

LONDON BUSINESS SCHOOL
ENTREPRENEURSHIP CLUB

LBS LAUNCHPAD

DEMO DAY 2020

18.MAY.2020 18:30 BST



LBS LAUNCHPAD THE PROGRAM

WELCOME TO LBS LAUNCHPAD 2020 DEMO DAY!!

LBS Launchpad is a student led pre-accelerator program based at London Business School, but open to any and all aspiring entrepreneurs from across the country!

Over the past 4 months 50 or so of the brightest and technical minds have been developing and pressure testing ideas through a series of workshops, mentoring sessions, and pitches.

LBS Launchpad has unique access to London Business School's resources and networks, but also draws on industry expertise from the likes of BCG Digital Ventures, frog design, Seedlegals, crowdcube and aims to immerse the teams into London's start up ecosystem.

As a response to COVID-19 social distancing, Launchpad pivoted into a digital format and Launch Live quickly became our central hub for everything innovation.

We have relaunched our website, www.lbslaunchpad.com, to better display the program and its talent. Hop over for a peak.

Ultimately tonight participants are competing for a cash prize but regardless of the results they are looking to connect with collaborators, mentors, and future investors.

- the LBS Launchpad team

LAUNCHPAD 2020 DEMO DAY RUNNING ORDER

18:30 OPENING REMARKS

18:45 BRAINHACK

18:52 VERSED AI

19:00 PAW PAW

19:07 PEAK POWER

19:14 Q&A SESSION

19:20 BREAK

19:30 MASTERSOME

19:37 REKO

19:45 AMANA

19:52 ALCHEMY

20:00 Q&A SESSION

20:10 BREAK

20:30 CLOSING REMARKS



LBS Launchpad.

