

RICE | BUSINESS

PRESENTS THE



RICE BUSINESS PLAN COMPETITION

TOGETHER WE WILL SPARK INNOVATION

#RBPC25 | APRIL 10-12
RBPC.RICE.EDU
HOUSTON, TX

HOSTED BY



PRESENTED BY



Pillsbury proudly supports the next generation of entrepreneurs through the Rice Business Plan Competition.

Pillsbury's Emerging Companies & Venture Capital team counsels high-growth enterprises and VC investors domestically and abroad. The firm is ranked among the Top 6 most active law firms for VC financings in the world.

We advise startups from inception to exit and have a deep understanding and network among venture capital, strategic, and corporate venture capital investors. Pillsbury assists clients in creating successful global technology licensing programs and in securing, enforcing and maximizing IP value. We also handle technology transfer and distribution agreements and provide educational institutions with strategies to optimize R&D, commercial collaborations and partnerships while minimizing associated financial risks.

Pillsbury is also among the most active law firms working to bring together educational institutions, entrepreneurs and investors. We have ongoing partnerships with some of the world's top-ranked and most entrepreneurial universities, and serve as a sponsor of Stanford's StartX accelerator, UC Berkeley's SkyDeck accelerator and Carnegie Mellon University's Swartz Center for Entrepreneurship, among others.



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SCHEDULE OF EVENTS

**Thursday,
April 10**
Ion

1:30 pm - 2:15 pm	Orientation with RBPC Director for Startup Teams
2:15 pm - 5:30 pm	Practice Pitch Sessions for Startup Teams
6:00 pm - 7:00 pm	Elevator Pitch Competition
7:00 pm - 8:30 pm	Company Showcase and Networking Reception

**Friday,
April 11**
McNair Hall,
Rice University

8:00 am - 8:50 am	Registration & Breakfast
9:00 am - 11:45 am	Round One of Competition
11:45 am - 12:40 pm	Lunch
12:45 pm - 1:55 pm	Round One of Competition Continued
1:55 pm - 2:10 pm	Networking Break
2:15 pm - 3:45 pm	Feedback Sessions
4:15 pm - 4:45 pm	Semi-Finalists Announcement
5:00 pm - 6:00 pm	Dinner for Startup Teams

**Saturday,
April 12**
McNair Hall,
Rice University

8:00 am - 8:50 am	Registration & Breakfast
8:50 am - 11:20 am	Semi-Final Round & Wildcard Round Competition
11:20 am - 12:20 pm	Lunch
12:20 pm	Announcement of Finalists
12:30 pm - 3:45 pm	Final Round of Competition
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 10 | Ion, 4201 Main St., Houston, TX 77002

12:00 pm | Check-in and lunch; tech check available (startup teams only)

1:30 pm - 2:00 pm | Orientation with RBPC Director (startup teams only)

Forum Stairs

1:30 pm | Check-in opens for Practice Pitch judges

2:05 pm - 2:20 pm | Registration opens for judges

2:05 pm - 2:20 pm | Tech check and set-up in pitch rooms (startup teams only)

Startup teams can begin to set up Company Showcase tables

2:15 pm | Judges and startup teams report to classrooms for practice pitches

10 minute pitch, 15 minutes feedback; 5 minute break between presentations

Room #	029	L10	028	032	030	027	031
	Consumer Products	Digital Enterprise	Energy/ Cleantech A	Energy/ Cleantech B	Hard Tech	Life Science A	Life Science B
2:20 - 2:25 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>
2:25 - 2:50 pm	Bobica Bars	FarmSmart.ai	GreenLIB Mat.	Eutrobac	OAQ	Microvitality	HOT Bone
2:55 - 3:20 pm	Interplay	Rise Media	Carmine Minerals	ECHO Solutions	Mud Rat	Ark Health	NeuroFore
3:25 - 3:50 pm	Rora	Automatic AI	HydroHaul	Carbon Salary	KAL Robotics	CELLECT Labs	Novus
3:50 - 4:05 pm	Break	Break	Break	Break	Break	Break	Break
4:05 - 4:30 pm	3rd-i	Sabana	Arcticedge Tech	re.solution	OmniPath H2	Humimic Bio	Intero Biosys.
4:35 - 5:00 pm	EDUrain	SearchOwl	Parthian Battery	Motmot	Pattern Material	MabLab	Rivulet
5:05 - 5:30 pm	Songscription	Watermarked.ai	Nanoborne	Xatoms	AG3 Labs	Mito Robotics	Fetal Therapy Tech

5:00 pm | Check-in opens for EPC judges

6:00 pm - 7:00 pm | Elevator Pitch Competition, 42 startup teams each pitch for 60 sec

Forum Stairs

7:00 pm - 8:30 pm | Startup Showcase and Networking Reception

Plaza and Lobby

Friday, April 11 | McNair Hall, Rice Business, Rice University

8:00 am - 8:50 am | Judge check-in and breakfast

Jamail Plaza

8:00 am | Startup teams tech check and set-up in pitch rooms

8:45 pm | Judges and startup teams report to assigned classrooms

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

Room	218	314	312	318	116	125	216
	Consumer Products	Digital Enterprise	Energy/Cleantech A	Energy/Cleantech B	Hard Tech	Life Science A	Life Science B
9:00 - 9:15 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>
9:15 - 9:45 am	Bobica Bars	FarmSmart.ai	GreenLIB Mat.	Eutrobac	OAQ	Microvitality	HOT Bone
9:55 - 10:25 am	Interplay	Rise Media	Carmine Minerals	ECHO Solutions	Mud Rat	Ark Health	NeuroFore
10:35 - 11:05 am	Rora	Automatic AI	HydroHaul	Carbon Salary	KAL Robotics	CELLECT Labs	Novus
11:15 - 11:45 am	3rd-i	Sabana	Arcticedge Tech	re.solution	OmniPath H2	Humimic Bio	Intero Biosys.
11:45 am - 12:40 pm	Lunch (Jamail Plaza) Lunch for Academic Advisors (Dean's Conference Room)						
12:45 - 1:15 pm	EDUrain	SearchOwl	Parthian Battery	Motmot	Pattern Material	MabLab	Rivulet
1:25 - 1:55 pm	Songscription	Watermarked.ai	Nanoborne	Xatoms	AG3 Labs	Mito Robotics	Fetal Therapy Tech

