

**Northwestern University and  
InNUvation Present...**



**Entrepreneur Idol  
May 5<sup>th</sup>, 2012**

**Sponsored by Clarity Consulting, the Farley Center for Entrepreneurship and  
Innovation, Initiative for Sustainability and Energy at Northwestern, Marshall  
Gerstein Borun LLP, Baxter, New World Ventures, and Nixon Peabody LLP**

## **Competition Schedule**

**May 5<sup>th</sup>, 2012**

<b>10:00am - 10:30am</b>	Judges, participants and audience members arrive at the Jacobs Center G42(Kellogg). Room assignments and presentation line-ups are announced.
<b>10:30am - 12:30pm</b>	Semifinals take place in Kellogg Room G43-45.
<b>12:30pm - 1:30pm</b>	Networking lunch and announcement of Finalists occur at Kellogg Food Court.
<b>1:30pm - 4:00pm</b>	Top 9 teams will compete in the Entrepreneur Idol finals at the McCormick Tribune Auditorium.
<b>4:00pm - 4:30pm</b>	A Short Break or The Speaker's Event (TBA)
<b>4:30pm</b>	Entrepreneur Idol Winners are announced.

**Welcome to Entrepreneur Idol**  
**The 5<sup>th</sup> Annual Undergraduate Elevator Pitch Competition**  
**Hosted by InNUvation**

Today, 32 teams will compete in InNUvation's 5<sup>th</sup> annual Idea pitch competition, Entrepreneur Idol 2012. Presenting their visions for future businesses, they will be judged based upon the potential for the business to evolve into a successful enterprise. The judges here today range from experienced entrepreneurs, venture capitalists, business professors, and intellectual property lawyers.

InNUvation is proud to host the 5<sup>th</sup> Entrepreneur Idol competition here on Northwestern's Evanston campus. This year, a higher portion of university teams outside Northwestern joined the competition. Students from 9 different universities entered the competition for the opportunity of a lifetime – the chance to turn their vision into a business. Emphasizing students' ability to succinctly deliver their business idea and capture the interest of the audience, Entrepreneur Idol hopes to encourage student innovators to pursue their dreams.

We thank you for coming, and we hope you find the experience to be rewarding!

Sincerely,

The InNUvation Team



## **What is Entrepreneur Idol?**

Entrepreneur Idol is a business idea pitch competition for undergraduates. Emphasizing vision, delivery and creativity, the competition is the first of its kind featuring 20 out of 32 teams are from universities other than Northwestern. Entrepreneur Idol's format instills confidence in student entrepreneurs of all levels. The competition provides the region's most innovative and intelligent student entrepreneurs with the opportunity to present their unique ideas in an open and constructive environment.

### **Prizes:**

- First Place: \$2,500
- Second Place: \$1,000
- Energy and Sustainability Award: \$500

### **Participating Institutions:**

- University of Chicago
- Rutgers University
- Loyola University Chicago
- Illinois Institute of Technology
- Northwestern University
- University of Wisconsin - Whitewater
- University of Wisconsin – Madison
- Depaul University
- Towson University

## **RULES FOR THE COMEPETITION**

### **General Rules**

- Applications are reviewed and accepted on a rolling basis.
- Up to four members are allowed per team. Undergraduate students from all universities are eligible. Students from different universities are allowed to participate on the same team.
- One paragraph business idea description must be submitted. Detailed business plans are not required.
- Each team cannot submit more than one idea. One person may only join one team.
- There is no registration fee.

### **Business Idea Pitch Rules**

- Semi-final round: 3 minutes elevator pitch + 5 minutes Q&A session
- Final round: 3 minutes elevator pitch + 9 minutes Q&A session
- 9 teams will advance into final round.
- Please have good time management. Hints about time will be given.
- The pitch for the semi-final and final round should be very similar. Judges for semi-final and final round are different, so if advanced into the final round, teams need to pitch their ideas one more time.
- Visual aids are allowed; however, they should not be the primary focus of the presentation.
- Limited use of PowerPoint etc. is recommended.
- Financial Projections are NOT required, but knowledge of relevant market information may be beneficial.

