



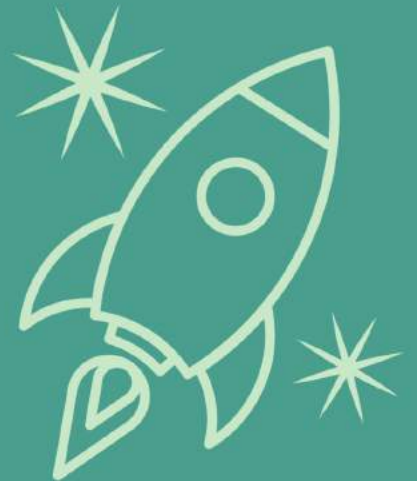
# CMU

## VENTURE CHALLENGE

SATURDAY, APRIL 4TH, 2020

# PROGRAM OF EVENTS

# CMU VENTURE CHALLENGE



The Carnegie Mellon University Venture Challenge is an annual startup competition where student-entrepreneurs from around the nation come to CMU to pitch their idea to a panel of judges and investors and compete for cash prizes, legal services, and mentorship.

THE 1ST PLACE WINNER WILL RECEIVE A \$6000 CASH PRIZE WITH \$2500 IN LEGAL SERVICES FROM MEYER, UNKOVIC & SCOTT, AS WELL AS \$5000 IN HEROKU CREDITS.

THE 2ND PLACE WINNER WILL RECEIVE A \$4000 CASH PRIZE WITH \$1500 IN LEGAL SERVICES.

THE 3RD PLACE WINNER WILL RECEIVE A \$2500 CASH PRIZE WITH \$1000 IN LEGAL SERVICES.

Each team is given 7 minutes to give their pitch, followed by a 5-minute Q&A session. Teams will be notified when there's 1 minute remaining, and judges will also be notified with 1 minute remaining in the Q&A session.

# CMU VC AGENDA

12:30pm | Introductions and  
Keynote

1:00pm | Strada Routing

1:13pm | NASADYA

1:26pm | HBAC

1:39pm | till

1:52pm | Agot

2:05pm | Invictis Technologies

2:18pm | Judges Break

2:31pm | EdgeSense

2:44pm | EcoStasis

2:57pm | Repairylene

3:10pm | chEAT

3:23pm | Kare

3:36pm | Swaset

4:00pm | Startup Legalities 101

Workshop with MUS Law

4:30pm | Entrepreneurship

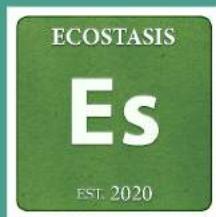
Panel/Judges Deliberation

5:00pm | Awards





# TEAMS



## ECOSTASIS

ECOSTASIS DEVELOPS TECHNOLOGIES THAT TAKE COMMUNITY WASTE STREAMS AND USE SOLAR PLUS PRE-EXISTING EXHAUST HEAT TO REMOVE UP TO 75% OF WATER FROM FOOD WASTE. THIS LEADS TO MASSIVE COST REDUCTIONS RELATED TO TRANSPORTATION, PROCESSING, AND COMPLIANCE.



## KARE

KARE CONNECTS PEOPLE. WE ARE A WELLNESS STARTUP DEVELOPING A MOBILE APPLICATION ALLOWING COLLEGE STUDENTS AND YOUNG PROFESSIONALS TO CHAT ANONYMOUSLY WITH TRAINED LISTENERS AND JOIN ANONYMOUS SUPPORT GROUPS.



## INVICTIS TECHNOLOGIES

WE BUILD A PORTABLE CUFF-LIKE AUTOMATIC INTRAVENOUS (IV) INJECTION DEVICES TO DRASTICALLY INCREASE THE EFFICIENCY OF MEDICAL CARE IN HOSPITAL, MILITARY, EMERGENCY RESPONSE, AND DISASTER RELIEF SETTINGS.



