LETTER FROM THE PUBLISHER

The Los Angeles Business Journal is honored to once again present the annual Patrick Soon-Shiong Innovation Awards for 2014. The greater Los Angeles region has long been a thriving home to many of the most exciting and groundbreaking companies in the world – and today that is the case more than ever. We recognize that our region’s tremendous stew of ingenuity, innovation and creativity is what in many ways sparks the economic competitiveness of the region and brings a distinct and unique edge to our local economy.

It is with great admiration and respect for great ideas that we at the Los Angeles Business Journal present this year’s Awards alongside Patrick Soon-Shiong, whose very name has become synonymous with ground-breaking innovation. This special award program was created with the vision to celebrate the organizations that continue to stretch boundaries.

Dr. Soon-Shiong himself has more than led by example – he’s a brilliant entrepreneur who has repeatedly illustrated how the innovative spirit can drive economic value. Moreover, he shares our desire to acknowledge and encourage innovation and has once again made the commitment to underwrite this prestigious award program. Thanks to Dr. Soon-Shiong and the other terrific minds that played a role in helping us select our honorees.

This year, the awards were handed out at a ceremony on November 18th at the Beverly Wilshire Hotel in Beverly Hills. Building off of the success and popularity of the Patrick Soon-Shiong Innovation Awards held for the past four years, this year the Business Journal introduced a half-day symposium to take place on the day of the Awards. It began with breakfast and progressed through a series of nine terrific guest speakers, many of whom are among the region’s leading innovators. It was truly a day of innovation, inspiration, and recognition.

Congratulations to this year’s five extraordinary honorees and ten exceptional finalists – each of whom continues to inspire us and provide invaluable contributions to keeping Los Angeles at the forefront of innovation.

Matt Toledo
Publisher & CEO

DR. PATRICK SOON-SHIONG, INNOVATOR

A regular atop the Los Angeles Business Journal’s list of Wealthiest Angelenos, and a past recipient of the LABJ’s “Business Person of the Year” (thanks to his significant business successes and philanthropic contributions), Dr. Patrick Soon-Shiong is no stranger to the pages of our publication.

Dr. Patrick Soon-Shiong knows as well as anyone that innovation, coupled with passion and hard work, is the engine for success in business – not to mention a catalyst for life enhancing, or even life-saving activity.

His groundbreaking concepts for curing diabetes led to the first nanotechnology-based breast cancer drug, Abraxane, which is credited with saving thousands of lives. He’s since made time to research personalized drug therapies based on people’s gene sets, one of the hottest trends in research.

Now, for the fourth year, his love of innovation has prompted him to once again join the Business Journal in handing out Patrick Soon-Shiong Innovation Awards to deserving organizations that may in fact remind Soon-Shiong a little bit of his own early stages as a passionate entrepreneur and innovator.

We created this very special awards program to showcase Los Angeles as a place of innovation for businesses – and innovation in business nearly always leads to growth.

Here’s a closer look at the inspiration and namesake of our innovation award, Dr. Patrick Soon-Shiong:

Dr. Soon-Shiong was raised in apartheid South Africa by his Chinese immigrant parents; his father fled China during World War II and practiced traditional Asian medicine. Soon-Shiong was a stellar student in medical school, becoming a doctor at age 23, but had to accept an internship at a major Johannesburg hospital at half the pay earned by his white counterparts.

He completed his surgical training at UCLA and was a member of the medical school faculty by the age of 31, in 1983. Three years later, he performed the first pancreas transplant on the West Coast.

He built his fortune by taking American Pharmaceutical Partners public in 2001 and selling it in 2008. He spun off another company, Abraxis, in 2007, then sold it in 2010. He regularly donates portions of his billions to philanthropic causes, including a $1.56-million donation to St. John’s Health Center in Santa Monica and a $100-million guarantee to underwrite efforts to reopen Martin Luther King Jr. Hospital.

He now has his hands in supercomputing, augmented intelligence and other industries through his NansWorks company, which he founded in 2011. The year before, he helped launch the Healthcare Transformation Institute and currently heads the CSS Institute for Advanced Health, which focuses on human genotyping. He hopes to create a national healthcare information network and has taken over the National Lambdaball, the high-speed connector that links academic medical researchers nationwide.
CONGRATULATIONS TO

Advanced TeleSensors Inc.
Malcolm Cloyd

Center for Duchenne Muscular Dystrophy at UCLA
Dr. Stanley F. Nelson &
Dr. M. Carrie Miceli

Ice Energy
Mike Hopkins

Medical Tactile Inc. (MTI)
Dr. Jae Son

SunSeeker Enterprises, Inc.
James E. Moseley

ON RECEIVING THE
2014 PATRICK SOON-SHIONG INNOVATION AWARDS
This year, the Los Angeles Business Journal hosted a morning symposium preceding the Patrick Soon-Shiong Innovation Awards dinner. More than 300 business leaders attended the breakfast symposium and heard from nine exceptional speakers presenting their stories of business success and life journeys.

