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## **Innovative Elder Care Home Monitoring Company Wins Top Prize at TechLaunch BullPen #11**

Caregiver Smart Solutions Claims Investor Panel Award Valued at Over \$20K in Services

**Morristown, NJ: November 15, 2018** – Last evening, [Monmouth University](#) welcomed back [TechLaunch's](#) BullPen to their impressive campus, providing a state-of-the-art venue and impeccable support services for the startup pitch series which has gained considerable traction in NJ's tech eco-system.



The BullPen event featured a handful of diverse, tech-oriented startups speaking to a mixed audience including members of the business community, other entrepreneurs and interested students from the host campus. An appearance and welcoming remarks from Monmouth University President, Grey J. Dimenna set the tone for an invigorating evening.

After a robust program of sophisticated pitches followed by both Audience and Panel Q&As, the votes were tallied to identify the winners of both the Audience Favorite and the Investor Panel awards (the latter amounting to \$20K in professional services donated by BullPen's sponsor organizations.)



**Investor Panel, from Left to Right:** Jeff Weinstein; Lou Wagman; Krishnamurty Kambhampati & Meg Columbia-Walsh

Monmouth University's MBA Director, Susan Gupta stated, "TechLaunch BullPen is a value-added event for our students and university community, demonstrating what startups must develop (from a business and technology standpoint) to capture the interest of investors. The event is also a high quality networking opportunity for energetic entrepreneurs and businesses serving the community."

[Caregiver Smart Solutions](#) took the night with a convincing presentation on the nationwide market for health/safety monitoring solutions targeted to adult children and caregivers of the enormous Baby Boomer population who prefers to 'age in place'. Combined with in-home care, the Peace of MindTN Sensor tracks behavioral data to CSS's app to ensure that our loved ones are safe & sound – at home. CSS Founder & CEO Ryan Herd commented, "The BullPen showcases startups like us who want to make a difference in the world. As our loved ones show an increased desire to age in place this puts stress and challenges on their adult children who provide care. With the support of TechLaunch we look forward to improving the lives of these caregivers as they support their aging loved ones."



Caregiver Smart Solutions' Founder/CEO Ryan Herd gives his presentation.

The other impressive presentations at BullPen consisted of the following diverse competitors:

The Winner of the Audience Favorite award, [Tendo Technologies](#) provides patent-pending flow sensors and controllers (developed at Princeton University) for a wide variety of industries which require extremely accurate control of fluids. Their Silicon based flow measurement technology is accurate, sensitive, scalable, and compatible with a wide variety of fluids (both in gas and liquid).

A strong competitor emerged in the presentation by [Road2College](#), a company which helps families manage the complex process of college financial planning, including finding the appropriate schools and securing the best financial aid and merit scholarships.

The undergraduate student slot representing Monmouth University was an impressive showing by [MedEd](#), whose software app will improve the accuracy and quality of paper evaluations that track the progress of medical residents' training, in real time.

Last night's BullPen was co-hosted with entrepreneurial community groups [Upstart Garden](#) and [Jersey Shore Tech](#). And continuing their history, the following sponsors have again provided generous support in the form of \$20K of professional services to the Investor Panel winner, in this case, Caregiver Smart Solutions:

- **[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



**Pictured from Left to Right:** Audience Award winner Marcus Hultmark of Tendo Technologies; TL Mentor Walter Simson; TL Panelist Meg Columbia-Walsh; Investor Award recipient Ryan Herd, Founder/CEO of Caregiver Smart Solutions; Kalyna Reda, Student Presenter & Founder of MedEd; TL Mentor & Panelist Jeff Weinstein; David Siroty, CMO Caregiver Smart Solutions; TL Mentor & Panelist Krishnamurty Kambhampati; TL Panelist Lou Wagman; TL Founder Mario Casabona; Monmouth University's MBA Director Susan Gupta; TL Mentor Sameer Sirdeshpande

TechLaunch Founder, Mario Casabona, observed, "It's quite personally and professionally gratifying to see so many organizations and individuals dedicate their time and expertise to help the next generation of technology-oriented entrepreneurs. My thanks go out to Monmouth University and our exceptional team of Mentors and Panelists. The Garden State continues to grow every time we cultivate this exciting terrain!"

**Tech Startups who would like to pitch at the next BullPen, early in 2019 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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