa Fe Drive in Denver. Inside Wayfinder I have a pop-up store where I display my clothing and art prints. I am also currently growing my online presence through social media, (@trailthreadsco) hoping to expose as many outdoor-minded people as possible to Trail Threads and its story. In addition to festivals and online sales, my long-term goal is to have my shirts and artwork in local/regional boutiques and outdoor stores, regardless of their size.

Fostering and nurturing working relationships with as many outdoor retail companies as I can, in and around Colorado, is vital to the growth of my brand. By far the most challenging aspect of being a new small business owner, and its only employee, is the sheer amount of time required to make it run efficiently. I have always said that when my art department is on the job, my sales and marketing team is on vacation and vice versa. At the moment I am doing all jobs needed for Trail Threads to succeed and am still looking for my first big break.

I have all the confidence in the world that Trail Threads will be successful, because when your main pursuit is building a life you really want and not money alone, you are far more likely to succeed. I feel that I am firmly on this path.

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PITCH LAB

Jay Mays is a 20-year sales veteran and stand-up comedy producer. From his underdog beginnings in dive bars to being awarded Best Comedy Venue in Miami, Jay has produced live comedy events for some of the biggest names in entertainment including Viacom, Soho House & Live Nation.

As Managing Partner of Pitch Lab, Jay combines the seemingly disparate worlds of sales and comedy to help professionals be more confident, engaging presenters!

For more information about how Pitch Lab can help your team visit <https://pitchlab.io>



RYAN ESTES



“Ryan Estes is the Founder of Talklaunch. Talklaunch helps your business find clarity and deliver a smart customer journey to sale. He is a finance coach for the Rocky Mountain Micro-Finance Institute. He lives in Denver, Colorado with his wife and two children.”

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MIKI AGRAWAL

Miki is a social entrepreneur who uses disruptive innovation to challenge the status quo and change culture.

She is the founder of several acclaimed social enterprises: wild, thinx, icon & tushy and she is also the author the best-selling book do cool shit. Her next book disrupt her is set to hit bookshelves in January 2019.

Miki's innovative message has been featured in major media including the new york times, abc, cnn, nbc, the economist, and she even made the cover of entrepreneur magazine, which is no small feat for a first generation immigrant woman. She was named "fast company's most creative people" in 2018, young global leader by the world economic forum and inc's most impressive women entrepreneurs.

Miki has presented her "disruptive innovation talk" to business conferences and innovation summits across the world, garnering ovations from conscious capitalism summit, harvard business school, united state of women, united nations, tedx, p&g and more.

She passionately speaks about her 15 years of entrepreneurial adventures, from inventing products in taboo categories, to creatively launching them, to marketing and scaling them exponentially, to dealing with shocking setbacks - and she shares her colorful, authentic revelations throughout.



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FRANK GRUBER

Frank Gruber grew up in the Midwest heartland and is a CEO, entrepreneur, new media journalist, startup advisor, public speaker, and angel investor. He is the author of *Startup Mixology: Tech Cocktail's Guide To Building, Growing and Celebrating Startup Success* published by Wiley. He co-founded Tech.Co (formerly Tech Cocktail) in 2006, which has grown into a hub for the creative class, offering tech startup focused news, events, and resources. TechCo was successfully acquired by MVF Global in January 2018. Prior to his success with TechCo, Frank built and launched products for the masses while at AOL, Tribune, and Classified Ventures along with startup efforts like Thankfulfor, Splog Reporter and more.

Frank cofounded Established in 2018, a consultancy to help organizations with strategy, communications, innovation programs aimed at helping them to achieve their goals. Established also manage a startup programs; Startup of the Year and a conference, Innovate Celebrate.

The Startup of the Year program has an investment community that Frank oversees to invest in the top companies that come through the program. To date they have invested in four early-stage Startup of the Year program companies. In addition, Frank was a founding member of the NextGen Venture Partners and he sometimes makes investments in startups through that entity as well.