Patrick Soon-Shiong
Chairman and Chief Executive Officer
NantWorks, LLC

Dr. Soon-Shiong serves as Chairman of the Chan Soon-Shiong Family Foundation; Chairman and CEO of the Chan Soon-Shiong Institute of Molecular Medicine; and of NantWorks, LLC – a company whose mission is to converge semiconductor technology; supercomputing, advanced networks; and proven innovation to revolutionize how we work, live and play. He currently co-chairs the CEO Council for Health and Innovation at the Bipartisan Policy Center and is a member of the Global Advisory Board of Bank of America. Most recently, Dr. Soon-Shiong was appointed the Global Director for Cancer Services and Bioinformatics at Providence Health.

Calum Chisholm
Chief Executive Officer
SAFCell Inc.

Calum Chisholm founded SAFCell, Inc. in November, 2009 to develop and commercialize solid acid fuel cells (SAFCs). SAFC develops scalable solid acid fuel cell stacks for applications requiring tens of watts to tens of kilowatts. As a graduate student and then post-doctoral scholar in Materials Science at Cal Tech, Dr. Chisholm investigated the fundamental properties of a class of materials known as superprotonic solid acids, named such for their ability to transform into highly conductive solid-state proton conductors under specific temperature/pressure conditions. SAFCell, Inc. is also a 2013 recipient of the Patrick Soon-Shiong Innovation Award.

Tim Conver
Chairman and Chief Executive Officer
Aerovironment

Timothy E. Conver has served as our Aerovironment’s President since 1991, as it’s Chief Executive Officer since 1995, and as a member of the board of directors since 1988. Prior to joining Aerovironment, Conver served as President of Whittaker Electronic Resources, a supplier of engineered products for military electronics and industrial instrumentation, for ten years. Conver is a graduate of the University of Montana and has an M.B.A. from the University of California, Los Angeles. Aerovironment is also a 2010 recipient of the Patrick Soon-Shiong Innovation Award.

Jeff Green
Founder & Chief Executive Officer
LG NanoH2O

Jeff Green is an experienced early-stage, venture-backed technology entrepreneur. He is the co-founder and CEO of LG NanoH2O, a global provider of reverse osmosis (RO) membranes that leverage nanotechnology to lower the cost of desalination. Prior to his career as an entrepreneur, he garnered marketing and strategy experience at lead- ing companies such as Mitchell Madison, Hewlett Packard and Ziff-Davis. Green holds a BA from Dartmouth College and an MBA from the Anderson School at University of California, Los Angeles. LG Nano H2O is also a 2012 recipient of the Patrick Soon-Shiong Innovation Award.

Shahroz Rabizadeh
NantOomics

NantOomics is a leading medical diagnostic company dedicated to providing actionable intelligence and molecularly driven decision support for cancer patients and their providers at the point of care. NantOomics is the first molecular diagnostics company to pioneer an integrated decision support for cancer services and bioinformatics.

Sudhin Shahani
Executive Chairman
Surf Air

Shahani was born in India, grew up in London and earned his entrepreneurship degree at Babson College. He founded three companies before the age of 25 – Muscane, RTG Animate and WizardX Films. In 2006, BusinessWeek voted him one of the Top 25 young entrepreneurs in the US. He is a listed inventor on 2 U.S. patents.

Michael Swords
Vice President of Partnerships
LA Cleantech Incubator (LACI) & Cleantech LA

Michael Swords is the Vice President Partnerships for the Los Angeles Cleantech Incubator. In this role, he is responsible for managing the development of the Global Innovation Network, the Cleantech LA Innovation Hub, the LACI Leadership Council and coordination of the Global Cleantech Showcase. From 2006-2014, Swords served as the Executive Director of Strategic Research Initiatives and Global Partnerships at UCLA. In this role, he was responsible for developing large, multi-disciplinary research centers and institutes. He was also responsible for developing partnerships with government agencies, foundations, industry and non-profits, both here in the United States and abroad.

John Wiacek
NantMobile, iD Browser

Imagine if consumers could browse the world, any time, any place, unlocking the physical world with digital content related to your brand. Now the physical world is browsable. NantMobile’s core product, iD Browser, is a mobile recognition platform that allows people to browse the world around them, unlocking digital experiences, coupons, content and information from featured brands that they know, like and trust. With your mobile device, the iD Browser, and our patented recognition technology, we are transforming the world wide web into the web enabled world.