## EDGESENSE

EDGESENSE IS DEVELOPING A NOVEL FIDUCIAL MARKER THAT PROVIDES ACCURACY AND RELIABILITY FOR POSTOPERATIVE BREAST CANCER RADIOTHERAPY. OUR MARKER ENABLES FULL VISUALIZATION OF THE AFFECTED AREA, BRINGING CONFIDENCE TO CLINICIANS AND IMPROVED OUTCOMES TO PATIENTS.



## HBAC

HBAC IS A SOFTWARE THAT EXTRACTS THE NUMBER OF DEVICES CONNECTED TO WIFI ACCESS POINTS AS A FUNCTION OF TIME TO ESTIMATE A BUILDING OCCUPANCY PROFILE THAT CAN BE USED TO DETERMINE OPTIMUM AND EFFICIENT HVAC OPERATIONAL SETPOINTS



Strada  
Routing

### STRADA ROUTING

STRADA ROUTING IS AN AI LOGISTICS COMPANY SOLVING THE ROUTING PROBLEMS OF THE MASSIVE AND INEFFICIENT TRUCKING INDUSTRY. OUR PROPRIETARY SYSTEMS PRODUCE STATE-OF-THE-ART SOLUTIONS UNDER REAL-WORLD CONSTRAINTS ACROSS MANY PICKUP AND DROP-OFF POINTS.

### REPAIRYLENE

REPAIRYLENE IS A SELF-CONTAINED METAL-HEALING DEVICE FOR EASY, EFFICIENT, AND ON-THE-SPOT METAL REPAIRS. POWERED BY PROPRIETARY SCIENCE, REPAIRYLENE USES ELECTROCHEMICAL PLATING TECHNIQUES TO HEAL DIFFERENT TYPES OF METAL. IT CAN BE APPLIED TO A VARIETY OF APPLICATIONS, FROM ROOFING, TO PIPING, TO WATER TANKS, AND EVEN FENCES.

Repairylene



### NASADYA

WE ARE DEVELOPING A MACHINE FOR THE POWER GENERATION PLANTS TO CONVERT EXCESS ELECTRICITY INTO HYDROGEN SO THAT THEY DON'T LOSE MONEY. OUR VALUE PROPOSITION IS SIMPLY THAT WE CONVERT A MONEY-LOSING BY-PRODUCT TO A MONEY-MAKING CO-PRODUCT (HYDROGEN).

till

### TILL

TILL PROVIDES AN APP-BASED PLATFORM THAT HELPS RESTAURANTS TO SELL THEIR SURPLUS FOOD AND MONETIZE ON THEIR LEFTOVERS INSTEAD OF THROWING THEM AWAY. OUR USERS, ON THE OTHER HAND, HAVE THE CHANCE TO SCORE GREAT DEALS ON GREAT VALUE FOOD AND SAVE FOOD WHICH WOULD OTHERWISE GO TO THE BIN TO CONTRIBUTE THEIR PART AGAINST CLIMATE CHANGE.



### CHEAT

SAVE MONEY, MAKE MONEY, AND MAKE FRIENDS USING CHEAT, A FOOD DELIVERY SERVICE FOR COLLEGE STUDENTS, BY COLLEGE STUDENTS.





