



NEXPO

2017





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Welcome to



Welcome to NEXPO, IDEA's annual venture showcase event. We're excited to have you here to celebrate the continuous innovation and entrepreneurship happening at Northeastern. Tonight is your chance to be at the forefront of entrepreneurship, innovation, and technology through connecting with ventures and participating in their development.



Because our ventures are constantly evolving, we have ventures representing each of the stage-gates, READY, SET, GO and INVEST. Take full advantage of NEXPO by networking with young entrepreneurs, sharing expertise with growing ventures, and connecting with fellow classmates who share a similar interest in innovation and technology.

- IDEA Management Team

About IDEA

IDEA is Northeastern University's student-led Venture Accelerator. We work with people who are passionate about solving problems, building great products, and developing businesses that impact the world around them. We provide entrepreneurs in the Northeastern community the support, resources and educational experience of developing a business from concept to launch. To this day, IDEA has worked with over 900 concepts. We've helped hundreds of Northeastern affiliated founders grow and shape their business.

Our Team

Our management team consists of student members working behind the scenes to support our ventures. Our coaches consist of skilled graduate students, and experts in their field who provide guidance and feedback to our collection of ventures.

28
management
team members



34
coaches

Our Ventures



46

Ventures
launched

Our ventures are made up of Northeastern students, alumni, faculty and staff all eager to solve problems, build products, and develop businesses that impact the world.



385

Active
ventures

Our Impact

\$1.1M

in non-equity
gap funding

100+

prototypes funded

\$80M

raised in external
funding

From the start, IDEA has been able support its ventures with its non-equity Gap Fund. The fund supports ventures to execute their go-to-market strategy and acquire customers. Our unique prototype fund allows ventures the opportunity to create a prototype of their product. Ventures are considered launched once they have raised 200k or are completely self sustaining on their own revenue. Launched ventures have gone on to raise Seed, Series A, and further rounds.

READY

Stage

Customer Validation

The first stage in our process focuses on understanding the scope of the problem, validating it with customers, designing a solution and initial competitive analysis.



Fed Up Cookie Co. (formerly Health by Chocolate)

Fed Up Food Co. is an innovative food company that specializes in high-protein sweets. As a company, we are FED UP with the stigma that health food has to taste so healthy. Our goal is to change the perception of food by breaking down the barrier between nutrition and taste.



Noble

Enabling venues and their guests to make the most of the night through the power of digital ordering.

Resources used



Gap Fund



Prototype Fund



Scout



IP Co-lab



Venture Mentoring
Network

SET

Stage

Business Model

In this stage ventures work to develop their business model. This includes establishing their initial product or service, considering revenue models and creating a go-to-market strategy.



Electra

Electra Vehicles is a team of energy storage experts pioneering design solutions for the next generation of battery systems for electric vehicles and the grid.



Contractr

Contractr allows homeowners and licensed contractors alike to easily exchange information for home repair jobs. By utilizing cutting edge AI and AR technologies we simplify the amount of work for both parties and get the best possible price.



Mobile Pixels

We give laptop users the tools they need to fully reach their potential.



Nami Board

Loosen up and get creative with Nami Board, a tech-free gadget that helps you relax.



ReLock

ReLock is a convenient retracting lock built into the bike and able to lock the seat, both wheels, and handlebars all at once. Our customers will range from the casual bike user, bike manufacturers, and people wanting to make an environmental difference.



Scent2Go

The most discreet and portable way to eliminate embarrassing #2 odors wherever you go!



unsize

unsize eliminates the thought of, "will it fit me?" when shopping online through our webapp and connected hardware device.



GO Stage

Traction

In this stage ventures begin executing on business milestones to scale their companies in preparation of raising external capital, joining another accelerator or becoming self-sustaining on revenue.

Resources used



Gap Fund



Prototype Fund



Scout



IP Co-lab



Venture Mentoring
Network



BuzzLoop

BuzzLoop is a social mobile application that gives users a place to ask questions, share & gather real-time local knowledge, and connect with peers & businesses in their hyperlocal community.



DelivaPart

DelivaPart enables home service technicians to save time and money by offering an on demand part delivery service that avoids them having to leave the job site and having to pickup parts themselves.



Green Gas

Green Gas is an emerging social enterprise that gives people the power to drive carbon neutral.



MentorWorks

Through the use of income share agreements, we provide students gap funding for their education. In addition, we provide a mentorship network that helps them enhance their professional career by creating a better alignment between fund providers and the students. The mentorship program acts as a catalyst that enhances this alignment helping the student to better meet their professional goals while increasing returns for investors.



Vers: The Rap Game

Vers is a freestyle rap card game. Players compete to see which can create the best freestyle rap, but use a template system that makes rap accessible to anyone.



YöM

A practice with roots in India deserves a beverage with roots from the same soil. YöM is infused with the Indian superfruit, Kokum, providing every true Yogi with a workout partner as dedicated to the body as they are. YöM relaxes the body and mind while combating the toughest fatigue and providing a speedy recovery.

Resources used



INVEST

Stage

Raise Capital

The final stage in our process educates ventures on the different investment vehicles they could pursue. We provide investment resources and a mentorship program which aims to successfully help ventures raise capital through personal or professional networks, join another accelerator, or run a successful crowdfunding campaign.