Yannis C. Vortosos
Dean
USC Viterbi School of Engineering

Yannis C. Vortosos is Dean of the Viterbi School of Engineering at the University of Southern California, the Chester F. Dolley Professor of Chemical and Petroleum Engineering, and holder of the Zohrab A. Kaprielian Dean’s Chair in Engineering. He was appointed dean in 2005. Vortosos received his B.Sc. degree from the National Technical University, Athens, Greece, in 1973, and M.Sc. and Ph.D. degrees from the California Institute of Technology in 1974 and 1979 respectively, all in chemical engineering.
since the introduction of the first crude electrocardiogram (ECG) recording more than 150 years ago by Dutch Physiologist Willem Einthoven, the method of capturing and recording vital signs using wired leads connected to a patient has become a regular go-to tool in health care. That is, until the discovery and development of Advanced TeleSensors’ (ATS) technology – a contactless approach to capturing heart rate, respiration, and motion that was once only imagined in scenes of sci-fi films such as “Star Trek.” The innovation of ATS lies in its contactless reading capability of a body’s signals generated during natural motion; a technology which could very well serve as a precursor to revolutionizing patient-centered health care practices through non-invasive, instant and automatic reading and recording of vital signs.

The constant troubleshooting of traditional leadwire monitoring translates into thousands of dollars wasted annually. ATS’ innovative approach to reading and transmitting an individual’s “signals” is the only marketable technology to address the point of contact weakness of traditional vital sign monitoring, while solving user-inconvenience and irritations of “wearables” by not requiring touch, thus addressing safety and cost-saving concerns, as well as patient discomfort. The technology can easily and inexpensively elevate care at many institutions. As a solution to alleviating the foreseeable strain on health care providers due to an aging population, ATS’ capability to automatically “lock on” to an individual’s pulse and respiration rates in their residence, which can then be transmitted to a centralized health care system, offers home-based monitoring that can delay the need for hospitalization while prolonging independent living arrangements and caregiver satisfaction. Virtual doctor visits could soon be accomplished without requiring people to leave their homes.

Engineering planning of ATS is currently underway for introduction into the baby wellness market by the end of 2015 with a major brand leader of baby products. It will be the first model of baby monitor to provide caregivers real-time vital information on children in home environments, without the hazards that currently plague the industry. Commercialization for broader markets such as medical-related fields, elder care, veterinary research, and law enforcement are natural next steps for dissemination of the technology.

Developed at NASA’s Jet Propulsion Laboratory at California Institute of Technology, ATS is the product of a $6 million investment by a US government agency to develop technology capable of detecting heart related signals through walls, doors and rubble. The life detection technology uses proprietary software to read electromagnetic radio waves “bounced off” of a subject, and translates the raw data gathered into easily readable information such as heart rate, respiration, motion, etc. ATS uses 1/1000th of the power of cell phones, operates at a radio frequency level approved by the FCC, and is the only sensor capable of detecting vital signs and movement without physical contact with the subject.

ATS Inc. holds exclusive worldwide patent rights to this technology. Led by CEO and principal founder, Malcolm Cloyd, the company aims to be the world’s leading resource for advanced health, medical, and security solutions.
THE PRIVATE BANKING AND INVESTMENT GROUP AT MERRILL LYNCH SALUTES THE PATRICK SOON-SHIONG INNOVATION AWARDS, RECOGNIZING INNOVATION AND ENTREPRENEURSHIP.

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Ice Energy’s Ice Bear system delivers cost-effective, reliable and highly efficient distributed energy storage and smart grid solutions to public utilities using direct-expansion air conditioning (AC) technology. The Ice Bear delivers up to six hours of clean, firm, non-fatiguing stored energy daily and is fully dispatchable by the utility. Thanks to this innovation, the company is positioned for significant growth in the energy space, providing a much-needed solution for major utilities needing to reduce power consumption during peak usage times and comply with the dramatic reduction in carbon emissions required in California by 2020 and soon the rest of the firm and global leader in energy and climate change. Daytime energy demand from air conditioning – typically 40-50% of a building’s electricity use during peak daytime hours – can be reduced significantly by the Ice Bear. Think of the Ice Bear as a battery for the air conditioning system. Only this one is cooler, because it’s made out of Ice.

At its most basic, the Ice Bear consists of a large thermal storage tank that attaches directly to a building’s existing rooftop air-conditioning system. The unit makes ice at night, and uses that ice during the day to efficiently deliver cooling directly to the building’s existing air conditioning system. The Ice Bear energy storage unit operates in two basic modes, Ice Cooling and Ice Charging, to store cooling energy at night, and to deliver that energy the following day.

During Ice Charge mode, a self-contained charging system freezes 450 gallons of water in the Ice Bear’s insulated tank by pumping refrigerant through a configuration of copper coils within it. The water that surrounds these coils freezes and turns to ice. The condensing unit then turns off, and the ice is stored until its cooling energy is needed.