### AGOT

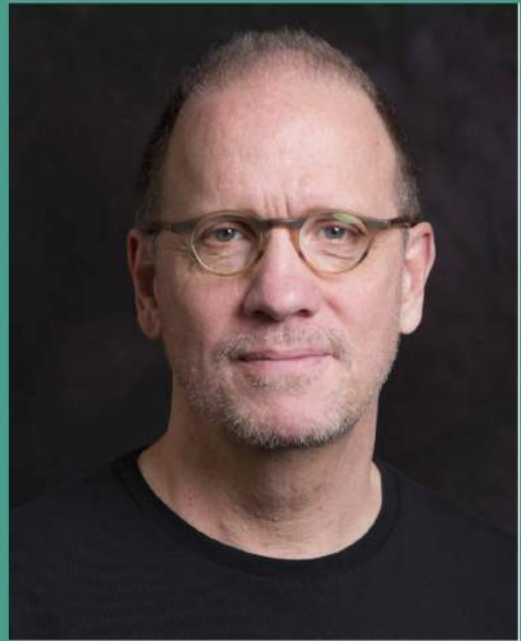
AGOT USES AI TO INCREASE REVENUES AND CUSTOMER EXPERIENCE AND DECREASE COSTS FOR QUICK SERVICE RESTAURANTS WITH MAKE-LINE MODELS (EG. CHIPOTLE, SUBWAY, ETC.) WHILE ALSO ALLOWING THEM TO OPTIONALLY ELIMINATE THE DEDICATED CASHIER ROLE. AGOT INTEGRATES WITH POINT OF SALES SYSTEMS TO ALLOW INSIGHTS TO BE MAXIMALLY USEFUL AND EASY TO INTEGRATE INTO EXISTING PROCESSES.

### SWASET

SWASET IS AN EVERYDAY CLOTHING RENTAL/SHARING APP BASED PLATFORM WHERE USERS WHO VALUE VARIETY, QUALITY, CONVENIENCE, AND SAVINGS CAN BUILD THEIR CLOSET. THIS PLATFORM PROVIDES A TWO-SIDED SOLUTION: THE RENTER RECEIVES AN EASY, INTERACTIVE, AND AFFORDABLE ALTERNATIVE TO PURCHASING FROM STORE OUTLETS. THE LENDER GETS A SAFE, EFFICIENT, AND CONVENIENT METHOD TO MAKE MONEY ON ITEMS IN THEIR CLOSET.



# KEYNOTE SPEAKER MARK DESANTIS



Mark is a serial tech entrepreneur and is CEO of Bloomfield Robotics. He was previously co-founder and CEO RoBotics and continues as a Senior Adviser, an AI platform for assessing roads and roadways infrastructure. Prior to that, he was co founder and Executive Chairman of kWantix, a quant hedge fund, co founder and CEO of kWantera, a GE Ventures-backed energy trading company and CEO of Think Through Learning, a venture-backed online tutoring company and US Managing Director of ANGLE Technology, PLC, a UK-based venture capital firm and consultancy. Earlier In his career, Mark was the Director of Government Relations for Texas Instruments and held policy positions as a Senior Policy Analyst in The White House Office of Science and Technology Policy in the Administration of George H. W. Bush. He was also staff assistant to late U.S. Senator John Heinz was a management consultant with Booz Allen. Mark has a dual appointment as an Adjunct Professor in both Heinz College and the College of Engineering at Carnegie Mellon University. He has lectured at Princeton University and Dartmouth College and was an Adjunct Professor at the University of Maryland. Mark holds a PhD in Public Policy from the Schar School of Policy and Government at George Mason University.



# JUDGES



DAVID G. OBERDICK

David G. Oberdick is Co-Chair of the MUSolutions Practice Group and a member of the firm's Intellectual Property, Corporate & Business Law, and Litigation Practice Groups and has a diverse client base that bridges these practice areas. Mr. Oberdick's business litigation experience includes cases involving issues of intellectual property, such as infringement and misappropriation litigation, restrictive covenants, licensing disputes, injunction proceedings, and related breach of contract issues. Over the last 25 plus years, he has also counseled and litigated significant claims for clients in other complex commercial matters, such as insurance coverage, oil & gas, breach of contract, municipal law/zoning and business disputes, as well as alternative dispute resolution.



LENORE BLUM

Lenore Blum is a Distinguished Career Professor of Computer Science at Carnegie Mellon University. Blum is well known in her efforts to promote women within computer science, having helped found the Association for Women in Mathematics and received the Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring by George W. Bush for "her efforts to mentor girls and women in technology fields." She holds a Bachelor's degree in Mathematics from Simmons College and a Phd. in Mathematics from the Massachusetts Institute of Technology. Blum is also a fellow of the American Association for the Advancement of Science and a fellow of the American Mathematical Society.



