

**2016-2017 McCloskey Business Plan Competition
Semifinalist Public Summaries**

Bloom

Team Leader: Ajay Prabhakar MBA 2017

Contact e-mail: ajay@harvestwithbloom.com

Team Members: Michael Brown, Dennis Alexander, Jan Porvaznik MBA 2017

Bloom is a cloud-based solution to contingent workforce performance management. It is intended for managers who seek greater visibility into contractor operations and professionals who seek more comprehensive feedback on their work. By breaking down projects into actionable tasks and offering intuitive reporting processes, Bloom delivers a meaningful evaluation experience. Integrating with current vendor management systems, Bloom fills a critical gap by providing informal, private, and incentive-free feedback through proactive notifications and simple interactions.

CODEinCLASS

Team Leader: John Henry MBA 2015

Contact e-mail: johnghenry@gmail.com

Team Members: Jonathan Rydberg BBA 2017, Kristopher Priemer ESTEEM 2011

CODEinCLASS prepares children for the future by making it easier for elementary schools to incorporate a computer science curriculum. We assemble the best available public resources into a classroom-ready package for both teachers who will deliver the program and administrators who create a vision for their entire elementary school. We also add professional development and in-person training that teachers and administrators desperately need.

Dark Horse Sports Recruiting

Team Leader: Benjamin Fouch BBA 2017

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Team Members: Brandon Ruggles BBA 2017, Lee Becton BBA 1995, Elizabeth House BBA 2017, Bob Chmiel

Dark Horse Sports Recruiting is a service that helps high school athletes get recruited by college sports programs while also preparing them to be successful academically. Students have a mentor with experience in their sport and personal relationships with coaches around the country. This mentor will identify the student's target level of play, market the student to coaches, and help them secure an offer to play. Meanwhile, the company will help the students understand what they need to do to improve their academic candidacy, identify scholarships, and build out their admissions application.

Dress CODE Tech

Team Leader: Kayte Malik EMBA 2016

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Team Members: Bryan Grubert EMBA 2016, Mary Osman BA/EMBA 2016, Kathleen McCann EMBA 2017

There is beauty in innovation and potential in everyone. Our goal is to encourage curiosity by merging fashion and technology to education women and girls about computer science, coding and other STEM related disciplines. We provide beautiful accessories that are designed to ignite an interest in computer science and technology development. The accessories have strings of code on them. The user enters in the code to www.DressCODETech.com and it will unlock training modules on how to code.

Endpoint

Team Leader: Dustin Schoedel MBA

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Team Members: Thomas Pratt, Heena Purohit MBA 2017, Maria Veronica Marquez Moran BS 2019, Page Heller

Endpoint is a Wireless company committed to researching, developing, and patenting Radio Frequency (RF) / Wireless technology specifically designed to fundamentally change the way data is sent by incorporating the polarization shift in RF waves into our module. Our method of data transmission has inherent security advantages; our customers will include private and government agencies interested in secure communications. Endpoint is working in conjunction with the Notre Dame Office of Tech Transfer, holding multiple patents for the unique technology and the ways it can be used.

Figuro3D

Team Leader: Robert Kuang MBA 2017

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Team Members: Jason Davis MBA 2017, Helen Sheng BBA 2017, Tim Joyce, Paul Brenner, Chris Sweet, Sandra Gesing, James Sweet MBA 2017

Figuro3D is focused on providing customers with high-resolution and cost effective 3D scanning solutions. Figuro3D can produce photorealistic 3D models by using proprietary scanning technology to combine scanner data with high-resolution imagery of the scanned object. Our commercial products are grouped into three categories: sensor hardware, software and technical services. Customers can utilize data from the scans directly (embed in a website, analyze with manufacturing software, etc.) or print the model via one of numerous commercial 3D printing/milling technologies.

