



RICE BUSINESS PLAN COMPETITION

POWERING FOUNDERS. SHAPING THE FUTURE.

#RBPC24 | APRIL 4-6, 2024
RBPC.RICE.EDU/2024
HOUSTON, TEXAS



True wealth comes from investing in others.

TEXAS CAPITAL IS PROUD TO SUPPORT THE

2024 Rice Business Plan Competition

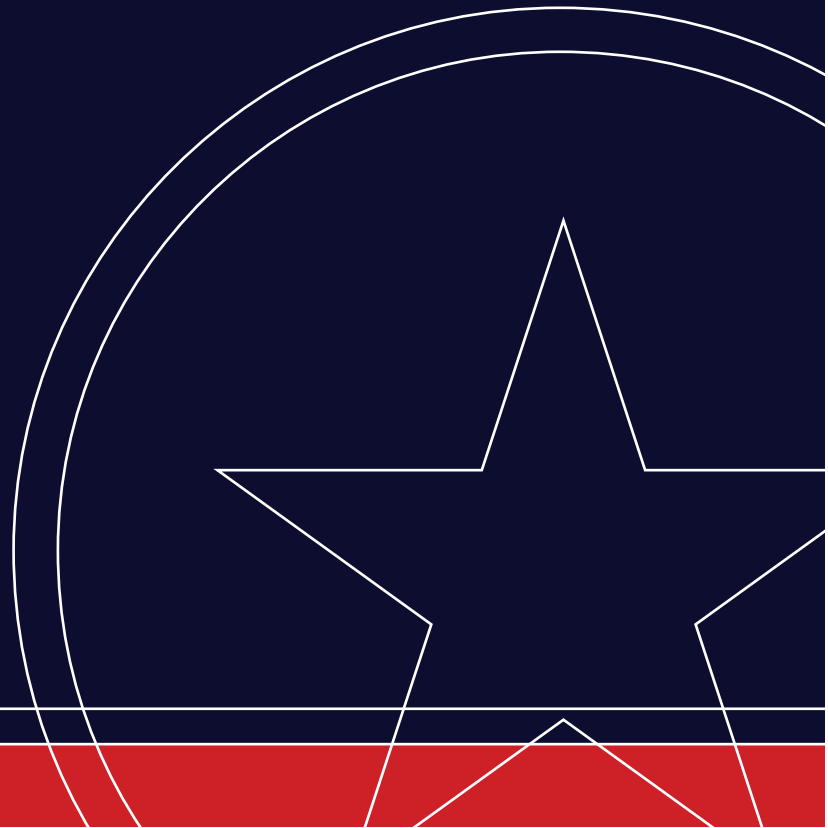




TABLE OF CONTENTS

Welcome to Rice University for the 2024 Rice Business Plan Competition, the world’s largest and richest intercollegiate student startup competition!

SCHEDULE OF EVENTS.....2

DETAILED SCHEDULE - INCLUDING ROUND 1 PITCH ORDER + ROOM NUMBERS..... 3-5

JUDGE INSTRUCTIONS AND CODE OF CONDUCT..... 6-7

2024 RBPC COMPETING STARTUPS.....8-22

2024 PRIZES..... 23-25

RBPC STATS 26-29

ABOUT RICE ALLIANCE FOR TECHNOLOGY AND ENTREPRENEURSHIP 30-31



SCHEDULE OF EVENTS

Thursday, April 4	11:00 am – 1:00 pm	Arrival and Lunch for Startup Teams
	1:00 pm – 1:30 pm	"Making the Most of the RBPC" Panel for Startup Teams
	1:30 pm – 1:55 pm	Orientation with RBPC Director for Startup Teams
	1:55 pm – 5:30 pm	Practice Pitch Sessions for Startup Teams
	6:00 pm – 7:30 pm	Elevator Pitch Competition
	7:30 pm – 9:00 pm	Startup Showcase & Dinner Reception
Friday, April 5	7:30 am – 8:30 am	Registration & Breakfast
	8:30 am – 9:00 am	Welcome and Judge Instruction Video
	9:00 am – 11:50 am	Round One of Competition
	11:50 am – 12:50 pm	Lunch
	1:00 pm – 2:20 pm	Round One of Competition Continued
	2:20 pm – 2:50 pm	Networking Break
	3:00 pm – 4:30 pm	Feedback Sessions
	4:30 pm – 6:00 pm	Semi-Finalists Announcement & Dinner Reception
Saturday, April 6	7:00 am – 7:50 am	Registration & Breakfast
	7:50 am – 8:05 am	Welcome and Judge Instruction Video
	8:05 am – 10:50 am	Semi-Final Round & Wildcard Round Competition
	10:50 am – 11:50 am	Lunch
	11:45 am	Announcement of Finalists
	12:00 pm – 4:00 pm	Final Round of Competition
	5:00 pm	Setup for Company Showcase at Awards Ceremony for Startup Teams - Hilton Americas Hotel
	6:00 pm – 7:00 pm	Cocktail Reception and Company Showcase - Hilton Americas Hotel
	7:00 pm – 9:30 pm	Awards Ceremony with Winners Announcements - Hilton Americas Hotel

Event times are subject to change; competitors and judges should reconfirm their schedules prior to the event.

DETAILED SCHEDULE

Thursday, April 4

11:00 am – 1:00 pm | Registration and Lunch (startup teams only)

McNair Hall Rotunda and Anderson Family Commons (AFC)

1:00 – 1:30 pm | “Making the Most of the RBPC” (startup teams only)

Anderson Family Commons (AFC)

1:30 - 1:55 pm | Orientation with RBPC Director (startup teams only)

Anderson Family Commons (AFC)

1:30 pm | Registration opens for judges

Anderson Family Commons (AFC)

1:55 pm | Judges report for practice pitches sessions

15-minute pitch, 15-minute feedback, 5-minute break between presentations

Room #	125	126	116	217	MPR #1 (145)	MPR #2 (140)	314
	Consumer Products	Digital Enterprise	Energy/ Cleantech A	Energy/ Clean Tech B	Hard Tech	Life Science A	Life Science B
2:00 – 2:05 pm	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>
2:05 – 2:35 pm	NaviAI	Socian AI	Blaze Power	FlowCellutions	AIRS ML	CureWave Sciences	TouchStone
2:40 – 3:10 pm	Overture Games	Mili Llama	Icorium Engineering	HydroPhos Solutions	HEXAspec	EndoShunt Medical	Malleous
3:15 – 3:45 pm	Simp Now	MineMe	Kiwi Charge	Oxylus Energy	Power2Polymers	Informuta	Dialysis Innovations
3:50 – 4:20 pm	Side Coach Sports	NutriAI	LiQuidium	Palanquin Power	MesaQuantum	Korion Health	D.Sole
4:25 – 4:55 pm	Protein Pints	Osphim	Particle-N	ProPika	Paradigm Robotics	Somnair	Sancorda Medical
5:00 – 5:30 pm	OX SOX	Dendritic Health AI	Samtracs	WattShift	Limitless Aero	Vita Innovations	CurveAssure

