

Santa Monica New Tech Pay It Forward #techpif

6-10PM April 30, 2013 at Satellite, 3110 Main Str., Santa Monica, CA

Company descriptions and offers are in alphabetical order:

1. **Digital Inbound** <http://digitalinbound.com>

Description: Digital Inbound is a Certified HubSpot Partner located in Los Angeles. We create an integrated web presence that generates ROI. We get more traffic to your website by expanding your online web presence and then effectively converting that traffic into leads and sales. We make sure your content is distributed across your entire web presence.

Offer: We will create a full marketing grading report for your site and one competitor with a ½ phone consultation. We will consult with you about the reports and potential remedies to any weaknesses found in the analysis. We will compare your grade, strengths and weakness with the competitor's report. We will focus on where you can easily beat your competitor based on your strengths and their weakness. (Activate)

2. **Filter** www.filterdigital.com

Description: Filter is a unique digital solutions company, helping clients meet their ever increasing content creation, management and production needs. Our services range from high-volume, turn-key content creation and management programs to helping clients build internal teams staffed with exceptional talent. We are more agile and cost-effective than traditional agencies because of our unique approach to resourcing and staffing our engagements.

Offer: Filter is offering a complimentary portfolio consultation with one of our Talent Managers. We will advise you on how to present your work in a beautiful, concise way as well as advise you on how to improve your resume. (Activate)

3. **Galpin Motors** <http://www.galpin.com/>

Description: Los Angeles Car Dealers, Galpin Motors, offers extensive inventories of new and used cars Los Angeles. We have more than 4000 new and used cars, SUVs and trucks. Los Angeles residents can view new car pricing, vehicle details and options online. Galpin Ford Los Angeles has been the #1 Volume Ford Dealer in the world for 23 consecutive years. As such, we are a leading Ford Dealer in Los Angeles and San Fernando Valley.

Offer: You will need to make your own offer at the event! And the winner is entitled to reserve a Mustang Convertible by e-mailing. Request must be e-mailed one week prior to the desired use date. The car may be picked up on a Friday after 9AM and returned on the following Monday by 5PM. Renter/driver must be at least 25 years of age and have a valid driver's license. This offer has no cash redemption value. Rental subject to availability. (Contest)

4. **HuddleDo** <http://www.huddledo.com/>

Description: HuddleDo is a unique, easy and efficient business service for you to connect on line with professionals you have chosen, and meet them face-to-face offline in small groups of 3. These small groups are called “Huddles”. Using the HuddleDo technology, you choose professionals you already know are a “natural fit” for your business. HuddleDo permits you to easily control, manage and be laser focused in your in-person networking efforts, all which ultimately leads to strong relationships that result in valuable business opportunities — i.e., customers/revenue.

Offer: We will facilitate networking at the huddling booth. Mention on Twitter people you met at the booth and receive prizes! (Contest)

5. **Inside Tracker** <http://www.insidetracker.com/>

Description: InsideTracker analyzes blood to measure up to 20 key biomarkers related to overall wellness and performance status. It creates graphs of your biochemistry status over the course of time. Graphs showing your blood biomarker results and your personalized optimal zones. Explanations of the role that each biomarker plays in health and athletic performance. Lifestyle, exercise, supplementation and nutrition recommendations for improving biomarkers that are out of your optimized zone. A unique food plan that is customized to fit your individual needs and preferences.

Offer: InsideTracker DIY plan, when you enter your biomarkers into the system. After you have set up your InsideTracker DIY account, you have one year to upload your blood test data. InsideTracker will automatically prepare your blood analysis as soon as you are finished entering your data. The program will accept results for 20 different markers —such as calcium, cholesterol, and white blood cell count— that may be measured in your blood tests. You also have the option to enter results for some or all of these markers for up to 10 different test dates. You will have access to your blood analysis and recommendations online for one year. (Activate)

6. **Lyft** <http://www.lyft.me/>

Description: Lyft is a mobile app that lets you request a ride from a fabulous, hand-selected community of drivers. Not only is Lyft more convenient, reliable, and affordable than a cab, you get to ride around with a pink mustache on the front of your car! What's not to love?

