



Northwestern | VentureCat

VentureCat

**Northwestern's Annual Student
Startup Competition**

Powered by the Levy Institute and
Co-sponsored by Lanny and Sharon Martin

Public Showcase

Wednesday
May 25, 2022



Letter from the Associate Provost for Innovation + New Ventures

NORTHWESTERN UNIVERSITY

Dear Competitors, Judges and Guests,

I am thrilled to welcome you to VentureCat 2022!

This year, we are excited to celebrate innovation together in person on Northwestern's campus for the first time in two years. I have no doubt this year's competitors will thoroughly enjoy the opportunity to pitch to a live audience.

Thanks to generous sponsorship, including support from the Levy Institute and Lanny and Sharon Martin, we are distributing a prize pool of more than \$300,000 of non-dilutive capital today.

Today's showcase features the best and brightest student founders from across Northwestern's thriving entrepreneurial community, representing diverse and new perspectives. I continue to be inspired by our competitors and their dedication to solving some of the world's greatest challenges through their ventures and innovations.

As always, I'd like to extend special thanks to our sponsors, partners, judges, and guests for their ongoing support of VentureCat. I also want to thank those who have coordinated this event including The Garage, McCormick School of Engineering's Farley Center for Entrepreneurship and Innovation, the Northwestern Pritzker School of Law, and the Kellogg School of Management.

Best of luck to all the competing teams!

All the best,

A handwritten signature in black ink, appearing to read 'Alicia Löffler', with a horizontal line underneath.

Alicia Löffler

*Associate Provost for Innovation and New Ventures
Associate Vice President, Research*

Agenda + Info



Public Showcase Livestream

VentureCat.NU/livestream



Join the Conversation on Twitter

#VENTURECAT2022

@TheGarageNU

@FarleyCenterNU

@KelloggEntrep

@NorthwesternLaw

AGENDA

- Public Showcase Begins at 6 PM CT
- Welcome & Kickoff
- Six Finalist Pitches & Audience Favorite Vote
- Winners Announced

INDUSTRY TRACKS

- Business Products and Services (B to B)
- Consumer Products and Services (B to C)
- Energy and Sustainability
- Life Sciences and Medical Innovations
- Social Impact

FINALS PRIZES

Announced during the Public Showcase

Grand Prize	\$150,000
Second Place	\$50,000
Third Place	\$25,000
Audience Favorite Vote	\$2,000

SEMIFINAL ROUND TRACK PRIZES

Awarded and announced after this morning's semifinal round

First Place in Track	\$9,000
Second Place in Track	\$6,000

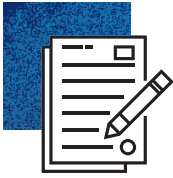
SEMIFINALIST SELECTION PRIZES

*All 25 teams received an award of \$1,000
after they were selected in mid-April.*

VentureCat Competition Overview

VentureCat is a university-wide competition and open to students at all levels of study. The competition is a collaborative effort between The Kellogg School of Management, The Garage, the Donald Pritzker Entrepreneurship Law Center and The Farley Center for Entrepreneurship and Innovation.

For more information, visit venturecat.northwestern.edu



APRIL 8

Applicants from across Northwestern applied to compete in one of five industry tracks.



APRIL 19

25 teams were selected as semifinalists.



APRIL 20 – MAY 23

Semifinalist teams completed a five-week Pitch Prep Program featuring pitch coaching, professional graphic design services and business advisors.



EARLIER TODAY (MAY 25)

Teams competed in semifinals pitching for each track with a 7-minute pitch and 10-minute Q&A session with judges. The first place team in each track and one second place wildcard team were selected to pitch for a panel of finals judges again with a 20-minute Q&A session.



TONIGHT'S PUBLIC SHOWCASE (MAY 25)

We will feature the six finalist team pitches. Viewers vote for the Audience Favorite Prize and we will announce our finals prize winners as chosen by our finals judges earlier today.