1:55 pm - 2:10 pm | Break

Jamail Plaza

2:10 pm | Judges and startup teams report back to presentation rooms

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

Room	218	314	312	318	116	125	216
	Consumer Products	Digital Enterprise	Energy/Cleantech A	Energy/Cleantech B	Hard Tech	Life Science A	Life Science B
2:15 - 2:30 pm	Bobica Bars	FarmSmart.ai	GreenLIB Mat.	Eutrobac	OAQ	Microvitality	HOT Bone
2:30 - 2:45 pm	Interplay	Rise Media	Carmine Minerals	ECHO Solutions	Mud Rat	Ark Health	NeuroFore
2:45 - 3:00 pm	Rora	Automatic AI	HydroHaul	Carbon Salary	KAL Robotics	CELLECT Labs	Novus
3:00 - 3:15 pm	3rd-i	Sabana	Arcticedge Tech	re.solution	OmniPath H2	Humimic Bio	Intero Biosys.
3:15 - 3:30 pm	EDUrain	SearchOwl	Parthian Battery	Motmot	Pattern Material	MabLab	Rivulet
3:30 - 3:45 pm	Songscription	Watermarked.ai	Nanoborne	Xatoms	AG3 Labs	Mito Robotics	Fetal Therapy Tech

4:15 pm - 4:45 pm | Announcement of Semi-Finalists

Shell Auditorium

5:00 pm - 6:00 pm | Startup Teams Dinner

Anderson Family Commons

Saturday, April 12 | McNair Hall, Rice Business, Rice University

8:00 - 8:50 am | Registration and breakfast

McNair Hall Rotunda and Jamail Plaza

8:00 am | Startup teams tech check in pitch rooms

8:45 am | Judges report to classrooms

	Rooms 214, 312, 318	Rooms 116, 125, 216, 218, 316, 317
8:50 am	<i>Judge Instructions</i>	<i>Judge Instructions</i>
9:00 - 9:20 am 9:30 - 9:50 am 10:00 - 10:20 am 10:30 - 10:50 am 11:00 - 11:20 am	Semi-Final Round (in 3 Rooms) - 15 teams (10 minute pitch, 10 minute Q&A per startup team; 10 minute break between presentations) 3 flights of 5 startup teams each	Wildcard Round (in 6 Rooms) - 27 teams (10 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
11:20 am - 12:20 pm	<i>Lunch (Jamail Plaza)</i>	
12:20 pm	Announcement of Finalists (Shell Auditorium)	
12:25 pm	<i>Judge Instructions</i>	
12:30 - 12:50 pm 12:55 - 1:15 pm 1:20 - 1:40 pm 1:45 - 2:05 pm 2:05 - 2:35 pm - break 2:35 - 2:55 pm 3:00 - 3:20 pm 3:25 - 3:45 pm	Final Round (10 minute pitch, 10 minute Q&A per startup team; 5-minute break between presentations) 7 startup teams Shell Auditorium	

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

Hilton Americas Hotel (1600 Lamar Street, Downtown Houston)

6:00 - 9:30 pm | Company Showcase and Awards Ceremony

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/2025

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. 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.

2025 RBPC

COMPETING STARTUPS

\$1M+
IN PRIZES

42
STARTUPS

35
UNIVERSITIES

400
JUDGES

ELEVATOR PITCH COMPETITION

PITCH ORDER

PITCH ORDER	STARTUP	SCHOOL
1	Carmine Minerals	California State University San Bernardino
2	NeuroFore	Washington University in St. Louis
3	OAQ	University of Toronto / KAIST
4	HOT Bone	University of Connecticut
5	Rora	Northwestern University
6	SearchOwl	Case Western Reserve University
7	CELLECT Laboratories	University of Waterloo
8	Nanoborne	University of Texas at Austin
9	Pattern Materials	Rice University
10	MabLab	Harvard University
11	Xatoms	University of Toronto / Western University
12	Interplay	University of Missouri Kansas City
13	Intero Biosystems	University of Michigan
14	Sabana	Carnegie Mellon University
15	Mud Rat	University of Connecticut
16	re.resolution	RWTH Aachen University
17	Ark Health	University of Chicago / University of Michigan
18	Automatic AI	University of Mississippi / University of New Orleans
19	Songscription	Stanford University
20	GreenLIB Materials	University of Ottawa
21	Rise Media	Yale University
22	Rivulet	Dartmouth College / University of Cambridge
23	Bobica Bars	Rowan University
24	HydroHaul	Harvard University
25	Fetal Therapy Technologies	Johns Hopkins University
26	AG3 Labs	Michigan State University
27	Arcticedge Technologies	University of Waterloo
28	3rd-i	University of Miami
29	Microvitality	Tufts University
30	Carbon Salary	Washington University in St. Louis
31	KAL Robotics	University of Pennsylvania
32	FarmSmart.ai	Louisiana State University
33	Eutrobac	University of California, Santa Cruz.
34	Humimic Biosystems	University of Arkansas
35	OmniPath H2	Harvard University
36	Motmot	Michigan State University / University of Michigan
37	Mito Robotics	Carnegie Mellon University
38	Watermarked.ai	University of Illinois Urbana-Champaign
39	Parthian Battery Solutions	Columbia University
40	EDUrain	University of Missouri - St. Louis
41	Novus	Stanford University
42	ECHO Solutions	University of Houston