Offer: We will give a \$10 credit via code for attendees. You will just need to open the app and type in the promo code under settings. Don't worry about driving ... take Lyft! (Activate)

7. **Media Leaders** <http://medialeaders.com/>

Description: With background in marketing at Disney and a love for all things technology, Josh Ochs combines both to advise businesses on how to use social media to find new customers, nurture existing relationships and tie each campaign back to the bottom line. As the author of the bestselling book "Light, Bright and Polite" and the founder of MediaLeaders, Josh advises over 36 brands on how they

manage their Facebook, Twitter and LinkedIn campaigns. Josh is leading the industry with innovative campaigns that blend traditional sales methods with new technology.

Offer: Ask Josh questions about social media and five cool questions will win his book "[Light, Bright and Polite](#)". (Contest)

8. **Meteor** <http://www.meteor.com>

Description: Meteor is a new framework for building web applications. Meteor is designed to be easy to use from the developer's perspective, and is designed to build apps that can be used by many people and update in real-time, without having to reload the app.

Offer: We will be giving a demo of some projects built in Meteor and will be happy to give anyone a personal tutorial & introduction to Meteor who comes by. We will show it on our computer and if you're interested in learning bring your laptop to Pay it Forward! (Activate)

9. **Microsoft Store Westfield** <http://content.microsoftstore.com/store/detail/los-angeles-ca>

Description: Microsoft is the world's largest software maker. Westfield Microsoft Store has a wide range of products and services for you. Imagine a panoramic wall wrapping around the entire store ready for you to watch or play games on. In fact, try out any of our Xbox and Kinect games before you buy them. Our Microsoft experts are here to help you get the most out of your new PC, software, Windows Phone or Xbox 360. Even train with them on topics of your choice. We will be bringing a couple devices to demo and showcase: 3 Surface Pro's with their stylists and 2 Surface RT's.

Offer: One framed Gaming Night Certificate - the winner will be able to book a free 3 hour gaming session in our theater room at the Century City Microsoft Store. During this gaming session customers can play Xbox and Kinect games in our theater room on our 103 inch screen. Customers can invite friends and family as well as bring food and drinks to enjoy their gaming night at the Microsoft Store.

In addition, 2 free one hour personal trainings - the winners can use to have one-on-one training for an hour with a Microsoft Store employee on topics such as Windows 8 and Office 2013, in store and scheduled at their convenience during store hours. This personal training can be scheduled via our Microsoft Store website.

And Friends and Family Discount Cards which allow for a 10% discount on software in our store as well as 5% off hardware (Surface products not eligible) (Contest)

10. **Pipeliner** <http://www.pipelinersales.com>

Description: Pipeliner is an innovative tech start-up that develops customer relationship management "CRM" software for small and medium size business. Pipeliner's unique CRM approach makes a real difference for over 2 million sales representatives and business owners worldwide. Pipeliner helps companies simplify their CRM approach and provides real value for sales reps.

Offer: Pipeliner offers a free one year CRM software package for up to three users and free initial setup worth USD 2000. Pipeliner helps businesses to manage their customer, partner and deal information. Never miss or lose customer information, appointments or deadlines anymore! (Raffle)

11. **Realty Mogul** <https://www.realtymogul.com/>

Description: Realty Mogul allows accredited investors to invest in real estate opportunities online through a private, secure website. Investors can browse investments, review legal documents and due diligence materials and sign legal documents securely online. Investors also have access to an investor dashboard, giving 24/7 access to watch how your money is working for you.

Offer: Two eBooks on real estate investing: 1) Passive Real Estate Investing 2) How to generate cash-flow from loans secured by real estate. (Activate)

12. **Recyclecology** <http://recyclecology.com/>

Description: Recyclecology.com, Inc. offers comprehensive electronic equipment recycling and data destruction services from Los Angeles, Phoenix and Miami locations and other facilities outside the US. We process and remove data from all types of computer, television, telecommunications, cellular, networking and document management equipment.

Offer: We will recycle your items, and give prizes to those who win in several categories. Taking things apart does not count! And all winners will be chosen completely at our discretion, but for the biggest, we will give two T-Shirts and buy them a beer! We will offer free hard drive erasure also, but off-site. (Contest)

13. **Satellite** <http://www.satellitesantamonica.com/>

Description: Satellite Telework Center offers a mix of office space for rent; including private offices, workstations, meeting and café space, mail services, print/scan/copy facilities and videoconferencing — available 24/7 to members and during the working day for non-members. Each Satellite includes high-speed broadband Internet, ergonomic seating, community events, VoiP phone plans, computer and admin support and free coffee.

