AGENDA

THURSDAY, APRIL 11, 2019 • 2:00 - 7:30 PM
New Jersey Institute of Technology, Newark

2:00 PM ................................................................. REGISTRATION/EXHIBITS OPEN

3:00 - 3:05 PM .......................................................... OPENING REMARKS

James Barrood, CEO, NJ Tech Council
Dr. Joel Bloom, President, NJIT
Dr. Beth Simone Noveck, CIO, State of NJ

3:05 - 3:30 PM ............................................................ KEYNOTE CHAT

David VanEgmund, EVP – Head of Strategy, Fanduel

3:40 - 4:20 PM .......................................................... Pitches - Round 1

4:20 - 4:40 PM .......................................................... Networking

4:40 - 5:20 PM .......................................................... Pitches - Round 2

5:20 - 6:00 PM .......................................................... Investors Panel

Moderator: Kelly Ford, Edison Partners
Kathleen Coviello, NJEDA
Stephen Socolof, Tech Council Ventures
Kange Kaneene, SAP

6:00 - 7:30 PM .......................................................... AWARDS AND RECEPTION

Download the Eventdex app to get access to the agenda, attendees, and all other event info!
PITCH ROUNDS

ROUND 1 - 3:40 - 4:20 PM

Scriptertainment
Wapanda
LifeCuff Technologies Inc.
QwikScript
Boxcar
Upside Health
Teliapp
SiLAS
eCare21, Inc
VibeGather, LLC
TrueConnect Systems, Inc
Krow Network
WearWorks
MARCo Technologies LLC
Lambent Data
Life Skill Software
OculoMotor Technologies
Sporttrade
TLCengine
SRL Group
Ribbit.io
Nutrivide
MedifVu, LLC
Totally Pregnant

ROUND 2 - 4:40 - 5:20 PM

PeerChecked, Inc.
Datafy
Medality Medical
Smirta Innovations Inc.
Vikar Technologies
Malbek
Verstill
Commerce Blitz, LLC.
PlayDate
XPEED Turbine Technology
Pochette, LLC
Genomic Prediction
Pullup Technologies
ROAR for Good
Indie Art World
Elemeno Health
Bloqcube
Caregiver Smart Solutions
MYXR Events Corp.
Paratrees
Speak2 Software
Gamefuly
Entractiv
Quintrix
KEYNOTE CHAT

DAVID VANEGMOND, EVP & HEAD OF STRATEGY, FANDUEL

Dave VanEgmond is an Executive Vice President & Head of Strategy for FanDuel Group where he oversees strategic planning across the business (Sports Betting, Fantasy, Racing, and Online Casino). Prior to the merger of FanDuel with the US businesses of Paddy Power Betfair to create the FanDuel Group, Dave served as EVP of Strategy, Corporate Development & Finance for FanDuel. In this role, he led all M&A, Corporate Finance, and FP&A (Financial Planning & Analysis) activities at the company. Prior to joining FanDuel, Dave was an Investment Banking Associate at Barclays in Silicon Valley for five years where he advised on a variety of M&A and corporate finance transactions in the technology sector. Dave holds a Bachelor’s degree in Finance from University of Notre Dame.

FEATURED SPEAKER – BETH SIMONE NOVECK

CHIEF INNOVATION OFFICER, STATE OF NJ

Beth Simone Noveck serves as the State of New Jersey’s first Chief Innovation Officer - a position she was appointed to by Governor Philip D. Murphy in August 2018. In this capacity, Dr. Noveck, a native of New Jersey, focuses on enhancing innovation in government and in the Garden State’s economy. Using better data, more collective intelligence and agile technology, her team leads projects, designs policies and advises agencies on innovative strategies to improve the lives of New Jerseyans. Dr. Noveck serves as the Chair of the Governor’s Future of Work Task Force, sits on the Governor’s Jobs and Economic Opportunity Council, and is also a gubernatorial appointee on the New Jersey Commission on Science, Innovation and Technology. In addition to her role as New Jersey’s Chief Innovation Officer, Dr. Noveck is a professor at New York University’s Tandon School of Engineering and a Fellow at NYU’s Institute for Public Knowledge. She also directs NYU’s Governance Lab, an action research center studying the impact of technology on governing. Previously, Dr. Noveck served in the White House as the first United States Deputy Chief Technology Officer, and as director of the White House Open Government Initiative under President Obama. UK Prime Minister David Cameron later appointed her senior advisor for Open Government, and German Chancellor Angela Merkel named her a member of her ten-person digital council. She is a graduate of Harvard University and Yale Law School, and was named one of the “World’s 100 Most Influential People in Digital Government 2018” by Apolitical. Previously, she was selected as one of the “Foreign Policy 100” by Foreign Policy as well as one of the “100 Most Creative People in Business” by Fast Company and “Top Women in Technology” by Huffington Post. Dr. Noveck has written multiple books, and has been published extensively, on how technology can improve governing. She tweets @bethnoveck
INVESTORS PANEL

Kelly Ford, Edison Partners

Kelly Ford is a tech industry executive and operator turned growth equity investor with a specialty in building value and operational excellence for technology companies pre-revenue to $100M. As Partner at Edison Partners, Kelly invests in high-growth enterprise software companies, and advises the firm’s portfolio on go-to-market strategy and operations. Kelly currently serves on the board of directors for Billtrust, Blue Medora, ExecVision, Kinetiq, and the New Jersey Tech Council. She has been recognized as one of the Best 50 Women in Business by NJBIZ and is a frequent speaker at local and national tech startup, B2B sales and marketing events.

Kathleen Coviello, NJEDA

Kathleen is the Vice President of Technology & Life Science Investments at the New Jersey Economic Development Authority (NJEDA). In this role, she is responsible for working closely with the state’s emerging technology and life science companies and investors and delivering the various Edison Innovation Fund products to this community. Kathleen also oversees the management of the NJEDA’s Commercialization Center for Innovative Technologies (CCIT), an internationally-recognized 46,000-square-foot, leading life science incubation facility, along with the Biotechnology Development Center, a 32,000-square-foot post-incubation life science facility. With Kathleen at its helm, the NJEDA’s Technology and Life Sciences (TLS) Division has delivered over $1 billion in direct investments, business incentives, tax credits, and venture fund investments through the Edison Innovation Fund. Also during her tenure, New Jersey’s first accelerator - TechLaunch - was established, federal State Small Business Credit Initiatives funds were deployed into several regional venture funds, the State’s Angel Tax Credit Program was launched, and the New Jersey Founders & Funders program was born. Kathleen joined the Authority in August 2005 as a program manager. Prior to joining the NJEDA, she spent over 17 years in the banking industry, with the last eight focused exclusively on the NJ Technology Venture Lending Market. Her venture lending experience includes employment at Silicon Valley Bank, Comerica Bank and Progress’ Techbanc.
Stephen Socolof, Tech Council Ventures

Stephen Socolof has been a technology investor for twenty years. He has been a founding Managing Partner of New Venture Partners LLC (“NVP”) since 2001. He launched NVP with a strategy to partner with corporations in commercializing internally developed innovations as spinout ventures. At NVP, Steve raised $580M across three funds. Steve focuses on investments in semiconductors, software, storage, and wireless technologies. He is currently a director of EverSpin Technologies, GainSpan Corporation, NVMdurance, and Vasona Networks. He was recently a director of Airclic (sold to Descartes Systems), Alverix (sold to BD), Neohapsis (sold to Cisco), Silicon Hive (sold to Intel), Sychip (sold to Murata), and an observer of Flarion Technologies (sold to Qualcomm). Steve has also been a leader in the corporate venture community over the past fifteen years. He has been a member of and past Chair of the Corporate Venture Group within the National Venture Capital Association. He is on the Advisory Board of Global Corporate Venturing. He has spoken at many conferences and published several articles. Prior to forming NVP, Steve led an internal incubator for Lucent’s Bell Laboratories, which had been one of the most recognized and successful internal venture incubators. Steve joined Lucent in 1996 as the founding member of the team with the charter to employ a venture-capital model as an alternative commercialization approach for bringing Bell Labs technology to market quickly. The team launched 28 ventures, invested $250M off the Lucent balance sheet, raised $400 million of external venture capital, and produced great returns for Lucent. Steve has spent his career focusing on corporate innovation. Before joining Lucent, Steve spent eight years with the management-consulting firm Booz, Allen & Hamilton, where he was a leader of the practice focused on enhancing corporate innovation. Steve received an M.B.A. degree from The Amos Tuck School at Dartmouth College where he was a Tuck Scholar. He is currently on the board of the Center for the Study of Private Equity at the Tuck School. He received a B.A. degree in economics and a B.S. degree in mathematical sciences from Stanford University.

Kange Kaneene, SAP

Kange Kaneene has spent 11+ years at the intersection of technology and business working in the enterprise software industry. She is a Senior Director of Business Development at SAP, the world’s largest enterprise software company. She is currently focused on expanding SAP's ecosystem in the space via investments in startups, partnerships, acquisitions and joint go-to-market. Ms. Kaneene has a passion for diversity and equally distributed access to opportunity. She is on the selection committee and a mentor for Defy Ventures, a non-profit entrepreneurship, employment, and character development training program for currently and formerly incarcerated men, women, and youth. Additionally, she is a member of NYC associate board for Knowledge is Power Program (KIPP) NYC. KIPP NYC is a network of 13 public charter schools. KIPP students, 99% of whom are minority and 88% of whom are low-income, matriculate to college at more than double the rate of low-income students nationally and complete college at five times the rate of their peers. Kange has a Bachelor of Science in Computer Science from the University of Michigan and a Master of Business Administration from New York University Stern School of Business. She lives in Brooklyn, New York and loves international travel, cooking, dancing, karaoke, Michael Jackson and spending time with friends and family.
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Gearhart Law is a boutique Intellectual Property firm headquartered in Summit, NJ with offices in Manhattan and Philadelphia as well as attorneys in Boston and Israel. The firm assists startups, entrepreneurs and small businesses with their intellectual property by helping them build an IP strategy for maximum return on their investment. The firm’s attorneys specialize in a wide variety of technologies and have expertise in the full range of IP products, including patents, trademarks, copyrights and trade secrets. You can find Gearhart Law at www.GearhartLaw.com or call us at 908-273-0700.

As the principal subsidiary of Valley National Bancorp, Valley National Bank is a regional bank with approximately $32 billion in assets. Valley is committed to giving people and businesses the power to succeed. Valley operates over 200 branches across New Jersey, New York, Florida and Alabama, and is committed to providing the most convenient service, the latest innovations and an experienced and knowledgeable team dedicated to meeting customer needs. Helping communities grow and prosper is the heart of Valley’s corporate citizenship philosophy. To learn more about Valley, go to valley.com.

McCarter & English’s empowers clients throughout the development cycle, from ideation to creation, capitalization, implementation, commercialization and monetization. Our Venture Capital and Emerging Growth Companies practice is nationally and globally renowned for our high quality, responsive, pragmatic representation of, and committed passionate service to, entrepreneurial, tech, tech-enabled and life sciences enterprises and the investors who support them. We have a compelling value proposition comprised of experienced, problem-solving lawyers, a sensible fee structure, unique delivery model, a national network, and a league table-leading reputation.
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For more than 30 years, Edison Partners has been helping CEOs and their executive teams grow and scale successful companies. The firm’s investment team brings extensive investing and operating experience to each investment. Through a unique combination of growth capital and the Edison Edge platform, consisting of operating centers of excellence, the Edison Director Network, and executive education programs, Edison employs a truly integrated approach to accelerating growth and creating value for businesses. A team of experts in financial technology, healthcare IT and enterprise solution sectors, Edison targets high-growth companies with $5 to $25 million in revenue; investments also include buyouts, recapitalizations, spinouts and secondary stock purchases.

NJIT

NJIT offers more than 125 undergraduate and graduate degree programs in six specialized schools instructed by expert faculty, 98 percent of whom hold the highest degree in their field. Our academic programs are fully accredited by the appropriate accrediting boards, commissions and associations such as Middle States Association of Colleges and Schools (MSA), Accreditation Board for Engineering and Technology (ABET), Association to Advance Collegiate Schools of Business (AACSB) and National Architectural Accrediting Board (NAAB).

NJEDA

The New Jersey Economic Development Authority (NJEDA) serves as the State’s principal agency for driving economic growth. The NJEDA is committed to making New Jersey a national model for inclusive and sustainable economic development by focusing on key strategies to help build strong and dynamic communities, create good jobs for New Jersey residents, and provide pathways to a stronger and fairer economy. Through partnerships with a diverse range of stakeholders, the NJEDA creates and implements initiatives to enhance the economic vitality and quality of life in the State and strengthen New Jersey’s long-term economic competitiveness.
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Headquartered in Woodbridge, New Jersey, Onyx Equities, LLC is a leading, full-service real estate firm specializing in investment, asset repositioning and ground-up development. Since its founding in 2004, Onyx has acquired millions of square feet of office, industrial, retail and residential properties in New Jersey, New York, Pennsylvania and Connecticut. Onyx has executed over $230 million in capital improvement projects under its signature repositioning program. Driving Onyx’s success is its loyalty to core geographic markets, a seasoned team of expertise in all facets of real estate, its adaptability to market conditions, and the experience gained from managing over 67 million square feet since inception. Throughout its portfolio, Onyx takes aim at increasing operational efficiency, tenant satisfaction and long-term value. For more information contact the firm at 732-362-8800, or visit www.onyxequities.com.

Morgan Lewis

Morgan Lewis’s Emerging Business and Technology Practice serves as an integral resource to hundreds of emerging growth companies in Europe, the United States, Middle East and Asia. We offer our clients a pragmatic, business-oriented approach to solving problems and a value-added network. With firm offices in major business centers and the legal resources of an international law firm, we offer emerging growth businesses localized, personalized, and effective long-term representation. The practice is versed in all aspects of the emerging growth company life cycle – from company formations, financings, partnering, and collaborations to executive compensation, employment matters, intellectual property protection, public offerings, mergers and acquisitions, and international expansions. Morgan Lewis’s reputation and relationships help investors and entrepreneurs make profitable decisions and connections. We keep clients close to the financing resources that fund today’s growing companies through our established relationships with the venture capital and investment banking communities in international markets. Client industries served include information technology, clean technology and alternative energy, financial services, life sciences and biotechnology, and media. For more information about us, please visit www.morganlewis.com and connect with us on LinkedIn, Twitter, Facebook, Instagram, and WeChat.
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3rd Space

3rd Space is the first family-owned, boutique coworking space with high-end amenities in the heart of Newark. Our newly constructed facility in the Textile Lofts, a century-old garment factory, is steps from Newark Penn Station, City Hall and vibrant Ferry Street. We offer flexible memberships for open desks, dedicated desks and private offices with parking. Conference rooms, event space, ultrafast Wifi, and a cafe serving locally roasted coffee. Please call us for a tour, 3rdspacecowork.com.

