



FOR IMMEDIATE RELEASE

New Jersey's Tech Accelerator Celebrates the Class of 2013

TechLaunch 2013 Startups Launched

September 24, 2013: Nine hopeful teams launched their startup dreams last Thursday, September 19 as TechLaunch, NJ's technology accelerator, held its momentous Demo Day event. A capacity crowd of more than 225 tech enthusiasts, angel investors, venture capitalists, and mentors packed into the Conference Center at Montclair State University to meet the teams, hear their formal presentations, and receive informal demonstrations in the Exhibit area during the 4-hour launch event.



Courtesy of Mike Peters & MSU

TechLaunch Founder and CEO, [Mario Casabona](#), commented, “My dream in creating TechLaunch was to advance the opportunities for innovative tech entrepreneurs and pave the way for future startup dreams to become a reality here in the Garden State. One year and two graduating classes later, I couldn't be more proud of the hard work and commitment we've received from our Founders, Mentors, Investors and Sponsors. Without their support, TechLaunch would remain just that, a dream!”

It was the culmination of an intensive 16-week business boot camp – called LaunchPad2 – for the nine portfolio companies that made up the Class of 2013. They are, in no particular order:



[30 Second Showcase](#)

30 Second Showcase is a mobile application that enables creatives to create one page micro-portfolios (showcases) of their best work; this allows them to get introduced, get discovered, and get the gig.



[BeautyStat](#)

BeautyStat is a search and discovery retail site that gives consumers alerts of beauty product deals, exclusive offers and ways to discover new products that meet their unique beauty needs.



[Caktus](#)

Caktus helps people perform better and live healthier by coaching them towards optimal hydration with a solution consisting of a smart sensor and a companion mobile application.



[Hazarai](#)

HAZARAI is an online portal into the universe of all things geek and pop culture (comic books, graphic novels, action figures, video games, designer toys, etc.); a one-stop destination to shop, sell, explore, and geek out with fellow like-minded enthusiasts.



[Inbox](#)

A smarter messaging experience that manages your text messages like email. Text messaging is life's ultimate to-do list. Why not treat it that way?



[Invidio](#)

Invidio is a video entertainment service that enables viewers to purchase the products and apparel they see on-screen in their favorite TV shows, movies, and music videos.



[Prospect Predict](#)

Prospect Predict is a SaaS solution that uses predictive analytics to show sales reps exactly where to spend their time.



[SeekChange](#)

SeekChange is a personal wellness company that combines emerging research in emotion regulation and positive psychology, with mobile software. Redefine the use of technology to support individual and collective well-being.



[ShareWatts](#)

Share battery charge wirelessly between mobile devices with our hardware. Use our social application to find individuals willing to share battery charge and take charge.

[Carol Curley](#), Managing Director of [Golden Seeds](#) and President of The Charian Group, said, "It was such a great experience to be involved with this year's TechLaunch class as both an Investor and a Mentor. The companies that Mario and the team recruited into the program were top-notch and the positive impact of the 16-week program in which they participated was quite evident in their formal presentations."

[Katherine O'Neil](#), Executive Director of [JumpStart New Jersey Angel Network](#) and a TechLaunch Investor and Mentor, stated, "This group of TechLaunch graduates has great innovative solutions. The depth of domain experience and progress is very impressive. This class is dynamic and will accomplish growth and attract funding in short order."

[Pavita Howe](#), a Principal at [Orange B Strategic Marketing](#) and a TechLaunch Mentor, agreed, "The quality and business potential of the companies selected for LaunchPad2, not to mention their rapid progress in 16 weeks, was really apparent here today. It's clear that this program is drawing the attention of the business, investor and media community in New Jersey."

And finally, Michael Lackland of M. Lackland Investments LLC and TechLaunch Investor summed it up, "This was the most prepared group of young entrepreneurs I have seen to date. TechLaunch 2 is a great success."

To screen some Video Highlights of Demo Day, including Testimonials from the Founders, please visit: <http://techlaunch.com/demo-day/>

To obtain Raw Video Highlights from Demo Day for Editorial purposes, the Press is invited to go to: <http://we.tl/yfSMip7lxA>

If interested in Raw Video from Founders Testimonials, for Editorial purposes, please contact Norma@TechLaunch.com

To obtain Still Shots from TechLaunch Demo Day, please contact Norma@TechLaunch.com

About TechLaunch:

TechLaunch was created in 2011 to drive the commercialization of emerging technology created by aspiring entrepreneurs. It was formed in collaboration with Casabona Ventures ([CasabonaVentures.com](#)), Jumpstart New Jersey Angel Network ([JumpstartNJ.com](#)), NJ Economic Development Authority (EDA) ([njeda.com](#)), and successful entrepreneurs. TechLaunch provides a select group of emerging technology ventures with seed-stage funding, access to over 100 qualified mentors, business training, co-working space, key business services and exposure to qualified investors, through a proven 16-week business boot camp (LaunchPad) program. The program culminates on Demo Day with Investor pitches and demonstrations of the developed products. To learn more please visit techlaunch.com. Any media inquiries should be directed to Norma@TechLaunch.com.

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