Ideas Directory 2015-2016

Note: There is also a "Personnel Directory"

DukeGEN Startup Matchmaker

Version: July 15, 2015

This directory is of startup ideas submitted by Duke students (mostly), staff, faculty, and alumni who are interested in starting companies.

All participants were told that this material would be publicly available and that no sensitive of private information should be entered.

Feel free to contact people directly.

These items were collected over the last year. As such, some of the people that submitted may not remember they submitted.

Questions? Comments? Contact Howie Rhee '04 at hwr2@duke.edu

Useful Mobile App

Tell us about your startup idea

What sort of people/skills looking for?

I am looking for people who want to be a part of the creation of an innovative and useful idea. I have no programming/developer experience and I am looking for someone who can bring that to the table. I am extremely hardworking and enthusiastic about this idea and I am looking for someone who can bring the same qualities.

Anything else about this idea?

Biographical Info on the Idea Submitter

Gesley Alexis

ga63@duke.edu

Law School

2017

Interests: Social media oriented, mobile apps, lifestyle
Background:
Skills: Financing, Sales, Marketing, Legal
Anything else?

Platform enabling smart interfaction between cooks and customer to produce unique custom services.

Tell us about your startup idea

 Idea is to break free from always consuming the standard off the menu items from a resuturant by connecting small resturants / food trucks / people passionate about cooking , directly to end constumer through our technology platform to achieve the following.

1) Instead of customer searching for resturants and menus online,, this platform would publish all the "specials" being cooked by small resuturants / food trucks around you in a Netflix like fashion / interaction.

2) Enable uber like interaction with folks around you to stop by your place to cooks meals for entire day! (We dont always need a high end private chef to cook meals for us. An enthusiast mom in the neighborhood can do the same job)

3) Enable kitchen sharing between home cooks and resutrants/food trucks with orthogonal cuisine .

This Idea can also be summed up as social networking to produce and consume fresh , aunthentic and home-made like food at reasonable cost.

What sort of people/skills looking for?

People who are passionate about building technology that can give small buisnesses edge over the big box stores.

Previous experience with building an app or related backend system would be a plus.

Previous experience with food industry would be a plus.

Experience with different cultural cuisine would be a plus

Anything else about this idea?

Connecting people for food is the first step. The vision of the company would be to provide a smart interaction platform between small buisnesses / folks eager to work and end customer in a such way that big-box stores cannot directly compete with them.

Biographical Info on the Idea Submitter

Rakesh Anigundi

anigu02w@duke.edu

Fuqua School of Business - CCMBA/EMBA

2017

Interests: Any social networking startups that help the small buisnesses in terms of product , assembly or deliver.

Being a hardware engineer in the semiconductor industry from last 10 years I would always be interested to hear about other technology startups.

Background: I have a masters in Electrical Engineering with RPI.

I have been working as hardware engineer at Qualcomm from last 8 years.

My interest include social networking startups , consumer technology startups and other tech startups.
Skills: Engineering , Market Analysis , Presentation .
Anything else?

WatchMeThrive.com: Making sure children would meet their developmental milestones.

Tell us about your startup idea

I'm still working on my high-concept and elevator pitch so I don't have one to share with you at the moment. Here's a summary of my business model:

- The main customer segment is parents with kids from 0-5 years of age and who are worried about their children meeting their developmental milestones. The secondary and tertiary customer segments are speech, occupational and behavioral therapists and special education institutes and schools.

- Value props are comprehensive set of tests and scoring of children developmental status upon registration, proactive tracking of developmental milestones, spaced repetition exercises to meet those milestones, percentile ranking, detecting problems early, providing guidance and recommendations to specialists, fun and easy to engage kids, circadian rhythm testing, supplemental remote learning and probably affordable genetic testing.

- Possible key partners are developmental therapy centers, regional centers, early intervention centers, pediatricians and CDC

In brief, think about www.elevateapp.com that monitors, tracks and provides exercises to children to meet their developmental milestones.

What sort of people/skills looking for?

I'm looking for a co-founder in the developmental psychology field. I have a very solid technical background and been a serial entrepreneur and Digital Product Manager for more than 9 years. I'm pretty confident that I have all the required technical and product management skills to develop and launch my startup though would like to have someone who knows about the psychological part of things by my side. A business development specialist would be a great help too.

Here's a link to my LinkedIn Profile: https://www.linkedin.com/in/afshinarab

Anything else about this idea?

I am currently running customer interviews according to the Customer Development methodology with our early adopters, who have the problem, know they have it and are actively trying to solve it. I'm a big fan of Customer Development, Lean Startups and Agile methodologies and I believe those are a valuable set of skills when launching startups in the tech and software industries.

Biographical Info on the Idea Submitter

Afshin Arab

afshin@elvun.com

Fuqua School of Business - CCMBA/EMBA

2017

Interests: Startups in the IT and Software Industries with a goal to make an impact in the world, save lives and/or make life better for everyone.
Background: I'm a successful entrepreneur and a digital product manager with 9 years of experience in the Software industry. I have initiated, developed and launched 8 technology solutions for 4 different verticals, namely Pharma, Automotive, Hospitality and Event Management. My clientele includes some of the world's largest brands such as Coca-Cola, Lexus, Unilever, Johnson and Johnson, and Takeda. Please visit www.elvun.com for more information.