### **Judges will evaluate based on the following 5 categories**

- Creativity of business idea (20%)
- Potential of business success and sustainability (20%)
- Stage of idea development (20%)
- Quality of presentation and enthusiasm (20%)
- Quality of response to judge's questions (20%)

  

- In Semi-final, judges will have 2 minutes to score and write comments
- In Final round, judges will have 3 minutes to score and write comments
- Score sheets will be provided to judges

## Semifinals Round Judges: Biographies

### **Bret Maxwell**



Bret Maxwell is a Managing General Partner at MK Capital. He is also the Managing General Partner on three of the Productivity Funds totaling \$200 million in committed capital. Bret has been a decision-making partner in six other fully invested funds, representing over \$300 million in committed capital. Prior to founding MK Capital, he was the co-Founder of First Analysis' venture capital practice in 1985. Bret's areas of expertise include outsourced business services, telecom and internet infrastructure, and energy and power infrastructure. Bret is a graduate of The McCormick School of Engineering at Northwestern University and Kellogg's Graduate School of Management. He has served as the Chairman of the Illinois Venture Capital Association, and is a director on the board of Mount Sinai Hospital and on the finance committee of the Jewish United Fund. He is also Certified Financial Analyst.

### **Emily Miao**



Emily Miao, Ph.D. is a partner with McDonnell Boehnen Hulbert & Berghoff LLP. Dr. Miao has broad experience in all aspects of intellectual property practice, including patent, trademark and copyright procurement and portfolio management; client counseling on validity, infringement, freedom-to-operate (FTO), due diligence reviews, and patent strategy matters; and licensing/secrecy agreements. She represents many companies, both large and small, and is particularly experienced in representing start-up companies in prosecution, counseling, and licensing. Her recent cases have involved nanotechnology, pharmaceuticals, biochemistry, molecular biology, drug delivery systems, diagnostic assays, medical devices, and chemical and food processes.

### **Harper Reed**



Harper Reed is awesome. He exists in the wonderful Chicago, IL where he helps startups start and technology techno. In a previous life, Harper was the CTO of the amazing Threadless.com, where he helped build the technology to grow a small t-shirt company into a crowdsourcing beast. As an engineer, Harper is very interested in real time social software, civic data hacking and the future of the social internet. When not causing problems with technology, Harper can be found yo-yoing, juggling and hacking random internet appliances. You can read his blog at nata2.org or follow him on twitter at @harper.

**Mark Glennon**

Mark Glennon is Managing Director at Ninth Street Advisors, providing consulting services to emerging companies and their investors on market analysis, operations, growth strategy, due diligence, business development and capital raising. From 2001 through June 2010, Mark sourced and managed venture capital investments for Leo Capital Holdings. He is currently a member of Hyde Park Angels and a Mentor at Excelerate Labs, an early stage incubator in Chicago. Mark is the 2010 winner of the Fellows Medal awarded by the Illinois Venture Capital Association for outstanding contributions to the venture capital and private equity profession. At that association, Mark now serves as Treasurer, member of the Executive Committee of the Board, member of the Political Action Committee, and Co-Chair of the Data Committee. In 1997 Mark founded the Illinois Venture Capital Conference, which successfully matched dozens of young companies to venture capital sources. He also co-founded TecPromote, a political action committee promoting technology, entrepreneurship and capital formation.

**Mike Moyer**

Mike Moyer is an entrepreneur who has started a number of companies including Bananographics, a product development and merchandising company, Moondog, an outdoor clothing manufacturing company; Vicarious Communication, Inc, a marketing technology company for the medical industry; Cappex.com, a site that helps students find the right college; and College Peas, LLC which provides publications and consulting on a variety of topics including, college admissions, trade shows and job search. In addition to his experience as an entrepreneur he has held a number of senior-level marketing positions with companies that sell everything from vacuum cleaners to financial data services to motor home chassis to luxury wine.

He has been a teaching assistant at the University of Chicago Booth School of Business in Chicago and London. He is a adjunct professor of entrepreneurship at Northwestern University. Mike is the author of How to Make Colleges Want You, College Peas, Trade Show Samurai, and Slicing Pie. He has an MS in integrated marketing from Northwestern University and an MBA from the University of Chicago. He lives in Highland Park, Illinois with his wife and two kids.

**William Dougan**

William L. Dougan is currently the Irvin L. Young Professor of Entrepreneurship and Professor of Management in the College of Business and Economics at the University of Wisconsin—Whitewater. He has nearly twenty years of experience in teaching, consulting, advising and public service in the areas of venture planning and development. He has served as a judge or organizing committee member for the Wisconsin Governor's Business Plan Contest, the Northwestern's Entrepreneur Idol and the Mason-Wells BizStarts Business Plan Competition. In 2010, Dr. Dougan was selected as the Advisor of the Year of the one hundred seventy-five chapters of the Collegiate Entrepreneurs' Organization. He has published in the areas of small firm technology strategy and entrepreneur behavior and serves as an Executive Board member of the Organization and Management Theory Division of the Academy of Management. His current research interests are in venture proposal evaluation and university venturing. He received his Ph.D. from the Johnson Graduate School of Management at Cornell University.