Frank was an early blogger on his personal blog Somewhat Frank which he grew into one of the top blogs on the internet during the Web 2.0 and social media boom of 2005 – before putting it on pause in 2010 to grow TechCo as a media company. He was one of the first contributors to TechCrunch in 2005. Aside from Somewhat Frank, TechCo, and TechCrunch, Frank's works have also been featured in a number of top media publications like Fortune, HuffPo, ReadWrite, and more.

Frank is an entertaining host, emcee, and interviewer as he has interviewed on stage and camera some of the most noteworthy entrepreneurs and through-leaders from some of the most successful businesses in history. He currently hosts Somewhat Frank, a podcast he launched in 2018 and can be found everywhere you can listen to podcasts.

Frank was nominated for 2013 Entrepreneur of Year in Nevada, honored as a “Washingtonian Tech Titan” in Washington, DC in 2009, 2011, and 2013, and was named by Forbes as one of the most connected people in tech. His alma maters include Purdue and Northwestern respectively.

Frank believes in work-life balance and enjoys swimming, strumming his guitar and/or ukulele, taking photos of warm weather, beaches, and lattes, and watching sports – especially the Chicago Cubs.

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Photo By Daniel Nolan

JUDITH BOYD

Style Crone launched in July of 2010, nine months before the death of my beloved husband, Nelson. Blogging became a way to focus on something outside of the invasive and devastating treatments that Nelson was receiving secondary to a very rare cancer which was diagnosed in 2005. We created a biweekly series during this time, which was titled, “What to Wear to Chemo.” I would compose an outfit and Nelson, as my photographer, would photograph me in the exam room prior to his treatments. Blogging lightened the trauma of the overwhelming experience of approaching death.

I was inspired to launch my blog by Ari Seth Cohen’s revolutionary blog, *Advanced Style*, which featured stylish older people on the streets of NYC. His vision to change the perception of older people in our culture and the encouragement of Nelson and his willingness to become my first photographer gave me the courage to begin.

I blogged through cancer caregiving, death, grief, and transformation, as I reinvented my life. Writing about my experiences through the medium of style, which I view as art and self expression, has been healing. I cover the topics of aging, ageism, my passion for headwear, and whatever comes to mind on a particular day.

I spent most of my career working as a psychiatric nurse in an emergency setting. I also spent a period of time managing the care of head and spinal cord injuries. Choosing my outfits, which always included a hat, was a way to express myself creatively and as a form of meditation as I approached my day, which usually included extreme and painful stories told by interesting, traumatized people. Because of my love for style and headwear, I co-owned a hat shop in the 80’s and sold vintage clothing in an antique mall and on consignment in the 90’s and beyond.

I began monetizing my blog and instagram about a year ago. I have been collaborating with brands that speak to my aesthetic and values. I’ve also decided to create a workshop to present to widows about grief and transformation. It will be based on my story through my blog. I have been signed by a modeling agency and have been making appearances at events. I recently launched a YouTube channel, as I believe that new challenges help me stretch and grow, mirroring my passion for yoga. At the age of 75, creating new experiences continues to be a major source of adventure and self entertainment, improving the quality of my life and thereby contributing to my health and well being.

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TURTLE BOAT

Inspired by Hawaiian poké, Turtle Boat strives to reflect and adapt to the Colorado lifestyle by providing a balanced meal while sourcing ingredients locally and sustainably when possible. Their goal is to provide a healthy fuel for your active outdoor lifestyle without weighing you down.

Innovative, unique menu items are in-house crafted from scratch in small batches to ensure consistency of quality and freshness. The playfully dynamic menu is designed to cater to a wide variety of diets, including many vegan, gluten-free, and dairy-free options, all clearly identified. Chef Jeremy Song's tireless innovation, integrated with respect to seasonality of produce and whole food principles, has led to an elaborative menu rotation.

An ever expanding docket of sustainable seafood is carefully prepared in-house from fresh whole or fillet by experts in minimizing food waste. To ensure proper and responsible sourcing, Turtle Boat consults science-based institutions such as Monterey Bay Aquarium's Seafood Watch.