LBS LAUNCHPAD 2020

APPLICATIONS



AFFILIATION TO LBS

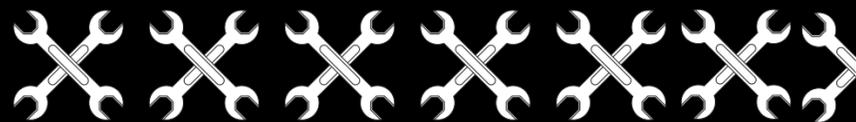


LBS COMMUNITY **48%**



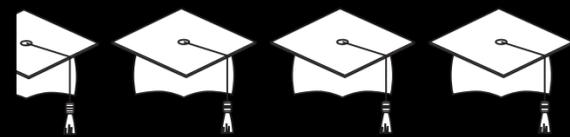
EXTERNAL **52%**

PROFESSIONAL



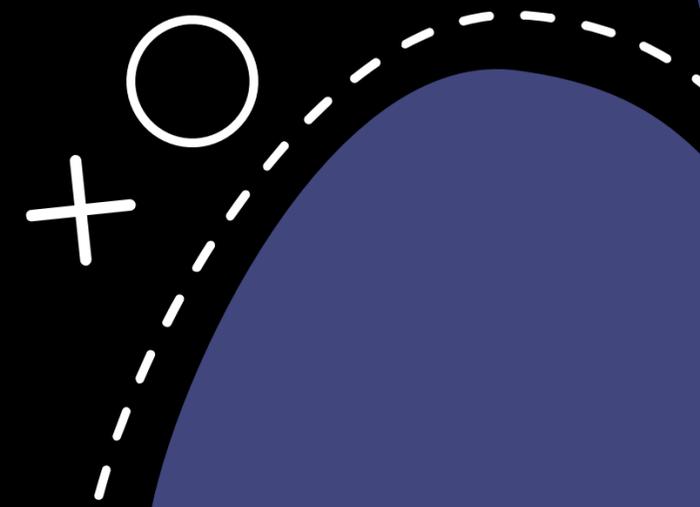
62%

STUDENT



36%

202 APPLICATIONS



LBS LAUNCHPAD 2020

THE COHORT



AFFILIATION TO LBS

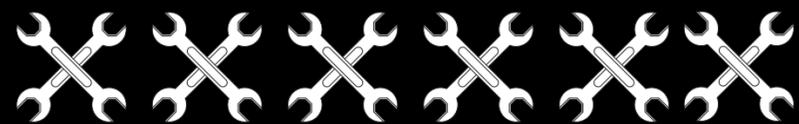


LBS COMMUNITY **51%**



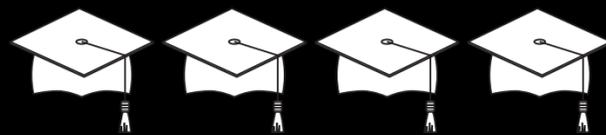
EXTERNAL **49%**

PROFESSIONAL



60%

STUDENT



40%

22

TEAMS

GENDER SPLIT



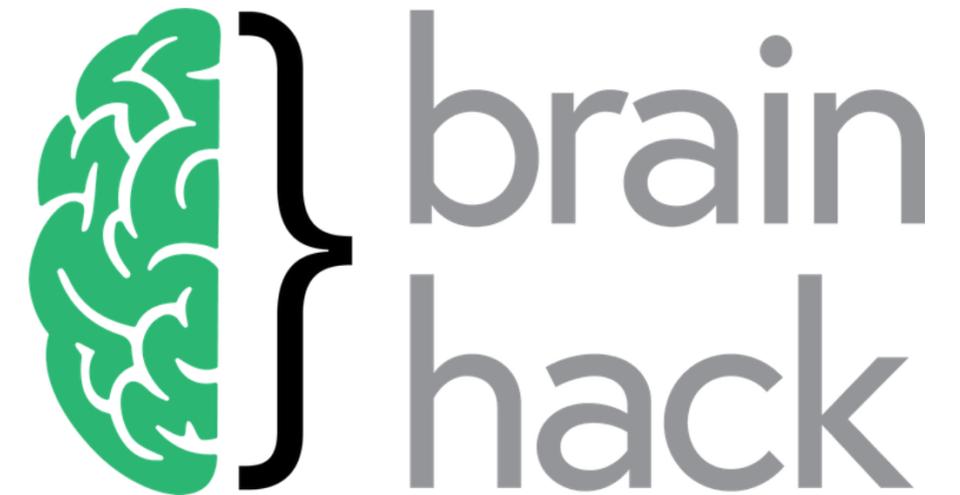


**LBS
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FINALISTS

BrainHack

BrainHack is an upcoming startup that uses technology and science-based hacks to create learning experiences that are easily digestible and memorable. Our first product is focused on making people memorize better. To prove our concept, we will first orient our product to tackle the CFA exams. The average person requires approximately 300 hours of study to pass. We have designed our set of products to address those pain points using the method of loci memorization technique.



Ali Al Suhail has more than six years of experience in transaction advisory and venture development. Since starting his MBA at LBS, Ali has worked with multiple startups to help them fundraise.



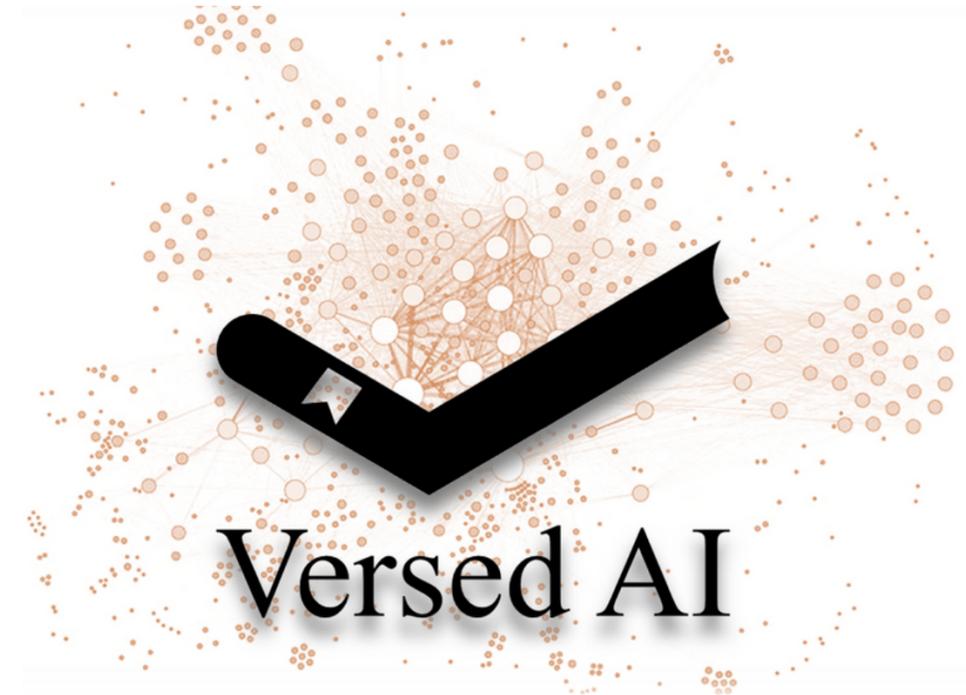
Robert Pearce is a multidisciplinary designer pursuing a M.Sc. and a M.A. in Global Innovation Design at Imperial College and the Royal College of Art respectively. Robert previously worked as a Technology Consultant at Deloitte.