Littler

At Littler, we understand that workplace issues can’t wait. With access to more than 1,500 employment attorneys in over 80 offices around the world, our clients don’t have to. We aim to go beyond best practices, creating solutions that help clients navigate a complex business world. What’s distinct about our approach? With deep experience and resources that are local, everywhere, we are fully focused on your business. With a diverse team of the brightest minds, we foster a culture that celebrates original thinking. And with powerful proprietary technology, we disrupt the status quo—delivering groundbreaking innovation that prepares employers not just for what’s happening today, but for what’s likely to happen tomorrow. For over 75 years, our firm has harnessed these strengths to offer fresh perspectives on each matter we advise, litigate, mediate, and negotiate. Because at Littler, we’re fueled by ingenuity and inspired by you.

Phone.com

Founded in 2008 by veteran telecommunication entrepreneurs, Phone.com provides more than 30,000 businesses across the U.S and Canada with comprehensive, flexible, and reliable cloud-based communication and collaboration solutions. Our innovative services and customizable open APIs, award-winning 24/7 U.S. based support, coupled with experienced executive leadership and forward-thinking strategic planning, has led to 10 straight years of growth. With over 50 customizable features including audio and video conferencing, call forwarding, voicemail transcription, IVR, vanity and virtual toll-free 800 and local numbers, Phone.com’s business VoIP allows you to connect with anyone anywhere at any time. Phone.com has been recognized by the Inc. 500|5000 as well as Deloitte’s Technology Fast 500 for fastest growing private companies.
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Intersection

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To learn more about how Intersection can drive results for your business, visit Intersection reps, Christopher Winnie and Janet Fischer at the NJ Tech Council’s events, for more valuable business insights and special partner incentives.

Eventdex

Eventdex offers globally, a complete suite of integrated event management software aimed at delivering great user experiences and high ROIs to event planners. It is a leading cloud-based platform that has fully automated the entire event lifecycle. This unique offering provides exceptional benefits for the Event Registration, Business Match-Making, Onsite-Management, Lead Retrieval and the overall 360-degree view of the Event Management process.
SUPPORTING ORGANIZATIONS
Company Summary
Scriptertainment is a mobile app designed for screenwriters to distribute their movie, TV and stage play scripts directly to the user as reading material, and the easiest way for readers to access this content. Our strategy is to carve out a segment of the ebook market targeting ebook readers, movie goers and actors.

Use of Funds
Marketing & staff.

Products/Services/Technology
Scriptertainment is a service to screenwriters providing a marketplace for distribution

Competition
Our competitors are websites that offer screenplays for reading

Achievements to Date
“WINNER: Life after Launch Entrepreneur Pitch Competition” - Presented by Benchmark Creative Group & WeWork "FINALIST: Urban Creatives Rapid Accelerator Pitch Competition"

Company Outlook
First two years grow to 100,000 users

Contact
Website:
scriptertainment.com

Primary Contact:
Stephen Longsworth

Email:
stephen.longsworth@scriptertainment.com

Advisors
C Level Management:
Stephen Longsworth, Jr, CEO
Wayne Kaskie, CTO
Jamison Anotine, CMO
Shawn Brewington, Chief Branding Officer

Board Members
Geoffrey Colon,
Head of Microsoft Advertising Brand Studio

Lawyer:
Rodriques Law, PLLC

Accountant:
N/A

Financial Information
Bank:
Affinity Federal Credit Union
Current Investors: N/A
Amount Previously Invested: N/A
Amount Sought: $500,000
Financing Sought: Pre-Seed
### Company Summary
Wapanda is a taxi app that gives drivers open source tools to price their own rides. Wapanda has been given an exclusive license to allow off meter pricing for NYC taxis. This is an upfront and binding quote like other ride share competitors and will allow taxis to modernize the fleet.

### Use of Funds
- Bring Technology in House; Hire Driver Recruiters;
- Marketing and Social Media

### Products/Services/Technology
We are technology provider where the front end shows consumer individual pricing for ride share providers in the area as well as individual taxi pricing.

### Competition
Waave, Myles, Uber and Lyft.

### Achievements to Date
We are the first company in NYC to receive its ehail license where drivers can price their own rides and consumers can see a front end where it demonstrates pricing for uber, Lyft taxis and other rideshare providers.

### Company Outlook
We will be in 2500 taxi vehicles in the next 3 months. Then we can facilitate transactions to be the taxi app of NYC.

<table>
<thead>
<tr>
<th>Contact</th>
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<tbody>
<tr>
<td><strong>Website:</strong> <a href="http://www.wapanda.co">www.wapanda.co</a></td>
</tr>
<tr>
<td><strong>Primary Contact:</strong> Mihir Dange</td>
</tr>
<tr>
<td><strong>Email:</strong> <a href="mailto:mihir.dange@wapanda.co">mihir.dange@wapanda.co</a></td>
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<th>Advisors</th>
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<tr>
<td><strong>C Level Management:</strong> Mihir Dange, Zahid Biviji</td>
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<tr>
<td><strong>Board Members:</strong> Gopal Garuda, Founders Park Capital, Principal John Murphy, Senior Auto Analyst Bank of America</td>
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<tr>
<td><strong>Lawyer:</strong> Law Offices of Thomas Love</td>
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<tr>
<td><strong>Accountant:</strong> Michael Del Plato, CPA. (NJ County Official)</td>
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</tbody>
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<th>Financial Information</th>
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<tr>
<td><strong>Bank:</strong> Bank of America</td>
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<tr>
<td><strong>Current Investors:</strong> Friends and Family</td>
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<tr>
<td><strong>Amount Previously Invested:</strong> $175,000</td>
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<tr>
<td><strong>Amount Sought:</strong> $3,000,000</td>
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**Company Summary**
Address the unmet need for fast, inexpensive diabetic wound healing among the 1.5 million US victims with a new home use medical device that is safe and non invasive. Relays data on therapy and vital signs to attending physician. Target 11,000 wound centers and podiatrists. Market avoidance of amputation (300,000 among diabetics per year).

**Use of Funds**
Completion of Pivotal trial; FDA 510(k) De Novo filing; Product launch in late 2020. Payroll, Advisory Boards, Medical Education activity.

**Products/Services/Technology**
Device uses patented method to measure blood pressure and occlude circulation in a pattern over 40 minutes. This is called Ischemic Conditioning. This therapy has been used in 20,000 + patients with great results in heart attack, stoke and diabetic wounds. Our own wound study in Ocean County is showing 100% healing vs 20-25% normal results to date.

**Competition**
The sole ischemic conditioning competitor for cardiovascular indications autoRIC was developed by CellAegis, a Toronto company. Approved for use in Canada in 2013, it has a CE mark. Its fixed pressure cannot treat 20%-15% of patients with very high blood pressure and is needlessly uncomfortable for patients with normal blood pressure. Its multi-part design complicates training and makes it unsuitable for home use. Conjoint research shows a 61-19 preference by physicians for the LifeCuff design

**Achievements to Date**
Design and Manufacture of 75 clinical models and initiation of diabetic wound proof of concept study that is highly favorable. 8 patents. Freedom to operate opinion. Top Key Opinion Leader in Diabetic Wounds to lead pivotal study starting in March, 2019. Independent Due diligence report complete.

**Company Outlook**
If clinical results continue to go well, we will have a $700 device with an 80%+ gross margin that can address a problem that currently costs $15,000 per patient to treat. Very high dissatisfaction with an overall rate of 300,000 amputations per year and a total market of 1,500,000 leaves a market potential of over $1Bn. 10% market penetration in 3 years would lead to a 15-20x return in 4 years.
**Company Summary**
QwikScript created the first digital marketplace for patients to purchase prescriptions with full price transparency. QwikScript is designed for any patient with or without prescription coverage and allows the patient to choose the medication and price, purchase, and have the Rx’s delivered within 24 hours while reducing the communication needs between physicians and pharmacies.

**Use of Funds**
Go to market early fall 2019: continue to build out product on web side for patient and doctor, full-time founder salaries to launch products into physician offices, marketing campaign, physician led education dinners, legal, and operating capital.

**Products/Services/Technology**
Full end-to-end software solution for pharmacists, doctors, and patients. Current build web based analytics-pricing platform for pharmacists, iOS based for doctor and patient. Secure messaging between all three stakeholders. Proprietary payment gateway where patients can purchase prescriptions seamlessly.

**Competition**
Our closest competitor is ZappRx (Boston). $40+ mil in funding YTD; solution to digitize paperwork for specialty drugs between doctors and pharmacies.

**Achievements to Date**

**Company Outlook**
Timing is everything; with price transparency finally top of mind with consumers and media we know it is the right time to launch and make a lasting impact in healthcare. We have a team of experienced pharmaceutical and biotech veterans who know the space extremely well and plan to leverage relationships for a successful launch this year.

---

**Contact**

**Website:** qwikscript.com

**Primary Contact:** James Richards

**Email:** james@qwikscript.com

**Advisors**

**C Level Management:**
James Richards - Co-Founder Jared Knable - Co-Founder Ryan Quinlan - Co-Founder

**Board Members**
Dr. Dhaval Bhanusali | Nate Sigworth

**Lawyer:** Nixon Peabody

**Accountant:** TurboTax

**Financial Information**

**Bank:** Chase

**Current Investors:** Dermatologists, Pharmacy, Health System employees.

**Amount Previously Invested:**
$175k

**Amount Sought:**
$1.5M

**Financing Sought:**
Convertible Note $6 mil valuation cap
## Boxcar | Table 9

**Mobility**

### Company Summary
Boxcar operates a marketplace for parking in suburban towns.

### Use of Funds
Our company should be profitable by April 2019. At that point we will re-assess growth plans and fundraising requirements. If you would be interested in learning more at that time, please reach out now.

### Products/Services/Technology
Boxcar’s app was launched for iOS and Android devices in May 2017.

### Competition
N/A.

### Achievements to Date
Boxcar launched in May of 2017 and currently does $1M in annualized sales at a 20% margin.

### Company Outlook
In 2019 sales will roughly double and margin should remain relatively unchanged. We also have a few enterprise deals closing in the next two months which will have a significant impact on our bottom line.

### Contact
- **Website:** boxcarapp.com
- **Primary Contact:** Joe Colangelo
- **Email:** joe@boxcarapp.com

### Advisors
- **C Level Management:**
  - Joe Colangelo, CEO
  - Owen Lee, COO
  - Dan Kelly, CTO

- **Board Members**
  - Edmund C. Moy, Former Director, US Mint
  - Veresh Sita, Global Head of WeWork Strategic Consulting
  - Alex Maffeo, CEO, Boost Insurance
  - Ron Russo, Partner, 5Lion Holdings

- **Lawyer:** Cooley | Sheppard Mullin
- **Accountant:** Wiss & Co

### Financial Information
- **Bank:** Bank of America
- **Current Investors:** Available upon Request
- **Amount Previously Invested:** $1.2M
- **Amount Sought:** N/A
Company Summary
Upside Health is reducing the devastation, both economic and personal, caused by chronic pain by empowering patients and generating actionable data for health providers. Chronic pain patients are heavy utilizers of health services from both a cost and time perspective, and the challenges in treating them can be seen not only in their inconsistent outcomes but also in a nationwide opioid epidemic.

Use of Funds
We’ll use the funds to bring on a data scientist to help us provide better insights to our health partners, a community manager to enhance platform engagement and a sales lead to further develop our pipeline.

Products/Services/Technology
Upside Health’s Ouchie is a remote patient monitoring and patient engagement mobile application that uses evidence-backed tools to support chronic pain patients, reduce clinical burden, improve adherence to non-opioid based solutions and generate better outcomes. The application is licensed, alongside a clinical dashboard, which provides access to actionable, real-time patient data, to health systems and payers, who can be reimbursed for both access the patient portal and for their patients using the system.

Competition
Our competition on the enterprise level is Axial Healthcare, Kaia and PEAR Therapeutics. Axial has a SaaS platform to gather patient insight to help reduce opioid misuse. Kaia is using an exercise regime to deliver better outcomes for chronic pain patients. PEAR is a digital therapeutic that uses CBT and contingency management to reduce opioid dependence. On the consumer side, Curable is using CBT to help outcomes of chronic pain patients.

Achievements to Date
Since the launch of our application in April 2018, we’ve had thousands of patients use the application daily and have seen declines in helplessness, isolation and frustration with this population, along with an increased sense of control over pain. We’ve also integrated clinically with Stamford Health and have been named the official patient engagement app of the U.S. Pain Foundation. Lastly, we have begun generating revenue through branded content and licensing.

Company Outlook
In the next 12 months, we intend to be integrated in at least three major health systems and have over two dozen medical partners. We’ll also be expanding our pain scoring capabilities and will launch a major research project together with NIDA, Emory University and the Atlanta VA. We should be generating $500,000 ARR by end of 2019.
TELIAPP | TABLE 13
AI & TECHNOLOGY

Company Summary
TeliApp is a software company with deep machine learning expertise. TeliApp has primarily underwritten its product development by providing software development and digital marketing services.

Use of Funds
Business development, marketing and continued product development.

Products/Services/Technology
Fetch is TeliApp’s secure smartphone/computer Internet tethering solution, which lets you use your smartphone’s Internet access on your computer. Fetch is faster, better and less expensive than hotspots, and far more secure than public WiFi. Fetch enables professionals to be compliant with their respective data privacy restriction laws (HIPPA, CUI, FERPA, etc.). Demo the consumer version at teliapp.com/fetch.

Competition
Tethered hotspots, wireless hotspots, public wifi.

Achievements to Date
Fetch: Top #100 in Productivity Perfect 5.0 rating on App Store.

Company Outlook
We’re positioned well to have a successful exit by 2022.

