

HERB KELLEHER ENTREPRENEURSHIP CENTER

# FREED FAMILY PITCH COMPETITION

823

ONE NIGHT. FOUR STARTUPS.  
**\$65,000 IN PRIZES.**

10.17.2024  
**3 - 7 PM**

ROBERT B. ROWLING HALL  
**CRUM AUDITORIUM**



# FREED FAMILY PITCH COMPETITION

THIS COMPETITION, UT'S LARGEST UNDERGRADUATE PITCH COMPETITION, IS ALL ABOUT SHAKING UP THE GAME, PUSHING BOUNDARIES, AND NEVER SETTLING. WE'RE LOOKING FOR BIG IDEAS AND THE PASSIONATE STUDENTS BEHIND THEM.

*ARE THEY READY TO BREAK* **THE MOLD?**

“Innovation doesn't happen in a vacuum,” said Billy Freed on why he chose to endow the FFPC.



“Ambitious students depend on the support and advice of experienced faculty members, industry mentors and investors. My family and I hope this will encourage more young people to step up with fresh business ideas, and that those ventures will have room to grow.”

## MISSION

### WHAT DRIVES US?

The Herb Kelleher Entrepreneurship Center strives to be the finest academic research and teaching center focused on entrepreneurship in the United States. HKEC achieves this by promoting the development of entrepreneurial skills and supporting the exploration of the ways these skills can be applied to careers as founders or innovators within established firms. The Center links the McCombs School of Business with the entrepreneurial community and other centers of entrepreneurship-related activities within the university.

## HISTORY

### WHAT IGNITED US?

In 1967, Herb Kelleher founded Southwest Airlines. Prior to this, flying was a luxury and only those that were wealthy or traveling for business could afford to fly. With the start of Southwest Airlines, the industry was transformed. The Herb Kelleher Entrepreneurship Center was founded in 2001 to provide resources and guidance to others with an entrepreneurial spirit and to encourage innovation. Herb's vision and passion for positive change through entrepreneurship and innovation are reflected in the center, both in name and spirit.





# AGENDA

## Thursday, October 10, 2024 Virtual Semi-Finals

- 1 - 1:30 p.m. Welcome Address**  
Dr. Steven Gray, HKEC Director  
Ali Arnold, HKEC Communications Specialist
- 1:30 - 3:20 p.m. Semi-Finalist Rounds**
  - Division I**  
Energy Umbrella      Natural UI  
Bloom Technologies      Orchestrate
  - Division II**  
Reading Ramp      CURA  
I-Care      MIADE
  - Division III**  
Safe Walking App      Mercury Marketplace  
Metrix AI      V&V
  - Division IV**  
Yongbros      ParkNow  
Resia      upscale

## 4 p.m. Finalists Announced

## Thursday, October 17, 2024 Crum Auditorium

- 3 - 3:15 p.m. Welcome Address**  
Dr. Steven Gray, HKEC Director
- 3:15 - 4:40 p.m. Finalist Rounds**  
3:10 | 3:35 | 4:00 | 4:30
- 3:15 - 4:40 p.m. Elevator Pitch Rounds**  
12 Teams | 2-Minute Pitches
- 5:35 p.m. Winners Announced**  
Billy Freed, Program Donor
- 6:00 p.m. Reception**  
Rowling Hall Atrium



# MEET THE SEMI — FINALISTS



**Bloom Technologies, LLC**  
 Welcome to Bloom - an online platform for all businesses to upload relevant data/documents, track sustainability metrics, and utilize our trained AI model, which provides context-specific reports on climate performance and potential ESG recommendations.



**CURA**  
 CURA is an AI-powered solution designed to alleviate the immense challenges faced by family caregivers of mentally ill patients. CURA empowers caregivers to navigate the complexities of care management, ensuring both patients and their families receive the support they deserve.

**Energy Umbrella**  
 The Energy Umbrella is a solar energy system that uses foldable ergonomic solar panels to deliver reliable and affordable energy to urban Indian households during frequent power outages.



**I-Care**  
 The right to see lies behind a paywall, and I-Care is tackling that financial barrier through their innovative phoropter. With significantly reduced rates than current industry leaders, I-Care is making vision more accessible.

