



FOR IMMEDIATE RELEASE

TechLaunch Announces Single Winner of BullPen #9 at FDU

KidGooRoo Sweeps Audience & Panel Awards, Receives Over \$20K Value in Services

Morristown, NJ: May 23, 2018 – The rain clouds over the skies in Madison, NJ couldn't dampen spirits or shrink attendance at the capacity-crowd BullPen event on the campus of [Fairleigh Dickinson University](#) last evening, at which a single company claimed both the Panel Award for Most Fundable as well as the Audience Favorite. [KidGooRoo](#) won the night in a presentation by Co-Founder & CEO Alex Skove, who described her business model as "the Yelp for kids' extra-curricular activities". KidGooRoo has emerged as the #1 online resource for parental review of their children's real-life afterschool activities. The free site helps parents partner with neighborhood businesses to help school-age kids gravitate toward the passions that will positively shape their futures.

The competition for KidGooRoo was tough, with presentations by the following early-stage presenting companies, as well as an undergraduate student enterprise from host campus, FDU.

FokisOn: An intriguing company that offers a unique interactive activity, called a Moment, which captures the attention of your colleagues through incentives.

Zeblok : A groundbreaking company that has designed smart gait products that operate within a bio-informatics cloud for the healthcare industry.

Park With Me: An FDU student-led business model that will facilitate Hosts to rent out their private parking spaces to Users to earn extra income.

The BullPen pitch event at FDU was co-hosted with the widely popular [Morris Tech Meetup](#), headed by organizer John Carini. Once again, the TechLaunch BullPen has been supported with generous participation by the following sponsors who will donate approx. \$20K of their time and expertise to the Investor Panel winner, KidGooRoo:

- **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; Sponsor Mark Kuehn of Gibbons Law; Panelist Peter Kestenbaum; Panelist Katherine O'Neill; Mentor Sameer Sirdeshpande; KidGooRoo Co-Founder & CEO Alex Skove; Panelist Ken Silbert; Panelist Frank Vallese

TechLaunch Founder, Mario Casabona, remarking on the diversity of the presentations as well as the caliber of networking at the event, observed, "I'm heartened to see so many early stage entrepreneurs bringing such a wealth of talent to the table. And the dynamic mingling between seasoned professionals and those who aspire to the same levels of success leave me confident that we're really on to something special here in New Jersey with BullPen."

Tech Startups who would like to pitch at the next BullPen #10 at Princeton University on Sept. 17, 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](#).

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](#). Any media inquiries should be directed to norma@techlaunch.com.

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