

2024

# SUNSTONE INNOVATION CHALLENGE

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# Event Flow

3:30PM to 4:00PM

Registration & Networking

4:00PM to 4:15PM

Welcoming Comments

4:15PM to 5:00PM

Track One pitches

5:10PM to 6:00PM

Track Two pitches

6:00PM to 7:00PM

Judges deliberation, food, and networking

7:00PM to 7:30PM

Winners Announced

7:30PM to 8:00PM

Judges talk to participants and interviews

# MEET THE JUDGES

## TRACK ONE



### Joe Platnick, Chair

Joe is an Angel investor and Director Emeritus of Pasadena Angels, a large angel group that invests in early-stage technology companies. He is also on the board of Systems Technology Inc., a research and engineering consulting company. Before that, Joe was the CEO of FutureBound, an educational video game developer, and a Partner with Pan Pacific Capital, a Venture Capital firm. Throughout his career, Joe has held various positions in Fortune 500 companies and startups, and frequently lectures on entrepreneurship.



### Vivian Shimoyama

Vivian Shimoyama, CEO of Shimoyama Enterprise has lead initiatives for public, non-profit, and private sector organizations setting strategic vision which results in economic impact, equity, and economic inclusion. As a recognized expert on small businesses, she advocates for thousands of small business owners through local, state, and national policy initiatives. Vivian built the Goldman Sachs 10,000 Small Businesses Initiative for Southern California and has advised the President and U.S. Congress on issues important to women business owners.



### Shankar Ram

Shankar entrepreneur has built a remarkable career as a serial founder, with successful exits from companies that served major corporations like DHL and Starbucks. He has employed a large workforce globally and continues to give back by mentoring startups, serving on public company boards, and actively supporting non-profit organizations focused on education and hunger relief. His investment activities extend to over 100 companies through various angel investor groups, demonstrating a deep commitment to fostering the next generation of entrepreneurs.

# MEET THE JUDGES

## TRACK TWO



### Walter Larkins, Chair

Walter Larkins is an accomplished entrepreneur with a strong legacy of invention and innovation. His current company, Sapphire CMS, pioneers a system to improve contract negotiations between hospitals and insurance companies and helps them improve operations. He attended West Point Military Academy and UCLA and served as a Captain in the US Army. He founded Endosurgical Development Corporation, pioneering advancements in minimally invasive heart surgery. He belongs to the Board of Directors of the Institute of Innovation and Entrepreneurship, the Long Beach Accelerator, and is Chair of the Economic Commission. He founded E=O2, a nonprofit that inspires students to pursue entrepreneurship and business.



### Brenda Wunsch

Brenda is a serial entrepreneur with 24 years of experience launching startups. She has a strong background in marketing and advertising, having started a successful ad agency in her 20s. Brenda has a proven track record as a CEO and co-founder, leading companies like Sandpiper and OnQ Corporation. Her diverse client list includes big names like Four Seasons and Hewlett Packard, showcasing her adaptability and expertise. Currently, Brenda is the CO-CEO of SapphireRCMS and actively involved in the entrepreneurial community through various board positions.



### Alan Pullman

Alan Pullman, AIA, is the Founding Partner of Studio One Eleven. He has focused on creating resilient and sustainable cities through architecture and urban design projects since founding the Studio in 2000. Pullman prioritizes community-driven improvements and urban interventions for sustainable mobility and quality of life. Alan Pullman is a distinguished architect with over 30 years of experience in California. He is involved in several organizations including the American Institute of Architects and the Urban Land Institute. Pullman previously held leadership positions with the Downtown Long Beach Alliance, contributing to the city's economic development. He holds degrees from Syracuse University and the London School of Economics and Political Science.



