

The Business Journal of Phoenix - November 19, 2007  
<http://phoenix.bizjournals.com/phoenix/stories/2007/11/19/story12.html>

# PHOENIX Business Journal

Friday, November 16, 2007

## Tech events to help investors share the wealth in December

The Business Journal of Phoenix - by [Ty Young](#) Phoenix Business Journal

The season for sharing is near, and a number of Arizona technology companies are hoping the holidays will bring a little exposure and investment.

Two of the state's most notable technology events will occur in December, just days apart. First is the Governor's Celebration of Innovation, to be held Dec. 6 at University of Phoenix Stadium in Glendale. The event will recognize startups, established companies, political leaders and educators statewide.

Now in its fifth year, the celebration draws thousands of people from around the state. It's not merely about the awards; it's also a chance for local tech companies to network with potential investors.

"One of the big issues we have heard from our member organizations is the lack of available capital," said Ron Schott, interim executive director of the **Arizona Technology Council**, the presenting sponsor. "This event allows people in the industry meet each other and discuss ideas and form connections."

On Dec. 12, Arizona State University's Technopolis will present **Invest Southwest**, the state's largest early-stage investment forum. The two-day conference will be held at The Four Seasons Resort at Troon North, Scottsdale.

Of the 15 companies presenting this year, 13 are from Arizona. Two companies are looking for investment in renewable energy projects, something the forum rarely has seen in the past, said Terree Wasley, Invest Southwest panelist and director of entrepreneurial services at Arizona State University.

Another surprise was that a student group from ASU's business incubator, the Edson Student Entrepreneur Initiative, was selected to present. The team of former cheerleaders, called **Sideline Star**, created a social media site where young cheerleaders can showcase themselves, learn from others and keep up with current cheerleading events.

Sideline Star is hoping to land \$500,000.

"With this investment, if we get it, we will be able to give girls a place to communicate with

others around the nation, bring new material and learn things relating to cheerleading," said Neely Neal, one of Sideline Star's principal managers.

**Get Connected**

Governor's Celebration of Innovation: [www.celebration-of-innovation.com](http://www.celebration-of-innovation.com)

Invest Southwest: [www.investsouthwest.org](http://www.investsouthwest.org)

*All contents of this site © American City Business Journals Inc. All rights reserved.*