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TechLaunch Announces Single Winner of BullPen #10 at Princeton University

Safe-Com Wireless Sweeps Audience & Investor Panel Awards, Claims Over \$20K Value in Services

Morristown, NJ: September 18, 2018 – There was hardly a seat vacant at last night's [TechLaunch BullPen #10](#), held at the impressive [Princeton Innovation Center BioLabs](#) where a capacity crowd gathered to see the presentations of four aspiring early-stage tech ventures to a mixed audience and an Investor Panel of judges. After a rigorous program in which each company pitched its business model, followed by both an Audience and a Panel Q&A, it was time for both groups to vote respectively on the presenting company they felt was the most impressive, and most fundable.

Public safety leader, [Safe-Com Wireless](#) claimed both slots, with a confident pitch presented by Co-Founder & CEO, Steve Clark. On hand to share the accolades with Clark was Safe-Com Founder, Henry Wojtunik. The Holmdel, NJ-based Company is creating a technology disruption in Public Safety 'in-building' communications for first responders, in a nationwide high growth market. The company's advanced fiber Distributed Antenna Systems (DAS) products stand out as the most compact, power efficient Fiber DAS, with built-in redundancy and an integrated IOT sensor system.

The other fine presentations at BullPen consisted of the following competitors:

[LiveShopBuy](#) - an eCommerce, education and technology platform that models itself like an Amazon, Yellow Pages, Groupon and Yelp all in one, but exclusively for small to mid-size businesses.

[Diamond Hedge](#) - the first Augmented Reality (AR) comparison site which uses proprietary AR technology to let consumers 'try on' different diamond rings from anywhere in the world, across a number of well-known stores including Zales, Kay Jewelers, Jared and others. The consumer can customize each aspect of the stone/setting, compare prices and then make a purchase at significant cost savings.

[Afari](#) (the student slot presentation from Princeton University) - a decentralized social network that puts people in control of their privacy and data, Afari actually helps creators monetize their own quality content that others enjoy.

This tenth BullPen pitch event was co-hosted with the renowned [Princeton Tech Meetup](#), led by organizers Venu Moola and Chris Boraski. TechLaunch BullPen continues to receive generous support from the following sponsors who will donate approximately \$20K of their time and expertise to the Investor Panel winner, Safe-Com Wireless:

- **Gibbons Law** - Law firm in Metro Area servicing the business community
- **ND4 Advisory** - Serves early-stage, post-revenue, and growth companies in the areas of Capital Advisory, Investment Banking, and Expert Consulting
- **Withum** – Full service accounting firm in Metro Area
- **Gearhart Law** – Law firm specializing in patent, trademark and copyright law
- **Casabona Ventures** – Invests in and advises early stage tech ventures



Panel Award/Audience Favorite Winner's Circle, from Left to Right: TechLaunch Founder Mario Casabona; TL Mentor Ratan Agarwal; TL Mentor Jeff Weinstein; TL Sponsor David Deutsch; Safe-Com Co-Founder & CEO Steve Clark; Safe-Com Wireless Founder Henry Wojtunik; Panelist Katherine O'Neill; TL Sponsor Mark Kuehn; TL Mentor Sameer Sirdeshpande; TL Program Manager Piera Accumanno; Panelist Jay Bhatti; and Panelist Dr. Ari Naim

TechLaunch Founder, Mario Casabona, remarking on last evening's well-attended event, stated, "With every BullPen I am heartened by the sophistication and professionalism exhibited by the presenting teams, as well as their willingness to listen and learn from both the audience and our panel of seasoned entrepreneurs. This recipe is really working. And a big thanks to Nishta Rao (Director, BioLabs) and her fine staff at [Princeton Innovation Center BioLabs](#) as well as Anne-Marie Maman (Executive Director of the [Princeton Entrepreneurship Council](#)) for being such wonderful hosts."



Tech Startups who would like to pitch at the next BullPen #11 at Monmouth University on Nov. 14, 2018 should [APPLY](#) to be considered.

Applications are screened on a rolling basis.

About BullPen: BullPen is a bi-monthly series of pitch events similar to Shark Tank where three or four tech companies present to a mixed audience and panel of investors and entrepreneurs in the New Jersey metropolitan area. Audience participation is encouraged. Presenters will get valuable constructive feedback from an experienced panel of Investors and Entrepreneurs. Pre-BullPen mentoring is provided and follow-on mentoring is encouraged, with funding opportunities on the horizon. Valuable in-kind services are also awarded to the presenting companies who the Investor Panel feels are most fundable moving forward. To apply please go to [TechLaunch/application](https://www.techlaunch.com/application).

About TechLaunch: Formed in 2012 to drive the commercialization of emerging technology, TechLaunch has served over 50 tech focused companies and mentored over 100 aspiring entrepreneurs. Our focus is to screen, select and nurture early stage tech ventures to accelerate their growth opportunities via mentoring, coaching, networking, and providing access to resources and capital. Its core objective is to generate Quality Deal Flow for early stage investors and prepare entrepreneurs for the Due Diligence Process. To learn more please visit [TechLaunch](https://www.techlaunch.com). Any media inquiries should be directed to norma@techlaunch.com.

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