Alicia's Life Tips

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Industry:
Social Venture (nonprofit or for-profit)

One Line Summary Pitch
Alicia’s Life Tips (ALT) helps students dream, plan, and achieve their goals through time management and stress management skills.

Brief description of business venture:
Alicia’s Life Tips (ALT) is a student-based lifestyle business that focuses on achievement strategies. ALT helps students learn to dream, plan, and achieve their goals through time and stress management skills.

The main product ALT sells is a customizable planner where students get to choose what goes into it based on their academic and extracurricular needs. ALT seeks to educate students on positive habit formation, time management skills, mental health, and prioritization via tutorials, blog posts, consultations, and workshops.

Customer problem/need:
High school and college students are faced with a myriad of pressures, leaving them overwhelmed and stressed. This is causing an epidemic of mental health issues that will manifest terribly later in life. ALT helps students learn to manage their time and stress through actionable measures, such as habit formation, calendar blocking, and task management.

Current customizable planners are expensive and don’t allow students to choose from different inserts based on their needs. Most life coaches do not have the same effect as me because they can’t relate as well as I can as a current student.

Value Proposition:
Alicia’s Life Tips is a company that strives to help students achieve their goals in all areas of their lives – academic, extracurricular, health, social, and personal. ALT does this through a variety of services and products geared toward students. Time management is a must for teens and young adults who need to find balance between studies and extracurriculars while making the most of their experiences. ALT provides students with tools to first define what the student wants to achieve in each area, then gives actionable resources and information to achieve those goals.

Target Market:
The ALT Planner and accompanying resources are geared towards ambitious high schoolers and college students. Students who have extracurricular, academic, and personal goals (or are lacking motivation in the first place) are able to bring their dreams to fruition through proper time management and planning.

Sales Channels:
Website, social media, and referrals are the main channels for students to know of ALT. Right now, word-of-mouth has been extremely important, but consistent blogging has also built an audience.
Stage of Venture:
- Pitched and received monetary and in-kind investment at the Young Entrepreneurs Academy.
- Brought on three interns.
- Successfully launched and reached goals on 6 planner launches.

Call to Action:
I would love to get feedback and insight into the college market and what students here are craving. I would like to work with students who have good systems to develop a task/time management system geared toward college students. Also open to having people join the team.

Do you have an advisor?
Aquaterra

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Team Members:
Milan Raj, Co-Founder

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Industry:
Tech/Mobile

One Line Summary Pitch
Aquaterra empowers people to combat climate change on a personal level, in their own backyard by generating proactive insights about soil and lawn health that benefits everyone locally and globally.

Brief description of business venture:
Aquaterra is creating an ecosystem of environmental sensors and data analytics to help our customers better understand and manage their outdoor landscapes and environments. A network of multi-modal wireless sensors placed in the ground gathers soil data and provides personalized, actionable feedback using machine learning algorithms. This empowers Aquaterra’s customers to follow an automated, cost-effective, and sustainable maintenance plan for their outdoor space. It saves time and money by identifying problem areas before they become costly all while promoting environmental conservation.

Customer problem/need:
Homeowners without extensive experience in managing their lawn and gardens don’t have the know-how to create the beautiful landscapes that exemplify the quality and value of their property. These DIY types, who take great pride in creating custom solutions for everyday challenges, don’t want to outsource their lawn care to costly landscapers and instead need guidance to create the outdoor space they desire. Having personalized recommendations based on localized data from their lawn will allow them to achieve and maintain a beautiful yard while using resources efficiently.

Value Proposition:
Aquaterra develops the multi-modal sensors and machine-learning algorithms that drive specific, actionable recommendations. Leveraging today’s IoT technology, we’ll deploy a cost-effective network of connected sensors that are capable of measuring multiple, orthogonal data points. By processing the data with ubiquitous analytics (i.e. cloud computing), we can paint a unique picture, personalized for each user. Our technology solution drives customer understanding of the factors that affect their outdoor space and promotes the adoption of efficient resource management techniques.

Target Market:
The target market is wealthy suburban homeowners that want to care for their yards themselves and who are also IOT and tech enthusiasts. The total number of potential customers that fall into this category with a net worth greater than $1 million is approximately 11 million households. Market research shows that for this demographic, residential landscaping in the United States is a $31B industry, a subset of the $100B landscaping industry as a whole.

Sales Channels:
Direct to consumer via online sales. We plan to reach our target market through partnerships with social media influencers as well as social media advertising to our target customer.

Retail channels, such as Home Depot, Ace Hardware, and Mahoney’s Garden Center, are also a great distribution channel for targeting our customers especially if our system solution is placed next to other lawn care equipment and supplies.
**Stage of Venture:**
We have been working the Boston startup scene sharing our idea with entrepreneurs, legal experts, investors, and others with startup expertise in order to receive feedback and help build our team. Our initial prototype sensor is in development. It will allow us to evaluate our end-to-end solution by collecting data on soil water content, temperature, and sun exposure. Data transferred to our cloud computers trains our machine-learning algorithm that will create the recommendations for each of our users. We plan to pilot this solution in the coming weeks and months.

**Call to Action:**
We are building our team and are looking for expertise in software engineering, cloud infrastructure, and soil science. In addition, we are seeking feedback from the business community and looking to make the right networking connections for our company to grow.

Do you have an advisor?
Baby On Board

Contact Information:
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Industry:
Consumer Products

One Line Summary Pitch
Baby furniture rental.

Brief description of business venture:
One-stop-shop baby products for parents. Baby on Board will provide baby products for individual use, such as bottle, crib, breast pump together with baby furniture, such as bathtubs, high chairs, strollers, changing tables etc. Parents will return the furniture and exchange for bigger sized furniture as the baby grows. Parents will have payment options; either a one-time payment or financing over time.

Customer problem/need:
Parents look for products and services that promise safety and continence in a one-stop-shop solution. They do extensive research online before making a decision. However, when it comes to purchasing baby products, parents spend a huge amount of time and money for items that they only use for a year or two. Parents, especially those who reside in urban areas, wish to exchange or trade in product after use due to limited storage space.

Value Proposition:
One-stop-shop baby products provider. After making a purchase, parents will receive every product needed for their babies together. Parents will enjoy baby products for individual use as long as they want, but can exchange baby furniture when baby grows and needs a larger size.

Parents will gain knowledge, save time, money and space. Instead of buying expensive brand-new items and throwing them away, parents can enjoy luxury/ high quality product at an affordable price.

Target Market:
Two market segments
1. First time furniture user: Middle to high income ($75,000+/ year) parents age 18-34 years with 1-5 years old child. Love luxury products and up to date items.
2. Second time furniture user: Middle to low income (<$75,000/ years) parents age 18-34 years old. With 1-5 years old child, Parents age 35-54 years old at any income

Characteristic: Concerns about product safety, convenience, value for money products. Online shopper. Live in the city.

Sales Channels:
Online channel together with popup store or physical store. Since over 85% of parents are heading online to shop, Baby on board will have an online channel to educate, provide information, answer questions, and create community for parents. At the same time, 45% of parents do some research online and buy in store. In store pick up and home delivery are equally necessary when it comes to sales channels. When a child grows up, parents can exchange using delivery services or in store return as well.

Stage of Venture:
Gathering both primary and secondary research. Interview customers.

Call to Action: Looking for mentor, feedback and team members

Do you have an advisor? Prof. Andrew Zacharakis
Blaast

Contact Information:
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Team Members:
Nick Lamb, CTO
Josh Aston, CMO

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Industry:
Tech/Mobile

One Line Summary Pitch
Helping organizations achieve their ultimate performance.

Brief description of business venture:
Blaast was founded as a platform that utilizes proven business principles to bridge the strategy execution gap driving company growth. Leaders, management, and employees create alignment to achieve a company’s purpose and vision by implementing a nimble execution process that ensures success. Every objective focused organization can achieve ultimate performance using our Platform, Training, Workforce Analytics, and the Blaast Playbooks. Through dynamic and comprehensive principle application, companies achieve their goals to build from start-up to enterprise.

Customer problem/need:
Small to medium size businesses have a high failure rate. If they do stay in business, many fail to grow - or what we like to say - fail to reach their ultimate performance. Every business has a unique opportunity to accomplish their vision and mission. Unfortunately, founding teams struggle to mature from working "in" their business to working "on" their business. The ability to create epic meaning, plan forward and coordinate meaningful action are key to a businesses success but often elude many businesses.

Value Proposition:
Based on 20 plus years of operational experience, Blaast’s signature offering is a technology enabled continuous performance management platform. The platform provides transparency to all employees on company goals and initiatives. It improves individual and team performance. The Blaast platform is development oriented improving employee engagement. Data and analytics are also available to help leaders to remove roadblocks, allocate resources and coordinate dependencies. People, Purpose and Process to Improve Performance.

Target Market:
Blaast principles are robust and validated in order to support small to medium enterprises to drive quarterly objectives. There are reportedly 25-30 million SMEs in the world today.

Sales Channels:
We are starting with direct outside and inside sales. The sales team will be supported by earned media channels initially and then expanded to paid channels.
Stage of Venture:
Blaast, Inc. is a Delaware C-Corp. The legal entity has been created, stock pool has been issued. Website secured. Corporate website is being developed and will go live by October 31st. Startup team is formed along with advisory team. The alpha SaaS platform has several feature sets live today. A few more will be released by pitch date. Alpha clients have been identified and have begun giving feedback. Beta clients are being identified. We are exhibiting at Web Summit in Portugal November 4th. Seed funds have been secured.

Call to Action:
We are looking for feedback, flagship beta clients and investors.

Do you have an advisor?
Jon Pexton, Advisor
Randy Shumway, Advisor
Carl Hoburg, Advisor
BONAMI FOOD PRODUCTS

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Team Members:
Tony Morente, CEO

Social Media Handle: Facebook: /bonamifoodproducts

Industry:
Food/Beverage

One Line Summary Pitch
BONAMI is a social business based in Capiz, Philippines that sells gourmet and natural sea-food products and invest into providing underprivileged communities long term access to food.

Brief description of business venture:
We source our quality raw-materials from local farmers and fishermen. We then process these raw materials into high-quality seafood sauces as well as appetizers and sell them at high-end markets in order to balance both our social programs and our growth.

Our mission is to provide local communities access to quality food through short and long term solutions thanks to the profit made:

- Short term: implement feeding program for malnourished kids at school
- Long term solution: empower the communities through the access of microfinancing as well as the creation of businesses and opportunities

Customer problem/need:
Our products solve two pain points in one on the side of the customer:

- Limited offering of gourmet, natural and nutritious sauces and snacks
- Limited socially impactful food offerings: part of our benefits are directly invested into the implementation of our social programs

Pain points on the side of the beneficiaries:

- Limited access to quality food due to lack of resources and opportunities:
  - Kids go to school with an empty stomach
  - Underprivileged village lack opportunities and source of sustainable incomes

Value Proposition:
Indulging yourself with natural, spicy, and gourmet delicacies is helping others.

Through our distribution network, we offer our customers the opportunity to help their fellow Filipino peers by sharing and enjoying natural, high-quality, and gourmet ready-to-eat seafood delicacies. They are elaborated with fresh, locally sourced and tasteful seafood from Capiz, and inspired by our Filipino and French family recipes.

Target Market:
People between 35 to 65 years old, living in urban area or far from the sea, with higher level of income and education, who love gourmet and spicy seafoods. They have a fast pace life due to work and family and need solutions to either quickly cook meals or quickly eat snacks that are gourmet, nutritious and natural. They shop in high-end supermarket and are willing to pay more for better quality and socially conscious products. They relate to “walang iwanan” and “bayanihan” spirits and to BONAMI's corporate values.

This segment is evaluated to 2 million people (10% of the households).
Sales Channels:
Currently focusing on our offline distribution channels in main markets (in Western Visayas and Manila): through our own shop, own kiosks in high-end malls, wholesalers, specialized distribution, hotels, restaurants, local trade shows, and airports.

Online distribution (next steps): own website, Lazada (#1 online marketplace in south-east Asia), online marketplace.

Stage of Venture:
Developed the following products (3 additional ones under development):
- Scallops & Shrimp Chili Sauce
- Squid Rings
- Sweet & Spicy Squids
- Sweet & Spicy Anchovies
- Red Wine Anchovies w/ Sun-dried Tomatoes
- Sweet & Spicy Red Wine Anchovies

Developed the brand identity and media coverage
Developed our network of local suppliers
Got 0% loan from the Department of Science and Technology's program

Developed social programs:
- Chili Plantation in an underprivileged village
- Access to microfinancing
- Support local underprivileged talents

Volunteering with the NGO Gawad Kalinga

Call to Action:
Looking for mentors and team members (marketing, sales, content design)

Do you have an advisor?
Busy Boda

Contact Information:

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Team Members:

Atharva Tembhekar

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Industry:
Tech/Mobile

One Line Summary Pitch
Busy Boda is a (motorcycle) is hailing app that aims to create a quick, easy and affordable service for the people of Kenya and aims to solve the problem of expensive and inconvenient travel.

Brief description of business venture:
Busy Boda covers all areas in Nairobi, Kenya. For the B2C, the user simply opens the app, enters the pick up and drop off location, selects the type of motorcycle (passenger or courier) and then is provided with a fare estimate. Once the passenger confirms the trip, the request is sent out to the closest rider in the vicinity and the rider and passenger are connected.

Our business model for B2B users is quite flexible and requests can be made either through the app or our call center. Clients can opt for dedicated riders or customized pricing options based on their requirement.

Customer problem/need:
1. Safety – 85% of our survey sample did not use motorbikes as a means of transport as they felt unsafe on motorbikes.
2. High pricing – the highly informal nature of this sector means prices are based on the riders terms and have very small room for negotiation.
3. User inconvenience – Customers are forced to walk to a motorcycle stage to get a ride or toil for a delivery.
4. Sending a parcel with a motorcycle rider on the streets means valuables are not insured and safety of the item is not guaranteed.