Custom made carbon steel Deba Bocho knives hand-forged by Mountain Dwarf Forge in Denver (follow @mountaindwarf on Instagram).



The walls are adorned with work by local artists and the beverage cooler features locally produced kombuchas, juices, and teas.



Coconut Curry Soup with Striped Bass broth, garnished with roasted Striped Bass collar and enoki mushrooms.

The commitment of Turtle Boat to sustainability extends to every aspect imaginable. All meals are served utilizing biodegradable containers and utensils made from plant-based materials. Lighting throughout the building internally and externally are exclusively LEDs. By sourcing locally, transportation is minimized, ensuring not only fresher ingredients, but also leaves a smaller pollution footprint. New projects that are planned to further increase sustainability and the public's understanding of such methods will be unveiled in the near future.

Located on South Broadway in the Overland neighborhood of Denver since early 2017, Turtle Boat, an independent local startup, has steadily grown over the last year and a half. Chef Jeremy Song, along with his brother and co-owner Darren, plans on rolling out new menu offerings while expanding the company's exposure on multiple formats.

Darren Song
Turtleboat
theturtleboat.com
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Colorado Striped Bass from Colorado Catch near Alamosa, CO and Idaho Red Trout from Riverence in Magic Valley, ID (both are listed as "Best Choice" on Monterey Bay Aquarium's Seafood Watch for their sustainable practices).



Colorado Striped Bass, Salmon, and Tako (octopus) with Yuzu Vinaigrette on Mixed Greens locally grown at Rebel Farm.



Salmon from Verlasso, an industry pioneer and James Beard Foundation Sustainable Seafood Partner. Featured in the documentary "Full Circle - Journey of a Waterman"



BASSDRUM

Dropping out of a law degree program, I wandered through life doing random things: playing the trombone, bartending, designing editorials, and online games. I finally found my calling at 29 when I first came into contact with flash websites, which got me hooked on web programming and engineering. I decided to intern as a software developer at a digital production company. The good thing that came out of following an unconventional career path is the practical skills and knowledge gained along the way. It was only natural to apply those things to my new job – my law education taught me logical thinking, my musical background enabled me to improvise when necessary, my bartending days gave me social skills, I knew how to work with designers because of my editorial design experience, and commanding troops online in RPG games made me a better leader.

In Japan, the tech director trade started around 2006 when the industry was starting to grow out of its infancy. The expansion in digital production meant that larger teams were needed and soon, a new “tech director” role was required to help facilitate those teams. Tech directors are like the connecting bridge between creatives and technicians in a project, responsible for communicating and translating creative concepts to engineers/developers.

Contrary to what people would think of college-dropouts, my diverse background made it possible for me to grow as a tech director. The digital advertising industry which I was working in was extremely challenging and filled with professionals who worked around the clock, constantly craving awards and recognition. We were literally required to launch projects that were bigger and better every other month. Campaigns that won digital advertising awards were the ones that had innovative, startup-like qualities and I was able to work with different kinds of clients (from new businesses to household brands to mega-scale projects) by providing solutions from a technological standpoint.

I think it’s safe to say that I have experienced it all after ten years in production: social games, web services, IoTs, social networks... Even though we are still requested to deliver sophisticated user experiences on a tight schedule, I am glad that the director profession is enjoying more exposure in and outside the industry these days. I do enjoy creative director roles, but my greatest satisfaction comes when I help achieve something exciting as a tech director.

In 2018, I founded the tech director collective “BASSDRUM” to support new and developing businesses. If a startup had a great idea with enormous potential, we will invest in its initial production phase by providing our expertise at a minimum wage or by acquiring equity shares. BASSDRUM tech directors share the same, diverse professional background – our peers view us as experts in hardware, software, backend, frontend, VR, and AI. With the world yielding more and more entrepreneurs and creatives, I believe that tech directors will continue to play a significant role in production for years to come.

