



FOR IMMEDIATE RELEASE

TechLaunch Announces Winners of BullPen #3 at Princeton University

FluidSens Picks Up Panel Award; iSport360 is Audience Favorite

April 20, 2017, Morristown, NJ: It was standing room only yesterday on the host campus of Princeton University as [TechLaunch](#) held its 3rd installment of the BullPen pitch series to a Panel of investors/entrepreneurs, as well as a mixed audience representing business leaders, tech entrepreneurs and the University community. The audience was also comprised of interested members from the [Princeton Tech Meetup](#), whose dynamic participation made the event even more engaging.

Out of the four companies who were selected to pitch - via a vigorous application process - two emerged as the clear winners of the night. The Panel voted unanimously in favor of [FluidSens](#), a company which has developed a technology for testing water purity/contamination levels in real time. Next, the Audience Favorite was awarded to [iSport360](#), a company which has developed a player development app for coaches and parents targeted to the youth sports industry.

TechLaunch Founder, Mario Casabona commented "Everyone was impressed by the overall quality of the companies chosen to pitch tonight, all of which were born right here in New Jersey. I see that as a real and positive marker for the caliber of tech entrepreneurship being developed in the Garden State. Congratulations to Gideon Vardi at FluidSens and Ian Goldberg at iSport360."



(Left to Right: TechLaunch Mentor Henry Wojtunik, Mario Casabona, FluidSens's Gideon Vardi, Carol Curley, Eric Korb, Gina Tedesco, & George Abraham)

Thank You to our Prestigious Panel of Angel Investors and Entrepreneurs:

George Abraham, Entrepreneur and VC
Carol Curley, Angel Investor
Eric Korb, Entrepreneur and Angel Investor
Gina Tedesco, Angel Investor



BullPen #3 Audience

Tech Startups who would like to pitch at the next BullPen (June 2017, Venue TBD) should [APPLY](#) to be considered. Applications are screened on a rolling basis, so don't delay!

About BullPen: BullPen is a bi-monthly series of pitch events similar to Shark Tank where three or four tech companies present to a mixed audience and panel of investors and entrepreneurs, at a university location in the New Jersey metropolitan area. Audience participation is encouraged. Presenters will get valuable constructive feedback from an experienced panel of Investors and Entrepreneurs. Follow-on mentoring is encouraged, with funding opportunities on the horizon.

About TechLaunch: Formed in 2012 to drive the commercialization of emerging technology, TechLaunch was New Jersey's premier investor-led technology accelerator. Since then, the for-profit socially responsible business accelerator has launched over 40 tech focused companies onto the marketplace and mentored over 100 budding entrepreneurs. Today, TechLaunch focuses on identifying and nurturing early stage tech ventures toward growth opportunities via mentoring, coaching, networking, and providing access to resources and capital. Its core objective is to generate Quality Deal Flow for early stage investors and prepare entrepreneurs for the Due Diligence Process. To learn more please visit [TechLaunch](#). Any media inquiries should be directed to norma@techlaunch.com.

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