**Tim Lavengood**

Tim Lavengood has been director of the Technology Innovation Center, the high-technology incubator in Evanston, Illinois, since 1999. He oversees overall operations, including due diligence on applicant companies, coordination of facilities and service programs, and liaison with area universities. Prior to joining TIC, Tim was a founding partner in Tambourine Technologies, a consultancy that advised developing economy governments on opportunities to leverage local resources with appropriate technologies to produce globally competitive goods and services. Tim was also a founder of the Institute for International Entrepreneurship and an industrial development specialist at Northwestern's Center for the Interdisciplinary Study of Science and Technology. He began his career by founding Occam's Razor, Inc., a science communications firm.

**Mark Werwath**

Mark Werwath is a project management professional with over 30 years of industry experience and over 10 years of teaching experience. Mark has managed programs and new product development in major Chicago based firms such as Motorola, Northrop and WMS Gaming. Mark's experience spans the product development lifecycle and various segments of the business cycle as well. Mark has also been involved in nearly a dozen startups, most of them based in the Chicagoland area. Mark teaches engineering entrepreneurship, project management, process management, portfolio management and negotiations for engineers and project managers.

## **Final Round Judges: Biographies**

### **Dan Brown**



Designer, Inventor, Entrepreneur & Professor, Dan Brown is a champion of establishing a design leadership based business strategy in our economy. As a consultant, Dan has worked with large and small companies to create and commercialize many differentiated products and processes for their customers. Dan has received over 10 international Design and Innovation Awards for his work. As an advocate of leveraging design leadership to create and support sustainable markets, Dan has participated in numerous interviews, conferences and educational activities. One of Dan's life goals has been to teach; he earned a Masters Degree in Product Development (MPD) from Northwestern University where he is currently a Clinical Associate Professor at Northwestern teaching in both the Graduate and Undergraduate programs in the Segal Design Institute, McCormick School of Engineering.

### **Jim Keating**



Jim Keating is a Senior Associate at IllinoisVENTURES primarily focused on the physical sciences. He brings a combination of chemistry and materials science expertise to the firm. He assists the firm in assessing new investment opportunities as well as managing existing portfolio companies. Prior to IllinoisVENTURES, Jim was an Analytical Chemist at Abbott Laboratories, working extensively with R&D and new product development. From there he served as an Analytical Consultant to a trust management partnership contributing grant monies for cancer research to worldwide organizations. Jim then joined a start-up consulting firm providing design and analysis services for companies looking to bring the latest technology into their design and manufacturing processes. Jim holds dual bachelor's degrees in Biology and Chemistry from Valparaiso University, an MS in Materials Science and Engineering from the University of Texas, and an MBA from the University of Illinois at Urbana-Champaign.

### **Jeff Smith**



Jeff Smith, is the CEO and co-founder of Clarity Consulting, a Chicago-based firm focusing on emerging technology and software design. Heavily involved in "occasionally connected" platforms including mobile phones, tablets devices, gaming platforms, robotics, set-up boxes, and embedded controllers, Clarity has developed applications for clients including Tribune, Microsoft, Facebook, ESPN, Groupon, Fox, and Kraft Foods. Jeff leads Clarity's Innovation Consulting practice which combines rapid prototyping, UX and graphic design, trend-spotting, brand marketing, industrial design, engineering, and R&D aptitudes. His firm works in most verticals including financial services, manufacturing, automotive, retail, healthcare, and not-for-profit. Clarity is a four-time Inc. 500/5000 and a three-time Chicago's 101 Best and Brightest Companies winner. Jeff is also a co-founder of Clarity Ventures.

## **Team Descriptions**

### **1. Cultural DNA Initiative**

*Priyanka Bose*

*Northwestern University*

The goal of Cultural DNA is to create a global web based initiative that fuses the best of social media portals and online encyclopedias. On the Cultural DNA website/network, there will be a section for multiple countries. Individuals who wish to learn more about other countries can then get in touch with Cultural representatives of those countries (video bloggers, columnists, historians, fashionistas,) and get their questions answered. For example- if someone wants to learn about India, after they visit the network, they should be able to access detailed information about holidays, recipes, wedding traditions, current fashion trends, political news, and social nuances- all in one place. Essentially, Cultural DNA would allow someone to experience and understand the cultural zeitgeist of multiple places without actually having to visit them- or to at least get a primer for what to expect should they choose to travel there.

