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Startup Showcase 2019

Keywords

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Disciplines

Entrepreneurial and Small Business Operations



PENN WHARTON
ENTREPRENEURSHIP
UNIVERSITY of PENNSYLVANIA

STARTUP SHOWCASE

Sponsored by Eric Aroesty, C'92

AGENDA

MAY 3, 2019

JON M. HUNTSMAN HALL



SHOWCASE

12:00 - 4:30 PM | FORUM

Student entrepreneurs demo their ventures.
Vote for the Crowd Favorite Award

"IN-ELEVATOR" ELEVATOR PITCHES

1:30 - 3:00 PM | FORUM ELEVATOR

Pitch live in an elevator to an investor

STARTUP CHALLENGE FINALIST PITCHES

1:45 - 4:30 PM | G06

Startup Challenge Finalists pitch live to a panel of judges

PEOPLE'S CHOICE AWARD PITCHES

4:30 - 5:30 PM | FORUM

STARTUP CHALLENGE AWARDS CEREMONY

5:30 - 6:00 PM | FORUM

CELEBRATORY RECEPTION

6:00 - 8:00 PM | 8TH FLOOR





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.

RUNNER-UP | \$15,000

INNOVATION AWARD | \$10,000

The Innovation Award is made possible by a generous donation from Alberto Vitale, WG'59

LAUNCH PRIZE | \$10,000

ROBERT S. BLANK AWARD | \$10,000

The Robert S. Blank New Venture Collaboration Award is made possible by a generous donation from Michael and Christine Angelakis and the Angelakis Family Foundation.

FREDERICK H. GLOECKNER AWARD | \$10,000

The Frederick H. Gloeckner Award for best undergraduate team is made possible by a generous donation from Frederick H. Gloeckner.

SOCIAL IMPACT PRIZE | \$10,000

PEOPLE'S CHOICE AWARD | \$3,000

CROWD FAVORITE AWARD | \$2,000



FINALS JUDGES

BIKRAM BAKSHI, WG'05

Entrepreneur & Innovator
Member, Penn Wharton Entrepreneurship
Advisory Board

MONA BIJOOR, C'98, WG'05

Partner, King Circle Capital
Founder, JOOR

MAXINE GOWEN, WG'02

Director, Trevena

SASHI REDDI, GRW'94

Founder & Managing Partner, SRI Capital
Member, Penn Wharton Entrepreneurship
Advisory Board

*We would like to thank all the Startup Challenge judges
for their hard work and participation.*

entrepreneurship.wharton.upenn.edu



#entrePENNeur

#STARTUPshowcase

@WHARTONENTREP

PENN WHARTON ENTREPRENEURSHIP (PWE) is a resource for students across the University of Pennsylvania who are interested in entrepreneurship and innovation. In a rapidly-evolving world, hungry for impactful change, Penn Wharton Entrepreneurship *maximizes the ability of the students and alumni* to address challenges through entrepreneurship and innovation. Our far-reaching programs impact students across the Penn community, offering educational programming and granting hundreds of thousands of dollars to *students developing innovative concepts, and engaging them at each step of their entrepreneurial journey*. Each year, more than 2,000 students, alumni, faculty, and staff attend and participate in workshops, networking events, mentoring, and competitions led by PWE. Penn Wharton Entrepreneurship's disciplined approach challenges concepts, focuses ideas, and provides the knowledge to turn nascent ventures into robust, enduring organizations.



#entrePENNeur



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VOTE FOR YOUR FAVORITE STARTUPS

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 5:05 PM & CLOSE AT 5:25 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 12:00 PM AND CLOSE AT 4:30 PM



THANK YOU.....

TO OUR BOARD OF ADVISORS FOR THEIR SUPPORT

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STARTUP



SHOWCASE

Sponsored by Eric Aroesty, C'92

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. Startup Challenge Semifinalists will demo in the Forum.

#PERIODPAINFREE:

LuLu Ge, WG'19; Nicole Glathe

For women whose lives are disrupted once a month by the volatility of their menstrual cycle, #periodpainfree offers a personalized solution, combining modern technology with over 2000 years of wisdom from traditional Chinese medicine.

AAVRANI:

Rooshy Roy, WG'19; Justin Silver, WG'19; Nina Davuluri

For women in the U.S. who want a better skincare routine, aavrani is a luxury skincare company inspired by India's ancient beauty rituals.

