



# New Venture Competition 2018

Powered by the Merage School Beall Center for Innovation and Entrepreneurship  
and UCI Applied Innovation

## Finalists

*Please join us in congratulating the following teams, listed alphabetically:*

### BUSINESS PRODUCTS AND SERVICES

**AdUp** – AdUp is a democratized, free to post platform connecting three segments: buyers, sellers, and installers.

**Aphinity** – Aphinity is uniquely positioned to reinvigorate our high school students by matching them with schools and students that share their similar interests that no current mainstream social media platform does.

**BubTech** – With this device, we will be able to jump start the healing process of non-healing wounds, preventing thousands of amputations and improving the lives of millions of people.

**Celebrate in a Snap** – Celebrate in a SNAP's all-in-one supplies packed in its unique functional box make it a one-of-a kind in the party supplies industry.

**Firmitive** – Laser focus on the user workload (job to be done), Talent (team) with unique skills and experience with both data science and product management in technology companies, First Mover Advantage from positive feedback loop through user data from digitization of a solution with a high critical use in the customers' business.

**Mechanodontics** – Makes braces that alleviate numerous obstacles faced by orthodontists and their patients by doing the following. Cutting average treatment time from two years to one year or less. Decreasing the average number of appointments from 25 to 6.

**Solar Lab** – a community and district level solar PV system design tool that could meet both the needs of individual house owners and, large scale projects looking to install solar panels.

**THC Detector** – delivers quick and quantitative analysis of THC in comparison to urine and blood sample testing.

**WIGO** – Our attachable cart features and technology attempt to compete with Amazon Go and other similar ventures by providing a reliable, efficient, and personalized alternative which can be scaled to traditional brick and mortar retailers.

**Wiper Guard** – an environmentally friendly alternative to single use wiper bags. We differ from our competitors in that we do not harm the environment, and allow car washes to profit from the sale of these bags.

**Yossh** – Our mission is to match great software engineers with companies by assessing their real world performance.

**Zeppelin Floods** – Our products have the ability to visualize with unprecedented clarity the on-the-ground effects of extreme weather.

### CONSUMER PRODUCTS

**Artem** – ARTEM (ART Electronic Market) is an online platform that aims to create a community for underground artists aged 18-24 selling their art for affordable prices.

**AsthMonitor** – The product measures asthma medication compliance and effectiveness.

**BrainyBox** – Created to motivate students through small payouts/incentives to show students that their educational paths will not only lead to self-fulfillment but also the rewards that come in the future.

**Camber Case** – Unlike any other external smartphone camera lens on the market, our camera lens is made of polymer.

**CBD Dog Treats** – We will be creating a proprietary formula to put into dog treats: the main ingredient will be a non-psychoactive cannabinoid, called Cannabidiol (CBD).

**Gimme** – The app helps consumers decide where to eat in an environment that presents a lot of options to users who find it difficult to make a decision.

**LED Surgical Headlamp** – We will be bringing the next novel LED Surgical Headlamp to market that will bring together comfort, great lighting quality, enhanced battery life, and other unique features.

**Maker Therapy** – Our product helps improve hospital inpatient quality of life and educate patients in STEM ideas.

**Measuring Head Impacts** – A sensor-embedded mouthguard designed to warn athletes that they've suffered a subconcussive blow.

**Mini Masseur** – A pair of comfortable finger exposed gloves fitted with 10 Linear Resonance Actuators that vibrate at varying degrees to give your palms a massage like none other.

**MoMochi** – An ice cream shop that brings mochi ice cream to a new height by giving consumers the power to customize their own personal mochi ice cream.

**The Connected Toy** – OYASMi helps busy parents with their effort to set children's sleeping habit in an educational way, utilizing the world's creative wisdoms.

## CONSUMER SERVICES

**Boogie!** – A cross-platform mobile app and website, that lets dancers or those interested in the above mentioned dance communities quickly, conveniently and efficiently connect with dancers, dance events, dance venues and classes within seconds, in any given location. All the information needed to make an informed decision for a night out of dancing, congresses, festival or private/small group instruction would be conveniently at their fingertips. Current technology does not satisfy the dance community as information flows by word of mouth and tedious online research.