Contact
Website: teliapp.com/fetch
Primary Contact: Joshua Weiss
Email: josh@teliapp.com

Advisors
C Level Management:
Joshua Weiss, CEO Ian Mathieson, CTO

Board Members Advisors:
Gregg Young, NYA Arve Hanstveit, NYA & Delaware Crossing
Kevin Pianko, ARC
Novak, Delaware Crossing Group
Dick Woodbridge, Delaware Crossing Group
Lawyer: Morgan Lewis / Fox Rothschild

Accountant: Private Practice

Financial Information
Bank: JPMorgan Chase
Current Investors: Angel Investors
Amount Previously Invested: $250,000
Amount Sought: $200,000
Financing Sought:
SAFE or convertible note @ $3MM Cap, 20% discount, 8% interest
**Company Summary**

SiLAS is sold as a SaaS model with annual subscriptions that sells to schools and other educational facilities. Our main point of contact is usually the special education directors. Social skills training is an integral part of education for students who have special needs (Autism, Downs syndrome).

**Use of Funds**

We will be putting funding directly into sales and marketing. We’d like to hire a full-time Sales Person, full-time Sales Support/Curriculum Developer, and develop an aggressive marketing plan.

**Products/Services/Technology**

SiLAS is a patent pending social emotional learning (SEL) software that allows students in grades K-12 to role-play social situations using video game controllers and microphones. The hardware connects to 3D avatars in the software allowing kids to access and play in a virtual low risk environment.

**Competition**

There are three established players currently serving our target market: Social Detective, TeachTown, and Social Express. Our competitors offer passive paper-based curriculum and if technology is incorporated it is the passive consumption of social movies. SiLAS offers an engaging method which makes students want to interact and learn.

**Achievements to Date**

SiLAS received an SBIR grant from the National Science Foundation to develop the software. We have won the NJTC most innovative Product/Service in 2018.

**Company Outlook**

Our 5-year financial plan requires an investment of $400,000 in funding which would allow us to create a business with $5 million in annual revenues. Based on our first year we know our numbers will be bigger as our product can sell into the typical education market as well.

**Contact**

**Website:** silassolutions.com  
**Primary Contact:** Christopher Dudick  
**Email:** chris@silassolutions.com

**Advisors**

**C Level Management:** Frank LeCates, Business Adviser  
**Board Members** Gene Wolf, SBA (SCORE) Martin Feinberg, Lawyer Bharat Ramani – Uplift Ventures  
**Lawyer:** Giordano, Halleran & Ciesla  
**Accountant:** Withum

**Financial Information**

**Bank:** TD Bank  
**Current Investors:** National Science Foundation Founders, Chris Dudick and Michel Marks  
**Amount Previously Invested:** $500,000  
**Amount Sought:** $400,000  
**Financing Sought:** Angel
**eCARE21, INC. | TABLE 17**

**HEALTH IT**

**Company Summary**
eCare21 offers a secure, patient-centered mobile Health IT platform that enables virtual healthcare delivery in every setting across the continuum of care. The eCare21 platform features secure, networked technologies; a refined, flexible user experience, integrated advanced analytics, technical & workflow interoperability with legacy HIM systems, and the ability to adapt to a rapidly-evolving policy environment.

**Use of Funds**
Support growth, maximize conversion of perspective clients, achieve $2,000,000 of recurring annual revenue in 12-18 months.

**Products/Services/Technology**
The eCare21 mobile App enables proactive patient engagement & self-management and has been formally recognized as a leading Caregiving App in 2017 & 2018.

**Competition**
Our competitors are Healthcare services companies that offer Chronic Care Management services (McKesson, eClinicalWorks, DocsInk, and others).

**Achievements to Date**
1+ year use by clinical practices; 15% reduction of hospitalization (Case Study) Three contracts closed with large Healthcare organizations during last 2 months Community Health Connections (CHC) FQHC in MA, $1.9M recurring annual revenue AStar Medical Group, IDN in FL: $1M recurring annual licensing fees Consultancy with Galapagos Therapeutics (NASDAQ: GLPG), mobile digital companion Sales Pipeline: 4 FQHCs + other Healthcare organizations Weighted Sales Funnel: Over $18M recurring annual revenue.

**Company Outlook**
We expect to achieve a revenue (annual, recurring) of $4 Mil in 24 to 30 months. Exit strategy: acquisition by large Healthcare organization or competitor.

**Contact**
**Website:** ecare21.com  
**Primary Contact:** Vadim Cherdak  
**Email:** vcherdak@ecare21.com

**Advisors**
**C Level Management:**  
Vadim Cherdak, PhD, – CEO/Founder Pete Stevenson – COO/Founder Jerry Kolosky – VP Strategy and Policy, Senior Healthcare Advisor Laura Schmidt, RN, BSN, MHR – VP of Clinical Services

**Board Members**
Michael Antoniades,  
Former CEO, Robert Wood Johnson University Hospital, NJ Daniel J. Haders, II, PhD, Nex Cubed Managing Director Healthcare Technology & Sway Ventures Operating Partner Gary Holderby, American Heart Association, Digital Health Innovation and Technology Jean-Claude Junqua, Executive in Residence, Plug and Play, Sunnyvale Steve Lazer, Global Healthcare CTO DELL & Chief Cloud Officer EMC

**Lawyer:** Foley Hoag LLP, Boston  
**Accountant:** BizServices LLC

**Financial Information**
**Bank:** TD Bank  
**Current Investors:** Founders and F&F  
**Amount Previously Invested:** $420,000  
**Amount Sought:** $1.5M  
**Financing Sought:** Convertible Note
**VibeGather, LLC | Table 19**

**Tech / Social Service**

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**Company Summary**
Our vision is to contribute to community welfare, to truly socially reconnect the world, and to lower mental health illness that is associated with isolation and loneliness.

**Use of Funds**
Marketing and expanding services.

**Products/Services/Technology**
To help isolated and/or busy individuals connect face-to-face with like-minded people in a group setting to increase the chances of connection in one meeting. We will speed up the process of matching users with friends, love connections, and other professionals while having fun and keeping up with their fast-paced lives.

**Competition**
Meetup.com

**Achievements to Date**
Working with Seton Hall University marketing department. And reaching thousands on social media within 2 months from launching.

**Company Outlook**
The mission of the company is help reduce isolation and loneliness which a growing epidemic in the US and around the world. Therefore, this is a great opportunity to market our services for people who will benefit from our services.

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**Contact**
Website: VibeGather.com
Primary Contact: Nadia Hassan
Email: nadiahassan0406@gmail.com

**Advisors**
C Level Management:
Nadia Hassan,
Founder

Board Members
None.

Lawyer: Budzyn, LLC

Accountant: None.

**Financial Information**
Bank: PNC Bank

Current Investors: None.

Amount Previously Invested:
None.

Amount Sought: $100,000

Financing Sought:
Seed
TrueConnect Systems, Inc. | Table 21

Sales Engagement Software

Company Summary
TrueConnect allows its users to make the most out of every meeting by sourcing insights, news, connection history, and CRM notes and delivering them directly to where users are most engaged, SMS, What'sApp, and Email. There are over 36 million meetings in the US every single day, TrueConnect is here to make every one of them count.

Use of Funds
Strengthen product based on current user feedback (New Features in Stealth Mode), Expand Launch, Hire Sales Lead (terms already agreed upon), Exceed $1.3MM Run Rate, Position for Series A Q3/Q4 2019.

Products/Services/Technology
TrueConnect's backend includes a robust content and data aggregator that's used to enrich our users' contacts prior to meetings. By syncing with users' Gmail, Outlook and associated calendars, TrueConnect is able to send timely information to ensure users walk into every meeting prepared. With an optional Salesforce sync, users can see recent Salesforce activity and also receive prompts to enter notes post meeting, boosting Salesforce utilization.

Competition
Charlie App Nudge.ai Contactually.

Achievements to Date
TrueConnect successfully launched our first 3 pilots and additional beta users at the end of 2018. We've added a differentiating feature (SMS content distribution currently in Stealth Mode) based upon feedback which allows TrueConnect to be the first in class SMS meeting prep and Salesforce Activation tool. TrueConnect is poised to use proceeds from the upcoming round to improve the product and significantly increase traction/organic growth in Q2-Q4 of this year.

Company Outlook
TrueConnect's mission to help bring human connection back to business by ensuring our users add value in every meeting they attend. Efforts in 2019 will be focussed on ramping up paid user growth and reaching a projected run rate of $1.3MM.

Contact
Website: trueconnect.io
Primary Contact: Michael Glaicar
Email: mglai@trueconnectsystems.com

Advisors
C Level Management:
Mike Glaicar, President & CEO

Board Members
Mark Adams: Managing Director, SVB Leerink (Technical Advisor) Shira Rubinoff: Cybersecurity Leader, Prime Tech Partners (Security Advisor) Devon George: President, DMV Capital (Strategic Advisor) Kyle Kane: President, 180 South Group (Marketing & Distribution Advisor) Bobak Emamian: CEO, Prolific Interactive, Forbes 30 under 30 (Strategic Advisor)

Lawyer: McCarter & English
Accountant: Share & Harris CPA’s LLC

Financial Information
Bank: Wells Fargo
Current Investors: DMV Capital, Various Angels

Amount Previously Invested: $450,000
Amount Sought: $500K
Financing Sought:
Convertible Note: $5MM Cap, 20% Disc, 6%
**KROY NETWORK | TABLE 23**

**JOB-FINDING AND RECRUITING**

**Company Summary**
A two-sided platform focused on job finding. For job-seekers, upload your resume and get connected to jobs you can realistically get (job to resume match discovered through A.I.). For companies/HR, upload a job description and your resume pool and find compatibility between resumes and the job (or find candidates).

**Use of Funds**
Development (servers, new GPUs, and more power within our EC2), marketing costs (publications, job fair event hosting, internet targeted advertisements, etc.), travel expenses, hiring "employees" (bounty based for individual tasks), and more

**Products/Services/Technology**
We currently have a web application that is built on top of angular Javascript, and utilizes Hyperledger Fabric as well as multiple AI/machine learning systems in order to accomplish what we provide.

**Competition**
There is currently no job board that does things as quickly and simply as us, but other job boards provide tools for employers as well. We want to differentiate ourselves by making the process of a person finding a job to be automatic, and hopefully one day never require a person to perform a job search.

**Achievements to Date**
NSF I-Corps grant winner and recognition from the Dean of YWCC and Honor's College at NJIT. We are in the process of applying to more things now, and will keep this updated as we make new accomplishments.

**Company Outlook**
We hope that by the end of the Spring semester (by May 2019), we will be able to have 15-18 businesses on board performinghirings through our platform. In addition, if we are able to have a resume pool of ~1000, we will be able to begin incorporating our methods for revenue.

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**Contact**

**Website**: www.krow.network  
**Primary Contact**: Milad Mirghahari  
**Email**: miladmirghahari@gmail.com

**Advisors**

**C Level Management:**
Milad Mirghahari, Founder  
Tucker Siegel, Co-Founder  
Abeer Khan, Co-Founder  
Jimmy Lu, Development  
Michael Hobbs, Customers & Sales

**Board Members**
Mohammad Mirghahari (Brother of Milad, previous senior advisor of TSA and current advisor for multiple projects),  
Ferial Govashiri (sister of Milad, previous personal secretary to President Obama for 8 years, and current Chief of Staff to Chief Content Officer at Netflix),  
Suresh Kumar (involved in multiple startup exits, and previous professor of Milad), and  
Ali Mirghahari (legal advisor)

**Lawyer**: NJIT  
**Accountant**: Private  

**Financial Information**

**Bank**: Bank of America  

**Current Investors**: NJIT NSF and personal investment  

**Amount Previously Invested**: NSF I-Corps - $2500  
Personal Investment - $7000  

**Amount Sought**: $50,000  

**Financing Sought**: Grant opportunities, or performing a pre-seed
WearWorks | Table 25
Wearable Tech / Assitive Tech / Haptics

Company Summary
WearWorks builds products and experiences that communicate information through touch. Every other sense, sight, sound, taste and smell have $100 billion industries built around them. Yet touch is largely untapped. What Bose did for sound is what we want to do for touch. Our strategic vision is to become the market leader of high-quality touch-based design products.

Use of Funds
1000-unit production run, Wayband App backend development, Finalized hardware development (dual vibration, gestural controls and over the air updates), certifications and large-scale testing (100 user trial), 18 months of runway for the team, a Marketing campaign through blind organizations, Further Patent filings.

Products/Services/Technology
Our first product Wayband™ is a wearable tactile navigation device for the blind and visually impaired that uses vibrations to guide users to an end-destination. In 2017, Wayband™ helped a blind runner run the NYC marathon without sighted assistance. The device uses a Haptic Corridor to put a user in an invisible hallway that lets them know when they are going off track and gives subtle vibrations to help blind user stay on the correct path.

Competition
Google Maps, Blind Square, Aira, Sunu.

Achievements to Date
Accepted into Next Top Maker accelerator (NYCEDC) Helped the first blind person run the NYC marathon without sighted assistance Wayband featured in Cooper Hewitt Design Museum exhibition "Access+Ability" Awarded Wear Sustain grant in Germany Awarded NSF Phase I grant Awarded TREAT commercialization assistance grant funded by NIH TED Residency- TED Talk selected to air on TED's homepage Received the 2019 German Design Award for Medical Device Design.

Company Outlook
The goal is to become known for developing high-quality touch-based products and experiences. The haptics market is currently $6.7B and expected to reach $19B by 2025. We have other opportunities in navigation including sighted athletes, indoor navigation for the blind, and for military and first responders. We also have further opportunities coupled with the emerging AR and VR markets.

Contact
Website: wear.works
Primary Contact: Keith Kirkland
Email: keith@wear.works

Advisors
C Level Management:
Yang Wang - Chief of Manufacturing
Kevin Yoo - Chief of Design

Board Members
Marcus Engle - Blind Advisor, Author, and public speaker
Charles Eduard-Catherine - Paralympic Triathlete competing in Tokyo 2020
Frank Vallese - Advisor, Director of MD5 Accelerator, former CEO of electronics company with an exit
Dan Formosa - Advisor and cofounder of SMART Design
Sean Teare - Sales and marketing advisor who also Achilles International - Running group for people with disabilities

Lawyer: Gearhart Law
Accountant: Curran Unger LLP

Financial Information
Bank: First Republic Bank
Current Investors SOSV, Urban-X (Mini + BMW), Kristina Spantig (Angel)
Amount Previously Invested:
$155k - Investment $255K - Grants
Amount Sought: $2M
Financing Sought: Direct Investment or Equity
**Company Summary**

MARCo Technologies mission is to introduce a line of cost-effective, therapeutic robotic companions to assist those suffering from mental illness. MARCo co-founders, both finishing their last semester in college, have made it their mission to introduce MARCo to the market to assist these individuals.

