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## TechLaunch Announces Winners of BullPen #4 at FDU

### SportsGuru Picks Up Panel Award; MilkCrate is Audience Favorite

**June 26, 2017/Morristown, NJ:** The summer solstice couldn't outshine the presenting companies at last Thursday night's BullPen #4 pitch event held on the campus of Fairleigh Dickinson University, Florham Campus. From a rolling application process, TechLaunch selected four startup companies to pitch to an Investor Panel as well as a mixed audience representing investors, business leaders, tech entrepreneurs and the university community. Additional guests attended from the popular Morris Tech Meetup, led by co-organizer and TechLaunch Mentor, John Carini.

In the two voting categories, the winners were:

**Panel Award** to [SportsGuru](#), a lean startup that provides the first fan-powered sports video platform for hard-core enthusiasts.

**Audience Award** to [MilkCrate](#), a customizable platform that measures and grows individuals' and communities' social and environmental impact, helping them to make sustainable lifestyle choices.

The other two impressive presenting companies were:

[Orion](#), an Enterprise SaaS platform targeted towards large complex organizations to help identify/retain high value assets and optimize IT spend while reducing cost, risk, and complexity due to redundancy and large asset footprint.

**The Buzz**, a concept-stage business idea launched within the undergraduate student body at FDU, based on a healthy kombucha drink targeting Millennials and raising awareness about the role of the honeybee in nutrition. Each drink would be packaged with a seed-embedded label that can be planted, providing a habitat for honeybees.

TechLaunch Founder, Mario Casabona commented, "I couldn't be more proud of the four companies who pitched at BullPen and it was great to see such a level of confidence and expertise in their material. The caliber of applications just gets better and better and we seem to have gathered a momentum I see continuing well into the future. Congratulations to [Morgan Berman](#) of MilkCrate and to [Ken Zamkow](#) of SportsGuru."



(Left to Right: TechLaunch Founder & CEO, Mario Casabona; SportsGuru's Ken Zamkow; MilkCrate's Morgan Berman; Investor Panelists Peter Kestenbaum; John Ason; Jay Bhatti; and Ken Silbert)



John Carini, co-organizer Morris Tech Meetup; Mario Casabona, TechLaunch Founder & CEO; and Ratan Agarwal, TechLaunch Mentor

Tech Startups who would like to pitch at the next BullPen (September 20, Montclair State University) should [APPLY](#) to be considered. Applications are screened on a rolling basis, so don't delay!



TechLaunch BullPen #4 FDU Science Lecture Hall Audience

**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.com](http://TechLaunch.com). Any media inquiries should be directed to [norma@techlaunch.com](mailto:norma@techlaunch.com).

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