



## THE 2015 GLOBAL INNOVATOR COMPETITION - 11 STARTUPS

1. Apurv Mishra, Tapster, Consumer Internet, USA/India

**One-line description:** AI powered Conversational Search Engine.

- **HQ/Founded in:** USA/2013
- **Industry of focus:** Consumer Internet
- **Product/service:** We are building the first context aware conversational search engine focused on local information. The intuitive chat interface remembers your search and saves important information in easily accessible cards. We are starting by launching “card based” self-organizing bulletin board focused on events, local news. The board re-organizes the information based on where you are and alerts at the right moment.
- **Targeted audience:** We are starting with college communities
- **Full-time employees:** 4
- **Financed by:** Boost VC, Eastlink Capital & Darling Ventures

2. Christopher “CJ” Hersh, CEO, Tool Locker, USA

**One-line description:** Expedia for tool and equipment rentals.

- **HQ/Founded in:** USA/2014
- **Industry of focus:** Shared Economy, Tool & Equipment Rentals
- **Product/service:** The tool and equipment rental industry is a massive \$32.9B market, but it's plagued by the inefficiencies of an outdated “off-line” process. Customers currently experience little to no transparency around pricing and equipment availability, and are forced to deal with a cumbersome ordering and logistics process (delivery, repair requests, etc.).

Tool Locker centralizes the entire rental experience by being the single point of contact for renters. By pulling from multiple vendors, we give customers access to a virtually unlimited inventory; and through vendor partnerships, prices and availability are live and visible online.

- **Targeted audience:** Contractors
- **Full-time employees:** 4
- **Financed by:** Angels

3. Daniel Chen, Founder, CEO, Metron Innovation Group, USA

**One-line description:** GPS for your fitness journey.

- **HQ/Founded in:** USA/2011
- **Industry of focus:** Online coaching
- **Product/service:** Our patent-pending modeling engine offers a long-awaited solution to unaffordable training rates, umbrella-style training methods, and the challenges that both time and distance can present. Coaches now can train hundreds or thousands at a time with personalized targets based on user's performance data.
- **Targeted audience:** 92 million adults (major English speaking country, 18+ who workout 2.5+ hour per week)
- **Employees:** 7 Full-time, 5 Part-time
- **Financed by:** Founder

4. Diana Tkhamadokova, CEO, IStyleMyself, UK

- **HQ/Founded in:** UK/2011
- **Industry of focus:** Consumer, Mobile
- **Product/service:** IStyleMyself uses machine learning exclusively (no human involvement whatsoever) to instantly organize women's wardrobes into stylish outfits and suggests other items to add to their existing wardrobes to improve/transform their style.

Apart from being the only company in the retail industry that has data about the exact items in women's wardrobes, we learn their preferences in 56 swipes and maintain the trajectory of their changing tastes (down to an hour) preferences.

- **Targeted audience:** 17-35 year old women in the UK and in the US (current focus).
- **Full-time employees:** 4
- **Financed by:** Self-funded, friends and family

5. Igor Balk, CEO, Bioterrica, USA

**One-line description:** Big data analytics for the drug discovery.

- **HQ/Founded in:** USA/2014
- **Industry of focus:** IT for drug discovery
- **Product/service:** Bioterrica's molecular screening helps to save time, reduce costs and predict side effects of drugs in the beginning of research, which means millions of lives saved by convenient timely treatment. We utilize big data analytics algorithms normally used in ecommerce to reduce number of drug candidates by several orders of magnitude.
- **Targeted audience:** Big pharma companies, companies servicing big pharma companies
- **Full-time employees:** 3
- **Financed by:** Self funding

6. Keth Crotty, Sales & Service, Shareknowledge Inc, USA

**One-line description:** Shareknowledge helps companies integrate learning into their corporate workflows to fight the increased regulations and globalization challenges.