**Use of Funds**

Operational: Funds for salaries, legal fees, office space, and machinery. Clinical: Funds for regulatory fees (IE, FDA), device testing, and consultant fees with psychologists. Manufacturing: Funds to purchase more MARCOS and transition to mass production. Marketing: Usage of funds to spread awareness about MARCo.

**Products/Services/Technology**

MARCo will come in two forms: a prescribed device for mental illness treatment and an emotional support system for general wellness. MARCOS help in Five Ways, 1) Companionship with User, 2) Guided Meditation, 3) "Talk Support", derived from Cognitive Behavioral Therapy, 4) Biofeedback Analysis, 5) Outreach in situations of suicide/self-harm.

**Competition**

Currently, there are no direct competitors for MARCo. Pear Therapeutics and Woebot utilize software for mental illness treatment but do not utilize robotics. Kaspar and Paro are robots that treat Autism and Dementia; they do not target the same illnesses as MARCo and are not general wellness systems.

**Achievements to Date**

Won $30,000 seed funding from TCNJ, hired part-time student interns, filed for non-provisional patent, created 6 MARCo units for initial clinical testing at TCNJ, received congratulatory call and verbal support from Governor Phil Murphy.

**Company Outlook**

Once our company covers start-up expenses, we will be the first to introduce a cost-effective robotic solution for mental illness and general mental wellbeing. With our patent and few robotic devices in the field, we look to establish a foothold in this market before competition increases.

**Contact**

Website: marcohealthtech.com
Primary Contact: Ryan Chiu
Email: teammarcorobot@gmail.com

**Advisors**

C Level Management:
Ryan Chiu, Cofounder and CFO
Jacob Boyle, Cofounder and CTO

Board Members

Advisors currently include College faculty. Affiliations with TCNJ, TCNJ Counseling and Psychological Services, National Alliance on Mental Illness, and Glynn & Associates PC.

Lawyer: Glynn & Associates, PC

Accountant: N/A

**Financial Information**

Bank: Chase
Current Investors: N/A
Amount Previously Invested: $42,000
Amount Sought: $250,000
Financing Sought: Debt / Equity
Company Summary
We seek to improve child and family well-being through user-friendly software and data analytics. We're initially focusing on early childhood, to develop a tool to help families, improve efficiencies and reduce costs in social services, and tackle the societal challenge of millions of U.S. children burdened with inadequately addressed hardships.

Use of Funds
Finish Minimum Viable Product and engage pilot customer (home visiting program) in iterations. Process:
- Hire two full-time developers;
- Compensate C-suite staff (who've been volunteers) working on all aspects of the business;
- Protect proprietary tech via patent application;
- Engage pilot customer in iterations to prepare for April 2020 broader launch.

Products/Services/Technology
No current technology meets the needs of both practitioners and families in the fragmented home visiting field. In these evidence-based programs, nurses or other educators visit families with very young children, to support parenting and improve children’s health. We are developing the OurVisit™ platform/app to equip both families and practitioners.

Competition
Most home visiting programs have a database to record data about client families and generate funding reports. Recently, separate apps have emerged for parents, to provide them parenting tips. OurVisit™ introduces a powerful collaborative platform/app to engage home visitors, supervisors and families, to improve individualized family outcomes and business efficiencies.

Achievements to Date
Since incorporating in March 2018, we have conducted extensive research into the needs of home visiting programs and families. We are developing a prototype of our collaborative platform/app. We are also interacting with home visiting programs to choose a pilot customer for iterations once we complete a Minimum Viable Product.

Company Outlook
We're confident that we’ve identified a powerful market and societal opportunity. With our strong business model and innovative prototype we're developing, we believe we can engage a pilot customer and launch the product by April 2020. We’d then build an extended product, for launch in September 2021 and subsequent growth.
**Company Summary**
Life Skills Software is targeting Life Skills classrooms, first in private schools in the New Jersey, New York, Pennsylvania area, followed by public classrooms. We have demos set up with 10 different schools, and are currently working on gathering more clients to test our games, and soon our teacher portal.

**Use of Funds**
Our funds will be used to hire and onboard a business analyst and to further our marketing plans and sales strategies. We will also use the funds to hire an additional game developer to aid in creating the games in our backlog which were suggested by the teachers we have been in contact with. We also are looking to hire a part time behavior scientist for our analytics portal, and to help with improvements to the games to make them as special needs friendly as possible. Lastly, while our current costs are little to none as of right now, we are still spending money on hosting our website and on version control software, which these funds will also cover.

**Products/Services/Technology**
Life Skills Software creates games paired with an analytical teacher portal which help special needs students in Life Skills classrooms build transitional skills. We also have the capability built out to incorporate other games created by outside developers who are working with us to expand our library quickly. Our analytical teacher portal allows teachers to see where students need improvement, and if they are playing when instructed to.

**Competition**
There is no other software that does what we do. One competitor with solely academic games, Moby Max, also includes a teacher portal, and is mainly used in general academic classrooms. Another product, Otismo, is a smartphone app with games for special needs elementary school children to learn academic skills, and has proven to be extremely successful as an educational tool.

**Achievements to Date**
Sep 2018 - Recruited Board of Advisors
Nov 2018 - Attended the ASAH Conference in Atlantic City
Dec 2018 - Recruited 10 schools for demo.

**Company Outlook**
Our company has plans for 3 years, 5 years, and 10 years down the line. We hope to eventually integrate into the rest of the high school classrooms, then K-8 grades once we have been established as effective within the public special needs classrooms, and have more academic games. Following this integration, we will target companies that work to train special needs adults for different jobs as future customers.

**Contact**
- **Website:** lifeskillsoftware.tech
- **Primary Contact:** Mary McKeon
- **Email:** mmckeon1@stevens.edu

**Advisors**
- **C Level Management:**
  - Mary McKeon, Co-Founder
  - Nicholas Gattuso, Co-Founder
  - Khayyam Saleem, CTO

- **Board Members**
  - Advisors: Michael DiStefano (Advisor Captain), Khurram Nasir Gore, Francisco Gomez, Premal Kamdar, Roman Malantchouk, Adrienne Choma
  - Affiliation: Stevens Venture Center

- **Lawyer:** Internicola Law Firm
- **Accountant:** Ross Tax & Accounting

**Financial Information**
- **Bank:** N/A
- **Current Investors:** N/A
- **Amount Previously Invested:** $0
- **Amount Sought:** $70,000
- **Financing Sought:** Debt Finance, 6% interest to be paid off in three years
Oculomotor Technologies | Table 33
Medical Devices

Company Summary
OMT enables optometrists to increase revenues by integrating research-backed virtual reality (VR) vision therapies into their existing workflows. While other VR startups are entering the optometric space, our solution differs by providing tested evidence-based therapies in an engaging gaming environment, giving clinicians unparalleled insight into a patient’s oculomotor performance.

Use of Funds
TBD

Products/Services/Technology
OculoMotor Technologies’ VERVE (Virtual Eye Rotation Vision Exercises) is a virtual reality experience that provides a therapeutic effect to convergence insufficiency patients. This technology was tested in a pilot study with nine convergence insufficiency patients. VERVE is based on therapeutic principles that have shown proven efficacy.

Competition
Vivid Vision, which is marketed as a tool to treat strabismus and amblyopia, and Optics Trainer, which does not claim to provide therapy for any vision disorders, but instead offers improvement in various visual functions. Neither competitor currently advertises any peer-reviewed literature backing the effectiveness of their innovations.

Achievements to Date
Activities include the successful completion of the NSF I-Corps program. IP-related achievements include one application in national phase, as well as four provisional applications. Our innovation was awarded 2018’s “Most Innovative Breakthrough” Auggie Award in Munich.

Company Outlook
OculoMotor Technologies is currently working to translate its prototype technology to an enterprise-grade solution. Additional activities include an assessment of potential regulatory pathways in the US and development of additional IP in the areas of concussion diagnosis and sports enhancement training.

Contact
Website: omtvr.com
Primary Contact:
John Vito d’Antonio-Bertagnolli
Email: ceo@omtvr.com

Advisors
C Level Management:
John Vito d’Antonio-Bertagnolli, CEO
Chang Yaramothu, Ph.D., CTO Tara L. Alvarez, Ph.D., CSO
Mitchell M. Scheiman, O.D., Ph.D., CMO

Board Members
Hans Hartmann
Jim Golubieski of New Jersey Health Foundation

Lawyer: N/A
Accountant: N/A

Financial Information
Bank: TD Bank
Current Investors: NJ Health Foundation
Amount Previously Invested: $500,000
Amount Sought: TBD
Sought: potential syndicated funding around Q4 2020
SPORTTRADE | TABLE 35
SPORTS & ENTERTAINMENT

Company Summary
Sporttrade is a sports betting company driven to provide sports bettors with a more engaging, better priced and faster betting experience. Through cutting edge financial technology we offer a sports betting product which is a generational leap in user experience and pricing from what's available today. We are developing the antithesis of the vegas model: a high volume, low margin betting product which offers pricing and functionality not available today.

Use of Funds
The $2,000,000 seed round would give Sporttrade enough runway to get to market in NJ and prove the effectiveness of the model. We forecast hitting a $3.5M run-rate 14 months post-launch, before which we would look to raise Series A to fuel growth nationally.

Products/Services/Technology
To deliver on our mission, we have cut out the bookie and built a powerful betting exchange on which users can trade bets like stocks on the stock market. Sporttrade puts the user back in control and offers better pricing than a sportsbook. Given our product is a market, users can place bets of any size and instantly cash out for a profit moments later if the market value has gone up. Sporttrade users don't have to wait for the outcome of an event, but instead can trade on which way the market will move next.

Competition
All traditional sportsbooks in NJ which offer comparable features to one another and compete on promotional offers and UI. We will not look to compete with them directly.

Achievements to Date
5,000 signups Raised $100,000 iOS App in review in the App Store Web App live by March 8th Pro bettor network looking to promote the product Confirmed with gaming attorneys product is legal and licensing will be standard

Company Outlook
Everyone will have easy access to investing in predictions of events from sporting events to political races and more. Our platform will showcase the wisdom of the crowd for thousands of events and be a reliable and accurate predictor of outcomes.

Contact
Website: getsporttrade.com
Primary Contact: Henry Fuz
Email: henry.fuzkeeve@gmail.com

Advisors
C Level Management: Alex Kane, CEO Greg Scott, CTO Henry Fuz, COO

Board Members
Brooks Pierce - Long time gaming industry executive Richard Werbe - CEO @ Studypool & Forbes 30 Under 30

Lawyer: Hopkins and Carley

Accountant: N/A.

Financial Information
Bank: PNC
Current Investors: Friends & family.
Amount Previously Invested: $100,000
Amount Sought: $2,000,000
Financing Sought: SAFE
Company Summary
Our platform finally bridges a long-standing gap between homebuyers and real estate industry: aligning future homeowners' dreams with the true cost of ownership based not just on the value of the house, but their lifestyle too—their TLC.

Use of Funds
Headcount for Sales R&D Technology and Marketing
Develop more AI Models.

Products/Services/Technology
TLC brings the consumer what they want—a truly tailored experience you can find in almost any other industry, but has been nonexistent in real estate. Not only are we promoting financial wellness and eliminating buyers regret from becoming “house poor,” but we give clients a way to raise their hands and qualify themselves by saying, “I want to live here and this is what’s important to me”

Competition
Portals: They provide consumer search Zillow with realestate.com – Rate Plug

Achievements to Date

Company Outlook
We have 4 MLS Portals representing 90,000 agents with over 3 million page views per month and over 27K transactions per month.

Contact
Website: tlcengine.com
Primary Contact: Krishna Malyala
Email: krishna@tlcengine.com

Advisors
C Level Management:
Krishna Malyala, CEO
Scott Buono, CTO

Board Members
Jiren Parik, John Mosey, RESO (Real Estate Standard Organization), NAR (National Association of Realtors) Former White House Presidential Innovation Fellow

Lawyer: DLA Piper
Accountant: Bookkeepers2go | EisnerAmper

Financial Information
Bank: Santander Bank
Current Investors: Self and Friends and Family
Amount Previously Invested: $500,000
Amount Sought: $2-$3M
Seed/Angel/Series A at a $10-$12M Pre-evaluation
Financing Sought:
Convertible note or Equity
– Angel or Series A
### Company Summary

Word-of-mouth referrals are 4X more profitable to medical practices than Internet leads. ReferralVoodoo® from Big Magic, Inc. is referral marketing software to measure and accelerate new patient referrals from existing happy patients.

### Use of Funds

Product is funded through MVP. Funds will be used to perfect UX, enhance marketing and customer service processes and explore localization efforts for different verticals beyond healthcare, or different languages/countries.

### Products/Services/Technology

Software as a Service (referral marketing software that tracks offline conversions). Implementation and consulting services to enhance online reputation of doctors. Superior online reputation results in higher booking rates and higher case acceptance rates.

### Competition


### Achievements to Date

$300,000 sales within five months of incorporation. Secured authorized reseller status with WebMD.com (largest healthcare website in US), and Healthgrades.com (#2 consumer healthcare website).

### Company Outlook

Extremely strong pipeline of high-margin web marketing, consulting business to fund development through version 2.0. Seeking 'smart money' strategic partners to bring resources + talent for CTO, Finance, CS and Marketing.

### Contact

**Website:** https://srlgroup.co  
**Primary Contact:** David S. Brooks  
**Email:** david@srlgroup.co

### Advisors

**C Level Management:**  
Jose Espinoza, CEO  
David Brooks, President

**Board Members**  
Dr. Haig Rickerby;  
Simon Nynens, Executive Director, NJIT EDC

**Lawyer:** McCarter & English  
**Accountant:** DMITRIY GOYKHMAN, CPA PC

### Financial Information

**Bank:** TD Bank  
**Current Investors:** Self-funded  
**Amount Previously Invested:**  
$150,000  
**Amount Sought:** $700,000  
**Financing Sought:** Equity
**Company Summary**
Ribbit.io is an interactive crowdsourced mobile web app that will serve as a guide for healthy and sustainable dining by connecting people to restaurants that support health, happiness, and environmental responsibility.

