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MAVRCK Raises 2.5M

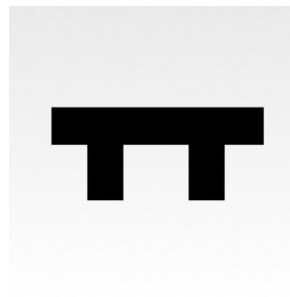
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IDEA Ventures in the News



MAVRCK Raises 2.5 Million in Funding

MAVRCK: Every Marketer's Wingman

Imagine if there was an exclusive online community for social influencers who would earn exclusive content, rewards and experiences based on their behavior on social media. That is what [Mavrck](#), a Boston startup that just raised 2.5 Million dollars, is providing for premier consumer brands.

Previously Splashscore, the company white labeled their original idea allowing brands to identify and activate their most influential customers to drive sales on social networks.

Mavrck worked with [IDEA: Northeastern University's Venture Accelerator](#) to launch their business. While in the accelerator the company received gap funding to develop and expand their platform, and acquire their first customers. Among the



more than 25 brands that use Mavrck's platform, the most notable are Unilever, Sears and New Balance. Want to read more? Checkout IDEA's full [MAVRCK article](#).

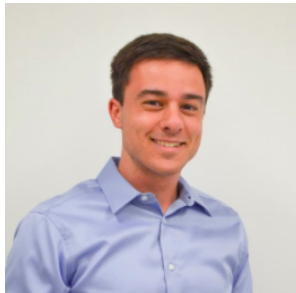
Q&A with a Coach:

Jordan Vallinino: Coach and Investment Analyst

Our coach this month, Jordan Vallinino but you can call him "Mr. February", is a sophomore business student studying economics. He is both a coach and Investment Analyst (IC, Investment Committee) on the IDEA management team.

Jordan became interested in being a coach immediately after joining the IDEA management team. "I love being on the IC, but I didn't get to interact directly with the ventures. I really wanted to learn with them," Jordan said.

Being both an analyst and coach, Jordan gets to see both sides of IDEA's process. "It's awesome being on the IDEA side, providing ventures with resources, but seeing how the resources affect each venture is even cooler," Jordan said.



Jordan is currently working with three ventures, Lobby Shop, Medcorp and Mimoments, all three of which are in the ready stage, the beginning stage (followed by set, go and launched). "My goal is to see a venture from ready to launched. I love watching new ventures come to New Venture Orientation and then pitch at each stage-gate (the process each venture must go through to proceed to the next stage). Seeing the progress they make in a short time is inspiring."

[Check out](#) the ventures Jordan is coaching and get involved as a coach yourself!

Venture Feature: Bharat Babies

Children's Books to Tell the Story of India's Heritage

As the daughter of two Indian immigrants, Sailaja Joshi (DMSB '06) realized how important it was for her own daughter to learn about her heritage. She was shocked to find there weren't any children's books about India's history and culture, and the idea of [Bharat Babies](#) was born.

Bharat Babies' mission is to design and produce developmentally appropriate books that tell the stories of India's heritage. Bharat Babies joined IDEA to help bring the book series to life. "IDEA has really pushed me because they have marked goals, incentives, funding opportunities, and they help me meet partners across the country," Joshi says.



The Bharat Babies series is expected to launch in May 2015. Check out IDEA's Bharat Babies article [here](#).

Upcoming Boston Events for Entrepreneurs

Looking for upcoming events in Boston to help grow your startup? Look no further.

Connect with fellow Boston entrepreneurs at these upcoming events that will challenge the way you think about social media, customer engagement, and hiring new talent.

[Boston TechBreakfast Presented by Colliers](#)

At this monthly breakfast get-together techies, developers, designers, and entrepreneurs share and learn from their peers through show and tell / show-case style presentations.

[Growth Hacking for Startups:](#)

This workshop provides a brief introduction to Growth Hacking and immediately addresses the commonly flawed strategies while focusing on real-world tactics that actually work.

[Social Media Blitz:](#)

This session will provide you with a number of simple Twitter tips and tricks, as well as LinkedIn and Facebook strategies you can start using today.

[Talent Hackers Boston: An Intro to Talent Hacking:](#)

Join us to hear from four entrepreneurs about simple talent hacks you can use to hire your team, followed by a panel discussion about building amazing teams, fast on a budget.

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Venture Accelerator**

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