



UVA E-Cup Finalists and Award Winners 2023-24

Concept Competition Finalists: November 2023

Social Entrepreneurship Track [The five winning teams are highlighted]

be

Team: Sloane Grey (Darden '24); Aubrey Royster

Description: Be Wellness Coaching is a holistic wellness company seeking to transform generational health for black and brown families through a community, resources, events, and coaching.

Chum

Team: Jacob Singer (SEAS); Lysander Schmidt (SEAS)

Description: Lack of friendship is a growing crisis, and the current solutions are clearly insufficient to address the problem. We believe that Chum can, in a scalable and efficient way, improve the lives of many.

Fairway to Green

Team: Kelly Okun (Darden '25)

Description: Fairway to Green is a media company that will revolutionize how people consume sports news and bring more visibility and investment into the women's sphere.

Feeding Charlottesville

Team: Vaibhav Choudhary (Col)

Description: Feeding Charlottesville is an app-based platform that connects local restaurants with shelters and food pantries, facilitating the real-time donation of surplus edible food that would otherwise be thrown away.

GreenMind

Team: Matthew Whelan (SEAS), Sidhardh Burre (SEAS), Srimanth Tangedipalli (SEAS)

Description: GreenMind is an innovative solution designed to address the global challenge of waste mismanagement and improper recycling habits.

IMENO

Team: Brandon Nesbit (Col)

Description: Tackling the financial illiteracy crisis, IMENO is an award-winning financial education platform that empowers youth through free, bilingual curriculums on money management.

Invext

Team: Rohan Kohli (Col), Hashem Alrahmah (Col)

Description: Invext aims to bridge the growing wealth gap in America, particularly among immigrant and minority groups, by addressing the critical issue of financial literacy.

JunkLabz

Team: Zack Landsman (SEAS)

Description: JunkLabz aims to improve the sustainable function of UVA and Charlottesville through educational opportunities, creative design, and local solutions.

Teen Speak English, LLC

Team: Gunnar DeSantis (SEAS)

Description: Teenspeak English LLC can offer engaging, immersive, and highly effective ESL content that resonates with teenagers.

YellowRed

Team: Jonah Wilentz (Col)

Description: YellowRed is an innovative mobile app revolutionizing the way we approach everyday commuting.

Engineering and Healthcare Technologies Track

[The five winning teams are highlighted]

T2E (Time to Educate)

Team: Sarah Snowden (Darden '25)

PatentPal

Team: Vaibhav Choudhary (Col '25)

EchoRx

Team: Eugene Cho (Darden '25)

Describe

Team: Kunaal Agarwal (Col '26)

Inhalet

Team: Miles Lanham (SEAS '26 Graduate School)

D-Mine

Team: Andriy Shalkivskiy (COM '24); Gilchrist Johnson (SEAS '24); Ian Kim (Dartmouth College, CS '24)

Acceleration Backpacks

Team: Benjamin Joseph (Col '26)

DocDirect

Team: Oliver Buckner (SEAS '26); Alexander Halpern (Col '26)

MedWatch

Team: Saad Feyyaz (SEAS '27); Matthew Nguyen (SEAS '27); Rayyan Ansari (Col '27); Tim Lin (Col '27); Aali Siddiqui (Col '27)

VestibulaLink

Team: Sharanya Negendra (SEAS '25); Darius Walker (SEAS '24)

Consumer / Business-to-Business Track

[The five winning teams are highlighted]

Voy

Team: Srilakshmi Medarametla (SEAS '24); Edward Wei, Brandon Yang and Ravi Jayaraman (all SEAS '25); Jack Omohundro (Col '25); Christina Wang, COM and Col '25)

UVA Course Explorer

Team: Siddharth Lakkoju and Saahith Janapati (both SEAS '25)

Beat the Book

Team: Ben McPherron, Luke Stone, Hartej Singh, Burks Chisom and Wes Porter, (all COM '24); Annabelle Mactaggart (Col '25)

Ethiopian Delights Packaged Foods

Team: Beza Bisrat (Darden '24)

EZ-EAP

Team: Jacob Swisher (NUR '25); Anthony Peppers (SEAS '24)

Natively

Team: Michael Djorup (SEAS '24); Lior Ben-David (Col '24)

TextBuddy

Team: Charlie Meyer (Col '26); Ryland Birchmeier (SEAS '26)

Noogs

Team: Ben Foote (Darden '24); Paige Foote, Registered Dietician, Certified Personal Trainer and Running Coach

AthleteLink

Team: Kyle Mele; Emma Krusus; Malachy Dwyer; Alyssa Dioguardi; William Citron; Anneloes Knol (all COM '24)

UVA Wise Track

First Place: Garrett Stiltner, **Second Language Acquisition**

Second Place: Gabriel Stafford, **The Book Transformer**

Third Place: Christiana Korakopoulou, **AirMed**

Fourth Place: Dakota Ball, Avery Boehm, and Hunter Anderson, **Kwik Fix**

Fifth Place: Ashwin Pari, **Voyage**

Discovery Competition Finalists: February 2024

[the five winning teams are highlighted]

Chatty

Chatty is working toward a way for anyone, anywhere to efficiently and interactively prep for technical interviews. By manipulating the open-source API for GPT 4.0 available via Open AI we've been able to simulate the highly collaborative nature of technical interviews when the final solution is very objective. The computer science, investment banking, and quantitative sectors all have very objective solutions to commonly asked interview questions, and this has allowed us to prompt our model and platform into giving very brief and guided feedback, similar to a real interviewer.