Masters of Ceremonies



Mike Raab

Interim Director of
The Garage at Northwestern

Mike leads The Garage, a physical space, community, and network of resources for students across Northwestern interested in entrepreneurship,

where he is committed to making entrepreneurship more accessible and inclusive. He began working for The Garage as the founding director of The Garage San Francisco, a community of Northwestern alumni founders, operators, and investors in the SF Bay Area. Prior to joining The Garage, Mike was a venture capital investor in San Francisco and held a multitude of strategy roles in the entertainment industry in Los Angeles.

Mike is the co-author of the award-winning book, *Founded: The No B.S. Guide for Student Entrepreneurs*, which is used in entrepreneurship courses at universities across the country. He is a proud double Northwestern alum, having graduated with a BS in Communication focused on TV & Film and an MBA from Kellogg.

Hayes Ferguson

Director of the Farley Center for
Entrepreneurship and Innovation
+ Clinical Associate Professor



Hayes oversees curriculum design, faculty development, alumni engagement, student mentorship and partnerships on campus and beyond. She teaches a wide range of entrepreneurship and innovation classes and serves on the executive advisory board of the Global Consortium of Entrepreneurship Centers. Before joining Farley in 2020, Ferguson spent five years at The Garage, Northwestern University's student startup incubator, as an entrepreneur in residence and associate director. Previously, she held leadership positions at several startups, including Legacy.com, where she was chief operating officer. Earlier in her career, she was a foreign correspondent based in Latin America and a project writer at PEOPLE. Ferguson has a BA from Vanderbilt University and did graduate work as a Rotary Scholar at the University of Perugia, Italy, and as a Knight-Wallace Fellow at the University of Michigan.



Thank You to our Sponsors

Thank you to our generous sponsors
for supporting VentureCat 2022
and helping Northwestern students
transform their ideas into reality.



GENERAL SPONSORS

Levy Institute

Lanny & Sharon Martin
(Lanny Martin, '68, JD '73)

INDUSTRY TRACK SPONSORS

ENERGY + SUSTAINABILITY



Semi- Finalists

BUSINESS PRODUCTS & SERVICES (B TO B)

Datum

Datum is a SaaS platform designed to provide End-to-end Privacy Compliance Management for SMBs.

*Jonathan Schroeder, Kellogg '23;
Can Gurkan, McCormick + The
Graduate School '23; Stephanie Liew,
Weinberg '24 (graduate team)*

Novinoor

Novinoor is Patented quantum modular chip enabling Conversion of off-the-shelf cameras to 3D LiDAR.

*Xi He, Pritzker '22
(graduate team)*

PanFavorite

PanFavorite is a SAAS platform that enables talented chefs and influencers to easily monetize their recipes and share their personalized online cookbook with their followers and biggest fans.

*Justin Kamerling, Kellogg '22; Justin
Kamerling; George Pelose; Shane
Olimpio (graduate team)*

Pyari Weddings

Pyariweddings.co is a South Asian wedding directory where couples can shop for wedding vendors based on pricing, reviews, and more; and check out with a customized, DIY, a-la-carte wedding plan.

*Raj Kamaria, Kellogg '22; Manali
Kamaria; Neha Garg (graduate team)*

Ridge

Ridge is a web application that provides tools and resources to better manage the startup fundraising experience.

*Mike Wise, Kellogg '22
(graduate team)*

Xenah Developers

Xenah Developers provides pre-seed startups with technical expertise and services while offering our student developers opportunities to excel in their field.

*Niraj Shah, McCormick '23;
William Xenakis, McCormick '23;
Matthew Beretta; Haron Lenz
(undergraduate team)*

CONSUMER PRODUCTS & SERVICES (B TO C)

Beni

The Beni browser extension finds the best secondhand swaps while you shop your favorite brands. It's like Honey meets Expedia for recommerce.

