THE BUSINESS OF LEARNING

May 12, 2015
Oracle Conference Center
Redwood Shores, CA
**LAUNCH CMU**

**OVERALL SCHEDULE**

**DEMO & POSTER SESSION I**
2:30–3:30 pm

See emerging technologies, products and services from startups founded by CMU alumni, students, faculty and staff. Sources of startups include the Open Field Entrepreneurs Fund, Project Olympus PROBEs, James R. Swartz Entrepreneurial Fellows, CMU NSF I-Corps Site Teams, CMU Silicon Valley, the National Robotics Engineering Center, Innovation Works and others.

**SHOWCASE TALKS**
3:30–5:00 pm

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

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

**Introductions**
*Lenore Blum & Dave Mawhinney*, Co-directors
Carnegie Mellon Center for Innovation and Entrepreneurship

**CMU Startups & Emerging Technologies**

*Expii, Inc.*
The Interactive Wikipedia
*Po-Shen Loh*, CEO
**Interstacks**
Making the Pervasive Computing Future with Interstacks  
Gary Killiany, CEO

**Learning to Improve Learning**
Emma Brunskill, Assistant Professor, Computer Science  
Carnegie Mellon University

**How to Make Online Learning-by-Doing Highly Adaptive and Easy to Create**
Vincent Aleven, Associate Professor, Human Computer Interaction Institute  
Carnegie Mellon University

**Simcoach Games**
Making Behavioral Change Simple, Interactive and Measurable  
Jessica Trybus, CEO

**Digital Dream Labs**
Helping Kids Learn How to Learn  
Jack Adams, VP Business Development

**Acrobatiq**
Making the World Smarter Through Personalized Learning at Scale  
Eric Frank, CEO

**Closing Remarks**

**NETWORKING RECEPTION**
**DEMO & POSTER SESSION II**
5:00-6:30 pm
LAUNCHCMU
DEMO & POSTER SESSION PARTICIPANTS

Appbase
Database Services for the Realtime Web
Appbase.io
Siddharth Kothari and Sagar Chandarana

ClipMine, Inc.
Redefining the Video Content Consumption Experience on the Web
clipmineinc.com
Zia Syed, Farhan Zaidi and Saad Ali

Digital Dream Labs
Helping Kids Learn How to Learn
digitaldreamlabs.com
Jack Adams

EEme, LLC
Virtual Home Energy Audits via Smart Meter Analytics
energyefficiency.me
Enes Hosgoc, Mo Chen, Suman Giri and Emmanuel Owusu

Expii, Inc.
The Interactive Wikipedia
expii.com
Po-Shen Loh

Interstacks
Making the Pervasive Computing Future with Interstacks
maya.com/Work/Interstacks
Gary Kiliyani

Learn World
The Intelligence-Building App for Kids
learnworld.io
Derek Lomas, Ankit Patel, Rana Chandradip, Vivek Fittkawiwa and Kishan Patel

ProjectVision
Bringing Healthcare to Life
projectvisionhealth.com
Shingai Samudzi and Gaurav Garg

Ristcall LLC
Wireless Wearable Patient Care Platform for Healthcare
ristcall.com
Srinath Vaddepally, Ameya Bhat and Yicheng Bai

Road Rules
Ultimate Mobile App for Automation on the Road
roadrules.co
Dave Jensen

SemanticMD
Accelerating and Providing Precision around Medical Image Interpretation
semantic.md
Satish Ramakrishnan, Santosh Bhavani and Adam Gradzki

Sollu
Connecting Millions in Minutes Without Any Technical Know-How!
sollu.in
Fathima Batcha

Treatspace
Lifesaving Health Networks
treatspace.com
Rick Cancelliere and Alex Liu

www.cmu.edu/cle
LAUNCHCMU
CMU STARTUPS

Acrobatiq
Acrobatiq’s data-driven adaptive platform and curriculum solutions enables fine-grain measurement, analysis and visualization of student learning performance. This deep learning data is used as a basis for instructional innovation, personalized learning and measurable improvements in student outcomes.

Digital Dream Labs
Digital Dream Labs sparks curiosity by mixing nostalgia with the technology children love. Developing a novel approach to hands-on learning, Digital Dream Labs combines hardware and software, which allows children to cultivate an understanding of topics as complex as computer programming with the simplicity of Legos.

Expii, Inc.
Expii makes it easy to create interactive lessons that simulate one-on-one tutor experiences. Think rapid-fire Q&A, video and more. Expii is crowd-sourcing a one-stop destination for the most lively educational content. Got a Calculus chapter to read? Expii will have the best take on the topic, as rated by the world.

Interstacs
Interstacs is rapidly entering the post-PC world of a trillion connected devices: 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. Interstacs brings rapid time to market and rapid iteration to hardware.
Simcoach Games
Simcoach Games leads the gamification of learning, driving innovation in the serious games industry by reducing the time and costs associated with building games for training. Simcoach Games convinces industry leaders in healthcare, retail and manufacturing that an agile, rapid approach to game development is already changing patient engagement, workforce training and recruitment.

CMU FACULTY

Emma Brunskill
Emma Brunskill creates self-optimizing tutoring systems that can perform continual active experimentation and improvement in response to observed student outcomes. These systems can help efficiently cut through the enormous space of ways to teach, to help us efficiently understand how to best help students succeed.

Vincent Aleven
Vincent Aleven is an international leader in creating authoring tools for intelligent tutoring systems, and is the co-founder of Carnegie Learning, Inc., a Pittsburgh-based company that markets Cognitive Tutor™ math courses, which is successful in raising students’ math test scores in high school and middle-school classrooms.
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, established in fall 2012, 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.
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