Aaleem is a serial entrepreneur and consultant with a global dossier of experiences. Aaleem has led a number of multimillion dollar exits in Canada and Kenya before moving to London where he is currently obtaining his MBA from London Business School.

Versed AI

Versed AI uses cutting edge Natural Language Processing technology to map multi-tiered supply chains by extracting buyer-supplier relationships from text documents. This enables companies to effectively model, price and manage supply chain risks.



Dr Simon Baker - post-doctoral research fellow specialising in AI and Natural Language Processing at Cambridge University's Language Technology Lab.



Iain Blair - MBA student at LBS. Previously spent five years in software engineering for the Australian Defence Science & Technology Group



F Boyle - executive MBA from LBS and 16 years of experience as an investment analyst, specialising in manufacturing industries.



Sam Kanter - MIM student at LBS, and holds a degree in law from UCL.

PawPaw

PawPaw is a sustainable pet food brand. By using insect-based sources of protein, PawPaw aims to curb the environmental impact of livestock farming without compromising on the nutritional needs of the pet. Our product range will include pet food and treats, which will be sold online using a subscription model. In addition to product sales, as we build a branded community over time, we will also make money off merchandise, events and partnerships with complementary brands in other industries.



Samantha Rosenberg. Qualification: B.Bus.Sci (Economics & Law), MCom (Economics), MBA candidate; Background: Behavioural Economics and Entrepreneurship; Value Add: Consumer behaviour expert and e-commerce experience



James Sainty. Qualification: BA (History of Art), MBA candidate; Background: Tech and Entrepreneurship; Value Add: Branding, business development, sales, marketing and UX/UI design



Matthew Rosenberg. Qualification: B.Comm (Hons), MBA; Background: Insurance and Insurtech; Value Add: Product development and pet industry network

Peak Power

Peak Power developing a software platform that will enable residential homeowners to optimize the design and operation of their solar + battery systems in locations where the utility does not allow net metering. Peak Power uses advanced AI to forecast solar energy production and household energy demand to optimally draw down and recharge the system's battery in a manner that maximizes the overall utilization of available solar energy.



Nick Daniel has managed renewable energy projects for 8 years, giving him extensive experience optimizing business operations. An engineer by training, Nick leverages his technical background to come up with creative solutions to business problems.



Rajan Gandhi is a Electrical Engineer with a wide-ranging expertise in electrical, mechanical and control system engineering, product development, manufacturing and automation.



Victoria Henderson has a background in law and in management consulting across Australia and the San Francisco Bay Area. She is experienced in retail, developing and executing pricing and promotional strategies for F&B retailers.



Paula Nagy is a Management Consultant and Marketing Manager with experience in South Africa and London. She has diverse experience working in sectors ranging from rail and retail, to public sector and banking, where she has led large-scale implementations.

Mastersome

Mastersome is the next generation of management consulting, creating a business model that is fit for the digital age. Both clients and consultants are looking for flexibility, speed and better value for their time and money. Mastersome enables instant connection of the right specialists to actually solve clients' problems. Our unique proposition is based on quality provided by a network of talents from top global business schools. Beyond a transactional marketplace, Mastersome builds an ecosystem to effectively create the future of work.

Mastersome



Eduardo Motta was a top performer management consultant at PwC, and led high performing agile “startup” teams at Barclays. As entrepreneur, he bootstrapped a marketplace leading to product-market fit. Eduardo is mentor in the Techstars Accelerator.



Anastasiya has experience in Tech Strategy consulting building digital and cloud capabilities for FIs at Deloitte, Infosys and others. As entrepreneur she bootstrapped a bond trading desk and a marketplace to product-market fit.



Mentor - Mario is an Innovation Consultant and Sustainability advocate, with extensive experience working both at PwC & independently. Mario has experience mentoring startups in USA, BR, MX, AU, IT and UK, & driving multi-billion dollar initiatives.

reko

Reko is your go-to social platform for restaurant and bar recommendations. We are tired of spending hours trying to find a good place to eat or drink. 5-star reviews don't mean anything anymore, because there are just so many out there. Who is ilovepizza1984 why should I trust their review? Enter reko, your go-to social platform for restaurant and bar recommendations.