As daytime temperatures rise, the power consumption of air conditioning rises along with it, pushing the grid to peak demand levels. During this peak window, typically from noon to 6 pm, the Ice Bear unit replaces the energy intensive compressor of the building’s air conditioning unit. The Ice Bear, fully charged from the night before, switches to Ice Cooling mode. Once the ice has fully melted, the Ice Bear transfers the job of cooling back to the building’s AC unit, to provide cooling, as needed, until the next day. During the cool of the night, the Ice Charge mode is activated and the entire cycle begins again.

Pacific Advantage Capital, an investment firm, has a controlling interest in the company and recently named Mike Hopkins president and CEO to focus on branding, finance, investor relations and contract/partner negotiations. Hopkins joined the company in 2009 after an 18-year career developing and financing oil and gas fields and power projects at Bennett Jones LLP, a Canadian law firm and global leader in energy and climate change. Ice Energy continues to focus on both operations and research and development of new product lines that includes a push into the residential space and exploration of international opportunities as the company’s growth accelerates.
UCLA Health System
and the
David Geffen School of Medicine at UCLA

Congratulate

The Center for Duchenne
Muscular Dystrophy at UCLA
Patrick Soon-Shiong Innovation Award Winner

and

Dr. M. Carrie Miceli
and Dr. Stanley F. Nelson

Your dedication to finding treatments and extending the lives of children with Duchenne Muscular Dystrophy is an inspiring example of innovation and compassionate caring.
For over 30 years the mammogram has been the standard screening tool for breast cancer, but mammograms use radiation technology to examine breasts tightly compressed between cold, hard glass plates. They miss areas near the armpits and above the breasts. They can miss masses in younger women and more fibrous breast tissue. Plus, women must anxiously anticipate their results for weeks. The alternative, manual Clinical Breast Examination (CBE), is subjective and limited in accuracy, potentially allowing breast tissue abnormalities to go undiagnosed.

MTI’s SureTouch is an FDA-cleared transformational screening device utilizing tactile imaging technology to detect breast cancer. It delivers more accurate breast cancer detection without pain or radiation at dramatically lower cost. The SureTouch Breast Exam is a simple procedure using a hand-held device that captures a graphic representation of an amplified map of breast tissue. With SureTouch, the patient and the doctor can view the size, shape, hardness and location of suspicious masses immediately during the examination and masses as small as 5mm can be identified, thus facilitating immediate and potentially life-saving actions. While 80 percent of newly diagnosed breast cancers are found by the sense of touch, the average size lump found by women through self-exam is 2.5cm while the average size lump found by trained medical clinicians using palpation is 1cm. SureTouch is far more sensitive than human touch and can detect smaller lesions than a medical clinician.

Women love SureTouch because it is pain free, radiation free and provides immediate results. Because SureTouch is safe, women are also encouraged to get examined more frequently.

The current generation of SureTouch, called SureTouch Mobile, co-designed with Qualcomm (a strategic and equity partner), incorporates 3G wireless technology, which allows SureTouch to communicate with any computing device. (300 previous first-generation devices have been sold primarily outside of the United States and more than 200,000 women have been accurately screened to date around the world).

The SureTouch Breast screening technology offers a revolutionary opportunity to improve the detection of breast cancer and reduce the number of unnecessary biopsies and false positive results while improving the safety and comfort of the patient. This early detection can be accomplished by the technician and will only need to be reviewed by the physician, thus reducing physician time.

MTI is also addressing the burden of breast cancer-specific mortality is unequally distributed across populations according to their race/ethnicity and socioeconomic status (SES). This health disparity can be attributed to many factors, including lack of access to screening services, slow diffusion of screening technology into low-income areas, and differential access to radiologists that specialize in breast cancer. The company has assembled a team of experts headed by Dr. Jae Son and Dr. Arash Naeim from UCLA and applied for a NIH grant with the goal of addressing this disparity by adapting SureTouch for use in health disparity populations. The goal is for SureTouch to be fully integrated into these populations since it is low-cost, non-invasive, simple to use by low-level clinicians, and portable for use in mobile screening efforts.
Proud 2014 supporter of the

PATRICK SOON-SHIONG INNOVATION SYMPOSIUM & AWARDS

Congratulations to each deserving finalist.
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The story of SunSeeker Enterprises is one of a Santa Monica-based innovation-driven company that has developed groundbreaking ways to protect families, firefighters and entire structures from fire-related damage.

SunSeeker has created a 3000F spray that was originally created to protect the outer foil layer of the US Forestry fire shelter – where 19 firefighters in Yarnell died because of the shelter’s ineffectiveness. The SunSeeker clear spray combined with the company’s 3000F blanket is being used to stop burning embers from burning down homes. Thanks to this innovation, a family could have a burning tree on their roof all night and it will not transfer enough heat through the A-rated shingles or tiles to torch the plywood, which in turn would burn down the structure.