**Use of Funds**
Allow two cofounders to go full time, hire 2-4 developers and 1-2 salespersons within the first year, and increase advertisement and branding marketing strategy.

**Products/Services/Technology**
We are a free to download app which will employ crowdsourcing technology so users can search and find restaurants that fit their very specific need. When submitting content, the user will answer simple questions about the restaurant which will provide other users with accurate and up to date information.

**Competition**
Our crowdsource model is unique and specific toward healthy and sustainable restaurants. Direct competition includes Happy Cow which is a curated guide for vegan and vegetarian restaurants. Indirect competition includes other restaurant review and locating services such as Google, Yelp, The Infatuation, Zamato, TripAdvisor, and Zagat.

**Achievements to Date**
1. Accepted into Stevens Institute of Technology’s Stevens Venture Center 2. Finalist in the 1010 WINS Small Business Competition.

**Company Outlook**
After 3-4 months of beta testing beginning Feb 2019, we expect to finalize and officially launch our Android, iOS, and Web applications. If we receive funding in that time period, we will hire a team comprised of developers and business support (salespersons) to run the applications and maintain the expansion of users and partnerships we are projecting.
Company Summary
Nutrivide is a for-profit social enterprise aiming to mitigate infant malnutrition for families with a convenient, user-friendly, and affordable device. The product is the Nutrifier, an all-encompassing variation of the standard silicone pacifier, modified to store and dispense micronutrients essential for infant survival and development.

Use of Funds
Our funds have primarily been used to find the most cost-effective techniques to mass-produce the Nutrifier and nutrient packet that goes inside the Nutrifier (e.g. thermoforming the nutrient packet instead of using blister packaging techniques). We will use future funds to experiment with even cheaper techniques to reduce overhead costs.

Products/Services/Technology
Nutrivide’s current product is the Nutrifier, which is a pacifier that has a recessed rear chamber that allows for the placement of individual micronutrient packets. The proprietary mechanism of the device enables a clean piercing of the packet so the infant’s natural sucking reflex can withdraw the nutrients without spillage.

Competition
Direct competition for the Nutrifier includes liquid vitamin supplements, standard latex and silicone pacifiers, and infant formula. However, none of these products have been combined in a way to ease the concerns of utility and stigma in our target market.

Achievements to Date
3 prototypes (one is aesthetically and mechanically fully-functional) and 2 completed applications for a utility and design patent. Nutrivide won 1st place at the Honors College Mission pitch, tied for 2nd place in its NJTC Video Contest submission, and will be presenting at RWJ next Saturday.

Company Outlook
In the next 6 months, we plan to finalize our micronutrient combination and its viscosity level and create a medical grade version of our prototype. Next year, we will pilot our product in New Brunswick, NJ, with the help of the Children’s Specialized Hospital, WIC office, and the SuperFresh supermarket.
Company Summary
Become the gold standard in Personalized Healthcare by providing Artificial Intelligence to augment more effective and higher quality decision making for Patients and Providers; while providing Real World Data to revolutionize how scientists treat disease areas and significantly reducing Adverse Drug Events.

Use of Funds
We would like to purchase equipment for our newest cloud initiative as well as have money for marketing and events to advertise and present our offerings.

Products/Services/Technology
Our TECHNOLOGY provides Consumerism in Healthcare by allowing the consumer and the medical professional on their mobile devices to access medical databases and presents the data in a patient centric way to allow both the patient and the medical professional to make better and more collaborative decisions.

Competition
The competition consists of multiple web sites and apps that a consumer or doctor can research a drug or a disease area.

Achievements to Date
Our algorithms have been tested and proven thru our initial prototype. We built the prototype with support of a major pharmacy company. We have performed customer feedback on hundreds of moms, receiving excellence feedback. We have a patent pending.

Company Outlook
The timing of our Innovation could not be better.

Contact
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Primary Contact: Eileen Morrissey
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Advisors
C Level Management: Eileen Morrissey, Founder & CEO
Board Members Alison Ayers, former head of Oncology for Bayer
Natalia Borinshteyn MD, PhD, President Life Sciences Excellence, Inc. Michael Ben-Shimon – Patent Attorney Don Middleberg, 24/7 Laundry Service Briggs Morrison, CEO Syndax Jeff Nachowitz, Met Life
Lawyer: R. Guzman J.D.
Accountant: Amiano & Dolan

Financial Information
Bank: Chase
Current Investors: Family & Friends
Amount Previously Invested: $500,000
Amount Sought: $1M
Financing Sought: Equity
**Company Summary**
The Totally Pregnant white label pregnancy app is used by our 12 hospital customers to grow their maternity business (b2b2c). The award-winning core app has over 600,000 downloads, with weekly video and content updates, and is used 160 times per pregnancy. Customers have increased their maternity patients by 25%.

**Use of Funds**
Grow existing proven direct-to-hospital sales and marketing *
Add health insurance companies as a sales target *
Expand features that tie to EMR, in hospital workflows, and improved pregnancy outcomes *
Create Chinese version, leveraging relationship with Chinese reseller successfully selling educational software to parents.

**Products/Services/Technology**
Each hospital has their own version of our white labeled app, customizing the branding, advice, doctor listings, classes, and weekly articles to promote their services and staff. Maternity is not only a profitable hospital service, it is the key to 20 more years of pediatrics and related family healthcare.

**Competition**
There are many pregnancy apps, most are advertising vehicles (e.g. “Baby Center”). We are the leading app focused on hospital patient engagement. We are the ONLY pregnancy app that is customizable and brand-able. We are the ONLY app focusing on hospital customer acquisition.

**Achievements to Date**
600,000 installs 12 US hospitals sold 25% increase in maternity patients in one hospital customer 40,000 videos watched per month 30% of totally pregnant installs are by women who are not yet pregnant - prime targets for our hospital customers looking for new patients.

**Company Outlook**
large pipeline of larger and more established hospitals engagement with several health insurance companies engagement with state-wide maternal health initiative engagement with successful Chinese and Indian software resellers looking for products aimed at middle class parents and growing networks of private hospitals

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### Contact

**Website:** hospitals.totallypregnant.com  
**Primary Contact:** Jeffrey Bonar  
**Email:** jeff@iamtotally.com

### Advisors

**C Level Management:**  
Jeffrey Bonar, CEO

**Board Members**  
Jeffrey Bonar, CEO  
Mark Kamin, Chairman  
Bambi Weavil Niv Adi

**Lawyer:** Porter Hedges  
**Accountant:** Wiss

### Financial Information

**Bank:** Allegiance Bank  
**Current Investors:** Angels  
**Amount Previously Invested:** $3M  
**Amount Sought:** $1M  
**Financing Sought:** Equity
Company Summary
We are replacing the traditional PDF resume of college students with data backing the items normally found on it. College students & professors use the app for their academic success and build a robust resume, human resume find top talent with real data supporting the student’s GPA, Technical Skills & Soft Skills.

Use of Funds
Year 1: 150,000 Marketing & Advertisement University 17%; Rent 1.2%; Sales HR & Recruiters 33%; Wage Expense 48.8%
Year 2: 150,000 150,000 Marketing & Advertisement University 17%; Rent 1.2%; Sales HR & Recruiters 33%; Wage Expense 48.8%.

Products/Services/Technology
Web page: Used by human resource managers to recruit top talent with data backing resume items. iPhone/Android App: Used in classrooms for academic success.

Competition
The Founder Institute is an intensive 3 months program that requires an entry exam. After taking the 4 hours long exam that features pattern recognition, product testing and personality tests, I passed with a founder profile and a fellowship to join their Silicon Valley office to work on my company.

Achievements to Date
We’ve developed the prototype on Android, live website, incorporated and recruited a solid team. We are being featured in the Delaware small business convention. We have obtained multiple letters of intent to use our solutions, from potential clients in the East & West Coast.

Company Outlook
By 2020, 65% of all entry level job openings will require a bachelor’s degree. PeerChecked is there to help students differentiate themselves from peers that have similar resumes, and provide human resource professionals relevant data to better assess the potential of a college graduate since the GPA only accounts for 2.4% of variance in occupational performance.

Contact
Website: peerchecked.com
Primary Contact: Ousmane Sall
Email: mobile-developer@peerchecked.com

Advisors
C Level Management:
Ousmane Sall, CEO Broulaye Doumbia, CTO
Board Members
Ousmane Sall: CEO & Chairman Broulaye Doumbia: CTO & Board Member Dr. Daniel Folkensteyn: Professor at Rowan University & Advisor
Neil Bandhar: Executive Director, Head of Analytic Insights at JP Morgan & Advisor Jaimie Krakow: Business & HR Manager at PMC & Advisor Ryan Mitchell: Director at the Founder Institute & Mentor Mike Suprovici: Director of Global Operations at Founder Institute & Mentor.
Lawyer: Richard Nacht, Esq. S.P
Accountant: CEO with background in Accounting & Finance

Financial Information
Bank: TD Bank
Current Investors: N/A
Amount Previously Invested: $13,000
Amount Sought: $300,000
Financing Sought: 2-Year Convertible Note
DATAFY | TABLE 4
HEALTHCARE TECH

Company Summary
Datafy solves the workflow complexities when healthcare providers/payors must assess the compliance of hundreds of vendors a year and vendors must respond to IT security assessments that are confusing, time consuming and different for each provider. Datafy streamlines workflows, speeds time-to-market and facilitates life saving innovation.

Use of Funds
Capital is designated primarily for sales, marketing and business development efforts. This includes the necessary staff and resources to expand market presence as well as events and advertising. Secondarily, capital will fund the continuation of product development, including enhanced workflows, content updates and UI/UX updates. Finally, an allocation as been made for administrative needs including customer service and other back office needs.

Products/Services/Technology
Datafy's SaaS application enables healthcare providers and vendors to securely collaborate on a standardized IT security assessment platform. Our marketplace approach allows vendors to upload information once and share it with many providers. Datafy also provides a common destination for hospitals to manage their vendor compliance needs and meet regulatory obligations.

Competition
Word and Excel documents are widely used to manage the security assessment process. These tools are outdated and do not streamline workflows. Additionally, they are cumbersome and not scalable. Traditional consultants are competitors, but lack our SaaS methodology. A few application companies exist but do not have the same market approach and are not well established.

Achievements to Date
Datafy has launched its minimal viable product (MVP) and is in market with several initial subscribers/users. We have filled key positions in product development and sales/marketing. As of 3/1, we are finalizing membership in a major global healthcare accelerator program

Company Outlook
With the growth of the digital healthcare market, enormous complexities have arisen that are preventing organizations from easily working together. Datafy removes these barriers and allows life-saving advancements to benefit patients. We are signing up early adopters and forming important strategic partnerships, which gives us the fuel and motivation to continue pursuing our mission.
**Company Summary**

Medality Medical is pursuing surgical reversal of Type-2 diabetes and associated obesity, the world’s largest healthcare issue.

**Use of Funds**

Funding of FDA approved clinical trial, IP expansion and general business activities.

**Products/Services/Technology**

The solution utilizes an FDA-cleared, patented and already commercialized (for cosmetic liposuction and fat transfer) medical device and straightforward surgical procedure to safely extract excess visceral fat, inside the abdomen, that has been demonstrated to cause insulin resistance and Type-2 diabetes.

**Competition**

There are no comparable products commercially available or in development (Company has strong IP in this field). Various therapies for type 2 diabetes address the high blood glucose that results from this disease, but only one alternative, bariatric surgery, addresses the underlying disease progression. Bariatric surgery is a highly invasive surgical intervention that requires significant recovery and lifelong adherence to dietary restriction and vitamin supplementation, and often results in various GI difficulties (e.g. chronic diarrhea). Costs are in the $20,000 to $35,000 range and reimbursement is typically not provided for those who are not class 2 or 3 level obesity (severely overweight).

**Achievements to Date**

The product has been completely designed, developed, FDA-cleared, GMP manufactured and commercialized for cosmetic liposuction and fat transfer, with noteworthy clinical success - US and foreign patents have been issued that directly address the key design features and intend use (utility patent).

**Company Outlook**

The planed intent is to gain interim results from the initial clinical trial for this new type 2 diabetes indication mid-2020. If the positive results noted in the baboon pre-clinical trial are replicated, the company will pursue a strategic relationship with a leading medical device or pharmaceutical company as it completes this trial and prepares to initiate subsequent clinical development activities leading to eventual commercialization.

**Contact**

**Website:** MedalityMedical.com
**Primary Contact:** Edward Gillen
**Email:** Edward.Gillen@MedalityMedical.com

**Advisors**

**C Level Management:** Edward Gillen, CEO
Brian Murray, CFO
Larry Hirsch, Chief Medical Advisor
Mark Andrew, CSO
Suzy Coutier, COO
Herbert Crane, VP
Quality & Regulatory

**Board Members**

David De Leeuw, Chairman of the Board (CEO of Lion Capital)
Philip Chan, MD, PhD, Board Vice Chairman (CEO Cytosorbants)
Gerald Malone (Former UK Minister of Health and Member of Parliament)
Siddharth Prakash, MD (CEO AMDS Radiology)
John Coelho (Partner, StepStone Group LP)
Mark Andrew, MD (Founder and CSO)
Brian Murray (CFO)
Edward Gillen (CEO)

**Lawyer:** Wilson Sonsini Goodrich & Rosati
**Accountant:** CFO Strategies

**Financial Information**

**Bank:** Chase Bank
**Current Investors:** LIPO Seed Capital Partners, LLC
Silverstone III, L.P.
Table Holdings, L.P.

**Amount Previously Invested:** $29,700,000
**Amount Sought:** $3,000,000
**Financing Sought:** Series-C
SMIRTA INNOVATIONS INC. | TABLE 8  
HEALTHCARE IT

Company Summary
We are a technology company that leverage Data Science, Predictive Analytics and Machine learning to make healthcare providers more efficient through improved patient flow, reduce patient wait times and workload balancing for critical and expensive resources. Our goal is to develop a software platform that will proactively optimize workflow based on history and current resources to enhance throughput, eliminate resource waste and increase financial benefits.

