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Startup Showcase

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Startup Showcase 2017

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Startup Showcase 2017

Keywords

entrepreneurship, startup

Disciplines

Entrepreneurial and Small Business Operations



PENN WHARTON
ENTREPRENEURSHIP
UNIVERSITY *of* PENNSYLVANIA

STARTUP SHOWCASE

AGENDA

APRIL 28, 2017

JON M. HUNTSMAN HALL



AGENDA

1:00 - 4:00 PM

SHOWCASE

FORUM & 2ND FLOOR CAFE

Student entrepreneurs demoing their ventures
Vote for the Crowd Favorite Award

BREAKOUT SESSIONS

ROOM G60

1:15

INCUBATORS & ACCELERATORS PANEL

Catherine Griffin (Good Company Ventures)

Bobbi Kurshan (EdSi), Rhyann Truett (Sixers Innovation Lab)

Moderator: Valentina Goutorova (Venture Initiation Program)

2:15

SCALE SCHOOL WORKSHOP

Led by Tyler Wry

Wharton Assistant Professor of Management

3:15

PENN CENTER FOR INNOVATION & ITS PARTNERS

*Led by Laurie Actman, Chief Marketing, Communications, &
Programs Officer, PCI*

2:00 - 3:00 PM

"IN-ELEVATOR" ELEVATOR PITCHES

FORUM ELEVATOR

Pitch live in an elevator to an alumni investor

1:45 - 4:00 PM

STARTUP CHALLENGE FINALIST PITCHES

G06

Startup Challenge finalists pitch live to a panel of judges

4:00 - 5:00 PM

STARTUP CHALLENGE FINALIST ELEVATOR PITCHES

FORUM

Hear all eight Startup Challenge finalists give their elevator pitches, and vote for the Michelson People's Choice Award.

5:00 - 5:30 PM

STARTUP CHALLENGE AWARDS CEREMONY

FORUM





PRIZES

- PERLMAN GRAND PRIZE**.....\$30,000
The Perlman Prize is made possible by a generous donation from Ellen Hanson Perlman and Richard E. Perlman, W'68. The contribution represents the largest gift to the competition and will provide funding in perpetuity.
- SECOND PRIZE**\$15,000
- THIRD PRIZE**.....\$10,000
- MICHELSON PEOPLE'S CHOICE AWARD**\$3,000
The Michelson People's Choice Award is made possible by a generous donation from the Gary and Alya Michelson Foundations.
- GLOECKNER AWARD**.....\$10,000
The Frederick H. Gloeckner Award is made possible by a generous gift from Frederick H. Gloeckner and is given to the highest ranking undergraduate team.
- WHARTON SOCIAL IMPACT PRIZE**.....\$10,000
The Wharton Social Impact Prize is awarded to the highest-ranking team in the Startup Showcase with a social impact venture.
- INNOVATION AWARD**.....\$10,000
- CROWD FAVORITE AWARD**.....\$2,000
- BEST USE OF TECHNOLOGY AWARD**.....\$1,000
The Best Use of Technology Award is made possible by a generous donation from Safeguard Scientifics.



FINALS JUDGES

DAVID COHEN, PAR'14, PAR'16, PAR'17
CEO, CIO & Co-founder, Karlin Asset Management, Inc.

CAROL A. CURLEY, WG'81, CFA
Managing Director, Golden Seeds

KAREN GRIFFITH GRYGA, WG'93
Chief Investment Officer, Dreamit Ventures

MARC LORE, WHARTON ALUM
*Founder and CEO, Jet.com and President & CEO,
Walmart U.S. E-Commerce*

RICHARD PERLMAN, W'68
Founder & Executive Chairman, ExamWorks Group, Inc.

STEPHEN TANG, WG'92, PHD
President & CEO, University City Science Center

*We would like to thank all the Startup Challenge judges for
participating: <http://whr.tn/2peJW1X>*

entrepreneurship.wharton.upenn.edu



 **WHARTON** **ENTREP**



#entre **PENNeur**

Refreshments located in the 2nd floor lounge



DOWNLOAD WHARTON EVENTS



<https://crowd.cc/s/yVJ2>

Available on:





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We are grateful to the sponsors of the
2016-17 Penn Wharton Startup Challenge & Showcase:

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VOTE FOR YOUR FAVORITE STARTUPS

MICHELSON PEOPLE'S CHOICE AWARD

Vote for your favorite Startup Challenge finalist!

Text **PWSC** to **37607** to join Poll Everywhere.