Jubilee Initiative for Financial Inclusion

Team Leader: Kyle Tichacek BA 2019

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Team Members: John Kang BBA 2019, Charles Wolfe BBA 2020, Brennan Lee BBA 2020, Emily Phol BBA 2020, Dhruv Chempakasseril BBA 2019

JIFFI is an entirely student-founded and run non-profit providing low-interest, secure microloans to Michiana residents seeking alternatives to predatory payday lenders. We officially became a non-profit company in December of 2014 when we received 501(c) (3) status and opened our small storefront downtown. We are seeking to increase our capital base to be able to fully launch two programs that we are currently beta-testing: offering educational loans and micro-grants.

Lineage

Team Leader: Shawn Cook ESTEEM 2017

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Team Members: Paul Goebel ESTEEM 2017, Chris Stepien ESTEEM 2017, Eoghan Martin ESTEEM 2017, Nicole Cook, Rick Stepien BS 1985

Our company mission is to provide a platform to preserve family history in real time for future generations by encouraging users to create video interviews with family members. Customer will be able to store these videos and photos in their "vault", have the ability to share with family members who are connected in their "family tree" and they can make these items visible to the public. Lineage gives people the power to proactively preserve their family history in a secure location.

Manufacture America

Team Leader: Madeline Zupan ESTEEM 2017

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Team Members: Thomas Zupan

Manufacture America aims to bridge the skills gap that is crippling US manufacturing by pipelining talent from nil to skilled, ensuring program completion and retention through incentivized pull mechanisms. This venture enlightens young men and women about excellent career alternatives that are attainable for those individuals who have the aptitude and attitude to succeed, and by marshalling them all the way through the process. In return, strategic partner manufacturers will be enabled to grow the talent they currently struggle to acquire due to lack of resources and process.

Novel Nano-welding

Team Leader: Yushan Zhang PhD 2019

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Team Members: Mark Accomando MBA 2017, Paul Wirth MBA 2017, Christopher Shuck PhD 2017

Our venture provides a proprietary material that will be used for welding in any atmosphere. It provides a safer, cheaper, and more easily accessible alternative to existing welding processes. With the high costs, extreme dangers, and complications of underwater welding, this business segment has been identified as having the most opportunity for entry.

PrevAllergy

Team Leader: Constanza Lengerich ESTEEM 2017

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Team Members: Peter Deak PhD 2017, Michael Adams MBA 2017

PrevAllergy provides the most accurate diagnostic test for food allergies. This disease affects 1 in 10 children in the US, and they result in 300,000+ ambulatory-care visits annually. Parents urgently need to know the severity of their children's allergies, and doctors struggle to diagnose symptoms because the current tests determine whether the patient is allergic or not, but cannot predict the severity. Food challenge is the only method to predict symptoms. Unfortunately, 40% of these tests result in severe reactions, making it inherently dangerous. Our solution predicts the severity of food allergies, without exposing the patient to potential life-threatening reactions.

Relax and Revel

Team Leader: Mary Ann Jentz McDufford BA/BS 2006

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Team Members: Christina Nebel BA 2006, David (Shenglong) Zhou BBA 2019, Mary Kate Morani MBA 2017, Vinny Sapra MBA 2018

Relax & Revel delivers fully planned and personalized celebrations to your door. Celebrations come complete with invitations and stationary, décor, instructions for set-up, online music playlist, recipes, games and activities, and anything else you need to host a great celebration. After you take a short "celebration quiz", Relax & Revel consultants, with the help of predictive analytics (coming in the future), put together a personalized party from a selection of curated party elements. Consultants are also available for add-on party planning services including arranging caterers, florists, etc. We take the hours of surfing Pinterest and running around the city for party supplies out of the planning. Let us do the work. You Relax & Revel.

SaveRight

Team Leader: Javier Valverde BBA 2017

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Team Members: Antonio Minondo BS/BA 2017

SaveRight is an online wealth advisory platform that provides better investment advice, at a 10th of the traditional cost, to individuals with under \$200,000 in savings. We differentiate ourselves in 3 ways: 1) better risk profile estimation; 2) Better fund recommendations; and 3) market timing recommendations. The two go-to-market strategies we are considering are B2B (sell or license platform to a regional bank or asset manager) or B2C (market to costumers directly).

