

gourmet kitchen, in addition to a private home theater, game room, living room, gym, yoga studio, and a 300-bottle temperature controlled dine-in wine room.

The grounds include an open-air courtyard and Zen space.

Summer Perry of Surterre Properties was

Further amenities include a media room, elevator, travertine tile, electric solar shades, and heated floors.

Tim Smith of Coldwell Banker Residential Brokerage represented the seller, and **Sean Stanfield of HOM Sotheby's International** negotiated on the behalf of the

transaction.
Sean Stanfield of HOM Sotheby's was the buyer's agent, and **Alison McCormick of Teles Properties Inc.** represented the buyer.

Steps from the Sand

The Mediterranean-style home at 11 Emerald Bay in Laguna Beach sold for \$6 million

transaction.

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Appointments Sale Service Gets \$2M for Platform

Helps Companies Make Cash on Unbooked Slots

A Newport Beach-based startup that helps small businesses book their un-scheduled appointments during slow and off-peak periods just closed a \$2 million-plus "Series Seed Preferred" round with preferred shares for investors that typically would be offered in a Series A raise.

UnBOOKed Appointments Inc. will use the funds to expand its launch and scale the platform—which runs on all devices—among other things. The platform integrates with all scheduling and back-office computer systems through a "Deals Now" button provided to businesses to be used in online directories, search engines and social media. Its customers include appointment-based service providers, such as spas and beauty salons, coupon sites, and publishing sites.



STARTUPS

Deirdre Newman

Investors in the round for UnBOOKed included **Grant Van Cleve**, president of **OC Tech Coast Angels**, and **Tim Stanley** of San Mateo-based **Sierra Ventures**. The round was led by Boca Raton, Fla.-based **Sherrin Capital LLC**.

Appointment-based services is a \$2.5 trillion market, according to UnBOOKed co-founder and Chief Executive **Steven Pfrezniger**. The equivalent of 30% of the market value is estimated to be lost to unsold time slots, according to the company.

Pfrezniger built UnBOOKed's platform to



Groovin': music playlist startup celebrates entrepreneur event win

be independent, though it's compatible with other scheduling systems, and the startup is engaging in partnerships to help itself scale, he said. One of its first partners is Atlanta, Ga.-based **Bizlink**. The partnership will launch officially in the next few weeks, Pfrezniger said. UnBOOKed provides a revenue share to its partners, depending on the value of the partnership.

"In this case, [Bizlink] has thousands of providers, so they save us from going out and individually recruiting providers," Pfrezniger said.

If one of UnBOOKed's customers uses Bizlink to schedule services, UnBOOKed can save that company key strokes and keep its day-to-day calendars more current, which makes it easier to get the providers' promotions in front of potential consumers, he added.

Win Is Music in Their Ears

A startup that makes customized playlists based on a person's location and activity won first place in **The Cove's** inaugural Startup Weekend June 24 to 26. Nearly 150 entrepre-

neurs attended the event.

The Cove is the physical space of **Applied Innovation, University of California-Irvine's** innovation institute. The event was part of the national Startup Weekend organization, which puts on 54-hour events to provide hands-on training to entrepreneurs. Participants create startups with team members they meet on a Friday night, then pitch on Sunday night. Teams are mentored by local entrepreneurs.

WeGroove won first place locally and got to choose from three prizes: three months of consulting from the Irvine office of **TriTech**, plus a co-working space at The Cove; free coaching from entrepreneur, author and coach **Ash Kumra**; or the opportunity to pitch at a June 27 investor event sponsored by OC Tech Coast Angels and **K5 Ventures**, an early-stage venture fund in Newport Beach. WeGroove chose the first option.

Team leader **Forest Agostinelli**, 24, is a UCI doctoral student in computer science. His team coalesced in an entrepreneurship class taught by Professor **Ramesh Jain**.

He originally came up with the idea for WeGroove through his experience as an "avid" music enthusiast, he said. As he was making playlists, he said he discovered his enjoyment of the music often correlated to the time of day, what he was doing, and where he was.

Agostinelli came up with the idea to use the GPS sensors built into smartphones, plus users' listening histories, to keep track of the context in which people listen to music.

The startup uses its "Context Aware Music Engine" to eliminate the inconvenience of shuffling through the hundreds or thousands of songs in a music library to find the right one at any given time.

With the growing popularity of music-streaming services, such as **Spotify**, people have access to more music than ever, exponentially increasing the variety of playlists people can build, Agostinelli said. WeGroove would like to partner with Spotify and other music-streaming apps in the future so subscribers would get access to all the songs in the services' libraries through WeGroove, he added.

The next goal is to get WeGroove "to real users and get their feedback," he said.

China Connections

One of the largest telecommunications equipment manufacturers in the world is coming to Irvine from Aug. 17 to 18 to meet with tech startups at The Cove. China-based **Huawei** is sending some of its executives to discuss potential business opportunities at incubator **EvoNexus'** first "MarketLink" event in Irvine.

The deadline to apply is July 15 at <http://evonexus.org/programs/marketlink/apply-for-marketlink>. Those selected will get a private, 50-minute session with Huawei executives. The event is being sponsored by The Cove, EvoNexus at **The Vine** in University Research Park, and **Irvine Company**.

Huawei ranked No. 228 on the Global Fortune 500, with 2015 revenue exceeding \$60 billion, according to the company.



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