### **2. StallTalk**

*Daniel Daks, Taylor Culbertson, William Heintz, Colton Dillion*

*Northwestern University*

StallTalk is a toilet based social network founded by Northwestern Computer Science students. It allows people to anonymously leave messages at a particular stall. Talking to people is simple. Each stall has a unique QR code that links to a webpage that displays posts at that stall. Users simply scan the code, and it takes them to the website to leave a message. This product is live at Northwestern. You can checkout the live website at [StallTalk.info](http://StallTalk.info).

### **3. AlumTalks**

*Chirag Gupta, Daniel Dozark, Laksh Mody*

*Northwestern University*

AlumTalk's mission is to help connect students and alumni. When a student wants to reach out to an alum, there are three challenges standing in the way of the student. First, the information available to the student is often outdated and very limited in university databases, making it difficult to find the right alum to talk to. Second, the cost of using solutions such as LinkedIn and email can run up to 1200 dollars a year, which is outside of a students budget. Lastly when alums come back to campus there is not enough one on one dialogue time for the student to build a meaningful relationship with the alum. Our solution tackles these three problems; information, cost, and one on one attention.

### **4. Rex Medical Innovations**

*Anthony Duran, Michael Simms, Frank Cummins, Alex Sanz*

*Northwestern University*

The idea of the group is to create a patient education tool modeled after a patient exit interview for use in a clinic or stand-alone pharmacy. In a traditional patient exit interview, the patient first sees the doctor then meets with a nurse who goes over information the doctor presented and answers any lingering questions. Studies have shown that patient exit interviews improve health outcomes by making the patient feel more invested in their own healthcare. This leads to fewer medication errors and increased trust in the patient-provider interaction. Our goal is to reproduce these same results using an automated system called DANI (Digitally Automated Northwestern Interviewer). The system as currently conceived includes a patient interface on a touchscreen PC or tablet linked to a healthcare provider interface so that a pharmacist or physician may see how well a patient did in their interview. The value of such a product has three advantages: 1. Patients have a better

understanding of knowledge related to their health leading to improved health outcomes. 2. Providers have increased access to how much a patient knows about their own health information and may specifically tailor the information they present to patients. 3. Clinics save money by not having to hire/train additional staff to conduct interviews.

## **5. Health Application Technologies**

*James Fleischmann, Brian Bowden  
Loyola University*

Health Application Technologies is a healthcare company which focuses on disease management through software and smart-phone applications. Its aim is to improve immediate well-being and long-term health, increase convenience and privacy, and decrease healthcare costs of people afflicted with chronic conditions. The company's premier product is DAFFLE, the Diabetes Application For Furthering Life Expectancy. Though a number of disease management solutions have been conceptualized, DAFFLE is our current focus because it has the ability to make the company viable on its own. This product is a smart-phone application which acts as an interface for insulin pump users. It wirelessly receives real-time glucose levels from a Continuous Glucose Monitor, analyzes them, and displays the levels on the user's phone. From here, it enables users to dose themselves wirelessly with insulin via their phones, thus alleviating the intrusive nature of glucose management which is known to decrease its regularity and effectiveness. With the improved quality of control that DAFFLE makes possible, people with diabetes will increase immediate well-being and decrease the occurrence of the life-threatening and life-altering conditions which are caused by poor glucose management.

## **6. Stagecoach**

*Jonathan Friedman, Gabriel Peal, Kashif Malik, Ryan McAfee  
Northwestern University*

Stagecoach is a project management and sourcing platform for film, TV, and commercial productions. We allow easy communication between crew regardless of platform, location, or Some of our alpha testers include Funny or Die, Studio 22, and Kartemquin Films. You can see more about our product [productstagecoach.com](http://productstagecoach.com). You can also see our mobile mvp if you visit the site with a phone.

## **7. Swift Expo**

*Taylor Harvey, Matthew Dabney  
Illinois Institute of Chicago, University of Chicago*

Every conference, expo and tradeshow has a team of volunteers that help make it happen. What we don't think about is the managers behind the scenes poring over hundreds of profiles working to make all of the volunteers happy. SwiftShift is a web based software that offers a proven scheduling solution for the back-end execution of trade shows and conferences. Our platform generates a schedule for show staff (or volunteers) based on the pool of preferences, transforming a manual process that traditionally takes days, to an automated process that optimizes to worker preferences in minutes. SwiftShift saves exhibition and show companies valuable man hours and makes their volunteers happy so they can get back to focusing on the show.

