

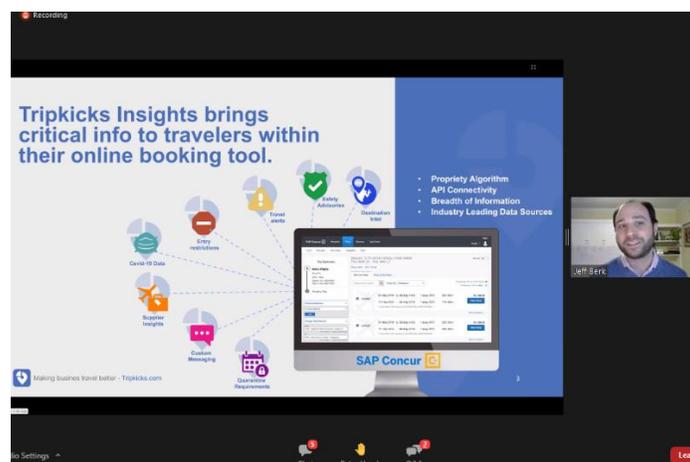


FOR IMMEDIATE RELEASE

Business Travel Solution Provider, Tripkicks Wins Top Prize at a Razor Close BullPen #20

Kinnelon, NJ, March 19, 2020: Last night's [TechLaunch](#) BullPen was the closest thing to a photo-finish horse race in the history of the pitch event, with all three presenting companies neck-and-neck at the finish line. But only one prevailed as the winner of the coveted Investor Award: [Tripkicks](#), an ingeniously simple add-on for business travel programs that provides actionable insights for trips, guidance on appropriate spend and behavior, and an enhanced traveler experience.

Commenting on his success, Tripkicks CEO Jeff Berk said, "Twelve months ago, our team met together in Orlando at the start of the Covid-19 Pandemic. Since then, we've worked to create a product that would help companies restart business travel and provide employees with everything they would need to confidently travel again. We're incredibly grateful to TechLaunch for giving us the opportunity to create new connections and continue to make business travel better."

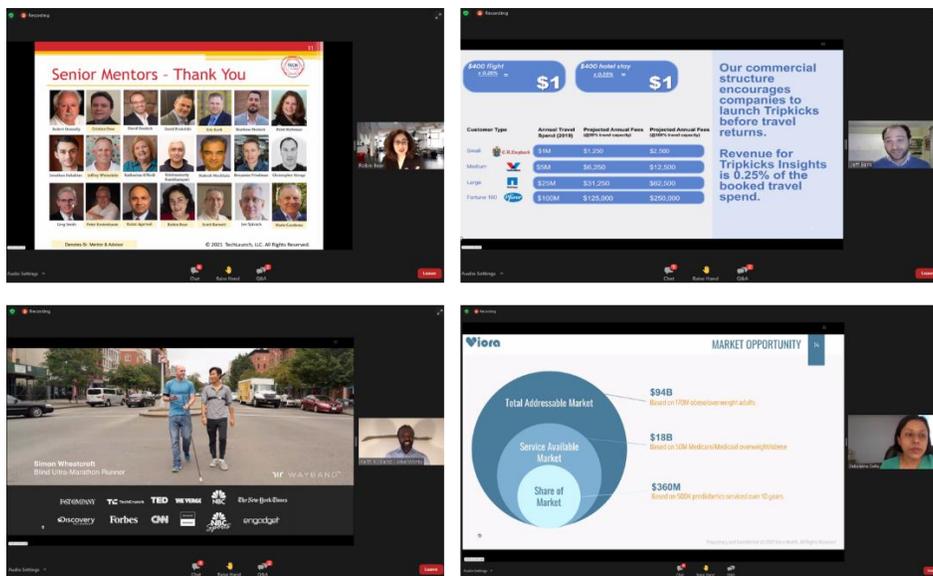


The Investor Award comes with approximately \$15K in professional services from TechLaunch's topline sponsors (listed below). But the icing on the cake is the double guarantee of two pitching slots at upcoming meetings of [Jumpstart NJ Angel Network](#) (the State's preeminent early-stage investor group) and the VC investment group, NJ's own [Tech Council Ventures](#).

What made the winner selection so tough last evening was a lineup of exceptional contenders, which included:

[WearWorks](#) – a groundbreaking and humanly impactful wearable tech company that builds products that communicate critical information through touch. Their first product, Wayband, is a wristband that gently guides a user to a destination using only vibration, without the need for any visual or audio cues. In 2017, Wayband helped the first visually impaired person to run in the NYC Marathon *without* sighted assistance. The fine presentation was delivered by Cofounder, Keith Kirkland.

[Viora Health](#) – a strategic and timely solution which reduces disease progression (and episodic costs of care) by addressing rising risks due to social and behavioral determinants of health (SBD OH). Viora’s personalized SBD OH solution uniquely combines algorithms with programming and facilitation to engage underserved populations to be successful with their health. Deboleena Dutta, Founder & CEO gave a strong presentation.



TechLaunch’s Founder & Managing Director, Mario Casabona commented, “Despite lockdowns and an all-virtual business landscape over this past year, TechLaunch is seeing a continuing uptick in the sheer quality and value of the applicants to our Business Program, which culminates in increasingly competitive BullPen events. I’m glad not to have to judge, in fact, and am grateful for the fine Panel assembled last evening!”

The BullPen #20 Panel:

[Abran Maldonado](#) is the Co-Founder of Create Labs, a social venture that brings tech opportunities to underserved communities. He is also a 'graduate' of the very first TechLaunch cohort several years ago.

[Cheryl Kallem](#) is a Managing Director of Golden Seeds, an angel group that invests in early-stage women led companies.

[James Barrood](#) is a renowned leader in the NJ entrepreneurial ecosystem who helps companies, higher-ed institutions and communities grow and drive innovation.

[Jessica Gonzalez](#) is a Latina serial entrepreneur who *pandemic-pivoted* her business acumen into creating [Lux Disinfect](#), a company offering a complete suite of tools, products, and services to help others safely reopen their businesses.



From L to R: TL Founder, Mario Casabona; TL Sr. Mentor & BP Producer, Eric Korb; Panelist Cheryl Kallem; TL Sr. Mentor & BP Host, Robin Bear; Panelist James Barrood; Panelist Jessica Gonzalez; Panelist Abran Maldonado; WearWorks' Cofounder, Keith Kirkland; Tripkicks' CEO Jeff Berk; and Viora Health's Founder & CEO, Deboleena Dutta

TechLaunch continues to appreciate our sponsors for their generous support in the form of \$15K of advisory services to the Investor Award winner, Tripkicks. They include:

[Jumpstart NJ Angel Network](#); [Tech Council Ventures](#); [Gibbons Law](#); [Withum](#); [Gearhart Law](#); and [Casabona Ventures](#)

Tech Startups who would like to pitch at the next BullPen #21 slated for mid-June, 2021, 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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