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Denver Podcast Company

Raised in the Colorado Rockies, Catherine de Medici Jaffee (Cat) is the founder of Denver-based podcasting company House of Pod.

Cat first fell in love with podcasts while living in Eastern Turkey on a Fulbright scholarship and a National Geographic Explorer's grant. At her then-home in Kars, Turkey, Cat was one of few English speakers, and turned to audio stories to keep her company. She needed media that could move with her though the countrysides of the South Caucasus, and Selected Shorts, Radio Lab, This American Life, Wait Wait Don't Tell Me, and an assortment of early podcast shows were the easiest to access on the limited cell bandwidth at the time.

When Cat returned to the US, she led the marketing and communications strategies for numerous organizations and non-profits, working with clients like Barclays Bank, Pearson, 350.org, Re:Vision, and Narrative 4. In all of her experiences, she saw how podcasts could enhance corporate marketing strategies - as a media exponentially growing in popularity among listeners.

And yet, producing a good and interesting podcast has many challenges. Everything from accessing high-quality sound equipment, to capturing remote interviews, to scripting a show worth listening to were struggles, and Cat saw many individuals and organizations entertain the idea of a podcast but become daunted by their challenges. There are over half a million podcasts on iTunes, and yet 75% of these shows do not continue producing from one year to the next. Additionally, Cat felt that the podcasting industry, like most media, does not have strong enough platforms for underrepresented voices and under-heard stories.

After spending months visiting studios and freelancing with networks including PRX and Gimlet, in the fall of 2017, Cat decided to start a space that would reduce these hurdles for local communities. And she named it House of Pod.

House of Pod (HOP) is a company based in Denver, CO dedicated to growing world-class podcasters and podcasts. HOP offers affordable access to a top-notch audio studio and coworking space in a historic building in the Five Points neighborhood. Memberships are \$100/month (\$3.30/day), to have unlimited recording access 9am-9pm, seven days a week. Included in a membership, the House of Pod team trains interested folks on how to operate the recording equipment so members can access the studio on their own, as needed. Additionally, House of Pod offers podcast consultations, workshops, advanced courses, live storytelling events, and many free community activities, bringing local people together to share great stories.

Since opening the space in March of 2018, House of Pod has had 35 members, including new rising shows from Colorado podcasters like Bumping Uglies, Paternal, and the Void. House of Pod has held over 20 classes, and continues to welcome new voices to join.

Finally, HOP is also a boutique podcast production company. Their podcast for Downtown Denver Partnerships, Mile High Hustle: The Denver Startup Podcast interviews leading Denver CEOs including John Levisay of Craftsy/Blueprint, Sameer Dholakia of SendGrid, and Bryan Leach of Ibotta. Their podcast SAPIENS: A Podcast for Everything Human has reached top of the iTunes New and Noteworthy charts and performed in the top Science podcast category week after week. They are now growing their team and taking on new clients for the coming year.

Cat is joined at House of Pod by experienced local podcaster Paul Karolyi of Changing Denver, sound engineer Matthew Simonson, and a robust network of local audio storytellers. Together, they will help you get your story heard.

For more information, visit www.houseofpod.org.

Makes Space for Denver to Speak



LAWN CARE AT YOUR FINGERTIPS

With the On-Demand industry sweeping across all industries, local Denver startup YardHopp is turning heads. YardHopp is an on demand lawn care app where you can download and can order lawn care within 5 minutes. The Uber concept simplifies the entire process and makes it easy for homeowners to manage their lawn care and get instant pricing all through the app.

It can be a nightmare ordering lawn care! Getting a hold of local lawn care businesses is a challenge in itself. Now you've called 10 companies to come and give you a quote, it takes a week to get the quote and another week to get you in their route. With technology making life easier, once you've downloaded YardHopp, type in your address, drop pins around your front and backyard to get the square footage of your lawn, get your instant price, and post your job. A local lawn care company will accept the job and have your lawn serviced within 48 hours. Couldn't be easier!

