



Media contact:  
Andrea Roesch  
Tier One Partners  
aroesch@tieronepr.com  
650-644-1700

### **Legal, Finance, Marketing Leaders Add Clout to Judging Panel of You Be the VC Start-Up Competition**

*Executives from Deloitte & Touche, Foley & Lardner among those offering expertise*

Cambridge, Mass. – November 13, 2007 – Bang Ventures, creators of the entrepreneur competition You Be the VC, announced today the group of legal and financial business experts who will serve as judges for the contest, which aims to find the next great start-up companies through review by experts and American Idol-style public voting online.

The group includes heavy-hitters from the accounting, legal and investment arenas, such as:

- Ed Moran, who heads up the Technology, Media and Telecom practice at big-five accounting firm Deloitte & Touche
- Gabor Garai, a Massachusetts “Super Lawyer” and partner at law giant Foley & Lardner who has brought dozens of companies public
- Stephen Maebius, another Foley & Lardner powerhouse who leads the group’s nanotechnology practice
- Robert Balke, a partner at investment firm Forge Partners with over 30 years of Fortune 100 management experience under his belt including stints at GE and Eastman
- Rob Norman, digital marketing pioneer and CEO of Group M Interaction Worldwide
- e-marketing leader, speaker and author Matt Straznitkas of WPP’s Mediaedge:cia (MEC)

“Technology start-ups often boast brilliant ideas, but sometimes lack the business acumen that will propel them from early-stage concepts into fully funded companies,” said Mark Modzelewski of Bang Ventures. “With the help of legal and financial experts like those on our panel, our contestants can transform their creativity into effective strategy that will help their ideas shine when the public votes on which companies deserve to win.”

The You Be the VC contest focuses on technologies for Web 2.0, including social networking, advanced search, Enterprise 2.0, advertising and mobile applications. The prize is a complete launch pad for creating a successful start-up: investment capital, office space, programming/web development, legal, accounting and business strategy consultation, and marketing and sales support.

"In the start-up world, making the numbers make sense often takes a backseat to promoting a flashy new gadget or concept," noted Deloitte & Touche Director Ed Moran. "You Be the VC's competitors get not only a chance to share their ideas, but to set a foundation with legal, financial and operational fundamentals, and I'm pleased to have the chance to help these entrepreneurs put their thinking to work."

More information about the contest, including rules and advice for entering, can be found at [www.youbethevc.com](http://www.youbethevc.com).

###

### **About Bang Ventures**

Bang Ventures is a New York based investment firm with offices in Cambridge and is focused on early stage emerging technology companies. Bang Ventures isn't a VC firm. It helps smart and driven people co-found fantastic new companies, providing entrepreneurs with a roof over their heads, mentoring, a deep network of contacts, marketing support, professional services and other technical support...and yes, funding as well. Launched in 2007, Bang Ventures gets into the projects at the inception phase, evaluating opportunities and empowering entrepreneurs to develop strong companies. The firm is currently focused on investing in North America and Eastern/Central Europe in sectors ranging from Web 2.0 to clean tech to medical devices.

### **About You Be the VC**

Equal parts incubator and American Idol, You Be the VC is a competition to find the best new entrepreneurs in the U.S. New company ideas are submitted and judged by business leaders, then selected by voters on the You Be the VC site, which also serves as an online community for people interested in building new companies. Visit [www.youbethevc.com](http://www.youbethevc.com) for more details.