SunSeeker is also in the process of creating a fire escape cloak that families can grab and throw on quickly and run out of a burning house with a much higher chance of survival. The resistance of the cloak is so strong, a penny on the outside of the cloth could melt and the cloth itself would not be damaged. Many fire-related deaths occur from hair and clothing catching fire and SunSeeker’s material helps to eliminate this possibility. The company has also created a soft, light air bag that can be used to prevent smoke inhalation while escaping. More people die from smoke inhalation than the actual fires. These same breathing apparatuses will be included in the new fire shelter for firefighters, because the shelter can easily outlast the firefighters’ typical oxygen supply.

William Jimeno, a New York Port Authority police officer and 9/11 World Trade Center survivor, has stated that if the SunSeeker fire blanket had been wrapped around the beams of the old World Trade Center, countless lives could have been saved. Once the beams reached 2000F, the oxygen inside the concrete started to explode, causing the steel to fail. Jimeno stated that SunSeeker’s blanket could have bought at least another hour before the ultimate collapse.

Led by its CEO, James E. Moseley, SunSeeker has also created such a unique application of the 3000F blanket to roofs, one can actually drive regular roofing nails through the blanket and hit the nail with a blowtorch until the nail melts without transferring enough heat to burn the plywood. SunSeeker is now in development with Skidmore, Owings & Merrill, the architects of the new World Trade Center, as well as the tallest building in the world in Dubai, using the applications to wrap beams as well as emergency fuel lines leading to emergency generators underneath buildings in case of earthquakes or fires.

These same applications can be used in a number of additional applications, including the protection of school children, passengers on commercial airliners, and other safety applications.
Duchenne muscular dystrophy (MD) is the most common fatal genetic disease of childhood. Mutations in the Duchenne gene, which is on the X chromosome (thus affecting only boys), impair production of the protein dystrophin, which is required for healthy muscle function. Boys with Duchenne MD typically lose their ability to walk by adolescence and go on to experience respiratory and cardiac failure. Life expectancy is about 25 years of age.

The innovative work being done by UCLA physician/scientists Stanley F. Nelson and M. Carrie Miceli is both a labor of personal love and devotion and one of profound professional and humanitarian commitment. In 2006, they established the Center for Duchenne Muscular Dystrophy at UCLA to build a multi-departmental program performing basic research into this disease that afflicts one of every 3500 boys worldwide, including their 12-year-old son Dylan — and to translate that research into clinical care.

The center established by Drs. Nelson and Miceli has worked to create a multidisciplinary clinic to provide care for an estimated 600 Southern California boys with the disease: the Pediatric Neuromuscular Clinic. Before the clinic’s opening, many patients had to travel outside of California to receive specialized care. The clinic is also credentialed with California Children’s Service, which allows boys from families on MediCal to access its many services. As a direct result of the work being done by Drs. Nelson and Miceli, and their colleagues at the center, boys in Southern California now have access to state-of-the-art care and can enroll in promising clinical trials of novel therapies, including that for the first prescription medication (now awaiting FDA approval) to treat Duchenne MD. Drs. Nelson and Miceli have not only emerged as leading scientists in the field, they have rallied a far-reaching network of other UCLA scientists, students and community members to work on all aspects of the disease and those affected by it.

Drs. Nelson and Miceli have, through their center, drawn together researchers from disparate areas to focus on a singular goal. Multiple research collaborations are now ongoing between researchers in disparate fields. UCLA has established a powerful link between basic research and clinical application. It has brought in people who weren’t working on Duchenne before, with new ideas and new motivation. The breadth of what they are doing goes beyond the science.

In addition to the clinical services, the clinic offers extra services, such as psychosocial care that helps patients and families understand and cope with the disease, as well as access to clinical trials. About 50 percent of the clinic’s patients are enrolled in clinical trials, compared with a national average of only about 5 percent. And the research being done through the center at UCLA is helping to identify potentially promising new therapies among already FDA-approved medications.
24HR HOMECARE  El Segundo

24HR HomeCare is a professional caregiving company that provides high-quality, nonmedical in-home care to seniors and the developmentally disabled. The company has 11 locations throughout California, with a headquarters in El Segundo. Since its doors opened in 2008, 24HR HomeCare has been creating innovative healthcare programs to yield growth results never before seen in the industry. Recently, 24HR HomeCare has invested in preventing unnecessary hospital readmissions through its “Hospital To Your Home” program, a low cost, high touch model.

Innovation in preventing hospitalizations is strongly needed as preventable readmissions to hospitals for Medicare members, the majority of Americans 65+, costs between $8,000-$13,000 per preventable re-hospitalization, according to the Health Services Advisory Group.