I also have a very solid technical background. I started programming when I was 9 and sold my very first accounting software when I was 13. I have a Bachelor of Information Technology with a Concentration in Application Development for Industry and Commerce.

I'm a big fan of Customer Development and Lean Startups methodologies and a Certified Scrum Product Owner and Certified Scrum Master with couple of Microsoft Technology Specialist certifications.

Here's a link to my LinkedIn Profile: https://www.linkedin.com/in/afshinarab
Skills: Entrepreneurship, Product Management, Team Collaboration, Software Development, Agile, SCRUM, Software Architect
Anything else?

An online banking feature to redefine how you use receipts and invoices

Tell us about your startup idea

Merchants everywhere store the information found on your receipts for their own purposes. My my idea uses that information stored by the merchant and links it to your purchase transaction history so that you can drill down into each transaction in and see a digital itemized version of your purchase. This information can then be used for improved spending analysis or uploaded into your favorite personal finance software (e.g. Quicken, Quickbooks).

This idea will eliminate the internal struggle we all have at the check out counter to keep or throw away those receipts we know we eventually lose or throw away and tap into important data about out personal spending habits to help us understand how we spend money and identify opportunities to save by purchasing the same goods or services at other vendors.

What sort of people/skills looking for?

- Programmers that have worked for a credit card company (e.g. AMEX, VISA, MASTERCARD, etc.)

- Accountants or anyone that has an Accounting background

- Anyone with experience in Financial Services

- Anyone with experience in Marketing (especially in financial services)

- Anyone with experience in development of Point of Sale devices and related software

- Anyone that has worked with online banking services for a bank

Anything else about this idea?

I see a great opportunity to improve a growing space in online banking. Every online bank that I've seen offers some analysis of their clients spending, but my own experience shows me that it can be done much better.

My main struggle at the moment is developing the business model around the idea.

Biographical Info on the Idea Submitter

Jon Bullough

jon.bullough@gmail.com

Fuqua School of Business - MBA

2018

Interests: - New online banking features

- Medical devices

- Health care

Background: Never been involved in startups. I studied Sound Recording Technology (a music degree) and worked as an audio engineer in the music industry and also in music publishing. After I left the music industry I joined the U.S. Navy and have been serving in many different positions for the last 6 years.

Skills: Audio engineering, video editing, sales experience, making presentations. Fluent in Spanish.

Anything else?

Bugs for Feed

Tell us about your startup idea

Plenty of people believe that insects are the future of protein. We don't think that people are going to switch out burgers for crickets any time soon but we do believe that insects are a perfect replacement for expensive and invasive animal feed options like fishmeal and soy. Working with farmers, insect cultivators, aquaculturists, biologists and lawyers, we will create the market that will connect our waste to insects and our insects to livestock or farmed fish production.

What sort of people/skills looking for?

Policy experts. Legal experts. Graphic designers.

Anything else about this idea?

Biographical Info on the Idea Submitter

Amanda Bushell

amanda.bushell@duke.edu

Fuqua School of Business - MBA, Nicholas School of the Environment

2018

Interests: We are interested in connecting with food, agriculture, aquaculture or feed start ups.
Background: I studied Ecology and Evolutionary Biology at Yale University then worked as a marine biology researcher for 3 years at the Smithsonian and a marine economic analyst and partnership coordinator at the World Bank for 3 years. My background is in fisheries management and seeking solutions for more sustainable and profitable aquaculture.
Skills: Science, presentation, writing, engineering.
Anything else?

Primary care automation products

Tell us about your startup idea

The idea is to launch primary care automation products which can reduce the number of healthcare professionals required during patient visitations, make primary care accessible and ease the process. Currently we're working on a product for providing prenatal care. Patent for this product is pending with USPTO.

What sort of people/skills looking for?

People with experience in operations, manufacturing of healthcare devices and finance.

Anything else about this idea?

Biographical Info on the Idea Submitter

Shruti Choudhary

sc502@duke.edu

Fuqua School of Business - MBA

2018

Interests: Healthcare
Background: I studied medicine from India. During my first year of medical school in 2007, I founded a not-for-profit organization TERDS in rural areas of India along with few friends. Later in 2008 TERDS started an English medium school- That school which has grown from 5 students to 1100 in 2015. We've partnered with Teacher's College, Columbia University for curriculum development.I'm heading healthcare practice- where we are running many advocacy and health awareness camp from last 8 years.

I started working in a small hospital in Rural India after my graduation providing primary care, which inspired me to develop products for primary care automation. Then, I came to Seattle and started learning more about primary care in US by attending the weekly meetings at Group Health Research Institute, learning from Dr Wagner and visiting the Neighborcare in Seattle. Dr Wagner's work has inspired me a lot.
Skills: Healthcare
Anything else?

Monopolize the US organ market

Tell us about your startup idea

I'm third generation pipe organ business owner. It has become very obvious to me during my 25 years in the business, that market structure is critically important. Many of the existing firms are operated by baby boomers with limited or no plan of succession.