Offer: We will provide 3 months pass to our Café coworking space (Raffle)

14. **SoCal WordPress Group** <http://www.meetup.com/SoCalWP/>

Description: Group of local fans of WordPress, the Internet's classiest and fastest dynamic content management system. We gather and discuss the best ways to work with WordPress and all levels are welcome. We meet on the third Tuesday of each month alternating between downtown during odd months and the West side during even months.

Offer: We will give prizes for two most interesting questions about WordPress. The first one is a one year access to [Elegant Themes](#) with over 82 themes to choose from. The second one is a copy of [Gravity Forms](#) for your site. (Contest)

15. **SoLex Solutions** <http://www.solexsolutions.com>

Description: SoLex Solutions philosophy is to provide world-class service to our customers regardless of business type or size. Our goal is to take the burden of managing financial & technology systems off the shoulders of business owners, so they can do what they do best and leave the business automation to us. They will demo how Windows 8, Office 2013 & Office 365 can work seamlessly together using Surface Pro.

Offer: We will give one Windows 8 and one Office 2013 license to the winner (Raffle)

16. **Startup Workshops** <http://www.meetup.com/Startup-Workshops/>

Description: Startup Workshops are startup experts helping entrepreneurial leaders achieve long term success. We provide serial entrepreneurs, financiers, startup attorneys, marketing experts and others in the startup ecosystem to network and teach best practices to early stage startup founders and those who would like to join an early stage startup. Startup Workshops was founded by Tom Nora in LA.

Offer: We will give a 2 hour mentoring session with a CTO Tom Nora and a startup attorney Bennet Kelly (Raffle)

17. **Santa Monica New Tech** <http://www.meetup.com/Santa-Monica-New-Tech/>

Description: We are a group of people interested in new technology. We meet monthly to showcase new technology from around the world followed by networking. The idea is to promote new technologies to tech-interested public, as well as potential clients, employees and investors. Finally, to provide inspiration and networking opportunities to those who want to find their passion by watching and interacting with others who are pursuing what they love.

Offer: We are organizers of this event and we will provide Twitter tips and help (Activate)

18. **Your Office Agent** <http://youofficeagent.com/>

Description: Your Office Agent is an innovative corporate real estate and workplace consultancy. We provide business people with expert advice and management of their leased offices and workplaces. Be it for one office location, a portfolio of offices worldwide, or virtual, part-time, on-demand, or mobile officing options. Your Office Agent works to match you with the best workplace solutions for your needs today, while anticipating and planning for your changing needs in the future.

Offer: We will provide a one day office pass to any office in the world! (Activate)

19. **Goodly_Creative** <http://goodlycreative.com>

Description: Video services for startups.

Offer: We will offer free one-minute-or-less pitch videos to be filmed at the event. This offer is for startup founders and business owners/ reps only. (Activate)

20. **Webprotectme** <http://webprotectme.com>

Description: Whether you're looking to just protect your own computer from viruses and dangerous sites, or to protect your entire family from Internet predators and tasteless content, WebProtectMe(tm) allows households to protect their Internet surfing exactly the way they want. DigiTar's WebProtectMe(TM) stops young kids from directly accessing or stumbling across these inappropriate Internet content and child predator sites.

Offer: WebProtectMe(tm) is offering for free through "Santa Monica New Tech Pay It Forward" our premium web protection service that protects your family by blocking offensive and dangerous websites and content through our simple to set up service. (Activate)

And more:

21. **Hubert's Lemonade** <http://www.hubertslemonade.com/>

Description: Armed with a truck full of his homemade natural juices, Hubert Hansen drove around studio lots sharing his delicious goodness with rising stars. It was 1935. Hubert's Lemonade is irresistible and a tasty, refreshing mix of sweet and tart.

Offer: We will provide lemonade!

22. **Morandell Imports** www.morandell.us

Description: Morandell Imports is beer and wine merchant. Its goal is to provide customers with the best price-product ratio of name brand items available. Sometimes you will need a lesser known name on our list because we believe that the product offered is of such outstanding quality that it can easily compete with the name brands. All of our brands are imported on an exclusive base.

Offer: We will provide beer to all participants, get your ticket upon check-in!

23. **31Ten Lounge** <http://www.31tenlounge.com/>

Description: A beautiful indoor/outdoor Restaurant and Lounge located on the border of Santa Monica and Venice on Main Street. 31Ten serves an incredible menu from their renowned chef Michael Wilson (formerly of 5 Dudley and Wilsons). They also have a wonderful cocktail list served by an intelligent and beautiful staff. You can enjoy your evening either by a fire-pit open to the sky or on the dance floor only feet from the live DJ.