4:00 pm | Startup teams can begin to set up showcase tables

Grand Hall, Rice Memorial Center / Student Center

6:00 – 7:30 pm | Elevator Pitch Competition

42 startup teams pitch for 60 seconds each, Shell Auditorium

7:30 – 9:00 pm | Startup Showcase and Reception

Grand Hall and Sammy’s in Rice Memorial Center/Student Center

Friday, April 5

7:30 am – 8:30 am | Registration and Breakfast

McNair Hall Rotunda and Anderson Family Commons

8:30 am | Judges report to assigned classrooms

15-minute pitch, 20-minute Q&A, 10-minute break between presentations

Room #	316	314	212	218	217	312	317
	Consumer Products	Digital Enterprise	Energy/Cleantech A	Energy/Cleantech B	Hard Tech	Life Science A	Life Science B
8:45 – 9:00 am	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>	<i>Judge Instructions</i>
9:00 – 9:35 am	NaviAI	Socian AI	Blaze Power	FlowCellutions	AIRS ML	CureWave Sciences	TouchStone
9:45 – 10:20 am	Overture Games	Mili Llama	Icorium Engineering	HydroPhos Solutions	HEXAspec	EndoShunt Medical	Malleous
10:30 – 11:05 am	Simp Now	MineMe	Kiwi Charge	Oxylus Energy	Power2Polymers	Informuta	Dialysis Innovations
11:15 – 11:50 am	Side Coach Sports	NutriAI	LiQuidium	Palanquin Power	MesaQuantum	Korion Health	D.Sole
11:50 am – 12:50 pm	Lunch (Anderson Family Commons and Woodson Courtyard) Lunch for Academic Advisors (Dean's Conference Room, Suite 200)						
1:00 – 1:35 pm	Protein Pints	Osphim	Particle-N	ProPika	Paradigm Robotics	Somnair	Sancorda Medical
1:45 – 2:20 pm	OX SOX	Dendritic Health AI	Samtracs	WattShift	Limitless Aero	Vita Innovations	CurveAssure

2:20 – 2:50 pm | Break

Anderson Family Commons and Woodson Courtyard

2:50 pm | Judges report back to presentation rooms

15 minutes of judge feedback and comments per startup team, no break between sessions

Room #	316	314	212	218	217	312	317
	Consumer Products	Digital Enterprise	Energy/Cleantech A	Energy/Cleantech B	Hard Tech	Life Science A	Life Science B
3:00 – 3:15 pm	NaviAI	Socian AI	Blaze Power	FlowCellutions	AIRS ML	CureWave Sciences	TouchStone
3:15 – 3:30 pm	Overture Games	Mili Llama	Icorium Engineering	HydroPhos Solutions	HEXAspec	EndoShunt Medical	Malleous
3:30 – 3:45 pm	Simp Now	MineMe	Kiwi Charge	Oxylus Energy	Power2Polymers	Informuta	Dialysis Innovations
3:45 – 4:00 pm	Side Coach Sports	NutriAI	LiQuidium	Palanquin Power	MesaQuantum	Korion Health	D.Sole
4:00 – 4:15 pm	Protein Pints	Osphim	Particle-N	ProPika	Paradigm Robotics	Somnair	Sancorda Medical
4:15 – 4:30 pm	OX SOX	Dendritic Health AI	Samtracs	WattShift	Limitless Aero	Vita Innovations	CurveAssure

4:30 – 6:30 pm | Announcement of Semi-Finalists and Reception

Shell Auditorium and Woodson Courtyard

Saturday, April 6

7:00 am – 7:50 am | Registration and Breakfast

McNair Hall Rotunda and Anderson Family Commons

7:50 am | Judges report to assigned classrooms

	Rooms 212, 312, 318	Rooms 214, 216, 217, 218, 314, 317
	<i>Judge Instructions</i>	<i>Judge Instructions</i>
8:05 – 10:50 am	<p>Semi-Final Round (in 3 rooms) (15-minute pitch, 10-minute Q&A per startup team; 10-minute break between presentations) 3 flights of 5 startup teams each</p>	<p>Wildcard Round (in 6 Rooms) (15-minute pitch, 10-minute Q&A per startup team; 10-minute break between presentations) 3 flights of 5 startup teams each & 3 flights of 4 startup teams each</p>
10:50 – 11:50 am	Lunch (Anderson Family Commons and Woodson Courtyard)	
11:45 am	Announcement of Finalists (Shell Auditorium)	
12:00 – 4:00 pm (Break 2:00 – 2:25 pm)	<p>Final Round (Shell Auditorium) (15-minute presentation, 10 minute Q&A per startup team; 5-minute break between presentations) 7 startup teams</p>	

5:00 pm | Company Showcase setup begins (startup teams only)

Hilton Americas Hotel (1600 Lamar Street, Downtown Houston)

6:00 – 9:30 pm | Company Showcase and Awards Banquet

Hilton Americas Hotel (1600 Lamar Street, Downtown Houston)



JUDGE INSTRUCTIONS

The RBPC is unique in its stature, size, format, participants—and the quality of its judges! RBPC judges act as (and often are) early-stage investors, evaluating startups' investment potential. Thank you for all you do to support student entrepreneurs. Please review the Instructions and Guidelines sent to you prior to the competition and available to you at rbpc.rice.edu/judges.

Meet student startups, give valuable advice and constructive feedback, and offer to help them.

Choose the startup with the best investment potential.

Rank from 1 = best investment potential to 6 = least attractive investment. Look for the startups that have the best potential return on investment, that give the most compelling case for why they will be successful and provide evidence that they are committed to taking this startup to market.

Some ideas for questions:

- Is the startup clear about the problem being addressed? Is this solving a real customer need?
- Is there a large market? Who are the customers? Will they pay for the solution?
- Does this startup have a unique product with a sizable and sustainable competitive advantage over current offerings?
- Does the company have a reasonable projection of revenue, profit and cash flow with strong growth potential?
- Is there a credible investor exit available within a reasonable timeframe?
- Is the team committed to launching this business? Do they understand gaps in their team?
- As an early-stage startup investor, would I invest in this business?

Q&A periods

Ask your question quickly and concisely. Be constructive with your questions. Avoid giving opinions, making statements or providing feedback during Q&A.

Enter scores after viewing all pitches

Enter scores at the end of each round after all the startups have pitched and the Q&A ends. Watch all pitches in the flight—otherwise, your scores will be invalid.

Judges should vote individually—and should not try to influence other judges' votes.

All startups have been vetted and confirmed that they are eligible and meet the requirements to compete at the RBPC. With that in mind, please note these guidelines:

Startups are early stage

All startups should be seeking outside investment. Most of these startups are pre-revenue and pre-funding, so don't expect detailed financial projections. Several teams have received initial funding and customer traction and that is acceptable.

Startup presentation

Two startup team members are required to make the pitch (up to 4 members can split pitching duties). Startups will present from the front of the classroom using the tech and a/v available. Startups may pitch from behind or in front of the podium desk.

Feedback and concerns

If you think a startup does not meet the RBPC participation rules, do not challenge the startup or disrupt the session during the Q&A. Continue to score and evaluate the startup as usual and send your concern to Catherine Santamaria, RBPC Director, at rbpc@rice.edu.

