



## FOR IMMEDIATE RELEASE

### TechLaunch Announces Winners of BullPen #8 at NJCU

#### Carii Wins Investor Panel Award, Receives Over \$20K Value Prize

**Morristown, NJ: March 28, 2018** – A diverse group of early-stage presenting companies competed last evening for investor-panel feedback and valuable professional services at the eighth BullPen pitch event, presented by [TechLaunch](#), co-hosted with [Jersey City Meetup](#), and held at New Jersey City University's School of Business. Each of the four presentations was followed by robust exchanges with both the audience and the venerable investor panel, after which it was time for both groups to vote. In a close nail-biter, the award winning B2B2C collaboration platform, [Carii](#) claimed the Investor Panel award as the most 'fundable' presenter of the evening. Carii's technology allows communication and engagement through absolutely seamless branded communities in a variety of industries. Their team will go on to receive over \$20K in professional in-kind services from the sponsors of BullPen, including Withum, Gibbons Law, ND4 Advisory, Gearhart Law, and Casabona Ventures.

The Audience Favorite went to [Cinematcher](#), a cutting edge, on-demand marketplace serving the creative community which enables film and TV productions to connect, hire and manage local and diverse talent instantly – globally.

Another presenting company that came very close to nabbing an award was [iCashout](#), a mobile customer engagement platform for main street merchants – with an early emphasis on restaurants - to connect with their customers in real-time using minimal effort and cost. And finally, the in-house NJCU undergraduate student slot was filled by **Z&N Designs**, an online children's apparel company whose vibrant creations empower kids to express themselves in emotionally customizable outfits

The partnering sponsors who will generously donate their time and expertise to the Investor Panel winner are:

- **Gibbons Law** - Law firm in Metro Area servicing the business community
- **ND4 Advisory** - Serves early-stage, post-revenue, and growth companies in the areas of Capital Advisory, Investment Banking, and Expert Consulting
- **Withum** – Full service accounting firm in Metro Area
- **Gearhart Law** – Law firm specializing in patent, trademark and copyright law
- **Casabona Ventures** – Invests in and advises early stage tech ventures



**Panel Award Winner's Circle**, from Left to Right: Investor Panelists Jonathan Hakakian; Krishnamurty Kambhampati; Steve Socolof; Meg Columbia-Walsh; Award Winner Denise Hayman-Loa (Co-Founder, CEO Cari, Inc.); TechLaunch Mentor Eric Korb; and TechLaunch Founder Mario Casabona

TechLaunch Founder, Mario Casabona was pleased that all the companies who presented at BullPen #8 hail from New Jersey, noting, "We are seeing a steady uptick in the quality of companies applying to BullPen, a solid indicator that the caliber of deal flow in the Garden State is similarly on the rise. It's also wonderful that TechLaunch and the BullPen continue to attract so many old friends to these enriching networking and mentoring events at which new friends are added each time."



**Audience Award Winner's Circle**, from Left to Right: Investor Panelists Jonathan Hakakian; Krishnamurty Kambhampati; Steve Socolof; Meg Columbia-Walsh; TechLaunch Founder Mario Casabona; TechLaunch Mentor Jeff Weinstein; Award Winner Cinematcher Co-Founder/CEO Lauren Magura & Co-Founder/COO Felipe Dieppa

**Tech Startups who would like to pitch at the next BullPen at  
Fairleigh Dickenson University in Florham Park (late May 2018) should [APPLY](#) to be considered.  
Applications are screened on a rolling basis.**

**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 in the New Jersey metropolitan area. Audience participation is encouraged. Presenters will get valuable constructive feedback from an experienced panel of Investors and Entrepreneurs. Pre-BullPen mentoring is provided and follow-on mentoring is encouraged, with funding opportunities on the horizon. Valuable in-kind services are also awarded to the presenting companies who the Investor Panel feels are most fundable moving forward. To apply please go to [TechLaunch/application](#).

**About TechLaunch:** Formed in 2012 to drive the commercialization of emerging technology, TechLaunch has served over 50 tech focused companies and mentored over 100 aspiring entrepreneurs. Our focus is to screen, select and nurture early stage tech ventures to accelerate their 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](mailto:norma@techlaunch.com).

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