

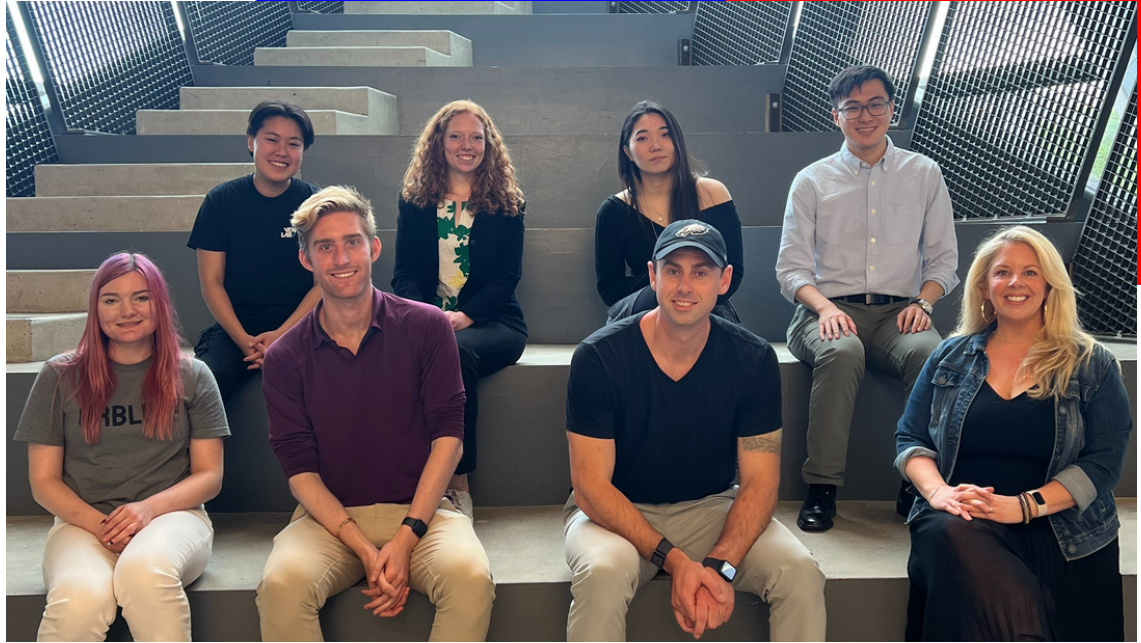
2023

PENNOVATION

PENNOVATION
ACCELERATOR
PITCH DAY

JULY 26, 2023

ABOUT PITCH DAY



We are so glad you could join us for Pitch Day, the culminating event of the 6th annual Pennovation Accelerator.

Each summer, the Accelerator program invites a cohort of local startups to engage in a six-week program to develop their business strategy and cultivate their network. Cohort companies participate in weekly educational sessions presented by subject matter experts. Each company is paired with an experienced mentor to advise them on their journey. In addition, curated networking opportunities help companies make connections into the larger Philadelphia entrepreneurial community.

The 2023 Pennovation Accelerator cohort is comprised of nine companies representing a variety of industries ranging from health tech, to artificial intelligence, boba and more.

ABOUT PENNOVATION WORKS



What's In The Works?

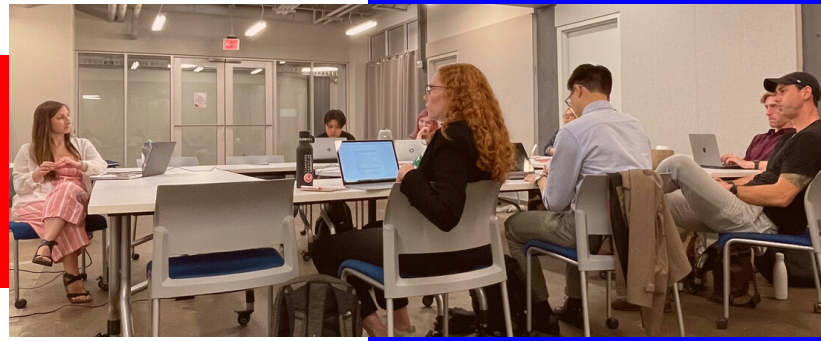
Pennovation Works is a distinctive blend of offices, labs, and production space developed by the University of Pennsylvania to link the intellectual and entrepreneurial initiatives necessary for advancing knowledge and generating economic development.

The 23-acre property adjacent to Penn's campus accommodates state-of-the-art facilities, researchers, entrepreneurs, and industry partners solving real-world problems and translating inventiveness into viable ventures.

