



## INNOVATION CHALLENGE

More than 400 women attended WECode, the largest student-run conference for women in computer science. This year, WECode added its first annual Innovation Challenge. In the month leading up to the conference, more than 35 teams, each with a female founder, applied to the challenge. Remote judges worked tirelessly to narrow the field down to nine finalists.

On February 28, the judges—Scott Crouch, CEO of Mark43; Julie Elberfeld, Divisional CIO for Commercial Banking Technology at Capital One; Katie Rae, Managing Director at Project 11; Rachel Spekman, Director of Programming at MassChallenge—heard pitches from our nine finalists, before determining the winners.

The winner of the Innovation Challenge, **Doorbell**, is transforming buildings into communities. They make “sharing goods, services, experiences with your neighbors ridiculously easy.” The team, consisting of Aleeza Hashmi, Ben Pleat, and Steven Petteruti, were awarded \$500 cash and GoPros courtesy of CapitalOne.

The runner-up, **Froth** (i.e. First Round on the House), is an application-based drink subscription service that provides young professionals with a smarter way to explore, experience, and save while navigating bars in their cities. FROTH co-founder Catie Cole, was awarded \$300 cash and \$250 certificates from Microsoft.

The second runner-up, **Prudence**, is a free digital one stop shop for the 1 in 2 Americans who cannot access lawyers from legal aid. The Prudence team, represented by Leni Hirsch and Rohan Pavuluri, was awarded \$200 cash and duffle bags from Two Sigma.

We want to thank all of our applicants, the wonderful judges, and the finalists for making our first annual Innovation Challenge a success.

Director of Innovation Challenge  
Alexandra Smith