**Brevvie** – Small apartments and tight cash flows means people go without. brevvie is a platform that fulfills these needs and more at a price that fits any wallet.

**Deshi** – A Platform for Foodies – Social media savvy foodies a platform where they can search, rate and share their meals directly with other foodies.

**Dyddio** – Connects would-be daters via their mutual interest in social causes and volunteering.

**Flask** – Will give the customer the power to order their drink of choice without battling the bar to get the attention of the bartender or struggling to find a waiter or waitress.

**Focus Care** – A web platform focused on providing complimentary and alternative medicine based health information.

**Food Slider** – A location-based restaurant-search mobile app. Restaurants can upload onto the app photos of food and drinks they serve.

**Graduate Data** – We will create a social networking platform in which high schoolers can receive relevant/customized information from college students who have similar backgrounds and have been in their shoes before.

**Furikake** – We provide a service that immediately solves their academic problem anywhere at any time with low cost. In addition, our platform enables to redistribute everyone's knowledge back to the society where it is needed.

**Lend Up** – We want users to get the full experience of the beach and feel like a local, while providing an array of exclusive beach items to choose from.

**MindGath** – A website that allows users to search for, join, and enjoy small groups of people with similar interests through engaging group chats and group activities.

**Wing** – An on-demand anything service, powered by AI. All a user has to do is open our app and type, say or select what they need. We'll get it done in less than 35 minutes.

## LIFE SCIENCES

**CreATE** – Our algorithm also provides value to our primary customer segments, hospitals and insurance companies, as well by making sure that their time and money is spent only performing treatments that will work.

**EchoSol** – EchoSol's software reduces multiple forms of user variability, helping physicians make more accurate and robust decisions about their patients' health.

**EndOptica** – Produces a non-invasive imaging probe capable of differentiating between healthy and cancerous tissue. Our technology utilizes the combined natural phenomenon of ultraviolet and near infrared spectroscopy.

**FirstStep Diagnostics** – A biological evaluation that can predict susceptibility to ASD as early as birth.

**Fusion** – Create custom fit bone grafts at time and location of surgery using bioresorbable polymers modified to decrease recovery time.

**Humble Technologies** – To solve the issue of bubbles and relieving many people's anxiousness, HUMBLE syringes provides the capability of rapidly removing large air bubbles and a reservoir that removes any air caused by little bubbles stuck on the instrument.

**In-Ear Sensor** – IES is the only technology that accurately captures and interprets EEG, EOG, and EMG signals via a single lead from each ear canal.

**Laser Focus** – A hand-held laser device that will be reusable and cheaper to manufacture than the current available tools due to its size.

**Lodestar Innovations** – Lodestar aspires to restore full arm functionality to injured babies through a fun and rewarding rehabilitative system.

**Machine Learning for Bioreactors** – Captures emerging technologies such as 3D cell culture and Market that have just started to take hold in the market and combines them with GMP-capable technologies such as perfusion bioreactors.

**Nano Curv Impressions** – Introduces a state of the art artificial cornea implant with functionalized surfaces aimed at restoring sight for the visually impaired.

**NEURO** – A portable device for Rapid Stroke Assessment (RSA) that can identify strokes in a fraction of the time current technologies require, significantly reducing time spent waiting for a brain scan.

**Paranostics** – A saliva based solution where we detect differences in electrical resistance due to the presence of malaria parasites within the saliva.

**PCRbot** – New technology that can directly detect pathogens in blood specimen without enrichment or sample processing while still achieving the sensitivity, robustness and assay time that are clinically useful.

**Personalized Concussion Detector** – Our product will help the coaches protect their athletes by providing early warning signs of concussion.

**PICARD** – A smart pill-dispensing device that monitors and manages dispensation of medication to help improve patient adherence when patients are outside the hospital.

**PneumaLife** – Provides parents who have premature babies with apnea a more comfortable and accurate wearable device to monitor their child's breathing complications.

