

 **PENN WHARTON
ENTREPRENEURSHIP**
UNIVERSITY *of* PENNSYLVANIA

STARTUP SHOWCASE

Sponsored by Eric Aroesty, C'92

AGENDA

APRIL 27, 2018

JON M. HUNTSMAN HALL



SHOWCASE

12:00 - 4:30 PM | FORUM

Student entrepreneurs demoing 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

**STARTUP CHALLENGE MICHELSON
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





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

GLOECKNER AWARD | \$10,000

The Frederick H. Gloeckner Award in Entrepreneurial Studies is made possible by a generous gift from Frederick H. Gloeckner and is given to the highest ranking undergraduate team.

SOCIAL IMPACT PRIZE | \$10,000

INNOVATION AWARD | \$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.

CROWD FAVORITE AWARD | \$2,000



FINALS JUDGES

MONA BIJOOR, C'98, WG'05

Partner, King Circle Capital & Founder, JOOR

DAVID COHEN, PAR'14, PAR'16, PAR'17, PAR'21

CEO, CIO & Co-Founder, Karlin Asset Management, Inc.

CAROL A. CURLEY, WG'81

Chief Investment Officer, The Charian Group

LUCINDA DUNCALFE, C'85, WG'91

President & CEO, Monetate

RICHARD PERLMAN, W'68

Founder & Executive Chairman, ExamWorks Group, Inc.

STEPHEN TANG, PHD, WG'92

CEO, OraSure

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

entrepreneurship.wharton.upenn.edu



@WHARTONENTREP

#entrePENNeur

#StartupShowcase

PENN WHARTON ENTREPRENEURSHIP is a resource for any Penn student who is interested in entrepreneurship and innovation. We maximize the ability of our students and alumni to address important challenges through entrepreneurship and entrepreneurial thinking.

Ignited by *great ideas, our faculty, students, and alumni* turn innovative concepts into scalable and sustainable businesses, and bring entrepreneurial development to existing companies eager for change. In a world *hungry for productive innovation*, our disciplined approach challenges concepts, focuses ideas, and provides the know-how to turn fledgling businesses into strong, enduring organizations.



#entrePENNeur



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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 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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WG'98**

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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. Showcase startups will demo in the Forum.



Indicates semifinalist

AAVRANI:

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

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.

ACENTION:

Colin Robinson, WG'18; Anvith Ekkati, GEN'18; Peter Zhu, WG'18

Acention is a free-to-play mobile gaming platform where users make money by beating other users in multiplayer games.

AFRICAN COMMUNITY LEARNING PROGRAM:

Aminata Sy, LPS'19; Abdoul Wane; Hazim Hardeman

African Community Learning Program educates, connects, empowers, and supports people of African background in West Philadelphia.

AVISI TECHNOLOGIES:

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

VisiPlate is a nanoscale drainage implant operating in areas of the eye that competitors cannot enter due to their size. 10,000x thinner than competitors, VisiPlate mitigates risk of post-operative double vision, excessive scar tissue, patient discomfort, tissue erosion, and bleb failure. VisiPlate is a nanoscale defense against blindness from glaucoma.

CHIPPER PET FOOD:

Haley Russell, WG'18; Amanda Robison, WG'18

Chipper Pet Food offers a sustainable and nutritious alternative to traditional pet foods. Our products are made from edible insects. In addition to creating an eco-conscious product, we offer pet owners an option that allows them to introduce diversity into their pets' diets.

CLOVE:

Joe Ammon, WG'19; Tamara Ammon

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.

COLLECTO:

Federika Longinotti-Buitoni, WG'18

Collecto is an online luxury retailer that offers an unparalleled gifting experience through distinctive product curation, exceptional gift presentation and bespoke customer service.

DEXIO:

Michal Benedykcinski, G'19, WG'19; HQ Han, WG'19; Timothy Clancy, ENG'18 GEN'18

Dexio leverages blockchain and 3D scanning technology to promote transparency and create new forms of financing in the diamond industry's midstream.

E-HEALTH NOW:

Vinayak Kumar, C'13, G'13, M'18, WG'18; Ram Prasad Modulavalasa Kelly Xu, WG'17

E-Health Now is a digital platform connecting cancer patients in China with leading US oncologists via virtual joint consultation at reduced cost and processing time as existing providers, with the ultimate goal of reducing global health care access issues in high-quality cancer care.

INSTAHUB:

*Michael Wong, W'19; Dayo Adewole, ENG'15, GEN'15, GR'21
Matthew Hanna, ENG'18*

InstaHub simplifies automation through smart "snap-on" solutions. We have developed a battery-powered device with occupancy sensing capabilities that attaches over existing toggle light switches for instant light automation.

INVENTORSPACEXYZ:

Nikil Ragav, ENG'20, W'20; Amit Gupta, EI'G'20, W'20; Yan Li, ENG'21, W'21
Liana Patel, ENG'21, W'21

We create an ecosystem for hands-on, high-tech STEAM and entrepreneurship learning in high schools and middle schools across America.

MD ALLY:

Shanel Fields, WG'19; Randy Findley

MD Ally is an emergency telehealth company that allows 911 dispatchers to enable instant access to an ER physician for non-emergency 911 callers.

