

TechLaunch BullPen #1

January 25, 2017

Rutgers Business School, Piscataway, New Jersey



Pedul offers the most personal, innovative and secure way to raise and donate money for higher education. We connect today's youth with the support and resources they need to make their educational dreams a reality. Pedul is a for-profit higher education crowdfunding platform dedicated to alleviating the financial burdens of college.

Chisa Egbelu, CEO...Chisa@Pedul.com



SRP is a Princeton based big data startup developing "Dynamic Pricing" related products for the self-storage industry. SRP is run by alumni/PhDs from Stanford University and the Wharton School of Business have past startup successes. We have strong traction to date, are engaged with multiple clients, and have defined expansion plans.

Mike Gersten, CRO... mike@srpsystems.com



RistCall helps hospitals and nursing homes in providing better patient nurse communication using smart watches. With RistCall devices patients can call for help from anywhere in the facility and staff can respond to patient needs ASAP. Administrators can also monitor patient-staff interaction data to improve their quality outcomes.

**Srinath Vaddepally, CEO
...srinath.vaddepally@ristcall.com**



WhoseYourLandlord is a web platform that's bringing quality to the rental experience by connecting good renters with good home providers through the use of landlord reviews, verified tenant information, and real-time available listings. We target a primarily millennial demographic with more than half our users being college students and young professionals.

Ofo Ezeugwu, CEO...ofo@wylandlord.com

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Investor Panel

Frank Graziano is an Angel investor, Entrepreneur and the CEO and Chairman of the Board of Directors of Chromis Fiberoptics, the leading provider of high-bandwidth, low-attenuation polymer optical fiber for high-speed data transfer over short distances in audio-visual, data center, consumer electronics, aerospace, and industrial applications. He is a former member of [Golden Seeds](#), currently a mentor to [World Accelerator](#) and [TechLaunch](#), and participates in the [TechAdvance™ Fund](#) at Rutgers University. He has been involved in the NJ startup ecosystem for over 20 years.



Seth Tropper is a serial entrepreneur. Throughout his career he has worked for large companies; supported technology commercialization efforts for universities; and initiated and launched startup ventures. Seth is active in several local and national organizations; a mentor & advisor for startups and early stage companies; and an invited speaker on subjects ranging from entrepreneurship to “doing business with the government”. Areas of expertise/focus include Digital Health, Wearables/IoT, Media, Mobile, Data Analytics, and Technology Enabled Services.



Stephen Socolof is a Managing Partner of New Venture Partners (“NVP”) and currently General Partner at the new NJTC Venture Fund II. NVP invested in corporate spinouts commercializing internally developed innovations. NJTC Venture Fund focus is in early stage tech ventures. Steve’s interests are in the internet of things, enterprise software, storage, and wireless technologies. He is currently on the Board of Directors on several existing and exited tech ventures. Steve has also been a leader in the corporate venture community over the past fifteen years. He has been an active member of the National Venture Capital Association as well as on the Advisory Board of Global Corporate Venturing.



Katherine O’Neill is the Executive Director and an investor with JumpStart New Jersey Angel Network, a member led angel group that invests in early stage high growth companies in the Mid-Atlantic region. She currently serves on the Board of the national Angel Capital Association (ACA) . Katherine is a member of various Advisory Boards and active guest speaker throughout the Mid-Atlantic region. She has extensive multinational experience and financial operation management and knowledge of healthcare, pharmaceuticals, information systems, e-commerce and social media. She is the president of O’Neill Associates and consults with technology companies and acts as interim CFO.



About TechLaunch

Formed in 2012 to drive the commercialization of emerging technology, TechLaunch was New Jersey’s premier investor-led technology accelerator. Since then it has launched 26 tech focused companies onto the marketplace. Today, TechLaunch focuses on identifying and nurturing early stage ventures toward growth opportunities via mentoring, coaching, 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 www.TechLaunch.com. Any media inquiries should be directed to norma@techlaunch.com.