Although it's been an emotional roller coaster for both Founders Dan Beals & Josh Page they wouldn't have it any other way. The two founders have a very clear vision on what YardHopp can and will be. "I couldn't get it out of my head," Dan said. "I went home and told my wife about it and she said it was just another one of my ideas. But I ignored that and went on Facebook and put out a post to see who could build an app. I started researching online lawn care and only found one company in the country that did it, and they were growing pretty good. So I just went for it. I found a partner – a friend that I've known for years – and pitched him the idea and we've been running with it ever since." Founder Josh says "YardHopp was only a simple idea back in November 2107. With no name, and no budget. We immediately ran with it and haven't looked back".

YardHopp's business model is to help build up local businesses. Dan says "We don't want to be like our competition, we want to get on a personal level with our customers and service providers. Helping small businesses grow". Founder Dan states "The connections we have made alone are remarkable. The people we've met, the companies who have reached out to us. I could have never imagined us making such a big impact so rapidly". The company is moving quickly. They have already brought on CO-Founder Shannon Jones who has the same drive and sees the vision of disrupting an industry.

The goals are huge for the Yardhopp Founders, Josh states "We're going to be nationwide and a billion dollar company by the end of 2022." With plans to expand into all aspects of lawn care and landscaping. The \$87 billion per year lawn care industry is rapidly growing and ready for innovation.

The company officially launched on Nov. 22, 2017, as YardHopp LLC. Development for the app has been underway ever since, and the first beta testing took place throughout the summer of 2018 and is in the App Store and Google Play Store, ready for you to use. Lawn Care at your Fingertips.



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Now celebrating its 100th anniversary, Junior Achievement (JA) is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, career readiness, and entrepreneurship. There is no cost for schools to implement JA programming.

The Rocky Mountain chapter of JA was established in 1950 and is based in Denver, serving the Denver Metro region, Colorado mountain communities, northern Colorado, and Wyoming. It is the eighth largest JA chapter in the U.S.

Working with students from kindergarten through twelfth grade, JA programs include both in-class opportunities and capstone programs that take students outside the classroom for a learning simulation or workplace experience. One of these experiences is the JA Stock Market Challenge, which is a live stock market simulation game in which students compete to build the largest mock stock portfolio.

Another real-life simulation experience for students is gained in JA Finance Park presented by Transamerica. Finance Park is a 7,000 square-foot space located inside American Furniture Warehouse in Thornton that immerses students in a reality-based decision-making process addressing aspects of individual family budgeting, including housing, transportation, food, utilities, healthcare, investments, philanthropy and banking.

JA recently hosted 200 high school students for the final day of Denver Startup Week. The experience gave students a rare opportunity to participate in some of the same workshops as the professionals, gaining a head start on their business ideas and career paths.

JA provides several other programs to schools throughout the year, and even offers an "Inspiration Scholarship" to high school students planning on attending college in Colorado or Wyoming.

During the 2017-2018 school year, the organization reached 115,240 students in 590 schools. JA relies heavily on volunteers to serve as mentors to students, as well as contributions from the community to deliver these free programs to schools. To learn more about getting involved with JA, visit www.jacolorado.org.



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DAVE JANZEN

As HotboxERP's founder and CEO, Dave Janzen brings over 20 years of experience in software solutions design, RFID technology, and hardware integration. Dave developed a deep understanding of the power of ERP (Enterprise Resource Planning) software systems through his background in RFID library information systems and in team building and management.



Dave developed the self-checkout system for Queens Public Library, which was then implemented across New York City libraries and sold throughout the country.

His platform collected and managed over 2 million dollars in fine collections on the easy-to-use, multi-lingual system. Before founding HotboxERP, Dave also established himself as a successful leader - building great teams and getting the most out of each team member.

In his previous positions, Dave managed over 20 developers and customer support personnel and generated over 70% of the revenue of a 20-million-dollar company. Dave has brought this pioneering experience in RFID information systems specifically to the cannabis industry with HotboxERP.

