

PENNOVATION

ACCELERATOR

Pitch Day
July 16, 2020



About the **PENNOVATION CENTER**

The Pennovation Center is a business incubator and laboratory that aligns and integrates researchers, innovators, and entrepreneurs for the commercialization of research discoveries. Intended to marry entrepreneurs with an expert workforce and scientifically advanced facilities, key features of the Pennovation Center include common creative spaces and coworking areas, in addition to curated events and programs.

By creating an atmosphere for collaboration, the Pennovation Center brings people together to foster interaction and the exchange of ideas.



To learn more, visit:
www.pennovation.upenn.edu

Welcome to the 2020 Pennovation Accelerator Pitch Day!



We are so glad you could join us for the culminating event of the 3rd annual Pennovation Accelerator (and our first virtual!).

Each summer, the Pennovation Accelerator invites a cohort of local startups to engage in a six-week program to develop their business strategy and cultivate their network. Cohort companies participate in weekly educational sessions presented by subject matter experts. Each company is paired with an experienced mentor to advise them on their journey. In addition, curated networking opportunities help companies make connections into the larger Philadelphia entrepreneurial community.

The Pennovation Accelerator concludes with Pitch Day - today! - where companies pitch to mentors, investors, and peers.

This cohort of ten startup companies represent a variety of industries - from software to medical devices to consumer products. Their introductions and contact information are included in the following pages.

Thank you for joining us to support these companies!

Agenda



10:00 Welcome & Opening Remarks

10:10 Pitches Begin [first 5]

11:10 Intermission [subject to shift]

11:15 Pitches Continue [second 5]

12:15 Judges Deliberation

12:25 Winner Announcement & Closing

Meet the Judges

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Dr. Brandi Baldwin

Founder and CEO
Millenial Ventures Holdings

Rick Genzer

Director of Investments, IT
Ben Franklin Technology Partners



Holly Flanagan

Managing Director
Gabriel Investments

Meet the Cohort



buoyant



Headway



buoyant

Buoyant is a telemedicine service dedicated to helping people with migraines get continuous and personalized care. Migraine is a chronic condition that affects ~40M people in the U.S., most commonly working age adults and women.

With a Buoyant membership, patients are paired with migraine-specific doctors for personalized care from the comfort of their home, accessing a full suite of offerings including virtual consultations, prescription medication, lifestyle treatment plans, and messaging with their doctor.



Sherry Wu, Founder & CEO
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GREEN ABLUTIONS

Green Ablutions is solving the plastic pollution crisis with zero-waste haircare bars. By using the water already in their bathroom, customers save money and the environment for salon quality style without the waste. Our plastic-free bars work harder than three bottles of “eco-friendly” liquid products. Green Ablutions is providing sustainable solutions to consumers in a time of global climate crisis.



Natalie Lennick, Founder
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Headway is improving surgical team communication in Minimally Invasive Surgery (MIS) with a hands-free pointer device for surgical monitors in the OR. Headway saves time in the operating room, improves educational experiences for the next generation of attending surgeons, and supports more collaborative team dynamics in this high-stakes environment.



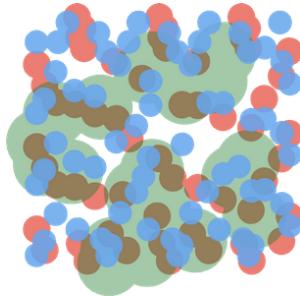
Julia Lin, Co-Founder & CEO
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www.headwaysurgical.com



MielBar is the first hair care brand committed to simplifying, customizing, and tailoring the deep conditioning experience for curly and wavy hair using only all natural ingredients. They provide ongoing customized deep conditioning treatments and guides that adjust with your lifestyle, environment, and unique hair needs.



Samantha Rodriguez, Founder & CEO
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MyGrow Design develops innovative biomaterial-based products and ecological solutions. MyGrow Design believes materials and products can be grown; not assembled. Their work, technologies, and designs invent around existing perceptions of waste. MyGrow Design's first product is MyGrow™ Helmet, a bicycle helmet entirely biologically grown utilizing fungi; invented by Founder, William Henry Felinski.



William Henry Felinski, Founder & CEO
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The Pawsitive community helps you raise a healthy and happy dog. Pawsitive motivates dog-owners to maintain consistent fitness routines and wellness milestones with their pets by using social incentives.

The app matches dog owners with buddies and groups, and pet parents earn “paw points” for completing fitness goals and training goals. They can use these paw points towards discounts for partner healthy pet brands (dog food, dog toys) and expert services (dog training, nutritionist consultations). Pet parents gradually learn more about their pets by completing survey questions each week, which also helps the Pawsitive team make better, more personalized recommendations.



Samaya Sinha, Co-Founder & Business Lead

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Percepta develops real-time, AI-powered video analysis software that detects shoplifting in retail stores at 3x the accuracy of loss prevention (LP) personnel at a fraction of the cost, all the while preserving shoppers' privacy and mitigating racial, gender, and age biases.

Shoplifting costs retailers 30-60% of profits each year, yet LP still relies on manual monitoring of CCTV feeds to identify shoplifters. This monitoring only detects ~30% of incidents and unconscious biases influence shoplifter detection. Percepta provides increased detection accuracy without ever using shoppers' race, gender, or age.



Philippe Sawaya, Co-Founder & CEO

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Pression is a medical device company, supporting the millions of people who can benefit from increased circulation. The Pression Wave active compression system is a first-of-its-kind device that substantially increases blood flow throughout the body, speeding the delivery of nutrient rich blood and rapidly flushing metabolites and waste products. Our patented timing, sensing, and compression approach is based upon 6 years of research and development and has been proven effective in a number of clinical and athletic applications.



Adam Salamon, Founder & CEO
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SOLUTION

SOLUTION Medical is developing more patient-friendly delivery systems for reconstitutable drugs. With increases in complex medical treatments administered in at-home settings, ease-of-use and patient confidence are large drivers for achieving medication adherence. With its simplified delivery system, SOLUTION Medical plans to be the leader in patient-administered reconstitutable drug delivery.



Julia Anthony, Founder & CEO

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Stealth.ify is a revolutionary app that uses game-like features to incentivize social distancing. The app acts as a tracking solution for businesses to manage their stores capacity and mitigate crowds. Users can reserve a convenient time slot at their favorite gym, restaurant, and retail store while avoiding crowds and black out times while the location is being cleaned. Interactive dashboard updates with users preferences and even sends offers to their account based on past history.



Shannon Morales, Founder
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Presented by:

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Where Ideas Go To Work



Thank you to our sponsors:



A very special thanks to our mentors:

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Thank you for joining us!



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