Value Proposition:
Through the Busy Boda app, customers have access to regulated market rates and a guaranteed pool of trained, vetted and trusted riders. Busy Boda now brings a rider to the customers’ doorstep in just a tap of a button increasing convenience. All parcels are insured in transit, ensuring more consumer confidence in the service. We aim to create a social impact with our other set of customers - the riders. We facilitate riders in becoming digital-age entrepreneurs by helping them buy smartphones, invest in several bikes, and grow their business through quick loans and comprehensive insurance.

Target Market:
There are currently 14.4M people that use motorcycles as a means of transport or to have parcels delivered in Kenya daily. The average revenue per customer is Ksh 200 or $2, making the Total Addressable Market = 2.8Bn
Sales Channels:
The most important sales channel for us currently is social media and digital marketing as we are able to reach a much wider audience at minimal cost. This implies to both our B2B and B2C models. Social media ads are quantifiable and a good indicator to base future marketing strategies on vs traditional methods such as newspapers and TV ads where the results cannot be measured.

Additionally, door to door sales for the B2B segment have proven to be extremely successful for us and conversion rate for this sales strategy is nearly 60%.

Stage of Venture:
- Successfully onboarded 400 riders on the platform
- Steadily increasing the no. of corporate clients by 15-20% monthly
- Achieving an average of 350-400 rides daily
- Negotiated a unique pay-as-you-go insurance package for riders in collaboration with APA Insurance, a top insurance provider in Kenya, giving each rider a 40% saving on annual insurance premium
- Sold over 600 insurances
- Impacted the lives of over a 100 riders through micro-financing and empowering them to invest in more motorcycles and grow their business.

Call to Action:
- Looking for funding
- Looking for feedback on current problems faced and ways to scale
- Technical expertise to migrate from outsourced developers

Do you have an advisor?
At the moment, our advisor is Dinesh Tembhekar, who is my father and the Managing Director and CEO of Lean Energy Solutions Ltd based in Nairobi, Kenya.
ChargeGo

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Charlie Cheng '23
Reese Hu '23
Marshall Song '23

Social Media Handle:
Instagram: @Chargegoofficial

Industry:
Tech/Mobile

One Line Summary Pitch
ChargeGo is a shareable portable charger platform targeting people who want to charge phones at a low price but neither having to carry around own charger nor standing at the same place.

Brief description of business venture:
ChargeGo is a shareable portable charger service that allows users to simply take out a portable charger at any of our designated charging docks by scanning a QR code through our phone application. There will be a 20 dollar initiation fee (deposit) in case of any damage incurred on the device or loss of device. The first 15 minutes will be free of charge, then after the free 15 minute charging time, each hour will be equal to $0.25 from the user. Each beginning hour will count. If customers want to purchase the portable chargers, they can choose not to return. We plan to put ads on our docks.

Customer problem/need:
Some people forget or feel uncomfortable when bringing portable chargers/cord with them. People may forget to charge phones when going out. Also, restaurants or malls don't offer services for charging phones or people don't want to put the phone in a place not visible to them. One of the current solutions is immovable charging docks, but customers can't move around when charging the phone. Buying portable chargers can be expensive, and customers bother with charging and bringing portable chargers. The existing removable portable chargers have expensive recurring revenue and undeveloped APP.

Value Proposition:
We offer customers a simplistic app and convenient portable chargers. Customers don't need to charge nor bring their own chargers but can access and end temporary usage anytime, anywhere. Also, we're offering this service at a cheaper price of $0.25 per hour, while competitors' price is at $1. We will offer chargers in more strategically convenient locations at popular restaurants and shopping malls. We will cooperate with social media platforms in order to make our service more accessible by allowing users to rent our chargers via social media applications.

Target Market:
People who frequently use their phones and walk around constantly while charging, however, don't want to bring chargers with them. They come from middle to upper classes, generation Zers, and Millennials, as they can afford the service and use phones more often. Based on the basic statistics of those generations who are identified as middle-upper class, there are 22 million in the U.S. Our target market also specifies to users who use their phones constantly in their leisure and work time. Therefore, we narrow down the target market size to 11 million.
Sales Channels:
We will set docks stations in location related leisure and long-time phone use, such as KTV, hair salon, amusement parks, restaurants, malls, campus, and so on. We will also do social media marketing to build our brand, as our main targets are people who frequently use phones, therefore we can access them easily on social media which is our primary channel. They will be able to find our docks station map through our app, posters in the locations where we set docks and social media platforms.

Stage of Venture:
We finished the ideation process that we identified the problem, observed our target markets, raised the solution, and interviewed professionals. We later one did market research by conducting a survey, and realize many people in target markets are willing to purchase our service. We researched on China’s mature market of shareable portable chargers and their business models. We did market research on U.S. competitors, identified their problems and figured out our advantages. We also reached to manufacturer in China and evaluated the feasibility of producing and cost-controlling.

Call to Action:
We need location for working, store inventories, and testing the products. We also want to research more on U.S. manufacturers who are able to produce. We want advisors who can give legalistic suggestions on running this business, and team members how can build apps and websites. We also need funding.

Do you have an advisor?
Collaborative Lifecycle Management Platform

Contact Information:
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Industry:
Tech/Mobile

One Line Summary Pitch
We help organizations create the best experience for clients from discovery to a growing relationship by leveraging internal/external collaboration to decrease delivery time and increase renewal/growth rates.

Brief description of business venture:
The Collaborative Lifecycle Management (CLM) Platform sits on top of the sales and project management tools already in place at our client’s organization. The CLM Platform provides a visual representation of a clients’ journey from a prospect, to implementation/delivery of a product or product set, through to support and generating an overall health-score for that client all along the way. The CLM customer then has a true insight into the client journey and can leverage the tools dataset to know how to grow the overall business. This allows for phenomenal customer experience and growth.

Customer problem/need:
The loss of prospects due to inconsistency in testing and the loss of clients due to poor delivery/experience is paramount for small to medium SaaS organizations. Providing a collaborative visual platform to coordinate the trial efforts, delivery schedule and training tools, and monitor the overall health of all of your clients in one place spanning several disparate tools. We tighten the POC/Pilot time-period allowing sales and pre-sales efforts to have a better return and increase renewals and account growth by mitigating communication errors between departments and with external clients.

Value Proposition:
Shorten the Delivery Time:
Provide a visual platform for both the prospect and client to contain the testing within the identified product set, the POC is cleaner, clearer, and provides a polished and professional experience from the on-set. All documentation is automatically generated and contained within the platform.

Renewal Rate Growth:
By eliminating opaque processes, the new client will know exactly where the delivery is. If steps overshoot the delivery date, the health score is impacted.

Account Growth:
By leveraging the data captured, we make recommendations for acct. growth.

Target Market:
Target Market:
Small to mid-market SaaS organization (20-1000 EE’s with $10-150 MM in annual revenue) with a non-plug-and-play deployment process with greater than 20 POCs a year.

Market Size:
- 43,323 Companies
- Employee: 51-10001+
- Business: Active
- Revenue: >= $10MM+
- Industries: Software, Information Technology, Internet Services, Financial
- Services, Sales and Marketing, Commerce and Shopping, Health Care
Market Size: $1,195,714,800 Per Annum

Segment growth rate
- 2018-2019: 17.29% Growth
- 2019-2020: 16.54% Growth
- 2020-2021: 15.81% Growth

Sales Channels:
Direct Business-to-Business Sales:
The sales team will be leveraged to respond to the large marketing campaign to get the concept familiarized throughout the industry. Initially, we will have two experienced SaaS sales representatives who will leverage their network to respond to marketing efforts and grow outbound sales.

White Label Sales:
Allowing partners to white label and resell the platform as an add-on will be a phenomenal sales route as well. Working with the teams that we integrate with will have their own version of the platform to brand, connect to, and resell as they see fit.

Stage of Venture:
I have leveraged my network heavily to build out the concept and validate the space. I have also approached organizations that I am connected with and generated beta usage intentions. The platform will ease the scaling of the organizations in my target market.

I have built out a prototype and have formalized the business plan. I have identified all the major players in the space and quantified the value prop. I have identified the technology to use to build the product and all functional aspects that are required.

Call to Action:
The Collaborative Lifecycle Management Platform needs initial seed funding to get off the ground.

We are looking for one of the following:
1. $1.5 MM to launch the platform formally and build over the next three years. This will come with a 40% equity stake in the organization retaining enough to attract high-caliber founding members.
2. $200,000 to build an initial prototype to attract the first few sales. This will come with a 5% equity stake. This will help to create the first (POC/Pilot) of four products within the platform.

Do you have an advisor?
Curtis Mead, Principal/Founder, BenComp Communications
Mike Hendy, VP of Sales, Temenos Multifonds
Ryan McMeniman, Director of Cloud and Service Provider Marketing Programs, Juniper Networks
Laura Cameron, Managing Director, MC PR Agency
Adam Sayles, Senior Enterprise Account Executive, Vonage
CollegeSpot

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- **Abdul Karim MBA'21**

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**Industry:**
Tech/Mobile

**One Line Summary Pitch**
CollegeSpot helps universities on their admissions recruitment by allowing them to create online engagement communities.

**Brief description of business venture:**
CollegeSpot is an online marketing platform for universities. CollegeSpot allows universities to build online communities comprised of high schoolers, parents, guidance counselors, and college students. In these communities, these stakeholders can interact with the universities and their students by posting questions or directly reaching out to them. Every community increases the engagement rate between the stakeholders and the colleges, consequently increasing the number of applicants those universities receive.

**Customer problem/need:**
Declining higher education student enrollment, increased costs and reduced state funding is pushing higher education institutes to look for creative and efficient solutions. Currently, colleges are facing more competition to interact with their potential applicants. For instance, the most used method of interaction is emails, which only has an opening rate of 4%. Combined with the increased competition with other colleges, it is getting harder and harder for universities to acquire applicants - thus their acceptance rates are increasing, making them look less selective.

**Value Proposition:**
CollegeSpot offers a unique way for universities to easily interact with potential applicants and increase their engagement with the university. The more a student or family engage with a specific college, the more likely that student is to apply to that university. In addition to the engagement aspect of CollegeSpot, colleges can better understand the demographics of their students through our analytics engines - this allows universities to save their money on travel and marketing campaigns.

**Target Market:**
Recruiting, Admissions, and Marketing departments of public and private colleges. In 2017, colleges spent $20b only on recruiting potential students.

**Sales Channels:**
Although CollegeSpot is technically a B2B company, we have designed our onboarding process to make it as simple and as fast as possible, avoiding the typical bottlenecks of enterprise sales, such as contracts and bureaucracy. We are planning to reach these customers through direct sales, by visiting universities and making demos of the platform. In addition to this, we will allow users to request specific colleges in the platform and use this data as a sales point on email campaigns.
**Stage of Venture:**
Finished the mock-ups for the platform.
Participated in the Babson Summer Venture Program 2019.
Built a live prototype and acquired 150 users for market research.
Built a board of college advisers - Bryant University, Trinity College, and Salve Regina.
Began product development of the MVP.

**Call to Action:**
We are currently looking for members to join our advisory board. These members would have expertise in:
- Higher Education Sales
- Community Development
- College Admissions

**Do you have an advisor?**
Chris Jacobs '10
David Zamarin'19
Katherine Craven - Head of K-12 education system in MA, and Babson CFO
CRDs

Contact Information:
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Team Members:
Max Galat
Brian Gaillardetz

Website: Taag (iOS App Store)

Industry: Tech/Mobile

One Line Summary Pitch
CRDs is a digital business card CRM platform that allows you to stay connected with contacts and eliminates the need for physical business cards.

Brief description of business venture:
20 billion business cards are printed each year in America with 88% of them thrown out within the 1st week. CRDs is a digital business card platform that allows you to send your digital business card to anyone and will automatically update your contact info when you update your business card. With one quick swipe, you can send and receive vital contact info anywhere. We also integrate with industry event owners so you can register faster when you get to an event. After the event, the event owner gets a detailed map of where connections were made to allow them to better plan events in the future.

Customer problem/need:
When I was running my clothing company, I would receive business cards from people and put them in my pocket for the future. I was diligent in putting them in a personal CRM, however, I would find myself on the go and not having a business contact when I needed it. I was frustrated and decided that there had to be a better way. Why do we have physical business cards when all business interactions are digital. This is the last part of business that hasn't gone digital and it’s time to change that. We are helping people stay more connected by digitizing the business card.

Value Proposition:
Our digital business cards look exactly like a physical business card. Major corporations pay thousands of dollars on branding and we maintain that in our app. When sending a business card to someone else they will have your card in a rolodex-esq look that allows them to search through contacts name, company, title, address, and any other field. Additionally, if you can’t remember someone’s name, you can search by connection location or date to better help find the person you are looking for. Any updates to a business card will update on all other connections ensuring all data is current

Target Market:
We are first targeting motivated sales people at industry events. We will partner with event owners and provide registration and attendee tracking by leveraging the information already on a business card. This will allow us to get our app into the hands of thousands of people and rollout nationwide. We will then work with companies and provide CRM solutions so that when a connection is made at an industry event that connection is digitized instantly and they will be able to enter the data in their own CRM backend.

Sales Channels:
We will sell the event registration and attendee tracking to event managers and sell the CRM solution to corporation. The app itself will be free on the app store for individual users
**Stage of Venture:**
We have over 5 years of building and market research into this project. The app is approved on the Apple iOS app store and can be downloaded today. We have talked to users to understand what their needs are and build the functions based upon conversations with them. We also have contacted event managers at the Dallas World Trade Center, VOX media, and Babson and have an interest in running a pilot for one of their events.

**Call to Action:**
We are looking to connect with event owners and managers and continuing our pilot program.

**Do you have an advisor?**
Rachel Lopez - Head of fashion events for the Dallas World Trade Center
deedle connects

Contact Information:

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Website: www.deedleconnects.com

Industry:
Tech/Mobile

One Line Summary Pitch
You bring the tech. We build the community. deedle connects: Comprehensive Blockchain Marketing Solutions.

Brief description of business venture:
We work to build your community from ground zero through our expertise in effective campaigns and targeted efforts while stimulating valuable dialogue.