Quick links

Report an issue: rbpc@rice.edu

Visit the judging portal: rbpc.poetic.io

Check the event website: rbpc.rice.edu/2024

RBPC values

We encourage all RBPC participants to help ensure a positive competition experience for everyone:

- We believe in a culture of opportunity, respect, inclusion and tolerance to promote the open exchange of ideas.
- Our goal is to create an environment for positive conversation and collaboration among all participants throughout the RBPC.
- We strive to foster an innovative and entrepreneurial culture that not only values differences, but also elevates them as sources of strength and innovation — at our event and in the world.

Code of conduct

We are committed to fostering an environment that is inclusive and non-discriminatory. Judges' evaluations should not be influenced by race, gender, sexual orientation or national origin. We expect all judges to treat all participants respectfully and equally and be conscientious of their biases. Judges should not comment on founders' clothing or appearance.

For more resources and to read the full code of conduct visit rbpc.rice.edu/values-and-code-conduct.

2024 RBPC

COMPETING STARTUPS

\$1M+

IN PRIZES

42

STARTUPS

37

UNIVERSITIES

250+

JUDGES

STARTUP**SCHOOL**

AIRS ML	Imperial College London
Blaze Power	UCLA
CureWave Sciences	Rutgers University
CurveAssure	Johns Hopkins University
D.Sole	Carnegie Mellon University
Dendritic Health AI	Northwestern University
Dialysis Innovations	University of Michigan
EndoShunt Medical	Harvard University
FlowCellutions	University of Pittsburgh
HEXAspec	Rice University
HydroPhos Solutions	University of New Hampshire
Icorium Engineering Company	University of Kansas
Informuta	Tulane University
Kiwi Charge	York University
Korion Health	Univ. of Maryland, College Park & Univ. of Pittsburgh
Limitless Aeronautics	Embry Riddle Aeronautical University
LiQuidium	University of Houston
Malleous	University of Pittsburgh
MesaQuantum	Harvard University
Mili Llama	University of Notre Dame
MineMe	University of Pennsylvania
NaviAI	Cornell University and VinUniversity
NutriAI	Tufts University
Osphim	RWTH Aachen University
Overture Games	Northwestern University
OX SOX	University of Georgia
Oxylus Energy	Yale University
Palanquin Power	University of Texas at Austin
Paradigm Robotics	University of Texas at Austin
Particle-N	University of Connecticut
Power2Polymers	RWTH Aachen University
ProPika	University of Arkansas
Protein Pints	Michigan State University
Samtracs	Oklahoma State University
Sancorda Medical	University of Texas at Dallas
Side Coach Sports	Baylor University
Simp Now	Morehouse College
Socian AI	Rochester Institute of Technology
Somnair	Johns Hopkins University
TouchStone	University of California, Berkeley
Vita Innovations	Stanford University
WattShift	University of Chicago



AIRS ML, Imperial College London

HARD TECH

AIRS ML helps manufacturing companies predict and prevent machine failure using a low-powered, low-cost and environmentally friendly AI solution.

Prateek Tripathi: p.tripathi@imperial.ac.uk

Alexander Montgomerie-Corcoran: alexander.montgomerie-corcoran15@imperial.ac.uk

[linkedin.com/company/airs-ml](https://www.linkedin.com/company/airs-ml)



Blaze Power, UCLA

ENERGY, CLEAN TECH & SUSTAINABILITY

High Performance, Cost Effective, and Safer Li-ion EV Batteries. Championing the power of lithium manganese iron phosphate (LMFP) and iron-based cathodes and advancing sustainability with next-gen battery materials.

Sagar Pande: sagar@g.ucla.edu

Tushar Gopalka: tushar221997@g.ucla.edu

blazepower.co



CureWave Sciences, Rutgers University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

CureWave Sciences is pioneering a revolutionary approach in wound care with our innovative hydrogel wound dressing, designed to expedite the healing process through the synergy of mesenchymal stem cells and insulin-producing cells embedded within the hydrogel. This integration not only quickens recovery but also redefines the efficacy of wound treatment. Our ambition is to scale our biotech production, master regulatory compliance, and launch our groundbreaking product globally, improving patient outcomes and setting new benchmarks in wound care.

John Murphy: jomurphy@scarletmail.rutgers.edu

Lauren Lewis: ll998@scarletmail.rutgers.edu

Pinkal Patel: pp908@scarletmail.rutgers.edu

Veronica Vergara: vcv13@scarletmail.rutgers.edu

curewavesciences.com



CurveAssure, Johns Hopkins University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

CurveAssure is developing the next generation of data-driven spinal assessment tools to guide personalized treatment for 26.5 million US spinal care patients. Our technology enables groundbreaking continuous and dynamic spinal assessment. Our mission is to elevate patient care and enhance treatment outcomes across the spinal health spectrum, setting a new standard in non-invasive spinal diagnostics.

Antony Fuleihan: aaf045@students.jefferson.edu

Evan Haas: ehaas4@jhu.edu

curveassure.com



D.Sole, Carnegie Mellon University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

We are advancing the development of remote patient monitoring in podiatry with our multimodal foot insoles designed for the early detection and monitoring of diabetic foot complications, such as ulcers and deformities. Our complete foot physiological data along with advanced machine learning algorithms provides clinicians with evidence-based insights for targeted foot treatments. D.Sole could save hospitals over \$200 million annually by lowering readmission rates for foot complications. Payors could save over \$1 billion by reducing costs associated with amputations and recurrent wound care.

Saisri Akondi: sakondi@andrew.cmu.edu

Zilin Zhang: zilinzha@andrew.cmu.edu

Jehan Yang: jehany@andrew.cmu.edu

Rishikesh Hiremath: rhiremat@andrew.cmu.edu

d-sole.com



Dendritic Health AI, Northwestern University

DIGITAL ENTERPRISE

Dendritic Health is leading a significant shift in medical education, using advanced artificial intelligence (AI) to develop specialized, tailor-made tools for the evolving demands of medical training. Founded by medical students with keen insights into the evolving educational landscape, we've created Neural Consult, a dynamic web-based app that transforms learning with AI-driven simulations, customizable exam prep, and more. We are looking forward to shipping our first revenue-generating freemium subscription model by May 2024.

Jonathan Theros: jonathan.theros@northwestern.edu

Alan Soetikno: alan.soetikno@northwestern.edu

Jonathan Aguiar: jonathan.aguiar@northwestern.edu

neuralconsult.com



Dialysis Innovations, University of Michigan

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Dialysis Innovations provides a novel innovative life changing solution for end-stage kidney patients by providing a smart dialysis needle that ensures better needle placement and better dialysis care by enhancing the patient and provider experience at lower cumulative costs by reducing injury/infiltration.

Karthik Ramani: ramanik@umich.edu

Jake DeMeulemeester: demeulem@msu.edu

dialysis-innovations.com



EndoShunt Medical, Harvard University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

EndoShunt is transforming trauma surgery with our rapid, targeted blood flow control device.