24HR HomeCare’s Hospital to Your Home Care Transitions Program is the first program of its kind, dedicated to minimizing hospital readmissions by providing seniors with a step-by-step approach to a full recovery. Through the program, a 24HR HomeCare Care Manager and Fall Prevention Certified CareCoach work in conjunction to oversee the patient’s care from the day of discharge to thirty days from discharge, providing the patient with vital support during the 30 days most critical to preventing relapses.

Led by Owner and Co-Founder Ryan Iwamoto and CEO David Allerby, the program has been successful. While the state of California carries a readmission rate of 18.2% per the Health Services Advisory Group, clients of 24HR HomeCare have a 6.3% readmission rate. 24HR HomeCare has established relationships and collaborations throughout the state, including collaborations with the Department of Veteran Affairs, Torrance Memorial, Marina Del Ray Hospital, Kaiser, and other organizations outside Los Angeles.

BEYOND MEAT  El Segundo

Beyond Meat has created a meat alternative good enough to tempt devout carnivores. It aligns soy and pea proteins so they mimic a meaty texture, without antibiotics, hormones, or transfats. Its “chicken” strips and taco “beef” crumble hit the market last year. People for the Ethical Treatment of Animals (PETA) have named Beyond Meat its company of the year, and investors such as Bill Gates, Kleiner Perkins, and the Humane Society have signed on.

Simply, the reason Beyond Meat’s products stand out above others in the industry is the taste performance. All meat alternatives offer similar environmental footprint reduction, resource efficiency, animal welfare benefits and human health benefits but Beyond Meat is able to do it in a form factor that tastes particularly good and in a way that can actually change human behavior.

Over and over again in 2014, Beyond Meat sampled product to skeptical consumers who tried and swore off meat alternatives. Our product sample, be it a taco or a chicken salad, convinced them that we are indeed a new breed of meat alternatives.

Beyond Meat’s R&D team, led by Tim Geistlinger, relentlessly studied meat’s core building blocks of amino acids, fats, minerals and carbs. The magic of the resulting products’ taste and texture comes from how Beyond Meat organizes these same building blocks — sourced from plants — to capture the taste, texture and nutrition of animal meat. Beyond Meat’s CEO Ethan Brown reports that the company philosophy is that “humans have evolved as a species, isn’t it time that our meat evolved as well?”
Over 75 percent of drugs prescribed to cancer patients are ineffective, in large part because traditional standard-of-care methods for assessing tumors – including imaging and tissue biopsy – do not effectively inform treatment as the cancer progresses.

Led by Chief Science Officer Paul W. Dempsey and CEO André de Fusco, Cynvenio’s technology enables faster, cheaper and safer molecular analysis than traditional tissue biopsy approaches, a significant advantage for patients with rapidly-evolving disease. The company’s LiquidBiopsy platform is the only commercial end-to-end solution for sequencing tumor cells from blood, and is 1/10th the cost of tissue biopsy, or less.

This offers significant advantages for doctors and patients where traditional tissue pathology may fall short and it opens the opportunity of treating patients earlier in the cancer care cycle when it is much cheaper to do so. Finally, it eliminates the ineffective administration of drugs to patients that will not respond because they do not have a compatible genetic defect in their cancer. This could save billions of dollars yearly that are currently being wasted.

Cynvenio’s LiquidBiopsy technology provides reliable access to rare populations of cancer cells in whole blood, with the ability to detect as few as one target cell per mL (billion). LiquidBiopsy is capable of concurrently sampling DNA or RNA from circulating tumor cells as well as cell-free DNA (cfDNA) from a normal blood draw. The Company is unique in that it performs its molecular analysis of these multiple sample types from the same patient concurrently to provide the most comprehensive picture of a patient’s cancer for subsequent targeted therapy.
In 2008, intelligent control software company DreamHammer’s CEO Nelson Paez consulted with industry, Congressional, DoD and Intelligence leaders about their biggest challenges — and responded with a universal unmanned control product called Ballista. As a commercial off-the-shelf product, Ballista is quickly being recognized as the world’s most advanced unmanned systems software and is currently being used by the U.S. government and key drone makers.

Ballista is the first drone operating system in the marketplace. It’s similar to a smartphone operating system on which drones and features for those drones can be run like apps, and the system is so simple it can be run from a tablet. The software can link and control any kind of unmanned device, armed or unarmed through a video game-like display that pulls information like thermal imaging, geolocating data and flying controls from each of the drones it’s connected to. From this display a single operator can control and communicate with a large number of unmanned devices.

Until now, there has been no way to simultaneously manage drones and robots together. DreamHammer provides the industry with the ability to provide apps on drone and robotics platforms. The growth could potentially surpass the mobile and PC markets over the next 10 years as unmanned systems become adopted commercially and globally. Because Ballista is so intelligent and easy to integrate and operate, a user who previously required extensive training to manage one drone or robot can now manage multiple drones or robots simultaneously — all to achieve a single task or coordinated mission.