**Mercury Marketplace**  
 Mercury Marketplace is a campus-based app designed to empower student entrepreneurs by giving them a centralized platform to promote their products and services. From hair styling to nail care and trendy accessories, our platform offers a diverse array of services, ensuring student entrepreneurs can openly promote their small businesses.





### Metrix AI

Metrix AI leverages cutting-edge computer vision and machine learning to instantly analyze food images, offering precise macronutrient breakdowns. This solution speeds up the user experience and ensures inclusivity, catering to a broad demographic with varied dietary needs and preferences.

### MIADE

MIADE AI is developing a specialized live coding copilot that provides automation tools tailored to medical image analysis. Our AI assistant accelerates the coding process, reducing the technical burden on developers and allowing them to focus on critical problem-solving.

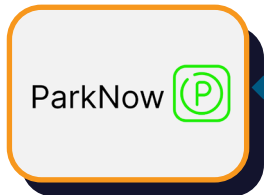


### Natural UI

Natural allows users to complete actions in seconds on websites and apps using voice and natural language.

### Orchestrate

ChatGPT has transformed the world of information work, but without a way to interface with the real world that effect hasn't reached jobs that take place in the physical world. Orchestrate is using generative AI to bridge the gap by building the AI-driven reasoning layer for robotics.



### ParkNow

Urban parking is a daily struggle for American drivers, who waste tens of hours and hundreds of dollars annually searching for spots. ParkNow transforms unused driveways and parking spaces into convenient options for those on the go.

### Reading Ramp

Reading Ramp is an innovative online reading therapy provider addressing literacy challenges for students, particularly those with dyslexia and learning disabilities. We offer personalized, live 1-on-1 sessions with certified educators and a curriculum subscription designed for at-home teaching.



### Resia

Resia provides AI-driven real-time visualization and cost estimation software for residential home remodeling projects, offering contractors and homeowners with a platform that provides an end to end solution to automate the process.

### Safe Walking App

Millions walk in fear every night. Safe Walking App provides users with real-time data on crime and safety, allowing them to make informed decisions when selecting their routes.



### upscale

upscale connects users with local trainers across various sports and activities. We provide access to private, personalized lessons from expert coaches, helping individuals improve their skills and reach their full potential.

### V & V

V&V is a revolutionary fast-food restaurant that offers healthy, plant-based meals designed to meet the growing demand for nutritious, convenient dining options.



### YongBros

YongBros is a Roblox game development studio turned accelerator, empowering indie Roblox developers to break through platform saturation by providing funding, mentorship, and access to top-tier talent.