Michael Finn-Henry: michael@endoshunt.com

Rohan Nigam: rohan.nigam@vanderbilt.edu

endoshunt.com



FlowCellutions, University of Pittsburgh

ENERGY, CLEAN TECH & SUSTAINABILITY

FlowCellutions is a women-owned clean-tech start-up aiming to revolutionize energy storage with improved flow battery efficiency and lifespan. We address the \$45B opportunity of flow battery diagnostics with proprietary sensors and predictive analytics applying cutting edge machine learning techniques to forecast battery life for our battery manufacturing customers. Here at FlowCellutions, we aim to become the standard toolkit to unlock the potential of flow batteries, and provide a more reliable and sustainable energy future.

Becca Segel: becca.segel@pitt.edu

Mufaddal Gheewala: mgheewal@andrew.cmu.edu

flowcellutions.com



HEXAspec, Rice University

HARD TECH

As AI rapidly advances, escalating computing demands require billions of transistors on a nail-sized chip. This inevitably generates significant heat, consuming vast amounts of energy for cooling and hindering the design of future high-computing chips. With mounting concerns about efficient cooling and higher computing power, the semiconductor industry urgently needs innovative heat management solutions. HEXAspec has developed cutting-edge fillers for semiconductor packaging, addressing cooling efficiency and reducing energy consumption, thereby unlocking unprecedented computing power.

Tianshu Zhai: tz15@rice.edu

Chen-Yang Lin: cl87@rice.edu

hexaspec.com



HydroPhos Solutions, University of New Hampshire

ENERGY, CLEAN TECH & SUSTAINABILITY

HydroPhos Solutions utilizes advanced filtration technology to extract phosphorus from wastewater effluent, subsequently reselling this phosphorus into the fertilizer industry.

Daisy Burns: daisy@hydrophossolutions.com

Matt Oriente: matt@hydrophossolutions.com

hydrophossolutions.com



Icorium Engineering Company, University of Kansas

ENERGY, CLEAN TECH & SUSTAINABILITY

Icorium Engineering Company is a chemical engineering startup and University of Kansas spinout developing technologies to make sustainable, circular economies a reality for refrigerants and other complex chemical mixtures. We leverage technology to provide commercial solutions to complex environmental challenges, transforming waste products into valuable industrial materials.

Kalin Baca: kalinbaca@icoriumengineering.com

Abby Harders: abbyharders@icoriumengineering.com

icoriumengineering.com



Informuta, Tulane University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Informuta's mission is to revolutionize infectious disease detection and enable precision medicine through AI/ML-driven analytics of next-generation sequencing data. Our novel, proprietary technology allows us to leverage DNA sequencing to predict if bacteria will respond to different antibiotics or, for the very first time, develop future resistance thus causing treatment failure.

Kalen Hall: kalenhall@informuta.com

Leo Williams: leowilliams@informuta.com

informuta.com



Kiwi Charge, York University

ENERGY, CLEAN TECH & SUSTAINABILITY

Kiwi Charge is on a mission to accelerate the deployment of EV charging infrastructure by eliminating the cost-prohibitive initial infrastructure costs. Through our subscription model, we offer Charging-as-a-Service specifically for EV owners in existing buildings that lack the charging infrastructure due to high retrofit costs and low EV adoption. Our autonomous charger that can navigate the parking lot and charge many vehicles throughout the night solves many barriers preventing EV adoption in buildings. At Kiwi Charge, we are building the technology to ensure EV charging is accessible to all.

Abdel Ali: abdel.ali@torontomu.ca

Aamir Abubakkar: aabubakkar19@schulich.yorku.ca

www.kiwicharge.ca



Korion Health, University of Maryland, College Park and University of Pittsburgh

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Korion Health's mission is to break down barriers to medical care and empower patients to access healthcare screenings from their homes in an accessible and affordable way. We are starting with an electronic stethoscope and unique guided interface that empowers anyone without a medical background to record their own heart and lung sounds from home, with the goal of eventually including diagnostics and analytics as well. You can learn more at www.korionhealth.com.

Akshaya Anand: akshaya@korionhealth.com

Anna Li: anna@korionhealth.com

linkedin.com/company/korion-health



Limitless Aeronautics, Embry Riddle Aeronautical University

HARD TECH

Limitless Aeronautics brings the future of aerospace and defense technologies directly into the hands of today.

Alex Gardner: alex.gardner@limitless-aero.com

Nyameaama Gambah: gambah@my.erau.edu

TreVaughn Sheppard: trevaughn.sheppard@limitless-aero.com

Mathew Fasic: fasicm@my.erau.edu

limitless-aero.com

LIQUIDIUM

LiQuidium, University of Houston

ENERGY, CLEAN TECH & SUSTAINABILITY

LiQuidium uses sustainable membrane technology to revolutionize direct lithium extraction from brines. Our novel, scalable membrane fabrication process uses environmentally friendly organic feedstocks to produce durable, lithium selective materials. Membranes decrease the chemical and water intensity of DLE operations, minimizing hazardous waste disposal costs and environmental impact. LiQuidium will enable enhanced lithium extraction from unconventional brine sources for a sustainable energy transition.

Pranjal Sheth: pranjal.sheth2@gmail.com

Erin Picton: espicton@uh.edu

linkedin.com/company/liquidiumco



Malleous, University of Pittsburgh

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Malleous has developed a novel surgical instrument that combines suction and retraction tools into one device while maintaining the retractor's malleable and bendable properties. This innovation increases surgeon efficiency and effectiveness by reducing surgical duration by 25%. This reduction in surgical time decreases the duration of anesthesia, the volume of blood loss patients suffer over the course of an operation, the risk of surgical site infection, and the chances that patients must return to the operating room while simultaneously saving hospitals millions of dollars annually.

Ben Leslie: bel73@pitt.edu

Adi Mittal: mittal.adi@medstudent.pitt.edu

Amna Imran: ami43@pitt.edu

malleous.com



MesaQuantum, Harvard University

HARD TECH

MesaQuantum is developing advanced chip-scale quantum sensors for next-generation position, navigation, and timing capabilities.

Wale Lawal: wale.lawal@mesaquantum.com

Sristy Agrawal: sristy@mesaquantum.com

[linkedin.com/company/mesa-quantum](https://www.linkedin.com/company/mesa-quantum)



Mili Llama, University of Notre Dame

DIGITAL ENTERPRISE

Mili Llama is a tech based platform designed to connect K-12 schools with college students to help fulfill their substitute teaching assignments. Mili Llama place future educators in the classroom to solve the short-term and long-term educator shortage.

Joshua Rodgers: joshua@milillama.com

Vince Smith: vince@milillama.com

[milillama.com](https://www.milillama.com)



MineMe, University of Pennsylvania

DIGITAL ENTERPRISE

We are building the first data brokerage marketplace where users reclaim control and compensation over their data while companies gain access to the best consumer data (collected with user consent) to enable the best outcomes.

Archana Somasegar: archanas@wharton.upenn.edu

Heling Zhao: heling@wharton.upenn.edu

[minemedata.com](https://www.minemedata.com)



NaviAI, Cornell University and VinUniversity

CONSUMER PRODUCTS & SERVICES

AI assistant for content creation, curation and presentation.

