

Demo Pit Finalists Announced for Phorum 2016

Nine Technology Start-Ups to Compete for the Phorum Phorward Award

Philadelphia, April 1, 2016 – [PACT](#), the Philadelphia Alliance for Capital and Technologies, today announced the finalists for the popular Demo Pit at Phorum 2016, its annual enterprise technology strategy conference. This year, nine startup companies from the Mid-Atlantic region will demonstrate their cutting-edge technologies and compete for Phorum 2016 “Best in Show.”

[AlphaPoint](#)

AlphaPoint is a financial technology company that powers digital asset exchanges and provides institutions blockchain-enabled solutions to store, track, and trade digital assets. Its secure, scalable, and customizable platform enables customers to deploy blockchain technology to innovate, differentiate, and transform their businesses. AlphaPoint powers over 20 digital asset exchanges on five continents, and is led by a seasoned team with 50+ years in financial technology. AlphaPoint has offices in New York City, Philadelphia, and San Francisco.

[Boxter](#)

Funnl, a SaaS product created by Boxter, answers questions about the top of your sales funnel. It's an intelligent analytics solution for online businesses. Funnl enables fast ROI measurement and optimization for growth channels like Facebook ads or content marketing. The innovative semantic user interface allows users to quickly get detailed answers from websites and online marketing efforts without needing any technical training. The software brings powerful enterprise grade functionality to small and medium-sized businesses and requires less than an hour in training and setup time.

[Cloudamize](#)

Cloudamize is an analytics software company that helps companies get the most out of their investments in cloud computing. Its SaaS-based analytics platform helps its customers and partners make confident, data-driven decisions at each stage of the cloud journey – from assessing options, to planning migrations, to managing cloud deployments for maximum value. With Cloudamize, companies have experienced significant monthly savings on their cloud deployments, while simultaneously increasing performance.

[DryDock](#)

DryDock is a mobile app and content management system rolled into a single product that makes field sales teams more productive and efficient. Instead of forcing reps to search for content in online repositories, sales teams open a secure mobile app to quickly access content that has been curated just for them. Plus, DryDock does not charge by seat license - for a flat fee, an unlimited number of users can access content because everyone who can increase company revenue should benefit from high impact sales information.

[MLeads](#)

MLeads is a comprehensive SaaS mobile platform for leads and event management processes automation. MLeads allows sales and marketing professionals, business owners, event organizers and exhibitors to manage leads and organize events from any device anywhere, increasing productivity, efficiency and opportunities. The platform allows users to capture and collect leads, research leads,

perform follow-up, and measure and manage ROI across sales and marketing teams. The platform is feature-rich, affordable, and easy to use compared to other solutions.

[OpsDataStore](#)

OpsDataStore collects data from your strategic platforms (VMware) and tools (AppDynamics, Dynatrace, ExtraHop) and combines these disparate streams of data into real-time topologies. Users can prevent problems that affect online service quality, solve the remaining problems more quickly, and achieve dramatic increases in capacity utilization. Additionally, OpsDataStore makes the combined data available to any BI or query tool, which turns the analysis and consumption of IT data into a self-service problem through tools like Tableau and Qlik. OpsDataStore protects its customers' online revenue and saves them time and money in the operation of their environment.

[PeopleLinx](#)

PeopleLinx drives results throughout your sales funnel to create, nurture, and win deals. Founded by early LinkedIn employees, PeopleLinx activates social selling for B2B sales teams through individualized guidance. Reps are guided to create presence, networks and engagement with buyers. The result? Quality leads, faster sales cycles, and a higher close rate, all measureable through your CRM. Customers include Fortune 500 leaders in high-tech, finance, manufacturing and professional services.

[Pneuron](#)

Pneuron, the leading provider of distributed analytics software, enables organizations to rapidly unify highly disparate and distributed sources of value and get fast, actionable insights. With Pneuron, enterprises gain the ability to react rapidly and adapt to changes in regulations, infrastructure, business and competition -- in half the time and at half the cost of traditional approaches.

[RedOwl](#)

RedOwl provides enterprises with a single platform to proactively monitor insider risk across the enterprise. RedOwl analyzes all observable interactions between employees, contractors, devices, and applications within your organization. Only RedOwl analyzes structured and unstructured data to provide immediate and unparalleled visibility into human risk to combat intellectual property loss, detect compromised accounts, monitor privileged users and enhance forensics.

"One of the most popular features of Phorum has always been the Demo Pit competition, and this year will be no different," said Allen Born, Director at [Fairmount Partners](#) and the Advisory Board Chairman of Phorum 2016. "This competition offers a unique experience for the startup community to showcase their technology and it also provides these entrepreneurs with a great opportunity for valuable exposure."

Phorum 2016 Demo Pit judges include Nate Lentz, Osage Venture Partners; Ian Gallagher, Comcast Business; and Brock Weatherup, Managing Partner, Atai Ventures and President, Philly Startup Leaders. The Demo Pit is sponsored by Osage Venture Partners and Comcast Business.

Hosted by PACT and sponsored by Fairmount Partners and [LiquidHub](#), *Phorum 2016: Systems of Insight*, will examine how companies collect data about the market, customer, and business, convert that data into usable information, and apply institutional experience to turn information into knowledge or insights.

For more information about Phorum 2016 or to reserve your seat, please visit www.phorumphilly.com.

About Phorum

Phorum is an annual technology strategy conference that gathers the Nation’s leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from the Nation’s most authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on what is new. For more on Phorum or to purchase tickets for Phorum 2016, visit www.phorumphilly.com.

About PACT

The Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to supporting a company’s life cycle — from early stage through growth — by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Philadelphia Alliance for Capital and Technologies, including membership information, entrepreneurial resources, and information on our programs and events, visit www.philadelphiapact.com.

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