Our service offering includes:
Social media management
Content creation + SEO
Design
Media placement
Meet-ups + event coordination
Client Tailored approach
Data-driven results + reporting

Customer problem/need:
Healthy communities, effective communication, and quality education is needed in the cryptocurrency ecosystem. There is too much negativity and infighting within the sector; it is not an approachable space for the curious individual to learn about the myriad of blockchain projects. This hurts tech-focused blockchain projects grow their communities and user base. deedle connects comes in to help positively market our clients' brand and showcase their tech in an effective, accessible way.

Value Proposition:
We focus on the human side of blockchain technology. As a blockchain marketing solutions agency, we help innovative tech companies build their brand and grow their communities. Our globally diverse team of five has deep connections within the blockchain ecosystem and a unique skill set that we leverage to provide a tailored approach. By bringing people together online and in-person, we ensure our partners reach their target audiences with data-driven results. You bring the tech. We build the community.

Target Market:
The target segment are companies that utilize blockchain technology in a novel way to achieve their business goals. Many of these companies also incorporate a native token (cryptocurrency) in their business model. There are over 1,400 businesses that would be prime potential customers. As the industry is truly global, deedle connects focuses on businesses that want to grow their user base and community within the United States. The potential for growth is large with players like Wachsman leading the space with over 100 employees.

Sales Channels:
My sales channels (new client acquisition) are via my personal network and referrals. It is crucial that I continue to network and grow my brand within the ecosystem so I am able to continue to generate leads. It is equally important that deedle connects consistently delivers value to the clients it takes on.
Stage of Venture:
I have onboarded and served 3 clients, generating 60,000 USD in revenue.

Call to Action:
I am looking for team members that have connections and an understanding of the players within the blockchain ecosystem and have a passion for digital marketing. We want to scale our operation so we can serve our diverse set of clients.

Do you have an advisor?
Will Pangman, a friend and mentor who has more experience in marketing and community management within the blockchain ecosystem.
Entrey

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Industry:
Service

One Line Summary Pitch
Online platform to post business ideas for the people who fear failure to be an entrepreneur. They can express business ideas on this platform for finding technical supporters, investors, and mentors.

Brief description of business venture:
33% of adults in the U.S. fear failure of being an entrepreneur. I want to change this situation because I believe that more entrepreneurs better the world. I am making an online platform that everyone can post their business ideas without hesitation. These people can find technical supporters to help them, investors to invest in their ideas and mentors to guide them with their business idea.

Customer problem/need:
There are twenty-five million entrepreneurs in the U.S. However, 33% of adults fear failure to be an entrepreneur, although the U.S. is one of the most developed countries that supports being an entrepreneur. In general, human beings want to avoid risks. However, they need a place to express their ideas or to find supporters to solve the problem around them without hesitation.

Value Proposition:
Currently there are no places or platforms to show business ideas easily without hesitation. Existing cloud funding can be satisfied with the demand that people can express their business idea in public. However, there are a lot of people who can not show their opinions in public. Since they need colossal effort to express their thoughts, a lot of people hesitate to pitch for expressing their views, making the prototype on their own, and making the team. Our online platform characteristic is easy, simple, and allows ease of use to share business ideas.

Target Market:
The target customer is from 20 years old to 65 years old. The person has a business idea that solves the problem around us. However, they hesitate to express ideas and being an entrepreneur because of fear of failure. I estimate this market has more than fifty million people in the U.S.

Sales Channels:
At first, we are focusing on younger people because they do not have a barrier to utilize online platforms for expressing their ideas. In addition, we should focus on some communities such as Cambridge Innovation Center (CIC) and universities for finding technical supporters and investors.

Stage of Venture:
I am making a prototype to explain what I’m working on and to get feedback. I plan to make this in this month. I already pitched at MIT for making the team. I am also getting advice from my mentor Professor Yamakawa. I attend Venture Cafe in CIC Cambridge every week. I am also finding potential team members to work with me from MIT, CIC Cambridge, and Babson College.

Call to Action:
Now I am making my team. I already pitched at MIT on 9th October for finding a team member. I also plan to attend the 100k pitch at MIT in November. I also need more members at Babson College. Also, I need more feedback. I am making a prototype with a system engineer now. After making the prototype, I will visit CIC Cambridge to get feedback. I want to get feedback on Rocket Pitch.

Do you have an advisor?
Professor Yamakawa at Babson College is my mentor. Also, Derrick Egbert, whom I met a coaching session in an MBA at Babson College, is a mentor.
Every Second Counts

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Team Members:
Matthew Duca
Matthew Steele
Jeremy Crandall

Industry:
Tech/Mobile

One Line Summary Pitch
“Every Second Counts” is an application that enables wedding attendees to track and manage a wager component for the time duration of speaking events at wedding receptions and ceremonies.

Brief description of business venture:
The application will include allowing participants the capability to track and manage cash and digital payment submission. How winners are determined and prizes are disbursed will be decided by the administrator - for example, the winner would be the person with the closest time submission. Importantly, the application does not have a financial stake in the wagers themselves.

Customer problem/need:
Weddings are increasingly looking for interesting and exciting opportunities to engage attendees and expand ways for guests to interact and meet (often for the first time), whether it be via photo booths, yard sports like cornhole and Jenga or table games like I Spy. To that end, the founders have at more than two dozen weddings organized organic wagers on the length of the best man’s speech. Total winnings at these weddings have reached above $300 per wedding at a $5 per person wager, with nearly the entire wedding attendee list participating, including the DJ and wedding planner.

Value Proposition:
As outlined above, wedding brides and grooms — and their wedding planners — are constantly looking for more ways to improve attendee interaction and the overall attendee experience. Our application merges this goal with the widespread interest among all age groups for online engagement (Instagram, Twitter, etc) at events, especially weddings. Consider the following: creating a wager on a wedding speech improves the likelihood of interactions among guests, debating the personalities and loquaciousness of their close friend or family member who will be speaking.

Target Market:
The “Every Second Counts” app's target market is twofold:

- Those who are planning the wedding — bride and groom, wedding planners, venue coordinators, etc; and
- Wedding attendees who may be familiar with the application.

Initial launch will be available to anyone looking to utilize the application at a wedding within the U.S.

Sales Channels:
We have identified two primary types of partners to seek initial engagement and growth for our product, wedding planners and wedding venues. Both are centrally situated to share this concept with clients as a new concept for wedding guest engagement.

- Wedding Planner/Venue Recruitment: The founders have relationships with a number of wedding planners in major U.S. cities (Boston, Chicago). They will seek deployment there and look to build growth through those relationships.
- Social Media: utilize Twitter, Instagram, Facebook, and Snapchat to share wedding events, speeches promotions etc.
Stage of Venture:
Actions Taken:
- Product development backlog prioritized
  Business backlog and actions needed prioritized
- Milestones:
  Initial code submission has been approved by apple
  Initial UAT efforts underway

Call to Action:
We are looking for funding and mentorship/ advisor to help bring us to the next level.

Do you have an advisor?
FirstLine

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Industry:
Tech/Mobile

One Line Summary Pitch
FirstLine is developing a communications system between students to campus security to ensure students both feel safer on campus, and enjoy the safer learning experience they deserve.

Brief description of business venture:
FirstLine will install a wireless mesh network within the campus. With every student equipped with an attractive alert accessory, this network will provide the method by which that accessory can communicate with campus police forces. By merely pressing either side of the accessory, campus security will then be informed of the student’s location, key personnel data, and the ability to access local relevant camera feeds instantly. This will ensure the ability for security professionals to handle the situation most speedily and effectively, while providing students ease of mind during their studies.

Customer problem/need:
With over 100,000 estimated rapes on college campuses each year, colleges may be safer than they once were, but are far from where they belong. No student should attend an institution of higher education fearing they may become one of the 5–7 in a thousand. Colleges and universities are currently doing everything they can to counteract these issues, but are using and wasting money emphasizing age-old methods. FirstLine is developing a modern solution to this issue, using recent developments in beacon technology that will forever change the college landscape.

Value Proposition:
FirstLine can provide a sense of security to students concerned about the current state of society and how that impacts life on college campuses. By knowing they will always be able to reach out for and receive help no matter the situation, they will be able to focus on their studies and stand a better chance at leaving college with their education and friends, and not haunting memories. Whether in need of immediate action, or just wanting a friendly check in, the personal accessory provides a gateway directly to campus security for the betterment of everyone.

Target Market:
FirstLine’s target market is the global school and campus security market; expected to reach approximately 2.54 billion USD by the end of 2023. Our target customers are the institutions of higher education within that market and the projected 19.9 million college students in the United States. This market is growing at a 19.7% CAGR as expected between the years 2017 and 2023. The larger market for wearable security devices is predicted to approach 6 billion USD by 2023 also in accordance with Market Research Future Reports.

Sales Channels:
I intend to run a pilot program at a university of smaller size and need. Once proven, I intend to establish my company as standard for college campuses, and reach out to those regionally nearby the pilot by personally visiting and communicating with each of their respective boards and campus security forces. Through this channel of personal selling, I will be able to ensure a strong backing for the company regionally. With proven credibility, expand nationally via the same means allowing our work to speak for itself, with help from a social media campaign informing students of the new service.
Stage of Venture:
- FirstLine has competed in and won the Spartan Challenge Pitch Competition in Elgin, Illinois 2018.
- I have also moved onto the V.2 prototype for the personal accessory, and have begun reaching out to different beacon providers for insight on moving forward with integrating their technology into a field such college campuses.
- I have learned how to design websites in Wordpres, the basis of marketing, and met with numerous founders in the college and security spaces to gain a broader understanding of the industry and how to move forward, bettering myself as a leader.

Call to Action:
I am looking for start-up funding to further development of my proof of concept as I currently do not have the means to purchase and develop the beacon and responder technology on my own. This money will also go toward bringing on a software specialist to design the architecture of the network itself, and how all respective nodes will communicate without latency. The funding will go toward completing the proof of concept, hiring a team, and being able to continue work through R&D while establishing a partner for our pilot.

Do you have an advisor?
Matt Unger of Roompact has provided incredible insight into reaching out to colleges and building up customer bases within the industry, and has been an invaluable asset for FirstLine thus far.

Adam Garcia of NewPathConstruction has also provided an incredible wealth of experience in regard to starting a business and managing the inter-business relationships, and team culture effectively in preparation for taking on additional members.
Got TASTE

Contact Information:
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Industry:
Food/Beverage

One Line Summary Pitch
Got Taste is a potato chip brand that offers unique taste as compared to the traditional tastes of big brands (Lays, Pringles) such as salt, cream and onion, or barbeque.

Brief description of business venture:
GotTaste is a potato chip start-up, which offers a unique taste as compared to the conventional tastes such as salt, barbeque, and cream and onion. Big players have innovated on the texture of potato chips such as wavy, crispy, kettle, stax, or just original, but they have failed to innovate on the taste side. I am planning to launch a potato chip manufacturing facility to cater this product in different countries, where it is a good fit. Short term, I am planning to co-package, sell to get customer feedback, and bet big in the coming future.

Customer problem/need:
Customers are bored of eating the same taste of potato chips, they are always looking to try something new but due to brand cannibalization they are bombarded with the same old tastes that have been in the market since more than 15+ years. My target market is teenagers and millenials.

Value Proposition:
I can offer customers more quantity with a better taste for a particular amount of money.
The product isn’t solving a problem except providing a better taste rather it is a good opportunity in a big market. I have the product ready and for the pitch I will be making spectators taste the product.

Target Market:
The target market is India and the U.S, where the market size is $370 Million (India) and $16.8 Billion in the USA.

Sales Channels:
Through distributors.
Superstores (such as Walmart, Krogers, Target)
E-Commerce
Mom-and-Pop shops

Stage of Venture:
1. Market Research
2. In talks with the partner for Way-Forward
3. Product Ready
4. Speaking with Prof. Len green to solve problems that might come in my space and How I would solve them
5. I launched a FMCG product in India during my summer internship

Call to Action:
Mentors and Advisors
Team member with experience in Brand Strategy

Do you have an advisor?
I have nothing official yet But I am meeting Professor Len Green.
GRANTI

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Team Members:
Genaro Marquez MBA’20
Enrique Ruiz MBA’20

Industry:
Service

One Line Summary Pitch
GRANTI is solving the fragmented and ambiguous leasing market in Mexico through financial and technological solutions avoiding extra fees, co-signers, and guarantors.

Brief description of business venture:
Focus on commercial or residential leasing, offering security deposit financing without the need of a co-signer or guarantor.

Our main goal is to manage leasing default risk for property owners on one side. And on the other provide a range of financial and legal alternatives to renters so they can lease the space they want without an upfront financial burden or lack of standard collateral.

By becoming the middleman, GRANTI will be able to mitigate and distribute leasing default risk as well as help professionalize the inefficient and prohibitive Mexican leasing market.

Customer problem/need:
The 50 BN dollar leasing market in Mexico is fragmented and ambiguous, there is no rule to follow and each lessor has a different way of doing business to ensure that the lessee meets payments and conditions.

GRANTI seeks to mitigate and distribute leasing default risk which is as high as 20%, as well as helping professionalize the inefficient and complicated Mexican leasing market to help both the lessee and lessor to find a convenient, cheaper and efficient solution.

We will be starting in Mexico City, the biggest real estate market in the country, and expanding from there.

Value Proposition:
The renting experience for an individual or small business in Mexico is extremely complicated because of the ambiguous fragmented market making the process slow and expensive, most of the time, involving a third party to use as a guarantor or co-signer.

GRANTI will reduce the steps for the renting process, making it a one-stop-shop. This will make the transaction faster and safer for both sides completing every requirement in an orderly manner. In addition, the owner will have certainty that the screening process will be complete and that the whole risk associated with renting will be lower.

Target Market:
The target market is people who are between 24 to 55 years old, this accounts for 79% of the total market, most of them do not have enough money to pay for the heavy security deposits nor access to guarantors.

USD $50BN market size. In Mexico City, there are 470,000 properties for rent.

