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Lindsay Lozeau, (holding check), a WPI research assistant and PhD candidate, finished first in the 2016 Five-Minute Pitch Contest.

AMProtection's Lozeau Wins Five-Minute Pitch Contest

Lindsay Lozeau, a WPI research assistant and PhD candidate, finished first in the 2016 Five-Minute Pitch Contest, which was held by The Venture Forum and sponsored by the Foisie School of Business.

Lozeau and partner **Todd Alexander BS CE '11, MS CE '13**, also a WPI research assistant, are the founders of AMProtection, which created an antimicrobial coating for urinary catheters to fight infection, which can be caused by bacteria on the catheter or by the catheter coating coming loose.

Such infections, which are typically treated with antibiotics, are projected to become a growing problem that could cost more than \$100 trillion and “kill more people than cancer,” according to Lozeau. She says that the antimicrobial coating can prevent 80 percent of infections caused by urinary catheters.

Lozeau also won the poster contest, judged by attendees, for her graphic summary of her business. She received a \$2,500 check for first place and \$500 for winning the poster contest. **Frank Hoy**, director of the Collaborative for Entrepreneurship & Innovation, is among her company's advisors.

Even Ehrenberg, founder of Xperii, won both the \$1,500 second place award and the \$1,000 audience choice award. Xperii provides services to help researchers conduct clinical trials, including the creation of a SaaS (software as a service) platform used for “subject recruitment.”

Xperii is also developing relationships with organizations that raise funds for rare diseases. The organizations help recruit patients for clinical trials of therapies that can help them; in return, the organizations receive 25 percent of the profits Xperii earns.

Winners also received free consultations from Cherrystone Angels and Boynton Angels, and free desk space for six months at the Worcester Clean Tech Incubator.

Eight Competing Entrepreneurs

The two winners competed against six other entrepreneurs and were judged based on factors such as their business model, market opportunity, competitive advantage, leadership team, and degree of innovation. Each had five minutes to make a pitch and three minutes to answer questions from the judges.

Judges included **Jerry Bird**, president of MassVentures; **Jennifer Schwall Rousseau**, executive director of Cherrystone Angel Group; **Tripp Peake**, general partner of Long River Ventures, and **James Geshwiler**, managing director of Converge Venture Partners.

Other entrepreneurs who pitched their businesses included:

- **Michael Arian** of Prophit Insight, a software company that helps hospitals prevent “network leakage” by tracking referrals by their physicians.
- **John Dillon** of VetX, a company that provides pet owners with phone access to veterinarians when they need quick answers to questions. In return for participating, veterinarians receive referrals from VetX.

- **Georgia Mitsi** of Apptomics LLC, which has produced a mobile application that monitors brain function and medication for patients who have Parkinson's disease or Alzheimer's disease.
- **Ric Pratte** of AlignMeeting, an online meeting workspace that helps users organize meetings and use time effectively.
- **Steven Tozzi** of GRoWater, Inc., which is developing graphene-based water purification and desalination systems that produce more water in less space using fewer resources than traditional technology.
- **Denise Valenti** of Visioncare IMMAD, which has developed technology for police to detect driver impairment caused by marijuana.

The Foisie School of Business was the gold sponsor and hosted the event. The Jim Fee Memorial Fund was a silver sponsor. Bronze sponsors included Bowditch & Dewey; Boynton Angels; Cherrystone Angel Group; Converge Venture Partners; Davideo Company; Dingman IP Law; Expose Yourself PR; Greenberg, Rosenblatt, Kull & Bitsoli, PC; MassChallenge; Vector 5; Worcester Idea Lab; and the Worcester Clean Tech Incubator. *Worcester Business Journal* served as media partner.