Reko aims to digitize the recommendation lists we all have in our notes, emails and messages. No paid-for 5-star ratings. No more anonymous reviews. Reko brings you recommendations you can rely on, because the only recommendations we really care about are from the people we trust the most – our friends and family.



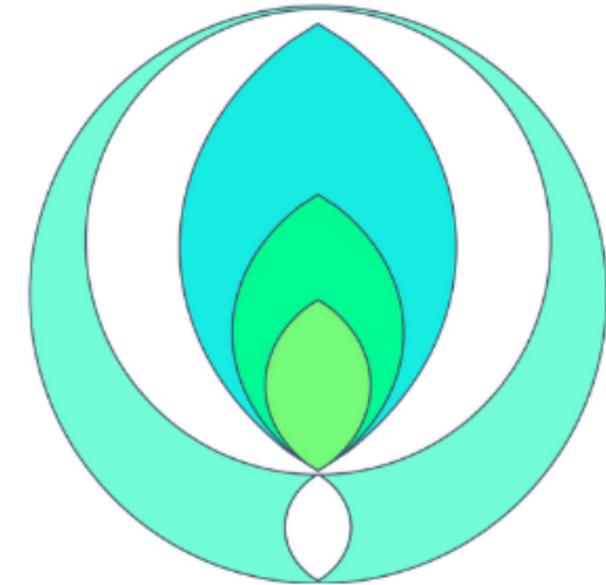
Zina Ajlouny is a serial entrepreneur. She co-founded a Series A funded startup in Silicon Valley that was acquired in 2011. Most recently, she worked on strategy at Careem, which was acquired by Uber for 3.1B USD. She was also a consultant at BCG. Currently, she advises governments on innovation and is a mentor at 500 Startups. She holds an MBA from INSEAD.



Lara Ajlouny is a current student at LBS. Previously, Lara was a partner at an innovation hub in Dubai. She has also worked at McKinsey & Company, JP Morgan Chase and Endeavor. Lara holds a B.A. in Economics and Business from Columbia University.

Alchemy

Alchemy is an app with simple yet powerful daily exercises that spark your curiosity, stretch your imagination and strengthen your creativity. Every exercise requires just 5-15 minutes, your phone and your imagination (and occasionally a pen and paper). Creativity is perhaps the most important 21st century job skill and a major driver of wellbeing yet individuals and organizations have no way to cultivate creativity that is flexible, effective, accessible and affordable. Alchemy aspires to change this by becoming the 'Headspace for creativity'.



ALCHEMY



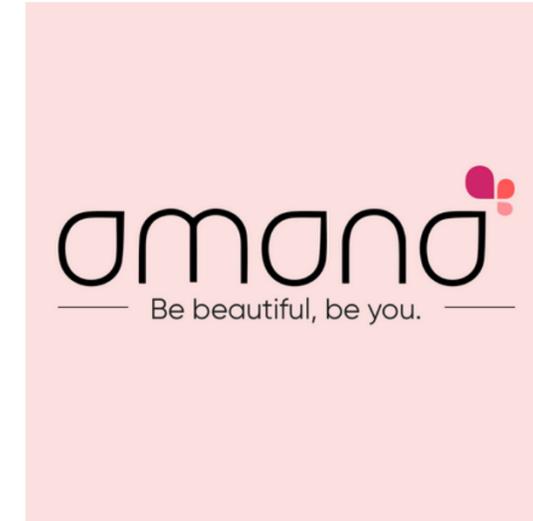
Jennifer Lynch (CEO) is completing her PhD at LBS where her research focuses on the social psychology of creativity. Previously, she was a management consultant with McKinsey & Company. She received her MBA from Columbia Business School.



Akram Dweikat (CTO) is a software engineer and serial entrepreneur with a background in machine learning. He has built startups with mobile apps across several industries. Akram earned his MSc. from Imperial College London. He is married to Jennifer.

Amana

Amana is organizing the world's skincare information for hyper-personalized and quick product discovery. We combine our proprietary knowledge graph of over 100,000 products, ingredients, and efficacies with a frictionless skin assessment process to enable customers and retailers to identify the perfect skincare product across brands for any customer in just two minutes.



Rashmi Ashok, MBA 2020, LBS, launched and scaled Amazon Prime Now in the US, drove an omni-channel growth plan for Whole Foods Market, and developed Tata Motors' digital-first after sales program with 800+ dealer-partners.