Furthermore, over the last five years, the income percentage designated for rents has increased by up to 50%. Also, the percentage of rental properties in the cities went from 16% to 21%. 
Sales Channels:
Channels:
1. Networking
2. Word of mouth
3. The Marketing team
4. Social network

Networking as well as worth of mouth is key because the Mexican market is very particular, commercial and residential renters are not of a specific type, making it difficult to target a certain customers. Using all the team's strong network of friends and families, will give us exposure to different types of customers, social-economic classes and geographic differences that can be attacked. Also, because GRANTI seeks to be a service company, the network can organically grow, building a more robust client base.

Stage of Venture:
We are finishing market research to better understand both sides of the market, the lessor and the lessee. We believe we can't launch a product before completely understanding both sides of the transaction. However, once this milestone is completed, the venture will be ready for testing. As of now, we are conducting surveys to narrow even more the target market.

The main goal is to come up with a creative solution to minimize the payment default risk associated with the business.

We believe we will have a defined market and an operational risk model up and running before 1Q of 2020.

Call to Action:
We are 3 shareholders, all of us Mexicans. The first funding for the company will be from family and friends. In addition, we plan to participate in several pitch competitions in the Boston area as well as in Mexico.

We are constantly asking for feedback from business owners in Mexico as well as from professors at Babson. However, we do not have any mentors.

We decided to take the New Venture Creation class to have more support on the planning side as well as to get more feedback from professors and classmates.

Do you have an advisor?
Hoamsy

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Instagram: @hoamsy
LinkedIn: /hoamsy
Twitter: @hoamsyhq

Industry:
Tech/Mobile

One Line Summary Pitch
Eliminate the middleman (broker) from apartment rental saving landlords and tenants time and cost.

Brief description of business venture:
Hoamsy is a platform much like AirBnB or Uber, designed to disintermediate the process of apartment rental by allowing users to tour properties independently and apply for the ones they like online. A tenant goes onto Hoamsy, searches for apartments, schedules a tour online, takes the tour independently using an automated lockbox and app to retrieve the key, and then applies by connecting directly to the landlords through Hoamsy. Landlords can list their properties for free and get lockboxes through Hoamsy at cost.

Customer problem/need:
Two sided platform means two customers, but they essentially have the same need: reducing time and cost of the apartment selection process.

Tenants: Finding an apartment takes a long time and costs a lot of money mostly due to the needless complexity added by including brokers in the process when they provide little to no value.

Landlords: Finding tenants is unnecessarily time consuming and expensive, because brokers monopolize information and complicate touring and application unnecessarily.

Value Proposition:
Hoamsy makes touring and applying to an apartment quicker and cheaper by utilizing automation and the recent trend in trust through crowdsourced reviews. For example you trust someone to stay in your house with AirBnB because they have 5 star reviews from others. Same idea here.

Target Market:
The initial target tenant market is students and young professionals in the Greater Boston Region. The target landlord market is small to midsize apartment buildings, since they don’t typically have strong relationships with a specific brokers.

Market size of Tenants: Roughly 150k students in Boston, 2/3 of which rent off campus. Roughly 1.5M young professionals 1/3 of which rent apartments.

Market size of landlords: Roughly 300k apartments in greater boston region.
**Sales Channels:**
Tenants: We are planning on leveraging schools to reach students. We are planning on leveraging social media and forming strategic partnerships with apartment complexes to reach young professionals.

**Stage of Venture:**
Gone through Babson’s Summer Venture Program - conducted customer interviews, business model feasibility, two prototypes, and as a result, pivoted twice.

Launching MVP of roommate matching functionality before the end of September. Pivoted to starting with roommate matching to build up the tenant side of the platform independently, that way landlords would be interested in joining platform.

**Call to Action:**
Looking for cofounders specifically in marketing and technology.

**Do you have an advisor?**
Siddarth Vedula - Babson Entrepreneurship Faculty
John Landry - 13 Time CTO
Cindy Klien-Marmer - Blank Center Faculty
HYP

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Industry:
Fashion/Luxury Items

One Line Summary Pitch
The social bidding platform for exclusive releases.

Brief description of business venture:
We partner with companies to launch releases only available through our platform, once. We allow consumers to dictate and brands capture true value at the first point of sale. We allow for powers of cross-promotion between every industry and utilize multiplier effects of networks and social media to maximize and capture value.

Customer problem/need:
There is no accessible way to purchase high-traffic, limited edition goods. Currently, consumers usually purchase secondary market goods if they could not purchase something at release, and now they can with HYP. HYP deals at the first point of sale with the brand, so legitimacy is not in question.

Value Proposition:
We allow for the user to receive social validation at a global scale instead of a micro-local scale by putting their social media username on the commerce page. We also provide a way for consumers to have access to exclusive releases from all around the world.

Target Market:
The target market is 18-30-year-olds with high disposable income interested in exclusive goods.

The market size is beyond luxury goods because we touch every industry. According to Bain & Co, luxury goods sales in 2025 are expected to reach $435.5B. Obviously, we don’t expect every good to be sold as a limited release. However, we are forecasting with the expectation of one of every 100 releases to be a limited edition release.

Sales Channels:
Each brand that we work with does their traditional marketing and brings in their usual clientele to the platform. Then, each of the brands’ and industries’ usual consumers will be exposed to other releases that are aligned with their spending preferences. We will also be giving away credits to encourage engagement and upward price mobility.

Stage of Venture:
Created a mockup of the platform, secured beta companies, meetings with big brands and celebrities, press releases lined up, started to fundraise our pre-seed round.

Call to Action:
Looking for funding, feedback, access to more brands and celebrities.

Do you have an advisor?
Olimpia Garabet - Client relations director at Louis Vuitton
Jonathan Zinger - Technical advisor and Interim CTO
Integrate

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Industry:
Service

One Line Summary Pitch
Integrate help Chinese students become more socially and culturally prepared for studying in the U.S.

Brief description of business venture:
Integrate provides online interactive workshops to enable Chinese students to better communicate and collaborate with American students. Our workshops are based on real challenges that Chinese students go through. We provide students with relevant cultural knowledge and ways to navigate through challenging situations. Our workshop facilitators are American students who will help Chinese students gain confidence and skills at interacting with Americans.

Customer problem/need:
Chinese students are not culturally and socially prepared when they come to study in high schools in the U.S. Before they depart for the U.S., they do not know what challenges they are going to face when interacting with Americans. After they begin school in the U.S., they avoid interacting with local students and communities because of language and culture barriers. As a result, they feel disconnected, struggle to gain deep understanding of American culture and improve ability to communicate and collaborate with Americans.

Value Proposition:
Our workshops will present to students real challenges that they are going to face in high schools. Then our guideline will teach them necessary cultural facts and skills that will help them navigate through the situations. Speaking with our American facilitator will improve their communication skills in English.

Target Market:
Our primary target is Chinese parents who want to send their children to study in middle or high schools in the U.S. Our secondary target is their children. There are currently 60,000 Chinese students studying in the U.S. 87% of millionaire families are thinking of sending their children to study abroad. The average age has dropped to 16 in 2018.

Sales Channels:
We plan to collaborate with educational institutions that attract Chinese students who want to study abroad, like international schools in China and summer programs in the U.S. Currently, we are focusing on building validations with individual parents and students.

Stage of Venture:
We have done customer discovery with over 30 individual students and parents and two focus groups. We have built 3 workshop structures and are in the process of working with 3 American students from Wellesley. We have built a marketing account on Wechat platform to demonstrate us to Chinese parents and students.

Call to Action:
I am looking for a co-founder who is passionate about coaching, education and culture integration. The co-founder needs to be older than me and have more business experience.

Do you have an advisor?
Beth Goldstein
INTGRAL

Contact Information:
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Industry:
Food/Beverage

One Line Summary Pitch
We help the 20% of the population in Mexico that has diabetes find a tasty, healthy and convenient option for their diet with our snack bars.

Brief description of business venture:
INTGRAL aims to serve the people that have diabetes in Mexico by offering products that are healthy and tasty. We will start with snack bars as per our customer interviews. We will also have a community based blog where people will be able to discuss topics within each other as well as read educational articles.

Customer problem/need:
Diabetes is the number one cause of death in Mexico and the option for food is limited. Comisión Nacional de Diabetes, Mexico’s largest institution for the disease, approves certain products that are adequate for their diet. There is not a single snack brand approved by them.

Value Proposition:
This bar will be offered in independent healthy stores and retail. They will be marketed as regular bars but will hint they are for diabetes by claiming they have low Glycemic index. They will be made not only avoiding ingredients that are harmful for people with diabetes, but also adding the ones that have been proven to help control the rise of glucose, like oats and cinnamon.

Target Market:
Out of the 124 million people in Mexico, 20% have diabetes.

Sales Channels:
Retail, online, and farmers markets.

Stage of Venture:
The business was first focused on gluten free desserts, then expanded to lactose free and vegan. After a year running the business we realized that diabetes was the bigger option. I am now part of Winn lab were I will work on the spin off.

We are about to open the blog.

Call to Action:
I want feedback on the idea.

Do you have an advisor?
Jiwo Paro

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Akinyi Awora, Co-Founder & COO
Kenny Kan MBA’20, Advisor

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LinkedIn: /Jiwo Paro
Twitter: @Jiwomicrocred

Industry: Consumer Products

One Line Summary Pitch
Jiwo Paro, trains and provide sewing machines and micro loans to low-income seamstresses in Kenya to enable them to generate financial resources they need to escape poverty.

Brief description of business venture:
We recruit passionate female entrepreneurs to provide microenterprise training followed by leasing of sewing machines or startup capital to enable them to start their own business. The seamstresses belong to locally registered solidarity groups. Each group consists of up to 20 members who together, guarantee loan repayment. These groups meet regularly and are run by elected officials. Loans are only approved to individuals but membership to the groups and continued participation in the group activities is a perquisite.

Customer problem/need:
Kenya is home to over 10 million small unregistered businesses in the textile industry, directly engaging or owned and run by women. Annually, these businesses suffer a credit gap. The Central Bank of Kenya estimates this gap to be over $1.5 Billion annually. Lack of documented credit history, financial illiteracy and minimal asset ownership limit access to capital and limit their socio-economic mobility. This lack of opportunity affects even university graduates, who take an average of 4 years to find a job (British Council, 2016).

Value Proposition:
- 97% Repayment rate
- Training on business concepts, financial literacy group management
- Escalating amounts of renewal loans
- Loyalty - more than 97% of borrowers paid back within a year. Members also co-guarantee loans
- We are integrated in rural ecosystems. Our values are with the people
- Clients form solidarity groups which provide efficient support systems
- We offer continued support after disbursement
- Cultural Homogeneity enables us to scale easily
Target Market:
We target women and adolescent girls; 18-35 years located in underserved markets
Operates in a group that is a specific market which is registered as savings group
Some basic education
Aspiring to be self employed with untapped growth potential
Has been approved by group members to take up a micro loan loan and is co-guaranteed by group members
Is not be registered with CRB for defaulting payment of loans by other financial providers.
A national demand for credit in the textile industry that is not met: USD 1.5 billion annually

Sales Channels:
We have sales shops across 3 counties
We also leverage referrals from community-based organizations, local administration and existing customers

Stage of Venture:
- 1270 Sewing Machines issued to tailors
- Provided 1511 micro loans within the $50-$500 range
- Held 17 trainings on Financial literacy
- Achieved 91% repeat business
- 1310 seamstresses trained

Call to Action:
Looking to raise $100,000 in series A round

Do you have an advisor?
Mr. Herman Gamz based out of Austria
Kenny Kan, a current MBA student at Babson
Kool Sneak

Contact Information:
Primary Person: Kotaro Chikushi MBA'21
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Industry:
Other

One Line Summary Pitch
Kool Sneak shoes will help alleviate athlete’s foot for factory workers by integrating cooling technology into the workers’ safety boots.

Brief description of business venture:
My business idea is to make safety shoes, preventing the user from getting athlete’s foot. Athlete’s foot is a common disease around the world and about half of the global population has experienced the disease. In my home country, Japan, it is said that one-fifth of people, 21 million suffer from athlete’s foot. With shoes with a micro cooling device, I would like to help protect people from the disease.

Customer problem/need:
First, it takes a long time to recover fully. If serious, you could spend over six months recovering. Second, it can easily infect others through floors touched by those infected. Finally, those infected will feel frustrated because of a constant itchy sensation. Regarding the precautions, a way to prevent it is to carefully wash your feet. However, there are so many low-conscious people to the disease. Shoemakers such as Nike and CAT, have focused only on breathability. But the number of people suffering athlete’s foot has only increased, indicating the current approach is ineffective.

Value Proposition:
The value proposition of my idea is to control temperature and humidity in the shoes with IC chip technology, preventing the user from getting athlete’s foot. My solution is to make shoes equipped with IC chips.

Target Market:
My target customers are those who work for factories and work on their feet in a severe environment. Interestingly, 100% of on-site workers (30 respondents) were willing to buy my idea. They are forced to work hard in grueling conditions for a long time. Focused on the market in the United States, Total Addressable Market (TAM) is 13 million and Serviceable Addressable Market is 2.6 million. TAM is calculated with the number of manufacturing workers in America. SAM is considered by the percentage of patients of athlete’s foot, 15 to 20 percentage of the American population.

Sales Channels:
My main channel would be B2B. I plan to begin selling my shoes to factory people for HR and employee well being. To support the employee’s welfare, I will approach companies to provide my shoes to the employees.

Stage of Venture:
I have already done early fieldwork many times not only in Japan but also in the U.S. to make sure the need exists and find additional needs for my idea. Furthermore, I have regularly visited networking events such as Thursday Gathering, sponsored by Venture Café, to seek future system engineer partners to figure out whether technologies I consider available could be adapted to my idea. Other than that, to obtain medical grounds, I saw a dermatologist. By the end of this month, I am going to make the Minimum Viable Product (MVP) in Weissman Foundry at Babson College and perform the field test.

