

TechLaunch BullPen #2

March 2, 2017

NJ Innovation Institute at NJIT, Newark, New Jersey



Visual Factory Management (VFM) is a term to describe how data and information is analyzed, interpreted and then communicated in a lean systems engineering environment. We focus on manufacturing systems and factory improvement. Avollo's novel computerized dashboard methodology and interactive multimedia toolkit, combined with VFM principles, focus on finding, collecting, analyzing, presenting and data mining Key Process Indicators that help engineering management to make better decisions.

Michelle Vollo, CEO...Mav32@njit.edu



Untethered Labs provides wearable wireless technology for the enterprise security and access control markets. With wide applications in IT security, healthcare, law enforcement, and large business, our solution – GateKeeper - is the first line of defense for protection against unauthorized use of computers in the workplace.

Siddharth Potbhare, CEO...sid@ulabs.io



Staffsmart Software Solutions is a Software-as-a-Service platform which acts as an employee management tool for caterers and staffing agencies. It is uniquely *event driven* and automatically allocates staff across multiple events based on a series of scheduling logic. The platform also confirms attendance, enables real-time monitoring and alerts, documents compliance and allows for quick action when staff cancel without notice or fail to report for work.

Ari Starkman, VP Sales...ari@staffsmart.co



HootBoard simplifies communications for large organizations by creating a **unified communications** experience over **web, mobile, screens** and **email**. Over 3000 organizations currently use HootBoard's free version and our revenue has been growing at an average of over 30% MoM since we turned on our paid plans late last year. Additionally, we have a pipeline of 1.6 Million ARR that we are currently pursuing.

Satyajeet Shahade, CEO...sshahade@hootboard.com

TechLaunch BullPen #2 – March 2, 2017

NJ Innovation Institute at NJIT, Newark, New Jersey

Investor Panel

Cristian Ossa is an Angel investor, serial Entrepreneur and founder of Rosetta Technology Group, a multi-million dollar business consulting firm. Cristian was also co-founder of GiftCertificates.com, and directly contributed to the firm reaching over \$100 million in yearly sales. He was critical in raising over \$110 million in venture funding. The company continues to grow and thrive, now relocated in Omaha. Subsequently, Cristian founded eRateRequest.com, a container pricing and bidding system. Over \$8 Million of Venture and Angel funding was raised. The company grew to over 50 employees, and was later sold to Descartes systems. Cristian's next venture was Live Audience Business Solution which produced actionable marketing information for the perishable goods industry and was purchased by Smart Data Management.



Mike Ajnsztajn has started, grown, and successfully exited several companies such as Blowtex Condoms, the second largest brand of condoms in South America, acquired by Ansell Healthcare in 2007. In the USA, he launched Astralis, a biotechnology company based in New Jersey, focused on the research and development of a product to treat Psoriasis, an immune deficiency disorder that affects the skin. He listed the company on the stock exchange and a few years later Astralis was acquired by a large pharmaceutical group. In 2010 Mike founded Zuppa, the first restaurant website in Brazil, with co-founder Pedro. In 2012, the company was sold to a large web portal in Brazil. Fluent in five languages, Mike has invested in several startups in the USA and Brazil. He graduated with a degree in Business Administration from FGV Brazil.



Krishnamurty Kambhampati (KK) is a serial entrepreneur, Angel investor and a veteran tech industry leader in the areas of consumer and business communications services. Among his many successes, KK was the Founder and CEO of monitor-io, where he still mentors early stage startups, providing them guidance and introductions to venture capitalists. The companies he actively advises cover Wearable Technologies, FinTech, Telecom, mobile apps, IoT and web services. KK has also been a long time member of the TechLaunch Mentor community.



Jonathan Hakakian is Managing Director of SoundBoard Angel Fund, which he co-founded in 2012 in order to build a community of experienced entrepreneurs to formally invest in early-stage companies outside the major city centers. The fund was born from Jonathan's involvement in the Mid-Atlantic startup scene (Washington, DC to NYC), along with his experience in coaching entrepreneurs and consulting into their organizations. From his extensive knowledge of the entrepreneurial journey and general business strategy, he has been able to work with entrepreneurs to structure atypical agreements and provide innovators with a valuable network of investors.



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 26 tech focused companies onto the marketplace. 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](#). Any media inquiries should be directed to norma@techlaunch.com.