AERATE:

Spencer Collins, ENG'19, GEN'19; Jake Fine, ENG'19, GEN'19; Ashwin Kishen, ENG'19, W'19, GEN'20; Yann Pfitzer, ENG'19, C'19, GEN'20; Connor Sendel, ENG'19, W'19; Sam Weintraub, ENG'19, GEN'20

Aerate is designing a membrane-dehumidifier evaporative-cooler air conditioner for the Indian Market. Aerate plans to capture this \$20 billion market through superior technology designed for high humidity environments; Aerate's air conditioner is up to 20x more efficient over the course of a year.

AGORA:

Robert Dowling, EE'21, ENG'21, W'21; Michaela White, C'19; Alex Zelloe; Roger Ramia

Agora is an open platform for tools enabling automated cryptocurrency trading with a mission to democratize financial asset management.

AUREUM:

Yunhan Gao, WG'20; Xufei Yu, WG'20; Prashant Kumar, WG'19; Yi Dong, WG'20; Sichao Li, WG'19; Shuaiqing Liu, WG'20

Aureum is a digital primary care provider for white-collar professionals in China, where the primary care doctor penetration rate is <5%. Unlike existing digital health firms in China who typically link existing specialists in hospital with patients on an on-demand basis, Aureum matches each of its patient to a dedicated primary care doctor who will advise them on every step of their health journey

AVIOR:

Ryan Wosick, ENG'19; Joseph Scheidt

Based on a psychologically proven approach, Avior's software design fully addresses the reasons why patients struggle to adhere to their clinician's recommendations by giving patients the tools they need to achieve ownership of their care.

BIOALERT TECHNOLOGIES:

Marc Rosenberg, C'18, GEN'19; Soleil Valentin-Carrero, GEN'19; Stephen McKenna, ENG'13, GEN'20; Johnny Forde, ENG'19, GEN'20; Jesse Blatt, ENG'21; Gerard Hoetzel, ENG'17

BioAlert Technologies' mission is to develop methodologies to detecting infection in real-time. We are a development stage medical device company dedicated to the design and development of continuous infection monitoring (CIM) systems for diabetic foot ulcer patients.

BOOST SCOOTERS:

Kameron Hypolite, C'20; Isaiah R. Washington, W'20; Noah Sinclair, W'20

Boost Scooters is a ride-sharing platform that uses non-motorized scooters and docking racks to ensure a clean and personalized mode of transportation for college and corporate campuses.

CLOVE:

Joe Ammon, WG'19; Jordyn Amoroso, C'12; Paula Belatti

Clove is a digitally native footwear brand creating stylish sneaker-inspired shoes for medical professionals. We're combining the best of current footwear technology with all of the technical requirements of a nursing shoe.

CRONI:

Franco Martinez Levis, G'20, WG'20; Guido Gurfinka

At Croni, we provide self-service and POS solutions for the foodservice industry in Latin America. Our first solution is a tablet-based self-ordering platform, where customers can make their orders, pay, and earn loyalty points, increasing the store's revenues and improving customer experience.

ELIVADE:

Leon Mishkis, WG'19; Jessica Pugh, WG'19; Senzwa Ntshepe

Elivade is a career advancement platform for people of color. Our mission is to elevate diversity in the workplace by creating an online career community connecting people of color with peers, mentors, and employers.

FASTAUTH:

Cyrus Peyrovian, WG'19; Ashkat Kumar, WG'19; Pranay Bhatia, WG'19

FastAuth aims to automate the prior authorization (PA) process in health-care and get patients the care they need faster, making our health system more affordable, accessible, and efficient.

FLOAT/THERE:

Angela Jiang, WG'20; Linda Ye, WG'20

FLOAT/THERE was founded to help travelers look and feel their best while they explore. By delivering curated rental apparel directly to your destination, we allow you to travel light and spend more time planning what you're going to see than what you're going to wear.

FLOURISH CHANGE:

Braden Fineberg, ENG'19, GEN'19; Zach Morrow

Flourish will disrupt fundraising by eliminating uncertainty and making donations habitual, turning pocket change into global change.

FUEGO SHOES:

Kevin Weschler, WG'20

Fuego Shoes fuse dance shoes with street wear, with a custom-developed sole made to go from the street to the dance floor. Fuego is the intersection of dance, fashion, minimalism, and comfort.