Call to Action:
I am looking for a system engineer to develop a prototype and make a kit for the shoes that can be controlled from a mobile device. I also need to further network with researchers and doctors who have knowledge on athlete’s foot and know crucial points on the anatomy of the foot to cool efficiently.
Do you have an advisor?
Professor Yamakawa, Vedula, and Guinan. Outside. They advise me about an entrepreneurial process and business creation process in detail. A system engineer Pedro, an outside mentor, follows me in terms of an AI engineer. Yuta Ito, a doctor in Department of Dermatology, Brigham and Women’s Hospital, Harvard Medical School, supports me in terms of medical perspective and grounds.
Kuri

Contact Information:
Primary Person: Kunal Chheda MBA’20
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Industry:
Fashion/Luxury Items

One Line Summary Pitch
Kuri is an e-commerce store that offers ergonomic handbags with high quality, crafted with sustainable materials and processes including organic and recycled material and vegan leather.

Brief description of business venture:
Our mission is to offer comfort in luxury handbags to our consumers, limiting the environmental harm done. We will start with selling duffle bags which are ergonomically designed for consumers through our e-commerce store. Manufacturing will be outsourced to China or Europe and distribution will be handled in the U.S. by a 3PL like Shipbob. Bags will be delivered in sustainable packaging to our customers in a short lead time. As we grow and introduce new product lines, we will evaluate the feasibility of offering some variance of customization.

Customer problem/need:
Customers are constantly on the lookout for high quality handbags that last long and are ergo friendly with good looks. Usability is another dimension to comfort which is rarely offered by brands, e.g. lack of different compartments for functionality purposes. Customers are also becoming more supportive of sustainability and its benefits, but educating them on different aspects of sustainability is still something that is lacking.

Value Proposition:
Bringing quality, ergonomics and sustainability altogether in one product. We will market our products leveraging quality and ergonomics through our product design and features and apply sustainability to different aspects of the value chain. Good quality material will be used for dealing with wear and tear to increase product life cycle. Features like shoe compartments, smaller pockets within the bag will be offered for functionality of the bags with heavy emphasis on ergonomic designs. We will apply sustainability in our product material, packaging and manufacturing processes.

Target Market:
The fashion industry will be a $3.3 trillion market by 2030. We will be targeting men and women between ages 20-50 before expanding this out globally. Out of the total population of $330MM in the U.S., men and women between ages of 20-50 totaling 130MM (40%). The handbags industry in the U.S. equals to $12 billion with a per person revenue of $36.54 generated in 2019. Considering 1% of the opportunity segment of 130MM people, potential revenues could be up to $47MM.

Sales Channels:
We would launch the product on kickstarter with a goal of 1,000 bags to be sold which would be the negotiated MOQ with the manufacturer to secure volume pricing. If the campaign is successful, we would focus on an e-commerce platform only. Eventually we would also have some pop-up or physical stores focused only on marketing and promoting the brand and sustainability to the communities. Depending on the kickstarter campaign and first year growth, we would be open to partnerships with retailers like Nordstrom.
Stage of Venture:
Business plan detailing out the product and operational strategy is complete, leaving out the details of the manufacturing. Sales and Marketing has been a secondary focus until the product is finalized
Product design has begun by understanding customer problems
Launch platform identified as Kickstarter with a target of Q3 2020 launch

Call to Action:
Looking for a co-founder to assist with product design, sales and marketing with experience in the fashion industry

Do you have an advisor?
LaunchBox

Contact Information:
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Team Members:
Ameen Beydoun

Industry:
Social Venture (nonprofit or for-profit)

One Line Summary Pitch
Low-cost ready-to-go businesses to promote entrepreneurship, financial independence, and social stability among young men in emerging and frontier markets.

Brief description of business venture:
LaunchBox provides low-cost ($200) ready-to-go businesses for unemployed young men in emerging and frontier markets to learn practical business and life skills, become financially independent, and promote social stability in places where they might otherwise be compelled to turn to crime or war for income and purpose. We partner with them to teach them the skills necessary to run their small business, assist them with becoming banked and mobile-phone connected, and provide back-end support so they can expand their businesses, gaining access to consumer and financial behavior of new markets.

Customer problem/need:
In emerging and frontier economies, there are extremely high rates (averaging over 50%) of male youth unemployment (15–24 years old) who don't have the skills or prospects for financial independence to generate income, buy a home, and raise a family. As a result, data shows that idle unemployed young men in these economies are likely to take to the streets, participate in criminal behavior, or take up arms for financial gain and a sense of purpose. By providing a means to run their own business and generate income, we support their financial independence while also promoting peace.

Value Proposition:
We provide the target customer with startup capital for a small business, training and financial literacy, back-end support, access to a network of peer entrepreneurs and best practices, and the opportunity to become banked and generate savings for future financial stability and independence.

Target Market:
The target market is cities and large towns in emerging and frontier markets, where we have the opportunity to support 50+ million young men who have access to over 250 million potential customers for their services.

Sales Channels:
In order to overcome the last-mile problem of finding and connecting with these young men, we plan to partner with NGO and government agencies (e.g., UNICEF, UNDP, Save the Children, IRC, etc.) to identify our target market, provide them with training, and leverage existing logistics and communication networks to launch and expand the businesses and training opportunities.

Stage of Venture:
Mapped out the business plan and model. This is in the early pursue/explore stage.

Call to Action:
Looking for feedback, an additional co-founder, and insight on further developing the business model and plan.

Do you have an advisor?
LifMissy

Contact Information:
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Industry:
Fashion/Luxury Items

One Line Summary Pitch
Athletic apparel tailored for your everyday female athlete.

Brief description of business venture:
LiftMissy provides clothing tailored for the CrossFit and Weightlifting Community. We strive to fit our apparel to the everyday female athlete- one with muscles, curves and built to kick ass.

Customer problem/need:
Lots of workout apparel out there are cut for smaller frames. This leads many women to feel uncomfortable or vulnerable in clothing that should accentuate their body and make them feel unstoppable.

Value Proposition:
We offer apparel (specifically shorts, tees, and singlets for now!) that are fit and graded without your typical “fit model” in mind. We measure to fit those with muscles, bust and booty.

Target Market:
Women in exercise, women in CrossFit and weightlifting but not only for that market.

Sales Channels:
Online only and pop-up retail maybe in the next 18 months but solely online via website and social media.

Stage of Venture:
I've taken partnership with clothier design company in MN to pattern and grade my designs. I am currently in the prototyping phase of our shorts offering and in the design phase of our weightlifting singlets. I am in the final stages of working with a graphic designer on our branding, with hopes of a final product by next week.

Call to Action:
Funding and feedback, advisors from Babson for a business plan. Riding solo right now!

Do you have an advisor?
Logik

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Team Members:
Abhinav Bhadauria MBA'20
Karmveer Singh MBA'20

Industry:
Social Venture (nonprofit or for-profit)

One Line Summary Pitch
Empowering primary producers (farmers) in India, Uganda, and USA for better return on produce by providing access to market, technology, and analytics.

Brief description of business venture:
First tier is non-profit conglomerate of regional cooperatives (consisting of a definite number of self help groups) of farmers from India, Uganda, and United States. The non-profit arm will be supported by for-profit platform business model: at one end it will collect bulk quantities of produce from farmers (suppliers) through cooperative channels and on the other side it will connect big markets, corporate buyers, export markets. The platform (Logik) will collaborate with supply chain experts, seed providers, and analytic service providers.

Customer problem/need:
The following are the major pain points:
very low return of produce
No access to big market due to lack of size
lack of access to technology and analytics
Lack of good seed
Lack of finances
Lack of proper guidance and education for correct method of cropping

Value Proposition:
Weather forecasting in real time
Agro-clinic (support for a variety of agricultural issues)
Soil sampling and recommendations for better yield
Demand forecasting
Storage optimization
Guaranteed returns
Crop insurance
Market access
Price optimization
Logistics support
Good quality and consistent supply

Target Market:
The initial target market is rural Indian (57.4% of households*) and Ugandan (72% of total labor force**) farmers and the USA.

Sales Channels:
Digital platform accessible via mobile/web app

Stage of Venture:
Secondary research

Call to Action:
Critique of business plan/model
Funding

Do you have an advisor?
The Lucrative Youth

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Team Members:
Ian Schillinger
Adolfo Aracena
Jackson Levine

Website: www.lucrativeyouth.com
Social Media Handle: Instagram: @Thelucrativeyouth

Industry:
Other

One Line Summary Pitch
The Lucrative Youth is an entertainment company focused on supporting independent artists through collaborations and creative services.

Brief description of business venture:
Our business concept is ultimately creating an entertainment company catered towards independent creatives. Through our website and platform we allow for artists to create profiles to showcase their work, offer their services to be booked, and even sell their merchandise or music. We aim to build our Lucrative Youth headquarters and creative space which will include a music recording studio, photography backdrop and a community pop-up shop.

Customer problem/need:
The current problem is the lack of resources currently out there for artists/creatives that aim to keep independence yet still reach the next level. The Lucrative Youth aims to solve this by simplifying the process for a new artist by creating a community built on collaboration and having a creative space that will include a multitude of different necessary services that will allow an artist to grow. Our full service offering will range from photo shoots for promotion, music videos, recording studios, merchandise printing and even album release parties.

Value Proposition:
Our goal is to become the go-to in the “industry” for artists that aim to maintain independence. Through our multitude of services we want each artist to get a customized experienced fitted to exactly whatever they need. Unlike typical agencies/record labels our goal is not to strip the artist of every dollar or of their artistic creativity but rather build and create together in the form of a limited yet booming partnership.

Target Market:
Our target market includes independent artists/creatives and people that are fans of these up and coming creatives. One side of our target market are the artists which we will be offering our services to and the other side will be our Lucrative Youth community. The market size according to Statista is "765,790 people that worked either part-time or full-time as independent performers, artists or writers" but this does not include local fashion brands or photographers/creative directors which we also aim to target and work with.

Sales Channels:
We aim to primarily focus on our online platform (website) as it will be the hub of all services that we offer. Beyond that we will also be focusing on building out our social media presence through Instagram. The final and most personal way we plan to reach our customers is at our Lucrative Youth headquarters and by visiting/hosting/sponsoring local artists events as well.
**Stage of Venture:**
In the summer of 2018 we started "Into The Mind Of" our first original series which included interviews with creators and artists based out of Miami, Florida. We have been involved in the community and building a better understanding of our market and this summer we decided to move forward on our plans of building our creative space. We moved into a warehouse in June of 2019 but had to move out due to the city not allowing us to build what we wanted to. We are in the process of finding our second place and moving in to build our creative space. Also sold out first release of merchandise.

**Call to Action:**
Connections in the industry, feedback on project, potential industry advisors.

**Do you have an advisor?**
NUDA

Contact Information:
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Team Members:
Marcos Adissi MBA'20
Santiago Blanco MBA'20

Industry:
Fashion/Luxury Items

One Line Summary Pitch
NUDA is an underwear and swimwear company that helps women find the perfect fit.

Brief description of business venture:
NUDA is developing an online experience and product design that lets women purchase underwear (brassieres) and swimwear garments with perfect fit. We sell direct to consumer thus taking full control of quality, brand, and customer experience while maintaining fair prices. We design in-house and outsource manufacturing to a garment factory based in Mexico that takes care of everything from raw material sourcing to delivery at a U.S. warehouse. Based on sourcing analysis from with manufacturing partners we are estimating contribution margins of 80% for swimwear and 60% for brassieres.

Customer problem/need:
For many years women had to conform with what the traditional underwear and swimwear brands offer, a fixed set of sizes and forms ignoring the fact that everybody is different. Underwear, mainly brassieres, is the clothing category with which most women struggle when shopping. There are many misconceptions about women's underwear should fit and how which size should someone wear. Because of the lack of options many customers have settled for the conventional sizes and fits having harmful effects on their bodies. It's time to provide a better option.

Value Proposition:
NUDA makes the best fitting brassieres and swimwear, we do that by having deep knowledge of each customers needs. Through a short but detailed personal questionnaire NUDA is able to find what each customer is looking for and deliver the best fitting brassiere they have ever worn. Our value proposition is simple: NUDA is the best fitting brassiere and swimwear brand.

Target Market:
Our target user is female between 25-34 with a bachelor's degree that lives in urban cities of the East and West Coasts. We see her as an independent young professional women that is self sufficient and idealist, she cares about her body and mainly wants to feel comfortable with it.

In terms of market size: by the end of 2019 women in the U.S. would have spent together around $23B in underwear alone. On top of that the market for swimwear is $4B annually. Indirectly women's sportswear (and sports bras) is showing increasing growth rates year over year, reaching a market size of $50B.

Sales Channels:
We will implement a direct to consumer distribution strategy. We will sell only through our own ecommerce website without relying on traditional retailers or other middlemen. This allows us to sell at fair prices and to maintain end to end control over the making, marketing and distribution.
**Stage of Venture:**
- To fully understand the current pains in the market we have conducted deep customer analysis and discovery via surveys and interviews.
- We are in the process of designing and ordering a first batch of sports bras to sample fit and try out our questionnaire.
- Branding look and feel is in progress.
- First version of e-commerce is in progress.

**Call to Action:**
We are looking for funding to get our production up and running as well as customer acquisition strategies.

**Do you have an advisor?**
Alejandro Chahin – Founder and CEO Mott and Bow ([https://www.mottandbow.com](https://www.mottandbow.com))

Alejandro founded Mott and Bow in late 2013 as a direct-to-consumer denim brand, since then he has grown the company to other product lines and to international presence. The brand has been featured in several media outlets, from Business Insider to InStyle. He advises NUDA on how to build a direct to consumer fashion business.
Pangaea Spine Care

Contact Information:
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Industry:
Service

One Line Summary Pitch
Pangaea Spine Care is a high-end medical tourism company concentrating on spinal injuries that will guide patients to the optimal treatment options and increase the revenues for doctors.

Brief description of business venture:
Pangaea Spine Care aims to provide high-end medical tourism experience to spinal injury patients from China and Russia. The company’s medical advisor will provide a preliminary diagnosis for each patient to find their optimal treatment option and optimal doctor for the specific case. Then, we will help patients with obtaining a visa, flight, and hotel reservation. Once patients arrive, the medical tourism coordinator will provide concierge service. South Korean hospitals will host patients. After patients return to their countries, a medical advisor will provide a follow-up medical check-up.