Stephanie Nguyen: pln28@cornell.edu

Huy Le: 21huy.lvq@vinuni.edu.vn

Hiep Nguyen: 20hiep.nt@vinuni.edu.vn

naviai.io.vn



NutriAI, Tufts University

DIGITAL ENTERPRISE

NutriAI is revolutionizing food scanning by harnessing the power of machine learning and neural networks to transform how we understand the food we eat. Our cutting-edge technology analyzes images of food by running them through a series of neural networks and then comparing them to a calorie database created by researchers at the Tufts. This enables us to provide precise calorie estimations and detailed macronutrient information. NutriAI is reshaping the future of nutrition analysis by seamlessly integrating into existing food scanning apps, allowing for industry leading accuracy.

Christina Martell: cmartell98@gmail.com

Sariah Akhdar: sariah.akhdar@tufts.edu

Adith Rai: adith.rai@tufts.edu

linkedin.com/company/nutri-ai



Osphim, RWTH Aachen University

DIGITAL ENTERPRISE

OSPHIM uses artificial intelligence (AI) to optimize the efficiency of injection moulding processes in the plastics processing industry. A small OSPHIM-BOX collects data directly from the machines and optimizes it in the associated OSPHIM-WEB platform. The plug & play solution saves customers more than 70% of the set-up time and speeds up processes by up to 50%!

Louisa Desel: louisa.desel@osphim.com

Yannik Lockner: yannik.lockner@osphim.com

osphim.com



Overture Games, Northwestern University

CONSUMER PRODUCTS & SERVICES

Where Duolingo meets Guitar Hero. For beginner music students, Overture makes audio-responsive video gaming with real-time feedback to make music practicing fun.

Steven Jiang: stevenjiang2024@u.northwestern.edu

Leo McGuinness: lmcguinnessunis@gmail.com

overture.games



OX SOX, University of Georgia

CONSUMER PRODUCTS & SERVICES

OX SOX fuels confidence by eliminating embarrassing foot odor that plagues over 50 million people nation-wide through patent-pending odorless socks that have already generated waves of national attention.

Jack TerHaar: jackterhaar5@gmail.com

Matthew Tesvich: info@getoxsox.com

Payton Cranford: paytoncranford@gmail.com

youtu.be/QdRmcsPSve8



Oxylus Energy, Yale University

ENERGY, CLEAN TECH & SUSTAINABILITY

Oxylus Energy converts CO2 to methanol and other renewable chemicals through direct electrolysis.

Perry Bakas: perry.bakas@oxylusenergy.com

Conor Rooney: conor.rooney@yale.edu

Harrison Meyer: Harrison.meyer@oxylusenergy.com

oxylusenergy.com



Palanquin Power, University of Texas at Austin

ENERGY, CLEAN TECH & SUSTAINABILITY

Palanquin Power is developing innovative architectures for efficient hyperscale data center power delivery.

Michael Solomentsev: mys432@utexas.edu

Kaj Bostrom: bostromkaj@gmail.com



Paradigm Robotics, University of Texas at Austin

HARD TECH

Paradigm Robotics is an Austin, Texas based robotics startup building advanced and versatile robotic platform solutions to provide mission critical situational awareness for firefighting, disaster response, industrial/manufacturing, and other industries. We help protect the brave in the most hazardous of environments. Our mission is to paradigm shift the field of robotics by bridging advanced, accessible, cutting edge robotics with real-world hazardous landscapes, providing needed, critical solutions to the most dangerous and persistent problems out there.

Siddharth Thakur: siddharth@paradigmrobotics.tech

Krishnan Ram: krishnan@paradigmrobotics.tech

Jimmy Mahon, jimmy@paradigmrobotics.tech

paradigmrobotics.tech



Particle-N, University of Connecticut

ENERGY, CLEAN TECH & SUSTAINABILITY

Particle-N is revolutionizing the future of precious metal catalysts. Particle-N's patent-pending Core-Shell technology reduces the precious metal content in catalysts by 70%, delivering drastic and transformative cost savings to customers. Targeting the green hydrogen industry, our technology can propel the future of green hydrogen as a major clean energy source while simultaneously driving down costs for various green technologies.

Oliver Gilman: oliver.gilman@uconn.edu

Al Kasani: al.kasani@uconn.edu

Reiner Reichenberger: reiner.reichenberger@uconn.edu

particle-n.com/home



Power2Polymers, RWTH Aachen University

HARD TECH

Power2Polymers, originating from RWTH Aachen, Germany, tackles the pressing issue of 'forever chemicals', which have been linked to over 6.5 million deaths in the US alone. Our startup is revolutionizing the \$165 billion lubricant market by offering safe alternatives free of forever chemicals. Our innovations are protected by eight patents, with two already granted and six pending. Supported by a \$2 million grant from the German Government, we've achieved significant progress. Now, we're seeking an additional \$1.5 million to accelerate the "slide" into a safer, healthier tomorrow.

Liljan Schrameier: schrameier@time.rwth-aachen.de

Tobias Riedl: zensen@itmc.rwth-aachen.de

Yannik Kohlhaas: yannik.kohlhaas@avt.rwth-aachen.de

Guido Schroer: schroer@itmc.rwth-aachen.de

power2polymers.com



ProPika, University of Arkansas

ENERGY, CLEAN TECH & SUSTAINABILITY

ProPika is a sustainable technology company focused on commercializing novel approaches that allow fuel producers and chemical companies to leverage billions of tons of agricultural waste, currently not utilized today, to produce sustainable drop-in fuels and chemicals. The key feature of our technology is the efficient processing of cellulose, a natural polymer, present in every plant. Cellulose is difficult to process due to its crystallinity and high degree of molecular complexity. ProPika's patented catalytic membrane reactor technology provides a feasible pathway to process cellulose.

Nhiem Cao: ncao@uark.edu

Angel Treat: armckown@uark.edu

propika.com

PROTEIN

>>> PINTS <<<

Protein Pints, Michigan State University

CONSUMER PRODUCTS & SERVICES

Protein Pints is a high-protein, low-sugar, ice cream product designed for people who would benefit from having access to a functional ice cream and/or better tasting and more enjoyable protein options. Currently available in three delicious flavors, Chocolate, Vanilla, and Peanut Butter Chip, each pint has 45 grams of complete protein (equivalent to two protein shakes or bars), averages 10 grams of sugar (90% less than traditional ice cream) and is between 500-600 calories. Protein Pints is also gluten-free, lactose-free, and uses zero artificial sweeteners.

Paul Reiss: paulreiss12@gmail.com

Jordan Emmer: emmerjor@msu.edu

proteinpints.com



Samtracs, Oklahoma State University

ENERGY, CLEAN TECH & SUSTAINABILITY

We designed a single axis tracker that reduces the cost of building solar photovoltaic farms by 12% and increases their annual revenue by 10% using generative AI intra-hour forecasting.

Ahmad Abdullah: ahmad.abdullah@samtracs.com

Shelby Sledge: shelby.sledge@okstate.edu

samtracs.com



Sancorda Medical, University of Texas at Dallas

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Sancorda Medical aims to provide a preoperative planning platform for treating artery disease. Our platform accounts for biomechanics and tissue composition in a first of its kind approach. This innovation will break new grounds in advanced cardiovascular diagnosis and research.