Sarah Pinner, Kellogg (MMM) '23; Kate Sanner, Kellogg '22; Sarah Leonard, Kellogg '23; Sarah Rogers, Kellogg '23; Hunter Zhang, Northwestern '23; Jacqueline Hong, Kellogg '22; Danielle Ma, Kellogg '22; Ashkaan Khatakhotan, Kellogg '22 (graduate team)

BearRoom

BearRoom creates party digital board games to create a more accessible, dynamic, and engaging way to play with the people you call family.

Tyler Lee, McCormick '23; Yvan Chu, McCormick '23; Sofia Melendez, Weinberg '25; David Yim, Weinberg '25 (undergraduate team)

Cue the Curves

Cue the Curves is an app that helps plus-size women find clothing that fits their size and style.

Charlotte Oxnam, McCormick '23 (undergraduate team)

Play By Numbers

Play By Numbers is a sports data analytics company allowing people to research, create, and test their betting hypotheses before placing a bet.

Christian Nikolopoulos, Kellogg '22; John Hayes, Kellogg & Pritzker '23 (graduate team)

Unfound

Out of the frustration of mainstream, one dimensional recommendation apps, Unfound has grown into a community where people share the places they love.

Yasmeena Faycurry, Weinberg '22; Spencer Fitch, McCormick '22; Alex Gist McCormick '22; Grace Liu

ENERGY & SUSTAINABILITY

McCormick '23; Sharon Lin Weinberg '25; Siying Luo, Weinberg '23; Kevin Su, McCormick '24; Maximilian Lou McCormick '24; Frank Xin, McCormick '24; Isaac Conner, McCormick '23; Jeremy Tan, Weinberg '23; Kyle Jung McCormick '24 (undergraduate team)

Venture Health Studio LLC (VHS)

Our flagship product, Prism, is a unique device that creates the first major change to the wall outlet in an effort to prevent electrocution-related injuries and deaths in toddlers.

*Chirag Goel, Feinberg '25
(graduate team)*

CarbonGraph

CarbonGraph is SaaS that automates the process of carbon footprinting so that companies can communicate sustainable advantages and capture the ROI of being more carbon neutral.

Nicola Craig, Kellogg '22 (graduate team)

Encora

Encora is a technology driven reusable container platform that brings waste reduction and cost savings to food and beverage purveyors everywhere.

Neil Misak, Pritzker '22 (graduate team)

InfernoGuard

InfernoGuard provides prompt wildfire detection and notification to large-scale landowners.

*Kevin Kaspar, McCormick '24
(undergraduate team)*

Vowe

Vowe helps consumers safely and easily move on from their computers so they can be reused and recycled.

Alec Atlas, Kellogg '23 (graduate team)

LIFE SCIENCES & MEDICAL INNOVATIONS

JupiterDx Inc.

JupiterDx is a digital marketplace that streamlines the acquisition of medical diagnostic tests for institutions, governments and hospitals, and helps lab suppliers sell their capacity.

*Alexander Bahram, Weinberg '23
(undergraduate team)*

Luci

Luci is an app that enables cost savings by bringing price transparency to diagnostic imaging.

*John Corbett, Kellogg '22; Shane Visram, Pritzker '23; David Jelke, McCormick '23; Sophia Hernandez, McCormick '22; Toby Barrack, Kellogg '22; Max Edmonds, Feinberg '22
(graduate team)*

MyCareGiver

MyCareGiver provides a personable conversational AI caregiving experience, improving health outcomes by motivating patients to comprehensively and consistently follow their care program.

*Tom Riley, Kellogg '23; Paul Heyse, Kellogg MMM '23, Abhinav Mahata, McCormick MEM '22
(graduate team)*

Nspire

Nspire creates novel respiratory devices to improve patient health while decreasing healthcare costs.

*Wadsworth Williams, Feinberg '22; Olga Cuznetova, Kellogg '22; David Kohan-Ghadosh, Pritzker '23; Jacob Kurian, McCormick '22
(graduate team)*

Zuri Fertility

Zuri is a personal, digital fertility app empowering patients with the knowledge, confidence, and access needed to succeed in their fertility journey.

