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## **NJ-Based Event Management Software Company Takes Top Prize at BullPen #23**

### **Eventdex Wins Investor Award at Latest TechLaunch Pitch Competition**

**W. Orange, NJ, February 10, 2022:** The winner of last night's [TechLaunch](#) BullPen #23 was anybody's guess until the determining vote was called, with 3 equally deserving and engaging presentations that made such a selection all the more difficult. With a razor-close margin, [Eventdex](#) emerged as the winner, to the great satisfaction of both Founder & CEO Durga Mikkilineni and TechLaunch Senior Mentor Robin Bear, who helped him prepare for BullPen. With its virtual, hybrid, and on-site event management platform combining web and native mobile apps, Eventdex is a leader in business matchmaking software for diversity events with intelligent AI Matching.

The BullPen Investor Award carries with it \$15,000 of in-kind services from TechLaunch's event sponsors; pitching slots at Jumpstart NJ Angel Network and Tech Council Ventures; and guaranteed media exposure.

Mikkilineni commented, "We are grateful to TechLaunch for the opportunity to showcase our multi-level platform along with two other formidable companies and elite judges. This win is a great start for Eventdex to scale up and to continue specializing in serving Diversity Initiatives."

The BullPen featured two other well-qualified presenting companies, including:

[BettorFantasy](#) – the first betting platform dedicated to combining the fast-growing worlds of fantasy sports & sports betting. The company provides a new way to engage with fantasy sports by letting users bet on their own leagues' matchups and outcomes along with other popular betting contests. *Presented by: Sahil Patel, Co-Founder & CEO*

[Proximity Technology](#) - a leading specialist in the domain (or proximity), authentication and automation solutions for public and private-sector organizations. The company focuses on automating everyday processes, specializing in Workforce Attendance Management and Waste Weight Automation solutions through mobile and web-based Technologies. *Presented by: Steve Huber, Strategic Advisor*



**From L to R: TechLaunch Founder/Managing Director Mario Casabona; TL Sr. Mentor & Producer Eric Korb; Panelist Meg Columbia-Walsh; Eventdex C-Founder/CEO & BullPen Winner Durga Mikkilineni; Panelist Jason Frasca; BettorFantasy Co-Founder/CEO Sahil Patel; Panelist George Abraham; TL Sr. Mentor & Host Robin Bear; Proximity Technology Strategic Advisor Steve Huber; Panelist Mukesh Patel**

TechLaunch Founder & Managing Director, Mario Casabona, observed, "It's amazing how long the TechLaunch brand has been synonymous with Excellence in our region's startup talent. Through the generosity of our Mentors, TechLaunch continues to provide countless entrepreneurs invaluable free coaching, not to mention the opportunity (for the most promising) to present at BullPen . . . a Win-Win! My congratulations to Durga and Eventdex, as well as my sincere thanks to our esteemed Panelists and BullPen Co-Producers, Robin and Eric!"

## Meet our Judges



George Abraham



Jason Frasca



Meg Columbia-Walsh



Mukesh Patel

[George Abraham](#) - CEO of Inkbench, a unified platform for teams to curate, create, and collaborate on marketing assets and campaigns with speed and efficiency—always on-brand and in sync. Also, Founder and Managing Director of Rhodium Analytics.

[Jason Frasca](#) - professor at Montclair State University, has been involved in 7 ventures spanning several industries including insurance, law, health, content, and innovation. Co-Founder & Innovation Strategist at Emergent Future Labs.

[Meg Columbia-Walsh](#) - Tech Entrepreneur, 4X Sale and IPO. Founder of first digital health agency and first commercial health site, CBSHealthwatch. Co-Founder & CEO of Wylei.

[Mukesh Patel](#) - founded JuiceTank, NJ's largest incubator where he helped launch 100 startups. A serial entrepreneur who's dedicated 25 years to fostering the State's startup ecosystem. Currently the Director of Innovation at Rutgers University, leading Entrepreneurial Studies.

TechLaunch appreciates the continuing support of our Event Partners for their generous pledge of \$15K in the form of advisory services to the Investor Award winner, Eventdex. They include: [Gibbons Law](#); [Withum](#); [Gearhart Law](#); and [Casabona Ventures](#)

**Tech Startups who would like to pitch at BullPen #24, slated for late Spring 2022, 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 150 tech focused companies and mentored over 250 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 Investor presentation. To learn more please visit [TechLaunch](#). Any media inquiries should be directed to [norma@techlaunch.com](mailto:norma@techlaunch.com).

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