Sidhartha Doddipalli, data scientist from Columbia University, built the ad optimization technology used by three of the top five US TV broadcasters. He is an expert in marketing mix, and has a background in NLP and linear programming.



Dr. Ramachandra Naik is the primary inventor of the anti-cancer drug Flavopiridol. He is an organic chemist trained at Oxford and Purdue, and has over two decades of experience in pharmaceutical research and operations.



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PARTICIPANTS

Urban InfraXtructure

Urban infrastructure® is an ephemeral structure designed to generate additional space within the cities. It consists of a set of floatable platforms that can extend the urban space into the water. Its flexible design and versatile nature allow to expand and contract the urban space under its user's demand, by adopting multiple configurations. In summary, Urban Infrastructure® system will bring new places where to work, live and enjoy. While helping promote a sustainable and healthy society through an efficient and zero built foot-print design.



Maria Trillo, MBA candidate at London Business School, received merit scholarship. Graduated with honours in Architecture at Polytechnic University of Madrid. Relevant experience as entrepreneur, project manager and product designer.



Alvaro Sancho, ARB Architect at Foster and Partners. BIM expert, graduated in Architecture by University Polytechnic of Madrid. Worked for a family business, with 30+ projects from concept to completion. Focused on technical design.

La Bontá

La Bontá brings the diversity of Italy's distinctive baking traditions to London. Our artisanal cakes are hard to find outside of their home regions of Tuscany, Campania and the like, the recipes for which are closely guarded regional treasures. La Bontá creates these rare delicacies in London with the highest quality traditional ingredients. In addition to classics like la torta della nonna or torta caprese, our premium cakes reflect Italian traditions and holidays, with limited editions changing with the seasons.



C.J. is an experienced leader and attorney. She recently served as CEO of a start-up law firm for low-income New Yorkers, where she led the strategy, operations, finances and governance of the organisation. She is currently studying at LBS.



Irene hails from Italy and brings 21 years of experience in sales and marketing. Her expertise includes analysis of market opportunities, product and brand development and positioning, development and delivery of marketing programmes.

Sitigrid

Sitigrid creates a decentralised electricity network with reduced energy bills for its users utilising blockchain technology and green power systems to ensure a carbon neutral network. Sitigrid provides solar panels at no cost to users and they pay for the energy from the panels on our smart tariffs. Surplus energy from each user is bundled into blocks of energy (1MWh) through a blockchain to obtain Renewable Energy Guarantee of Origin (REGO) certificates from Ofgem which can be sold to other green energy suppliers.

The Sitigrid logo is displayed in a light green, sans-serif font. The letters are bold and evenly spaced, with a slight shadow effect behind the text.

Emmanuel Igbinovia, the CEO is an environmental engineer with keen interest in clean tech and smart city solutions. He holds a master's in Environmental Engineering and Business Management from Imperial College London.



Li Liu (Lukas) the COO, is a logistic and data specialist from China with multiple language proficiencies in French, German as well as English. He obtained his master's degree in transport and business management from Imperial College London.

XATES

We are a Fin Tech start up that optimise trading processes between buy and sell side institutions by consolidating cross asset and cross region flow and executing efficiently. Our technology is unrivalled in understanding complex trading scenarios across asset classes and we use advanced routing techniques across global brokers to achieve optimal execution.



Zaryab is an experienced technologist specialising in development of automated/algorithmic trading platforms across buy and sell side institutions. Before XATES he was a Senior Manager at Macquarie Bank's responsible for the roll out of their Algorithmic Trading product in European markets.



Trevor Leydon was formerly Head of Portfolio Construction & Risk for Aviva Investors, one of the world's largest asset managers. Prior to joining Aviva Investors, Trevor was responsible for UK and Ireland risk control at UBS Global Asset Management.

Brightcure

Brightcure is solving the problem of inefficient antibiotic therapies for patient suffering from recurrent urinary tract infections (UTIs). 50% of women and 12% of men will suffer from UTIs during their lifetime. Current diagnosis and treatment approaches for UTIs do not work, cause side effects and accelerate the development of antibiotic resistant strains. Brightcure create innovative natural therapy solutions to reduce the overuse of antibiotics.

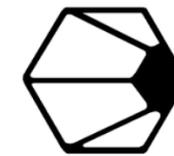


Chiara Heide: Team lead Brightcure, PhD Candidate (2020): Chemical Engineering, Imperial College London. Chiara has experience in project management and has previously founded two charities. She has led and worked in several teams.

Simon May co-founded Brightcure. Simon has had over 25 years of experience at the intersection of design, technology and business. Simon acts as a COO of Brightcure.