Offer: We will provide the venue!

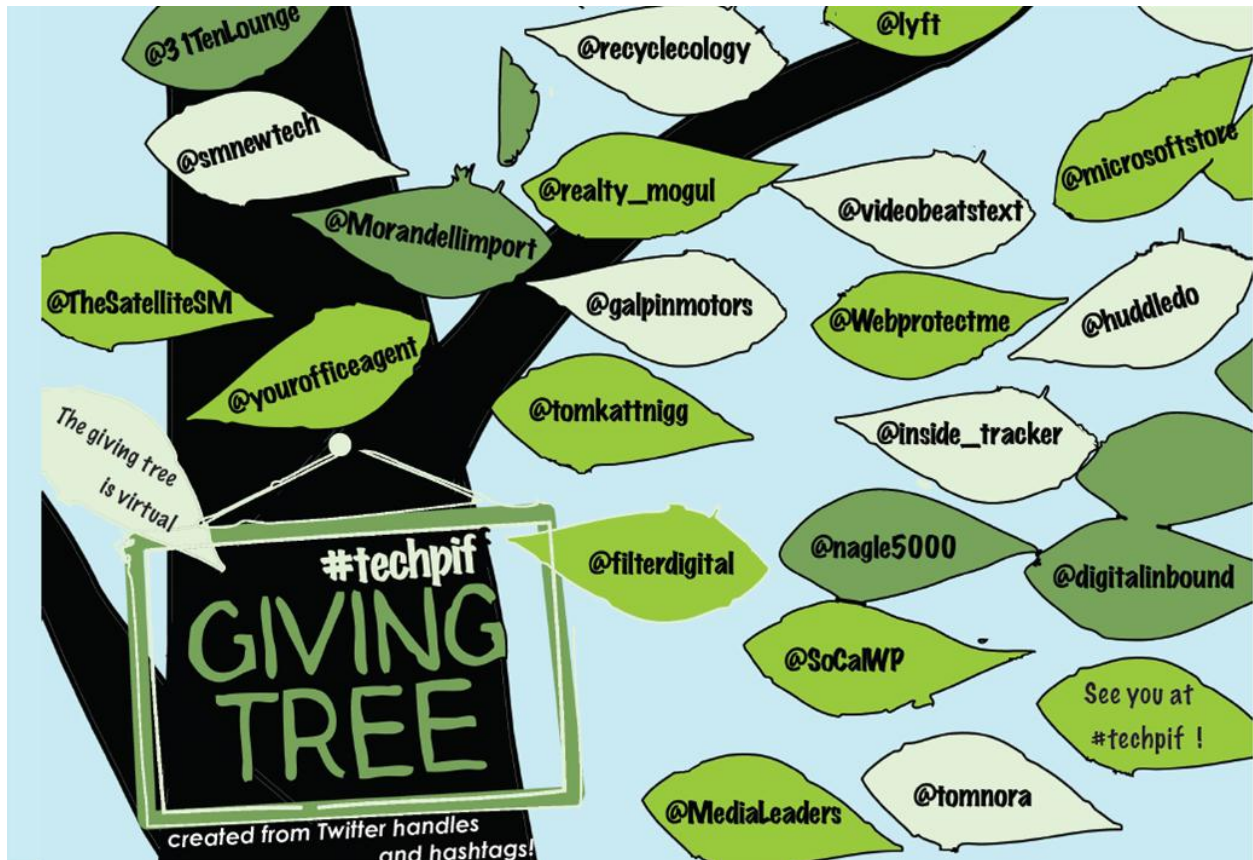
Our lingo:

Raffle – Anyone can participate, but only one person wins the prize (chosen randomly)

Contest – Anyone can participate, and one or more can win the prize (according to rules)

Activate – Anyone can participate and win, but you will need to activate the offer

And this is our tree! Follow us before the event! And don't forget to enjoy #techpif and pay it forward!



Thank you all for participating!

All questions about the event forward to Marina @smnewtech

<https://twitter.com/SMNewTech>

<http://www.meetup.com/Santa-Monica-New-Tech/>

<https://www.facebook.com/SMNewTech>

<http://www.linkedin.com/groups/Santa-Monica-New-Tech>