John Yoo: jlw150530@utdallas.edu

Jeremy Warren: jlw150530@utdallas.edu

Hyun Guk Yoo: hxy170003@utdallas.edu

linkedin.com/company/sancorda-medical



Side Coach Sports, Baylor University

CONSUMER PRODUCTS & SERVICES

Side Coach Sports is a platform that connects college athletes to youth athletes for private one-on-one lessons.

Zachary Carrell: lrcarrell1@icloud.com

Luke Carrell: lrcarrell1@icloud.com

Nathan Freemyer: nathan.z.freemyer@gmail.com

sidecoachsports.com



Simp Now, Morehouse College

CONSUMER PRODUCTS & SERVICES

Simp Now is a pioneering social dating app under the parent company Reign Verse, tailored for Gen Z by Gen Z. Our platform offers a revolutionary approach to online dating, prioritizing authenticity and safety. With features like scheduled dates and live photo sharing, we provide a genuine space for users to connect and foster meaningful relationships. Join the Simp movement today and experience dating redefined.

Gera Baano-Stewart II: gbaano@reignverse.com

Yahriel Walton: yahrielw@gmail.com

Deven Herron: deven.herron@students.cau.edu

reignverse.com



Socian AI, Rochester Institute of Technology

DIGITAL ENTERPRISE

Socian AI offers in-real-time customer feedback analysis of social networks through advanced language models. With over 50% of customer complaints and millions of feedbacks derived through social media, forums, video-streaming sites, etc. our AI models segment this increasing inputs to generate actionable analytics for B2C companies. Powered with 25B+ Gold Standard Text Data across 50+ industries, our signature B2B SaaS tool, Consumerbuzz makes millions of Facebook comments, YouTube reviews, Reddit posts, etc. understandable in minutes.

Adib Ahnaf: aa1903@rit.edu

Aaron Liu: adlvpr@rit.edu

socian.ai



Somnair, Johns Hopkins University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

A Novel Non-Invasive Neurostimulation Device for the Treatment of Obstructive Sleep Apnea

Anders Sideris: anders@somnairsleep.com

Mitchell Turley: mitch@somnairsleep.com

somnairsleep.com



TouchStone, University of California, Berkeley

LIFE SCIENCE & HEALTHCARE SOLUTIONS

TouchStone is the first AI-native sexual health platform.

Evelyn Tran: evelyntran@berkeley.edu

Emily Tran: emilytran@stanford.edu

linkedin.com/company/touchstone-inc



Vita Innovations, Stanford University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Vita Innovations delivers a comprehensive triage automation solution for emergency departments (ED), addressing challenges related to patient volume, staffing shortages, and information gaps. Our LLM-powered platform streamlines patient intake and monitoring, improves health delivery coordination, and maximizes nursing capacity as a personalized decision support tool. Designed for seamless integration into existing ED workflows, our solution ensures easy adoption and scalability within the complex healthcare landscape.

Longsha Liu: longshaliu@vitainnovations.co

Kim Ong: kong36@gatech.edu

Evan Knobler: evanknobler@vitainnovations.co

vitainnovations.co



WattShift, University of Chicago

ENERGY, CLEAN TECH & SUSTAINABILITY

Stripe for the electric grid - WattShift automates thermostats and other energy devices to shift energy use away from peak times. The grid pays the homeowner (and us) to decrease peak load instead of paying fossil companies to produce peak load.

Will Blanchard: will@wattshift.com

Caitlin Butcher: cbutcher@chicagobooth.edu

wattshift.com



2024 PRIZES

More than \$1 Million in Prizes

In total, more than \$1 Million in investment and cash prizes is expected to be announced at the 2024 Rice Business Plan Competition, including cash prizes for all Semi-Finalists and Wildcard teams. All teams competing receive a prize of at least \$950. Investment prizes are subject to due diligence and accepted terms between the investor and the startup.

You can find full prize descriptions, including eligibility and guidelines for claiming them at rbpc.rice.edu/prizes. *This list is updated as of March 27.*

PRIZES FOR PLACEMENT IN COMPETITION

1st Place Overall - Sponsored by Goose Capital

\$150,000 investment

2nd Place Overall - Sponsored by Jon Finger and Finger Interests, David Anderson and the Anderson Family Fund at the Greater Houston Community Foundation, Greg Novak and Tracy Druce

\$100,000 investment

3rd Place Overall - Sponsored by Jon Finger and Finger Interests, David Anderson and the Anderson Family Fund at the Greater Houston Community Foundation, Greg Novak and Tracy Druce

\$50,000 investment

4th Place Overall - Sponsored by Norton Rose Fulbright

\$5,000 cash

5th Place Overall - Sponsored by EY

\$5,000 cash

6th Place Overall - Sponsored by Chevron Technology Ventures

\$5,000 cash

7th Place Overall - Sponsored by Shell Ventures

\$5,000 cash

Mercury Elevator Pitch Competition Prizes

\$3,500 cash divided among winners

Anbarci Family Company Showcase (at Awards Banquet) Prizes

\$1,000 cash each for 5 winners

Edward H. Molter Memorial Wildcard Prizes, Sponsored by Egan Nelson

\$5,000 cash total, split between 3 startups

INDIVIDUAL PRIZES (INVESTMENT)

Goose Capital Investment Prize

\$200,000 investment

The OWL Investment Prize

\$100,000+ investment

Houston Angel Network (HAN) Prize

\$100,000 investment

The Indus Entrepreneurs (TiE) Angels Texas Investment Prize

\$100,000 investment

nCourage Courageous Women Entrepreneur Investment Prize

\$25,000 investment

Urban Capital Network Diversity Award in Partnership with South Loop Ventures

\$25,000 investment

New Climate Ventures Sustainable Investment Prize

\$25,000 investment

Dream Big Ventures Latino Entrepreneur Investment Prize

\$25,000 investment

Eagles Investment Prize

\$5,000 investment

INDIVIDUAL PRIZES (CASH)

Pearland Economic Development Corporation Spirit of Entrepreneurship Prize

\$40,000 cash

Pediatric Device Prize by the Southwest National Pediatric Device Innovation Consortium (SWPDC)

\$25,000 cash

Jacobs Rising Stars Space Technology and Commercial Aerospace Prize

\$25,000 cash

NOV Energy Technology Innovation Prize

\$25,000 cash

Entrepreneur Futures Network (EFN) Prize

\$1,500 cash

INDIVIDUAL PRIZES (IN-KIND)

TMC Innovation Healthcare Bootcamp Invitation Prize

Invitation to bootcamp and one step closer to acceptance in TMC Innovation's HealthTech Accelerator

Entrepreneur Elevator Pitch Prize

Invitations for 3 startups to pitch on the investment TV show produced by Entrepreneur Media

Baker Botts Legal Services Prize

\$75,000 combined in-kind for the top seven startups

New York Technology Capital Partners CFO Consulting Prize

3 months in-kind for 1st Place Overall Winner (\$10,000 in-kind)

LSA Global/Latinx Startup Alliance Advisory Services Prize

3 months in-kind advisory services for the top Latino-led startup(s) (\$5,000 in-kind)

PRIZES FOR ALL COMPETITORS (IN-KIND)

Amazon Web Services

EFN Mentoring

Please see the official 2024 prize document (rbpc.rice.edu/prizes) for prize descriptions, eligibility and official terms & conditions associated with these prizes.