# MEET THE FINALISTS

## TRACK ONE

### Gomberg MPS Inc.

Gomberg MPS Inc. seizes opportunity in its pioneering polymer technology, aiming to transform the industry with innovative materials and efficient recycling processes. Our novel polymer addresses flammability concerns without relying on forever chemicals, offering flame resistance and extinguishing capabilities while also allowing for direct recycling from waste streams. This groundbreaking recycling method enables 100% polymer recovery without manual handling, resolving current recycling issues, and preserving material additives' properties. This inherently non-flammable polymer not only offers practical benefits but also embodies a visionary alliance between Dr. Skinner and Ms. Semko, seamlessly intertwining consumer environmental aspirations with burgeoning market prospects. Rooted in our collective ambition for a cleaner, healthier world, we envision our endeavors not only making lasting impacts but also fostering exponential growth in environmental sustainability.

#### Team:

- Penny Semko: 2nd year undergrad COB student majoring in Finance.
- Dr. Michael Skinner: University of Michigan alumni (B.S. Chemistry), NYU - Polytechnic School of Engineering alumni (Ph.D.), CSULB alumni (single subject teaching credentials), current adjunct faculty at Fullerton College, Ph.D. in Polymer Chemistry, boasts 100 patents and applications worldwide, 40 years of manufacturing, research, development, and legal experience.

 **GOMBERG**  
**MPS INC.**

# MEET THE FINALISTS

## TRACK ONE

### MindBodySoul

MindBodySoul is a free platform that connects student-athletes with certified expert life coaches to enhance their mental resilience and achieve success both on and off the field. Athletes can engage with mental performance coaches through personalized sessions, track their progress, and access valuable resources. Coaches can also subscribe to a premium plan to unlock advanced features and grow their clientele. At MindBodySoul, we've learned that unity, resilience, and innovation are the keys to success. Our diverse talents, shared vision, and commitment to collaboration, adaptability, and perseverance have shaped our journey. Together, we're turning our vision into reality.

#### Team:

- CEO Christina Lang: MBA candidate, B.Sc. Business Administration and Economics, Marketing and Business Strategist.
- CTO Shrey Modi: MSCS candidate, BTech Information Technology, Data, Software Development and Artificial Intelligence.
- CFO Cecelia Hutnick: MBA candidate, Marketing, Finance, and Business Strategist.
- COO Bryan Thomas: MBA candidate, B.Sc. in Healthcare Administration, College Basketball Coach.
- CMO Jadon Morales: MBA candidate, BBA in Business Administration and Management, Account Manager, Business Development.
- DTO Erica Curry: Mental Health Therapist, Sports Performance Coach, B.Sc. Psychology.
- UI/UX Lead Aleyna Akkan: Human Experience Design Interactions, Master in UX Design, B.Sc. Psychology.



MindBodySoul

# MEET THE FINALISTS

## TRACK ONE

### SensiVitalis

At SensiVitalis, our mission is to revolutionize patient care through non-discreet AI thermoregulators for critical care patients. We aim to provide healthcare professionals with the tools they need to proactively manage patient temperatures to prevent adverse events such as septic shock, hypothermia, and hyperthermia. With our propriety app and integration with Electronic Health Records, our solutions are designed to streamline healthcare processes, while empowering healthcare professionals with nursing automation.

Our core mission is to bridge the intersectionality of biosignal diagnostics to individual temperature sensitivity using safe AI thermoregulation technology that improves patient core temperature stability.

#### Team:

- Sarah Saleem: B.S in Microbiology currently researching under the tutelage of Dr. Rabaab Zahra.
- Sergio Remigio: B.S in Computer Science. Entrepreneur in machine learning.
- Aylin Leos: Licensed Vocational Nurse (LVN).
- Stacey Alvarado: In-home health Certified Nurse Assistant (CNA).
- Antonio Alvarado: College of Engineering student. Electro-mechanical entrepreneur.