## **8. Pinpoint Software, Inc.**

*Andrew Hoeft  
University of Wisconsin-Whitewater*

Pinpoint Software, Inc. is proud to introduce Date Check Pro, the industry's first software as a service (SaaS) expiration date management system. Date Check Pro allows grocery stores and other retailers to save significant time and money while easily and efficiently managing the expiration dates on products in the entire store. Date Check Pro tracks inventory on a per product basis allowing stores

to be proactive in managing their inventory. This system allows stores to quickly and easily locate products nearing expiration. Once identified, expiring products can then be pulled from the shelves and sold at a discounted price or sent to reclaim centers. Then, within a few days of expiration, this system will identify these products again so they can be removed from the sales floor if any remain. Date Check Pro, which runs on mobile tablet technology or mobile phones, is easy to understand and use, making it an extremely cost effective way to manage your inventory. It is also available on a standard laptop or personal computer. Date Check Pro will also be available as a mobile application for the iPad by the end of March 2012.

### **9. g.Maarifa**

*Evanna Hu, Leah Asego, Calisto Omondi, Innocent Basso*

*University of Chicago*

g.Maarifa is a mobile texting and audio platform that aims to increase the vocational/technical skills of youths who have not gone to secondary/higher education in order to better prepare them for income-generated economic activities. The program starts when they first choose a course (entrepreneurship, professional etiquette, and basic financial literacy skills). Then they take a self-diagnostic test which places them into the appropriate unit of the course. Each unit is either 5 of 10 SMS/audio texts long. Once they learn all the information presented in the texts, they take a unit quiz. Regardless of whether they answer a question correctly or incorrectly, feedback is provided for each question. If they pass the quiz, they go on to the next unit. Once they have passed all the unit quizzes, they are done with the course. Next, they take a sit-down in-person exam for an accredited certificate. The top scoring 20% receive an internship with Nokia (our partner), who will provide all the necessary equipment and internet at no charge. The target customer base is urban Sub-Saharan Africa, beginning with Nairobi, Kenya. Everything is done through the mobile phone- the technology is built on the most basic dumb phone in the market, the Nokia 1208. We do not plan on charging individual users. Rather they charge the associations they are with, such as NGO youth groups in the slums, primary schools, secondary schools, and HR firms. g.Maarifa is a for-profit social enterprise. We just finished with market research and focus groups in Nairobi.

### **10. Kip Solutions**

*Patrick Ip*

*University of Chicago*

Graphs suck. Kip Solutions is building an action-focused platform to help social enterprises amplify their impact through social media. Kip Solutions first began from an observation and the coming together of two friends who noticed how much time was being spent on social media sites (nearly 700 Billion minutes a month) and wanted to find ways to leverage that time to make a social impact. Our early research shows that what SMBs and Non-profits care about most is the bottom line--- whether it is getting customers through the door or raising funds and not engagement. Our product will simplify social media to focus on what people care about most: results. ([www.kipsolutions.co](http://www.kipsolutions.co))

### **11. NoVo Luggage**

*Scott Johanek*

*University of Wisconsin - Madison*

NoVo Luggage is the answer to the stagnant luggage industry. This product features patented technology essentially eliminating luggage rollover in normal operation. In addition to its innovative technology this product allows from the creativity of the traveler through a unique customization website.

### **12. Reciprotion**

*Angela Kim*

### *Northwestern University*

Reciprotion is a community of Las Vegas Teach for America Corps Members in which we exchange talents systematically. It would be like a barter system where we exchange credits based on our talents and interests. The more credits you pile up, the more options you would have in spending it: learning more things, donating it to your favorite organization, or entering a lottery to earn money for your school.

### **13. Freenters**

*Hyesung Kim, Rho Kook Song  
University of Chicago*

Freenters provide free printing services to the campus students and at the same time offer effective promotion methods to the advertisers. Students can upload the documents onto our server and print free through Freenters printers located in various places on campus. In exchange, in the bottom margin of each printed paper, Freenters will place a one inch banner advertisement containing promotion from advertisers such as student organization, school departments, local restaurants, and major companies. These advertisers can specifically target the audience by choosing the criteria such as grade, gender, or major, which are information provided by the student as they register. Freenters has already filed a provisional patent to defend the business and its intellectual property against potential entrants to the market.

### **14. CrowdCoin**

*Matthew Krisiloff, Chelsey Rice-Davis, CJ Martino  
University of Chicago*

70% of purchase transactions in America are now made by credit or debit card. Credit cards are popular from the consumer standpoint because they are easy and efficient, but the switch to cashless transactions has harmed charities. Charity donation boxes, which have been significant revenue sources for charities such as UNICEF and Ronald McDonald House, have seen a decline in change collections due to the fact that people carry and use significantly less cash than in the past. Thus, we have created a system called CrowdCoin, a hardware and software combination that allows consumers to give digital charity contributions. Consumers simply push a button that sits in front of them at the point of sale to round up their total purchase to the nearest dollar (ie \$3.61 → 4.00). Our cash register API software logs the difference as a charitable contribution. This will be a simple way for card-paying customers to make charitable donations, and will even be an added convenience for cash-paying customers who would prefer not to receive loose change. So far, we have won Chicago Booth's Building the New Venture undergraduate competition, presented to over 500 startup enthusiasts at CA Demo Day, and have begun live testing of our concept. Additionally, we have partnered with DonorsChoose, a major charity organization.