I see a tremendous opportunity to capitalize on a niche marketplace with estimated annual revenues of $200M and gross profits of 40-60% while improving the quality of the marketplace. Additionally, there is a tremendous amount of sustainable revenue in terms of consistent, predictable service work and growth potential in a number of areas as it relates to the culture and needs of the marketplace.

What sort of people/skills looking for?

Marketing, finance, IT, operations management, possibly social networking people, although that would be further down the line

Anything else about this idea?

Technically its not a "start-up" however it is a tremendously profitable opportunity to function within a known, niche marketplace, without the threat of aggressive competition.

Biographical Info on the Idea Submitter

Brad Colby

braden.colby@duke.edu

Fuqua School of Business - CCMBA/EMBA

2017

Interests: Manufacturing, consumables, financial
Background: I have worked in a partnership business with my father, and more recently my sister, since 1993. We have grown the business in terms of revenue, however I lacked the business knowledge to expand it beyond the requirement of my having to work "in" the business.

I am both mechanically and artistically inclined.

I thrive in an environment were concepts and brainstorms are brought to reality.
Skills: Practical experience in running a $2M/yr manufacturing company.

Broad understanding of many areas of business (sales, finance, marketing, engineering, product design, HR, customer relations) allows me to offer insight to areas that need additional direction.

Anything else?

App that measures MBA-applicant probabilities to be admitted

Tell us about your startup idea

MBA-specific platform that essentially take the most detailed caracteristics of each MBA applicant, combine it with the admission statistics of business school career centers to come up with a very accurate admission probability to each program for each applicant.

What sort of people/skills looking for?

Everybody is welcome as long as he/she believes in the idea and has a positive and servicial attitude.

If you know how to develop a first level App, you are more than welcome.

Anything else about this idea?

Biographical Info on the Idea Submitter

ROLANDO DE LA PEÑA

rolando.dlpo@gmail.com

Fuqua School of Business - MBA

2018

Interests: Impact Investing / Social Entrepreneurship
Background: I studied a B.A. in Finance.

I work in a financial sector grown startup.

I founded and led a student group that promoted in financial inclusion.

I intend to start a Venture Capital Fund a few years ago.

It is my interest to be involved in a project that aims to generate specific beneficial social or environmental effects in addition to financial gain.
Skills: Finance, Presentation, Persuasiveness, Management, Strategy.
Anything else? I am a committed, creative and propositive team player.

I am thrilled with the possibility to learn and collaborate with very capable professors and classmates.

I strongly believe in the amazing opportunity that the MBA offers to start a transcendent project.

Real estate investment hedge fund

Tell us about your startup idea

A novel take on real estate management that reduces inefficiencies in the market making it possible for low income families to better retain wealth.

What sort of people/skills looking for?

Individuals with an entrepreneurial attitude. This is a very inefficient market. We are trying to induce a paradigm shift as to how individuals perceive real estate investments.

Back/front end developers and big data scientists. Ultimately this will be an automated trading platform.

Anything else about this idea?

We have the licensing to operate in North Carolina's real estate market and currently manage a $908k portfolio.

Equity: $310,000 | Leveraged: $ $598,000 | 2015 ROE: 37.9%

Biographical Info on the Idea Submitter

Mitchel Gorecki

mitchel.gorecki@gmail.com

Pratt, Fuqua School of Business - MBA

2013

Interests: Technology startups that solve inefficient markets for social good.
Background: Duke Pratt 2013 in biomedical engineering, mechanical engineering, economics and finance.

Early data scientist for MaxPoint, an advertising startup that went public in February 2015. Looking to pursue another startup.
Skills: Engineering, finance, marketing, high frequency trader, real estate licensed, big data scientist, hadoop/spark cluster developer.
Anything else?

Tell us about your startup idea

What sort of people/skills looking for?

Anything else about this idea?

Biographical Info on the Idea Submitter

Paul Gutierrez

pgutierrezro@gmail.com

Fuqua School of Business - MBA

2018

Interests: Startups related to education, technology and/or construction industry.
Background: I have worked in the banking industry for more than five years (mainly in the Analytics field). Currently, I am working in a social project in a small village in Peru, my project is related to education.
Skills: Engineering, Finance and Marketing.
Anything else? N/A

MVP is an online social environment where everyone can be a famous athlete

Tell us about your startup idea

Many people, specially sports fans and others who played varsity and college sports but didn't make it to the "big leagues", had the dream of becoming a famous or superstar athlete. But, reality is that only a few are able to get there (Genetics, Injuries, Right Moment and Right Place). Through MVP everyone is at the same level to reach that goal but in a virtual world. MVP is an app-web based environment that allows users to create their characters (avatars), train them and put them to compete in the "professional leagues". Anyone can be the next LeBron James, Tom Brady or Lionel Messi but in a second life platform.

As a platform we create the professional leagues (Soccer, Football, Basketball, Baseball and Hockey) and anyone can be drafted to become part of a team. Users will train their Avatars with virtual actions and through Real Life Workouts (by synchronizing their smartphones and smart watches with the app). Part of the idea is to simulate the games of the leagues online in a website where everyone can see its avatar performing in a game. The business model goes from advertising, in-app purchases to even sell teams to real sports Franchises.

What sort of people/skills looking for?

Software Developers and Business Partners

Anything else about this idea?