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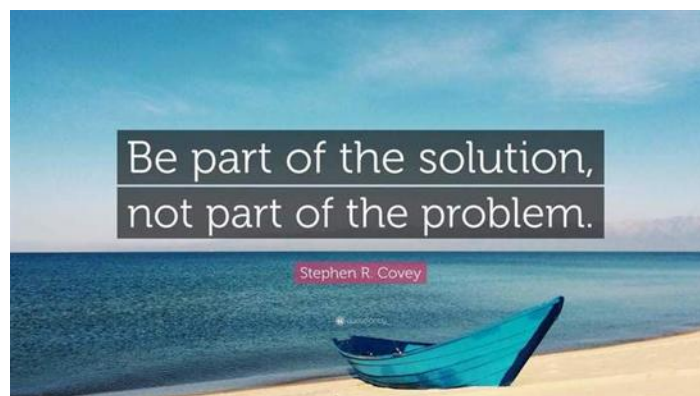
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clever funnel

Have you ever looked at a advertisement, social media post, or promotional email and said to yourself, “What were they thinking?”. Sure, marketing can be tricky, but it’s also clear that countless companies who exhaust massive budgets on promoting themselves have no idea how to actually do it effectively. This is the sentiment that lead to the creation of one of Denver’s most innovative growth marketing firms, CleverFunnel Digital.

For startups and growth stage companies in particular, finding customers has never been more challenging. The traditional approaches to sales and marketing are becoming less effective as the world becomes louder. With this understanding, Chris Franks was driven to found CleverFunnel. For Franks, he realized the scope of the problem as the CEO of his previous company.

“In my previous startup, we were competing against a company with an army of salespeople who would wine and dine our mutual prospects,” Franks explained. “As a startup, we had to figure out a way to compete and win with effectively a \$0 marketing budget.”

This challenge led him to explore how emerging online technologies could change the game for startups.

“We discovered that we could get the attention of our prospects by using tools like ads, email, social and content. We could win customers without having to take them out to take them out to expensive dinners.”

After Franks sold the company, he realized that had stumbled onto a key fact: The world was changing, and the way startups sold their product could serve as their competitive advantage. Armed with this information, he and co-founder Lisa Bongiovanni created CleverFunnel Digital, a company focused on helping their growth stage companies create a replicable and scalable process to win customers. Now in its second year, CleverFunnel has worked with some of the region’s fastest growing and most promising startups.