Use of Funds
1. Further development to mature the product  
2. Bring to market + customer engagement, implementation and sales

Products/Services/Technology
Our technology is built using Data Science methodologies and has the following modules: 1. It uses Predictive Statistical models to forecast patient volume and service types, based on historical data. 2. It uses optimization software algorithms (heuristics) to evenly balance future appointments thereby maximizing resource utilization and minimizing patient wait times. 3. A reporting interface that allows user to realize the benefit of the optimization.

Competition
Data Science is a new field and we expect new competition to come up. Our area is focused on the Healthcare niche with specific emphasis on smaller stand-alone cancer treatment clinics and multi-specialty centers. There is an established competitor, LeanTaas whose primary focus is in the Hospital and Health System space; their pricing model does not cater to the smaller, stand-alone clinics.

Achievements to Date
Smirta Innovations has developed both the core modules for this product - Optimization algorithms and the Predictive Analytics Modules. Smirta is jointly working with one of the largest Oncology Centers in the nation to deploy these modules as a beta at one of their largest Infusion treatment centers. Our solution is deployed using Amazon Web Services and a lot of the reporting modules have been developed.

Company Outlook
We are in a good position to grow as we are engaged with an Oncology Center that has a large network of clinic sites that allows us to test market our product; In summary outlook is positive: the core product modules have been developed and in implementation at beta site. Our solution is addressing a key problem in the stand alone clinic space and the opportunity is large.

Contact
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Primary Contact: Ram Iyengar
Email: ram.iyengar@smirta.com

Advisors
C Level Management:  
Ram Iyengar, President Bhaskar Anepu,  
CTO Dr. Amit Powar, CMIO

Board Members
Board members -  
Founders (4) Advisors - group of physicians

Lawyer: Drescher & Cheslow, PLLC
Accountant: Davis & Davis Accounting

Financial Information
Bank: Bank of America
Current Investors: Founders
Amount Previously Invested: $40,000
Amount Sought: $750,000
Financing Sought: Equity
# Company Summary
Vikar simplifies automation. We combine modern technology and deep industry experience to help community/regional banks and wealth management firms meet the changing needs of their customers in an increasingly competitive marketplace. Our dashboard-based solutions deliver dramatic efficiency improvement by digitizing and automating manual, paper-based processes.

## Use of Funds
Investment proceeds will be used to recruit developers to help us further build out our digitization platform and develop more software solutions. Funds will accelerate our business development efforts to increase our market reach and visibility; and to drive greater lead generation and market penetration.

## Products/Services/Technology
Vikar’s subscription software platform and software solutions digitize manual paper based processes into streamlined automated workflows with consolidated views of customer relationships that are supported by easily retrievable digital documents and data for compliance and audit. Our software solutions automate CLM, loan onboarding, risk/compliance processing including due diligence, transaction disputes and more.

## Competition
Our biggest competitor is the lack of talent and motivation to innovate within a bank’s internal IT department which leads to inertia. Other vendors in this space try to be everything to everyone (generalists) and do not focus only on community/regional banks and wealth management firms.

## Achievements to Date
We bootstrapped this business. Within one year, we secured 2 clients and booked over $1M in revenue delivering over 20 automation solutions.

## Company Outlook
Financial institutions are in the midst of the largest generational shift of wealth in our country’s history. They must modernize their systems and processes to stay competitive yet are unprepared. Our early traction shows our solutions fill a deep void in the market that our competitors have ignored and cannot address.

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## Contact
**Website:** vikartech.com  
**Primary Contact:** Nancy Schneier  
**Email:** nancy@vikartech.com

## Advisors
**C Level Management:** Glenn Bolstad, CEO Nancy Schneier, Chief Revenue Officer Adam Bieser, COO Amruta Dongre, Chief Product Officer Zvika Badalov, CTO

**Board Members:** NJ Bankers Association, Member American Bankers Association, Member Wharton Club of NJ, Member

**Lawyer:** Chiesa, Shahinian, & Giantomasi Law

**Accountant:** Baratz & Associates

## Financial Information
**Bank:** Wells Fargo  
**Current Investors:** none.  
**Amount Previously Invested:** $0 | Bootstrapped  
**Amount Sought:** $1-1.5 Million  
**Financing Sought:** Seed / Super - Angel
Company Summary
Malbek’s vision is to be the unified platform of choice for all applications (suite) that exist between CRM and ERP with Contract Lifecycle Management (CLM) as the core engine. Malbek solution provides a fully configurable, business user friendly experience with AI that streamlines contracting process across sales, legal and finance teams.

Use of Funds
Malbek has built the core teams in R&D, Sales and Customer Experience. We will expand our Customer Experience team, aggressive investment into Sales and Marketing, double the R&D team to support larger customers with new features, and build more applications in the suite for future upsell and cross-sell opportunities.

Products/Services/Technology
A cloud-based, multi-tenant enterprise software platform with Contract Lifecycle Management as the core application. The platform is built using the latest technologies of SpringBoot, Elastic Search, Angular JS and more, with CI engine like Ansible. Malbek’s differentiates on ease of use, lower TCO (flexible configuration), plug-n-play integrations, and AI insights

Competition
There are several CLM competitors in the market that are tier 1 or tier 2 players. Malbek competes with tier 1 solutions that sell into mid to large enterprises and solve complex use cases. Apttus, Icertis, Conga and SpringCM are some examples against whom we have won the deals in multiple enterprises.

Achievements to Date
Year 1: - Founder funding of $200K - Built core R&D team - Built a fully featured product - Completed successful beta with one customer Year 2: - Raised $1.25M - Built Sales and Customer Experience teams - Signed seven customers, won against competition - ARR of ~$100K and Services booking of ~$80K

Company Outlook
Malbek has proven in two years that the product and sales execution is exemplary with limited resources and spend. Six customers live and are referenceable. With strong leadership teams across all business functions, a well-defined market need, and a paradigm-breaking product, Malbek is at the inflection point.

Contact
Website: www.malbek.io
Primary Contact: Matt Patel
Email: matt@malbek.io

Advisors
C Level Management:
Hemanth Puttaswamy CEO Matt Patel
COO Madhu Poolu CTO Brian Madocks Chairman of Board

Board Members
Board of Advisors:
Industry veterans and practitioners coming from large enterprise companies like E&Y, TIBCO, GE Aviation, and Matheson TriGas

Lawyer: Morgan Lewis
Accountant: Private Accountant

Financial Information
Bank: Wells Fargo
Current Investors: N/A
Amount Previously Invested: $1.45M
Amount Sought: $2M
Financing Sought: Priced Round Equity Investment
VERSTILL | TABLE 14
FOOD AND BEVERAGE

Company Summary
We are building a molecular distillery, able to create any spirit at a fraction of time and cost. We are building our distilleries in target markets, the products and brands to be produced with it, and license both.

Use of Funds
$700 will be used for technology scale and R&D in the Israel R&D facility, $300 will be used to go in the US market. According to current contracts & projections that will bring us to cash flow positive ($150k-$300k EBITDA).

Products/Services/Technology
Traditionally, every whisky flavor & product requires unique equipment design, and many years of wait. Our technology can create any flavor products (whisky, rum, gin and so on) in one still design, and accelerate aging bringing products into the market within weeks instead of years. We are building spirits production technology, and spirits. We sell bottles (white label and our own brands) out of our distilleries, and we license our technology & brands in a franchise model.

Competition
There are several companies in the field that use a somewhat similar business model: Terresentia (SC) - they use ultrasound to hyper age, use a similar business model, have an annual revenue of $25M, and just raised $80 to grow. Endless West - the use a vat to mix ingredients and create a molecular whisky. iStill - Create distilleries and license the brands to be produced with it. We are the only company applicable for any traditional process, and after scaling our technology we can save up to 90% of inventory for traditional distilleries.

Achievements to Date
Our 2.5 weeks old whisky got professional assessments to 4-7 years old. We built a working pilot facility in Israel and signed a large beer brand as a customer for our spirits. We are in the process of purchasing a distillery in the US, that will require only equipment change to enter the market.

Company Outlook
The basics of both the business model and the technology works. The company must scale the technology and build the grounds in the US market using the currently raised funds. With these funds the company can build a local profit center that using a $5M investment can create a $4M / year EBITDA, and from that point on can grow organically or raise growth funds to expand to target markets.

Contact
Website: www.verstill.com
Primary Contact: Matan Edvy
Email: matan@verstill.com

Advisors
C Level Management:
Matan Edvy
Yechiel Ben Zvi

Board Members
Frank McHardy - Former master distiller of Springbank and Bushmills, whisky magazine hall of fame (Advisory Board). Clarite Azerraff - Chemistry PhD, Milodea CTO, expert in chemical catalysis (Advisory Board). Ben Schlatka - CEO and co founder of MC10, Harvard Graduate (Board). Ilan Avitsur - ROUST (Rusky Standard) Mediterranean area manager (Advisory Board) Howard Teff - Physical Chemistry PhD, Patent Attorney (Advisory Board) Ran Dagan - Partner Investor at Winnovation (Board)

Lawyer: McCarter & English (US), Yigal Arnon (Israel)
Accountant: KPMG

Financial Information
Bank: Poalim

Current Investors: Founders
Friends and Family Teramips Technologies

Amount Previously Invested: $500,000
Amount Sought: $1M
Financing Sought: Convertible note (20% discount, 4M cap)
**Company Summary**

CommerceBlitz is the engine that powers every angle of business logistics in the online world. It powers the sales channels, warehousing, drop shipping, returns processing, logistical coordination and provides the information and insight needed to run a business which takes advantage of multiple third party sales channels. CommerceBlitz reflects the philosophy of its creators in that a holistic view of the sales process should be incorporated in a single set of tools.

**Use of Funds**

Company can explain the different milestones they are trying to achieve.

**Products/Services/Technology**

CommerceBlitz software is the proprietary logistical solution for warehousing, virtual and stock inventory feeds, tracking, product management, drop ship, future order and tracking modules. Coupled with our list of on demand services ranging from online catalogue creation to Amazon Brand Registry and Account Management.

**Competition**

Ellipsis, Shopify, Stitch Labs, Logiwa, Orderbot, NetSuite ERP, Zoho Inventory, Commerce Hub

**Achievements to Date**

With 6 years of development behind us we have much to show for it in our codebase and breath of modules. We have helped launch multiple brands into the market while building our tools. Operated a retail company on all channels to test the model while realizing success in the outdoor clothing market.

**Company Outlook**

We are looking for a strong market entry in January of 2020. We have soft launched our services, operating their account and providing logins for our clients to view and place orders. The team is standing by and working feverishly for a Market Ready user interface laced onto our tested backend including a B2B wholesale portal.

---

**Contact**

Website: www.commerceblitz.com

Primary Contact: Hugh Sinclair

Email: hugh@worldblitzllc.com

**Advisors**

C Level Management:
Hugh Sinclair, CEO/Owner

Board Members
Hugh Sinclair, CEO
Euro American - William B. Wachtel
Euro American - Craig Kirsch Blatt
Billiards - Ronald Blatt

Lawyer: Jardim, Meisner & Susser, P.C.

Accountant: C. Sam Vassallo Jr., P.C.

**Financial Information**

Bank: Valley National Bank

Current Investors: 1

Amount Previously Invested: $7 M

Amount Sought: $5.25 M

Financing Sought: Equity Investment
Company Summary
PlayDate is building a smart pet monitoring solution to keep our pets happy and healthy. Our camera-enabled smart ball is the core of our quantified pet platform for collecting activity and health data from our pets to keep them healthy and happy.

Use of Funds
This round will allow us to build out the engineering team, scale up marketing and purchase raw goods for our next manufacturing run.

Products/Services/Technology
We have built a smart ball that pet owners can control from anywhere via their smart devices with a stabilized camera that shows live video feed. The ball has two motors inside, and streams live video over the home wifi to the user's mobile app.

Competition
Closest competitors on the market are stationary pet cameras but since they don't move, pets can't interact with them. Alternatively, there are robotic toys but since they don't have cameras inside so they can't be used remotely.

Achievements to Date
Purina Innovation Pet Care Finalist (Grand prize winner announced next month) 3rd place International Hardware Cup 100k awarded from Arrow Certified program Raised over 800k via crowdfunding Invited to Target Open House retail store Garage+ Startup Global Program Fellow Entrepreneur Roundtable Accelerator company.

Company Outlook
We are currently wrapping up mass production of our first production run and expect to ship by end of March. Moving forward, we are building software services that will perform analytics and video processing to collect pet activity and health data from video feeds.

Contact
Website: www.playdate.io
Primary Contact: Kevin Li
Email: kevin@playdate.ai

Advisors
C Level Management:
Kevin Li, CEO
Anthony Chien, CTO

Board Members
Entrepreneur Roundtable Accelerator portfolio company

Lawyer: N/A
Accountant: Indinero

Financial Information
Bank: N/A
Current Investors: Makers Boot Camp, Joyance Partners, angel investors, friends and family
Amount Previously Invested: $700,000
Amount Sought: $1.5M
Financing Sought: Convertible Note
Company Summary
XPEED Turbine Technology (XTT) provides a cost-effective technology that makes wind turbines more efficient, wind energy more competitive, and wind farms more profitable (faster ROI). XTT will generate revenue from the manufacturing and installation of this technology from wind farm owners, and from ongoing royalties from wind turbine manufacturers.

Use of Funds
● Pilot projects for different wind farm owners and turbine models
● Marketing/sales materials: advertising, website, media, social media, conferences, trips
● IP strategy to obtain protection and remain protected in US, China and Europe
● New hires (engineering and administration)
● Computer software.

Products/Services/Technology
XTT brings an innovative, patented, and profitable solution to wind turbines called "Aerodynamic Flow Deflectors" (AFDs) that improves the annual energy production (AEP) while reducing the Cost of Energy (COE). AFDs are retrofitted into existing wind turbine blades to boost AEP by 2-4% (2-year payback for the wind farm).

Competition
The wind energy space is very competitive and full of technology innovations. Specific to retrofit upgrades: Vortex Generators, EcoROTR, serrations, gurney flaps, spoilers. However, our technology can be used together with these other retrofits for higher AEP improvements and higher ROI.