## DIVISION I

### ENERGY UMBRELLA



Sahana Raj



Sahas Chinni

### BLOOM TECH.



Ruthvik Jonna

### NATURAL UI



Colin Angel

### ORCHESTRATE



Dylan McGuire



Kevin Li

## DIVISION III

### METRIX AI



Paul Joseph



George Paul

### SAFE WALKING APP



Raghav Katta

### V & V



Katia Lui

### MERCURY MARKETPLACE



Arsalan Bhai



Manika Homagain

## DIVISION II

### CURA



Aakriti Kamal

### I-CARE



An Vo



Hieu Tran

### READING RAMP



Cameron Llewellyn

### MIADE



Jeongwook Yun



Daniel Kim



Kevin Wang

## DIVISION IV

### PARKNOW



Kyle Nguyen



Arkady Marchenko

### YONGBROS



Clint Yongoueth

### RESIA



Clay Seifert

### UPSCALE



Arturo Garcia




Julieta Garcia

# SEMI - FINALS JUDGES


<p><b>BRETT CHIKOWSKI</b> Middle Way Marketing, COO</p>		<p><b>BROOKE AKINS</b> Cintra, Global ESG Director</p>	
<p><b>CHRISTINA ZERKA</b> Forum Ventures, Investor</p>		<p><b>GARY FORNI</b> Central Texas Angel Network, Chairman &amp; Angel Investor</p>	
<p><b>JIM NELSON</b> Texas McCombs, Professor of Strategy and Innovation &amp; Serial Entrepreneur</p>		<p><b>KALYAN BANERJEE</b> Lumenci, Co-Founder &amp; CGO</p>	
<p><b>KEVIN SMITH</b> Central Texas Angel Network, Advisor &amp; Angel Investor</p>		<p><b>KURT WILKIN</b> HireBetter, Co-Founder &amp; CEO</p>	
<p><b>LAURIE CERCONE</b> Quality Bakery Products, Director of Sales &amp; Business Development</p>		<p><b>MARISSA VOGEL</b> Generation SERVE, Founder</p>	
<p><b>OLEKSANDR DAVYDENKO</b> Coop, COO</p>		<p><b>RAJEEV R VISHAKA</b> Coinbase, Engineering Leader</p>	
<p><b>SARA DAMIANO</b> Texas Health &amp; Human Services, Director, Office of Aging Services Coordination</p>		<p><b>SEBASTIAN BARRIGA</b> Milemark Capital, Co-Founder &amp; General Partner</p>	

# FINALS JUDGES



**ROBERT ALVAREZ**  
Board Director & Serial Entrepreneur

Named 3X CFO of the Year, Robert has been part of 5 Austin based venture backed startups with all 5 having successful exits, 2 IPOs and 3 M&A exits.




**CARL CARTER**  
Co-Founder, Hibernia Resources

Having co-founded Hibernia Resources in 2007, Carl now operates several investment vehicles across multiple sectors including traditional energy, energy transition and real estate.



**KRISTINA CASHMAN**  
CEO, Guy + Larry Restaurants

With 25+ years experience, Kristina is an independent public and privately held company director and a veteran C-Level Executive with extensive experience in the consumer sector.




**BRENT LOOBY**  
Co-Founder & CEO, Desert Door Distillery

McCombs MBA '17 and former Marine fighter pilot, Brent originally co-founded Desert Door Distillery, now successfully scaled, with fellow MBA classmates on the Forty Acres.



**WHITNEY MCELWAIN**  
Founder, Daybird

As a venture founder, operator and investor with over a decade in building brands people love, Whitney's experience spans both startups and household names like Red Bull and Curology.



**ELLIS WINSTANLEY**  
Executive, Board Member, & Serial Entrepreneur

Ellis has a successful track record of starting up and growing businesses in the hospitality, construction, SaaS, and apparel industries and developing commercial real estate projects.





X

TEXAS McCombs | HERB KELLEHER ENTREPRENEURSHIP CENTER

A portion of the Freed Family Pitch Competition prize pool is powered by the partnership of the Herb Kelleher Entrepreneurship Center and Amazon Web Services.

FFPC 2023 Finalists and Judges



From left: Quoc Tran, Toni Jacaruso, Srikar Sadhu, Sam Preston, Ashauntee Fairley, Phillip Baek, Angelica Sharma, Tyler Freed, Billy Freed, Kalyan Banerjee, Melody Geiger, Joseph Horak, Will Sords, Athena Simpson, and Luis Martins

# 2023 RECAP



## 1st Place STEMkidz

STEMkidz hosts computer science and robotics camps for kids. Our mission is simple: to lead our future generation in science, technology, engineering, and mathematics.



## 2nd Place BoBo App

BoBo revolutionizes roommate living, turning chore management into a fun, competitive game with a community spirit. Leveraging machine learning, it understands users' habits, offering personalized suggestions and rewards, while opening a lucrative advertising avenue to businesses targeting the vibrant college demographic.



## 3rd Place Merge Conflict Studio

Merge Conflict is a minority-led video game development studio that focuses on centering marginalized perspectives and empowering our players. We believe games can go beyond pure entertainment and help spread motivation to fight for a more environmentally conscious society.



## 4th Place Sensibed Tech

2.5 million people develop ulcers annually. Sensibed tracks the formation of ulcers in patients and alerts nurses when they form.

From top to bottom, left to right: Angelica Sharma, Phillip Baek, Melody Geiger, Srikar Sadhu, and Sam Preston



WHAT  
STARTS  
**(UP)** HERE  
CHANGES  
THE WORLD.



TEXAS McCombs

HERB KELLEHER  
ENTREPRENEURSHIP  
CENTER



@UT\_Kelleher\_Ent

#WhatStartsUpHere

uthkec.com | hkec@utexas.edu

Herb Kelleher Entrepreneurship Center | McCombs School of Business | The University of Texas at Austin