

DREW UNIVERSITY

BEAR DEN



LAUNCH

Spring 2026 Program

The Work of Innovation, Section 1 of 3

Professor Ann Mills

Panelists: Maria Eliades, Paul Cortellesi

Moderators: Ann Mills

Room: BC-117



6:30 - 6:40

SpineSynch: SpineSynch is a product that helps people correctly sit without poor posture.

Team: Liam Larkin



6:43 - 6:53

ThriftMe: The ThriftMe platform is customer-centered and ethically driven offering personalized recommendations based on user preferences while promoting sustainable fashion practices.

Team: Danielle Takacs



6:56 - 7:06

Track Pad: Track Pad is a vitals tracker that helps high-contact athletes who want to ensure their life safety on the field.

Team: Shiv Bhaskar



7:09 - 7:19

EduCoin: EduCoin is an interoperable campus payment network that helps students and universities who want to make campus dollars transferable.

Team: Cole Kirker



7:22 - 7:32

Mind Mute: Mind Mute is a focus app that helps users intentionally mute digital distractions during important moments.

Team: Muhammad Moaiz Alamgir

*** Those names highlighted in red are presenting twice. They may arrive late or leave early.

The Work of Innovation, Section 2 of 3

Professor Ann Mills

Panelists: Paul DePinto, Dan Ortolani, Valerie Simon

Moderators: Gus Baxter

Room: BC-118



6:30 - 6:40

POST: POST is a wearable calming ring designed for college students and athletes that helps them emotionally reset after intense moments.

Team: Alex Fiedoruk



6:43 - 6:53

Beyond Barriers: Beyond Barriers Youth Network helps disadvantaged youth and underserved communities, who want to build confidence, develop life and career skills and overcome the limitations of their circumstances through supportive activities and mentorship.

Team: Charlie Thornton



6:56 - 7:06

Core//AI: Core//AI is a secure, scanner-based campus access platform designed for colleges and universities that allows students to access gym and recreation facilities 24/7 using their student ID or mobile credential.

Team: Aleksey Bouniatian



7:09 - 7:19

Tokenized Metal Co.: The Tokenized Metal Corporation holds hard currency for investors while distributing tokens of equivalent value.

Team: Andrew DuHaime



7:22 - 7:32

Alpha & Omega Threads: Alpha & Omega Threads is a high-tech device used to build autonomy for children (and even adults) through fashion while raising awareness for sustainable practices.

Team: **Michaela Fajardo**

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The Work of Innovation, Section 3 of 3

Professor Ann Mills

Panelists: James Colistra, Siwat Siengsanaoh

Moderators: Chris Andrews

Room: BC-120



6:30 - 6:40

BeautySmart: BeautySmart is an app that helps people of all ages who want to seamlessly shop for skincare and beauty products while staying informed about ingredients and allergens for different skin conditions.

Team: Sam Liberato



6:43 - 6:53

Vitali: Vitali is an AI-powered vehicle diagnostic assistant that helps everyday drivers quickly understand what's wrong with their cars.

Team: Vitali Datsyk



6:56 - 7:06

RobSnow Inc.: RobSnow is an autonomous snow-removal system designed for commercial environments.

Team: Daniel Espinal



7:09 - 7:19

Ionix: Ionix is a hybrid performance light panel that uses wavelength therapy to help athletes with performance recovery.

Team: Nicholas Klein



7:22 - 7:32

ConfidenceX Truebuild: ConfidenceX Truebuild is an app for athletes that helps them stay motivated every day and overcome minor setbacks and injuries.

Team: Rell Johnson

Sports Marketing 1 of 2

Professor Rob Roche

Panelists: Michael Klinger, Andrés Loaiza, Steven J. Scansaroli

Moderator: Rob Roche

Room: BC-101



6:40 - 6:50

Savannah Bananas: Jersey Slides: Marketing plan for a new Women's softball team called Savannah Bananas Jersey Slides. We will be making our pitch to the Savannah Bananas decision-makers to bring a female-only franchise to New Jersey with a coastal, high vibe aesthetic.

Team: Santina Paiano, Destiny Medina, **Michaela Fajardo**



6:53 - 7:03

Las Vegas Dealers: Marketing plan for NBA expansion team Las Vegas Dealers.

Team: Jack Morgan, Colin Diodato



7:06 - 7:16

Charlotte Women's Tennis Team: A pitch to create a new Women's Tennis team in Charlotte, North Carolina. The pitch will include a new tournament featuring the team, and other top ten WTA players. The team will be pitched, along with the tournament format and key marketing strategies.

Team: Danielle Pettoni, Hannele McLean, Emily Bass



7:19 - 7:29

Braylon Mullins Marketing Pitch: Marketing agency pitching marketing plan for basketball star Braylon Mullins to his agent and management team.