JOEY RAHIMI

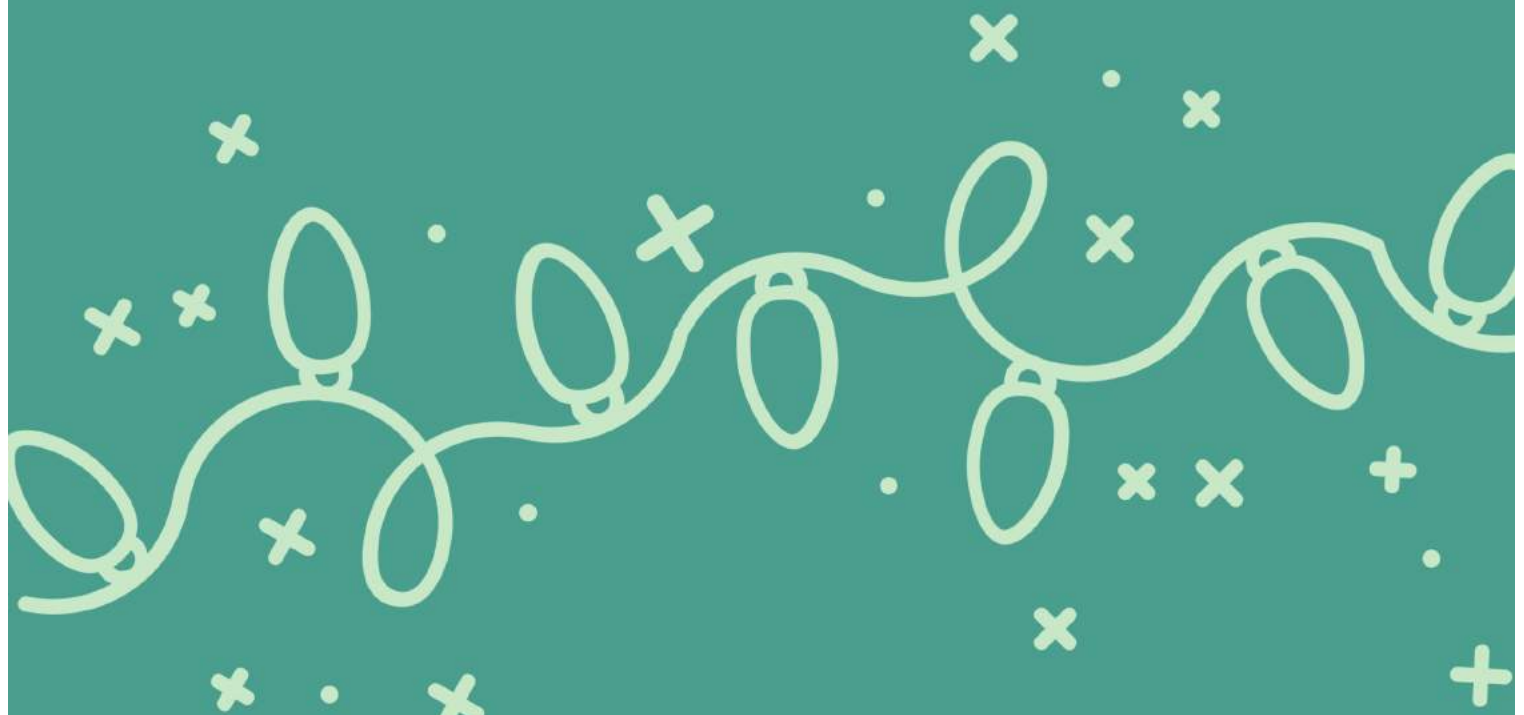
Joey Rahimi is a serial entrepreneur, having either founded or helped launch 12 different successful companies. After graduating from Carnegie Mellon University in Entrepreneurship, Joey went on to found CollegeProwler.com, a website dedicated to reviews, ratings, and rankings of colleges throughout the world. Eventually, CollegeProwler would be rebranded as Niche. Joey is also an avid UX designer, having founded Branding Brand, a web design and development company. Branding Brand has worked with companies like Walmart and Burberry. He also founded Aiken House, a venture studio based in Pittsburgh, where he has helped 16 startups develop into successful, sustainable companies.





