



Salt Lake City – Reaching out to tomorrow’s entrepreneurs, top universities nationwide sent a few of their best and brightest to Utah to learn about the world of venture capital. Representatives from many of the nation’s leading venture firms gathered to learn, network and converse at the University Venture Summit sponsored by the **UNIVERSITY VENTURE FUND**. In a panel discussion, leaders of local and national funds discussed industry trends and what venture capital firms look for in deals.

“The venture process is about sourcing deals, evaluating deals, executing and transacting deals, managing them and exiting those deals,” said Will Price, managing director of Hummer Winblad Venture Partners, who moderated the discussion.

For entrepreneurs, going the venture capital route may not be easy, no matter how great an idea is. Wayne Cantwell of Crescendo Ventures said his firm comes across several thousand potential deals per year, yet only funds between two and five annually. Once a VC does decide to fund a deal, it takes between three and five months to get a terms sheet together, said Kent Madsen, managing partner for local firm EPIC Ventures.

Venture firms must remain objective to ensure they are making good investment picks, Madsen said. Often, the excitement entrepreneurs bring about their ideas is contagious, and investors must take a step back to debate and review the idea thoroughly before investing.

“Every now and then you find a great deal and you get a great pitch...But that’s extremely rare in our business that someone comes in and we all say, ‘Wow, we really liked that,’” Madsen said.

Several industries are hot for VC’s to invest in right now, the experts said. Wireless technology, obesity-related health care, noninvasive diagnostics, IT storage, nanotechnology and social media are all places many firms are looking for new ideas with the next leaders.

Drive. The 3,400-square-foot clinic will offer innovative and affordable massage work.

Drapear – **WALMART STORES, INC.** has teamed with **1-800-CONTACTS** to drive down costs for contact lenses by providing contacts at 20 percent less with live service from a company associate. The companies estimate the customer savings could amount to \$400 million during the next three years.

Sandy – **CHIPOTLE MEXICAN GRILL** is opening a new location at 10387 S. State Street. This is the company’s fourth restaurant in Utah. The chain offers naturally

raised chicken, pork and beef and fresh raw ingredients in Mexican dishes.

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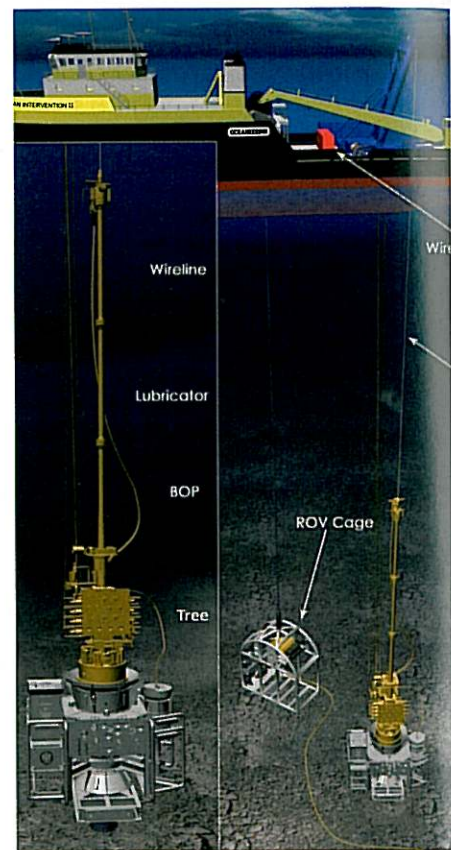
Lehi – **XANGO** hosted the nutraceutical company’s first global online broadcast event. “Online **INVASION**” on XanGoTV ran as a 30-minute magazine style program and attracted viewers from more than 20 international markets.

Lindon – **DIRECTPOINTE** has acquired

Provo-based **ITOK**, a provider of preventative maintenance and remote access for PC’s. The acquisition assists **DirectPointe** in bolstering remote management capabilities.

Lindon – **HELIUS, INC.**, a provider of IPTV solutions for businesses, announced the availability of its new **MediaSignage with Emergency Alert**. The emergency alert module allows security personnel and first responders to effectively communicate with the public during a crisis.

Lindon – Event technology provider **WINGATE WEB** has been acquired by **THE ACTIVE NETWORK, INC.**, based out of San Diego, Calif. **Wingate Web** offers event management software solutions to Fortune 500 companies in the IT, medical and financial industries.



Lindon – **POWER INNOVATIONS'** Uninterruptible Power Quality technology was chosen by **OCEANEERING** to power its Blowout Preventers equipment. The system delivers clean, reliable power to enhance productivity and production capability.

Provo – **TAHITIAN NONI INTERNATIONAL** launched **HIRO Thermo**, its newest addition to its **HIRO noni**-based beverage line. The product is marketed to help burn calories with **EGCG** and caffeine.

Orem – **OMNITURE, INC.** has acquired **VISUAL SCIENCES, INC.** The acquisition raises