Team: Caia Carlesimo, Amy Rachilla and Ece Onatca



7:32 - 7:42

Tommy Fleetwood Branding: We will be pitching a marketing plan to Tommy Fleetwood's management team. The pitch will include a plan for the branding of Tommy and the brands that we will secure on Tommy's behalf for marketing deals.

Team: **Liam Larkin**, Noah Gardos, Ryan Ricci



7:45 - 7:55

New Orleans Crescent: A pitch for the marketing plan of the first-ever professional baseball team in New Orleans. We will be pitching our marketing plan to Major League Baseball executives to name the New Orleans Crescent as the expansion club.

Team: Chris Tobia and Devan Sutaria

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Sports Marketing 2 of 2

Professor Rob Roche

Panelists: Michael Carri, Victoria Vitarelli

Moderator: Ryan Hinrichs

Room: BC-201



6:40 - 6:50

AJ Dybantsa's NBA Marketing Plan: We will be pitching NBA prospect AJ Dybantsa's management team a marketing plan for him to be activated prior to the NBA Draft.

Team: Kevin Cronin, Marc Herasme, David Musial, Anthony Tancredi



6:53 - 7:03

The Orlando Heat: Marketing plan for The Orlando Heat an expansion women's softball franchise. I will be pitching to the governing board of the women's softball league to secure this expansion franchise.

Team: Dulce Gonzalez



7:06 - 7:16

Women's NFL Flag Football League: Students are presenting a marketing plan for womens flag football league. They will be presenting to the NFL, which will evaluate the marketing plan for the venture.

Team: Maggie McCort and Julianne Swaney



7:19 - 7:29

Ronnie Rodriguez Pitch: Marketing plan pitch to Ronnie Rodriguez's management team for this Division III soccer player and fashion model.

Team: Chris Chyzowych, Gabe DiPierro, Raymond McLeod, **Andrew Dunne**, Nick Venziale



7:32 - 7:42

Nascar Presentation: Marketing Plan for a Nascar team being presented to possible investors of the team.

Team: Zhuoheng Yu (Roy)

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Investments, Section 1 of 1

Professor Qiqi Liang

Panelists: Engy Gadelmawla, Jeff Noss, Michael Ravensbergen

Moderator: Steve Firestone

Room: BC-215



6:30 - 6:40

South Korea: Global Markets Analysis

Team: Travis Riche, Samantha Ruiz, Adeline Thompson, Haoran Zhang



6:43 - 6:53

Norway: Global Markets Analysis

Team: Zixuan Zhang, Andrew Dunne, Ryan Fischer, Andrew Blatt



6:56 - 7:06

Brazil: Global Markets Analysis

Team: Joost van der Horst, Kody Lubischer, Gustavo Augusto Azevedo De Jesus Freire Santos, Tyler Olechowski



7:09 - 7:19

Switzerland: Global Markets Analysis

Team: Ashish Gupta, Leahna Sribunphol, Wenjing Luo, Nicolas Mobayed



7:22 - 7:32

Germany: Global Markets Analysis

Team: Mayalin Cheak, Kyle Johnson, Jack Mocik, Hunor Harsanyi

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Corporate Finance, Section 1 of 1

Professor Qiqi Liang

Panelists: Larry Horowitz, Tyler Morse, Joshua Myers

Moderator: Qiqi Liang

Room: BC-218



6:15 - 6:30

Coca-Cola: Analyze a publicly traded company using real financial data to evaluate its financial health, capital structure, dividend policy, and valuation.

Team: Tanielle Thelusca, **Mayalin Cheak**, Keily Torres, **Wenjing Luo**, **Leahna Sribuphol**



6:33 - 6:48

Exxon Mobil: Analyze a publicly traded company using real financial data to evaluate its financial health, capital structure, dividend policy, and valuation.

Team: James Cahill, **Joshua Kline**, Aidan Siegel, Jack Garside, **Reid Chauhan**



6:51 - 7:06

Nike: Analyze a publicly traded company using real financial data to evaluate its financial health, capital structure, dividend policy, and valuation.

Team: Ronnie Rodriguez, Miabella Diaz, Vidalois Kyei, **Travis Riche**



7:09 - 7:24

Barrick Mining Corp: Analyze a publicly traded company using real financial data to evaluate its financial health, capital structure, dividend policy, and valuation.

Team: Felaniaina Nomenjanahary, Zari Kamau, Alex Graziano, Nolan O'Grady, Nick Krison



7:27 - 7:42

Home Depot: Analyze a publicly traded company using real financial data to evaluate its financial health, capital structure, dividend policy, and valuation.

Team: **Joost van der Horst**, Ernesto Ospina, Shufan Bao, Ryan Rodriguez

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