Biographical Info on the Idea Submitter

Luis Hernandez

luis.alejandro.hernandez@gmail.com

Fuqua School of Business - MBA

2018

Interests: Internet and Sports related startups.

Background: I'm a Telecommunications Engineer with a MsC. in Finance from Boston College. Four years of experience as Product Manager and Business Intelligence Manager in the mobile app industry. Among the projects I have managed

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18A18p18e18n18s18a18r18 18(18w18w18w18.18t18o18d18o18s18a18p18e18n18

Skills: My skills are in the product management and product development area. I have experience using the best practices of UX and UI design for digital products. I have been part of the development team of multiples mobile apps including games and social apps.

Anything else?

Help people to find a training easily.

Tell us about your startup idea

Are you looking for a motorbike training? Or you might need your kids to attend a dance school? Your dog is messing up at home and you are looking for a good dog trainer to help with it? Or you might just have a new hobby, such as scuba diving, for which you want a certified trainer to teach you. You probably spend a lot of time on Google, filtering and reading reviews, but you cannot find the best training providers in terms of cost, availability and proximity.

What sort of people/skills looking for?

Marketing, Technical (programmers), Web designers

Anything else about this idea?

I have started working on the prototype.

Biographical Info on the Idea Submitter

Araz Javadov

arazjavadov@gmail.com

Fuqua School of Business - MBA

2018

Interests: Clean energy

IT and Internet

Hi-Tech

Background: I have my undergraduate degree in Chemistry. I have been working in Ol&Gas for 8.5years - last 4 years I spent in line management.

Skills: I think I do better job when it comes to out of box thinking and can see/evaluate things in bigger picture and from customer perspective. I am not necessarily god at coding but I have an engineer mindset and can do very well with workflows and algorithms.

Anything else?

advertising and fundraising technology developed for the cruise industry

Tell us about your startup idea

We help businesses in Alaskan cruise ports advertise in a mobile way (we send coupons to cruise passenger smartphones via text)

We help local nonprofits fundraise with raffle tickets sold from kiosks placed in high-volume cruise ports. We are growing our network of kiosks statewide in an effort to become "Alaska's state lottery for charity" (Alaska is one of the few states that does not have a state lottery)

What sort of people/skills looking for?

Coders, marketing gurus, legal/accounting advice, sales, jack of all trades type people, people interested in learning more about Alaska and the cruise industry, people who can help us grow quickly and position our business so we can sell it

Anything else about this idea?

This will be our third year in operation and our product has already been developed/making money. Our focus now is on how to perfect/scale/grow business to other markets. We are looking for committed individuals who may be interested in joining/advising our team to take our idea to the next level.

Biographical Info on the Idea Submitter

Olivia Klupar

klupar@gmail.com

Fuqua School of Business - MBA

2018

Interests: Any startup that deals with betting/gaming/lottery

Any startup that works with digital coupons/media/advertising

Any startup that markets or has knowledge of the cruise industry

Any startup that has a travel/destination component

Any startup that understands social media/brand management
Background: Grew up in a family business in Alaska

Studied political science at Boston College

Worked at a large law firm in NYC working with PE/Hedge Funds

Worked at Citigroup in M&A Legal practice

Returned to Alaska in 2014 to start current venture

Love to travel (particularly Latin American countries - speak Spanish)

Run marathons
Skills: Legal/sales/business development/entrepreneur
Anything else?

Point-of-care biosensor to evaluate the ocular surface integrity after injury or surgery

Tell us about your startup idea

Eye injuries and ocular complications present to many health care professionals through emergency department visits, convenient care appointments or primary care evaluations; however, accurate ocular examination typically requires specialty training and expert knowledge of the use of ophthalmic diagnostic equipment such as the slit lamp biomicroscope. The limited instruction available on these devices and restricted access to the equipment due to the high cost and immobility, inhibit the ability for primary care providers to adequately diagnose, triage, or manage complicated ocular conditions. This is particularly problematic when cases of serious ocular injuries, that require urgent attention, present outside of an ophthalmology office. This occurs in patients with a suspected ruptured globe or post-operative infections.

Current methods for evaluating the integrity of the anterior globe in trauma patients and the wound integrity in post-operative patients involve the use of the Seidel Test. This test is performed by placing a high concentration of fluorescein dye into the ocular tear film and then observing for a change in the color of the dye. The change in color would indicate the passage of aqueous humor through a corneal or anterior scleral wound, which represents a direct communication of the internal eye fluid with the external tear film. The Seidel Test is subjective and not standardized, and the amount of pressure and technique used when performing this test varies between clinicians. Our point-of-care device provides an objective analysis of the ocular tear film that can detect the presence of leaks in the corneal or anterior scleral incisions. It is easy to use and can be operated by non-ophthalmologists. The results are accurate and immediate. It will revolutionize the standard of care in eye clinics and improve health care by delivering a cost-saving service through advances in technology that has the potential to be sight-saving.

What sort of people/skills looking for?

- Business Advisors and experts in building a company from a small start up to a larger company that can partner with investors

- Financial advisors

- Medical device experts

- Advisors for FDA process and approval for in vitro devices

- Connections for distribution services in health care

Anything else about this idea?