3rd-i, University of Miami

CONSUMER PRODUCTS & SERVICES

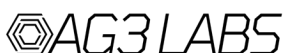
The 3rd-i app makes ridesharing and transportation safer, offering live streaming and recording of video, audio, and location sharing with trusted contacts, complete with a first of its kind emergency dispatching system.

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AG3 Labs, Michigan State University

HARD TECH

AG3 Labs' next-gen autonomous swarm system delivers high-intensity missions in surveillance, reconnaissance, electronic warfare, and dynamic aerial ops. Powered by AI, our drones feature onboard autonomy, decentralized coordination, and adaptive flight planning for complex maneuvers with minimal input. Fully NDAA-compliant and domestically made, we provide secure, scalable drone solutions for defense, industry, and commerce. From real-time intelligence to perimeter security and autonomous logistics, our cost-effective tech bridges critical operational gaps.

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Arcticedge Technologies, University of Waterloo

ENERGY, CLEAN TECH & SUSTAINABILITY

We are creating a new moisture barrier for Firefighting suits. We are combining advanced materials for the creation of a highly functional barrier for firefighter turnout gear, using sustainable materials and production methods. Current moisture barriers are composed of Per-Fluorinated Alkyl Substances (PFAS). These have recently been linked to causing a host of cancers in Firefighters, however, manufacturers of firefighting gear have no functional replacement available due to deficiencies in durability and protective qualities of the prospective replacements. We are creating a new moisture barrier layer that performs to a high protective standard without the health impacts of PFAS.

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LIFE SCIENCE & HEALTHCARE SOLUTIONS

Ark Health recruits patients for clinical trials through AI-powered patient engagement and navigation services that activate patients and remove access barriers. Ark Health's technology platform primes patients with clinical trial and cancer prevention education, surfaces relevant study opportunities offered by their preferred medical center, and connects patients with local resources to overcome access barriers to participating in clinical trials.

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**Automatic AI**, University of Mississippi, University of New Orleans**DIGITAL ENTERPRISE**

Automatic is the world's first AI-driven sports tech on smart watches. Unless they are on an elite team, athletes often lack access to high-end training. Our first product leverages advanced AI on Apple Watches (most widely adopted wearable) to track basketball workouts. 35K users and post-revenue, Automatic delivers real-time basketball analytics as effortlessly as Apple tracks daily steps. Launching in Q3 2025, our SaaS dashboard will address vast needs for college programs, allowing coaches to monitor players' workloads outside of team activities. Expanding further, our trade-secret algorithms can apply to other markets like golf, pickleball, and even physical therapy.

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Bobica Bars, Rowan University

CONSUMER PRODUCTS & SERVICES

Superfoods like Acai & Pitaya have immense health benefits, but are hard to find! Bobica Bars are the first-to-market superfood glazed granola bar, that are allergen free. Bobica Bars provides a delicious solution to health conscious consumers by turning your beloved smoothie bowl portable! Bobica Bars provides a delicious solution to health-conscious consumers by turning your beloved smoothie bowl portable! Our glazed granola bars optimize superfood benefits and can be brought anywhere at any time. Now, you can enjoy and gain health benefits on the go! It is a nutrient-packed, low-calorie granola bar with great flavors unlike others. Our 3 glaze flavors include Acai, Pitaya, and Acerola.

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Carbon Salary, Washington University in St Louis

ENERGY, CLEAN TECH & SUSTAINABILITY

Carbon Salary empowers real estate owners to monetize decarbonization. Targeting the U.S. residential sector, responsible for 20% of greenhouse gas emissions, CS helps property owners generate carbon offsets through retrofits like improved insulation and efficient appliances. By leveraging Verra's VM0008 Carbon Credit Methodology, the platform automates carbon offset creation and monetization. Unlike competitors tied to their own projects, Carbon Salary democratizes access to carbon credits, reducing retrofit payback periods from 30-60 years to just 5-20 years. Our solution boosts retrofit ROI by up to 50%, enabling real estate owners to drive profits while meeting sustainability goals.

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Carmine Minerals, California State University San Bernardino

ENERGY, CLEAN TECH & SUSTAINABILITY

Carmine Minerals, LLC is using cutting-edge technology from California State University, San Bernardino to revolutionize lithium extraction. Our patented process makes extraction faster, cheaper, and far more eco-friendly—reducing water use by 75% and energy use by 50% compared to traditional mining. Unlike other new lithium extraction methods, ours eliminates the need for extra preparation steps, saving both time and money. This breakthrough opens up new opportunities for industries like mining and desalination. Our scalable, environmentally friendly solution strengthens domestic lithium production while offering customers up to 10X returns.

