

# FINALISTS

## High-Growth / Technology Division UNDERGRADUATE TRACK

### Abily

JOHN BROWN UNIVERSITY, SILOAM SPRINGS

**Team Leader:** Dimitri Clark

**Team Members:** Sydney Hodge, Alexandra LaFon, Wilber Aguilar

**Advisor:** Eva Fast

*Abily is a picture-based web browser for people with motor and visual disabilities.*

### AdCharta

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

**Team Leader:** Amanda Thomsen

**Team Member:** Jack Norris

**Advisor:** Justin Urso

*AdCharta utilizes e-paper to quickly turn any personal surface (car bumper, laptop, water bottle, etc.) into a space for advertisement. AdCharta's no-power, no-hassle display not only makes the locations of displays limitless, but also makes the process of selecting an ad and displaying it seamless for prospective advertisers.*

### BusyBee

LYON COLLEGE, BATESVILLE

**Team Leader:** Hayden Chenault

**Team Members:** Hayden Hargrave, Chris Burrup, Willie Lucas, Jr.

**Advisor:** Angela Buchanan

*BusyBee is an app/website-based company that posts jobs for young adults (primarily high school and college students) that require little to no previous job experience. Clients will be able to post small jobs for the young adults to do, with options to negotiate.*

### CarpeDerm

HARDING UNIVERSITY, SEARCY;  
UNIVERSITY OF CENTRAL ARKANSAS, CONWAY

**Team Leader:** Tayler Appleton

**Team Member:** Erin George

**Advisor:** Jon Wood

*CarpeDerm offers dermatologists a solution to save time and money on the amounts of appointments required and track no-shows. This app will also provide the ability of clinics and patients to keep track of potentially melanomic moles or other oddities without an appointment by allowing patients the ability to send pictures of the area of skin to be treated.*

### MicroCures

OUACHITA BAPTIST UNIVERSITY, ARKADELPHIA

**Team Leader:** Emma Bynum

**Team Members:** Jade Dorman, Connor Bjerke, Kaitlyn Montgomery, Keren Fernandez

**Advisor:** Nathan Reyna

*MicroCures offers a new supplemental therapy for non-small-cell lung cancer to be used alongside the standard course of treatment. The microRNA (miRNA) therapy will be administered at hospitals or cancer centers through intravenous infusion (IV) before radiation to increase its efficacy. MicroCures expects this therapy to improve the efficacy of radiation treatments and give hope for remission in the face of a formerly bleak prognosis.*

### The SoLo

HARDING UNIVERSITY, SEARCY

**Team Leader:** Lane Bortell

**Team Members:** Chole Ingersoll, Ragan Edison, Justin Wideman

**Advisor:** Jon Wood

*The SoLo device is an inflatable, automated mat that lifts one side of a hospital patient at a time through inflation and deflation. The resulting redistribution of weight helps prevent bedsores. The device also benefits nurses by saving them time and reducing physical stress.*

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## High-Growth / Technology Division

### INNOVATE ARKANSAS GRADUATE TRACK

#### Agri-Guard

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

**Team Leader:** Emmie Noyes

**Team Member:** Emory Johnson

**Advisor:** Trey Malone

*Agri Guard simplifies access to complex information on crop insurance programs by providing easy-to-use software that utilizes specific data-driven tools to provide crop insurance premium estimates as well as the ability to enroll in crop insurance coverage.*

#### CareMate Technologies

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

**Team Leader:** Kindann Fawcett

**Team Members:** Allie Burgess, Destiny Posey, Jacob Mount, Tiffany Miles

**Advisors:** Sarah Goforth, David Hinton

*Approximately 85 percent of wheelchair users develop pressure ulcers in their lifetimes, which are difficult to heal and expensive to treat. CareMate's flagship product revolutionizes the way pressure ulcers are identified and monitored, with highly intuitive sensors that utilize pressure sensors and pulse oximetry to pinpoint pressure-ulcer development.*