Customer problem/need:
Currently, patients who seek medical treatment abroad have experienced problems of getting the wrong/suboptimal procedure done to them. Even when the appropriate procedure is done, some patients may develop a technical complication because it was not addressed appropriately. These problems occur due to the lack of a preliminary diagnosis and follow-up medical check-up in this industry. Moreover, medical tourists tend to go to the known hospital abroad, assuming the doctor and procedure are going to be optimal for them because the hospital is known. Medical tourists need professional guidance.

Value Proposition:
We can provide patients optimal treatment options depending on their cases through the preliminary diagnosis from our medical advisor. Then, we can connect them to world-class doctors from Korea to them. Our company’s doctor includes the creator of the Unilateral Biportal Endoscopic Spine surgery. Whether patients need UBE, minimally invasive endoscopic surgery with the transfacet or interlaminar approach, Pangaea Spine Care can connect them to the optimal treatment and world-class surgeons depending on the case. Later, the medical advisor will provide a follow-up medical check-up.

Target Market:
As a two-sided matching marketplace platform that connects doctors and patients for the optimal treatment option, one side of our target market is high-income patients with spinal back pain from China, Russia, and the Middle East. The majority of patients with spinal back and neck herniated disc are from the age group of 30-50. On the other hand, patients with stenosis are from the age group of 50-70.
The common age group: 50s.
Genders: approximately equal.
On the other side of the market, world-class surgeons who need international patients. Market: 61,876 patients ($309 mil).

Sales Channels:
The most crucial channel would be medical conferences and seminars. Talking to spine surgery center representatives in Korea, spinal patients tend to come to Korea through doing a presentation at a local hospital’s seminar and conference.
Secondly, website based marketing is essential to inform the benefits the company provides in detail. After a certain amount of patients have used the company’s program collaborating with local influencers and marketing through local infomercial will be helpful.
Stage of Venture:
I have found four different doctors and one medical tourism coordinator who will participate in our marketplace. One of them is a medical advisor. Two of them are Dr. Lee and Dr. Choi at Wooridul Hospital. In academia, these two doctors are known as the top Korean surgeons on minimally invasive endoscopic surgery. Also, Wooridul hospital is chosen as the "Top 10 Medical Tourism Destinations in the World" by the Medical Tourism Association. Dr. Son from PWW Hospital is the creator of the UBE (extremely advanced spine surgery method). Their surgery methods dramatically decrease recovery time.

Call to Action:
I am trying to receive feedback on the business model from peers and faculty. I have been talking to a medical law firm to receive advice. Moreover, I am looking for a co-founder who will work with me on discovering optimal price valuation mechanism. Also, I am going to finish creating a website by November.

Do you have an advisor?
Medical Advisor: Dr. Jung Bin Lim (Neurologist from Korea)
Project Mushroom

Contact Information:
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Industry:
Food/Beverage

One Line Summary Pitch
Project Mushroom is a circular economy start up, taking organic matter out of the waste stream and extending its useful life.

Brief description of business venture:
We collect organic waste from restaurants and cafes, then pasteurize it and use it to grow organic, high value, exotic mushrooms. These mushrooms break down the waste and turn it into compost additive or seeding for urban gardens. We then sell the mushrooms back to restaurants, directly to customers via farmers markets, or wholesale at grocery stores and high end boutiques.

Customer problem/need:
Restaurants are charged by the pound for cartage, and food waste is an enormous logistical problem. Recycling programs, and organic waste matter collection solutions, are rife with problems - from misinformation to low participation rate to overall ick factor.

Value Proposition:
We collect organic waste from the customers at a far lower cost to them than their current cartage solutions, and at a low cost to us because we build our farms in high density urban areas and collect on foot or by bike. We then use the waste to grow high quality mushrooms, thereby bringing in eco-minded restaurants/cafe partners to a circular economy and lessening the overall impact of these businesses.

Target Market:
All food vending outlets have this wastage and waste transportation need. However, the target market for the output is smaller - focusing on urban, health-and-eco-conscious minded, young professionals who cook at home, we can aim our products at the higher end of price value in the urban market. Ostensibly, this is a business that could scale/franchise with enough suitable density of waste providers/target customers in a given area.

Sales Channels:
We plan on reaching the customer through our provider partners (restaurants and cafes) first, then via farmers markets and direct-to-consumer outlets (online). In the beginning, we will be focusing on building our network of provider partners and ramping up production and consumer outreach to build demand in the marketplace, which we will leverage to get more provider partners.

Stage of Venture:
So far, we have thoroughly researched the urban mushroom market and mapped out potential partners and competitors.

Call to Action:
We are looking for team members, advisors, and feedback on our idea and approach/strategy.

Do you have an advisor?
**Pruve**

**Contact Information:**
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**Team Members:**
- Andrew Piispanen, Co-Founder

**Website:** [www.pruve.org](http://www.pruve.org)

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**Industry:**
Service

**One Line Summary Pitch**
Pruve alternative medicine works - one treatment at a time.

**Brief description of business venture:**
Pruve is a database that informs users of alternative therapies, supplements, and dietary recommendations to treat specific illnesses by "pruving" the therapies to be effective based on carefully reviewed research studies and doctor and researcher opinions. The mission of Pruve is to bring alternative therapies to light in a more research-driven manner while promoting transparency among the people who already use them. It will serve as a catalyst in changing the paradigm shift from a healthcare model that seeks to suppress symptoms to one that addresses the root core of illness.

**Customer problem/need:**
The U.S. healthcare system is one of the most under-performing among developed nations. As a result, patients are looking for more ways to support their health, and seeking less invasive, non-drug, low-cost approaches to strengthen their well-being. About 70% of Americans are willing to try alternative therapies, but are often restricted to conventional treatments due to a lack of evidence-based research. Patients have difficulty finding trustworthy and reputable health information sites when trying to assess the effectiveness of alternative therapies.

**Value Proposition:**
Pruve solves patients' frustrations and difficulties when trying to find trustworthy and reputable health information on alternative therapies. Pruve puts the power in the users' hands - "u" are the one who will ultimately determine whether or not a treatment is effective based on the carefully vetted research and reviews before you. Pruve empowers people to become advocates of their own health through equipping them with the trustworthy sources they need in deciding whether or not to pursue non-conventional therapies.

**Target Market:**
Our overall market size is ~58.6 million people. This is the number of Americans doing their own research to find treatments for their health problems. We have 5 potential customer personas, or profiles. However, our target consists of 2-“Curious Catherine's” and “Dr Dave's.” Curious Catherine- a young middle class woman who likes to be informed of the latest alternative medicine trends, but doesn't have a lot of time to do research on her own. Dr. Dave - an M.D./PhD with an interest in holistic medicine but is a bit skeptical due to a lack of evidence-based research in alternative therapies.

**Sales Channels:**
Our sales channel is through our database. Our initial monetization plan includes two aspects. The first is selling the relationship data between treatments and conditions to potential markets such as integrative health clinics, insurance companies, and employer benefit admin platforms. The second is advertising - affiliate advertising through recommending high-quality supplement brands, and advertising space from which contributors can pay to have their profiles displayed on the site. Our current focus is on the advertising channel.
Stage of Venture:
We have created a high-level working prototype of our database (pruve.org), have begun to conduct end-user interviews and contributor (doctors and researcher) interviews, and created our pitch deck. We have aggregated 34,319 alternative treatments for specific health conditions via a web-scraper, and are in the process of having our first experts and researchers begin to review and submit treatments. We are currently in the process of applying for several accelerator programs for mentorship and funding.

Call to Action:
We are in need of mentors who have faith in us as entrepreneurs and in our mission. Drew and I both have a clarity of vision of what we want to create, determination, and passion for our mission. Specifically, we are looking to raise money for funding and expanding our team. Primary positions we will need to hire include web developers, data scientists, and web designers.

Do you have an advisor?
Pure World

Contact Information:
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Team Members:
Robby Pierce
Dan Connoly

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Social Media Handle:
Facebook: /pureworldbrands
Instagram: @pureworldbrands
Twitter: @Pureworldbrands

Industry: Tech/Mobile

One Line Summary Pitch
A lifestyle brand to incite adventure, a networking platform to share it.

Brief description of business venture:
Pure World started out as a hemp backpack company but after three years we realized that our true goal was to inspire adventure. In an effort to engage our growing community centered around our products and travel, we are creating the Adventure Map. A platform that supports our customers' travels by offering an intuitive way to document their adventure stories (with our products) as well as catalogue them in the form of a map. Users also have access to other users’ public travel information and can connect with fellow travelers who can share first-hand, localized advice.

Customer problem/need:
Young people want to explore the world but do not have a developed support system that can help them do it safely and inexpensively. Travel information on the web is either spread out in a complicated array of individual blogs OR is commercialized through over-priced travel experience companies such as TripAdvisor. Also, most young people who travel abroad for extended periods of time, such as study abroad, want to blog about their experiences but popular blogging platforms are not optimized for travel-based storytelling.

Value Proposition:
Pure World offers a comprehensive blogging tool and information hub to support travelers. The Pure World Adventure Map is a social networking platform for our club members to document their travel stories/itineraries in a geographically organized way while providing them with access to grassroots travel information from other users. Users will also be able to make posts and maps private as well as be able to connect directly with other users for more personalized advice.

Target Market:
The target market is people who are interested in travel and the outdoors. This includes hikers, rock climbers, road trippers and study abroad students. Study abroad students are a perfect segment because they are in a new and unfamiliar place. International education has increased globally from 3.96 million students in 2011 to 4.85 million students in 2016. The United States is the top host destination (24% of total international students), receiving 32% of its international students from China and 16% from India.
Sales Channels:
We will focus sales mainly on Instagram where we can promote posts to targeted users who are either international students, international au pairs, people who enjoy outdoor activities such as hiking, or people who are planning a trip. We would also like to partner with study abroad programs such as The Council on International Educational Exchange (CIEE) and American universities that host international students. We expect to generate revenue through our Pure World branded merchandise and possibly third-party advertising.

Stage of Venture:
Jan 2017 - started selling hemp backpacks under the marketing campaign “Where will your bag take you?”
Mar 2018 - developed beta version of the Adventure Map
Dec 2018 - partnered with a team of software development students at the University of Buffalo
May 2019 - expanded product lines to include reusable water bottles and sustainably sourced branded apparel.

Call to Action:
Looking for help of all kinds! Feedback and partners wanted!

Do you have an advisor?
Not officially, but I started the venture in Professor Yamakawa’s FME class and speak to him about it often.
Rostock

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Social Media Handle:
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Industry:
Tech/Mobile

One Line Summary Pitch
Rostock is a digital media services and software platform that helps brands and organizations harness user-generated content (UGC) to make their marketing more authentic and relatable.

Brief description of business venture:
Rostock has a hybrid business model of services and software. We are currently driving revenue through a few early clients on the services side, but in the medium term will rely on monthly fees for customers to access our web app as a part of a traditional SaaS model. Rostock efficiently sources, permissions (for legal compliance), and re-purposes user-generated content (UGC) on behalf of brand marketers to help them generate better engagement and business results.

Customer problem/need:
86% of consumers desire authenticity in brands, yet only 38% trust social media ads. This “trust gap” is a major problem for brands and organizations, who need to make meaningful connections with their customers by prioritizing authenticity. This has real implications on consumer behavior and business results. For example, when compared to influencer marketing, 60% of consumers say content from a friend or family member influences their purchase decisions, while just 23% of consumers say content from celebrities influenced their purchasing decisions.

Value Proposition:
UGC marketing with Rostock is better, cheaper and faster than the alternatives. It is “better” because it is authentic, which means more engaging and more effective. Video production costs vary widely, but no matter how you slice it, it is more affordable through us, in some cases up to 100 times more than traditional video production methods. In terms of speed, our platform is much more efficient than what the brand marketers we spoke to referred to as a “super manual process” to describe managing UGC on their own.

Target Market:
The target market is startup founders and marketers at consumer products brands as well as organizations. Digital video ad spending is experiencing double-digit growth, and is projected to reach almost $15 Billion by the end of 2019. Additionally, according to LinkedIn, there are roughly 11k companies in the Consumer Goods or Food and Beverage Industries, many of which would be relevant prospects. Thus far we are seeing the most interest from Food and Beverage startups, but also see a lot of potential in the following industry segments: sports, travel, and nonprofit.

Sales Channels:
Direct sales is our primary channel for services. We are leveraging personal and other networks for our initial base of clients. Once our SaaS product is ready for marketing and sales, we will focus on digital/online channels. Content marketing will be key to educate target customers on the benefits of user-generated content, but we will deploy a multi-channel digital strategy that also includes paid ads, bot messaging campaigns, and a heavy reliance on video.
**Stage of Venture:**
I have been “bootstrapping” the business and earning revenue from early clients including the Blank Center. Rostock has been featured in The Buzz, Greenhorn Connect, and BostInno as part of the SVP Showcase feature. I was also a Butler Launch Pad Showcase semifinalist award winner. I pitched at two MIT Pitch2Match events and have attended conferences such as Boston Startup Week, which lead to meeting new prospects.

**Call to Action:**
We are looking for consumer product startups and other organizations to join our beta program. In exchange for feedback on our minimum viable product (MVP) web app, we will create customized Instagram Story ads created from UGC for members of our beta program. If members would like to use the customized videos in their marketing, we are asking them to pay whatever they think is fair and what they are worth to them.

**Do you have an advisor?**
Matt Allen, Professor of Entrepreneurship
Andrew Zacharakis, Professor of Entrepreneurship
Nick Greenfield, Founder and CEO, Candid
Kash Dhuna, CTO at Outside Voice
Shanghai Theone Information Technology Company

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Team Members:
Shangzhe Li MS'20
Shrey Shah MS'20

Industry:
Service

One Line Summary Pitch
Providing online practice education for Chinese students by U.S. industrial mentors.