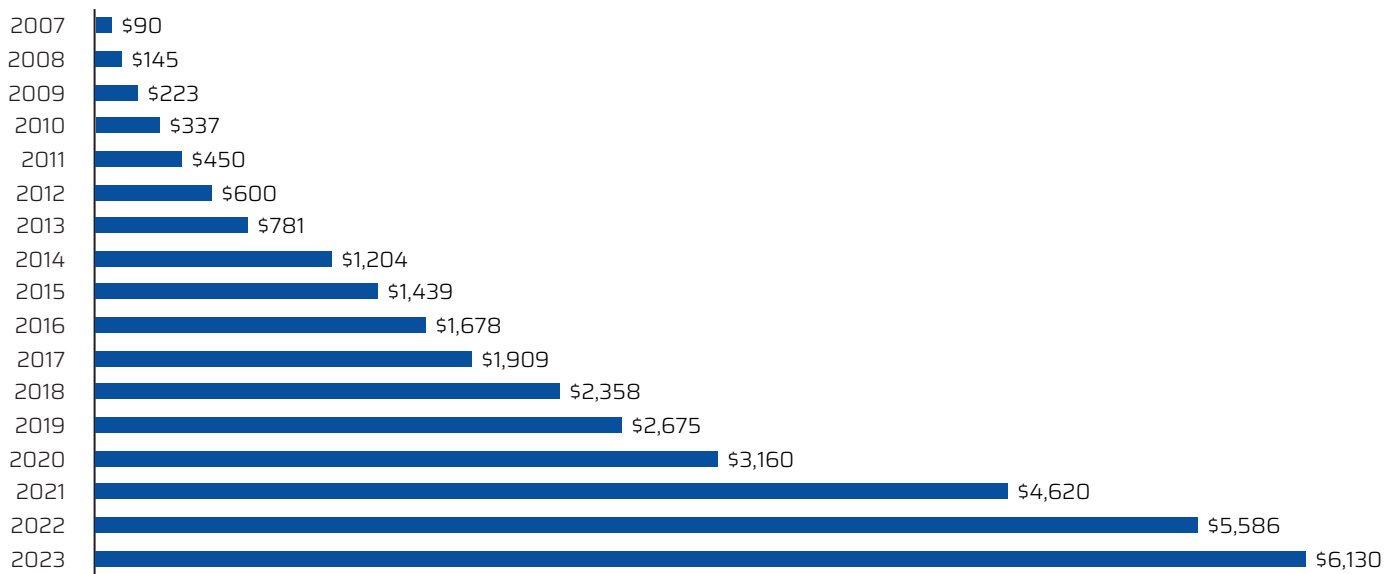


BY THE NUMBERS: RBPC SUCCESS

\$6.1+B IN TOTAL CAPITAL RAISED

By RBPC teams competing from 2001 to 2023

Total capital raised by alumni each competition year (In millions)



\$7.6B+

IN EXIT
DOLLARS

5 IPOs

\$5.2B+
MARKET CAP

\$546M+

RAISED IN THE LAST
12 MONTHS

288 SUCCESSFUL COMPANIES

In Business

229

Exits

59

Alumni Teams

868

Launches

561

Since 2001, 868 teams have competed at Rice. 65% launched their companies. Of those, 51% are still in business or have exited. The 59 successful exits include 54 acquisitions and 5 public companies. We define successful companies as those currently in business or exited.

FINALISTS

Teams pitching in the final rounds at the RBPC

86% Of finalists launched

68% Of finalists who launched are currently in business or have exited

20% Of finalists who launched have successfully exited

WINNERS

First place teams at the RBPC

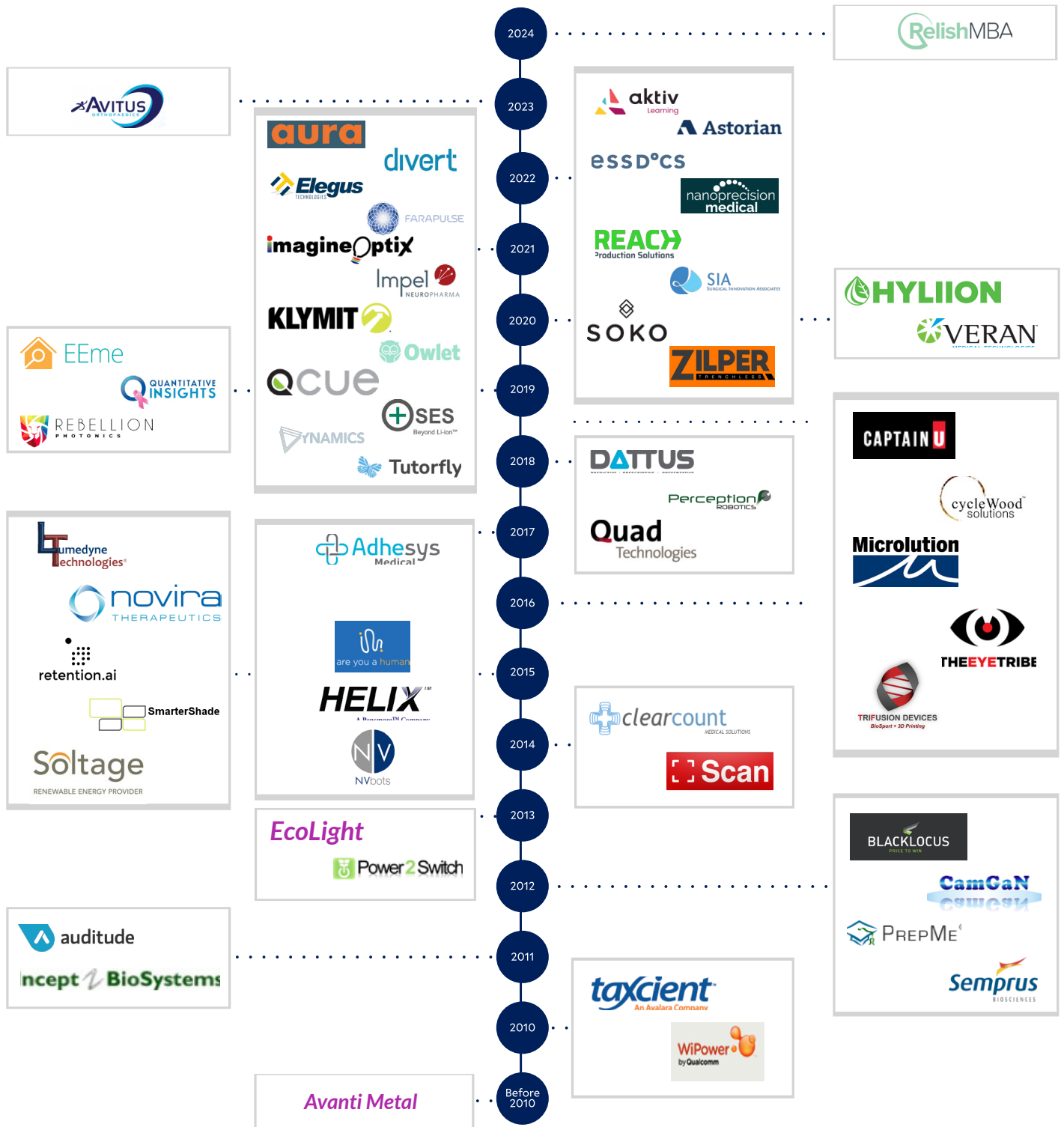
95% Of winning teams launched

84% Of winners who launched are currently in business or have exited

32% Of winners who launched have successfully exited

Note: The numbers for winners and finalists cover RBPC Years 2004 - 2022. In 2004, the RBPC transformed from what was largely an academic exercise to a competition for real, investable technology companies.

