

**Carnegie Mellon University**  
Center for Innovation and Entrepreneurship

## THE BUSINESS OF LEARNING

October 8, 2015  
Carnegie Mellon University  
Jared L. Cohon University Center

**LATHAM**  
LATHAM & WATKINS

**ORACLE**



**OLYMPUS**

# LAUNCHCMU

## OVERALL SCHEDULE

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### DEMO & POSTER SESSION I

**2:30–3:30 pm**

**Rangos Ballroom & Peter, Wright and McKenna Rooms**

See emerging technologies, products and services from startups founded by CMU alumni, students, faculty and staff. Featured are companies from our partner Innovation Works. Other sources include the Open Field Entrepreneurs Fund, Project Olympus PROBEs, James R. Swartz Entrepreneurial Fellows, CMU NSF I-Corps Site Teams, CMU Portugal and the National Robotics Engineering Center.

### SHOWCASE TALKS

**3:30–5:00 pm**

**Rangos Ballroom**

#### Opening Remarks

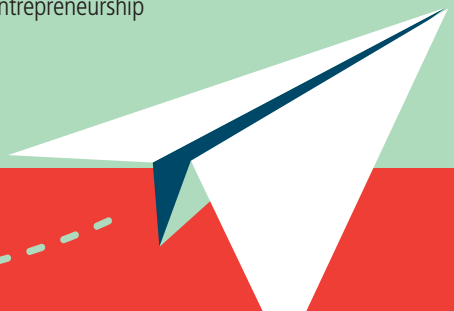
**Farnam Jahanian**, University Provost  
Carnegie Mellon University

**Patrick Pohlen**, Partner & Global Co-chair, Emerging Companies Practice Group  
Latham & Watkins LLP

**Bob Evans**, Chief Communications Officer  
Oracle Corporation

#### Introductions

**Dave Mawhinney**, Co-founder & Director  
Carnegie Mellon Center for Innovation and Entrepreneurship



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## **CMU Startups & Emerging Technologies**

### **Duolingo**

#### **Bringing Free Education to the World**

Luis von Ahn, Co-founder & CEO

Associate Professor of Computer Science, Carnegie Mellon University

### **Interstacks**

#### **Making the Pervasive Computing Future with Interstacks**

Gary Kiliany, CEO

### **ExpII, Inc.**

#### **The Living Textbook**

Po-Shen Loh, Founder & CEO

Associate Professor of Mathematical Sciences, Carnegie Mellon University

### **TutorGen, Inc.**

#### **Revolutionizing Personalized Learning**

John C. Stamper, Founder & CEO

### **The Simon Initiative**

Norman Bier, Executive Director at Carnegie Mellon University

### **Simcoach Games**

#### **Video Games for Measurable Behavior Change**

Jessica Trybus, Founder & CEO

Professor of the Practice, Carnegie Mellon University

### **Acrobatiq**

#### **Making the World Smarter Through Personalized Learning at Scale**

Alison Pendergast, CMO

### **Learnworld**

#### **Designing Systems for Building Human Intelligence**

Derek Lomas, CEO, Playpower Labs

### **Digital Dream Labs**

#### **Helping Kids Learn How to Learn**

Jacob Hanchar, CEO

## **NETWORKING RECEPTION**

## **DEMO & POSTER SESSION II**

**5:00-6:30 pm**

# LAUNCHCMU

## DEMO & POSTER SESSION PARTICIPANTS

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### **AbiliLife**

*abililife.com*

Courtney Williamson, Noah Papas,  
Britta Ulm and Eleanor Hagland

### **Accel Diagnostics, LLC**

**Mobile Enabled Blood Diagnostic  
Tests - Anytime, Anywhere**

*acceldx.com*

Alberto Gandini, James F. Antaki, Joie  
Marhefka and Greg Lewis

### **Acrobatiq**

**Making the World Smarter Through  
Personalized Learning at Scale**

*acrobatiq.com*

Eric Frank, Bill Guttman and  
Alison Pendergast

### **AdaptTech**

**A Smart Prosthetic-Fitting Solution**

*adapttech.pt*

Frederico Alberto Abreu Carpinteiro,  
Mario Saenz Espinoza and Joao Daniel  
Amaral Martins

