

# Venture Challenge <sup>TM</sup> 2012

## TEAMS

### **Rent180**

**Team:** James Toone, Jeff Toone

**Advisor:** Jerry Nelson

**University:** Brigham Young University

Rent180 is a data collection and reporting service for the alternative payments industry. The Rent180 service augments the current consumer credit reports, aiming to create a more accurate and complete financial profile for every consumer.

### **NeoPersona**

**Team:** James Barger, Brian Rayburn, Luccie Wo

**Advisor:** Soumyadipta Acharya

**University:** Johns Hopkins University

NeoPersona is a start-up created to address the problem of revision surgeries in stent procedures. Using a novel add-on for stents, the company plans to facilitate remote control of stent diameters, beginning in the liver cirrhosis market combating hypertension and then moving on to other markets such as coronary, biliary, and venous stenting.

### **UNlimiters**

**Team:** Louis McEneny, Tattiana Reznick, Sania Khowaja, Randy Hannemann, Justin Farley

**Advisor:** Kris Bullick

**University:** University of Houston

UNlimiters is an online platform providing products, services, and community to the disabled market.

### **QuickSet**

**Team:** Bill Culley

**Advisor:** David BenDaniel

**University:** Cornell University

The QuickSet boat canopy system consists of a set of telescoping aluminum poles that can be set in place prior to applying the flexible cover over a boat, and then vertically extended to support the canvas using a wired remote control from outside the boat. This product will be sold through boat accessory catalogue resellers.

### **The IVY Gate**

**Team:** Igor Nesterenko, Chirag Mandaviya, Sandahl Nelson

**Advisor:** Suzanne Shu

**University:** University of California, Los Angeles

The IVY Gate addresses the unmet needs of students looking for supplemental education in the complex field of science and engineering.

## **Geyser Flow Control**

**Team:** Michael Giannini, Joshua Ellison, Seth Ostrowski, Gregory Kotchka-Smith, Erin Johnson

**Advisor:** Dr. Andrew Hardin

**University:** University of Nevada, Las Vegas

Geyser Flow Control markets, sells, and installs the patented Geyser Flow Control Device (GFCD). The device is a low-cost, easy to install water flow restrictor for irrigation systems. It minimizes water loss should a sprinkler head fail and reduces high-pressure misting, improving overall sprinkler system efficiency.

## **Artful Gentleman**

**Team:** Nathan Johnson, Jake Wall

**Advisor:** Larry Cox

**University:** Pepperdine University

Artful Gentleman is a completely 100% hand tailored menswear company and fine goods manufacturer focused on bringing a reimagined and reinvented version of the classic custom-tailored suits and shirts to people in the comfort of their own homes.

## **Jola Venture, Inc.**

**Team:** Michael Cantalino, Delaney Bannister, Matt Heffenreffer, Orphee Dossou

**Advisor:** Dr. William Tita

**University:** Northeastern University

Jola Venture is Cameroon's premier agricultural platform that seeks to provide: (1) microfinance technologies, (2) capacity building, and (3) access to better markets for local producers.

## **Water Energy, Inc.**

**Team:** Lena Mobin, Douglas A. Cullison, Ryan M. Akamine, Lee M. Taylor

**Advisor:** John E. Butler

**University:** University of Hawaii at Manoa

Water Energy, Inc. is an energy solution company, and designs, manufactures, and services the Morpheus™, a patent-pending low energy input electrolyzer, and an on-demand hydrogen solution that improves the operating efficiency of gasoline powered electrical generators, and can also be used to produce hydrogen on demand for many uses.

## **LEMM Technologies, LLC**

**Team:** Marcus Kramer, Rush Bartlett

**Advisor:** Dr. Alyssa Panitch

**University:** Purdue University

LEMM Technologies, LLC is a start-up medical device company founded by Marcus Kramer and Rush Bartlett in early 2011. The company's mission is to develop non-invasive devices that perform sensitive blood chemistry analysis. Our initial target is blood glucose analysis with plans to expand using our platform technology.

## **Shake Smart**

**Team:** Kevin Gelfand, Martin Reiman, Ryan Ross

**Advisor:** Bernhard Schroeder

**University:** San Diego State University

Shake Smart is leading and innovative provider of protein shakes and nutrition products. Our focus is on promoting healthier lifestyles by offering these products in a quick service retail environment.

## **Student Navigation Advisor Portal (SNAP)**

**Team:** Nathan Turner, Kalissa Cyrkiel, Nicholas Shook, Matthew Chen, My-Ngoc Nguyen

**Advisor:** Dr. Andrew Hardin

**University:** University of Nevada, Las Vegas

Student Navigation Advisor Portal (SNAP) provides students with accurate advising tools based on statistics. Our clients, institutions, benefit from higher student retention rates and improved academic excellence.

