

MassChallenge 2011: Final 26 Teams

The following companies are the MassChallenge 2011 Final 26 teams. You can read more about these and all 125 MassChallenge 2011 Finalist startups here:

<http://www.masschallenge.org/entrants/2011>



ALKEUS PHARMACEUTICALS, INC

Leonide Saad, *Co-founder, CEO*
Ilyas Washington, *Scientific Founder*

<http://www.alkeus.com>

Alkeus Pharmaceuticals is clinical stage biotech company developing treatments for dry-AMD, the leading cause of blindness affecting some 8 million people and Stargardt disease, affecting 30,000 people in the US. Both diseases eventually progresses to blindness due to the absence of treatment. ALK-001, an oral compound and Alkeus lead compound, has shown promise in animals to address both diseases. Alkeus has received clearance from FDA to start its trials as well as support from KOLs worldwide.



ARO MEDICAL, LLC

Bruce Robbie, *Founder, CEO*

Website Not Available

ARO Medical is a spinal implant company reducing back pain in patients undergoing their first surgery and reducing the \$3 billion associated with failed surgeries. The company's patent-pending, minimally-invasive device stabilizes the spine from excessive twisting, a source proven in NIH-sponsored research to be directly linked to back pain. It is used as an adjunct to existing surgery and has support of renowned spinal surgeons. Approvals have been obtained for an initial clinical trial.



ARTAIIC

Ted Acworth, *Founder, CEO*
Paul Reiss, *Co-founder, Creative Director*
Blake Goodwin, *Director of Operations*

<http://www.artaic.com>

Artaic aims to revolutionize the design and fabrication of the ancient mosaic art form through "mass customization." Artaic's patent-pending robotic precision manufacturing and computer aided design systems drive the production of large scale and/or high volume mosaics. Much as custom print technology revolutionized the carpet industry 30 years ago, Artaic now offers exceptional customization, lead-time and financial value to the \$76B global tile industry.



ARTVENUE

Daniel Vidal, *Co-founder*
Casey Rankin, *Co-founder*
Jesse Rankin, *Co-founder*

<http://www.artvenue.com>

A common problem artists face is getting their work shown. ArtVenue changes the game by creating a network of new art spaces. We recruit local businesses and connect them with artists, creating an exciting new avenue for showing artwork in the community. Artists and venues find each other and arrange shows through the site, similar to an online dating service. When art lovers at a show see a work they want, they can buy it instantly with their smart phone using the QR code or URL on its placard.



BIOARRAY THERAPEUTICS

Marcia Fournier, PhD, *Founder, CEO*
Katherine Martin, PhD, *Founder, CSO*

<http://www.bioarray.us>

BIOARRAY Therapeutics is developing innovative molecular diagnostic tests that help women with breast cancer and their doctors identify more effective treatment sooner by predicting chemotherapy response across multiple cancer subtypes. Our test will help reduce the present "trial and error" approach to chemotherapy treatment decisions, helping patients while reducing overall treatment costs.



CASA COUTURE

Claudia Espinola, *Founder, CEO*

<http://www.casacouture.com>

Most women's feet widen & lengthen during pregnancy, often up to a full size due to swelling & weight gain. Eventually, women find their pre-pregnancy shoes have become too tight and painful. Introduce Casa Couture, the first designer shoe collection expecting moms need to be comfortable during their pregnancy without sacrificing their style or well-being. Our patented shoe construction combines elegant designs, length expanding soles & inner lining that is clinically proven to reduce swelling.



CIRCUMVENTIVE

Matthew Kovar, *CFA, Founder*

<http://www.circumventive.com>

Company pitch not available at this time.



COCOMAMA FOODS

Sara Gragnolati, *Founder, CEO*

<http://www.cocomamafoods.com>

Cocomama Foods is a gluten-free food brand whose mission is to provide a better way of sustenance for the millions of people who suffer from food allergies and the many more who are seeking a healthier lifestyle. Our vision is to create a family of products using ancient grains like quinoa, teff, and chia. Our first product is a quinoa cereal made with coconut milk and fresh fruit that is sold in ready-to-eat pouches. Cocomama is not just a better food company. It is a better food movement.