We have received funding through the National Science Foundation for a Small Business Innovative Research Grant for Phase I funding. We will be applying for Phase II funding in June and would like to develop our team prior to the application.

Efficiency of blood product usage in the hospital

Tell us about your startup idea

Being in healthcare IT for the past 6 years, I have noticed certain high cost issues in the industry. Inappropriate blood product usage (RBC, Plasma, Platelet) can cost patients ~$1000/transfusion and can cost hospitals far more when products go to waste. My idea is to utilize either FHIR (EMR API) to source in this data and relate it to clinical data to identify trends in inappropriate transfusions. Hospitals would use this in their quality departments to identify people/departments that are using/wasting too much blood. Once deployed, you could measure the value of the tool and how much cost savings it has provided the hospital by patient days in the institution. It would be a simple analytical tool to deploy across various EMRs or specific ones.

What sort of people/skills looking for?

I am looking for marketing, software engineers (web developers), and healthcare consultants to help me.

Anything else about this idea?

I think this is a really cool problem to solve and I have heard of this issue across multiple institutions. It is applicable to various other orders in the hospital and this could be developed into a quality suite of products.

Biographical Info on the Idea Submitter

Sanjit Misra

sanjit.misra@gmail.com

Fuqua School of Business - MBA

2018

Interests: I am interested in healthcare startups that strive to improve the patient experience and ultimately reduce costs.

Background: I have been in healthcare for the past 6 years. I have worked at Epic (an EMR company), McKesson (in their pharmacy group), and Stanford Health Care (in their clinical and business analytics group). I studied Polymer Chemistry and Mathematics at UNC-Chapel Hill. My interests relate to analytics and data-driven decision making in healthcare.

Skills: In my roles, I have been customer facing, wearing multiple hats. I have done internal consulting with physicians and executives to help them solve their problems with data. I have built tools in various tools and languages (e.g. QlikView, Tableau, Cognos, Crystal, WebI, Java, Python, Java Swing, Play, MSSQL, Oracle SQL, R, etc).

In addition, I have presented these tools to large audiences including the C-Suite to increase their buy-in while partnering closely with them.

Anything else? I am EXTREMELY excited to work on some great ideas! I love to dedicate my time to a common goal and really grind at it.

I have also worked on a startup (iMedicalApps) for the past few years and really understand this industry and what it takes to really gain buy-in for a healthcare product, especially when targeting consumers.

Location based, online advertising service (mobile application)

Tell us about your startup idea

An advertising system mainly for small and medium business that enables to advertise sales for a limited time for prospective customers whose geographic location is within a specific radius from the business's address.

From the user point of view: the user gets notifications from businesses around him regarding real time sales and products in the business' store. Notifications are sent to the user according to his/her preferences and interests.

From the business point of view: the business can advertise sale campaigns for a limited time and for a specific location (usually a predefined radius around the business) and monitor their effectiveness immediately.

What sort of people/skills looking for?

Mobile Developers,

Back-end Developers (server side),

Marketing People,

Strategy people

Anything else about this idea?

Biographical Info on the Idea Submitter

Ran Mor

19ran84@gmail.com

Fuqua School of Business - MBA

2018

Interests: High-Tech startups,

Mobile application startups
Background: Had a startup in the past (social location based application), operated in the startup for almost a year and a half. Was part of the developing and marketing/strategy team.

Working in the past 3.5 years in high-tech companies as a mobile developer.

Studied Software Engineering (Computer Science).

Interests: high-tech sector, mobile applications,entrepreneurship, sports (skiing, diving, running).
Skills: Engineering - mobile, server-side.

Marketing - had my own editing video company for 6 years. Managed the marketing strategy in the company.

Presentation skills.
Anything else?

Vehicle maintenance service

Tell us about your startup idea

Problem: 2 out of 3 customers feel ripped off by their vehicle service shops. This idea crates a transparent exchange for vehicle service. There are two parts to this idea.

An OBD device streams data which the service shops can access. There are generic diagnostics reports that can be generated to provide consumer situational awareness of his vehicle. Avoid service shops for diagnostics test.

When there is a need for repair, service shops can bid for the service- like Priceline but in this case they can provide service when there is low demand on their side. So we provide service shops calculators to help them understand their efficiency.

What sort of people/skills looking for?

Web developers,- Website development and maintenance. Including payment setup.

Analytics developers,- Develop remote diagnostics algorithm

Marketers/ product managers,- building brand awareness, penetration, market requirements

Automotive experience. subject mater expert in automotive repairs and parts.

Electrical/ Electronics engineers- integrating ODB with web service. Modifying OBD.

Anything else about this idea?

This is part of the IoT service.

Biographical Info on the Idea Submitter

roopesh nagathil

roopesh.nagathil@gmail.com

Fuqua School of Business - CCMBA/EMBA

2014

Interests: IoT, consumer, healthcare

Background: I am currently part of GE Power Digital. As a Product and Program Manager. I take part in startup weekends where I help team vet business ideas. I have a BS and MS in mechanical engineering and an MBA from Fuqua. I think the high point in my career was in an Analytics Developer role.