# MEET THE FINALISTS

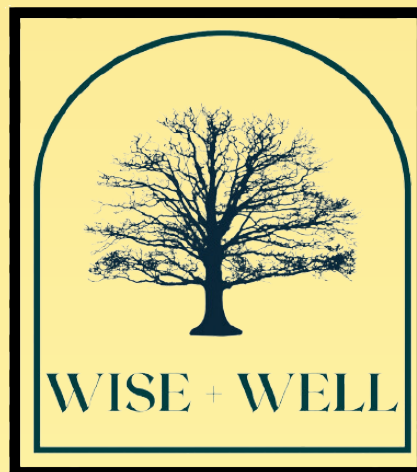
## TRACK ONE

### Wise + Well

Wise + Well is a personal assistant service designed specifically for senior citizens. We aim to empower and enrich the lives of seniors by offering assistance in their daily lives and developing meaningful relationships. Through offering a bit of extra support to our clients, we hope to allow seniors to maintain their independence and age in place.

#### Team:

- Hailey Skaife (COB)
- Jenise Vargas (COB)
- Sigrid Steinsvaag (COB)
- Anthony Espinoza (COB)





# MEET THE FINALISTS

## TRACK TWO

### Explorify

Our platform, Explorify empowers female solo travelers with safety, community, and convenience. It offers real-time safety alerts, connects users with fellow travelers for companionship, and provides curated recommendations for solo-friendly accommodations and activities. Join us to explore the world confidently, knowing you're supported every step of the way.

Team:

- Vincent Vo, COB
- Rachel Nguyen, COB
- Huong Hoang, COB
- Gigi Maung, COB
- Margarita Suarez, COB



### Hubsavor

Hubsavor is a website that connects CSULB community members with Long Beach restaurants, offering members exclusive access to special deals from local eateries. We aim to make dining more affordable for students, faculty, and staff while bolstering local businesses' growth by enhancing their visibility within the campus community. To achieve this, we'll establish a student organization dedicated to forging partnerships with local restaurants, and providing comprehensive digital marketing services to promote their offerings. Through collaborations with other student organizations, engaging events and promotions will be organized, while data analytics will ensure tailored offers for customer satisfaction.

Team:

- San San Loi, College of Business, MS Marketing Analytics, CEO (Chief Executive Officer)
- Chun Wei Chang (Allen), College of Business, MS Marketing Analytics, COO (Chief Operations Officer)
- Sai Zin Phyo Lwin, College of Business, MS Marketing Analytics, CMO (Chief Marketing Officer)



# MEET THE FINALISTS

## TRACK TWO

### Carpal

Carpal is a company that aims to deliver financial and mechanical knowledge related to cars to consumers' devices. Our goal is to increase vehicle buyers' knowledge to be equal to car sellers'. No one should be worried about being manipulated to buy something because the seller knows more about the vehicle than the buyer.

#### Team:

- Ahmed Alazazzy, COB
- Brandon Magliari, COB
- Manoj Manojkuma, COB
- Syd Goodman, COB

### SimpliSort

SimpliSort is a cutting-edge technology company revolutionizing the way we organize and interact with our wardrobes. From suggesting daily outfit combinations based on weather forecasts to tracking clothing usage and suggesting wardrobe additions. At SimpliSort, our mission is to redefine the wardrobe experience by seamlessly integrating technology and style. We aim to provide effortless innovative solutions, and personalized recommendations, and promote sustainability in the closet. Our commitment is to inspire confidence, convenience, and environmental responsibility, for everyone to enjoy a curated wardrobe from a smart, dynamic, and eco-conscious space.

#### Team:

- Cynthia Navarro, COB, MBA Student, Accounting & Financing
- Eunice Bombarda, COB, Business Management & Human Resources
- Jasmin Omidasalar, COB, MBA, Finance & Economics



# Sponsors

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COLLEGE OF  
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the **institute**  
CSULB FOR INNOVATION  
+ ENTREPRENEURSHIP



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# About The IIE

The Institute for Innovation & Entrepreneurship at CSULB is the central hub for innovators and entrepreneurs in Long Beach. Our programming and services support long-term economic growth that is inclusive and sustainable for our diverse community.

## Contact

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