MICHAEL MONYOK

Michael Monyok focuses his practice on intellectual property matters and represents startups to large public companies in all aspects of intellectual property procurement, management, licensing, and litigation. Michael's intellectual property work has included a range of technical subjects, including machine-vision guidance systems, human/computer interaction, robotics, data processing, and nano-materials. In addition to his intellectual property work, Michael assists startups and emerging businesses navigate the complex legal issues that often face new ventures, from entity creation to a successful exit. Further, with a technological background, Michael is also a valuable asset to his clients in cybersecurity matters.



# CMU VC ADVISOR

## DAVE MAWHINNEY



Dave Mawhinney is executive director for the Swartz Center for Entrepreneurship, and executive director for the Donald H. Jones Center for Entrepreneurship. He serves as the managing director, Open Field Entrepreneurs Fund, and director, i6 Agile Innovation System, a collaboration between InnovationWorks and CMU. Dave is also associate teaching professor at the Carnegie Mellon Tepper School of Business. Prior to joining Carnegie Mellon, Dave was co-founder, chairman and CEO of mSpoke, an internet content and advertising recommendation engine, that was acquired in 2010 by LinkedIn, the world's leading professional social networking site. In 2006, Morgan Stanley's MSCI/Barra business unit acquired mSpoke's first business line, a quantitative investment recommendation engine.

Before mSpoke, Dave was general partner of PNC Technology Investors. Earlier in his career, he co-founded three successful startup ventures, including Premier Health Exchange (acquired by Medibuy), Hawk Medical (acquired by McKesson), and Industry.Net (merged with AT&T Business Network to form Nets, Inc.). Dave is an active board member at MedSage Technologies (now NewCare Solutions LLC), EZ-FLO Injection Systems and the Indiana University of Pennsylvania Alumni Association (ex-officio, past president). He is an Advisory board member to InnovationWork's AlphaLab, Pittsburgh Equity Partners and Carnegie Mellon University's Project Olympus. Dave also served as Executive-in-residence at the Pittsburgh Life Sciences Greenhouse, working with healthcare information technology startups



# PANELISTS



NESRA YANNIER

Nesra Yannier is Founder and CEO of NoRILLA and a Special Faculty at Carnegie Mellon University. She received her PhD in Human Computer Interaction Institute at Carnegie Mellon. She has been awarded Mister Rogers Scholarship (Emmy's College Television Awards in New Media for Children) to take her PhD project forward. She has also received the Innovation Fellowship from the Center for Innovation and Entrepreneurship at Carnegie Mellon University to help commercialize her PhD research to benefit society. She has BS degrees in Physics and Computer Engineering, an MS in Computational Sciences and Engineering from Koc University, Istanbul and an MA in Learning, Design and Technology from Stanford University. She has experience working at Disney Research, NASA Ames Research Center and start-up companies, designing and building new educational technologies to be used in real world settings. She has also started and led an organization at Koc University to coach children from underserved communities to participate in the FIRST Lego Robotics Competition. She is passionate about creating novel technologies to have a positive impact on children's lives.