*Blair Matthews, Pritzker '22 ; Giuliana Zaccardelli, Feinberg & Kellogg '22
(graduate team)*

SOCIAL IMPACT

Explorate LLC

We foster global citizenship and help individuals realize their agency and capacity to make a tangible difference in global challenges through making international volunteering more accessible.

Sherry Xue, School of Communication '22; Sara Kurniawan, Weinberg '25 (undergraduate team)

GreenGrahi

GreenGrahi is a circular economy company engaged in turning food waste from food processing companies into high quality and sustainable protein, fat, and fertilizer for animal and plant nutrition.

Siddharth Sharma, Kellogg '22 (graduate team)

LIYA Collective

LIYA makes minimalist, natural fiber accessories sustainably made around the world that use digital storytelling to better connect consumers to their clothes.

Deanna Cook, Kellogg '22 (graduate team)

Renota

Renota drives students towards a path of academic success and helps teachers manage their workload; our AI lets math teachers efficiently review student work and provide high-quality feedback.

Jake Erichson, Kellogg & McCormick '23; Sara Chu, Kellogg '22; Isaac Kim, McCormick '24; Samantha Boas, Medill '23; Jake Connell, Weinberg '25 (graduate team)

Finals Judges

Thank you to this year's finals judges. We appreciate your generous donation of time and expertise.



Greg Barnes

Greg is a partner at Hyde Park Venture Partners (HPVP) and has been with the firm since 2014. Prior to HPVP, Greg was the COO of Piece & Co. and spent six years at Redbox, where he led the strategy team before leading new venture development and corporate venture investing. Greg has led or co-led a number of HPVP investments including Hubdoc (acquired by Xero), Pear Deck (acquired by GoGuardian), Provi, BlackCart, ShipBob, and VNDLY (acquired by Workday), among others.



Melanie Kahn, Medill '99

Melanie Kahn is founder/CEO of Poppitu, a line of better-for-you kids beverages sold at retailers across the US, including Target, Kroger, Albertsons and others. Previously, Kahn created and nationally launched the fairlife® dairy brand, a billion dollar business now owned by The Coca-Cola Co. Kahn has held various brand management positions in Chicago-area Consumer Packaged Goods companies, including Kraft Foods, Sara Lee and Jim Beam. A graduate of Medill, followed by an MBA from Duke, Kahn is married to a Northwestern classmate and lives in Chicago with their two children (aged 5 and 7) and a Schnauzer.



Bailey Moore

Bailey Moore is the Co-founder & Managing Director of Wintrust Ventures. She has been responsible for investments in 42 companies representing approximately \$100MM in AUM. She's led WTFc's investments in The Mom Project, Array Behavioral Care, Foxtrot Marketplace & Interior Define among many others. Previously, Bailey held various roles in commercial lending, credit and bankruptcy consulting. She is a graduate of Purdue University and a Kauffman Fellow.



Cristina Rohr

Cristina is a Managing Director at S2G Ventures. At S2G, Cristina focuses on new investment origination and portfolio company oversight, and is on the board of several S2G portfolio companies. Prior to joining S2G, Cristina spent more than a decade in various private equity and investment banking roles in Chicago and London. Cristina graduated from Stanford University with a Bachelor of Arts and Sciences with a double major in Mathematical and Computational Sciences and Economics and earned her MBA from the University of Chicago's Booth School of Business.



Kevin Willer

Kevin is a Partner and member of the Investment Committee at Chicago Ventures, a seed-stage venture capital fund where he is overseeing all aspects of Chicago Ventures. From 2011 to 2013, Kevin was the Founding CEO of 1871, one of the top ranked incubators in the world serving hundreds of startups building their early-stage businesses located at Chicago's famed Merchandise Mart. During this time, Kevin was also a Venture Partner at Pritzker Group Venture Capital, overseeing their early-stage Seed Investments.