FULPHIL:

Tiffany Yau, C'18, SPP'19; Joseph Lee

Fulphil empowers high school students to pursue impactful careers by exposing them to social entrepreneurship, helping to navigate and enable them through both their academic and future impact driven careers with a learning-by-doing-approach.

GoPAYGLOBAL:

Harry DiFrancesco, G'19, WG'19; Andrew West, WG'19

GoPayGlobal allows any company to hire anybody, anywhere, with ease. We are building the first truly global hiring and payroll infrastructure, which allows our clients to quickly and transparently enter new markets with little to no friction.

HALO:

*Kenan Saleh, W'19; Faizan Bhatti, WG'20; Nabeel Farooqui, ENG'21;
Ryenne Fadel, W'21*

Halo is putting location-targeted ads on top of Uber/Lyft vehicles. We attach smart ad monitors on top of cars and display creative, captivating ads that change based on the location of the driver in order to more effectively target and engage consumers.

INSTAHUB:

*Michael Wong, W'19; Dayo Adewole, ENG'15, GEN'15, GR'21;
Tiffany Wong, W'21*

InstaHub addresses energy waste with snap-on automation solutions that require no rewiring to install. InstaHub's flagship product is a snap-on motion sensor that installs directly onto existing light switches; the system has an option to provide real-time data about energy consumption/savings, occupancy and activity in a space.

KEATON:

Melina Flabiano, WG'19

Keaton offers thoughtfully-designed office essentials designed by women, for women. Starting with the perfect pair of work pants—designed with input from over 300 professional women—Keaton aims to bring fun and function back to work wear.

KNOWSHOW:

Sieva Kozinsky, WG'20; Vishnu Rachakonda, ENG'18, GEN'20;

Laura Ferguson, GR'20; Heejin Jeong, GEN'16, GR'21;

Alexi Dreyfuss, ENG'15, GR'20, M'20

KnowShow provides smart solutions for improving outpatient care delivery using no-show prediction.

MINIMIZE:

Maanav Narula, W'18, ENG'19, GEN'19

Minimize is a bracelet that can reduce hand tremors by up to 95% for Essential Tremor and Parkinsons Disease patients.

NOSOCO TECHNOLOGIES:

Tanvi Kapur, W'19; Beatriz Go, W'19, GEN'20; Wentao Zhang, C'19, W'19;

Ishir Seth, C'20, W20

Nosoco Technologies proposes to eliminate catheter-associated infections using a novel method to disrupt biofilm formation by using micro-structured wrinkled instabilities inspired by nature and developed using Penn-designed Roll-to-Roll wrinkling technology to prevent bacterial adhesion in catheters.

SIGO INSURANCE:

Nestor Hugo Solari, G'19, WG'19; Julio Erdos, C'10, ENG'10, G'19, WG'19

Sigo Insurance is a tech-enabled insurance brokerage that makes buying auto insurance easy, transparent, and painless for everyone.

STRELLA BIOTECHNOLOGY:

Katherine Sizov, C'19; Reginald Lamaute, C'20; Malika Shukurova, ENG'19;

Zuyang Liu, GEE'19

Strella Biotechnology is developing a biosensing platform that predicts fruit ripeness, thus reducing food spoilage and waste in the supply chain. Packers and distributors will be able to monitor produce as it ripens in storage, and always locate the ripest produce for their customers.

SYNOVIUM:

Elston He, L'20, WG'20; Evan Zou, C'19, W'19; Rajiv Patel-O'Connor, C'19;

Pratyusha Yalamanchi, M'18, WG'18

Synovium provides the right drug at the right time - optimizing medication regimens for patients with autoimmune disease.

TEXT-911:

Kirti Shenoy, W'21; Anthony Scarpone-Lambert, NU'21

Text-911 is an advocacy non-profit that strives to bring emergency text capabilities to all Americans. By working directly with county dispatchers, legislators, and community groups, Text-911 is able to expedite the process of bringing emergency text capabilities to counties nationwide.

VERSTAAN:

Justin Swirbul, ENG'20; Michael Cipolla, ENG'20; Benjamin Salander;

Joshua Carr

Atlas is a threat forecasting and intelligence platform that allows users in emerging markets to predict when, where and how organized groups will threaten their firm.