



## FOR IMMEDIATE RELEASE

### **Audio Directions Wins Major Award at TechLaunch BullPen #16, with BuckleBath Claiming Audience Hearts**

Assistive Listening Technology Company Wins Investor Award; Mobile Car Seat Cleaning Service Wins in Audience Choice Category

**Morristown, NJ: February 13, 2020** – Diversity was the name of the game at last night's [TechLaunch](#) BullPen #16, hosted by Fairleigh Dickinson University and supported by the Morris Tech Meetup, with an interesting mix of B2B and B2C companies vying for the coveted Investor Award. That prize went to [Audio Directions](#), an assistive listening solution which enables organizations to help their visitors and customers with hearing loss, to hear clearly even in public and semi-public spaces where traditional hearing aids merely magnify background noise. The BullPen Investor Award carries with it over \$15K of professional services donated by TechLaunch's generous sponsors (listed below). Additionally, the award automatically pre-approves the winner to pitch at an upcoming meeting of [Jumpstart NJ Angel Network](#) (the State's preeminent early-stage investor group) as well as a highly sought-after pitching slot at NJ's [Tech Council Ventures](#).

Audio Directions Co-Founder & CEO, Nigel Gardner observed, "The whole experience with TechLaunch and the BullPen was very positive. Although a seasoned entrepreneur I found the mentoring very helpful and I am sure it contributed to Audio Directions being the major winner at the event. The attendees included several Investors, and I appreciated being able to get our company's business opportunity in front of people who could help fuel the journey. I'm also grateful for the free legal and mentoring services as well as the opportunity to pitch to specific investment groups. I encourage anyone going through the challenge of growing an early stage business to apply for this program."



**Nigel Gardner of Audio Directions**

The other highlight of the evening was the dynamic presentation from a unique car seat cleaning company with an impressive growth trajectory, [BuckleBath](#), who impressed the room and claimed the Audience Choice award. Founder & CEO, Lauren Siclare commented, "TechLaunch BullPen truly provides a stage for selected early stage startup companies with high growth potential to pitch in front of an impressive audience of investors and experienced professionals. BuckleBath is honored to be in the winner's circle and is energized by the recognition and validation to go Nationwide!"



**Lauren Siclare of BuckleBath**



**From L to R:** Gibbons Law's Mark Kuehn; Jumpstart's Steve Dyer; TL Sr. Mentor Robin Bear; TL Sr. Mentor Ratan Agarwal; TL Sr. Mentor Eric Korb; Panelist Harvey Homan; BullPen attendee; Audio Directions' Nigel Gardner; TL Sr. Mentor Peter Kestenbaum; BuckleBath's Lauren Siclare; Panelist Charles (Chuck) Paul; TL Founder Mario Casabona; Panelist Liz Hogan & Panelist Jonathan Hakakian

The other well-positioned presenters last night were Sam Beiler and Jared Neff, Co-Founders of [Boostpoint](#), a company which provides professional home service businesses (such as roofing contractors, real estate agents and local store owners) an efficient way to manage their social media advertising on Facebook and Instagram to generate their own leads to grow their businesses.

Representing the student slot was Visionrace, a timely app well presented by NJIT undergraduate student, Founder & CEO, Israel Hervias. Visionrace was designed to help political candidates streamline the process of managing their door-to-door canvassing efforts by enabling campaign managers to organize and pay their canvassers directly without wasting hours of time working with handwritten checks and excel spreadsheets.

The TechLaunch BullPen (similar in format to Shark Tank) has emerged as the singular venue for early stage tech startups who want to pitch their businesses to a uniquely blended audience of Investors, Entrepreneurs, Mentors, Academia, Business, and Students. The events take place at various host universities, on a rolling basis, throughout New Jersey.

TechLaunch Founder, Mario Casabona commented, "What we're seeing emerge at the BullPen is a real and enticing mix of businesses that cross categories and target audiences, accurately reflecting the vibrancy in the startup community. But without the loyal support of our generous Senior Mentors who work so hard to help get these presenters ready for BullPen, we'd be nowhere. I'm indebted to them, as well as our wise and respected Investor Panel whose expertise is so valued by the aspiring entrepreneurs in the room. Finally, our special thanks go out to Fairleigh Dickinson University, Dr. Dale Caldwell and Susan Slavin, of the Rothman Institute of Innovation and Entrepreneurship for a very gracious welcome."

BullPen #16 is grateful to our esteemed Investor Panel who judged last evening's presentations:

[Jonathan Hakakian](#) – Managing Director of SoundBoard Angel Fund

[Liz Hogan](#) – Angel Investor w Golden Seeds; Hogan Advisors, Principal

[Harvey Homan](#) – Angel Investor w Jumpstart NJ Angel Network

[Charles \(Chuck\) Paul](#) - VP Technology w Henkel-Ventures & Henkel Adhesives Technologies

TechLaunch is enduringly grateful to our sponsors for their generous support in the form of \$15K of advisory services to the Investor Panel winner, Audio Directions. They include:

- [Jumpstart NJ Angel Network](#) – a Mid-Atlantic region premier Angel group which invests in seed and early stage tech ventures.

- **Tech Council Ventures** - a NJ-based venture capital firm which targets all industries throughout the Mid-Atlantic, investing between \$500K to \$2.5M into that region's most promising growth companies.
- **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 #17, scheduled for April 21, 2020 at Stevens Institute of Technology, 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 75 tech focused companies and mentored over 150 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](http://TechLaunch.com). Any media inquiries should be directed to [norma@techlaunch.com](mailto:norma@techlaunch.com).

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