Team: Sonith Sunku (Col) and Advait Kushe

Ethiopian Delights

Ethiopian Delights is a consumer goods company that produces shelf-stable Ethiopian food. The company's mission is to foster connection and community by sharing the rich flavors and cultural heritage of Ethiopian cuisine. We offer precooked, instant Ethiopian food, so consumers only need to add water to enjoy our products. The focus of the company is in crafting convenient and nutritious food that connects consumers to diverse flavors, filling the void of accessible Ethiopian food in rural areas. Currently our product offerings include Misir Wot, a red lentil-based stew with onions, oil, and berbere spice.

Team: Beza Bisrat (Darden)

EZ_EAP

EZ-EAP is an emergency action plan (EAP) management app, specifically tailored to athletics. EAPs are crucial documents that are required to be at every athletic venue. They outline everything needed in a potential emergency. This includes EMS routes, emergency equipment, emergency contacts, emergency procedures, etc. However, current EAP's are outdated, hard to use, and lack functionality. EZ-EAP takes preexisting EAPs and puts them in a format that is modernized, practical, and easy to use.

Team: Jacob Swisher (NURS) and A.J. Peppers (SEAS)

Gruvian

Gruvian is the first ever marketplace for native advertisements. Native advertisements are a type of advertising that blends in with the platform's regular content, making it less intrusive and more natural to the viewer. We connect publishers (businesses that sell ads) with advertisers by managing the advertising auctions, facilitating payments, and providing analytics to both publishers and advertisers.

Team: Michael Djorup (SEAS) and Lior Ben-David (Col)

Moment

Moment is an app solely dedicated to preserving life's memories. The Moment app empowers users to craft lasting "moments" that encapsulate their memories using a combination of images, videos, text, and audio. They can see all their moment on a sleek, scrollable timeline. Each moment can be cherished privately or shared seamlessly with friends and family, regardless of whether they are currently using the app.

Team: Ayush Bhatia (Col), Aryan Jain (Col) and Rohit Rajuladevi (SEAS)

Noogs

Noogs were created when co-founder, Paige, felt stuck with the available sports nutrition products on the market. As a dietitian, marathoner, and running coach, she understood the importance of nutrition on the run, but couldn't find a source of fuel that matched her needs. Her favorite alternative, sour gummy candy, lacked essential electrolytes and required a fair amount of chewing. Paige decided to create an energy chew that would solve her fueling dilemma. She and her co-founder, Ben, partnered with Oregon State University's Innovation Food Center to develop what is now Noogs. These delicious energy chews feature tasty sour gummy candy flavor, along with easy-to-digest carbohydrates and electrolytes athletes need to fuel their performance.

Team: Ben Foote (Darden) and Paige Foote

Petrichor

Petrichor is a circular apparel startup that creates sustainable, affordable, and high-quality essential apparel. Our approach sets the standard for extended producer responsibility, taking on 100% of the end-of-life impact for our apparel and ensuring over 90% reuse. Petrichor not only retrieves its products at disposal but also designs a specific end-of-life stage for each of its products, whether it's natural decomposition, upcycling, or a targeted recycling yield.

Team: Curie Chang (Darden)

PLAY HENRY

Ellie Jamison and Grace Collins met at the University of Virginia Darden School of Business in 2022. Early in their time at school, they fell in love with the sport of pickleball to exercise and make new friends. They quickly found a gap in the market for a unique, fresh pickleball brand serving younger generations of players. Their first product, the monochrome "Hank Pro" pickleball paddle sold out during pre-sale. PLAY HENRY focuses on the mission to create pickleball products that seamlessly transition from on and off the court, or as they like to say, "from court to cocktail."

Team: Ellie Jamison (Darden) and Grace Collins (Darden)

PortaHaler

The PortaHaler brings an award winning, modern touch to medication as the world's smallest and most compact inhaler, and the first and only inhaler that seamlessly attaches to objects such as, but not limited to, one's wrist and phone, displaying unmatched convenience. By bridging the gap between accessibility and innovative visual and mechanical design, the PortaHaler will revolutionize respiratory disease treatment, making accessing inhalers easier, greatly increase medication adherence, and ultimately improving the quality of life for millions worldwide.

Team: Miles Lanham (SEAS)

PulseCheck HR

PulseCheck was born from the recognition that the current approach to performance reviews is ineffective, lacks actionable feedback, and fosters negative sentiments in the workplace. Our mission is to revolutionize this process by offering an intuitive platform that facilitates frequent, quality feedback sessions. With just a few minutes each month, both managers and team members can benefit from improved alignment and performance.

Team: Jack Alexander (Darden) and Colin Wilkie

SPLIT

Our mission is to reduce the cost of transportation for students and other people with limited budgets. SPLIT matches and coordinates rides for those traveling the same route at the same time. SPLIT prioritizes giving users a safe, convenient, and affordable service by using identity verification, in-app ride calling, and cost transparency. During the summer of 2023, we started a partnership with Uber which allows us to coordinate rides for our customers automatically. We are the first and only ride-matching service to do this.

Team: Ben Lawrence (SEAS)

LAUNCH Competition Finalists: April 2024

[winners are highlighted]

EZ EAP – First Place, \$20,000 prize

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.

Team: Jacob Swisher, School of Nursing 2025, and 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.

Team: 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.

Team: 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.

Team: Dahler Battle, Darden School of Business 2025

Moment – 2nd Place, \$15,000 and Audience Choice Winner \$5,000

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.

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

Mom's Magic – Honorable Mention, \$5,000

"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.

Team: Darshan Savalia, Garima Seth, & Aniket Chaudhari, 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.

Team: 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.

Team: Curie Chang, Darden School of Business 2024

PlayHenry – 3rd Place, \$10,000 prize

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.

Team: 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.

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