

# STIK-IT

*(stretchable non-abrasive fixture for renters to hang items onto the wall)*

**Team for PennVention Round 1 Submission:**

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# MARKET OPPORTUNITY

## WHY

There is a proliferation of renters in the United States who see renting as an alternative to owning a home or office space.<sup>1</sup> There is also a growing trend of DIY enthusiasts that want to customize their space with a personal touch.<sup>2</sup> This means that having a versatile surface that will allow DIY enthusiasts to non-destructively customize the surfaces(walls, floors .etc.) of the rented space is becoming an urgent need for many renters.

Renting companies will see this as a valuable technology since it allows them to build cheaper units. Renters would benefit because it would feel more like home to them when they use the technology to customize their rented space.

## WHO

The growing market of renters and DIY enthusiasts. Secondary market would be renting companies and office renters.

## HOW (TECHNOLOGY)

Developing a stretchable non-abrasive fixture that allows renters to hang items onto the wall.

University Of Pennsylvania's technologies can be utilized to bring the display to reality by using:

- *Tunable Adhesion* from the Turner Group Laboratory to enable the technology to work on a range of surfaces,
- *Graphene* from the Johnson Laboratory to enable the lightweight for the technology

1. Housing Outlook

2. DIY Trend



# TEAM

## Founders(short term team)

### **Davina Oke**

*Education: Bachelor of Arts in Biology Jan 2016 candidate, (Case Western Reserve University)  
Breast Cancer research assistant at Case Center for Biomolecular Engineering*

### **Olamide Obilana, 29.**

*Olamide is an experienced finance professional that has worked with a number of Fortune 500 companies, including the Vanguard Group, JP Morgan Chase, and Goldman Sachs. In addition to his extensive financial experience, he has worked as a market research analyst in Johannesburg, South Africa where he provided some of the country's biggest brands research reports on the black consumers of South Africa. Olamide attained a Bachelors of Science in finance with honors from the University of Pittsburgh and an MS in finance from Temple University.*

### **Todun Osunloye**

*Education: Undergraduate LPS, School Of Arts and Sciences(UPenn); Master's of Computer & Information Technology (UPenn), BSc. Electrical Engineering (Washington University), BSc. Physics (Illinois College)*



## Short term Team Needs

**Technical Consultant:** Team needs a technical consultant who is a subject matter expert on both Tunable Adhesion(UPenn's Turner Group Lab) and Graphene(UPenn's Johnson Lab) and can explain it for the purposes of this competition. Team also need 3-D printing assistance(UPenn's AdLabs) for the prototyping stage.



# EXECUTION PLAN

Short Term



Medium Term



Long Term

**Timeline:** 1 - 6 months

**Activities/Priorities:**

- Submitted hypothesis that people need a customizable surface
- Business partners will conduct market research to determine exact pain points and necessary product features for usage in rented space.
- Determine other non-traditional uses of a customizable surface that our customer segment(s) require
- Work closely with subject matter experts from both UPenn's Turner Group and Johnson Laboratory.
- Leverage technical knowledge of all partners to build prototype using 3-D printing at UPenn's AdLab and iterate/pivot on product based on market research findings.

**Milestones:** Hypothesis validation

**Resources:**

- Access to different renters that are DIY enthusiasts
- Funds to conduct research