- **HQ/Founded in:** Russia/USA/2011/2013 Inc.
- **Industry of focus:** Learning Management Systems
- **Product/service:** Shareknowledge is driven by the idea to change the paradigm through creating a solution that will spearhead the eLearning 3.0 wave. Prebuilt scenarios and templates, automatic reminders, and integration with existing IT compliance processes cut training management efforts by 90%.
- **Targeted audience:** Organizations with internal and external compliance needs (government, technical services and finance), from 250 to 3,000 employees, primarily located in North America.
- **Full-time employees:** 18
- **Financed by:** Competentum Group

7. Martin Patricio Borchardt, CEO, Co-Founder, Tark, USA/Argentina

**One-line description:** A smart backpack that simplifies your life.

- **HQ/Founded in:** USA/2015
- **Industry of focus:** Wearables
- **Product/service:** We are making a backpack that is friendly with the electronics we take inside nowadays, among other secondary problems. Our customers can customize our backpacks according to their needs and interests therefore creating a personalized Smart Backpack that is designed to make everyday life easier.
- **Targeted audience:** Average businessperson and college students.
- **Employees:** 4 full-time, 2 part-time
- **Financed by:** Draper Associates

8. Mikko Ikola, CEO, Co-Founder, Ambronite, Finland/USA

**One-line description:** Ambronite is organic drinkable meal that fulfills daily nutrition recommendations in 2 minutes.

- **HQ/Founded in:** USA/2014
- **Industry of focus:** Healthy Foods
- **Product/service:** Ambronite is lifestyle brand that is designed for people who care about their health and time. Ambronite successfully raised \$100,000 in pre-sales on crowdfunding, and became the most funded food campaign ever in the history of Indiegogo. TIME, Wired, Business Insider, Forbes, ArsTechnica and 30+ medias covered our launch.
- **Targeted audience:** People who care about health
- **Full-time employees:** 5
- **Financed by:** Crowdfunding

9. Syed Ahmad Chan Bukhari, CEO, SCAAI Labs Inc., Canada

**One-line description:** We provide semantic web and ambient intelligence solutions.

- **HQ/Founded in:** Canada/2014
- **Industry of focus:** Information Technology
- **Product/service:** We have developed Annotatia - a media annotation authoring and management suite based on state of the art semantic web, NLP and image processing technologies. The product allows an individual or a group to create, manage and analyze annotations on media (image, web pages, PDFs and later videos).
- **Targeted audience:** Publishing Agencies, Government Record Keeping Institutes, Print and Electronic Media Groups, Museums (Geology/Historical Museums), Scientific Research Companies (Dealing with Satellite and Geo image), Biomedical Research Firms
- **Employees:** 4 full-time, 2 part-time
- **Financed by:** University of New Brunswick, FCNB

10. Pieter Doevendans, COO, Co-Founder, Transcense, Holland/France/USA

**One-line description:** Making group conversations between deaf & hearing possible.

- **HQ/Founded in:** USA/2013
- **Industry of focus:** Mobile Health
- **Product/service:** Transcense lets you understand 'who' says 'what' around you, by leveraging people's smartphones and translating speech to text. Using speech recognition and speaker identification technologies, the app recognizes who is talking and what the person says, and displays this on your smartphone or tablet.
- **Targeted audience:** We aim to help 360M deaf and hard of hearing people understand and participate effectively in group conversations. Later we will expand: conference calls, business meetings (meeting notes) and language translation services.
- **Full-time employees:** 3
- **Financed by:** Angel investors

11. Austin Kimm, COO, Workle, Russia/UK

**One-line description:** Workle is a cloud-based virtual Internet sales office providing permanent or temporary employment to millions of people while simultaneously providing companies with access to a vast active and trained salesforce.

- **HQ/Founded in:** Russia/UK/2011
- **Industry of focus:** Sales employment
- **Product/service:** Millions of people lack access to the income that they need, while hundreds of thousands of companies require trained sales personnel but lack the resources to build a sales force to match their ambitions. Through its Internet-based sales office, Workle brings together those two needs by providing its users with all the

training, skills and tools required to be successful in sales, and matches those people to companies looking to increase revenue via direct sales. One contract, one platform, thousands of career opportunities.

- **Targeted audience:** People, due to social, personal or economic reasons, who are unable or unwilling to work in a traditional capacity. Such people would include stay-at-home mothers, unemployed, retired, people with disabilities, and generally people who are not able to earn the income their lives require.
- **Full-time employees:** 55
- **Financed by:** Angel investors, VC