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CELLECT Laboratories, University of Waterloo

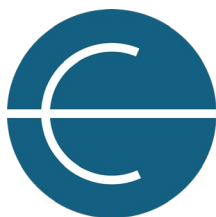
LIFE SCIENCE & HEALTHCARE SOLUTIONS

CELLECT is revolutionizing gynecological screening with CELLECTPad, a first-of-its-kind, non-invasive, nanotechnology-based collection device. Unlike self-swabs or tampon-based methods, CELLECTPad is completely non-insertion-based, painless, and effortless, making screening more accessible for millions of women. Our proprietary nanomaterial efficiently captures cervical and epithelial cells for high-accuracy testing of HPV, STIs, and reproductive health conditions. Backed by research institutions and industry leaders, CELLECT is bridging the gap between innovation and accessibility in women's health, ensuring earlier detection and better outcomes worldwide.

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ECHO Solutions, University of Houston

ENERGY, CLEAN TECH & SUSTAINABILITY

ECHO is developing an innovative electrochemical technology that captures CO₂ directly from seawater while producing hydrogen as a valuable byproduct. Our membrane-free system integrates with existing marine infrastructure at coastal industrial facilities, significantly reducing capital and operational costs compared to conventional carbon capture methods. With a target capture cost of \$90/ton—well below competing solutions (\$200-900/ton)—we're positioned to capitalize on the rapidly growing carbon removal market projected to reach \$80 billion by 2030.

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#GrowWithBrex



EDUrain

**The global marketplace
for college housing rentals**



Brex | techstars



EDUrain, University of Missouri-St. Louis

CONSUMER PRODUCTS & SERVICES

EDUrain provides colleges with a white labeled housing portal-connecting colleges, landlords, & students. Solving landlord challenges which are outdated tools & limited college integration, it reduces vacancies & streamlines operations with tenant screening, rent collection, & targeted marketing. For students, EDUrain provides free access to verified listings, roommate matching, credit-building tools, scholarships, & cross-border payments, empowering underserved & international renters. Custom college portals enhance housing access, boost retention, & increase landlord profitability. Revenue grows from off-campus listings (Phase 1) to on-campus integrations (Phase 2).

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Eutrobac, University of California, Santa Cruz

ENERGY, CLEAN TECH & SUSTAINABILITY

More than 50% of water bodies in the US are damaged by nitrogen pollution, primarily a result of manure byproduct from animal agricultural production. As a result, the EPA & USDA work together to regulate Concentrated Animal Feed Operations' management of N dense manure. For pig farms, compliance is expensive because the only sufficient nitrogen removal technologies require liquid (heavy & expensive to transport) pig manure to be transported to multi million dollar infrastructure projects. Eutrobac was founded to commercialize the NutriFilter™, a novel, patent pending biofilter that removes enough nitrogen directly from a pig lagoon to eliminate the need for off-site treatment.

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FarmSmart.ai, Louisiana State University

DIGITAL ENTERPRISE

FarmSmart.ai is revolutionizing agriculture with an AI (Agriculturally Intelligent)-driven assistant that synthesizes vast agricultural research into actionable tailored intelligence. Designed for farmers, agronomists, and agricultural co-ops, our tool delivers personalized crop and weed management solutions in minutes and cuts costs of agricultural intelligence by over 500% compared to traditional solutions. With advanced features like location-specific weather integration and citation-backed recommendations, FarmSmart empowers users to optimize productivity, cost, and sustainability. We built the world's most informed agricultural consultant and put it in your pocket, ready to help 24/7.

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Fetal Therapy Technologies, Johns Hopkins University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Fetal Therapy Technologies is the first female-led pediatric microsurgical device company working to drastically improve the safety of fetal surgery. Fetal surgery is a surgery performed on a pregnant mother where the goal is to operate on her fetus because her fetus has developed a life threatening birth defect that needs to be repaired. We develop technologies to address the lack of dedicated instrumentation for fetal surgical procedures, including an entry port system, suite of surgical instruments, and a uterine training model. Our innovations empower fetal surgeons with precise, minimally invasive devices for safer, more effective fetal surgical procedures.

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GreenLIB Materials, University of Ottawa

ENERGY, CLEAN TECH & SUSTAINABILITY

GreenLIB is a battery recycling startup that uses a patented one-step process to recover non-base metals from shredded lithium-ion batteries ("black mass"). We capture lithium, graphite, and electrolytes—materials that typical recyclers lose—boosting profits by up to 80%. Our low-temperature approach cuts CapEx and OpEx by 90%, eliminates corrosive fluorine risks, and delivers a cleaner nickel/cobalt concentrate ready for sale or further refining. By extracting multiple high-value streams, we unlock new revenue, reduce CO₂ emissions by 89%, and speed up plant deployment by 70%. Our solution scales easily, serving recyclers, smelters, and the broader battery supply chain.

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HOT Bone, University of Connecticut

LIFE SCIENCE & HEALTHCARE SOLUTIONS

HOT Bone Inc. is a company dedicated to utilizing a regenerative engineering approach to identify and execute effective treatments for challenging orthopedic conditions. We recognize the need for an injectable material that combines bioactivity, healing properties, mechanical support, and cushioning to relieve osteoarthritis symptoms. Our answer is The Joint Pillow, an injectable amniotic membrane to be administered to the knee. Amnion has many components that reduce inflammation, promote cartilage repair, reduce pain and improve movement. The Joint pillow also complies with an FDA pathway that will allow us to bring it to the market within two years.

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Humimic Biosystems, University of Arkansas

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Humimic Biosystems is advancing organ modeling technology to improve drug development by providing human-relevant, real-time data in preclinical testing. Our platforms offer highly accurate models of the heart, lung, brain, and muscle, helping researchers reduce reliance on inefficient animal models and streamline drug discovery. We enhance preclinical-to-clinical translation, accelerating FDA approval and lowering development costs for pharmaceutical companies and research institutions.