DRIVEWAY

Igor Katsman, *Founder, CEO*

Jake Diner, *Co-Founder, Chief of Products*

<http://www.driveway.com>

Driveway helps people save on auto insurance and brings new clients to insurance companies. We provide in-depth feedback on individual driving habits, enabling better safety and fuel economy. We invite drivers to turn their good driving into great savings without the hassle of installing devices into the vehicle. We give insurers a unique ability to attract new customers with no upfront expenses and optimize their portfolio by connecting with a community of better drivers.



DRYNC LLC

Brad Rosen, *Co-Founder, CEO*

<http://www.drync.com>

For over 2 years, Drync Wine has been the top downloaded mobile app for wine in the world. Drync has received accolades from the New York Times, Mashable, Macworld, and others. Today, Drync manages 600,000 bottles of "virtual wine" for 300,000 affluent wine enthusiasts and has served over 2 million wine searches.

From this foundation, Drync will dominate the \$27b US wine market with a social buying experience for members offering carefully chosen, curated, premium wine deals.



EVERTRUE

Brent Grinna, *Founder, CEO*

Eric Carlstrom, *Chief Technology Officer*

<http://www.evertrue.com>

EverTrue connects donor databases with the social graph to offer better prospect intelligence and engagement so non-profits can raise more money.



FINALTA

Michael Hayes, *Founder, CEO*

<http://www.finalta.net>

Finalta's initial, patent-pending solution is under development.



HER CAMPUS MEDIA

Windsor Hanger, *Co-founder, President & Publisher*

Stephanie Kaplan, *Co-founder, CEO & Editor-in-Chief*

Annie Wang, *Co-Founder, CTO & Creative Director*

<http://www.hercampus.com>

HerCampus.com is the #1 online magazine for college women with branches at 200+ colleges across the country, supplementing national content with local content, produced entirely by the nation's top student journalists. Her Campus also serves as a marketing platform connecting companies with college students across the country in creative ways via integrated online and offline programs. Founded by 3 female Harvard grads, named to Inc. Magazine's 30 Under 30 Coolest Young Entrepreneurs.



INVUP

Aude-Olivia Dufour, *Co-founder*

Mathieu Germain, *Co-founder*

Daniel Benoni, *Co-founder*

<http://invup.com>

Last year, corporations donated \$15B and 5B hours to charities. The problem is that the tools they use are obsolete, boring and complicated. Solution: Invup is a fun and easy-to-use web platform that helps organizations manage their volunteering and donation programs. Game dynamics increase employee motivation, social media improve the brand image of the organization and, finally, simple analytics allow effective monitoring of the programs. Better impact for companies, employees and communities.



LYNX SPORTSWEAR

Cynthia Smith, *Founder*

<http://www.lynxsportswear.com>

Larger-breasted women need a highly supportive, comfortable sports bra, yet current bras are woefully inadequate. Problems include: painful bouncing, restricted breathing, shoulder strap pain, too hot/tight, chafing, and underwire pain. The Lynx bra provides A++ motion control. It is lightweight, breathable, and has no underwires. An Integrated Stability Matrix supports breasts from the sides, taking weight off shoulders. Dynamic Flex Construction provides breathability and freedom of movement.

**PINTLEY**

Tim Noetzel, *Co-founder, CEO*
Shannon Hicks, *Co-founder, CTO*

<http://www.pintley.com>

Pintley is an online beer community and mobile app for consumers and brewers. Drinkers join Pintley to get personalized beer recommendations, win prizes, and connect with brewers. Brewers use Pintley to save over 430% on marketing and market research. Our mobile apps automatically collect valuable consumer preference and demographic data while incentivizing consumers to become loyal brand evangelists who promote products to their social networks.

**PK CLEAN**

Priyanka Bakaya, *Founder, CEO*

<http://www.pkclean.com>

PK Clean is able to transform the most painful waste (plastic) into the most useful energy (oil). Plastic waste represents an untapped \$13 billion annual oil market. PK Clean will slash our metal recycling customers waste fees from \$50/ton to \$10/ton, saving millions. Simultaneously, we will sell the renewable fuel to refineries. PK Clean has 100% ownership over our IP and already has a 20 ton/day pilot running. Come join us in our mission of converting mountains of trash into barrels of oil.