## **pledge4good**

**Team:** Leonard Fishman, Vikram Bellapralu

**Advisor:** Patrick Fitzgerald

**University:** University of Pennsylvania

pledge4good combines the effectiveness of giving tied to events (e.g. walk-a-thons) with the reach of mobile and social networks. By allowing friends to create pledges in which donations are linked to an individual's achievements (e.g. bowling a strike), pledge4good makes donating fun, while lowering donor acquisition costs for nonprofits.

## **Escapaide**

**Team:** Sid Allen, Harsh Gupta, Aniket Srivastava

**Advisor:** Dr. Rob Adams

**University:** University of Texas - Austin

Escapaide provides customized leisure itineraries via web and mobile device for international business travelers based on their unique situation such as preferences, travel, plans, location, time available, etc.

## **@FingerTips**

**Team:** PK Mishra, Siyang (Young) Chen, Nick Wilcox, Roger Potter

**Advisor:** Anne Perigo

**University:** University of Michigan

@FingerTips is a for-profit social-entrepreneurial company that builds devices enabling the blind to use modern touchscreen devices. The blind find devices such as Android, iPhone, & iPod Touch difficult to use as those devices have flat touchscreens and are vision-intensive. Our product is a device that can be attached to an iPhone (or Android) enabling the blind to use intuitive rotary physical dials to open thousands of applications, navigate content using buttons while listening to audio, speech, and feeling vibrations.

### **Innovostics**

**Team:** Omid Akhavan, Luis Soenksen, Divya Maxwell

**Advisor:** Lawrence Aronhime

**University:** Johns Hopkins University

Innovostics is a for-profit social venture providing point-of-care diagnostic technologies to save patient lives around the globe.

### **Active Alarm**

**Team:** Rhett Weller, Peter Thorpe, Michael Saunders

**Advisor:** Tom Peterson

**University:** Brigham Young University

Active Alarm develops fire prevention products that stop fires in the home before they begin.

### **Learning DifferentiatED**

**Team:** Barry James, Brandon Hill, Senthil Raman, Brandon Wright

**Advisor:** Carol Reeves

**University:** University of Arkansas

Learning DifferentiatED has developed a software program, *manaGED Prep*, that is based on our President's adult education expertise. The *manaGED Prep* program will streamline the current GED preparation process, reducing student preparation times by 25 percent while increasing student retention rates thereby increasing profits for our customers – adult education schools.

### **iSpies**

**Team:** Jason George, Kevin George

**Advisor:** Dr. Charles Hofer

**University:** Kennesaw State University

iSpies™ is a free, location-based game that offers a new gaming experience together with a novel marketing opportunity for retailers.

### **Ischiban – Neural Engineering Systems**

**Team:** Pooja Kadambi, Ronald Meyers, Joseph Lovelace, Aaron Kurosua

**Advisor:** Dr. Charles Matthews

**University:** University of Cincinnati

Stroke is the number one cause of disability in America. 73% of otherwise eligible people do not get lifesaving therapeutics because of process delays. Through Neural sensor innovation Ischiban will revolutionize neurocritical diagnostics and monitoring. By moving the point of diagnosis and care Ischiban will save time, money and lives.



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## **NovoView Diagnostics**

**Team:** Dominic Blank, Michelle Shah, Joseph Sheahan

**Advisor:** Rodney Shrader

**University:** University of Illinois at Chicago

NovoView Diagnostics is a developmental stage medical device company created to effectively assess the risk for ischemic stroke, substantially reducing human suffering and financial burden. By quantifying blood flow in the eye, NovoView's groundbreaking iFlow device will provide a quick, non-invasive, and easy measurement of blood flow in the brain.

## **Hatforce**

**Team:** Arthur Gervais, Monica Golumbeanu, Pavel Efros

**Advisor:** Terrence Brown

**University:** Stockholm School of Entrepreneurship

Hatforce is a crowdsourcing IT security platform allowing clients to test the security of their IT products using the knowledge of a large group of testers from all over the world. Our mission is to give people with IT security knowledge the possibility to use their knowledge for a good cause.

## **Delta R Detection**

**Team:** Max Lemaitre, John Atkinson

**Advisors:** Dr. Rolf Hummel, Dr. Thierry Dubroca

**University:** University of Florida

Delta R Detection has developed and patented an explosives detection technology platform. Our technology rapidly scans baggage for trace quantities of explosives. Our fully automated high-speed system solves the problem of detecting trace amounts of explosives on the large volumes of items handled by the air transportation cargo and parcel delivery industries.

## **PristineCal**

**Team:** Stacey Brandhorst, Rachel Mui, Cory Perkins, Jay Omanson

**Advisor:** Bruce Barringer

**University:** Oklahoma State University

PristineCal, Inc. is the world's first strontium and heavy metal free calcium company. Using a revolutionary technology developed at Oklahoma State University, PristineCal will provide the first-ever heavy metal and strontium free calcium supplements and commercial grade calcium powder.



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