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HydroHaul, Harvard University

ENERGY, CLEAN TECH & SUSTAINABILITY

Over 30% of all emissions come from hard-to-abate sectors, for which reducing emissions requires a green molecule, and the most viable option is hydrogen. However, clean hydrogen is expensive - more than 2/3 of delivered cost of hydrogen today is storage & transportation. HydroHaul is an innovative solution that allows you to transport hydrogen, easily, using a proxy carrier molecule called a Liquid Organic Hydrogen Carrier (LOHC). Utilizing existing infrastructure allows for the flexibility of transporting hydrogen today, connecting producers and users easily and cheaply, resulting in a delivered cost of hydrogen lower than any other options that exist.

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Intero Biosystems, University of Michigan

LIFE SCIENCE & HEALTHCARE SOLUTIONS

90% of drugs fail in clinical trials, highlighting the urgent need for better preclinical models that accurately predict human outcomes. We developed the first stem cell-derived human "mini gut" replicating cell types, spatial structure, and function of the human intestine. Our product, GastroScreen, includes the intestinal lining and supporting tissues like functional smooth muscle, perfusable blood vessels, and neurons responsive to stimuli—creating a complete mini-organ "in a dish." GastroScreen is ideal for drug testing, disease modeling, and functional tests of organ function allowing customers to mitigate risk and identify safer more effective compounds before testing on humans.

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Interplay, University of Missouri Kansas City

CONSUMER PRODUCTS & SERVICES

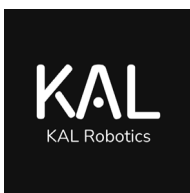
Whether it is working a full-time job, running errands, or attending events, dog parents are busy people. Interplay is focused on easing the lives of busy pet parents with our patent pending product, the PlayTach. Pet parents can now remotely control their dog's crating experience with the click of a button. Our product allows them to dispense food & water, see & talk, and play music & sound for their dog from their phone while away via the Interplay App. Simply install the PlayTach to your existing dog crate, download the Interplay App, connect the device, and interact with your dog!

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<https://gointerplay.com/>



KAL Robotics, University of Pennsylvania

HARD TECH

KAL Robotics revolutionizes warehouse operations with advanced agentic AI analytics and intelligent robotic solutions. Our flagship SaaS platform, KalView, integrates seamlessly with existing Warehouse Management Systems, providing real-time inventory insights, predictive analytics, intuitive, natural language querying, and optimized space utilization. Complementing KalView, our autonomous mobile robot, Kal-E utilizes specialized barcode-scanning technology to deliver precise ground-level inventory validation—drastically reducing manual labor, inventory inaccuracies, and operational inefficiencies.

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MabLab, Harvard University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Every five minutes, a life is lost to laced drugs – totaling 109,000 deaths each year. MabLab has created the first rapid test capable of detecting multiple adulterants in laced drugs and spiked drinks. Our test delivers results in seconds, with 200x better accuracy than existing test strips. With our proprietary AI platform to accelerate the traditional R&D process, our team can rapidly deploy multi-agent tests for any future diagnostics applications. To date, we achieved \$100K+ in pre-orders from our healthcare partners, received national recognition from CBS, NPR, and TechCrunch for our social impact, and won 1st Place at the SXSW Pitch Competition.

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Microvitality, Tufts University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Microvitality is revolutionizing the fields of gastroenterology and precision medicine by unlocking the power of the microbiome. Each individual is unique, with a complex interplay of DNA, metabolism, microbiome, and lifestyle. Microvitality is pioneering a cutting-edge tool to diagnose gastrointestinal diseases whose origin remains undiscovered by current methods, starting from Small Intestine Bacterial Overgrowth (SIBO) and Irritable Bowel Syndrome (IBS). Our core technology, an ingestible sampling capsule, provides unprecedented access to the small intestine, where these conditions manifest, creating a paradigm shift in their diagnosis and treatment.

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Mito Robotics, Carnegie Mellon University

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Mito Robotics is accelerating life science research by automating manual cell culture with AI-powered robotic scientists. Our platform integrates robotics, computer vision, and machine learning to deliver consistent, high-throughput cell culture while reducing human errors and contamination. Through our Robotics-as-a-Service model and flexible pricing, we democratize intelligent lab automation for academic labs, biotech/pharma, and CROs—freeing scientists from repetitive tasks to drive innovative research.

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Motmot, Michigan State University, University of Michigan

ENERGY, CLEAN TECH & SUSTAINABILITY

Motmot's autonomous underwater robots (AURs) inspect municipal drinking water main, providing actionable data to reduce water loss, prioritize repairs, and extend infrastructure lifespan. Our technology enables inspection of whole city systems from a single-entry point, covering 10x the distance of traditional methods. With a "Community Scaled" approach, we lower the barrier of entry to make infrastructure management accessible and affordable to all communities for their most critical assets.

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Mud Rat, University of Connecticut

HARD TECH

Mud Rat is creating an eco-friendly alternative to styrofoam, for marine and sports industries. Built to meet the criteria of marine-grade foams, we use the vegetative tissue of fungi (mycelium) combined with agricultural waste to create a product that eliminates the need for petroleum based materials while filling a gap in innovation- high performance sustainable building materials.

