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THE BUSINESS OF LEARNING
October 8, 2015
Carnegie Mellon University
Jared L. Cohon University Center
LAUNCHCMU
OVERALL SCHEDULE

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

LAUNCHCMU
Thursday, October 8, 2015

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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

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Helps PROBEs move research and ideas to business stages

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

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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

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**LAUNCH CMU**

**PRESENTING CMU STARTUPS**

**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.

**Expii, Inc.**
Expii 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).

**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

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Glenn Philen and John Dieser

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Helping Kids Learn How to Learn
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Human Motion Technologies
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Josh Caputo

Hyliion
Hybrid Electric Tractor Trailers
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David Luebke, Brett Luebke and Hunaid Nulwala

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