Justin Fuisz of Fuisz Media

Fuisz Media Founder/CEO Justin Fuisz believed there was a better way for brands and advertisers to reach consumers via online video—one that was both cost-effective and provided an unobtrusive viewing experience. Earlier this year, he founded Fuisz, a technology company that launched the world’s first scalable interactive video content system.

Fuisz’s platform allows brands to turn any video (new or existing) into an interactive experience, allowing users to engage directly with items in an online video like never before. With Fuisz, viewers can click on any item in a video to discover more information or purchase the item directly from the video. The company is already working with world-class brands like Nike, Target and Wal-Mart to create dynamic, interactive ads that allow users to interact with video content in new ways.

At the heart of Fuisz’s Interactive Platform is sophisticated computer vision technology, which brings items in every frame of a video to life. Fuisz uses computer vision algorithms to automatically identify objects in videos and track them from frame to frame. Fuisz’s technology automatically identifies objects in videos and the user is able to follow the objects they are associated with throughout the video.

The Fuisz platform adds an interactive layer over a video, allowing viewers to discover more information, share and shop for products by hovering or clicking on items of interest in the video. Because Fuisz’s technology does not touch the actual video content, Fuisz can participate in ad campaigns and content series at any stage of the process, from inception to the completed video.
We are proud to congratulate Stan & Carrie for this great honor and achievement.

It's a pleasure to work with you across our programs and we look forward to great things together. The Duchenne Muscular Dystrophy community is lucky to have you, and we thank you and the Center for Duchenne Muscular Dystrophy at UCLA for all your hard work and past, present and future accomplishments.

Derek Zupancic, Ph.D, and his company HH2 Energy, are inventors of the HH2 Clean Air water fuel cell, which removes toxic exhaust discharge from any fuel burning combustion engine.

The HH2 Energy cell extracts two separated gas vapors from water — Pure Hydrogen and Pure Oxygen — in the unit as the vehicle is driven, which creates safe, non-hazardous gas vapors, which in turn enter the vehicle's air intake stream, causing complete combustion of all fuel inside any automobile engine. This results in a warm, moist exhaust from the tailpipe with no poisons, toxic odors or nasty smog-causing greenhouse gases.

The HH2 cell has no moving parts and will last five years or more with standard operation. It uses only a few ounces of distilled water in 800 to 1000 miles of travel and is applicable for any fuel in any engine.

Among the advantages of the HH2 technology are that the engine oil does not get dirty, fuel economy improves 20% to 40% on average, engine power and torque gains result in increased power and performance — all using 87 octane regular gasoline.

The HH2 products are scalable and can also be used to improve combustion and emissions reductions in Rail, Marine and Heavy Duty trucks and equipment, both on and off road. The system also works very well with CNG and LNG powered vehicles, improving MPG by 60 or more percent, with zero exhaust emissions and a boost in performance, plus the huge added benefit of clean air exhaust and no soot from the tailpipe.
**INVESTCLOUD, INC.** Beverly Hills

InvestCloud is one of the fastest growing providers of cloud applications for investment managers in the US. With the InvestCloud platform, the company, led by its founder and CEO, John Wise, has made it possible for any investment manager to have access to a first-class integrated investment platform through the cloud. InvestCloud’s ability to generate fully integrated custom views of assets along with its unique applet delivery approach has allowed the company, in just 2.5 years, to attract as clients more than 600 firms with more than $1.2 trillion in assets on our platform, and provide over 3,000 custom views of information.

InvestCloud is revolutionizing the investment management industry (Hedge Fund, Wealth Managers, Private Bank, Asset Managers and Asset Services) by making it practical, for the first time, to turn complex document-based periodic reports into live, dynamically updated web-based views. InvestCloud has created a development platform that disrupts the need for companies to hire large teams of developers. The company has four patents associated with its Programs Writing Programs (PWP) technology, which allows one business analyst to do the work of 50 in-house developers.

This PWP approach simplifies the process of creating custom reports that can be mapped to broadly aggregated data feeds so that comprehensive “real-time” reporting is now affordable for any size firm. The platform enables dramatic upgrades in transparency and client communications by allowing firms to convert manual monthly and quarterly reporting into highly customized, dynamically interactive, daily views that are fully integrated with market data and news and can be aggregated across service providers.

**The Community of Business**

*Judy Ollan*
UCLA Anderson School of Management

“Along with LABJ, we are committed to enhancing the business and community vitality of our city.”

