

THE SURFER DUDES

TYLER CRANE 25

CHRISTIAN SMITH 24

CHRIS HERBERT 24

While students at UCSB in 2008, Christian Smith, Chris Herbert, and Tyler Crane were sitting around the dining hall at their dorm, brainstorming new technology ideas. A friend walked up, complaining that he had lost his phone. That's when it struck them: They should invent a way to use technology to protect valuables such as cell phones, wallets, or keys.

After further refinement and with the help of now-CEO dynamo Jacques Habra, their idea won Most Fundable business idea at UCSB's New Venture Competition in the spring of 2009. Weeks later, working out of a garage on Milpas Street, they started their company, Phone Halo, which sells a small wireless device that prevents loss or misplacement of your phone or valuables.

Smith, Herbert, and Crane credit UCSB for their success. "The biggest reason for us to stay in Santa Barbara were the contacts we've made through UCSB," says Smith. "If we didn't have the Technology Management Program, I don't think this company would exist."

All native Californians, the three had something else in common as well: the love of surfing. "We work and we surf and that's pretty much all we do," says Smith. Campus Point must serve as divine technological inspiration.