The Pennovation Center

The Pennovation Center is a business incubator and laboratory that aligns and integrates researchers, innovators, and entrepreneurs for the commercialization of research discoveries. Intended to marry entrepreneurs with an expert workforce and scientifically advanced facilities, key features of the Pennovation Center include common creative spaces and coworking areas, in addition to curated events and programs. By creating an atmosphere for collaboration, the Pennovation Center brings people together to foster interaction and the exchange of ideas.

AGENDA



- 1:00 Doors Open
- 1:30 Arrival & Opening
- 1:35 Introduction to Panel & Structure
- 1:45 Blossom
- 1:57 Sonura
- 2:09 Pocket Scribe
- 2:21 Guthrie AI
- 2:33 LCKR
- 2:45 ~ INTERMISSION ~
- 2:55 Orble
- 3:07 Vertige
- 3:19 BactTest
- 3:31 Medicratic
- 3:43 Company Presenter
- 3:53 Company Update: Baleena & Judges Deliberation
- 4:10 Winner Announcement & Closing / Networking

ABOUT OUR JUDGES



DENITA HENDERSON

Managing Director, Pennovation Works

Denita oversees the strategic master plan of Pennovation Works, and leads business development of the site, including marketing, communications, and leasing. As a strategic and innovative visionary with over twenty years of experience, Denita built her career on developing programs and partnerships that strengthen and connect diverse communities, create value, and drive meaningful change. As Managing Director, she focuses on advancing the growing community of researchers and entrepreneurs at Pennovation Works.

GLORY DURHAM, MPH

Director of Operations, Penn Health-Tech

Glory Durham, MPH manages day-to-day operations, including programs, communications, and reporting at Penn Health-Tech. She began her career as an epidemiologist, having experience in both lab research and clinical settings. Since arriving at Penn in 2017, Glory supports Faculty technology development, leads commercialization programs, connects health tech projects with collaborations, resources and strategic partners, and mentors students.



SASHA SCHRODE, MBA

President & CEO, Serpex Medical, Partner, Robin Hood Ventures

Sasha is an entrepreneur with broad experience in healthcare, pharmaceutical and medical device sectors. She is the co-founder and CEO of Serpex Medical. She has worked in medical devices for the past 17 years, initially working for large companies and later transitioning to consulting for early-stage companies where she focused on delivering value and bringing innovative new technologies to market. Sasha is passionate about helping companies deliver growth at the intersection of healthcare and commercial innovation.

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MEET THE ACCELERATOR ALUMNI SPEAKER



Julia Yan
CEO

[Baleena](#) builds best-in-class, next-generation filtration devices to tackle microplastics fiber pollution in the fashion supply chain, beginning first with individual consumers. Baleena is pioneering an easy-to use, highly-efficient, in-drum microfiber trapping device to reduce microplastic emissions at the point source — laundry. With every load, microplastic fibers shed from synthetic clothing are being transported out of the home via wastewater, released into the ecosystem, and ultimately find their way into our oceans and drinking water.

Baleena targets laundry doers, helping them reduce their personal microplastic footprint with a broader vision to expand upstream in the textile supply chain into the clothing resale/repair/rental and apparel manufacturing markets. Baleena has raised a little over \$360k in funding, received LOIs from Arc'teryx and The Community Ecostore, and partnered with Patagonia, Ocean Wise, Big Blue Ocean Cleanup, 5 Gyres, Plastic Pollution Coalition, and Circular Philadelphia.

Founders:

Baleena is led by an all-female founding team of Materials Science engineers graduated from the University of Pennsylvania recognized for UPenn's President's Sustainability Prize, 2022 Pennovation Accelerator, StartUp Lehigh Valley, PHL Inno Under 25, iMatSci, ASUio, and gener8tor.

Julia Yan (CEO) has startup operations, consulting, and engineering experience from roles as Strategy & Summer Associate, Petal Jewelry Business Development & Customer Research Analyst, Engineering Entrepreneurship head TA, and for Doble Engineering Lab Tech.

Sarah Beth Gleeson (COO) has experience in supply chain research and materials engineering for biological applications from previous roles as a student researcher, teaching assistant in Materials Selection and Soft Materials, and intern at Oak Ridge National Laboratory.



Sarah Beth Gleeson
COO

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MEET THE COHORT

Blossom

FOUNDER: NIKA KODA

Blossom is developing a new stroke therapy tool that incorporates play and imagination. [CONTACT NIKA AT: NIKAK@SEAS.UPENN.EDU](mailto:NIKAK@SEAS.UPENN.EDU)



SONURA

FOUNDERS: TIFARA BOYCE, GABRIELA CANO, GABRIELLA DALTOSO, SOPHIE ISHIWARI, & CAROLINE MAGRO

Sonora is developing a beanie to improve the developmental outcomes of every NICU patient to pursue a brighter future.