**Slap Band** – Slap Band is a wristband with a highly sensitive pressure sensor that can measure blood pressure continuously.

**Spiro** – Patients can now practice their breathing exercises through game play, while physicians can directly monitor their progress.

**Stemma** – An innovative engineering solution to increase the efficiency of the cochlear implant.

**Syroto Bioprinter** – Our bioprinter design is inspired for fast-tracking pharmaceutical development by providing quality, viable cell cultures.

**Theia Optics** – Our product a projector and camera to create a handheld device utilizing two types of light (infrared and visible) to quantitatively image below the surface of the skin. By imaging in the subsurface, this technology allows the detection of pressure ulcers in the early stages.

## **SOCIAL ENTERPRISE**

**Apeel Juice** – By sourcing cosmetically defective produce from local farms, Apeel Juice will both acquire the necessary ingredients at a low cost and reduce local food waste.

**BluPrint** – Users can search for their dream career, and interact with a customized, dynamically-changing roadmap that is tailored to them.

**CarDana** – Democratize charitable vehicle donations. We bring transparency, efficiency, and higher net proceeds to millions of causes nationally.

**Closed Loop Plastics** – A local plastic waste processor that uses low-cost and underutilized waste plastic supply chains to create materials that are useful for conventional and innovative forms of manufacturing.

**Contingency** – Aims to ease the pains of uncertainty revolving detention and deportation for undocumented individuals through quick, concise communication.

**GNH Well Being App** – Our team will solve the problem of development by creating an App that focuses the challenges development has on daily life and well-being.

**HOBBS: Securing Society Socially** – Uses advanced data analysis to actively monitor violence potential by searching and processing data collected from social media networks.

**Hope** – Offers a convenient and efficient way to engage, connect, and match willing participants with the right clinical trials based on their requirements.

**INDIE Education Initiative** – Basic Education (K-12) institutions in underserved communities such as rural, marginalized, conflict-ravaged, conflict-prone, deprived, and hard-to-reach communities worldwide.

**Pick-n-Go** – A central kitchen located close to all Pick-n-Go locations will focus on sourcing, preparing and packaging food every day.

**Thank You Worldwide** – A revolutionary concept in the creation and application of underground art to the clothing industry – utilizing community input in the implementation and decision process.



## TECH SURGE

**AsthMonitor** – The product measures asthma medication compliance and effectiveness.

**BubTech** – With this device, we will be able to jump start the healing process of non-healing wounds, preventing thousands of amputations and improving the lives of millions of people.

**Cannalyst** – Cannalyst's solution to the rise in marijuana related car accidents and law enforcement lacking a gold standard for testing is a saliva based disposable THC detector for roadside usage, Cannalyzer.

**EchoSol** – EchoSol's software reduces multiple forms of user variability, helping physicians make more accurate and robust decisions about their patients' health.

**Emlumination** – An imaging Device to Assess the Developmental Potential of Pre-implantation Embryos.

**EndOptica** – Produces a non-invasive imaging probe capable of differentiating between healthy and cancerous tissue. Our technology utilizes the combined natural phenomenon of ultraviolet and near infrared spectroscopy.

**FirstStep Diagnostics** – A biological evaluation that can predict susceptibility to ASD as early as birth.

**Hippo Optics** – The invention is a novel microplatform that allows in vitro studies of a broad range of neuronal tissues under laboratory controls of relevant environmental factors.

**Laser Focus** – A hand-held laser device that will be reusable and cheaper to manufacture than the current available tools due to its size.

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**TimeMashAI** – Our solution is TimeMashAI, which has two components: TimeMashAI API and the TimeMashAI companion mobile app. The TimeMashAI API serves as the brains behind TimeMashAI and can be accessed using a virtual assistant platform (e.g. Amazon Alexa) or the TimeMashAI smartphone app.

**TCH Detector** – delivers quick and quantitative analysis of THC in comparison to urine and blood sample testing.

**Zeppelin Floods** – Our products have the ability to visualize with unprecedented clarity the on-the-ground effects of extreme weather.