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ENERGY, CLEAN TECH & SUSTAINABILITY

We are a petroleum and geosystems engineering company specializing in research and development of applied nanotechnology. Our flagship product is a nanoparticle-surfactant technology that forms an Emulsion System with Nanoparticles (ESN®), designed to control subsurface fluid flow. This nano-emulsion technology has applications in geothermal well drilling, carbon capture and storage, as well as the upstream oil and gas sectors. One of the key challenges we address is the excess water production, along with its environmental impact. Our company is committed to advancing sustainable development in the global industry by integrating nanotechnology.

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LIFE SCIENCE & HEALTHCARE SOLUTIONS

More than 10 million people are currently living with Parkinson's disease (PD). We have developed a revolutionary AI-based diagnostic application for the early diagnosis of PD. Unlike traditional diagnostic tools that rely heavily on motor symptoms such as tremors, our invention uniquely focuses on analyzing non-motor symptoms. By the time motor symptoms manifest, significant neurological damage has already occurred, making intervention far less effective. Early diagnosis could drastically alter this trajectory. NeuroFore addresses this critical need by enabling the detection of PD in its earliest stages, offering a proactive solution to improve lives and alleviate healthcare costs.

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Novus, Stanford

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Novus reduces relapse rates by using behavioral data from a reward-based protocol to offer personalized virtual therapy. The platform assigns FDA-approved, recovery-oriented tasks—such as attending therapy, exercising, or journaling—tailored to individual needs. Tasks are verified through low-friction mediums, such as geo-location fencing and passive biometric data aggregation, and incentivized with financial rewards. Novus automates behavioral tracking and syncs data with EHRs, enabling providers to deliver data-driven care while optimizing remote monitoring and billing. Novus also reduces the emotional strain on families through shared progress insights, helping rebuild lost relationships

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www.becomenovus.com



OAQ Co., University of Toronto St. George, Korea Advanced Institute of Science & Technology (KAIST)

HARD TECH

OAQ Co., Ltd. develops advanced quantum magnetometers and customized atomic vapor cells, revolutionizing precision sensing and navigation. Our technology addresses critical GPS vulnerabilities, such as susceptibility to jamming and spoofing, by offering GPS-independent solutions with unmatched sensitivity and reliability. Unlike traditional sensors, our compact and scalable products provide tenfold precision, enabling applications in defense, aerospace, and healthcare. Backed by in-house manufacturing, cutting-edge R&D, and a global expansion strategy, OAQ combines innovation with scalability to redefine navigation and sensing technologies for critical industries worldwide.

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OmniPath H2, Harvard University

HARD TECH

OmniPath H2 is revolutionizing hydrogen transport with a novel palladium-based membrane that enables efficient hydrogen separation from carrier molecules like ammonia at the point of use. This breakthrough technology makes transporting hydrogen over long distances economically viable, addressing a huge bottleneck. Our approach allows hydrogen producers to convert their hydrogen into transportable forms (e.g., ammonia), which can utilize existing infrastructure. At the point of demand, our membrane separates the hydrogen back into its pure form, ready for use. By eliminating the inefficiencies and costs associated with reconversion, our solution connects hydrogen producers and end-users.

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Parthian Battery Solutions, Columbia University

ENERGY, CLEAN TECH & SUSTAINABILITY

Parthian Battery Solutions is driving a sustainable energy storage future through innovative EV battery reuse. Our revolutionary platform integrates a trusted second-life battery marketplace with groundbreaking diagnostics, bridging the gap between EV stakeholders in desperate need of a value-driven end-of-life management solution for their Lithium-ion battery problems and consumers in need of low-cost energy storage solutions they can trust. Parthian ensures buying and selling 2nd-life batteries is just as safe, easy and seamless as buying new ones.

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Pattern Materials, Rice University

HARD TECH

Pattern Materials, from Prof. James Tour's group (13 startups, 3 public), is revolutionizing graphene pattern production with our Laser-Induced Graphene technology. Graphene patterns are essential for high-performance sensors and medical devices, among other applications. Despite graphene's widespread uses, current production methods face challenges, such as cost, resource use, and production rate. Our simple one-step process can be rapidly performed, thereby enabling low-cost scalable production. With this disruptive technology, our team is set to deliver superior risk-adjusted returns to our shareholders by delivering superior cost-adjusted performance to our fabless graphene customers.

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patternmaterials.com

ENERGY, CLEAN TECH & SUSTAINABILITY

As university spin-off, re.solution is revolutionizing polyester recycling with its water-based technology. Currently, <1% of textiles are recycled, with the majority either incinerated or landfilled. Existing technologies produce significant salt waste, compromising both cost-efficiency and environmental impact. In contrast, our process solves key recycling challenges (fibre blends & impurities), without generating salt waste, making textile recycling viable. We deliver drop-ins to existing industries and reduce carbon emissions by ~90%. We operate a 0.5 kg/h demo plant, conduct large brand use cases, and want to scale up operations in the next months.

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Rise Media, Yale

DIGITAL ENTERPRISE

Rise Media is an AI-driven social media marketing and influencer management agency, revolutionizing influencer marketing by solving inefficiencies in predictability, replicability, and timing. Our AI-driven platform analyzes viral trends on short-form content platforms like TikTok, providing actionable insights and matching them with an in-house creator network for rapid execution. Unlike traditional approaches, we offer an end-to-end solution: predictive analytics, operational efficiency, and influencer consultants who translate data into impactful campaigns.

