A few not so famous (yet) start-ups and how you can too

Berthiaume Center for Entrepreneurship
EXO – “Cultural Disruption”

- **Founded by** Greg Sewitz and Gabi Lewis -- Undergraduate Roommates at Brown University

- **The Idea:** Protein Bars made with Cricket Flour
  - Global Systems Conference
  - Cross-Fit Testing

- **The Advantage:** Healthy, Sustainable, Cutting Edge

- **Resources:** 2013 Kickstarter Campaign

CRICKETS ARE THE NEW KALE
Soy, dairy, grain and gluten-free. Paleo and environmentally-friendly protein bars.
Vidcode -- “Pedagogical Disruption”

- **Founded by** Alexandra Diracles and Milissa Halfon, NYU students who met randomly at *Start-up Weekend*

- **The Idea:** Begin with the “problems” girls are trying to accomplish
  - Creative (e.g. photography)
  - Social Connection

- **The Advantage:** Girls become more interested in coding if it’s connected to their creative interests and social lives.

- **Resources:** Kickstarter Campaign; Partnerships
FiberFix: Disruption through “application in new markets”

- **Founded By** Spencer Quinn, a junior at Brigham Young University

- **The Idea:** New applications for plaster cast tape
  - Summer job at company that sold athletic tape
  - Doctor’s appointment – ATV story

- **The Advantage:** “100 times stronger than duct tape

- **Resources:** Neighbors, Friends and Family, Shark Tank, QVC
Disruption through “problem connection”

- **ThirdEye** – Google Glass App inspired by a grandfather’s disability
  - Founders met a Hackathon

- **Owlet Baby Monitor** – nontoxic, hypoallergenic "smart sock" worn on a baby's foot during sleep that uses non-invasive pulse oximetry to track heart rate and blood-oxygen levels.
  - *The problem* – Sudden Infant Death Syndrome (SIDS)
  - *The Solution* – Jacob Colvin – Brigham Young University Student; Parent

- **Ear Top Technologies** – University of Miami Student and weekend DJ Ketan Rahangdale teamed with fellow student, Jaiyu Ni, to design and market devices that turn any wired audio device in to a wireless one.
Limbitless Solutions -- It's not just about the money, Disruption for Social Good

• **Founded by** Albert Manero, Engineering PhD student, University of Central Florida

• **Idea:** To drive down the cost of prosthetic limbs through additive manufacturing (3D printing)

• **Advantage:** Cost, consumer access

• **Resources:** UCFarmory Makerbot; Student Volunteers; Web based campaigns (books and bionics for displaced Syrian children)
Berthiaume Center for Entrepreneurship: Supporting UMass Game Changers since 2014

• Events
  • Idea Jams (September 15, 16 17)
  • VVM/Innovation Challenge Information Session (September 28)
  • Innovation Challenge Pitch Camp #1 (October 1)
  • Innovation Challenge Pitch Camp #2 (October 20)
  • Innovation Challenge Pitch Competition (October 28)
  • Draft Kings E-Talk (November 3)
  • Innovation Challenge Workshop (November 9th)
  • Innovation Challenge Executive Summary and Money Needs Competition (December 2)

• Start –Up Weekend – Coming Spring 2016

https://www.isenberg.umass.edu/centers/berthiaume-center-for-entrepreneurship
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- UMACorps -- Services designed to inspire and support entrepreneurially minded stem faculty and graduate students.
  - Breakfast Briefing, Wednesday, October 14th 8am to 9:30
  - Innovator’s Jumpstart, November 12th and 13th
  - Customer Discovery Funding
Berthiaume Center for Entrepreneurship: A Start-up for Start-ups

- New Venture Services
  - Mentorship Service
  - Market Analyses
  - Early Stage Business Plans
  - Competitive Analyses
  - Berthiaume Buzz Builders
  - Find a Team/Join a Team
  - Berthiaume Student Innovators
Thank You!

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