Watch the finalists' elevator pitches:

- *live in the JMHH Forum or*
- *on Facebook Live @WhartonEntrep*

VOTE FOR YOUR CHOSEN TEAM BY TEXTING

THAT TEAM'S CODE TO **37607**

VOTING WILL BEGIN AT 4:25 PM & CLOSE AT 4:40 PM

CROWD FAVORITE AWARD

Vote for your favorite Startup Showcase venture!

Put the ticket you received at registration into your
chosen team's box.

VOTING WILL BEGIN AT 1:00 PM AND CLOSE AT 4:00 PM



THANK YOU.....

TO OUR BOARD OF ADVISORS FOR THEIR SUPPORT

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Madison Reed

RAVI VISWANATHAN, WG'98, ENG'90

*General Partner
New Enterprise Associates*



STARTUP SHOWCASE



A day-long event showcasing the best of entrepreneurship from across Penn, including student entrepreneurs pitching for cash and prizes, demos of student startups, and networking with entrepreneurial alumni.

Startup Challenge finalists will pitch in G06. Showcase startups will demo in the Forum. Refreshments, photobooth, & Penn entrepreneurial resources will be in the 2nd floor lounge.



SEMIFINALIST



ADVANS HEALTH:

Antonio Munoz, WG'17; Enrique Munoz

Advans Health is an insurance brokerage digital platform to help students understand and purchase best and most affordable health insurance with a more educated decision, contributing to value based health care.



AGGROW:

Wei-Yin Ko, GEN'18; George Bumgardner; Ben Rhodes

AgGrow seeks to become the premier marketplace for structured data in agriculture by providing free yield estimation through technology already used by farmers.



AMSTERDAM FLUIDICS:

Niyathi Chakrapani, C'19; Anirudh Kaushik, GEN'17; Juhanna Robberts, ENG'15, GEN'17

Amsterdam Fluidics encapsulates cancer drugs so they only target cancer cells—not healthy ones.



BARN OWL:

Josh Phifer, WG'17; Vince Kuchar, WG'17; Nichin Sreekantaswamy, GEE'17

Barn Owl offers IoT & analytics for better monitoring & management of water resources.



BLAISE:

Aman Sehgal, GEN'17; Laura Colagrande, GAR'18

Intuitive, ergonomic, next generation medical infusion system. A converged platform and delivery module to deliver and monitor intravenous delivery of fluids.



BLIK:

Dominik Pederzani, G'18, WG'18; Alexandra Dombrowski, G'18, WG'18

Blik is a price comparison tool for online groceries - think of Kayak for groceries.



BREACHRX:

Alonzo Ellis, WG'17; Andy Lunsford, WG'17; James Green, WG'17

Incident response software platform that allows enterprises to respond to cyber incidents efficiently, effectively, and in compliance with relevant regulations.



CITYSENSE:

Mitch Gainer, WG'18; Marc Giesener, WG'18; Christophe Williams, WG'18

CitySense provides water utilities with analytics services to identify and capture lost revenue.



COURSALYTICS:

*Ilya Breyman, MSED'17; Alex Dolinskiy; Vasily Shmelev; Kostas Kolomeetz
Valeria Zimina*

A marketplace for executive education, which helps corporations and individuals to discover, compare, and book open enrollment courses and faculty on a single website more efficiently and with no extra cost.



FOUNDERNEST:

Miguel Gonzalez, G'17, WG'17; Felix Gonzalez, Javier Garcia, Manuel Botija

Online matchmaking platform that helps founders overcome their challenges. By helping them identify their most pressing needs and by connecting them with experts.



GRADIENT:

Daniel David, MEd'17

We match our grading specialists with time-strapped teachers to provide their students with prompt, formative feedback; Gradient eases the overwhelming workload and grants K-12 instructors more time to improve learning outcomes for their classes.



GROUP K DIAGNOSTICS:

Brianna Wronko, ENG'17; Ghassan Kara, WG'18; Amelia Keaton, GR'17

Eric Tepper, C'17, GEN'18; Dayita Sharma, ENG'20

MultiDiagnostic device will enable vital healthcare in low resource settings and developing countries, while decreasing cost and wait-time of current diagnostics in developed countries.



HARPER WILDE:

Jenna Kerner WG'17; Jane Fisher WG'17

Revolutionizing the bra shopping experience to one that enables a woman's busy life, rather than one that obstructs it.



HOPJOB:

Vaibhav Khamesra, WG'18; Gabriel Cantu, WG'18; Feym Fliegner, WG'18

HopJob is a service platform that matches untapped part-time labor supply with peak workforce demand in real-time.



