

## Welcome

What began in November with sixty-four teams, narrowed in December to thirty-two, and now we have the final eight. The Entrepreneurial Eight are here today to pitch their business concepts to our panel of successful entrepreneurs, technologists and investors, hoping to be selected as the Student Startup Madness 2012-13 National Champion!

The top three teams will each be awarded \$5,000 of credits for Google Cloud Platform, which allows start-ups to build, deploy and run web applications and mobile app backends in the cloud, without having to worry about infrastructure or scalability. Plus, each of

the top three teams will receive gift certificates from JackThreads, a members-only site selling contemporary fashions. The top-scoring team will be declared the Champion and awarded the coveted Student Startup Madness Rocket Trophy.

~Sean



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

## Let the Madness Begin!

## About the Finalists

- crowdrix** from The University of Texas at Austin: We are crowdsourcing knowledge to save lives by empowering doctors with a workflow suited mobile application. [Justin Crites, Tony Llongueras and Macario Lara]
- Health on Time (HOT)** from the University of Illinois at Chicago: A medication therapy management app that allows pharmacists to conduct comprehensive sessions by video conferencing with real time info [Soojin Jun, Jennifer Mourafetis]
- RentLingo** from Stanford University: The social way to find roommates and rentals. See how you're connected to prospective apartments, roommates and your new city. [Dan Laufer and Byron Singh] – [www.RentLingo.com](http://www.RentLingo.com)
- Shindig** from Emory University: The Social Network for Social People. Keep track of your social life by instantly sharing plans with friends. Know who is going where, when. [Hailey Friedman, James Rubinowitz, Julian Tigler, Alex Sloan and Eric Ugland] – [www.shindigmobile.com](http://www.shindigmobile.com)
- Storyboard** from St. Louis University: Your life is a movie; capture it. StoryBoard is your experiences, your characters, your story, one 30-second video at a time. [Darren Jackson, Ty Sondag and Alex Johnson]
- TempoRun** from Michigan State University: TempoRun is an app that will allow users to always run at a consistent and enjoyable pace, using music tempo as guide. [Josh Leider, Benny Ebert-Zavos, Phil Getzen and Adam Proschek] – [www.temporunapp.com](http://www.temporunapp.com)
- Traverie** from the University of California at Berkeley: Traverie.com helps you explore travel through friends. Think of us as an interactive travel magazine with content from friends. [Gaurav Agarwal, Jimming Cheng, and Tiffany Yang] – [www.traverie.com](http://www.traverie.com)
- UpSmart** from Rensselaer Polytechnic Institute: UpSmart aims to take advantage the JOBS Act, by offering the first web presence for entrepreneurs seamlessly integrated with crowdfunding. [Heidi Beatrice Moore, Samuel Webster Hagen, Aaron Tobias, and Ryan William Maxfield] – [www.upsmart.com](http://www.upsmart.com)

## Event Timeline

9:00am	Registration
9:25am	Welcome
9:27am	Introductions
9:30am-10:30am	CrowdRX
	Health On Time
	RentLingo
	Shindig
10:30am – 11:00am	Break and Networking
11:00am-12:00pm	Storyboard
	TempoRun
	Traverie
	UpSmart
12:00pm-12:30pm	Break and Networking
12:30pm-1:30pm	Welcome Back
	One Minute Elevator Pitch for Top Three
	Looking Back and Judges' Deliberation
	SSM Champion Announced
	Celebration

## Judges and Emcee

**Jim McKelvey**  
**Co-founder, Square**  
**Twitter Handle:** @2000F  
**LinkedIn Profile:** [www.linkedin.com/in/mckelveyjim](http://www.linkedin.com/in/mckelveyjim)  
**Website:** [squareup.com](http://squareup.com)



Jim McKelvey is the co-founder of Square, a mobile payment platform. He started his career as a Visiting Scientist at IBM's Los Angeles Scientific Center. He left to follow his passion and has founded companies across a range of industries. He is a graduate of Washington University in St. Louis with dual degrees in Economics and Computer Science. He says he is a fairly good pilot.

**Peter S Magnusson**  
**Engineering Director, Google**  
**Twitter Handle:** @petersmagnusson  
**LinkedIn Profile:** [www.linkedin.com/in/petersmagnusson](http://www.linkedin.com/in/petersmagnusson)  
**Website:** [petersmagnusson.org](http://petersmagnusson.org)



Peter is an Engineering Director at Google where he works with Google Cloud Platform products, including leading the Google App Engine team. Before joining Google, he wrote the Simics simulator and founded Virtutech, acquired by Intel in 2010. He is a graduate of the Stockholm School of Economics, the KTH Royal Institute of Technology, and is a 2012 ACM Fellow.

**Sandy Khaund**  
**Senior Director, Emerging Technologies, Turner Broadcasting**  
**Twitter Handle:** @sandyTBS  
**LinkedIn Profile:** [www.linkedin.com/in/sandyk](http://www.linkedin.com/in/sandyk)  
**Website:** [mediacamp.com](http://mediacamp.com)



Sandy Khaund is Senior Director at Turner Broadcasting's Emerging Technologies team. Previously, Sandy founded Irynsoft (a company that delivers collaborative video-based learning to mobile devices), COO of Piczo (a 35 million member social network), and Director of Community Technologies at Microsoft. Sandy has a BSEE & M.Eng from Cornell, and an MBA from Wharton.

**Nicole Glaros**  
**Managing Director, TechStars**  
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**Website:** [techstars.com](http://techstars.com)



Nicole got her entrepreneurial start in the 4th grade, orchestrating cousins into theatrical plays and charging neighbors admission. From there, she founded three startups, all of which are still operating. She has spent nearly a decade working to improve the entrepreneurial ecosystem in Colorado and has worked with nearly 100 brilliant and gutsy seed-stage web software entrepreneurs. Nicole graduated with her Master's Degree from the University of Florida.

**Patrick Ambron**  
**CoFounder/CEO BrandYourself.com**  
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Patrick Ambron created BrandYourself when his cofounder couldn't get an internship because he was being mistaken for a drug dealer. He's helped BrandYourself secure over \$1M in venture capital and award for the top emerging technology company in NY. He was honored as one of the top CEOs under 30 at the White House and is a graduate of the Newhouse School at Syracuse University, where he was also a student entrepreneur.

**Lauren Berger**  
**CEO and "The Intern Queen", InternQueen.com**  
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Known as "The Intern Queen," Lauren Berger is arguably the nation's most in-demand career and internship expert. She is author of the national campus best-seller, "ALL WORK NO PAY: Finding An Internship, Building Your Resume, Making Connections, and Gaining Job Experience" and has been featured on The Today Show, Fox & Friends, The New York Times, The New York Post, Teen Vogue, Bloomberg, and LA Weekly. Lauren regularly contributes to AOL Jobs, USA Today, Huffington Post, and Seventeen.com. She is a graduate of the University of Central Florida.