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**Stay Well.**

Cynvenio congratulates the 2014 Patrick Soon-Shiong Innovations Award® finalists!
Omni Nano is a 501(c)(3) non-profit organization dedicated to nanotechnology education. The organization, at its core, envisions American students educated and passionate about nanotechnology, and inspired to pursue future STEM careers for the greater good of our communities and our nation. Omni Nano is on an innovation-driven mission to inspire its students to become the future scientists, engineers, and entrepreneurs of nanotechnology, believing that these same students will ultimately make significant contributions to the continued success and prosperity of the United States. The organization is determined to motivate the next generation of America’s STEM workforce by developing, producing, and distributing educational material for groundbreaking nanotechnology courses.

Omni Nano’s founder, Dr. Marco Curreli, is determined to disseminate nanotechnology education, especially at the high school level, where the organization can inspire college applicants to be STEM majors, and potentially have a significant impact on their professional lives. While facing one of the most important decisions of their lives – choosing their college major – today’s high school juniors and seniors typically know very little about the science and engineering of the 21st century. In fact, despite its growing importance, nanotechnology is currently predominantly taught in master and doctorate degree programs. Omni Nano believes that if high school students at the 11th and 12th grade level can be engaged and excited by and about the technologies of the 21st Century, then they can be guided towards STEM majors in college, and potentially set on a trajectory of productive professional careers in science and engineering, leading to a significant positive impact on society.

Patron Soon-Shiong, M.D., Providence Health & Services’ global director for cancer services and bioinformatics, is honoring some of the most future-changing organizations in the nation for the fifth year in a row.
Realty Mogul is a trusted, online marketplace for real estate investing. Led by its CEO Jilliene Helman, Realty Mogul’s goal is to connect accredited and institutional investors who want to invest in real estate and diversify their overall risk profile with sponsors raising capital for commercial and residential real estate projects.

This innovative platform provides a mechanism through which Realty Mogul can screen accredited investors, and those investors (once they have registered with the platform) can review investment opportunities, conduct due diligence and monitor their investment portfolio online. Realty Mogul’s staff includes real estate professionals who evaluate opportunities, conduct due diligence and negotiate terms of the underlying transactions, and investment professionals who focus on interactions with platform users and potential investors.

Through an online platform like the one provided by Realty Mogul, accredited investors can now review real estate investment projects at their convenience. Previously, introductions to these opportunities might have required specially arranged meetings with attorneys, bankers or financial advisers. The ability of smaller investors to conveniently access “deal flow” directly has enabled vast numbers of “run-of-the-mill” investors to invest in larger or higher-level real estate projects than ever before.

This crowdfunding, or “peer-to-peer” financing, is both an alternative source of capital for the real estate industry as it exists today and a potential growth driver for the industry as a whole. Crowdfunding is arguably opening up an entirely new source of capital, not just cannibalizing existing sources. Individual accredited investors can now gain nationwide access to syndicated equity investments and lending opportunities that were previously unavailable.
SOFTEC Apparel, Inc. was founded by a Harvard educated entrepreneur and seasoned apparel industry experts to introduce truly soft, breathable, waterproof and stain proof clothing to the American consumer. After extended periods of testing and re-testing and process refinement, SOFTEC has perfected a process that delivers 100% waterproof capability to virtually any article of clothing that will last for the life of the garment. SOFTEC’s management team has confirmed that the company’s treatment process is an exciting apparel industry innovation that will keep clothing repelling any liquid while fully retaining the garment’s softness and breathability.

SOFTEC’s proprietary chemicals bond to the fibers of a garment and effectively reduce the width of the garment’s pores enough so that water (or any other liquid) cannot penetrate, but still allows enough of an opening to preserve the garment’s comfort and complete breathability.

SOFTEC’s process retains the ability to preserve the garment’s natural breathability. The process works on all natural fibers including cotton, linen, silk, wool but also works on cotton polyester blends, rayon, virtually any kind of fabric known to man. Furthermore, SOFTEC’s treatment will last for the life of the garment as opposed to other waterproofing technologies that do not uphold their waterproof qualities beyond a single wash cycle. Finally, SOFTEC’s process is 100% natural and non-inflammatory/reactory to the skin and does not contain known carcinogens, as is the case with other garment waterproofing treatments on the market today. In addition to the waterproof and breathability aspects, SOFTEC garments also uniquely possess UV protection and anti-microbial features.
Honored guests and attendees were on hand for the event at the Beverly Wilshire Hotel in Beverly Hills; Dr. Patrick Soon-Shiong and Michele Soon-Shiong; master of ceremonies Frank Mottek.
Winners accept their awards: Left to Right, Dr. Stanley F. Nelson and Dr. M. Carrie Miceli of Center for Duchenne Muscular Dystrophy at UCLA, Dr. Jae Son of Medical Tactile Inc. (MTI), Matt Toledo for Los Angeles Business Journal, Dr. Patrick Soon-Shiong for NantWorks, Malcolm Cloyd for Advanced TeleSensors Inc., and James E. Moseley for SunSeeker Enterprises, Inc.