Brief description of business venture:
We contact senior analysts in big name company to provide some practical class for students in China who needs to enhance their knowledge. We also invite some analysts and professors come to China to provide a half month long topic class. We provide campus and business tours in big companies and startup companies.

Customer problem/need:
In China, many students cannot get real practical experience in their undergraduate program. Almost all of them want to do internship and have more practical experience but the channel is difficult for them to connect. Nowadays in the city which is not the biggest international city, the servicers cannot provide meaningful product and students cannot learn anything from the experience because of the teacher without international vision and unsystematic class. Thus, we want to use the resources and professional skills to enter the market.

Value Proposition:
We can provide the strongest resources and circles, the most professional skills, and the unique experience about international vision. We want to build a club in Xi'an and connect the local finance company and the international finance company to build the strong circle and bond. We will invest the most professional practitioner to design the course system, to help clients understand and get in touch with deeper level.

Target Market:
Target market is the students in high school, undergraduate school, and graduate school. In China, the market size is growing, 662,100 Chinese students go America and is 33.2% of total international students. 1/4 of them pursue a business school and we can help them to enhance the background. Xi'an also has 120,000 students in business skill school (not the college or university), they are our segment.

Sales Channels:
The channel including online and offline.
Cooperation with school, hold activities in school, friends introduction, and offline finance club.
I want to use the friends introduction and hold offline activity at first.

Stage of Venture:
We have built up the team and register the company, and help several students to enhance the background.

Call to Action:
I am primarily looking for the funding and a co-founder. I want to look for as more as possible to help me.

Do you have an advisor?
ShopLense

Contact Information:
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Industry:
Tech/Mobile

One Line Summary Pitch
ShopLense eases your grocery shopping experience by helping you find the product you are looking for within seconds.

Brief description of business venture:
People are tired of browsing through grocery aisles and shelves and spending valuable time to find the product satisfying their actual needs. ShopLense is a mobile phone app, which allows you to scan grocery shelves and detects products matching your criteria and filter.

Customer problem/need:
Customers are looking for specific products with specific ingredients and nutritional values. However, as of today, the shopping experience in grocery stores involves picking up individual items and checking the nutritional facts. This process usually ends up in frustration and unsatisfactory purchases.

Value Proposition:
Customers can set filters and preferences in the mobile app, walk through the grocery store, and briefly scan the product shelf. The mobile app will then tell the customers which products match their needs. Thus, ShopLense eases the shopping process and brings back the joy of finding and purchasing products customers actually look for. As for example, someone with a gluten intolerance spends hours checking individual items and related ingredients. ShopLense solves that problem and makes shopping fun again.

Target Market:
Initially the target market will be grocery shoppers who look for specific products, ingredients and nutritional facts including vegans, vegetarians, gluten intolerant individuals or consumers who prefer organic products. In the long term run, ShopLense will be used by the majority of grocery shoppers due to its user friendliness and added values.

Sales Channels:
Launching a mobile app has both, dis- and advantages. Initially it will be easy to get some first movers to try the app. It will take major efforts to then push the app mainstream including social media, mouth to mouth, grocery chain cooperation and media presence. In-app discounts sponsored by major CPG brands will bring new users on board who seek every day deals.

Stage of Venture:
I have been observing and receiving feedback from grocery shoppers and determined that there is a need to make the product selection process easier.

Furthermore, I have had conversations with image recognition engineer specialists and determined the feasibility of the project. Image recognition improved tremendously over the last couple years and future, additional, solutions like smart lenses will disrupt our daily life.

I came up with basic mock designs of the app and its features. Crucial part will be the user friendliness of finding the desired product.

Call to Action:
Create a first app prototype with basic CPG image recognition functions, in collaboration with an engineer. Collect more feedback from potential users and tweak the app's features.
Do you have an advisor?
Nico Previtali, CEO and co-founder SNAQ (meal image recognition app)
Klaus Fuchs, Associate Research Director, Auto-ID Labs, ETH Zurich
Smooth Adopter

**Contact Information:**
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**Industry:**
Social Venture (nonprofit or for-profit)

**One Line Summary Pitch**
Smooth Adopter helps animal shelters save more lives by providing an excellent post adopter customer support program that turns adopters into the shelter’s most valuable asset, strong brand advocates.

**Brief description of business venture:**
Our customer support program is focused on helping ease the animal’s transition into the new home. From day 1 we provide check in calls, behavior counseling, free veterinary support, pet supply recommendations, and animal cognition videos that entertain the adopter.

Adopters already come into the shelter feeling like a hero. But after Smooth Adopter’s program they feel inspired and empowered to bring more people into the animal welfare community through peer to peer fundraising efforts. They also feel confident in holding the difficult conversations necessary to advance animal welfare.

**Customer problem/need:**
There are 1.5 million animals euthanized in shelters annually. Shelters know they need to sell more animals but many are experiencing a decline in fundraising effectiveness with their current marketing tactics. Very few shelters are monetizing their post adoption follow up process. Some shelters don’t have the staff or are not prioritizing a follow up process at all. As the pet market globalizes, many shelters are open to new marketing support. Existing solutions are DIY fundraising software, which don’t give a shelter the full support they need in executing a true brand advocacy program.

**Value Proposition:**
Smooth Adopter turns adopters into brand advocates who feel compelled to help spread awareness of animal welfare, engage in difficult conversations, and lead fundraising efforts among their peers. Our customers (shelters), need strong brand advocates that will drive more people to the shelter to adopt and fundraise.

Our research shows the best way to disrupt the purebred buyer journey is actually to focus on the advocacy part of the marketing funnel, as the strongest influencers are usually someone’s closest friends/families, and the animals they see in their network/neighborhood every day.

**Target Market:**
Our target market are animal shelters without a monetized follow up program, which we are conservatively estimated to be 80% of the total animal shelters in the US. This translates into 2,800 shelters and 4 million adoptions per year. (Figures provided by the HSUS).

Our goal is to help recent adopters raise an average of $600 for every animal adopted, so that we can transfer 70% of the funds to shelters, and keep 30% to continue investing into Smooth Adopter’s mission. The total market value for Smooth Adopter would therefore be $720 million dollars.
Sales Channels:
Every animal welfare group has slightly different ideals and theories when it comes to animal welfare. They are a tight-knit network that employs many of the same agencies and processes. We believe a referral-based program model is perfect for this industry. Shelters will be financially rewarded with a discount for every shelter they successfully refer to Smooth Adopter.

Stage of Venture:
- Nikki has been researching business models to combat the pet problem in the U.S. since Nov 2017. She quit her corporate brand management job in July 2018 to work full time on Smooth Adopter.
- Attended Animal Care Expo in 2018 and 2019 to network and pitch ideas.
- Incorporated in Feb 2019.
- Created SmoothAdopter.com, published several blog posts and 5 lead generating guides.
- Working with Providence Animal Rescue League to start their first post adoption follow up program.

Call to Action:
Smooth Adopter needs an investment of $200,000 to build a peer to peer fundraising platform (an average quote received from 3 different software development agencies). Smooth Adopter will continue to help animal shelters fundraise with Facebook fundraising to prove the concept. We believe we can secure a relationship with a local shelter to help them raise funds and kick off a pilot program this holiday season! However, without a fundraising platform of our own, Smooth Adopter’s name doesn’t receive any recognition, and isn’t able to truly amplify peer to peer fundraising efforts.

Do you have an advisor?
Smooth Adopter is looking for advisors! Especially advisors who have experience in software development, web development, or online fundraising. Any and all feedback is greatly appreciated!
Spoten

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Team Members:
Danilo Sene, Co-Founder

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Industry: Tech/Mobile

One Line Summary Pitch
To reduce inefficiencies between businesses and clients by capturing, analyzing, and rewarding consumer behavior. Spoten provides consulting for businesses and a standardized cashback for their clients.

Brief description of business venture:
Spoten is a smart platform that turns consumer data into meaningful insights. Small and mid-size business owners can strive to understand in-depth their operations and make unbiased decisions in an era of artificial intelligence. Spoten’s automated consulting provide insights and benchmarks based on their current consumer behavior using the data from our cashback program, created to maximize the value of consumer loyalty in a standardized way. Our goal is to enhance the value and experiences already provided by these businesses while maximizing consumer needs, wishes, and purchase power.

Customer problem/need:
Small and mid-size businesses need a management tool to quantify and understand key metrics, attract new clients, and retain, reward and increase the loyalty level among current users.

Users/Clients want to be heard and be treated as unique consumers. They need a tool to provide valuable feedback for business owners to improve, but more importantly, they want to be rewarded in a structured way by their choices and behaviors. They also hate downloading several apps for that. Users want their earnings, perks, and cashbacks in a single place and a decision-making tool for uncertainty moments.

Value Proposition:
For consumers, Spoten offers an app that consolidates all their cashback in one single place. It uses AI to match the right offers with the right people.

For business owners, we offer Spoten for Business; a platform that provides easy automated reports on their operations and allows managers to control key features of their cashback program and the key interactions with their user base.

Spoten captures data and turn it into meaningful reports to minimize inefficiencies. Our goal is for our partners to treat each client as a unique consumer, enhancing their experiences and keeping them loyal.

Target Market:
Small and mid-size businesses users who do not have a mature cashback program and lack of technological tools to manage their operations. We plan to serve two different locations for beta testing the product; Northeast Brazil (Natal) and Boston. Those have been carefully chosen because they have a combined market size of more than 5 million end-users and are the home of the founders of the company. Leveraging seed money from the United States, we intend to incorporate the Brazilian northeast market because of the deep knowledge and previous experience of the founders at those locations.
Sales Channels:
B2B (Spoten for Businesses): Local Representatives (both via telephone and physically present) combined with an online website. Our revenue stream for B2B users comes from sales of automated reports for business users and a combination of different actions that can be launched straight from the app.

B2C (Spoten): Heavy use of social media influencers to spread the word. Our revenue stream for B2C users comes from the "fast track" feature, allowing users to subscribe to a monthly fee and earn the maximum amount of cashback (10%) skipping challenges that would allow them to get there organically.

Stage of Venture:
2017: Idea incubated at INCIT, Brazil. Invested R$20k in product development to be pitched and presented at Collision Conference. Dedicated 1 Month Emerged at Silicon Valley environment.
2018: Raised R$50k from SEBRAETEC to develop and redesign the platform. Invested in the Brandbook.
2019: Second version of App available for MVP tests. App Tests and Validations in two different restaurants. App Screens Reframing based on the feedback collected. New Office Opened at Natal, RN - Brazil. One Founder in leaving a full-time job to join a full-time MBA in Babson to leverage and grow the company.

Call to Action:
To raise funding to technically conclude and launch the second version of the platform. To create a talented and technical team to start operating and generating sales both in Brazil and in the USA.

Do you have an advisor?
Mauricio Bitencourt / INCIT, Itajuba, Brazil.
Mauricio is the founder of INCIT, a Tech Incubator based in Brazil

Fernando Lucena / André Elali Advogados, Natal, Brazil
Fernando is an International Lawyer who has more than 10 years of experience advising Startups/International Businesses.

Ascont Assessoria Contabil / Natal, Brazil
Ascont is our accountant advisor firm, located in Brazil.

Already Part of the Arthur Blank Center Ecosystem, still finalizing the official mentorship proposal to 3 different faculties.
tickr

Contact Information:
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Industry:
Tech/Mobile

One Line Summary Pitch
tickr is a bid-ask marketplace for event tickets which makes ticket buying and reselling more convenient.

Brief description of business venture:
tickr is a bid-ask marketplace for event tickets (concerts and sporting events) - buyers create bids on events and sellers place asks. When a bid and ask meet, a transaction is facilitated.

Customer problem/need:
Ticket buyers - buyers have no way to purchase their desired seats at their proposed price, buyers can only purchase from available listings, and there is limited or no opportunity for negotiation.

Ticket resellers - tickets often go unsold because sellers have to wait for a buyer to choose their listing, sellers have no way to determine the trending value of their tickets, and sellers have no way to determine the trending value of their tickets.

Value Proposition:
Buyers create a bid on an event by selecting the seconds and rows they're willing to sit in and naming their price and quantity.

Sellers can view the highest bid relevant to their ticket and have the ability to sell instantly without ever creating a listing.

Target Market:
While people of all ages attend events, we intend to target to ages 18-35. Our initial launch will be in only one market (either Boston or NYC).

Sales Channels:
We will acquire users through organic and paid social media advertising (location-based and influencer marketing).

Our goal is to also create partnership(s) with at least one music festival to support the resale of their event passes.

Stage of Venture:
We are currently in the prototype phase - we have a 25 screen clickable prototype. We are working to expand to a web app built on the bubble platform.

Call to Action:
Always searching for feedback, however our main goal right now is to find funding and technical talent to join our team.

Do you have an advisor?
Gustavo Trindade, Director, Babson Miami
Beth Goldstein, Adjunct Lecturer, Babson College
Andrew Duca, Technical Advisor to tickr
Triple Double

Contact Information:
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Industry:
Service

One Line Summary Pitch
Franchise of 24 hour indoor basketball courts spread across the U.S. at an affordable price.

Brief description of business venture:
I want to create a 24 hour indoor basketball court, spread across the U.S., similar to planet fitness but rather than having exercise equipment I will focus solely on basketball. I also want it to be an affordable price so that everyone can play with their friends in one area. Also I want to create a franchisee so no matter where you go whether it be visiting family, friends or just travel you have the ability to meet new people who share similar interests while staying in shape.

Customer problem/need:
I have noticed guys tend to prefer playing sports to get their cardio rather than running on a treadmill. I also saw the struggle in high school and college, not everyone having one membership, so playing sports together in one facility was difficult. I also noticed with the raptors winning the playoffs last year people in Canada are more interested in playing basketball, but they have nowhere to go. People play outdoors but it is not the same experience as playing indoors as it is more organized. People want to play basketball with their friends in one area at an affordable price.

Value Proposition:
To provide an indoor basketball court for all at an affordable price, available any day of the week, anytime.

Target Market:
Geographic: North America.
Demographic: Males ages 13-26, middle class, consisting of all races.
Psychographic: Who want a better way to get in their cardio without running on a treadmill.
Behavioral: Want an affordable way to play basketball amongst friends.