Achievements to Date
Awarded $900K NSF SBIR merit-based grants (Phases I and II) ● TRL 7-8: 3rd party field test/validation on a utility scale turbine (GE 1.5MW) at the National Renewable Energy Laboratory (NWTC farm) ● Currently drafting pilot projects with several wind farm owners ● Backed by Meggitt and Aeolus (manufacturer and installer).

Company Outlook
After 5 years, XTT expects to have signed contracts to retrofit 2.3% of the turbines within the U.S and to generate a $30M cumulative revenue. The long-term goal is to retrofit existing turbines inside and outside the U.S. as well as to incorporate our design into new turbine blades.

Contact
Website: xpeedturbinetechnology.com
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Email: arturo.villegas@xpeedturbinetechnology.com

Advisors
C Level Management:
Arturo Villegas, CEO
Javier Diez, CTO
Carl Shoemaker, VP Business Development
Linda Kurth, General Counsel

Board Members
Meggitt: Aerospace design and production company with more than 50 years of experience, that has industrialized AFDs design into installation kits ● Aeolus: Premier installation/maintenance company (EMR .71 and no recordables in 5 years), to install AFDs ● Rutgers University: Office and facilities support

Lawyer: Fox Rothschild
Accountant: Scheidel, Sullivan and Lanni (NJ) and ReliAscent (Colorado)

Financial Information
Bank: Chase
Current Investors: Founders and NSF
Amount Previously Invested: $900,000
Amount Sought: $1,500,000
Financing Sought: Equity, Capital
Pochette, LLC | Table 22

Sensors

Company Summary
Pochette, LLC is a “patented (Pat No. 10,028,539)” Lingerie & Active wear product line that addresses the current concerns associated with RF Radiation which is continuously emitted by cell phones & Wi-Fi systems; there is the potential for harm, although certain areas are clearly more vulnerable than others.

Use of Funds
Funds will be used to start production, obtain distribution storage and actual distribution.

Products/Services/Technology
In particular, the field relates to garments with pockets that prevent or limit a wearer’s exposure from electromagnetic radiation generated by electronic devices stored within the pockets. This field of the invention relates to a number of garments that have pockets to shield the wearer from electromagnetic radiation: shirts, pants, brassieres and other undergarments, slips, active wear and the like.

Competition
No competition at this time. Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing power.

Achievements to Date

Company Outlook
Financial company outlook is outstanding in terms of the yearly profits is 3.254M per year Note, 2016 retail revenue of the global lingerie market surpassed estimated 82.1 billion U.S. dollars.

Contact
Website: pochette.us
Primary Contact: Lori Sexton
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Advisors
C Level Management:
Lori Sexton, President & CEO of Pochette, LLC

Board Members
The Creator” – From Whom All Blessings Flow Wanda Moses – Design Director Manny Xidias – Web Site Designer Zoila Diaz - Sample Prototype Maker Maria Valente – Sample Maker Lisa Thorpe – Team Fit Model Angela Hicks-Bennett – Blogger Vianet Holguin – Beautician Ruby Clark – Budget Leader Dr. Robert Urtecho & Dr. Thelma Hurd – Naming Team Matt Denton-Photographer

Lawyer: Gearhart Law
Accountant: H&R Block

Financial Information
Bank: Capital One
Current Investors: Self and 5 other friends.
Amount Previously Invested: $20,000.
Amount Sought: $2M
Financing Sought: Angel Investor, Venture Capitalist and/or Loan
**Company Summary**  
23andme, but on embryos, for IVF clinics. We are the only company in history to do PGT-P: Preimplantation Genetic Diagnosis for Polygenics.

**Use of Funds**  
We've developed and validated the technical product. We have our first clients. Now, the funds are all going to a massive marketing push.

**Products/Services/Technology**  
Using a DNA sample from the embryo, we return a detailed report of hundreds of traits, using millions of genetic variants.

**Competition**  
There are many entities in the world which do IVF testing, including Cooper Genomics. None do our type of test, we are peerless.

**Achievements to Date**  
We've invented PGT-P: Preimplantation Genetic Diagnosis for Polygenics, approved by the NJDOH.

**Company Outlook**  
GP represents the next step in embryo genetic testing, combining dense, genome-wide genotyping methods with sophisticated validation-focused modeling, suitable for the information age.
Company Summary
Pullup is a seed-stage technology company whose game-changing app changes the way people find parking. Pullup's live listing of parking locations and monetization for departing users creates a marketplace revenue model that scales with users. Find a cheap spot, and make a couple buys for your time! Everybody wins!

Use of Funds
We are currently raising $2M for our pre(seed) round in Pullup. These funds will be used to expand employee base salaries, server capacities, and customer acquisition through targeted marketing. Note that this application will immediately generate revenue through its functionality.

Products/Services/Technology
Pullup is a mobile application that connects departing users with arriving users through a GPS based mapping system that shows all available listings in the area. A departing user can set a price and the amount of time they are willing to wait. An arriving user sees all spots listed for sale in their area and selects their preferred one - a match is made followed by the exchange of the parking spot.

Competition
Pullup's main advantage is the live listing of parking locations and the opportunity of monetization for the users. We list any parking spot, not just retail, metered, street or garage. Competition: SpotPog uses crowdsourcing or share the time they have n a spot. Spot allows users access to private parking spaces such as private driveways and empty owned spaces. MonkeyParking was developed to have each customer share spaces.

Achievements to Date
App is on the market and we are ready to raise funds to do a massive marketing push to get to 100 daily users in 6 months and 1000 daily users in 1 year.

Company Outlook
Pullup Technologies, Inc. is a pre-/seed-stage technology company whose flagship product is a game-changing app that changes the way people find parking.
Company Summary
ROAR for Good is a woman- and minority-led social impact company leveraging technology to foster equality through safe work environments. We're tackling the hospitality industry to start due to the staggering 58% of housekeepers who are sexually harassed and the legislation being passed requiring hotels to protect their staff.

Use of Funds
Finish commercial version of the safety platform, get into 15 properties by end of 2019, and start scaling across the U.S.

Products/Services/Technology
Our safety platform, AlwaysOn, protects housekeepers and staff no matter where they are. The proprietary security solution provides complete dead spot coverage, built-in fail safes, and live system monitoring for ultimate safety.

Competition
Our biggest competitors are React Mobile and TraknProtect. They offer a safety platform that meets the minimum reliability requirements, isn't easily maintained, and their hardware is bulky. Our differentiators are our complete dead zone coverage, our smart and live network monitoring (also patent-pending), and our award-winning wearable.

Achievements to Date
Mid-2018 - Sold almost $1M of our safety wearable Late-2018 - Pivot to focus on B2B Hospitality Early 2019 - Filed patent for an in-door location tracking safety platform From idea to $26M+ deal quote pipeline in 6 months.

Company Outlook
In the era of #meToo and changing workplaces, we're well-positioned to become the leading provider of workplace safety. Our initial focus is on the hospitality industry due to the legislation sweeping the country. We see growth opportunities in K-12 Schools, Universities, Real Estate, Hospitals, and beyond. With rising harassment claims, we believe HR departments will be more focused on employee protection and workplace safety solutions will become commonplace in the next 5 years.
Company Summary
This is the first, one of a kind software to hit the online market. It is a platform designed for artists, curators, galleries, buyers and sellers of art as well as art purveyors to connect, inspire, explore, organize and manage their lives. The strategy is to let everyone use the site for free as beta testers in the first couple months and fix any bugs that may arise.

Use of Funds
For development of the platform.

Products/Services/Technology
This business offers helping hands and acts within various roles for all members of the art community. For artists, it gives them a way to effectively manage their portfolios, helps them find opportunities and resources for information and inspiration, allows them to safely connect with other artists and buyers globally, protects the artists from non-genuine buyers.

Competition
Not really any competition, there are sites that allow artists to sell art but it doesn't handle the business side nor dish out resources nor allow them to connect all in one place.

Achievements to Date
We have a working prototype in place, ready for beta-testing shortly.

Company Outlook
We want our platform to help those that are struggling with the business and organization of maintaining the sale and distribution of their work, this platform allows them to connect, collaborate, and keep track of their work and give tips, notifications, and resources all to help boost any art professionals career.

Contact
Website: indieartworld.com
Primary Contact: Lou Elwell
Email: info@indieartworld.com

Advisors
C Level Management:
Lillian Khan, Founder, CEO, Marketing Strategist
Ishara Weeraratna, Co-Founder
Kim Chavez, Marketing Strategist

Board Members Jersey City Art Council, Andco.work, Marseilles Theater of Jersey City, Mana Contemporary, Bethune Community Center of Jersey City

Lawyer: Personal
Accountant: Personal

Financial Information
Bank: Bank of America
Current Investors: 3
Amount Previously Invested: $40,000
Amount Sought: $40,000
Financing Sought: Loans but looking to share equity.
# Elemeno Health | Table 32

## Healthcare

### Company Summary

### Use of Funds
Sakes, client success & product.

### Products/Services/Technology
Mobile-friendly B2B SaaS. Built on AWS. Easily transform internally developed or externally sourced client content into actionable decision guides, smart checklists, and concise how-to-video. Platform for distribution of content, with end-user tracking and feedback. Accelerate practice adoption through gamification. Analytics yield deep insight into caregiver behavior and needs.

### Competition
Learning Management Systems: they train thru on-line courses, but not at the point of care. Healthcare IT / EHR Companies: patient-centered “what” + Elemeno’s staff-centered “how” Publishing firms: they have “why” and “what”-- but not enough “how”.

### Achievements to Date

### Company Outlook
All clients renewing and expanding. 2018 customers already have $450k in renewals planned for 2019. Anticipate $1M ARR in mid-2019, with subsequent plan for Series A to accelerate growth.

## Contact

### Website:
www.elemenohealth.com

### Primary Contact:
Scott Cohen
Email: scott@elemenohealth.com

### Advisors

#### C Level Management:
Arup Roy-Burman MD, CEO Ed Nanale, CTO Scott M. Cohen MHA, Chief Client Officer Carole Klove RN JD, Chief Nursing Officer

#### Board Members
Board: Arup Roy-Burman and Ed-Nanale (Co-Founders); Fred Toney, CEO Launchpad Digital Health (Lead Investor) Advisors: Ann Scott Blouin RN PhD FACHE (former Joint Commission); Chris Olivia MD (healthcare exec/leader); Henry Sohn (early-stage Yahoo); Jonathan Spalter (CEO, US Telecom) Affiliations: Y Combinator (Summer 2016), Launchpad Digital Health, UCSF

### Lawyer:
Michael J. Kimball Esq; WSGR

### Accountant:
Tandem LLP

### Financial Information

#### Bank:
Silicon Valley Bank

#### Current Investors:
Y Combinator, Launchpad Digital Health, Fenway Summer, MedFORCE (Almond Tree Capital), multiple angels

#### Amount Previously Invested:
$2.6M

#### Amount Sought:
Planning for Series A in mid 2019; target raise $5M

#### Financing Sought:
Equity, Series A
**Company Summary**
Disruptive, integrated, clinical trial management and financial system promising to accelerate clinical trials and save costs. Strategy targets US, Canada, Switzerland and launching our product by 2020. By 2025, target estimate ARR of $45m and profit margin in the range of 30%-40%. Revenue drivers: Consultancy, Cost Savings, Payments & Licensing.

**Use of Funds**
1. Pilots completion
2. Upgrade Beta version + Validation of system
3. Prepare for commercialization (Marketing/business development/Market research/events)
4. Prepare for STO.

**Products/Services/Technology**
An integrated clinical trials management and financial system that permits clinical trial leaders in life sciences industry to cut costs, accelerate trials, pay sites rapidly and enhance data fidelity. Prototype has demonstrated these attributes. Innovatively, integrates a financial payments, accounting and planning module leveraging blockchain technology.

**Competition**
Fierce, $1 billion - $10 billion market with numerous siloed systems including Open Source systems. Competitors include large firms like IBM, Oracle, Bioclinica, Medidata,ERT Clinical, Paraelex. Most are centralized data driven systems. Our Ipad driven, distributed ledger type, integrated trial management and financial system, is a first in class for now.

**Achievements to Date**
1. PoC and Alpha MVP developed in 9 months; (2). Raised ~$600,000 since inception; (3) Pilots at four large institutions being negotiated - Big Pharma to WHO; (4) Outstanding advisory boards created (5) selected to join 10th Cohort NJ Innovation Institute Health IT program.

**Company Outlook**
Bright; innovative technology focusing on solving key pain points in current system. Pilots in the deal flow to convince risk averse customers. Rapid raise of ~$600k from accredited astute investors along with a potentially strategic alliance with a global IT services provider that validates our prototype and positions us for success.

**Contact**
**Website:** www.bloqcube.com
**Primary Contact:** Rama K Rao
**Email:** rama@bloqcube.com

**Advisors**
**C Level Management:** Rama K Rao - CEO/Co-Founder

**Board Members**
Pharma (Novartis/Lilly) veterans (CFO) Additionally, a Clinical Advisory Board with renowned clinicians, and, IT and Commercial Advisory boards with very prominent personnel from both industry and academia with PhDs/MDs

**Lawyer:** Danielson Legal LLC; Varun Gupta : General Counsel
**Accountant:** Spinner and Spinner CPA

**Financial Information**
**Bank:** PNC Bank

**Current Investors:** Friends and Family
**Amount Previously Invested:** $237,000; currently raised $360,000
**Amount Sought:** $1 m to $2 m
**Financing Sought:** Equity only
Company Summary
The Problem: "Monitoring aging parents at home is stressful, invasive, and expensive." The Solution: Caregiver Smart Solutions, we bring peace of mind by making it easy, non-invasive and affordable to monitor your loved ones' health at home.

Use of Funds
Investment Will Allow Our Team to:
1. Develop version 3 of platform, dashboard & app
2. Migrate to white label product; bring COGS down
3. Build Alexa & Google Home skill
4. Grow sales and eldercare community liaison teams
5. Market effectively in targeted regions

Products/Services/Technology
We believe behavior is an indicator of health. We require no actions by aging loved ones. We compress the time between event and caregiver action. Utilizing non-invasive sensor technology we provide loved ones, paid caregivers, the medical community and insurance providers with easy access to insight into how their loved one is doing. We can monitor all daily activities as well as Proactive fall detection, UTI, non 24, early dementia. Best of all see all of this through a simple app.