Skills: Engineering, Marketing, Data Science, Program Management

Anything else? I take part in startup events so I get exposure to many ideas and also build experience developing other peoples ideas.

interactive app to help students explore career opportunities

Tell us about your startup idea

Sparkey is an interactive app that is all about giving youth (and adults) from all socioeconomic backgrounds the exposure and access to new career possibilities.

We're helping today's generation answer the question "What do I want to be when I grow up?" by exposing them to a wealth of industries and functions through videos, online resources, consolidated information and access to 'Possibility Models.'

We are taking career day to the App world.

We're making it easy for users to experience a day in the life of a career, to ask questions and get real time answers about the career, and to get the low-down on how to pursue the career and where to access local resources.

Sparkey is LinkedIn meets Periscope meets Google for Careers!

What sort of people/skills looking for?

Sparkey is looking for team members with a lot of spark!

We are particularly interested in people that have a passion for youth development and helping others realize their potential.

We need team members that have a technical background to help build the app.

We also need team members who are EXECUTORS, in order to get things done.

We'll be doing a lot of customer validation (you can't be shy). We'll also be doing some research (Be meticulous. the power is in the details). We'll also be pitching this idea to potential partners and funders (marketing and sales skills are a must).

A better way to insurance professional athletes

Tell us about your startup idea

I want to start a company that provides loss of value (LOV) insurance to professional athletes. This product is supposed to protect athletes who do not realize their full earnings potential (e.g., career ending injury). However, insurers currently make it challenging for an athlete to collect LOV insurance by including prohibitive and subjective policy stipulations (e.g., requiring that the insurance payout be due to a one-time event). Unfortunately, this subjective process may lead to litigation between athletes and insurers rather than an insurance pay-out.

My company's LOV product will address this problem using a market-based solution. We will provide LOV insurance by writing contracts that guarantee athletes a minimum level of total career compensation in exchange for a percentage of their future salaries (effectively issuing a put option on athletes' future earnings).

We will then sell portfolios of LOV contracts to institutional investors as alternative investments with little correlation to financial markets. Since professional athletes are paid regardless of macro-economic conditions, a portfolio of their insurance contracts would be a true alternative that enables investors to reduce the risk of their portfolios. Additionally, one athlete's lack of performance or injury is not significantly correlated with another's, providing additional diversification within a portfolio of contracts. Most importantly, providing this product will make LOV insurance more accessible to athletes and ensure that they have more certain future financial security regardless of injury or decreases in overall performance.

What sort of people/skills looking for?

People with a strong finance and/or quantitative (e.g., actuarial) background who also have an interest in sports. Additionally, someone with coding experience as well as someone with experience in the insurance industry would be awesome! However, anyone who is passionate about the idea is more than welcome.

Anything else about this idea?

Biographical Info on the Idea Submitter

Matthew Rappaport

mbrappap@gmail.com

Fuqua School of Business - MBA

2018

Interests:

Background: -In 2012, I graduated from Colby College with a degree in Economics.

-For the past four years I've worked in finance/valuation at Duff & Phelps in Boston, New York, and London

-I helped start Duff & Phelps' European Transfer Pricing Practice in London from March 2015 through September 2015

-My interests professionally are in sports and finance

Skills: Financial modeling and valuation

Anything else?

A user-friendly platform that allows patients to aggregate, view and interpret their medical images (e.g. Xray, MRI) from different providers over time

Tell us about your startup idea

Patients today lack the ability to own, interpret and understand their diagnostic imaging testing. For patients with chronic diseases, this is critical in their ability to manage and assess the progress of the disease over time. (e.g. patients with multiple sclerosis may get a brain MRI every 3-4 months to monitor the lesions on their brain) Often, patients will merely receive a verbal explanation of their imaging from their provider who isn't even the individual responsible for interpreting their images (this is a radiologists responsibility) Patients face a lot of red tape to even request the radiologists report that they often cannot interpret or understand once it is in their hands.Many providers admit that imaging information is often a source of follow-up questions and confusion for patients because they do not have a means for understanding or owning their own medical imaging.

At some providers, patients can request a CD if they want a hard copy of their images but often patients do not have a means for viewing a CD and the imaging software is not patient-friendly. It becomes a medical record pain for patients with chronic diseases if they want a second opinion, want to share their imaging with another specialist, or share their imaging over time.

A platform that allows patients to house their medical images in one place from multiple providers will allow patients with chronic diseases to better paint a picture of their "whole condition" with other providers who may provide second opinions which is critical for patients with serious conditions. The platform can even provide a connection point to on-call radiologists for questions or concerns.

What sort of people/skills looking for?

-Software developers, healthcare providers/physicians, designers - UX/UI, conceptors, healthcare IT specialists, healthcare regulatory experts

Anything else about this idea?

At this point in time, this is just a seed of an idea that I have had for a while but haven't put the meat on the bones quite yet.

Biographical Info on the Idea Submitter

Sonia Sawhney

Fuqua School of Business - MBA

2018

Interests: -Digital Health startups

Background: -Studied marketing and business in undergrad

-Worked in brand management for 3 years and brand strategy consulting for 2 years. In consulting, a lot of my work was focused on improving the patient experience in healthcare.

Skills: -Marketing

-Consumer research (quant and qual)

-Market sizing

-Advanced PPT skills

Anything else?

