



FOR IMMEDIATE RELEASE

eMedEvents Takes Home Major Prize at TechLaunch BullPen #15, with Hooke Audio Claiming Audience Favorite

Global Medical Education Leader Wins Investor Award; Groundbreaking Mobile 3D Audio Recording Solution Wins in Audience Choice Category

Morristown, NJ: November 20, 2019 – The consensus in the room at last night’s [TechLaunch BullPen #15](#), held on the campus of Monmouth University, was that it was never so hard to pick a clear winner from the exceptional companies vying for the coveted Investor Award. At the end of the evening, [eMedEvents](#) claimed that slot, winning over \$15K of professional services donated by TechLaunch’s generous sponsors (listed below). Moreover, the Company has been approved to pitch at an upcoming meeting of Jumpstart NJ Angel Network, the State’s preeminent early-stage investor group.

The renowned, quarterly BullPen pitch evenings (similar to Shark Tank) have become a highly sought-after venue for area startups, offering a mixture of compelling presentations to an audience of Investors, Entrepreneurs, Mentors, Academia, Business, and Students. The events take place at various host universities, on a rolling basis, throughout New Jersey.

Commenting on the Investor Panel win, eMedEvents Co-Founder & CEO Priya Korrapati stated, “We are thrilled to be the winners of BullPen 15. With the strategic insights from TechLaunch mentor, Cristian Ossa, we approached the competition with a stronger pitch deck and the confidence to match. I look forward to pitching at Jumpstart NJ Angel Network, and also predict that the professional services from Mario Casabona and the other sponsors will go far in helping eMedEvents to navigate our future well.”



TechLaunch Sr. Mentor Cristian Ossa with eMedEvents Co-Founder & CEO Priya Korrapati

Concurrently, the Audience Choice award went to [Hooke Audio](#) for its patented, mobile 3D audio recording system – compatible with any mobile device – which has revolutionized the way life’s moments are captured via a headphone/microphone that recreates a true sonic experience that accentuates video playback with exceptional realism. Hooke Audio’s Founder & CEO Anthony Mattana commented, “Hooke Audio has participated in over 35 pitch competitions this year alone, but none were better organized and attended than the TechLaunch Bullpen at Monmouth. To win the Audience Award is an incredible honor and further validation of Hooke Audio’s revolutionary technology. It was an incredibly valuable experience.”

A close runner-up to winning an award last night was Dr. Suzanne Shugg, Co-Founder and CEO of [Teleplus Healthcare](#), whose company (recognized by all insurance carriers) offers global chronic care management to providers, assisting them with the goal of preventing relapses and readmissions to hospitals.

Representing the student slot from Monmouth University was an interesting company called CheckMate, a service designed to streamline the process of checking (and ensuring) boat-parts for the International Laser Class Association (ILCA) racing events. The presentation was done by Computer Science Co-Founders Patricia Skora and Victoria Johnson.



From Left to Right: TL Sr. Mentor Eric Korb; TL Prgm Mgr Piera Accumanno; TL Sr Mentor Robin Bear; TL Sr Mentor Peter Kestenbaum; TL Sr Mentor & Panelist Jeff Weinstein; Hooke Audio Founder & CEO Anthony Mattana; TL Panelist Mark Korb; Teleplus Co-Founder & CEO Dr. Suzanne Shugg; eMedEvents Co-Founder & CEO Priya Korrapati; TL Panelist Kimberly Weisul; TL Panelist Allen Fogel; TL Sr Mentor Cristian Ossa; TL Sr Mentor Ratan Agarwal; TL Founder Mario Casabona; TL Mentor & Jumpstart Chair Steve Dyer; Gibbons Dir, Corp Bus Dev Mark Kuehn

TechLaunch Founder, Mario Casabona commented, "Last night's BullPen was a real nail biter, as we witnessed three fiercely intelligent presenters, each of whom are poised to take their companies far on the track to success. I feel the competitive energy in the room was indicative of the very real startup talent in New Jersey, so the TechLaunch team and I are excited to see what rising stars 2020 will bring. My thanks to our supportive Senior Mentors for their tireless assistance in getting these Presenters ready for BullPen, as well as our experienced and insightful Investor Panel. Finally, our special thanks go out to Monmouth University and MBA Director, Susan Gupta, whose team couldn't be more gracious or professional; we're proud to partner with them for many more BullPen events."



BullPen #15 Investor Panel from L to R: Mark Kolb; Kimberly Weisul; Jeff Weinstein; Allen Fogel

BullPen #15 is grateful to the carefully selected Investor Panel tasked with judging the evening's presentations. They are:

[Mark Kolb](#) – Entrepreneur & Investor; Entrepreneur-in-Residence at Tech Council Ventures

[Kimberly Weisul](#) – Editor-at-Large at Inc. Magazine and Inc.com

[Jeff Weinstein](#) – Entrepreneur & Angel Investor; Chief Growth Officer at Traliant

[Allen Fogel](#) – Entrepreneur & Angel Investor; Robin Hood Ventures & Golden Seeds

TechLaunch is once again grateful to our sponsors for their generous support in the form of \$15K of advisory services to the Investor Panel winner, eMedEvents. They include:

- [Jumpstart NJ Angel Network](#) – a Mid-Atlantic region premier Angel group which invests in seed and early stage tech ventures.

- **Gibbons Law** - a leading law firm in New Jersey, New York, Pennsylvania, Delaware, Washington, DC, and Florida, ranked among the nation's top 200 by The American Lawyer Magazine.
- **Withum** – a nationally ranked public accounting firm providing advisory, tax and audit services to businesses and individuals on a local-to-global scale.
- **Gearhart Law** – a leading patent, trademark and copyright law firm that works directly with clients from entrepreneurial startups to global companies.
- **Casabona Ventures** – Invests in, mentors and advises early stage tech ventures.

Tech Startups who would like to pitch at the next BullPen, scheduled for February 2020, should [APPLY](#) to be considered. Applications are screened on a rolling basis.

About TechLaunch: Formed in 2012 to drive the commercialization of emerging technology, TechLaunch has served over 75 tech focused companies and mentored over 150 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](#). Any media inquiries should be directed to norma@techlaunch.com.

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