Previously, Kevin co-founded the Google Chicago office in late 2000. In his over 10 years with Google, Kevin helped grow this office to more than 400 professionals and led relationships with some of Google's largest marketing partners based in the Midwest. Before Google, Kevin held business development positions at CMGI, an early internet incubator, and USRobotics, the pioneer in modem technology. Kevin earned his MBA from the University of Chicago Booth Graduate School of Business ('10) and a Bachelor's degree from Boston College ('96).



Neal Sales-Griffin, SESP '09

Neal is the managing director for Techstars Chicago, a worldwide network for entrepreneurs, and a venture partner at MATH Venture Partners. In 2011, he co-founded the first beginner-focused, in person coding bootcamp. He is active in non-profit and civic engagement organizations across Chicagoland and in 2018 ran for mayor. A member of the Farley Center advisory board, he has a BS from Northwestern University.

Thank you also to all of our volunteer Pitch Coaches who provided valuable one-on-one sessions with semifinalists prior to competition day!

Heather Aranyi

Ariel Bacal

Billy Banks

Jason Bornstein

Richard Box

Carter Cast

Nate Cooper

John Cowgill

Patrice Darby

Stephanie Farsht

Karen Gordon

Troy Henikoff

Lilia Kogan

Sonali Lamba

Joe Mullenbach

Karin O'Connor

Mike Raab

Elaine Russell

Susan Silver

Jeff Smith

Ben Turtel

Thank You

Thank you to this year's track advisors and semifinals judges. We appreciate your commitment and expertise.

BUSINESS PRODUCTS + SERVICES (B TO B)

Track Advisor

Rick Zullo, General Partner at Equal Ventures

Semifinals Judges

Sanjeev Arora, SPS '16, CEO, ArmourGrid Inc.

Mark Fleming, Partner at Passbook Ventures

Mert Iseri, Entrepreneur in Residence, MATH Venture Partners

Alicia McGinnis '87, General Partner at Audrey's Kitchen

CONSUMER PRODUCTS + SERVICES (B TO C)

Track Advisor

Chris Steiner, Medill '03, Founder + Head of Private Equity & Venture Capital

Semifinals Judges

Mia Duchnowski, Co-Founder and Board Member of Oars + Alps

Ezra Galston, Founding Partner, Starting Line

Shivani Jain, Co-founder, Cubii

Rob Royer, Medill '10, Co-founder and CEO of multi-mode, Inc.

Jessica Schoen Price, Co-founder & CEO Real Made Foods

ENERGY + SUSTAINABILITY

Track Advisor

Brian Tolliver, Founder + Principal at Triple Edge Consulting

Semifinals Judges

Ian Adams, Managing Director at Evergreen Climate Innovations

Sara Chamberlain, Co-Founder + Managing Director at Energy Foundry

Ryan Jeffery, Managing Director of Sustainability at gener8tor

Stacey Paradis, Executive Director of the Midwest Energy Efficiency Alliance

LIFE SCIENCES + MEDICAL INNOVATIONS

Track Advisor

Katie Arnold, Kellogg '02, Founder and CEO at SPRIG Consulting

Semifinals Judges

Caralynn Collens '99, CEO of Dimension Inx

Tom S. Lee, PhD, Kellogg '09, CEO + founder of blazio

Michael Liang, Partner, Baird Capital

Rachel Stillman, Vice President, 7Wire Ventures

Kate Wolin, Head of Product, Optum DTC Efficiency Alliance

SOCIAL IMPACT

Track Advisor

Pranav Kothari, Founder + CEO at Revolution Impact

Semifinals Judges

Steven Dyme, Co-Founder + CEO of Flowers for Dreams

Sara Balawajder, Kellogg '19, Vice President, Impact Investing at Builders Vision

Sarah Berghorst, Kellogg '10, Principal at August Impact Partners, LLC

Evelyn Fitzgerald, Executive Director at Social Venture Partners

Roger Liew, Partner at Impact Engine

Thank you for joining VentureCat 2022!

We appreciate the dedication of all involved in making this event happen, and we wish all of our student teams the very best.

If you have any questions, please reach out to
venturecat@northwestern.edu.

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