Making public transit tickets more accessible and manageable

Tell us about your startup idea

Commuting to work today in Seattle requires that I personally carry two very valuable transit cards: a flimsy ferry card via the Washington State Ferry system containing 30 rides, and my Orca card for the bus and light rail system that automatically reloads as I accumulate rides. If I lost either of these cards, I'm either SOL or have to go through an excruciating process of retrieving replacements. This should all be on mobile, like an airline boarding pass, and will integrate a tap and go system for seamless entry.

The company will run a pilot in a select city (TBD), and will be easily scalable to accommodate any metropolitan area. Now, I can seamlessly manage my transit cards for my daily commute in Seattle, as well as tap and go for a single ride on the subway in NYC should I decide to tour Manhattan -- all on one application.

What sort of people/skills looking for?

Software engineers/developers

Finance experts

Operations

Sales experience

Legal experts

Anything else about this idea?

Biggest foreseeable barrier to entry is working with Department of Transportation authorities and landing a government contract

Biographical Info on the Idea Submitter

Jake Schneiders

jakeschneiders34@gmail.com

Fuqua School of Business - MBA

2018

Interests: Financial Technology

Software
Background:

Skills: Engineering, Sales, Operations, Product Management
Anything else?

Affordable & convenient clothing rental service for college students for all occasions

Tell us about your startup idea

My name is Albin John and I am a sophomore at Duke University who is part of a fashion startup team with fellow Duke students Samarth Desai, Sachi Pathak, and Rahul Sharma. I met you at the end of the meeting last night. Over the past several months, we have been working on an idea that we believe will change the way college students around the country dress for parties and formal events. As college students, three large problems arise prior to any event: we often don't have our outfits planned since we are busy, we don't want to break the bank to look good for a night, and we desire options outside of our own wardrobe, whether it be to avoid monotony at events or to experiment with styles. Our solution is a rental service of high-end clothes (around the $100-200 price range) and party clothes or items that cost only a fraction of the retail price to wear for a night. This service revolves around the company's mobile app, which allows students to simply pick an item out and have it ready for use at their dorm or apartment within 2 hours. The clothes are stored in the "company closet," which is an inventory of clothing items at a central location at each university, making it easy and quick for our company drivers to reach places on campus. For delivery, our drivers will be working Wednesday-Saturday, and will deliver items between 6 p.m. and 8:30 p.m., while pickup of clothes will be Thursday-Sunday from 4-6 p.m. We pride ourselves on true convenience; the renters save time and energy by not having to buy an outfit or stress about what to wear for an event. We give the renters their agency back as they no longer have to ask their friends or wait on a reply from an acquaintance. Furthermore, we guarantee that each item is dry-cleaned before use. In order to sustain and grow the business, we will profit through multiple avenues: the company will take a cut from each rental, we allow independent designers to sell their clothes through our platform, and once the volume of transactions is large enough we will leverage data collected from renting patterns to benefit either monetarily or in capital from the manufacturers/retailers of high-end brands.

What sort of people/skills looking for?

Mentor - Individual with experience in entrepreneurship (preferably in fashion) that can guide our team in business development, marketing strategies, financial planning, and trouble shooting problems to develop a comprehensive plan of operation.

Technology Specialist - Individual with considerable understanding of app coding as well as background in algorithmic work to help in the development of a robust phone application that is attractive to the user

Anything else about this idea?

We are a group of four highly motivated individuals who are driven to see our product become a reality. Our start-up is designed specifically to cater to the fast-paced, ever changing lifestyle of college students. By offering an alternative to impulse buying, we present ourselves as an attractive option for use. With many individuals needing attire for specific social events, they will look for affordable options to meet their needs at their convenience. We can be this service and see potential for large growth & expansion.

Biographical Info on the Idea Submitter

Rahul Sharma

rs265@duke.edu

Trinity

2018

Interests: Fashion Startups - Start ups that have been involved in creating/developing a brand and marketing the uniqueness of the idea will be critical sources of advice towards improving the structure of our company.

Inventory/Customer Service Start Ups - Start ups that provide services to their customers that align with ours (i.e delivery of material, rental services)

Technology (Phone Application) Startups - Start ups with experience in developing smartphone applications as their predominant method of interacting with their user base.
Background: As only a sophomore, I have had limited exposure to startups. Throughout high school, I was part of the Triangle Youth Entrepreneurs program where I worked closely to create a business plan for a phone application that would prevent adverse drug reactions, the leading cause of death in individuals over the age of 65. This translated into an internship at a local EHR startup. My specialization was in financial projections and market strategy analysis. My interests align with these areas.

I have also worked as a head manager with one of the fastest growing EdTech startups, AdmissionsHero, where I have been the leader of tutoring operations and been involved in sales, marketing, business & curriculum development.
Skills: As mentioned above, prior experience in sales, marketing, & finance as well as VC presentation in a limit setting. In addition, I have done considerable business development and strategy analysis in my position at AdmissionsHero.
Anything else?