26 million Americans play basketball
500,000 Canadians play basketball.

26.5m*($30/month*12months*5 years people will have membership) = 47 Billion dollar industry.
Will work to get a more accurate number.

Sales Channels:
Social media (Instagram), Youtube (videos promoting the gym), Facebook, Twitter, Google
College students who don’t have basketball courts available to them through their school, and partner with schools.

Stage of Venture:
I am working with the butler launch pad in the fast cohort track and am currently in the Explore stage.

Call to Action:
Feedback and potentially connecting with investors.

Do you have an advisor?
Uknow

Contact Information:
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Team Members:
Nikhil Juneja, CTO Root InfoSol

Industry: Tech/Mobile

One Line Summary Pitch
For people who want a less superficial way of meeting new people in your community, Uknow provides them a way to know and talk to other people around them, before revealing who they are.

Brief description of business venture:
Uknow aims to give people a way to meet people around them based on who they really are, instead of being judged solely on the basis of their appearance. Uknow is a mobile application where users answer questions about themselves anonymously, and other people judge them on the basis of the questions instead of what they look like. Once users mutually like each other, they can start chatting on the application. Once they feel comfortable with other people then, at any point during the conversation, they can reveal their profile - name, photos etc - which stays blurred up till that point.

Customer problem/need:
Introverts who want to meet new people find it hard to open up to people they meet in real life and often turn to online methods to meet people. Currently, there are no clear and genuine ways of meeting people around you to make new friends, and the options are limited to dating apps - Tinder, Bumble etc. - or social media apps - Facebook, Instagram etc. - which mainly focus on superficial aspects mainly appearance. There is currently no genuine way for people to be judged on their personality or who they are. Uknow aims to be the solution for this problem.

Value Proposition:
As introverts find it hard to open up to the people around them, Uknow provides a platform for them to share themselves openly and anonymously. Currently, all they have are social media like Snapchat or Instagram with everyone judging each other based on their appearance. Uknow allows them to talk to anyone in the community and decide who they vibe with, and then they can continue using it to talk to people that they met through Uknow.

Target Market:
Target Market - Introverted/Shy College Students
Around 25-40% people identify as introverts. However, as college students are in an environment where they are made to network and socialize, the actual number might be lower than that (around 10-15%).

Sales Channels: Word Of Mouth

Stage of Venture:
Design prototype completed
Raised $5,000 from friends and family
Won Startup Weekend in Bloomington March 2019
Won $1,000 at a pitch competition - Start Tank 2019 - in Indiana University

Call to Action: Looking for funding and advisors

Do you have an advisor?
Josh Gershon - Co-Founder and Chief of Vision at Startup Island
Marc Baghadjian - Founder, Skipit
Umbercover

Contact Information:
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Team Members:
Costantino Secco d’Aragona Gnutti, COO
Shiyu (Carol) Luo, CTO
Devansh Mittal, CFO
Jason Lin, CMO & PR

Industry:
Tech/Mobile

One Line Summary Pitch
Sustainable, city-wide umbrella sharing.

Brief description of business venture:
Our venture is the deployment of a network of shared umbrella stations accessible through a mobile app. Our venture tackles two prominent societal issues: the massive amount of plastic waste caused by the improper disposal of approximately 1 billion umbrellas each year, as well as increasing umbrella availability where and when people need it. To incentivize the longevity of our umbrellas, we charge an additional anti-sustainability fee of $10 when not returned within a duration of 10 hours.

Customer problem/need:
Boston has relatively unpredictable weather, which means that people often leave without an umbrella in possession. While conducting a survey, our team observed over 1,000 people entering and exiting a mall: 5% of which were waiting inside the mall for the rain to stop and only 5% carried an umbrella with them. Upon close inference, we noticed that the reason why umbrellas are rarely carried is not due to the price, as we had previously believed, but instead is because of their inconvenience.

Value Proposition:
The customers will be charged $1 for activation and will receive 30 minutes free of charge. While using the umbrella, they will subsequently be charged $0.15 for each additional five minute period. Therefore, the customers are charged an accumulated $1.90 for the first hour of use and an additional $1.80 for each hour after that until the amount reaches $19, at which point the umbrella will be considered to have been purchased by the customer, stopping further charges.

Target Market:
Our target market is people who get caught in sudden downpours and end up either spending their hard earned money in buying a new umbrella or getting soaked in the rain. Further, our target market consists of young adults and millennials residing in the Boston area which is approximately 310,000 people. As we continue to grow, we plan to expand to other cities around the U.S., as well as through locations in Europe. We estimate the cumulative market size to be 1.5 million between the two countries.

Sales Channels:
Our product is based on a rental system, therefore, our sales channels would be our marketing channels to increase our user base. The marketing strategies that we plan on adopting are primarily social media advertising and word of mouth of students. Alongside these, we will also be using guerilla marketing campaigns such as street, ambient, and grassroot marketing.

Stage of Venture:
So far we have come up with a pitch deck, a business plan, a logo and a name, for which we have applied for a trademark, for our business venture. We have also made some revenue forecasts for our business over the next three years, an app mock-up that shows the customers how the app functions and a rent contract to make with the location owners where we will be placing the machines.
Call to Action:
The goals we have for the rocket pitch mainly revolve around finding funding for our project. Thus, we hope to reach out to possible investors who believe in the success of UmberCover and wish to see it grow. Furthermore, we aim to use the rocket pitch as a training ground for future pitching as it will allow us to receive constructive feedback, allowing us to improve ourselves within a “secure environment.”

Do you have an advisor?
Patricio Cuesta - recent SVP Worldwide Marketing of Herbalife

Myoung Kang - CFO for Consultants: 13 clients were acquired by Ford, Microsoft, IBM, Dropbox, Google, LinkedIn and many more.
UNfabricated

Contact Information:
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Industry:
Fashion/Luxury Items

One Line Summary Pitch
UNfabricated is an environmentally and socially sustainable fashion brand that empowers women and reduces the amount of textile waste going to landfills.

Brief description of business venture:
UNfabricated creates authentic, unique, socially and environmentally sustainable products by up-cycling ‘usable’ waste materials and employing women from low-income families. HRL, our family business, generates about 4% ‘usable’ waste per month due to exporter not accepting material ordered, leftover samples. We utilize the waste generated in and provide it to the semi-skilled and motivated women workforce to manufacture authentic yet contemporary clothing, accessories and home furnishings.

Customer problem/need:
1. 47% of rural women in India and illiterate and living in poverty but do not necessarily lack the skill and willingness to learn.
2. Fashion industry is the second largest polluter in the world and textile manufacturers generate considerable amount of textile waste that sits in their warehouses increasing their inventory costs or goes to the landfills harming the environment.
3. Getting access to unique clothing that help them create a style statement and sustainable clothing that impacts the environment and women positively.

Value Proposition:
1. Employment to the women who belong to low-income families and possess basic skills of seamstresses such as stitching and fashion designing. We aspire to empower these women by providing them employment.
2. We are helping textile manufacturers to get rid of ‘usable’ waste and improve operational efficiency such as reduced inventory costs.
3. Solution to finding unique clothing: We are providing authentic yet contemporary designs in apparels, accessories and home furnishings. These products are designed for people who want to stand out of the crowd and own unique products.

Target Market:
My target market is women who are either already conscious about the environment and believe in women empowerment and/or women who may fall under the following demographics/interests:

1. Age - 20-45 years old
2. Upper Middle Class
3. Could be a homemaker or a working woman
4. Women who often wear stylish/ unique clothing and accessories
5. Women who like to maintain a decent social status with what they wear

Sales Channels:
- B2C - I am working to create an interactive e-commerce platforms and put up stalls at various sales booths
- B2B - Collaborate with boutiques selling unique products

Stage of Venture:
I have my first 30 samples ready, I am in conversation with an all women’s production house in India to set up the production. Further, I am conducting market research in the form of one-on-one interviews with prospective customers. I plan to purchase the domain name and set up a basic website in the next 2 weeks and launch a marketing campaign in November 2019.
Call to Action:
Looking for feedback and network opportunities in the US for possible collaborations and industry specific advice.

Do you have an advisor?
Prof. Caroline Daniels, Director, Fashion Entrepreneurial Initiative (FEI)
Cindy Klien Marmer, Butler Launch Pad Program
Hema Hattangady
Prof. Beth Goldstein
VIX Protection

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Industry:
Consumer Products

One Line Summary Pitch
VIX Protection is developing cut-resistant undergarments to eliminate what is quickly becoming the most lethal hazard in the sport of skiing: traumatic ski lacerations.

Brief description of business venture:
In February of 2019, I suffered my second ski laceration, wherein a ski cut my thigh down to the bone and I lost approximately half of my blood, nearly killing me.

VIX is broadly dedicated to eliminating ski lacerations, and particularly focused on producing cut-resistant undergarments (thermal leggings, compression shorts, neckies) to do so. However, we’ve come to realize that making truly effective cut-protective gear requires us to go well beyond skiwear. The bulk of our efforts so far have centered around material R&D and establishing a new cut testing standard for the sport.

Customer problem/need:
The problem is that people are getting sliced open by their skis and dying as a result. The statistics of these accidents are pending, as the medical study I’m working with has yet to share their findings about frequency and severity, but the ski community recognizes this as a major, terrifying hazard.

Some cut-resistant options exist today but they have been developed hastily, do not offer full-area protection, and are neither comfortable nor warm. What's more, they are fundamentally ineffective due to poor material choices and faulty industry testing standards.

Value Proposition:
I've been through the most traumatic version of this injury and I made this because I did not trust anything else on the market with my life. VIX is the only thing that has given me the confidence to ski again.

We have rewritten the testing standards and created a testing machine and procedure that is becoming accepted as the standard for ski laceration prevention.

Using data from this testing and with the help of the country's best material scientists, VIX has developed a space-grade technical fabric which far exceeds the cut-resistant properties of any other fabric on the market.

Target Market:
The target market consists of competitive ski racers aged 8-28, Masters-level skiers above age 50, and very avid recreational skiers (known by many in the ski world as ‘ski freaks’). 'Ski freaks' are identified by their tendencies of jetsetting to the best global ski destinations and their propensity for following and purchasing the best, most high tech, highest-rated, and most critically recommended ski gear each season.

This market is about 310,000 strong domestically, and approximately 1,250,000 globally.

Sales Channels:
Online shop, selling to the larger ski shops in the country, and direct sales at ski events and races.
The most important channel that VIX is focusing on first is the ski shops. They are extremely influential and advantageous to have on our side for a multitude of reasons.
Stage of Venture:
We have created a testing machine and procedure, developed a fabric, designed the leggings, and we are currently in the prototyping stage. We have production set up and ready to go as soon as prototypes are confirmed and we are expecting to have product ready and stocked by the first week of November, at which point we will immediately begin sales.

Call to Action:
Looking for team members, feedback, and potentially a co-founder. Looking for funding but only from someone who can lend critical insight or expertise to this niche pursuit.

Do you have an advisor?
Armins Rusis
Angela Randolph
WMX Special Steel Co.

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Industry:
Consumer Products

One Line Summary Pitch
We are a steel distributor, dedicated to offering specialty steel to American customers in ONE-STOP with quick delivery, competitive price, and 24 hours follow-up service.

Brief description of business venture:
To expand our steel business in China, we will expand the business in the U.S. by setting up a steel company with warehouses, in order to distribute the specialty steel to the whole U.S. market, and penetrate into Mexico and Latin America.

Buying from WMX CHINA, WMX USA save lots of purchasing cost with huge profit margin, and thus can offer ONE-STOP service to local customers with fast delivery time, guarantee-quality and much competitive prices. First launched in Houston because Houston has huge market of steel in oil, car, and space industry, as well as cost of land, low tax, etc.

Customer problem/need:
Our target customers are local small distributors, final users of steel products, mold-makers, car manufacturers. They face problem of long time delivery time (60-180 days), which will delay their project's deadline and capital costs. And if they buy from abroad sources like China, they will have quality concerned, or spend more in assigning engineers to travel or third-party inspection before shipment. Alternatively, if they buy from local steel distributors, the prices are very high. Therefore they need faster delivery time, quality guaranteed, as well as low cost of steel material.

Value Proposition:
Buying from WMX CHINA, who is the sister company, WMX USA will be located in Houston, Texas to offer steel solutions to customers in the whole USA and Latin American market.

Therefore, WMX USA can offer ONE-STOP service to local customer with
1. fast delivery time (1-7 days);
2. guarantee-quality (local distributor, 30 days return policy, local engineers' service on door, etc);
3. competitive prices (cut costs in steel making, exporting, logistics, as well as the warehouse location and huge market demand)

Target Market:
The target market initially is Houston, Texas, Michigan, Ohio, Chicago, to the whole U.S. market. We will then penetrate into Mexico and Latin American market.

The market size of specialty steel is huge in the U.S. due to its economy and industry development. According to marketwatch.com, there were 132400 Million US$ of Alloy steel are demanded in 2018. And in Latin America, 67.0 million tons of apparent steel consumed in this fast growing market zone, and most of them buy from China and India.
Sales Channels:
Online platform like Google, Baidu, Alibaba, etc;
Industry Fairs like OCT in Houston, EuroMold in Frankfurt of Germany, CONEXPO in Latin America, etc;
Visit clients abroad in person;
Email, Fax, Calls, and so on.

The most important channel for us now is an online platform and emails. We are using Google in different countries’ IP to search for target customers, try to get contact with them by emails and calls; And if possible to reach cooperation, we may visit clients in person to close the deal and establish a relationship, and in the meanwhile to visit other potential customers in the area.

Stage of Venture:
We have discussed with some potential customers in the U.S. and developed an agent in Colombia, and they are willing to embrace the cooperation chance if WMX USA can operate and develop in the U.S. market.

However, as a new company, WMX USA has not been operated yet due to lack of investing capital. Our long term goal is to merge all our sister companies in China, USA, Latin America into a steel group that will appear on market in 2026.

Call to Action:
We are currently looking for investment funding, as well as a skilled management team.

Do you have an advisor?