### **AE Dreams**

**Turtle Mail**

*aedreams.com*

Alysia Finger and Albert Niko Triulzi

### **Carbon Freight**

**The Future of Air Cargo Pallets  
and Containers**

*carbonfreight.com*

Glenn Philen and John Dieser

### **Digital Dream Labs**

**Helping Kids Learn How to Learn**

*digitaldreamlabs.com*

Justin Sabo, Matt Stewart, Peter Kinney  
and Jacob Hanchar

### **ExpII, Inc.**

**The Living Textbook**

*expII.com*

Po-Shen Loh

### **FacioMetrics, LLC**

*faciometrics.com*

Fernando De la Torre, Xavier Perez,  
Francisco Vicente and Marc Estruch

### **flagtag**

Omar El-Sadany, Blake Chasen, Ian Go,  
Jesse Mendelson and Matt Hillman

### **Hebi Robotics**

**Modular Robotics Demonstration**

*hebi.us*

Howie Choset, David Rollinson, Matt  
Tesch, Florian Enner and F. Curtis Layton

### **Human Motion Technologies**

*humotech.com*

Josh Caputo

### **Hyllion**

**Hybrid Electric Tractor Trailers**

*hyllion.com*

Thomas Healy

### **Iam Robotics**

*iamrobotics.com*

Tom Galluzzo, Vladimir Altman and  
Ricky Houghton

### **Interstacks**

**Making the Pervasive  
Computing Future**

*maya.com/work/interstacks*

Gary Kiliany

## **Learn World**

### **Designing Systems for Building Human Intelligence**

*learnworld.io*

Derek Lomas

## **LumiShield Technologies**

*lumishieldtech.com*

David Luebke, Brett Luebke and Hunaid Nulwala

## **Nectar Express**

*nectarexpress.com*

Erin Radler and Jo Trowbridge

## **NoRILLA**

### **Novel Research-Based Intelligent Lifelong Learning Apparatus**

*norilla.com*

Nesra Yannier, Ken Koedinger and Scott Hudson

## **PieceMaker Technologies, Inc.**

### **Custom Products, Created On-Demand in Your Local Retail Store**

*piecemaker.com*

Arden Rosenblatt and Alejandro Sklar

## **Playsketch**

### **What We Draw Is What We Play**

*playsketch.net*

Pedro Machado Santa and Luís Lucas Pereira

## **RistCall, LLC**

### **Patient Care Platform**

*ristcall.com*

Srinath Vaddepally, Ameya Bhat and Yicheng Bai

## **Sceelix**

### **Create and Manage Your 3D Scenes Smartly!**

*sceelix.com*

Francisco Rebello de Andrade, Pedro Brandão Silva and André Cardoso

## **Scraim**

### **Process and Project Management**

*scraim.com*

César Duarte and Pedro Castro Henriques

## **Simcoach Games**

### **Video Games for Measurable Behavior Change**

*simcoachgames.com*

Jessica Trybus

## **Skycision**

### **Aerial Precision Delivered**

*skycision.com*

Brendan Carroll and Alec Assaad

## **Smart Automotive Headlights**

### **Headlights of the Future**

*cs.cmu.edu/smartheadlight*

Robert Tamburo, Srinivasa Narasimhan and Anthony Rowe

## **TravelWits, LLC**

### **Vacations Within Budget**

*vacations.travelwits.com*

Maxim Likhachev, Arman Bimatov and Alla Safonova

## **TutorGen, Inc.**

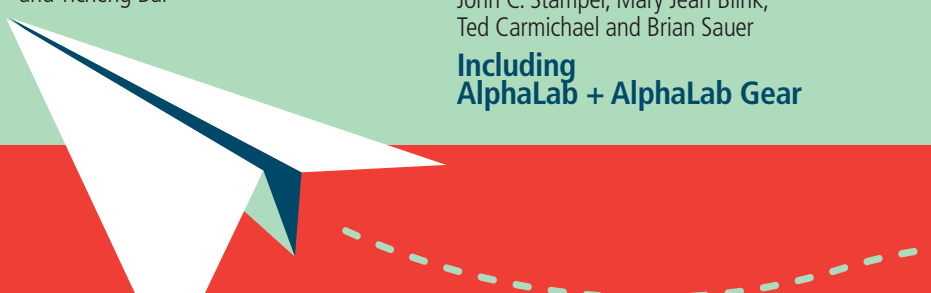
### **A Revolution in Learning: SCALE**

*tutorgen.com*

John C. Stamper, Mary Jean Blink, Ted Carmichael and Brian Sauer

## **Including**

### **AlphaLab + AlphaLab Gear**



# LAUNCHCMU

## PRESENTING CMU STARTUPS

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### **Acrobatiq**

Acrobatiq is a cloud-based adaptive learning platform and portfolio of adaptive curricula that delivers a personalized learning experience for students.