### **15. MarketMe**

*Nic Lopez  
University of Chicago*

MarketMe is a site that allows the user to create a super comprehensive profile with questions ranging from demographics like Education, Geographic, Consumer, Political, Entertainment, Fashion, Social, Food, Sports, Physical, Fitness, Personal Relations, Religion, and more. The user determines which pieces of their profile is accessible (low privacy concern) and inaccessible (higher privacy concern) to data collectors (companies, corporations, campaigns, any entity that values this info) who compensate them for their helpful info. Data collectors can continuously access the accessible info while compensating the user for each time they do, but they must make an offer that is accepted to allow them to use the inaccessible info. In addition, companies can directly reach out to their target consumer to ask them for valuable feedback in the form of surveys by offering them compensation. Essentially, this proprietary platform that turns consumers into sellers and companies

into buyers is an info marketplace, demographic library, profile database (whatever you want to call it) which compensates consumers for info they have never been paid for before as well as allowing companies to get exactly the info they need from exactly their target customer at hopefully a more-cost effective margin than traditional methods.

## **16. Sustainable Solutions**

*George Lowery*

*Illinois Institute of Technology*

Sustainable Solutions is an "environmentally friendly" pest control company. Specializing in the eradication of bed bugs. Growth will come from expansion and acquisition of similar firms, with franchising a definite possibility. Pest control and extermination is an 11 billion dollar a year industry, with growth projected to be 3.4% for 2013. The industry is dominated by small to medium size firms, with franchisors (i.e. Terminex and Orkin) being industry leaders.

## **17. Name TBA**

*Deborah Mekbib Kifle, Eyoel B. Asfaw, Fanele Chester, Sandra Nickomidos*

*Illinois Institute of Technology, University of Chicago, Depaul University*

The team hopes to promote and build new business in Africa, as means for sustainable development, and an alternative to aid-dependency. We envision fair-trade policies that utilize natural resources, and traditional manufacturing practices in a sustainable way to empower the continent's entrepreneurs, artists, and engage the continents human and natural resources. Our first project weaves together Ethiopia's abundant natural cotton resources, millennial old traditional weaving practices, and the creativity of local artists to produce 100% organic, cotton, graphic t-shirts. Each t-shirt will have a graphic design/print of a local artist's painting or art work. 10-20% of the proceedings from each shirt will go towards the artist behind the art work on the t-shirts. Furthermore, t-shirts will be made 100% manufactured in Ethiopia using home grown cotton, proceed by cooperatives of women practicing traditional weaving practices. T-shirts will be for the export market, and sold ideally sold through channels such as urban outfitters, and other international retailers. The aim of the project/enterprise is to contribute to the Ethiopian economy by generating jobs, and sources of revenue for local artists, and textile artisans. The project promotes the preservation of millennial old weaving practices and cooperatives. As the old saying goes, "don't give a man fish, teach him how to fish". We hope to promote development through self sustaining enterprises that, through fair-trade policies have a significant trickle down effect for human capital.

## **18. Marco**

*Steph Mui, Alfredo Luque*

*University of Chicago*

We believe that life is too short to do things you don't like to do. This is why we have been building Marco, a web-based application that helps you find new and interesting things to do based on the activity, ambiance, price, and travel time commitment you're looking for. Users are first faced with choice of activity – to eat, to ponder, to socialize, to learn, to be spontaneous, and to party. Once chosen, the user will next choose the ambiance they're looking for depending on the activity they've chosen. For example, if they've chosen "to party" they'll have choices such as – hip/trendy, laid-back, high-energy, etc. Next, users will be able to input the price range they're looking to spend and the maximum travel time commitment they're willing to give. With these four elements in place (with the option to leave them blank if the user chooses), Marco will instantly give the user pre-screened, quality personal recommendations based on their inputs. Marco has designed this entire process to take less than 30 seconds. Currently, no competitor addresses the problem of discovering quality things to do in the city well. Alternatives like search engines, Yelp, and lists like TimeOut Chicago are impossible to sort through quickly and fail to guarantee quality attraction recommendations. Even competitors like Urbandaddy, Alfred, and gTrot fail to address the difficulty because of flawed

searching methods. Marco is the only application that searches based on factors our target market, college-aged students 18-24, have determined to be THE most important when looking for new activities to do in the city.

