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TechLaunch Announces Single Winner of BullPen #5 at MSU

Auto i Sweeps Panel & Audience Awards

September 20, 2017/Morristown, NJ: The BullPen 5 pitch event held last evening on the campus of Montclair State University showcased a diverse sampling of early stage tech businesses, underlining TechLaunch's breadth of scope in presenting promising new talent to an investor community. Through a robust application process, four startup companies (including one student-level enterprise from MSU) were selected to pitch to an Investor Panel as well as a mixed audience representing angel investors, business leaders, tech entrepreneurs and the university community. Also attending BullPen were many members of the popular Montclair Entrepreneurs Meetup, who gained a first-hand opportunity to witness professional startup investor pitching in action.

After each presenting company pitched, the floor was open for audience Q&A followed by feedback and interaction from the Panel. The evening concluded with both the Audience Award and the Panel Award going to [Auto i](#), an advanced vehicle security system that utilizes a patented software solution that will revolutionize car security. Unlike traditional dash cams that simply record all non-events, the Auto i (utilizing a 360 degree camera that sits underneath the rearview mirror) detects any impact or movement on a vehicle and sends a video of the event to the user's smart phone.



Front Row: BullPen 5 Audience & Panel Award winner, Auto i's Tom Santora and Dan Bersak
Back Row: Panelists Stephen Dyer; Rudy Valli; Joan Zief & Bryan Angelo alongside TechLaunch Founder, Mario Casabona and Sameer Sirdeshpande

Other companies selected to pitch at the event included:

[SocialLadder](#) – the leading self-service platform for building, managing and analyzing ambassador teams on behalf of clients such as Eventbrite, to promote existing live events brands.

[Teamium](#) – a disruptive centralized SaaS platform for video production firms to source all their production needs (equipment, facilities, services and talent) with agility, precision and cost effectiveness.

[UrbanNomadic](#) – the student team from MSU who aim to soon introduce the world to the GeoBag, a fungi-based leather backpack that uses zero pollutants, is totally organic and compostable, and leaves no carbon footprint, marking a new trend in eco-friendly fashion alternatives for the planet.

Remarking on this latest BullPen event, TechLaunch Founder, Mario Casabona commented, “With each BullPen we continue to see the myriad interests and opportunities which exist in our region’s bustling tech ecosystem. It’s a thrill and an honor to play our part in nourishing these startup dreams toward a reality. Congratulations to all the presenting companies selected and especially to Tom Santora and his enterprising team at Auto i.”

Tech Startups who would like to pitch at the next BullPen (November 29 at Monmouth University) 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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