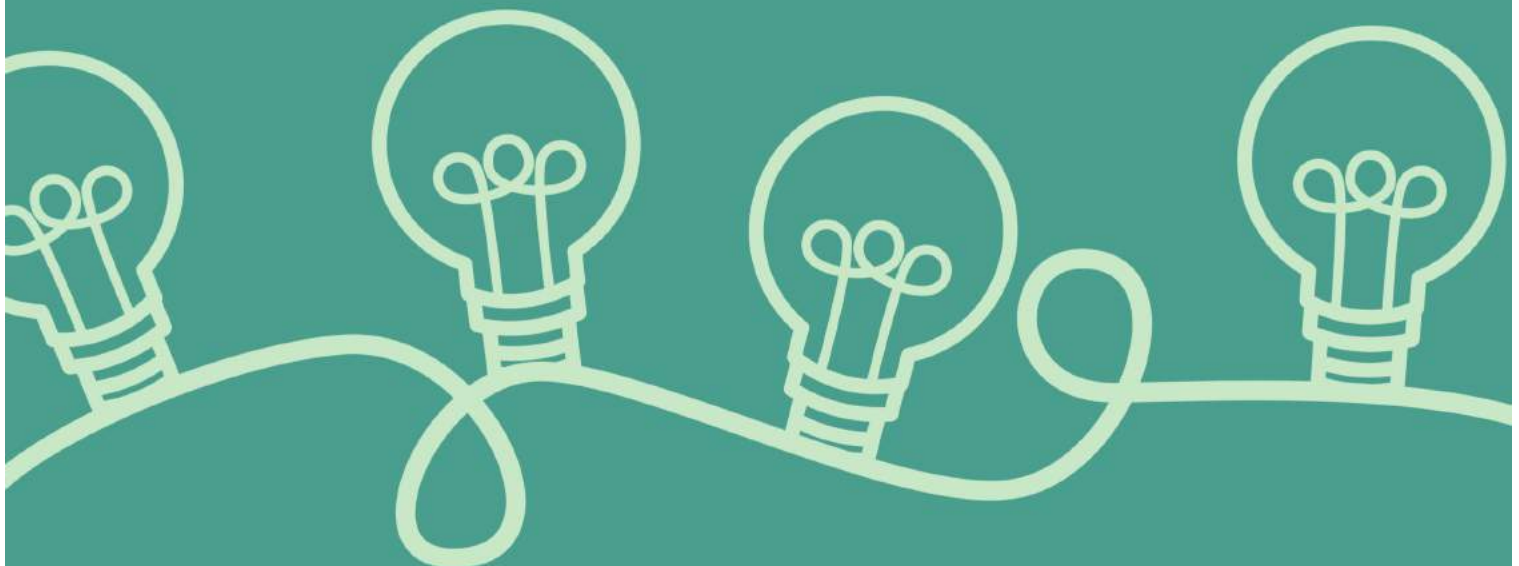
JJ XU

JJ Xu is the Founder and CEO of TalkMeUp, an AI-based company dedicated to helping people develop their communication skills. With TalkMeUp, which she started from the Swartz Center for Entrepreneurship, JJ won Carnegie Mellon's McGinnis Venture Competition and first place at BNY Mellon's Social Innovation Challenge. She has both a Bachelor's degree and a Master's degree in microelectronics from Peking University, as well as a Masters in Business Administration from Tepper School of Business.



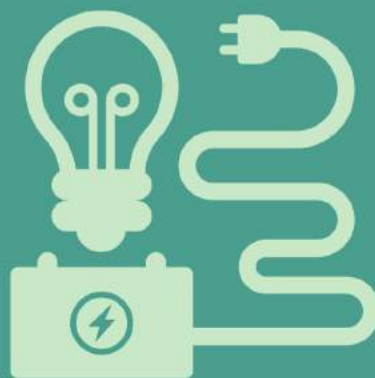
In addition to being a CMU Tepper MBA student and Swartz Fellow, Summer Xia founded her own company, LittleMoochi. Summer's venture focuses on leading children toward healthier eating habits through means of interacting with a virtual pet.

# SUMMER XIA





# CMU VC SPONSORSHIPS



## GOLD



MEYER UNKOVIC SCOTT  
ATTORNEYS AT LAW

Carnegie  
Mellon  
University

Swartz  
Center for  
Entrepreneurship



## SILVER



heroku



## BRONZE



CHESLAH



## Aiken House