



FOR IMMEDIATE RELEASE

TechLaunch Virtual BullPen #17

Ziotag Claims Investor Award, while Bright Cloud International Emerges as Audience Favorite

Morristown, NJ: July 29, 2020 – In response to the social distancing measures in place to combat the Coronavirus Pandemic, NJ's leading business accelerator held a totally virtual BullPen pitch event with three aspiring entrepreneur Presenters, a full panel of Investor Judges, and a robust Audience comprised of business types and investors representing the area's tech ecosystem.

After three diverse early-stage companies delivered their pitches, followed by Audience and Investor Judges' Q&A periods, the SaaS based AI-powered video player, [Ziotag](#) claimed the BullPen Investor Award, which provides over \$15K of professional services donated by TechLaunch's generous sponsors (listed below). The esteemed Investor Award also brings with it a guaranteed opportunity to pitch at an upcoming meeting of [Jumpstart NJ Angel Network](#) (the State's preeminent early-stage investor group) as well as a highly prized pitching slot at NJ's [Tech Council Ventures](#).

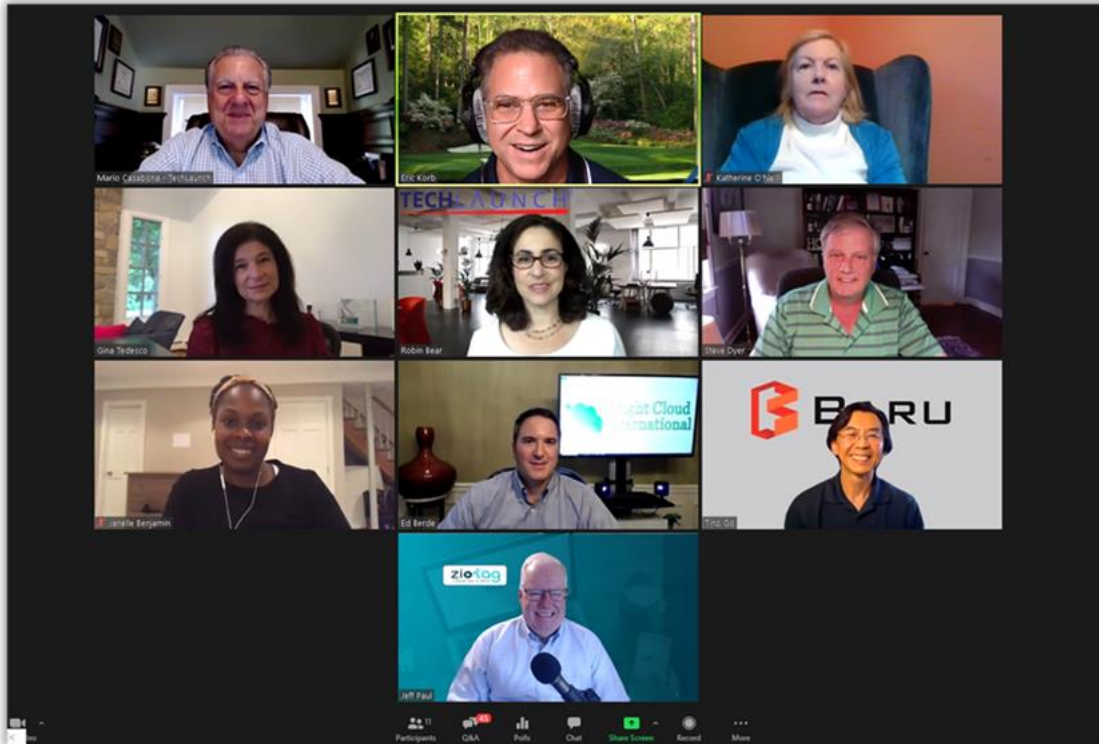
Ziotag is an ingenious AI-powered video player that makes searching and navigating video content a seamless experience. The solution has been a game-changer to get more views and engagement for video podcasters, event producers, online courses, learning and development professionals, content marketers, webinar hosts, and anyone else publishing or watching videos. The Company's Co-Founder and CEO, Jeff Paul, commenting on being the big winner last night, stated, "Ziotag is thrilled to be chosen as the Investor Award winner for the TechLaunch BullPen #17. This win validates the strength of the Ziotag offering and the opportunity it delivers to early stage investors. The BullPen was a great way for us to efficiently present to so many qualified investors, and we are thankful to Mario Casabona and the entire TechLaunch team for including us in this excellent virtual event."



Ziotag Co-Founder & CEO, Jeff Paul

The presenting company who emerged last night as the Audience Favorite was [Bright Cloud International](#), whose virtual-reality based suite of therapeutics – FDA-registered and market-ready - are dedicated to improving the cognitive function of Stroke, Dementia and Alzheimer's patients. Ed Berde, CEO & President observed, "Bright Cloud was pleased to present at the TechLaunch Virtual BullPen and we were honored to win the Audience Pick for Best Company. TechLaunch is a great way to gain exposure to investors, as well as the entrepreneurial community, and we are especially thankful to the panelists and everyone behind the scenes that made the event such a success."

The other fine presenter at yesterday's BullPen was Tino Go, Founder & CEO of [Baru](#), an innovative and fun custom furniture solution which allows the customer to resize furniture in Augmented Reality before buying. Incredibly, Baru actually has it made in your hometown and delivers it the following week.



BullPen #17 Participants: Mario Casabona; Eric Korb; Katherine O’Neill; Gina Tedesco; Robin Bear; Steve Dyer; Janelle Benjamin; Ed Berde; Tino Go; and Jeff Paul

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, Business and Academia. In normal times, BullPen events take place at various host universities, on a rolling basis, throughout New Jersey. Last night’s event was TechLaunch’s first foray into an all-virtual model for BullPen. Along with Mario Casabona, the co-hosting duties were handled nimbly by Robin Bear, a Senior Mentor at TechLaunch. Production duties were seamlessly delivered by Eric Korb (also a TechLaunch Senior Mentor), on a Webinar utilizing the Zoom platform.

TechLaunch Founder, Mario Casabona commented, “Working with the talented support of Robin and Eric, I’m very proud of this, our first all-virtual BullPen. Notwithstanding the sweeping crisis that is the Coronavirus Pandemic, TechLaunch has shown itself able to pivot to forces outside of our control. I’m personally gratified that we’ve been able to produce a BullPen every bit as professionally valuable to the State’s tech ecosystem as all the rest. Congratulations to Ziotag, Bright Cloud Intl., and Baru for making this an exciting BullPen experience for all.”



TechLaunch Founder, Mario Casabona welcomes his team and Investor Panel to Virtual BullPen #17

BullPen #17 is grateful to our esteemed Investor Panel who judged last evening's presentations:

[Gina Tedesco](#) – Board member of Jumpstart NJ Angel Network; Member of Golden Seeds; and Managing member at Amala Ventures

[Janelle Benjamin](#) – Co-Founder and COO of SuperData Research which was acquired by Nielsen in 2018

[Katherine O'Neill](#) – Board member of Rowan University Innovation Fund Board; member Jumpstart NJ Angel Network; and member at BroadStreet Angels.

[Stephen Dyer](#) – Chairman of Jumpstart NJ Angel Network; managing member of SRD Capital Management



TechLaunch also appreciates the following sponsors for their generous support in the form of \$15K of advisory services to the Investor Panel winner, Ziotag. 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 #18, also slated to be Virtual and scheduled for September 22, 2020, 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 100 tech focused companies and mentored over 200 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 Investor presentation. To learn more please visit [TechLaunch](#). Any media inquiries should be directed to norma@techlaunch.com.

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