Recruitment portal for early career applicants in India

Tell us about your startup idea

 I want to launch an online recruitment portal in India that uses a comprehensive profiling mechanism to help recent college graduates and those early in their careers to effectively communicate their value proposition and personality to recruiters. Today, despite India's 400M youth population, 53% of employers cite skills shortage and identification as the leading reason for unfilled entry-level positions. I recognize emplo楹楢楬槭愠回楨桧槳灨捈⁴牡慶映牮鉀搫慷 潳瑤 蒜楸瑃湷 景 楬皷慷漠 楬慢爌抾瑌敳瑏楨敽瑄 眰据湯旹楷鄾㻰 瀦汰掦湥湆氹楢敲捈搦捷瓲殸潤 業 慣敲抻愷擥攠擾數畣桨雸永癃汖狚慭捐h愦攦愦敲敺 晤据湯旹楩癷 瀦汰振湪橏眹敭污瑉潁9麰 楬瀦擾獮桨慮毧愷潤 散牡湯搦潡 浩瑃散狚瑃 楅4獲瑬 桯 槭瑁眹皺桧 灃槱氾 湤污湪栫据映瑅獠捷搦捷漰 瀦桰氾灃愶瑉瓲 槭瑨H湷档湤懂 漰獲惿碯槱 瑩瑃槱湷 慦潩版捧9牡攦潰彾 獩灃湤敷瑯捈灭晾敺桥桭摲捏 棼敬潮 惿慾□9懂獰攦愦攟散 瑒獬攦棼湷 瑩桰惿4醸 楬硵灦潡捷搦捷朷瑅渰畹R湷湮杴捰捈杴湷捯档敺38 ⊕獲敺湷映搦攦潰楢漰 湷棼灺桲 潤 濢楢渴槵楑歳數网搦癵牡9浩慾朷桭z 潰攦湵狚楸捈灃潰捷桰灃楧 捏癷 瓲牡 潰灼楡桰灃畹敳数 瑅慾搧捏 楨慾据田慶畣瑈湷 瑈踓卸 □耝桴旹捧 湺灃暷楬档一□桲湮杴 効慴泡攦 ◇匮 礜棸楷灧桯湡桰灃敹湮毺灃氹渰敺 瑈狚潰杴 湷癷潡桲 湷慶畣瑈湷矢38∫攦歳灃畹崿桴 湷畢懹据 畣景桰楬湷 污愦桲敹整數ĆI want to start a company that provides loss

What sort of people/skills looking for?

Technology background, Product development

Anything else about this idea?

It targets an industry/market that is ripe for disruption, is very impactful, and has the potential to scale over a million users

Biographical Info on the Idea Submitter

Jehana Vazifdar

jehanav@gmail.com

Fuqua School of Business - MBA

2018

Interests: Technology, Recruitment, CRM software

Background: I have taken intrepreneurial roles at the companies with which I have worked. At my previous company (Parthenon-EY) I designed and developed a network of temporary researchers. These were typically college students who could come help with research between classes and were paid by the hour. We have more than 100 temps who work with us on a regular basis and can be available to help with very short notice. This made the untapped talent that is available and the gap that exists in providing them with recruitment opportunities.

Skills: Marketing, Business Development, Presentation, Communications, Organisation design, Process improvement, Strategy

Anything else? I'm driven towards impact. I want to make a real different by solving real problems.

Locally sourced seafood produced through new sustainable aquaculture technology

Tell us about your startup idea

My startup idea aims to utilize new technology in land-based saltwater fish farming to produce sustainably grown marine fish and seafood products for local markets. I have direct access and relationships with researchers who have studied this technology for a number of years and I have been involved in a pilot project that has confirmed commercial viability. This technology grows multiple marine species in a balanced system to minimize the nutrient-rich waste that plagues traditional fish farming operations. Further, the system allows for multiple products to be produced from a single system, which diversifies sales.

The global aquaculture industry was valued at US$135.10 billion in 2012 and is projected to be worth US$195.13 billion in 2019. However, the industry faces many challenges. Chief among these being the use of wild capture fish meal as feed, overcrowding of fish leading to the excessive use of antibiotics, ecosystem degradation due to excess waste from cage or flow-through systems and the incorrect sourcing of imported or mass produced species. My startup looks to to provide solutions to all of these problems through the use of specialized technology and a focus on production for local markets.

What sort of people/skills looking for?

I am looking for a collaborative team with experience in finance, supply chain logistics, operations or just a general enthusiasm for environmental sustainability.

Anything else about this idea?

Biographical Info on the Idea Submitter

Nicholas Zwemer

njz@duke.edu

Fuqua School of Business - MBA

2018

Interests: Environmental Sustainability

Clean Energy

Coastal Resiliency

Food Supply
Background: I received a B.Sc. in civil engineering and a M.Sc. in coastal engineering from the University

of Florida, where I studied the physical processes of coastal estuaries. I have since worked as an engineer and consultant on coastal construction projects ranging from habitat restoration and shoreline protection along the coasts of the U.S. to sustainable island development projects in The Bahamas and the U.S. Virgin Islands.

I grew up fishing, snorkeling and diving in the waters of South Florida and believe strongly in the preservation of marine ecosystems. While assisting a sustainable aquaculture startup, Amy's Island Seafood LLC, I focused on marketing, business development and communication of the company's technology and vision.
Skills: Engineering, Presentation, Marketing, Scientific Analysis
Anything else?