## **19. Bottleshare**

*Lyndon Sapozhnik, Andrew Griesemer, Tristan Sokol*

*Northwestern University*

Disposable water bottles contribute to 3 billion pounds of waste per year. Many times a water bottle is used for less than a full day before it is thrown away. Reusable water bottles are a much more sustainable alternative, but they can be inconvenient. The goal of Bottleshare is to bring the convenience of the disposable water bottle to the reusable water bottle. The Bottleshare system will be a set of freestanding machines that serve a localized community. Ideally this would be college campuses, office complexes or small cities. Bottleshare users would be able to remove a clean bottle from a machine, carry it with them and deposit the bottle in any of the machines in the system. Each machine would clean the bottle as soon as it is deposited and store it until the next customer arrives. Through our user research we have found that the two driving factors behind people not using reusable bottles are both related to the convenience of the bottle. Our users primarily struggle with having to keep their bottle clean, creating the opportunity for bacteria growth after several weeks. Many of our users also dislike carrying the bottle around when it's empty.

## **20 Parkpass (Simply Park)**

*Eduard Shlahtichman, Matthew Byrne, Christopher Reddy, Blake Davis*

*Illinois Institute of Technology*

The focus of ParkPass is to provide garage operators with the tools to realize higher profits as well as improve the experience of people parking in the garages/lots. One of the key facets of the design is the integration of digital networking that will allow the different elements to function and communicate with one another. The system will provide the infrastructure to utilize tiered pricing, hands free operation, statistical data, and other complementary features for both the user and operator.

## **21. Patent Analytics**

*Andy Tabrizi, Jordan Greenwald*

*University of Chicago, Towson University*

At Patent Analytics we have identified and with our software platform, are addressing a glaring need in the realm of patent analysis. Using our global network of patents and our innovative linguistic analytics approach, customers are able to see all similar existing patents when performing a search. Additionally, our patent forecasting, using historical trend analysis and real time data, provides predictions on the patentability of an invention and its expected commercial value.

## **22. TeaSalon**

*Jackie Wu, Greg van Lunteren*

*Northwestern University*

Online marketing/promotion and review site for independent authors, readers, and critics

## **23. The Bedside Box**

*Rachel Birnbaum, Fan Wu, Matt Zellner, Robert Han*

*Northwestern University*

Currently, the process of purchasing sex supplies is embarrassing and confusing. Customers not only have to navigate through family planning aisles at CVS but also have to choose among 200 types of

products for items as simple as condoms. Our solution is The Bedside Box: a subscription of sample products for safe, fun, and healthy sex, delivered to your door monthly. The sample items in The Bedside Box are carefully curated and beautifully presented and can be found and replenished via our online store. We are not only delivering a fun and discreet product to our customers but we are also creating a marketing channel and data feedback source for sex industry manufacturers.

## **24. Businux**

*Wei Miao, Zan Fan*

*Illinois Institute of Technology*

People do "share" frequently on social networks, especially Facebook. However, it is always hard to know what our friends think of our share. Businux aims to help people build special relationship based on their "share" on social networks.

## **25. Learnerator**

*Luke Liu*

*Northwestern University*

Learnerator is a disruptive company focused on delivering untapped value to students who need Advanced Placement (AP) exam prep. Hundreds of thousands of high school students every year stress out in preparation for multiple AP exams that will not only help them get into college, but save them considerable money if they perform well by allowing them to earn college credit. Learnerator has built a powerful, innovative, and rapidly improving method of delivering web-based review content, but with a kicker: Learnerator is also developing all of the content, allowing it to be price competitive with physical review books while doing much more.

## **26. Scanalytics**

*Joe Scanlin*

*University of Wisconsin-Whitewater*

Scanalytics is introducing the next installment in our infrastructure performance management software applications. Merchandise Metrics is a peripheral and software suite that utilizes pressure sensitive mat technologies to record, sort and analyze consumer behavior in an establishment. These mats work in unison with the software that does the analysis of the information and presents it into efficiency reports to help administrators and decision makers make more informed decisions. The matting is can be cut to custom sizes and placed in front of a display, table, aisle or product. The consumer steps on the mat and the analysis begins analog and is translated into digital. Each log includes the time the consumer spent on the mat, the number of consumers that stepped on the mat, and their step pattern. This information is then sent to the host PC or server and can be analyzed in real time. The software can then store the data and use basic algorithms to represent the data into important metrics for administrators including but not limited to; most popular displays, where consumers spend most of their time, the trends of consumer activity, and see the effectiveness of their marketing strategies and campaigns. This system is deployable across multiple other industries outside of retail like museums to prove activity for funding, trade and exhibit shows for show layouts and booth pricing and theme parks. The real time portion can be tied to alerts that can be customized and sent out to representatives so managers know if a consumer has spent a certain amount of time in front of a product and they can assume they need further assistance, or alert when store reaches capacity and the need extra help. All of this information is valuable and customizable for a large number of industries.

