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TechLaunch Announces Winner of BullPen #7 at Rutgers Business School

Welnys Wins Investor Panel Award, Receives Over \$15K Value Prize

Morristown, NJ: January 25, 2018 – Last evening marked TechLaunch's 7th BullPen, with a packed house at the Piscataway campus of the Rutgers Business School and attended by a mixed investor, business and academic audience as well as members of the [Scarlet Startups](#), a group of people enthusiastic about shaping New Jersey's future. The event also marked the first in a new and continuing series of value-added awards – in the form of in-kind services with a dollar amount in excess of \$15,000 - given to the presenting company which is voted the Investor Panel Choice, signifying fundability, according to the judges. Last night's Investor Panel Choice award went to [Welnys](#), an innovative marketplace for workplace wellness services. The partnering companies who will generously donate their time and expertise to the Investor Panel Choice winner are:

- **[Gibbons Law](#)** - Premier law firm in Metro Area
- **[ND4 Advisory](#)** - Serves early-stage, post-revenue, and growth companies in the areas of Capital Advisory, Investment Banking, and Expert Consulting
- **[Withum](#)** - Premier accounting firm in Metro Area
- **[Casabona Ventures](#)** – Invests in and advises early stage tech ventures

Welnys was the top winner across the board, garnering both the Investor Panel Choice award as well as the Audience Favorite. The other presenting companies included [BrandVerge](#), an online platform where advertisers can access and manage premium marketing programs on demand, and [1Degree](#), a platform that facilitates one-on-one video connections between influencers and their fans. Representing the Student slot at BullPen 7 was **SULIS**, whose mission is to introduce solar ultraviolet light-induced sterilization devices in rural areas of developing nations.



BullPen 7 Investor Panel: Ted Chan; Cristian Ossa; Joe Spivack; Seth Tropper



ND4 Advisory's David Deutsch; TechLaunch's Mario Casabona; Withum's Tom Basilo; Welny's Heather Waibel; Gibbons Law's Mark Kuehn



Winner's Circle: Panelists Ted Chan & Cristian Ossa; Welnys Founder Heather Waibel; Panelists Joe Spivack & Seth Tropper; TechLaunch Mentor Ratan Agarwal; and TechLaunch Founder Mario Casabona

TechLaunch Founder, Mario Casabona, on last night's event and the new incentivized structure of BullPen, stated, "The capacity crowd at Rutgers was proof positive that there's a robust appetite for the mentoring and exposure to investors afforded the presenting companies at BullPen. And now with the continuing contribution of partners who have committed to \$15,000 of value-added services, the Panel Choice winners will come away from BullPen with more than an experiential victory and those highly sought-after investor introductions. Heather Waibel, Founder & CEO of Welnys will deservedly know this first-hand. Her company will now receive a suite of real business services which are mission critical to growing their venture. Welnys is off to a great start."

Tech Startups who would like to pitch at the next BullPen at the New Jersey City University (March 2018 date TBD) 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 40 tech focused companies and mentored over 100 budding 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.

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