IYALI:

Tomide Awe, WG'17; Loujeine Boutar, W'19; Sonali Dane, C'19

IYALI is a lifestyle brand that creates high-quality African-inspired handbags made by local artisans for individuals around the globe.



LAGUNA BEACH TEXTILE COMPANY:

Danny Meurer, WG'17

Outdoor textile brand bringing timeless, classic, California style to consumers at a reasonable price.



MESH:

Connor Chong, ENG'20, W'20; Christopher Lin, ENG'20, W'20
Victor Chien, ENG'20, W'20; Dan Truong, ENG'20, W'20

Mesh utilizes a self-developed app that directly links smartphones, creating an extensive peer-to-peer network when paired with our portable signal amplifiers, in order to provide vital smartphone access to refugee communities.

NEUROFLOW:

Chris Molaro, WG'17; Adam Pardes, GR'19; Sam DeLuccia, GEN'17
Jenny Wang, GNu'17; Taylor Concannon, ENG'17, GEN'17; Matt Roll

A digital health solution that uses real-time biometric data to measure stress for optimal mental health and enhanced performance applications.

ORTHLY:

Daniel Hanover, ENG'19, W'19; Patrick Lee

We are a direct-to-consumer invisible aligner brand using technology to bring treatment to consumers at a fraction of the traditional costs.

PINCH:

Sarah Budhiman, WG'17; Dylan Hooe, WG'17; Don Wang, IPD'18

Pinch is a revolutionary in-store machine that lets you buy the exact amount of fresh and organic spices, herbs, and seasonings that you need for your next meal.

POLARNEWS:

Davis Filippell, WG'18; Amelia Bell, G'18, WG'18; Matt Alexander, G'18, WG'18

PolarNews is a media platform for educated millennials to break their news bubble with digital feeds that pair two polarized views on one screen.

REPURPOSE:

Robert Dowling, EE'18, ENG'18, W'18; Peter Wang Hjemdahl, W'18

A for-profit social enterprise that empowers marginalized trash pickers in urban slums by providing them the crucial processing equipment to kickstart mini-ventures, tripling their incomes and transforming them into micro-entrepreneurs and central players in the recycling supply chain.



TECHNOLOGY



RETAIL

REVOLOOTION:

Nidhi Shah, G'17, WG'17; Swathi Sadagopan

Provides rapid-drying, composting toilets to lower middle class urban families in high density informal settlements that currently rely on unhygienic and poorly lit shared latrines.



RIDE HEALTH:

Sumun Khetpal, C'17, W'17; Imran Cronk, C'16; Vedant Thyagaraj, C'19, W'19

Ride Health aims to improve care for patients who face transportation barriers. In leveraging the application programming interfaces (APIs) of ride-sharing companies, our software enables providers to request rides for patients and bill these rides to payers.



RIGHTAIR:

Thomas Uhler, C'19, W'19; Jacob Brenner; Marek Swoboda; Perry Dubin Michal Swoboda

RightAir creates a wearable device that relieves terrible shortness of breath caused by emphysema and allows patients to engage in life again.



SLICE CAPITAL:

Rohan Shah, ENG'19; Jeff Wana, C'17; Christian Butts, W'18 Michael Raevsky, C'17, W'17; Dan Stepanov; Parker Odrich; Krish Dholakiya

Slice Capital is democratizing venture capital, by allowing everyday individuals to invest in pre-vetted startups at the tap of a button.



STUDENTS CARE:

Erica Sokol, SPP'16

StudentsCare is a nonprofit that connects college students with hospitalized children and their families to provide fun, friendship, and support throughout long hospital stays.



SPLACED:

Emily Smith, WG'17; Ruchi Banka, WG'17; Jake Kramer, WG'17 Dan Norelli, WG'17; Matt Panas, WG'17; Trang Pham, WG'18

Splaced is an innovative, online market place—the Airbnb of commercial space. We connect guests who need affordable, hourly, and on-demand spaces with hosting businesses who have unique but underutilized spaces.



TWINE:

Joseph Quan, WG'17; Nikhil Srivastava, WG'17

Twine makes internal mobility seamless. Our algorithms recommend the best internal employees to fill open roles, helping companies boost retention and significantly reduce hiring costs by efficiently hiring from within.



VISIPLATE:

Rui Jing Jiang, W'18; Adarsh Battu, W'18; Brandon Kao, ENG'18

VisiPlate is a nano-scale drainage implant to defend against blindness induced by open-angle glaucoma (OAG) by reducing intraocular pressure.



VIVAVAX:

Julia Peng, W'17

Innovating the vaccine industry through novel delivery methods.

