

## Welcome

Welcome from Sean: It began in December with sixty-four teams, narrowed in January to thirty-two, and now we have the Entrepreneurial Eight, here today to pitch their business concepts to our panel of successful entrepreneurs, technologists and investors.

Today, the top teams will each be awarded a prize package of software and services, and

the top-scoring team will be declared the 2015-16 National Champion and awarded the coveted Student Startup Madness Rocket Trophy.

~Sean  
startups@syr.edu

Let the Madness Begin!



Sean Branagan  
Director of Center  
for Digital Media  
Entrepreneurship at  
Newhouse School at  
Syracuse University,  
& Creator of Student  
Startup Madness

## Judges

**Martin Babinec**  
Entrepreneur, Startup Investor &  
Venture Catalyst  
Upstate Venture Connect  
Website: [www.uvc.org](http://www.uvc.org)



Martin Babinec is the founder and Chairman of Upstate Venture Connect, a 501(c)3 not-for-profit public benefit corporation catalyzing a startup ecosystem that fosters creation of new companies and new economy jobs across Upstate New York. Their programs and initiatives focus on connecting first time entrepreneurs with resources who can help them; increasing the number and amount of angel capital investments; and replicating proven startup accelerator programs to new locations throughout the region.

**Laura Chau**  
Associate, Technology Team  
Canaan Partners  
Website: <http://www.canaan.com/>



Laura Chau is an investor at Canaan Partners, where she focuses on investments in early-stage enterprise and consumer tech companies. She works closely with several Canaan Portfolio companies, including Cargomatic, Cuyana, ClusterHQ, Beckon, and Unifi Software. Prior to joining Canaan, Laura worked at Deloitte Consulting as part of the Strategy and Operations practice where she focused on advising clients on growth strategy and post-merger integrations.

**Simon Small (Emcee)**  
Serial entrepreneur, Co-founder and  
Executive Director  
Arria NLG plc  
Website: <http://www.arria.com>



Simon Small is a serial entrepreneur: co-founder of Arria NLG plc, a global leader in artificial intelligence; and established the Europe, Middle East and Africa division of Diligent Corporation, the world's leading board portal (enterprise software-as-a-service). He spent 15 years in the UK, pioneering many world firsts with the UK's PayTV platforms and broadcasters from 1999 – 2007, then as Managing Director for Diligent Corporation in EMEA (Europe Middle-East and Africa).

## Event Timeline

3:00pm	Doors Open
3:30 – 4:20pm	Blurr
	ChaChing
	FoodShare
	Fresh U
4:22pm	Featured Speaker: Kaitlyn Elizabeth Hobson from SSB
4:30 – 5:00pm	Break
5:00 – 5:50pm	Maidbot
	NativX
	Roze Incorporated
5:53pm	Trep-ology
	Announce Miller Prize Money (Sean)
5:56 – 6:00pm	SSM Champ Announced
	Celebration

## About the Entrepreneurial Eight Finalists

- Blurr** from Northeastern University: By connecting users by being at the same place at the same time, Blurr will revolutionize the way we share memories. Ever woke up longing for the pictures from the night before? With Blurr, this will never be an issue again. [www.yourblurr.com](http://www.yourblurr.com)
- ChaChing** from Syracuse University: ChaChing is the first mobile payments application integrated within your keyboard allowing users to send money using their iOS or Android device in all messaging applications (iMessage, Whatsapp AND more) without ever leaving their conversation making it more natural. Money can be accepted from any device even if they do not have the app. ChaChing! <http://www.chaching.io/>
- FoodShare** from Washington University in St. Louis: FoodShare is a mobile app that transforms partner restaurants into social enterprises by donating a meal to someone in need each time a user dines. Users can also recommend restaurants to friends and share photos of their food. <http://www.foodshareonline.com/>
- Fresh U** from Syracuse University: Fresh U is an online publication for freshmen, by freshmen. It provides students a platform to read and share relatable content about their first year of college, while also giving them the opportunity to be involved in the process of running their own publication. <http://www.freshu.io/>
- Maidbot** from Cornell University, Georgia Tech and Carnegie Mellon University: Maidbot is a robotics company on a mission to revolutionize the hospitality industry. By solving the two biggest issues in housekeeping—time and injuries—Maidbot transforms commercial cleaning; one bot at a time. [www.maidbot.co](http://www.maidbot.co)
- NativX** from U.S. Air Force Academy and Harvard University: NativX is a free travel platform geared towards millennials that learns a traveler's personality and creates custom travel itinerary suggestions based on the specific traveler. These suggestions are uniquely procured using cognitive learning systems and content submitted by local expertise. <http://www.nativx.co/>
- Roze Incorporated** from Michigan State University: Roze Dock is a unique, user-friendly app-integrated smart sensor that attaches to your doorframe & displays familiar colors, letting others know when a room becomes occupied/vacant.
- Trep-ology** from Saint Louis University: We help young, energetic and passionate TREPs build fantastic, profitable and fun businesses using in depth and chunk sized video learning. [www.trep-ology.com](http://www.trep-ology.com)

## Coaches

**Sandy Khaund** (Head Coach) – Sandy Khaund has a unique mix of business, entrepreneurship, and leadership skills coupled with deep technical expertise in complex software systems & social computing. He has a diverse background driving innovation and entrepreneurship with Intel, Boston Consulting Group, Microsoft, Turner Broadcasting and InStadium.

**Scott Doyne** – As part of Turner Sports, Scott helps oversee day-to-day management of NBA Digital, which includes NBA TV, NBA.com and NBA League Pass. During his 13-year tenure with Turner Sports, he has also been responsible for managing Business Operations for NASCAR.COM including the overall P&L for NASCAR.COM, the official site of NASCAR.

**Jeff Eddings** – Product strategy, management and development for mobile and web. Currently at Yahoo as Director of Product Management for Mobile and Emerging Products.

**Michael Inwald** – Michael is an entrepreneur and venture development professional with over 15 years of experience in entrepreneurship, marketing, and business strategy. His latest company, Cheeseboy, is America's first quick-service grilled cheese concept with restaurants across the Northeast.

**Balaji Gopinath** – Former VP of Emerging Tech @Turner Broadcasting and Founder, Managing Director of Media Camp—the first accelerator focused on Media and Entertainment. He has over two decades building and scaling companies in technology, media/entertainment, retail, sport, fitness and enterprise.

**Sanjib Kalita** – Sanjib is Chief Marketing Officer of Money20/20. He's been a part of 3 startups (Events, Fintech, Ed Tech) with two successful exits. He's also worked at Google, Intel, and Citi. He has Bachelors and Masters degrees in Electrical Engineering from Cornell University and an MBA from Kellogg at Northwestern University.

**Yunha Kim** – Recognized by Business Insider as advertising's "30 Most Creative Under 30", Yunha is CEO and Co-founder of Locket which was acquired by Wish in July 2015. Yunha graduated magna cum laude from Duke University in 2011 with degrees in Economics and Chinese.

**Sean Shadmand** – Serial Entrepreneur in mobile and social spaces with a strong engineering and product development background. Currently advise early stage companies by helping them hone their pitch, refine processes and flesh out their vision.