## **27. HydraaMax**

*Alex Golovin, Ahmed Qamar*

*University of Chicago*

We are currently developing a new technology that will allow athletes to measure and monitor their hydration levels through the pH of their sweat. The patent-pending invention functions by having a user externally wear a wristband that is able to take pH measurements of the user's sweat and change color in response to the pH of the user's sweat. The device functions by connecting a sensitive pH meter to a set of LED lights that constantly change color according to the pH of a solution. The pH of sweat is a direct indicator of hydration and no such method currently exists that allows athletes to measure and monitor their hydration level in real-time. The current technology in the invention will also be applied as a new method of pH testing of aquatic environments wherein our devices will monitor the pH of aquatic environments and notify users when the pH of their aquatic environment is too high or too low.

## **28. Identity Crisis**

*Jonathan Jaworski*

*Loyola University*

I am interested in raising capital for a LLC – to be specific, a trading firm specializing in Futures. I am used to trading equity index markets but, would like to venture into a different product. Simply, the Futures market has greater potential for gains, given the volatility that's intertwined with global shifts with respect to changes in governmental policies, and their attempts to balance out demands within the masses. It takes \$5000 to open up an account and a matter of 48 hours to register for an LLC. I am hungry and ready to ride the S&P, as well to gold, crude, and palladium this summer.

## **29. RoundRally**

*Michael Yang*

*Northwestern University*

RoundRally is an ecommerce platform that allows consumers to rally their friends and social networks around the products they want to buy and collectively receive discounts from a vast network of retail vendors. RoundRally not only provides customers with lower prices and control over what products they want discounts on, but it also helps retail vendors by freeing them from the constraints of location and foot-traffic, providing them a quicker and more reliable way of bulk-selling extra inventory, and offering an entirely new sales channel of online customers. Rather than selling one unit at a time on Amazon Marketplace or eBay, or giving up half of all revenue to post a discount on Groupon, vendors are able to make bulk-sales of extra inventory to a guaranteed rally of customers in one fell swoop using RoundRally.

## **30. Mavenize**

*Dennis Ai, Sameen Jalal, Victor Quan*

*Northwestern University, Rutgers University*

Customer reviews are broken. They are broken because at the end of the day, they are really just recommendations that can be shared with friends and family to help them find the next movie to watch, restaurant to go to, and smartphone to buy. So we are building a web and mobile platform that gathers reviews from across the internet, filter the ones that are actually reviews from your friends, and present them to you anytime and anywhere. For businesses, we transform customer reviews, which are dormant on their website, into word-of-mouth marketing tools that can be pushed out to thousands of people.

### **31. TopTalk (Standby)**

*Lavine Hemlani, Michael Chen, Elaine Gu  
University of Chicago*

TopTalk is a for-profit service that connects top American college students with foreign students who wish to study in America via Internet-based video chat. Conversations will foster English proficiency, help applicants receive one-on-one, personalized application assistance, and help them gain a perspective on American schools through the viewpoint of American students, an opportunity they would otherwise have no access to. TopTalk will introduce a never-before seen twist to today's "video chat" client.

### **32. GuWhat (Standby)**

*Sail Wu, Ben Zhu  
Northwestern University*

An online game and entertaining business featuring in small and easy-to-learn guessing games. Anyone are welcome to register and play. More user-friendly cell phone apps will be launched together with the websites. All the profit generated is donated to charity organizations.



**<http://innovation.nu>**

### **Who are we?**

As Northwestern University's only interdisciplinary entrepreneurship and innovation forum, InNUvation aspires to kindle the entrepreneurial spirit by providing opportunities for education and idea-exchange, thus fostering commercialization and new venture formation.

Currently there are over 1,200 InNUvation members participating in seven Northwestern schools. InNUvation is the only group that integrates undergraduate activities with Kellogg, the School of Law, Feinberg Medical Schools, and other Northwestern graduate schools.

### **Why join?**

As an undergraduate member of InNUvation, you will have the freedom to create any entrepreneurship event that supports innovation for Northwestern students, often with full financial backing. We strongly encourage new ideas and events. You will be able to work with Kellogg and Northwestern graduate students to organize events. A few of the recent activities organized by the undergraduate chapter include: company Field Trips, speaker series, NUVC, and Applied Research Day.

**A special Thanks to our Sponsors:**

