



Entrepreneurship Cup Launch Competition: Finalists 2024

EZ EAP

EZ-EAP is an emergency action plan (EAP) management app, specifically tailored to athletics. EZ-EAP takes preexisting EAPs and puts them in a format that is modernized, practical, and easy to use.

Jacob Swisher, School of Nursing 2025 & Anthony Peppers, Undergraduate School of Engineering and Applied Science 2024

Fairway to Green

Fairway to Green is an equitable sports media company. We publish men's and women's sports news equally and package female athlete data for marketing research firms.

Kelly Okun, Darden School of Business 2025

Hathr

Hathr is a private and secure AI for regulated industries. We figured out a way to give companies access to AI, without having to compromise their data privacy, or regulatory compliance.

Samuel Hart, Darden School of Business 2024

MetricMatters

MetricMatters unlocks the benefits of AI analytics for every SME, helping growing companies move faster, stay aligned, and build stronger businesses together.

Dahler Battle, Darden School of Business 2025

Moment

Moment is an app that allows you to document your memories and turn them into comprehensive stories called Moments through pictures, videos, text and audio.

Ayush Bhatia, College of Arts & Sciences 2024 & Rohit Rajuladevi, Undergraduate School of Engineering and Applied Science 2024

Mom's Magic

"Mom's Magic" offers a line of authentic Indian spice mixes designed to simplify the cooking process without sacrificing flavor or health. Targeting busy professionals and families, our product turns intricate Indian cooking into a quick, four-step meal preparation.

Darshan Savalia, Darden School of Business 2024

OKEnergy

OK Energy is an energy drink company that differentiates itself from competitors through comedic and ironic marketing to appeal to Gen Z customers.

Evan Nied, College of Arts & Sciences 2025, Ali Rizwan, College of Arts & Sciences 2026, Jack Deutsch, McIntire School of Commerce 2026, & Maxwell Mitchell, College of Arts & Sciences 2026

Petrichor

Petrichor is a circular apparel certification and recycling startup with a mission to reduce global textile waste. We are dedicated creating a world where every garment is designed with a clear path to recycling, upcycling, and responsible decomposition.

Curie Chang, Darden School of Business 2024

PlayHenry

Play Henry is a pickleball paddle company and lifestyle brand that blends aesthetic design and pro-level performance for the next generation of pickleball players. We exist to build a vibrant culture of activity and human connection by connecting the dots between social play and athletic play.

Ellie Jamison, Darden School of Business 2024 & Grace Collins, Darden School of Business 2024

Room Me

RoomMe is a platform that helps individuals and businesses solve their housing needs. Powered by AI, we have a consumer facing app that actively helps thousands of young adults in colleges, and soon big cities, find roommates, sublease, and chat.

Brian Bernard, McIntire School of Commerce 2024, Dmitriy Telemtayev, McIntire School of Commerce 2024, & Sebastian Oliver, College of Arts & Sciences 2024