ChargeRx

ChargeRx creates remarkable patient experiences at the intersection of hospitality, technology, & health to help solve the biggest problems patients and their loved ones face during a trip to the hospital or doctor's office.



Esportudo

Esportudo is the first mover in the Brazilian and Latin American sports media markets that curates the best aggregated and original content on one convenient platform. The first and only sports focused media company that allows users to personalize, discover and consume content from over 250 sources, across any device, giving them the best sports coverage possible. The Gen Y tone in our original content is revolutionizing the way fans engage with sports news.



Responsive

We create powerful, purposeful, relatable technology for marketing teams by offering control and simplicity for developers and end users alike.



SQD

Realize your long-term fitness goals through camaraderie.





Zealery

Zealery allows one to shop together with their friends on the phone through fun games. 82% of young people nowadays aged between 16-25 will seek a second opinion before making a clothing purchase, but currently, resort to texting screenshots or links to their friends as the only solution. Zealery offers a one-stop-shop for fashion lovers to engage their friends while shopping online in a fun and effortless manner.



About

HUSKY STARTUP CHALLENGE

The Husky Startup Challenge is a semester-long series of bootcamps, speakers, and workshops to bring budding student entrepreneurs' startups from ideas to fruition. Student ventures will go through the process of starting their own business, and pitch to a panel of selected judges at Demo Day for the opportunity to win cash prizes and funding. The Husky Startup Challenge is a great insight into the Northeastern entrepreneurial community, and a celebration of our talented and diverse cohort coming together to create big things.

Resources used



About I-CORPS

The National Science Foundation (NSF) I-Corps program prepares scientists and engineers to extend their focus beyond the university laboratory, and accelerates the economic and societal benefits of NSF-funded, basic-research projects that are ready to move toward commercialization. The Northeastern I-Corps site provides basic business training over six evening sessions, matches participants with established entrepreneur mentors and helps them frame their business ideas.

2 Gamma Technologies

CutiScan provides clinical detection of skin cancer via state-of-the art hyperspectral microscopy. This novel point-of-care test disrupts the current standard for skin cancer diagnostics by providing a non-invasive procedure that will reduce the burden of biopsy in the health-care system today.

CLEANERWASTE

CLEANERWASTE is a decentralized, personalized and portable waste to energy generator for all your waste disposal and energy needs. It consumes paper and organic waste (POW) collected to produce electricity.

ichip

The ichip is a plastic chip containing a number of growth chamber for microorganisms, enclosed by a 0.03µm membrane. The ichip utilizes in situ cultivation of novel microbes, replacing mainstream in vitro cultivation in a petri dish.

Liver On-A-Chip

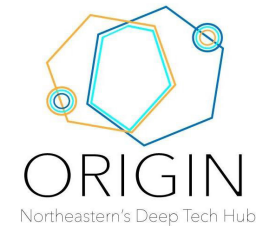
We develop a new generation of organs-on-chips systems to advance the development of pharmaceutical, chemical, food, cosmetic, and personalized medical products.

SeaSpire

SeaSpire Cosmetics is a company focused on designing safe and sustainable bio-derived sun protectant materials that can be incorporated in various cosmetic formulations providing an alternative to current synthetic UV-active materials.

ENTREPRENEURIAL Ecosystem

NEXPO celebrates the growing entrepreneurial ecosystem at Northeastern. Tonight you will learn that service providers and partner organizations have lent their time and expertise to help ventures get the support they need. We thank all of the members of Mosaic for their continued support for our ventures.



SERVICE Providers

IDEA works closely with a group of local firms to provide in-kind services to ventures in the later stages of our process. Our network of service providers expands over a number of industries, including finance, law, marketing public relations, and technology.

HSUANYEH LAW GROUP, PC

account *talent management*[®]
THE TAX EXPERTS FOR STARTUPS

GENNARI ARONSON

BR *KAWAY*
INNOVATION GROUP

First Venture
Legal

Furman, Gregory, Deptula
We jump start your legal.

GOODWIN
PROCTER

GT GreenbergTraurig

K N
+ S

M F A MOODY, FAMIGLIETTI
& ANDRONICO

MORSE
BARNES-BROWN
PENDLETON PC
The law firm built for business.[®]

Schmeiser, Olsen & Watts LLP
Intellectual Property Law

version 2.0
communications

WILMERHALE[®] WH

AMS
ACCOUNTING
MANAGEMENT
SOLUTIONS, INC.

fama
PR

Gesmer
Updegrove LLP

JOPPA
global marketing partners

marlo

SMB
PARTNERS

NOTES

Start a venture.

Whether you are in the beginning stages of validating your customer or are looking to create a business model join IDEA as a venture in the Ready Stage. Open to all alumni, students, faculty and staff. To get started sign up for NVO at <http://bit.ly/startnvo>

Get involved.

Don't have an idea but want to stay up to date and involved with the latest IDEA and venture news. Be sure to follow us and the ventures you meet tonight on their social channels to support our ventures and track their latest advances.

Become a mentor.

Have industry experience? Join our venture mentoring network today to mentor IDEA ventures. Contact Katie Dempsey at k.dempsey@northeastern.edu

Join our advisory board.

Interested in helping IDEA grow? Learn more about joining our advisory board. We rely on our board's expertise to best support our ventures. Contact our CEO Kate Murdock at murdock.ka@husky.neu.edu



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