**PRIVY, INC.**

Ben Jabbawy, *Founder, CEO*

<http://www.getprivy.com>

Privy is the first plug-and-play, self-serve promotions platform that allows merchants to convert their online audience into in-store customers and remarket-able leads in two simple steps:

1. Promotions Wizard – a tool to help determine and launch the right promotion at the right time, depending on your goals
 2. Database Builder – aggregate the email addresses of people who buy promotions from your business's website and export them with one click
- Easy, Sustainable Promotions. That's Privy.

**RESOLUTE MARINE ENERGY**

Bill Staby, *Founder, CEO*

Olivier Ceberio, *COO*

<http://www.resolutemarine.com>

Worldwide, over 1 billion people lack access to adequate supplies of fresh water. Our immediate goal is to commercialize the world's first wave-driven seawater desalination system that can operate completely "off-grid" and displace diesel-driven systems, which currently dominate this market segment. We're seeking \$5 million of growth capital, which will be used to prepare for pre-commercial testing of the completed system in early 2013 for a prospective customer in South Africa.



SANERGY

Ani Vallabhaneni, *Founder*

<http://saner.gy>

Sanergy permanently reduces sanitation-related diseases in Africa's slums by making hygienic sanitation affordable, accessible, and sustainable. Our team of engineers from MIT and University of Nairobi have developed a low-cost high-quality sanitation center. We franchise a dense network of these sanitation centers across the slums to local entrepreneurs who run them as viable businesses. We collect the waste from each center and convert it to electricity and fertilizer that we sell for a profit.



SMARTERSHADE

Will McLeod, *Founder*

Mike Stacey, *Business Manager*

<http://smartershade.com>

Using our proprietary light-control technology, products like windows, skylights and rearview mirrors – can be instantly adjusted to go from clear to dark, with adjustable tint in-between. These devices can even be controlled to transition between clear and mirrored states. The result is an aesthetically pleasing look that enhances privacy and energy efficiency. SmarterShade products do not require any electricity and may be designed as built-in or after-market products.



SOCMETRICS

Roy Rodenstein, *Co-founder*

<http://socmetrics.com>

SocMetrics helps companies grow their Word of Mouth and Sales by leveraging key Social Media Influencers that are specific to their niche. Whether a company is in Cloud Computing, Healthcare, or Travel, SocMetrics finds the top influencers for the space -across Twitter, Blogs, YouTube, Facebook etc.- and helps companies learn about and engage them. Our customers include PR, Marketing and Ad Agencies as well as startups and large brands.



THE TAP LAB

Dave Bisceglia, *Co-founder, CEO*

Ralph Shao, *Co-founder, CTO*

<http://thetaplab.com>

The Tap Lab makes mobile games that allow players to compete with real people, at real places, in real time.

Our first iPhone game, TapCity, went live on the App Store in March 2011. TapCity is a multiplayer city-building game in which you build and defend your own city made up of your favorite real-world places.

We are an alumni company of the 2011 class of TechStars Boston.

THERAPEUTICSYSTEMS

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Brian Mullen, PhD, *Founder, CEO*

Chris Leidel, *Founding Partner, COO*

<http://www.therapeuticsystems.com/>

1 in every 110 children born in the United States is diagnosed with autism. The Vayu vest is a sensory solution designed to help calm, comfort and soothe with the use of deep pressure for children anytime and anywhere. For many on the autism spectrum, deep pressure can help improve behavior and lessen anxiety, allowing a child to participate more fully in life. For more information, visit www.vayuvest.com.



TINFOIL SECURITY

Ainsley Braun, *Co-founder, CEO*

<http://www.tinfoilsecurity.com>

Tinfoil Security is providing the simplest security solution. With Tinfoil Security, your site is routinely monitored and checked for vulnerabilities using a scanner that's constantly updated. Using the same techniques as malicious hackers, we systematically test all the access points, instantly notifying you when there's a threat and giving you step-by-step instructions, tailored to your software stack, to eliminate it. You have a lot to manage; let like us manage your website's security.



UBERSENSE

Krishna Ramchandran, *Co-founder, CEO*

Amit Jardosh, *Co-founder*

<http://www.ubersense.com>

UberSense is revolutionizing sports coaching! To win, athletes and teams need to analyze their biomechanics and game tactics. Our popular mobile and cloud platform helps them film their technique using mobile devices, perform analysis using our intelligent and proprietary video analysis tools, and get feedback from their coaches and peers via an online social community. We are the most installed mobile video analysis solution in the market, with over 2.5M videos analyzed till date.