### **Digital Dream Labs**

Digital Dream Labs combines hardware and software for children to understand a host of topics as complex as computer programming with the simplicity of a Lego.

### **Duolingo**

Duolingo is a platform providing free language education to the world. Named Apple's iPhone App of the Year 2013, it is now the most popular education app in the world.

### **Expai, Inc.**

Expai is crowd-sourcing a one-stop destination for the most lively educational content, making it easy to create interactive lessons that simulate one-on-one tutor experiences.

### **Interstacks**

Interstacks is a system of snap-together, modular electronic blocks with a visual authoring tool and app store that enables anyone to rapidly and easily make connected devices.

### **Learnworld**

Learnworld is an experimental intelligence-building app for children.

### **Simcoach Games**

Simcoach Games is the leader in video games for learning and sustainable behavior change. Over the last 10 years, the company has delivered games across many industries impacting critical issues related to recruiting, safety, productivity, customer service, soft skills and patient engagement.

### **TutorGen, Inc.**

TutorGen, Inc. is bringing personalized learning to the larger educational technology and training markets by building next-generation tools that can add adaptive capabilities to existing and new educational software.

## PRESENTING CMU FACULTY

### **Norman Bier**

Norman Bier is Executive Director of Carnegie Mellon University's Simon Initiative and the Director of the Open Learning Initiative (OLI).



# LAUNCHCMU

Thursday, October 8, 2015

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LaunchCMU showcases Carnegie Mellon entrepreneurship—cutting-edge research and startups—while bringing together the investment community, business leaders and CMU alumni. Carnegie Mellon's Center for Innovation and Entrepreneurship (CIE) hosts this biannual event in Silicon Valley and Pittsburgh.

The CIE leverages CMU's strengths in fusing technology and entrepreneurship to accelerate the commercialization of university innovations. Working with its university and community partners, the CIE strives to create meaningful and lasting contributions to CMU's entrepreneurial mission, contributions that enhance the innovation ecosystem throughout the campuses, within western Pennsylvania and beyond.

## SOME OF OUR PROGRAMS

### **Project Olympus Incubator**

Helps PROBEs move research and ideas to business stages

### **NSF I-Corps Site @ CMU**

Trains exploratory business ventures started by faculty, staff, students and alumni

### **Undergraduate Innovation Scholars**

Attracts the brightest and best of the next generation's innovative thinkers and doers

### **The James R. Swartz Entrepreneurial Fellows Program**

Selects and trains those who have a passion for fusing technology with business

### **Innovation Fellows Program**

Accelerates the process of commercializing university research

### **Open Field Entrepreneurs Fund**

Provides early-stage business financing to CMU alumni entrepreneurs

[www.cmu.edu/cie](http://www.cmu.edu/cie)

**Carnegie  
Mellon  
University**  
Center for  
Innovation and  
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