[CONTACT SOPHIE AT: SISH@SEAS.UPENN.EDU](mailto:SISH@SEAS.UPENN.EDU)



FOUNDERS: NIKHIL ILLA & JENNIFER ROONEY

Pocket Scribe is working on an AI-powered dictation tool for physicians to help improve workflow and fight burnout.

[CONTACT NIKHIL AT: NIKHIL.ILLA@PENNMEDICINE.UPENN.EDU](mailto:NIKHIL.ILLA@PENNMEDICINE.UPENN.EDU)



FOUNDER: TED BAUMGARDNER

Guthrie AI is reimagining preconstruction by outsourcing and automating the \$13B of redundant/time-consuming take-offs currently required by the RFP process.

[CONTACT TED AT: TEDB@GUTHRIEAI.COM](mailto:TEDB@GUTHRIEAI.COM)



FOUNDER: ALIZA BERGER

LCKR is a rental platform that uses smart lockers to facilitate the exchange of hobby and sports equipment. [CONTACT ALIZA AT: ALIZABER@WHARTON.UPENN.EDU](mailto:ALIZABER@WHARTON.UPENN.EDU)

MEET THE COHORT



ORBLE

FOUNDERS: NASTASSJA KUZNETSOVA & SOPHIA ANZAI TAKAHASHI

Orble is developing a fully "auteamatic" boba machine.

CONTACT NASTASSJA AT: NKUZ@SEAS.UPENN.EDU



VERTIGE

FOUNDER: KRISTY CARABELLO

Vertige is a mobile vertigo-tracking app bringing balance back to vertigo sufferers by identifying trends in their vertigo episodes.

CONTACT KRISTY AT: KRISTY@VERTIGE.APP

BactTest

FOUNDERS: ELLIOT JANG, PRABLEEN KAUR, AARAV KUKREJA, & NICHOLAS MANUTO

BactTest is working on developing bacterial test kits for the common cold to address the overuse of antibiotics.

CONTACT NICO AT: NKM@SEAS.UPENN.EDU



MEDICRATIC

FOUNDERS: TANNER MITTON & ALEXANDER THOMSON

Medicratic is leveraging data and machine learning to bring speed, equity, and holistic review to medical education and admissions.

CONTACT ALEX AT: ALEX@MEDICRATIC.COM

THANK YOU TO OUR SPEAKERS



MARKET ASSESSMENT

Scott Fishman

Entrepreneur, Angel Investor and Author



BUSINESS MODEL

Mike Dishowitz

*Portfolio Decision Sciences, R&D Strategy and
Portfolio Management, GSK*



FUNDRAISING & STARTUP TEAMS

Emily Foote

Partner, Osage Venture Partners



BRANDING & STORYTELLING

Taylor Durham

*Director of Marketing & Digital Studios, Venture Lab,
Tangen Hall, The Wharton School*



THE ASK

Brett Topche

*Managing Director
Red & Blue Ventures*

Josh Mastromatto

*Founder & CEO
REGO - Pennovation Accelerator '21*

Julia Anthony

*Founder & President
SOLUtion Medical - Pennovation Accelerator '20*

THANK YOU TO OUR MENTORS

MELISA LOPEZ-ANTON

*Assistant Director
PCI Ventures*

PITOU DEVGON

*Healthcare Entrepreneur,
Angel Investor, Advisor*

MEGHA UNHELKAR

*Associate Director of
Portfolio Analytics
Flagship Pioneering*

JARED CANNON

*Founder & CEO
Simply Good Jars*

DAVID HUNTER

*Management Consultant
Senior Manager
Accenture*

JACOB WALKER

*CEO
Rivet*

YI-YEN CHEN

*Associate Director
PCI Ventures*

MAX POLEC

*Executive Coach
The CEO Strategy*

ANN CUNNINGHAM

*Managing Partner
i3 Strategy Partners*

AARON SOTO-KARLIN

*UX Researcher
One Medical @ Amazon*



THANK YOU TO OUR GUESTS

MATTHEW BELL

*Director of Product Development Services
NextFab*

CHRIS FORTUNATO

Philly Hardware MeetUp Organizer

SARAJANE BLAIR

*Director of Client Development &
Partnerships, CIC*

ELLIE WEINSTEIN

Founder of Cocoa Press

ADAM SALAMON

CEO & Founder of Pression

WILLIAM FELINSKI

CEO at MyGrow Design

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2023

Thank You

FOR JOINING US!

**FOR MORE INFORMATION VISIT OUR WEBSITE
[PENNOVATION.UPENN.EDU](https://pennovation.upenn.edu)**