MEDISCORE:

Arhama Rushdi, L'18; Dr. Saad Rushdi

Mediscore is a tech enabled healthcare service that helps Medicare Advantage Plans and ACOs manage their chronic care patients while accurately risk adjusting for their patient population.

MYNET:

Tom Samph, GED'18

MyNet is a B2B SaaS company focused on helping individuals and organizations foster stronger personal and institutional connections in order to decrease turnover while developing more confident and motivated participants.

NIMBUS CARE HUB:

Smita Mukherjee, GR'09, WG'18; Jennifer Mao-Jones, L'18, WG'18

Swati Patel, WG'18; Will Gardenswartz, WG'92

To reduce caregiver burden, Nimbus Care Hub provides a one stop shop platform for comprehensive, convenient timesaving and cost-effective services for caregivers to those with Alzheimer's.

PARAGON:

Matt Kim, C'20; Vahid Fazel-Rezai; Victor Hunt; Yusuf Olokoba; Aaron Resnick

Ethan Resnick

Buildings always need repairs. Paragon is an online marketplace that makes it faster and cheaper to find contractors, compare bids, and manage work through completion.

PEERLIFT:

Sravya Alla, W'21; Julie Chen, ENG'21, W'21

Peerlift is the first nonprofit student-led opportunities platform ever created, reducing the search for high school opportunities from hours to minutes. We profile a proven group of scholarships, summer programs, awards, study abroad programs, college fly-ins, and internships, ensuring they meet our standards and offer financial aid.

PHRASE HEALTH:

Mike Zeidhack, WG'19; Naveen Muthu; Justin Pagano; Marc Tobias

PHRASE Health democratizes access to clinical decision support analytics, making insights available to everyone from healthcare systems to the payers and providers that support them.

POWTI INNOVATIONS:

Thomas Cavett, G'18, WG'18; Frank Miller

POWTI Innovations makes the world's first fully automated, standalone traumatic injury detection system that activates when you have sustained a traumatic injury and instantly sends your geolocation to rescue personnel. We are a veteran owned and operated company with a passion for saving lives.

REPURPOSE:

Peter Wang Hjemdahl, W'18; Aditya Siroya, C'19, W'19

Svanika Balasubramanian, W'18

rePurpose is a social venture that aims to create an ethical and efficient supply chain of waste recycling in urban India. It is developing a tech-enabled recyclable waste marketplace for marginalized micro-business owners (kabadiwalas) in Mumbai's informal recycling industry.

SANGUIS:

Daniel Zhang, GR'23, M'23; Prateek Agarwal, M'20

Divyansh Agarwal, GR'23, M'23

Sanguis is developing a cost-effective at-home blood cell counting device for patients to monitor their health during chemotherapy treatment.

SIGO INSURANCE

Nestor Hugo Sclari, 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.

SKILLSTACKERS:

David Ongchoco, C'18; Kevin Ho, ENG'18

SkillStackers helps local businesses automate their social media marketing using a combination of our technology platform, analytics tools and a vetted remote workforce.

SPECTRUMSCORES:

Philip Williams, C'15, M'20; Naveen Jain, GR'24, M'24; Jun Jeon, M'20; Hong Jeon

SpectrumScores empowers LGBTQ+ people to take back control of their health by offering an intuitive ranking and review system for healthcare providers based on their LGBTQ+ competence and friendliness, enabling patients to connect with the healthcare providers best suited to meet their unique needs.

STRELLA BIOTECHNOLOGY:

Katherine Sizov, C'19; Reginald Lamaute, C'20; Prima Pisuttisarun, GEN'18; Gauri Srivastava, GEN'19; Sanjula Weerawardhena, W'18

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.

TASKUNITE:

Bianca Gonzalez, NU'08, WG'19; Janak Agarwal, WG'19; Mythri Papolu

TaskUnite is a real-time task tracking and data analytics application suite for clinical teams.

UNICOIN:

Shai Kivity, WG'19; Jaime Gonzalez Fernandez; Carly Lugus; Eilon Shalev; Eitan Smith; Frankie Xu

UniCoin is a B2B FinTech company that digitalizes the entire loan cycle from originating to trading, allowing banks to trade any kind of loans in a digital manner, thereby reducing costs and increasing revenue thanks to an 85% shorter liquidation cycle, generating billions of dollars to our clients.

WELLIGENCE ENERGY:

*Seth Neel, GRW'20; Ross Lubetkin, WG'17; Akash Sadashivapeth, GEN'18
Ivan Cima; Pablo Medina*

Welligence Energy uses proprietary machine learning algorithms to forecast production and future value in international oil and gas assets. Founded at Penn, we have offices in Houston, Texas and NYC.

YEVA

Dhruv Vasishtha, WG'18; Andrew Bright, C'18, W'18

Yeva is a care-giving enablement technology platform that leverages the collective knowledge of caregivers—anyone who supports a patient aging, disabled, or with a chronic condition—to extract patterns from their shared experiences, and arm future caregivers with knowledge and preparation for what's ahead.

ZEV

Gabriel Elsner, NG'18; Eddie Kong, GEN'18

ZEV helps automotive dealerships sell more electric vehicles (EV) by providing resources and education for consumers on new EV technology. Our software-as-a-service platform provides tools and advice to help customers understand EV range, charging, cost of ownership, and tax breaks.