#### Partnr

University of Arkansas, Fayetteville

**Team Leader:** Ayden Owens

**Team Members:** John David Goins, Shadrach Ibinola, Analiz Rodriguez

**Advisor:** Sarah Goforth

*Partnr has devised a solution to address the needs of athletes and businesses engaging in NIL. Their software platform serves as a matchmaking service, which assists in pairing athletes with local brands according to their interests and a variety of other metrics.*

#### Pediatrica Therapeutics

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

**Team Leader:** Megan Reed

**Team Members:** Julia Tobacyk, Veronica Garcia, Hayot Tuychiev

**Advisors:** Sarah Goforth, David Hinton

*There are currently no treatment options for opioid-use disorder that can be administered to pregnant women without negatively affecting fetuses. Pediatrica Therapeutics has developed a "safer" drug for pregnant women that protects the unborn baby against prenatal opioid exposure.*

#### UNCL Co.

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

**Team Leader:** Michael Burton

**Team Members:** Clayton Woodruff, Payton Lenz

**Advisors:** Sarah Goforth, David Hinton

*Universal Network Controlled Lock Company (UNCL Co.) addresses the rising problem of bicycle theft with a retrofitting, app-enabled, security and monitoring platform to deter theft and eliminate the need to carry a personal bike lock.*

#### Vitruvian Matrix

UNIVERSITY OF ARKANSAS, FAYETTEVILLE

**Team Leader:** Mahsa Haseli

**Team Members:** M. Hossein Kashefzadeh, Karmon Johnson, Britt Lybarger

**Advisors:** Sarah Goforth, David Hinton

*Breakthroughs in fighting cancer, autoimmune diseases, and COVID-19 have all been made possible by growing cells to study, but not every cell has had an FDA-approved environment in which they can both grow and behave as expected. Vitruvian Matrix's product, Eden: The Life-Supporting Environment for Life-Saving Therapy, is the first to meet all three of these "must haves" of cell manufacturers, allowing for more cells, more therapies, and more lives saved.*

# FINALISTS >>>

## WINROCK AUTOMOTIVE | Small Business Division

### Covered by Grace

OUACHITA BAPTIST UNIVERSITY, ARKADELPHIA

**Team Member:** Madison Melcher

**Advisors:** Johan Eriksson, Heath Hill

*Covered by Grace merges the physical and digital formats of the Bible to provide a personalized experience while interacting with the Word of God.*

### EzB

CENTRAL BAPTIST COLLEGE, CONWAY

**Team Leader:** Bryson Jones

**Team Members:** Katie Smith, Averie Ayers

**Advisor:** Kateryna Pitchford

*EzB is an online retail accessible platform built to boost independent living and shopping experiences for blind and visually impaired people. Products will have been quality tested and recommended by EzB. The company is the first online store to offer a variety of products designed for blind and visually impaired people to be sold on one accessible platform.*

### Good Fills Refillery

LYON COLLEGE, BATESVILLE

**Team Leader:** Destiny Sharp

**Team Members:** Brad Smith, Kilee Taylor, Alison Boyd, Chloe Sharp Rudick

**Advisor:** Angela Buchanan

*Good Fills is a zero-waste refill store created to give people the choice of reusing containers for their personal and home essentials. This will help to eliminate their contributions to the waste of single-use plastics and the pollution of plastic in landfills that causes harm to our precious planet.*

### Waderbuddy

OUACHITA BAPTIST UNIVERSITY, ARKADELPHIA

**Team Member:** Jillian Woodruff

**Advisor:** Chris Brune

*Waderbuddy is a product designed to enable users to have a quicker and safer removal of their duck-hunting waders without the help of another person. The product will also provide increased balance to eliminate an injury that could occur. While Waderbuddy is initially targeting duck hunters, people who use all forms of boots and footwear that are difficult to remove will also benefit.*

## ELEVATOR PITCH COMPETITION

A popular highlight of the Governor's Cup Awards Luncheon is the Elevator Pitch Competition, in which a student from each finalist team in each of the three tracks takes the stage to make a concise, attention-getting pitch to the audience about the team's idea — in 90 seconds.

Audience members get to vote on the best pitch for each track using their mobile devices. The winner in each track wins \$1,000!