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www.risemedia.io



Rivulet, Dartmouth College, University of Cambridge

LIFE SCIENCE & HEALTHCARE SOLUTIONS

Rivulet Inc. is revolutionizing the field of cell therapy research and development with its groundbreaking cell processing device, the Otter. The incredible potential of cell therapies is held back by their high cost and severe off-target effects. Rivulet's novel electrotransduction technology solves both: enabling researchers to develop better therapies faster, more affordably, and with significantly improved outcomes. Designed to work with all existing processing methods used in cell therapy manufacturing, the Otter enables access to complex, previously unworkable cell types, unlocking thousands of new therapeutic possibilities. Rivulet is based in Bethesda, Maryland with 3 employees.

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rivulet.bio



Northwestern
University

Rora, Northwestern University

CONSUMER PRODUCTS & SERVICES

Founded in January 2024, Rora is centered on our belief that women should be empowered to feel their best at every age and stage of life. Our first product is an all-natural, hormone-free mist that stops menopausal vaginal dryness in minutes, not months. Ultimately, we envision Rora as a one-stop shop for easy to use and intuitive products for menopause symptom management.

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tryrora.com



Sabana

Sabana, Carnegie Mellon University

DIGITAL ENTERPRISE

Sabana is an AI-powered data management platform that streamlines product selection and specification for architects and engineers. Firms waste hours managing fragmented material data—Sabana automates extraction, comparison, and organization in one collaborative space. Since launching in May 2024, we've completed 100+ interviews, onboarded six firms, and completed the Techstars AI Accelerator. Our vision is to become the centralized product layer for design teams, helping reduce change orders and make more sustainable material choices.

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SearchOwl, Case Western Reserve University

DIGITAL ENTERPRISE

SearchOwl is democratizing business intelligence data for CPG brands. Market research helps companies optimize marketing, track competitors, and guide product development. However, traditional methods (surveys, focus groups) are prohibitively expensive for many brands. Some companies try to gather similar intelligence by scraping social media data, but this approach is prone to bias and lacks access to reliable first-party data. We offer market research sourced directly from a shopping site. Through long-form search queries and customer reviews, we provide a dashboard with insights on customers, competitors, and trends—all powered by our ad-free, personalized shopping research website.

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songscription.

Songscription, Stanford

CONSUMER PRODUCTS & SERVICES

We empower musicians to play, share and learn the songs they love by using AI to transcribe audio into sheet music, arrange songs for different instruments and musicians at different levels, provide live performance feedback, and improve song composition processes.

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www.songscription.ai



Watermarked.ai, University of Illinois Urbana-Champaign

DIGITAL ENTERPRISE

Watermarked.ai provides watermarking technology to protect digital assets (songs, podcasts, video/audio) using machine learning and adversarial techniques. Our solution embeds imperceptible watermarks in digital content to safeguard against unauthorized use and deepfake manipulation. Key innovations include digital asset watermarking, model watermarking via Deep Neural Networks, and API watermarking to prevent extraction attacks. Our approach maintains audio quality and stealth, addressing the limitations of existing solutions that degrade audio or are easy to remove. The technology offers creators enhanced control over their work while ensuring traceability of misuse.

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Xatoms, University of Toronto, Western University

ENERGY, CLEAN TECH & SUSTAINABILITY

At Xatoms, we have built the world's largest AI- and quantum-driven platform for discovering solar-activated semiconductor materials, specifically photocatalysts. Our dataset contains 850,000+ molecules, and our approach is 40× more effective than existing discovery methods. These materials support water and air purification as well as hydrogen production. Unlike traditional UV-activated photocatalysts, our solar-based materials are 4× more efficient, making large-scale commercialization viable for the first time. Xatoms is backed by Alexis Ohanian (Reddit founder), featured in the UN Goal House Report, and recognized as a Forbes 30 Under 30 North America team in manufacturing.

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www.xatoms.com



2025 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 2025 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 31.*

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

\$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

\$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

\$250,000 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

Valhalla Investment Network (VIN) Investment Prize

\$75,000 investment

nCourage Courageous Women Entrepreneur Investment Prize

\$25,000 investment

New Climate Ventures Sustainable Investment Prize

\$25,000 investment

Eagles Investment Prize

\$25,000 investment

INDIVIDUAL PRIZES (CASH)

Pearland Economic Development Corporation Spirit of Entrepreneurship Prizes

\$50,000 cash (total)

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

\$25,000 cash

Amentum Rising Stars Space Technology and Commercial Aerospace Prize

\$25,000 cash

NOV and Venture Builder Cash Prize and Golden Ticket to SuperNova Accelerator

\$25,000 cash prize and energy accelerator program invitation with contingent pilot project funding

Venture Builder Innovation Prizes

\$5,000 cash (total)

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

Baker Botts Legal Services Prize

\$75,000 combined in-kind for the top 7 finalists

Please see the official 2025 prize document (rbpc.rice.edu/prizes) for prize descriptions, eligibility and official terms & conditions associated with these prizes.