SecūrSpace

Team Leader: Cory Bailey MBA 2018

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Team Members: Dan Kraak MBA 2018, Rahul Rachamalla MBA 2018

SecūrSpace is a community marketplace for the storage of trucks, chassis, and containers near major U.S. ports. Think of it as a virtual container yard. For those in need of storage space, conveniently located options can easily be found and booked, saving time and money. For those with empty space in a lot or container yard, SecūrSpace provides an opportunity to generate revenue with minimal effort.

Structured Immunity

Team Leader: David Hardwicke ESTEEM 2017

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Team Members: Tim Riley PhD 2017, Brian Baker, Fan Ping MBA 2017

Structured Immunity is a cutting edge, service based biotech company specializing in the optimization and enhancement of the human immune system for improved immunotherapy. Using our unique discovery and optimization platform, we engage with pharma and biotech companies to engineer patentable cellular cancer therapies with enhanced tumor targeting technology. Our platform can effectively increase drug efficacy, ensure immune system specificity and help to eliminate possible side effects and aid pharma and biotech companies in successfully gaining FDA approval.

SVEME Diagnostics

Team Leader: Cole Cravath ESTEEM 2017

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Team Members: Matthew Curtis JD 2018, Christopher Tricarico BS 2015, James Clancy

SVEME diagnostics analyses common bodily fluids, such as urine and blood, for biomarkers that can indicate a cancerous lesion and lead to early diagnosis. This results in earlier disease treatment and increased therapeutic success. The diagnostic system utilizes a patented technology to isolate microvesicles from these bodily fluids which leverages microvesicles' ability to protect biomarkers from degradation and their increased release by cancerous cells which amplifies the disease signal. As a result, SVEME is positioned to become to new standard in disease detection.

Takay Blends

Team Leader: Luis Escobar BA 2017

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Team Members: Alejandro Escobar

Imagine you woke up every day to have a breakfast made with various REAL tropical super fruits, which also contained the exact ideal quantity of every macronutrient you need to reach your fitness goals supervised by an expert nutritionist and a chef. TAKAY is that breakfast, and it can be prepared in less than 1 minute. TAKAY is a healthy meal replacement smoothie kit made with a combination of super fruits, nuts, oats and super foods. You just need to add your favorite milk, blend it and drink it. It can be taken as a Smoothie on-the-go or as a Smoothie Bowl when prepared with yogurt.

ThiraMed

Team Leader: Kellan Carney ESTEEM 2017

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Team Members: Trung Nguyen PhD 2018

ThiraMed is a start-up pharmaceutical company that has created a novel, small molecule therapeutic for diabetic chronic wound care. It is a gel applied topically to the wound site, and it has been shown to accelerate healing by up to twice as fast in diabetic mice. Our goal is to provide an effective healing treatment that will prevent diabetic chronic wounds, which lead to 73,000 lower-limb amputations every year in the United States.

Tiny Living Communities

Team Leader: Mike Keen PhD 1983

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Team Members: Mitch Revich BBA 2017, Summit Byrne BBA 2020, Andrew Schrank PhD 2019, Jacqueline Bruns BA 2017

Tiny Living Communities (TLC) is a social entrepreneurial development firm that is dedicated to changing how America constructs its homes to be more ecologically friendly, socially equitable and inclusive, and economically sound. We design and build high quality, net zero energy tiny houses (250-400 s.f.) on permanent foundations, clustered in pocket neighborhoods around a shared commons. Our homes and TLCs are intentionally placed to foster the development of diverse, vibrant, and engaged neighborhoods and communities.

Tulip Brand

Team Leader: Nick Selman EMBA 2016

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Team Members: Charles Maxwell BBA 2020, Matthew Kauffmann MBA 2018, Thien Thu (Julie) Nguyen BBA 2020, Horacio Lopez BBA 2019

TULIP BRAND is a for-profit, for-good apparel company that produces and sells authentic, high-quality, local items and returns a significant portion of profits to its partners by investing in local community improvement projects. The majority of TULIP BRAND's apparel items feature a local partner (business or non-profit) that epitomizes the essence of "being local."