59 SUCCESSFUL EXITS VALUED OVER \$7.6 BILLION



AURA
BIOSCIENCES
NASDAQ: AURA
2008 | MIT

HYLIION
NYSE: HYLN
2015 | CARNEGIE
MELLON

IMPEL
NEUROPHARMA
NASDAQ: IMPL
2009 | U. OF
WASHINGTON

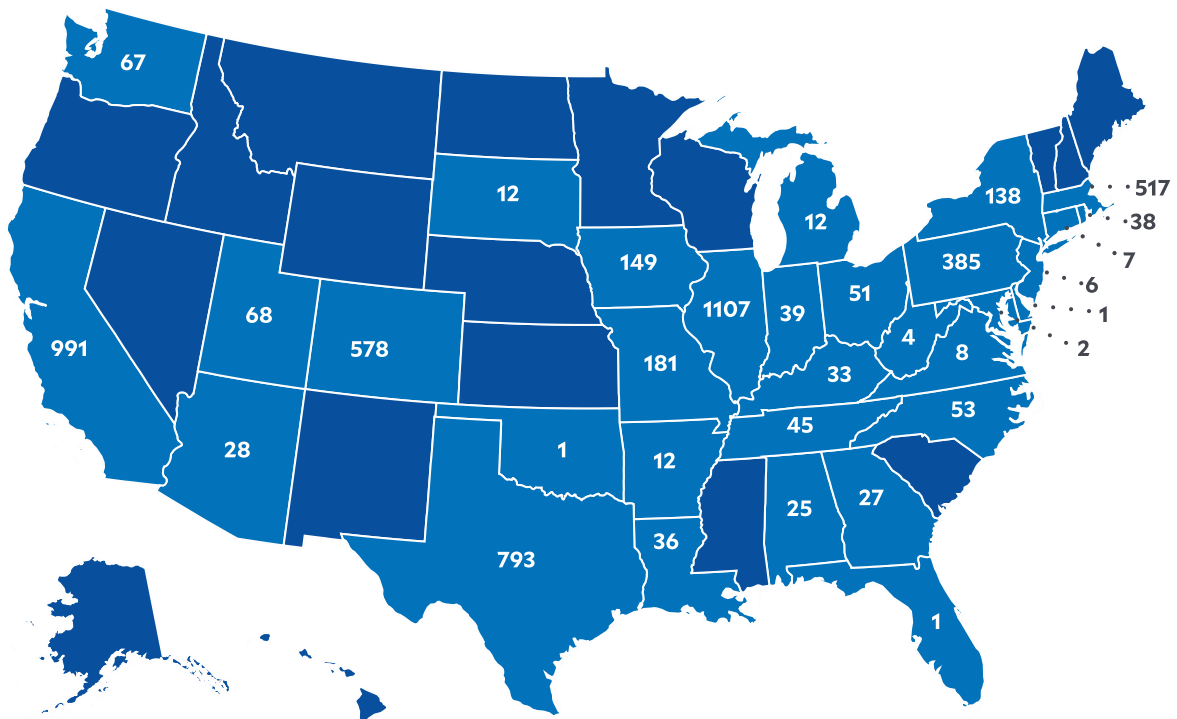
OWLET
NYSE: OWLT
2013 | BYU

**SES (SOLID
ENERGY)**
NYSE: SES
2012 | MIT

6,300+ JOBS CREATED

Jobs created by alumni companies headquartered in the U.S.

Number of jobs created by the companies currently in business, both private and public companies. There are over 5,400 people employed by U.S. companies. An additional 950+ jobs have been created by internationally-based alumni companies.



RBCP Alumni Teams Represent:



194
UNIVERSITIES



38
STATES



21
NATIONS



6
CONTINENTS

Please see our website for more information on RBCP alumni.



ABOUT RICE ALLIANCE

Connecting Startups to Capital, Networks and Success

For more than 20 years, the Rice Alliance for Technology and Entrepreneurship—host of the Rice Business Plan Competition—has served as a hub for entrepreneurial efforts on campus and provided support to entrepreneurial students, staff, faculty and alumni, while also assisting founders and supporters in the broader Houston community and bringing some of the top emerging startups to the Bayou City for networking and investment. In 2024, Rice Alliance began powering program for Ion, the heart of Houston’s innovation corridor in Midtown.

Since inception in 2000:

3,355+

companies have participated in
250+ Rice Alliance programs

\$25.9B

in early stage capital by
participating companies

57K+

individuals have attended
Rice Alliance events

Premier Events

Rice Alliance events effectively build networks, raise awareness for new startups/tech and drive action toward commercializing solutions to our world’s most pressing challenges.

- Energy Tech Venture Forum
- Texas Life Science Forum
- Energy Venture Day
- Bayou Startup Showcase
- Venture Capital Investment Competition
- SPE ATCE Startup Pitch Competition
- Rice Business Plan Competition

Flagship Programs

Through top-tier experiential education and mentorship, the Rice Alliance hosts programs to accelerate startups. Rice Alliance programs support Rice University students, alumni and staff, and startups from around the world not affiliated with Rice.

- IdeaLaunch Bootcamp
- NSF I-Corps
- OwlSpark Startup & Small Business Accelerator
- Rice Alliance Clean Energy Accelerator
- Ignite Entrepreneurship Trek to Silicon Valley
- Oppstart Houston
- Global Consortium of Entrepreneurship Centers

CAPITALIZING IDEAS

BECOME A MEMBER OF THE RICE ALLIANCE!



A membership to the Rice Alliance is an opportunity to meet and stay engaged with a community of innovators and exciting new technologies. Show your support to our community of entrepreneurs and network with investors, entrepreneurs, business leaders and leading researchers.

alliance.rice.edu/membership

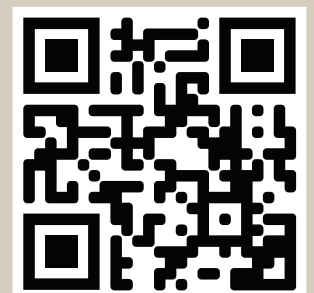
alliance.rice.edu



#1 GRADUATE ENTREPRENEURSHIP PROGRAM
5 YEARS RUNNING!
Princeton Review and Entrepreneur Magazine, 2020–2024

[BUSINESS.RICE.EDU](https://business.rice.edu)

Every better
way needs a
place to begin.





Sponsors and Supporters

April 4-6, 2024



Rice Business Plan Competition - Powering founders. Shaping the future.

RBPC.RICE.EDU | ALLIANCE.RICE.EDU | [#RBPC24](https://twitter.com/RBPC24)