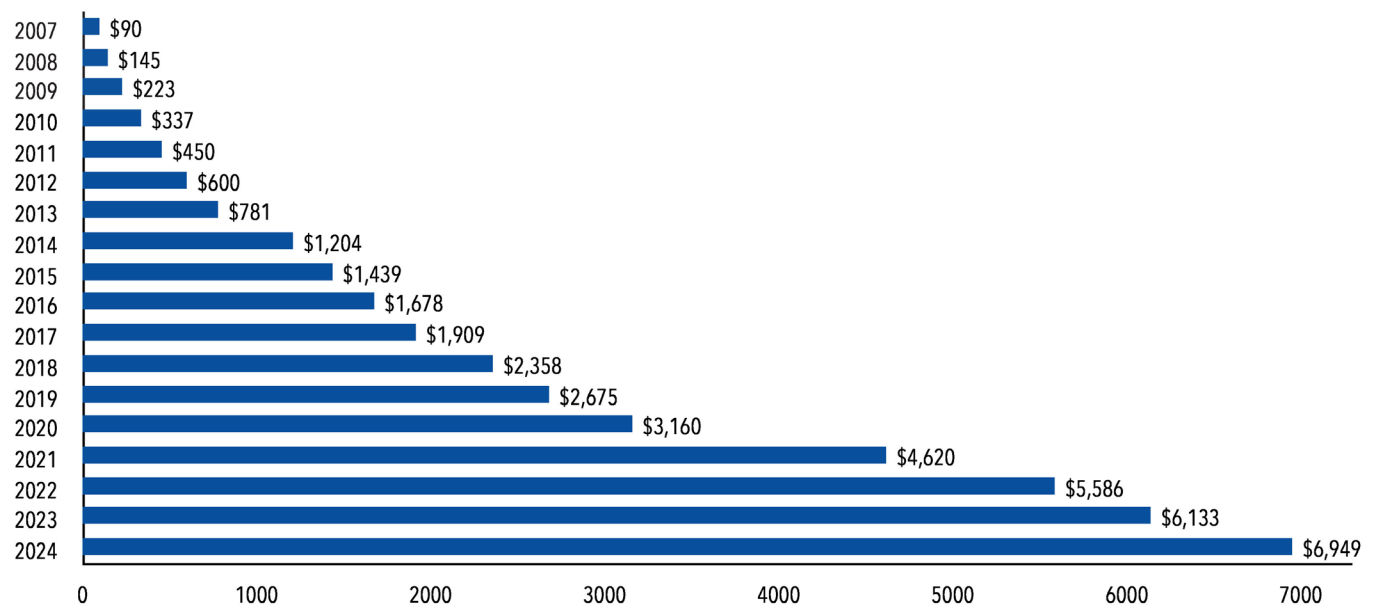


BY THE NUMBERS

\$6.9B+ IN TOTAL CAPITAL RAISED

By RBPC teams competing from 2001 to 2024

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



6,901

CURRENT NUMBER
OF JOBS CREATED

5 IPOs

\$5.2B+
VALUATION AT THE TIME
OF IPO

\$816M+

RAISED IN THE LAST
12 MONTHS

307 SUCCESSFUL COMPANIES

In Business

241

Exits

66

Alumni Teams

910

Launches

599

Since 2001, 910 teams competed at Rice. 66% launched their companies. Of those, 51% are still in business or have exited. The 66 successful exits include 61 acquisitions or mergers 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

67% Of finalists who launched are currently in business or have exited

19% Of finalists who launched have successfully exited

The numbers for winners and finalists cover RBPC Years 2004 - 2024. In 2004, the RBPC transformed from what was largely an academic exercise to a competition for real, investable technology companies.

RBPC Alumni Teams Represent



200
UNIVERSITIES



41
STATES



22
NATIONS



6
CONTINENTS



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 2025, Rice Alliance began leading programming and activation in the Ion, the heart of Houston's innovation corridor in Midtown, powered by Rice University.

Since inception in 2000:

3,526+

companies have participated in
250+ Rice Alliance programs

\$27.8B

in early stage capital by
participating companies

60K+

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 training 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
-



Ion - Houston's HQ for innovation, powered by Rice University

Designed to bring our city's startup, investor, corporate, and academic communities into collaborative spaces and programs, the Ion is the home for advancing diverse knowledge, teams, technologies, and products that propel our world forward.

The Ion offers programs that support the growth of transformative startups and ventures—both in Houston and around the world. From startup pitch days, to intensive accelerators and investor and venture introductions, innovators have a community of support to move their ideas and ventures forward.

Whether you are ready to take the leap into entrepreneurship or just want to learn how innovation happens, the Ion meets you where you are and can help spark the inspiration and ideas needed to create an impact. Program topics cover a range of innovative interests like energy transition, space exploration, AI, life science and so much more—giving you access to endless opportunities to mingle with other changemakers, idea-generators and influential people across the city.

Beyond programming, the Ion boasts two floors of coworking space, open area networking and 3 restaurants and a taphouse.

Most Ion programming is free and open to the public. We hope you'll join us for our next panel, keynote or networking event.

START HERE.

alliance.rice.edu | iondistrict.com



#1 GRADUATE ENTREPRENEURSHIP PROGRAM

Princeton Review & Entrepreneur Magazine, 2020-2025



RICE BUSINESS IS PROUD TO SPONSOR THE
25TH ANNUAL RICE BUSINESS PLAN COMPETITION

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[BUSINESS.RICE.EDU/ENTREP-MINDSET](https://business.rice.edu/entrep-mindset)

SPONSORS & SUPPORTERS | APRIL 10 - 12, 2025



David Anderson
Jon Finger
Anderson Family Fund



FINGER INTERESTS



VALHALLA
INVESTMENT
NETWORK



BAKER BOTTS LLP



ExxonMobil



NORTON ROSE FULBRIGHT

TMC INNOVATION



HUNTON



EGAN NELSON LLP

LATHAM
LATHAM+WATKINS

The Anbarci
Family



A&O SHEARMAN



Vinson&Elkins



HAYNES BOONE



ConocoPhillips



Energy
Innovation
Capital



SCF VENTURES
ACCELERATING GROWTH

RICE | BUSINESS
PARTNERS

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CARLSON



poetic



Together, We Will Spark Innovation

RBPC.RICE.EDU | ALLIANCE.RICE.EDU | #RBPC25