Competition
Best Buy, Alarm.com, Safe in Home, Birdie (UK)

Achievements to Date
August 2018 started working on prototype
September 2018 1st CSS pilot installed (of 20)
November 2018 Won TechLaunch bullpen 11
January 2019 Version 2 of software piloted (Proactive fall detection is ALIVE)

Company Outlook
It is impossible to understand that in 2019 we still need to rely on a phone call, text or visit to know how your loved one is doing. We will change the world by allowing non-invasive technology to provide insight into potential concerns and shortening the time from an event (i.e. fall) to contact from us or medical assistance.

Contact
Website:
www.caregiversmartsolutions.com
Primary Contact: Ryan Herd
Email:
Ryan@caregiversmartsolutions.com

Advisors
C Level Management:
Ryan Herd, CEO
Vin Bruno, COO
Pam Golden, CCO
David Thai, CTO
David Siroty, CMO

Board Members
Craig Blake, Sr. Director at Aspect Software
Benson Chen, CEO of Strategy of Things
Chantal Schutz, CEO of NYCE Sensors Inc.
Brandon Savage, Principal at the CX Pro
Lewis Schiff, Chairman Birthing of Giants

Lawyer: Robert J. Cascone
Accountant: Robert P Sokoloff, CPA, CGMA

Financial Information
Bank: Bank of America

Current Investors: Friends and Family
Amount Previously Invested: $100,000
Amount Sought: $2,500,000
Financing Sought: Seed
MYXR EVENTS CORP. | TABLE 38
Event Industry

**Company Summary**
MYXR Events is a premium mobile solution for event professionals. It contains features that solve problems in real time, at the speed of events. It is a tool that manages event details, staff, and client communication all in a mobile application. MYXR’s mission is to build a lightweight software solution that alleviates the stress of events planning and management.

**Use of Funds**
MYXR’s expenses include legal fees, office supplies and space, marketing costs, and an additional employee. The funds will also be used to sustain our company’s three core engineers. Our expected burn rate is $20,000/mo for a 12-month runway.

**Products/Services/Technology**
MYXR Events is a mobile application that will be released on both iOS and Android.

**Competition**
Many event professionals currently look to management platforms such as DJEP, Gigbuilder and Vibo. DJEP and Gigbuilder are outdated web-based platforms that are not mobile responsive. Vibo is a newer mobile and web solution for event timeline and music planning.

**Achievements to Date**
Hawktank Monmouth University 1st Place 2018. Raised pre-seed round of funding.

**Company Outlook**
Alleviate the stress of event planning for businesses and their clients with a solution that moves at the speed of events.

**Contact**
**Website:** myxrevents.com
**Primary Contact:** Peter Natoli
**Email:** peter@myxrevents.com

**Advisors**
**C Level Management:**
- Craig Holbrook CEO
- Peter Natoli COO

**Board Members**
- Philip Kennard CEO of Futurestay
- Joseph McManus Monmouth University Director of the center for Entrepreneurship
- Raman Lakshmanan CTO of The Macaluso Group

**Lawyer:** Andrew S Bosin LLC
**Accountant:** N/A

**Financial Information**
**Bank:** Azlo Bank
**Current Investors:** Angel Investor
**Amount Previously Invested:**
$75,000
**Amount Sought:** $250,000
**Financing Sought:** Seed
Company Summary
ParaTrees Technology is an advanced technology firm looking to solve the issue of land and resources management. We accomplish this by leveraging our skills in technology to create both a streamlined platform of communication between the land owners and the respective parties involved in managing the land, as well as drone-based technology.

Use of Funds
We will use $275,000 to support our marketing efforts and incentive programs as a way to gain market shares quickly in New Jersey. We will establish an umbrella of certified drone pilots that we will subcontract all of drone-base services to. We will also invest in our technology to improve the quality and delivery of service.

Products/Services/Technology
ParaTrees generates revenue by providing forest monitoring, forest reports, software management tools, and drone-base services to consulting foresters that are managing between 50-500 forests properties. Our service can be added to a consulting forester’s service catalog that they can provide to their clients. Consulting foresters interested in providing our service to their client will have the option to enroll their clients in our Standard or Bundle enrollment plans.

Competition
Direct competitors of ParaTrees includes firms such as Agremo, Drone-Deploy and Ag-Tech that specialize in providing farmers with data analytics use to increase crop production. This data aid farmers with making important management decision such as identifying stress levels in crops, droughts, or over watering.

Achievements to Date
National Science Foundation (NSF) I-Corp grant- Customer Discovery & Product Market Fit
Aerial Reforestation Capsule: Patent number: 9930827
Cleantech-Up Department of Defense Semi Finalist

Company Outlook
In our first year we are projecting to make between $52,000-$100,000 in revenue by servicing 1,000-2,000 acres of private forest. We project that 70% of our revenue will come from our Bundle enrollments. An additional 30% of our revenue will be generated through Starter Plan and secondary drone-base services.

Contact
Website: www.paratrees.com
Primary Contact: Chrystoff Camacho
Email: chrystoff@paratrees.com

Advisors
C Level Management:
Chrystoff Camacho, CEO & Founder
Imran Ali, CTO & Founder
Ashwin Natra, SSO & Founder
Gao Ge - Software Developer & Founder

Board Members
Board of Directors:
Chrystoff Mcfield Camacho, Imran Ali,
Ashwin Natraj, Ensrocis LLC
Board of Advisers:
Nancy Jackson Ph.D. - Professor at the
New Jersey Institute of Technology
William Marshall – Director at the New
Jersey Innovation Institute
Andrew Bennett- CEO of Ridge Valley
Forest Management

Lawyer: Vyaz & Associates, PC
Accountant: Paratrees

Financial Information
Bank: Wells Fargo

Current Investors: Brian Kiernan
Amount Previously Invested: $50,000.00
Amount Sought: $250,000 in exchange for 8-12%
Financing Sought:
Venture Capital Funding-Seed round
**Company Summary**
Speak2 provides a senior-care focused solution that leverages voice command and integrates directly to assisted living facilities systems. We improve care, lower costs, and help prevent falls by adding voice command to pull cord systems. We enrich the lives of the senior community. We provide this on a per device, per month fee.

**Use of Funds**
We have the ability to expand quickly with an existing client and via new sales. We have been asked to expand to 7 new facilities and 48 following that; and we require funding to do so. We also want to aggressively target specific communities that fit our profile as we are first-movers in the space and want to show value quickly.

**Products/Services/Technology**
Our product is a full-service voice command system that leverages Amazon Echo devices and Amazon cloud. We enable voice requests via the Alexa device and route that request to the appropriate party based on workflow and available staff. Our technology is scalable and has the industry use cases built into the system for fast adoption. We also integrate to existing pull cord systems, a differentiator and major benefit to a client.

**Competition**
Most health-related voice command are focused on clinical use cases that are years away from being market-ready. In our space, Orbita provides custom solutions via a traditional consulting model. VoiceFriend is similar but is primarily an alert system. Speak2 is far more advanced in features and capability.

**Achievements to Date**
We have successfully deployed to Regency Pacific at 1 location (Fallbrook). Customer feedback has been amazing, and we have been asked to plan a rollout to all of Regency Pacific, starting with a group of 7, expanding to 48. We have deployed to 2 hospitals but the challenges around HIPAA have placed that segment as Phase II.

**Company Outlook**
Speak2 has a unique offering targeting an underserved market. With proper funding, we can create a large customer base low risk. We have proven the technology and value to our specific customer segment. It is now time to sell broadly and increase value via a recurring revenue model.

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**Contact**
**Website:**
www.speak2software.com

**Primary Contact:** Matt Smith
**Email:**
matt.smith@speak2software.com

**Advisors**
**C Level Management:**
Matt Smith, CEO

**Board Members**
Morgan Cadmus - Advisor, Expert in Geriatric Care. David Ross, EVP of MDC Partners, David Ragosa CEO KRR Holdings.

**Lawyer:** McCarter English
**Accountant:** Vision Financial

**Financial Information**
**Bank:** Chase
**Current Investors:** Self-funded
**Amount Previously Invested:** $500,00 Self-Funded
**Amount Sought:** $600,000
**Financing Sought:** Angel, Seed
# GAMEFULY | TABLE 44

**ESPORTS / EDTECH**

<table>
<thead>
<tr>
<th>Company Summary</th>
<th>Use of Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>The premiere destination for becoming a better gamer Faster! Coursera for esports.</td>
<td>Growth.</td>
</tr>
</tbody>
</table>

**Products/Services/Technology**

Two-sided marketplace.

**Competition**

YouTube, Udemy, Gamersensei.

**Achievements to Date**

Built a two-sided marketplace and got into Techstars.

**Company Outlook**

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**Contact**

Website: [www.gamefully.com](http://www.gamefully.com)

Primary Contact: Taseen Peterson

Email: tas@gmaefuly.com

**Advisors**

C Level Management:

Taseen Peterson CEO

Mark Peterson CTO

Tiffon Turner CIO

Board Members: N/A

Lawyer: Cooley

Accountant: N/A

**Financial Information**

Bank: Chase

Current Investors: Techstars

Amount Previously Invested: N/A

Amount Sought: N/A

Financing Sought: N/A
Company Summary
Entractiv aims to initially target two target markets: the hospitality industry and residential market. For the hospitality industry, Entractiv aims to follow a business-to-business (B2B) model, selling its products to interior designers who will act as distributors by placing mirrors in the hotel rooms they design. For the residential market, Entractiv intends to follow a business-to-consumer (B2C) model by selling directly through electronic retailers such as Amazon and Jet.

Use of Funds
R&D, Supply Chain Development, Transition from In-House Manufacturing plan to Third-Party Assembly.

Products/Services/Technology
The Entractiv Mirror is the mirror that you know and love, but it’s been taken to the next level. The frame is built from high-quality maple and finished with the color and accent of your choice. The mirror comes in a standard 24x36 size so it fits perfectly with the rest of your decor. The mirror itself provides you with meaningful, customizable information about your day such as the expected weather, the news, your upcoming events, traffic, and your to do list, so that you can kickstart your day with everything you’ll need.

Competition
Glance: Conveys information to guests regarding commute times, weather, messages and personal calendar appointments based on preferences set by user within companion app.
Remi: A virtual assistant within a mirror that provides local amenities information with built in streaming and content casting. The Remi Smart Mirror works with an ecosystem of products.

Achievements to Date
2nd generation prototype
Entry into 2019 Draper Competition

Company Outlook
According to Allied Market Research, the global smart mirrors market is expected to reach $4,118.7 million by 2025. While a portion of this is centered around the automotive industry, we are presented with an opportunity to apply tested technology to another industry.

Contact
Website: www.entractiv.com
Primary Contact: Husain Vohra
Email: husain.vohra7860@gmail.com

Advisors
C Level Management:
Yash Sanghavi, CEO
Mandev Singh, CTO
Farhat Alam, CIO
Sharuk Ozair, COO
Husain Vohra, CFO

Board Members
Entrepreneurship - Mukesh Patel: Serial Entrepreneur
Entrepreneur Entrepreneurship - Mitchell Diatz: Serial Entrepreneur
Hospitality Expert - Michael Dominguez: CSO of MGM Grand
IoT Expert - Tamara Mc Cleary: Founder of Thulium.co and Influencer
Software Development - Dr. Sesh Venugopal
Marketing - Professor Stacy Schwartz
Supply Chain - Dr. Mark Rodgers
Data Science - Dr. Mehmet Turkoz
Electrical and Computer Engineering - Dr. Chung-Tse Wu

Lawyer: N/A
Accountant: N/A

Financial Information
Bank: Wells Fargo

Current Investors: N/A
Amount Previously Invested: N/A
Amount Sought: $150,000
Financing Sought: 10% stake
Equity or convertible debt
**Quintrix Solutions | Table 48**

**Talent Acquisition and Development**

**Company Summary**
*What We Solve*: The IT Skills Gap Is Only Increasing, and We Have a Solution: Job-specific training is the solution to the tech hiring problem. *Who We Help*: Corporations: Fill large scale technology roles in 90 days or less with our free train-to-hire model (no upfront training costs, clients on pay when they hire) *Job Seekers*: Get paid (stipend) to learn and take advantage of our up-skill training so they can get the highest paying tech jobs.

**Use of Funds**
- 18 month runway
- Salaries including additional hires for Sales and Marketing for client acquisition
- Working capital to support upfront training costs for client hires
- As we acquire new business, hire additional recruiters and account managers
- Additional office space to accommodate growing team
- Additional Licenses: Job Board, CRM and Applicant Tracking System

**Products/Services/Technology**
*How It Works*
- Need Analysis: We partner with large companies and organizations struggling to fill 10+ tech roles in a particular skill set.
- Sourcing: Our experienced tech recruiting team sources trainable IT talent for client's open roles.
- Training: We customize and deliver training built for specific team needs. Our instructor led online training enables anyone, anywhere to participate.
- Delivery: In 90 days our clients have a team of new hires trained specifically for their needs and ready to start working.

**Competition**
- Revature - $80m company, raised $20m in Series A (Our model eliminates high overheads and inefficiencies present in our competitor's model).
- Bootcamps and online training sites like General Assembly, App Academy, Full-Stack Academy and Udemy do not provide enterprise-ready candidates when and where companies want them.

**Achievements to Date**
- $1m+ revenue in 2018
- 2 multi-billion dollar companies as clients - Capgemini and Infosys

**Company Outlook**
Given the proven (by our competitor and us) model and 2018 revenues, we believe our revenues will more than triple in 2 years with the right investor.

**Contact**
- Website: QuintrixSolutions.com
- Primary Contact: Krishna Kumar
- Email: kkumar@quintrixsolutions.com

**Advisors**
*C Level Management:*
- Krishna Kumar, Founder & Managing Director
- Alex Hamilton, Director of Talent Management
- Priya Mathur, Director of Operations

*Board Members*
- Tom Erb - Staffing Industry (Sales) Expert, Author and Thought leader

*Lawyer:*
- Sills Cummis & Gross P.C.

*Accountant:*
- Vijay Sammy CPA.

**Financial Information**
*Bank:*
- Bank of America

*Current Investors:*
- None

*Amount Previously Invested:*
- Self-funded

*Amount Sought:*
- $1,200,000

*Financing Sought:*
- Equity Investment