



**THE BIG LAUNCH**  
C H A L L E N G E



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**FOR IMMEDIATE RELEASE**

**The Launch Place Holds its 11th Annual Big Launch Challenge Competition**

**Durham, North Carolina (October 5, 2023)** –The Launch Place received over 115 applications for The 11th Annual Big Launch Challenge Pitch Competition from various start-up companies located in the US. The top competitors took the stage today to present their innovative business ideas at the North Carolina Biotech Center in Durham.

The competition kicked off at 2:00pm, with a keynote speech from Dr. Ronald Weissman, Chairman of the Angel Capital Association and Band of Angels Software Group. The competition concluded with remarks from The Honorable Wiley Nickel, Member of the United States House of Representatives from the 13th District of North Carolina.

The winner of this year's competition was [Boreas Monitoring Solutions](#) who was awarded a \$10,000 cash prize. Boreas Monitoring is an innovative technology company built on safeguarding irreplaceable biological materials. They have revolutionized cryotank monitoring with a patented, weight-based remote monitoring system that offers a safe and reliable alternative to the antiquated systems used in laboratories today. Will Baird, CEO and Co-Founder of Boreas Monitoring Solutions, explained that Boreas will use the funds for marketing and enhancing compliance.

Second place and a \$5,000 cash award went to [Tromml](#). Tromml is an insights solution that allows eCommerce sellers to improve profitability by generating actionable insights from their own data streams. Tromml was also The Launch Place's 2023 IdeaFest First Place Winner.

Winners of the competition will also receive business consulting from The Launch Place. The Launch Place, located in the River District of Danville, VA assists with business formation and scale-up through its pre-seed and seed investments and business consulting service. The Big Launch Challenge competition exposes The Launch Place's services and funds to start-up companies that are ready to launch, or are seeking early stage capital. The Launch Place could potentially invest in the company from its Pre-Seed and Seed Funds.

### Big Launch Challenge Judges and Master of Ceremonies:

- **Dr. Dawn Batts** (Detroit, MI): Director of Growth Capital, Tech Town
- **Timothy J. Cartwright** (Naples, FL):, Founder and CEO, Fifth Avenue Family Office; Chairman and Founder, Tamiami Angel Funds, LLC; General Partner, Adrenaline Venture Fund
- **Dr. Silvia Mah** (San Diego, CA):, General Partner, Stella Impact Capital
- **Sumedha Mongia, MD** (Washington, D.C.): Physician, Founder, Angel Investor, Healthcare Leader
- **Rick Timmins** (Austin, TX): Angel Investor/Venture Capital; Former Chairman, Central Texas Angel Network
- **Autumn Visser** (Roanoke, VA): Principal, Woods Rogers Vandeventer Black PLC.
- Master of Ceremonies: **Mark Friedman** (Raleigh, NC): President and Co-founder of RTP Capital Associates; CEO of Lakeview Business Advisory

### The Big Launch Challenge 2023 Finalists

	Company Name	
1	Acta Solutions	Software that helps local governments streamline their customer service.
2	Agricision Inc.	A farmer-led ag-tech company dedicated to helping farmers attack invasive pests.
3	Boreas Monitoring Solutions	An innovative technology company built on safeguarding irreplaceable biological materials through cryptotank monitoring.
4	Bristles AI	The ultimate design platform for home improvement projects using AI powered software to interactive design elements.
5	Cosmic Eats Inc	A small footprint, high yield vertically integrated feeding system for military, humanitarian, and space applications.
6	DNAli	Driving DNA-based solutions for a rapidly growing bioeconomy.
7	Jigsawdio	An evidence based multi-sensory engagement device for the Alzheimer's population.
8	Sportscale	Provides an automated solution to repetitive weight monitoring for athletes.
9	Three Strands Recovery Wear	Enhances the healing journey of post-surgical patients through the Resilience Bra and additional loungewear garments.
10	Tromml	An insights solution that allows eCommerce sellers to improve profitability by generating actionable insights from their own data streams.

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