



## FOR IMMEDIATE RELEASE

### **Inkbench Wins Major Monetary Prize at TechLaunch BullPen #14, at Princeton University**

Collaboration Tool for "Brand-Sure" Visual Content takes Investor Award at NJ's Premier Pitch Event; 911 Emergency Communication App Wins in Audience Choice Category

**Morristown, NJ: September 18, 2019** – The climbing ivy wasn't the only thing reaching for new heights at last night's [TechLaunch](#) BullPen, held at the Ivy League's [Princeton Innovation Center BioLabs](#). This latest in the series of highly respected startup pitch competitions offered a mixture of compelling presentations to a discerning audience of Investors, Entrepreneur's, Mentors, Academia, Business, and Students. By the final vote, [Inkbench](#) emerged as the winner of the highly sought-after 'Investor Award', bringing with it over \$15K of professional services donated by TechLaunch's sponsors (listed below). Inkbench delivers an intriguing platform that empowers users at all skill levels to efficiently create and work together on brand-compliant visuals for social media, websites, intranets and other communications channels.

"We are thrilled about the validation of our enterprise class creative collaboration platform from this great panel of judges," said George Abraham, CEO of Inkbench. "We truly appreciate everything TechLaunch has done to help Inkbench as well as its efforts on behalf of the NJ tech community."



**From Left to Right: TL Founder Mario Casabona; SURGERi Co-Founder & CEO Ashish Arte; TL Sr. Mentor Robin Bear; TL Sr. Mentor Peter Kestenbaum; Panelist Ed Berde; Inkbench CEO George Abraham; Inkbench Founder Steve Goodman; Share911 Co-Founder & CEO Erik Endress; Panelist Anne-Marie Maman; Gibbons Law Sponsor Mark Kuehn; TL Program Manager Piera Accumanno; and Panelist Jay Bhatti**

Another winner of the evening, named the 'Audience Favorite,' was [Share911](#), an alerting, navigation and accountability app that uses real-time reports from employees to improve the outcome of emergencies in K-12 schools, hospitals, businesses, government facilities and houses of worship.

Co-Founder and CEO Erik Endress commented, "The Share911 team was humbled to win the award. It's truly unfortunate that our business has to exist but the attendees provided great affirmation of our mission to improve the outcome of the violent critical incidents happening in our nation's schools and workplaces."

TechLaunch Founder, Mario Casabona commented, "Tonight's impressive turnout was matched only by the high caliber of the presenting companies and the generous support of the TechLaunch Senior Mentors who coached them in advance of their pitches. Our Investor Panel also deserves high praise for the invaluable insights they shared with presenters and audience members alike. It's really such an honor to continue this entrepreneurial tradition in New Jersey, and we are enormously appreciative to Princeton Innovation Center BioLabs for providing such an excellent and professionally inspiring venue this evening."



**Partial Audience in Attendance**

The other impressive companies vying for recognition included the following:

[SURGERi](#) - a healthcare AI startup whose mission is to develop a Machine Learning & Clinical Intelligence product to capture Real World Data and better analyze Patient Outcomes of surgical procedures.

And representing the student slot from Princeton University was [Uproot](#), a real-estate FinTech solution focused on military service personnel homeowners.

Each BullPen event boasts a unique Investor Panel carefully chosen to judge the evening's presentations. The venerable group last night was made up of the following leaders in their fields:

[Anne Marie Maman](#), Entrepreneur and Executive Director of Princeton Entrepreneurship Council.

[Ed Berde](#), Entrepreneur, co-founder of RxHealth and Board member.

[Jay Bhatti](#), Venture Capitalist with BrandProject Capital and Entrepreneur.

[Rudy Valli](#), Angel Investor, Entrepreneur and Founder of Valmar & Associates.



**BullPen #14 Investor Panel**

TechLaunch is once again grateful to our sponsors who have pledged their generous support in the form of \$15K of advisory services to the Investor Panel winner, Inkbench.

- **Gibbons Law** - a leading law firm in New Jersey, New York, Pennsylvania, Delaware, Washington, DC, and Florida, ranked among the nation's top 200 by The American Lawyer Magazine.
- **Withum** – a nationally ranked public accounting firm providing advisory, tax and audit services to businesses and individuals on a local-to-global scale.
- **Gearhart Law** – a leading patent, trademark and copyright law firm that works directly with clients from entrepreneurial startups to global companies.
- **Casabona Ventures** – Invests in, mentors and advises early stage tech ventures

**Tech Startups who would like to pitch at the next BullPen, scheduled for November 19, 2019 at Monmouth University should [APPLY](#) to be considered. Applications are screened on a rolling basis.**

**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).