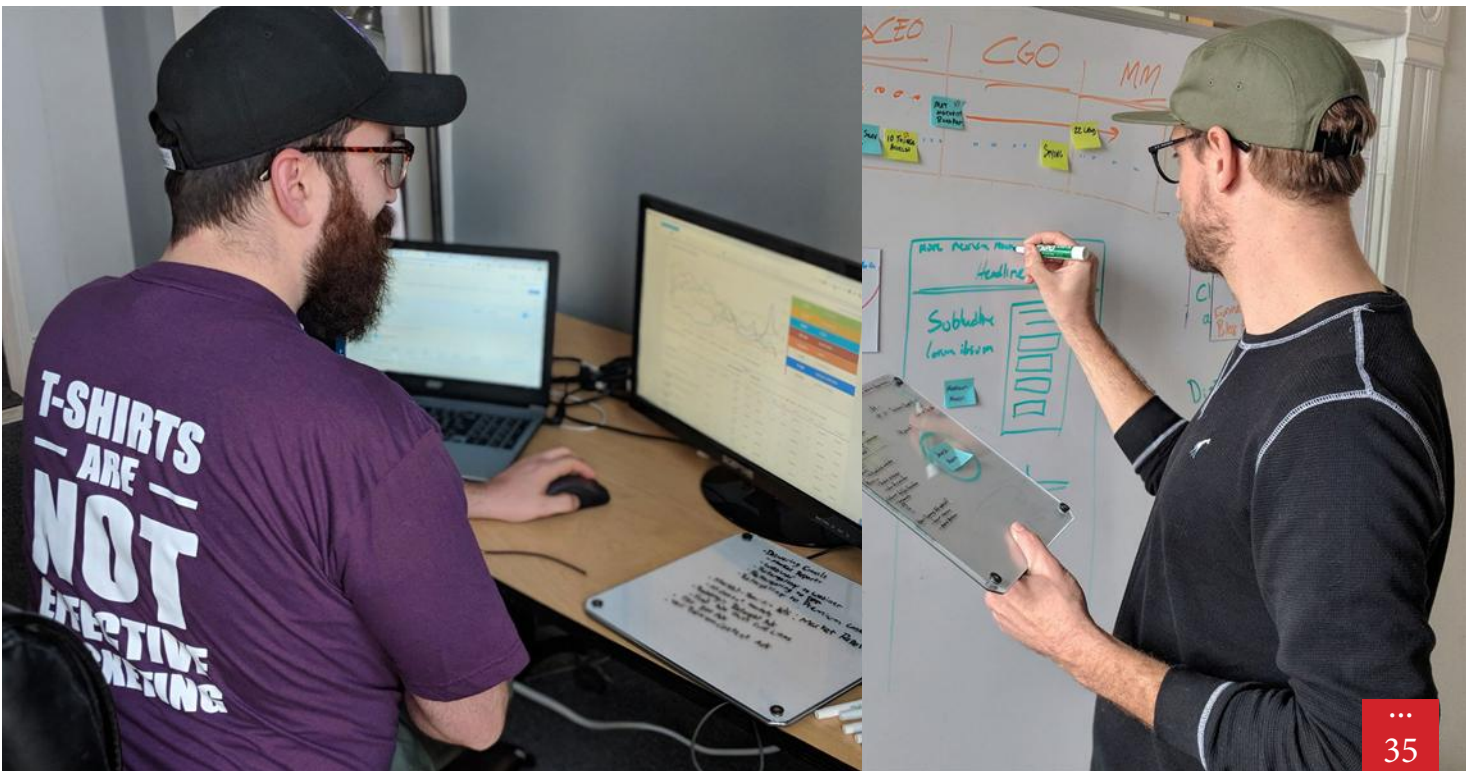
“Even though Growth Marketing was born from startups, I think businesses of all sizes will start to embrace a more systematic and data-driven approach to all phases of the customer acquisition process.”



Franks' passion for helping startups does not end with CleverFunnel. He is an active leader in the Denver Startup Community as the co-founder and organizer of Denver Founders Network, Colorado's largest startup meetup. He mentors founders and advises young companies on how to avoid some of the common startup pitfalls.

Franks sees a bright future for CleverFunnel. "I think that the business world is just beginning to realize the power of a data-driven approach to sales and marketing. For years, marketers simply guessed at what they thought would be most successful. Today, we have the tools to know whether our tactics will work before we invest a bunch of time or money."

While his passion is still helping Denver-based startups, he sees a big opportunity with companies at many different stages of growth.





Mike Carpenter is the co founder of the Denver Unique. Mike grew up behind the camera, his father was a photographer and his family runs a local custom photography lab. Mike started shooting and editing video in 2004 and was instantly hooked. Mike is an award winning filmmaker and videographer, winning over 20 awards for short films and documentaries he has shot and edited over the years.

Mikes goal is to offer excellent videos for small to medium sized businesses that don't break the bank. "Small businesses are the back bone of the country, they need videos and multimedia at an affordable cost that look like they cost a small fortune to produce."

Mike has been a photographer since he was old enough to hold a camera. He has his bachelors degree in video production and a social media marketing certification.

I have chosen to become part of the film industry as I have always had a love of motion picture.

I founded Antares L.E.D. Filmworks in 2014 to begin entering the film industry. My first true digital video camera was a Canon XHA1S and I have recently moved up to the Sony FS7.I have done short films, Time lapses, Slow motion (in camera) Run and gun style, as well as tripod and Ronin. My reels can be seen at:





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