Optihau

Optihau is an intelligent digital marketing optimisation platform. Our value proposition is finding the best distribution of marketing spend across channels, helping online businesses to achieve better results. We don't use cookies or personal data to track each user's journey. Instead, a machine learning model is trained on the client's historical data, allowing to spot statistical features, that can't be tracked by cookies. It would help clients to make the most of their marketing budgets while staying fully GDPR compliant.



Optihau



After completing MBA at Imperial College Business School, Alexander Marakov worked as a consultant in deals strategy and operations. Alongside with career in consulting, he launched two previous ventures: not-for-profit sport competitions and online shop.



Maria Makarova is a developer and data scientist with 7 years of experience in developing and implementing statistical models for financial markets. Before that she was a strategy consultant at McKinsey&Company and studied Applied Physics and Maths.

Ducre

We envision to become world's first crowdsourced marketplace for personal data.

Today, Individuals do not have a platform where they can sell their own data and cut out the middlemen (data brokers). This is where Ducre fills the gap in the market, by providing an intelligent online marketplace. Individuals can themselves place their data on this platform. Ducre will package this data in data products and sell it to corporations. Individuals will earn their share of profits whenever a sale is made.



Avijit Gupta is a experienced Data Management Expert with prior experience of leadership roles in Data Governance and change management programs.



Andy Roberts is a Senior Data Architect with over 25 years of experience, working in large multinational banks, in complex digital transformation projects

MONOCEROS

The Monoceros logo is displayed in a stylized, white, blocky font against a dark grey rectangular background. The letters are closely spaced and have a slightly irregular, hand-drawn appearance.

Monoceros provides an easy, flexible and cost-effective technology to bring complete transparency to supply chain management of both NGOs and private firms. Our solution combines a compact AI-powered-sensor with an advanced analytics software, thus providing customers with actionable recommendations on a simple platform. Our smart technology updates inventory levels and sends real-time alerts in case of delays in the delivery, conditions breaching the limits and theft by monitoring location, temperature, humidity, vibrations and light.



Théophile Griveau-Billion, PhD. Master of Applied Mathematics & Computer Science (Telecom Paris), MSc in Statistics and PhD in Machine Learning (Imperial College). Previously co-founded two start-ups (Boetho Ltd., M2JN Ltd.) and worked for many years as a Quant in banks and hedge funds (Lyxor, BNP Paribas, Boussard & Gavaudan Partners Ltd.)



Melissa Berthelot, PhD. PhD in embedded systems for medical devices (Imperial College London) and MEng in electrical and electronic engineering (Ecole Centrale Paris), MSc in advanced software development (Kent University). Previously co-founded a start-up (M2JN Ltd.).



Federica Andrisani. MBA candidate at London Business School. MSc in Nuclear Engineering (Politecnico di Milano), experimental physicist at CERN, consultant at McKinsey, focusing on product development, supply chain, logistics, inventory optimization.

Zergjet UK Ltd.

Zergjet Kerry design and testing platform will allow injection medical device manufacturers to virtualize and automate most stages of the device creation. Through the use of 3D and AI technologies, the platform enables a developer to create and virtually test a device for different skins. Then, a physical model can be further tested on the platform's testing stand. Zergjet Kerry dramatically cuts the development time and required resources and reduces the need for animal and human testing.



Nastasya Savina, the CEO of the UK office, is an experienced marketer and an HR. LBS alumnus, after completion of the 20+ years of corporate career, started a marketing boutique consultancy, helping start-ups launch their global operations.



Vasiliy Zvezdin – the Chief R&D – is an accomplished scientist, an MD and PhD with more than ten years of medical research.



Yuriy Silov is a seasoned operations and business development manager with successful fundraising background. In the last five years, Yury and Vasiliy were as co-founders in successful drug delivery startup.

The Expert Marketplace

The Expert Marketplace provides fast, relevant and affordable advice to technology decision makers to help them overcome business challenges. We do so through an AI algorithm that matches IT executives to technology experts using keywords. Our platform uses AI to vet and onboard experts, help clients finetune their query and recommend the best match. Our platform also handles scheduling, video calling, ratings/reviews, payment and settlement, offering a seamless experience to experts and clients.

Gyanee has over 15 years' experience in the tech sector, including 7 years in the IT research industry. As a Research VP in Gartner, she advised CEOs and CIOs in large corporations and innovative startups on their technology and business strategy.

Yuri Staraselski has over 14 years experience in digital marketing and advertising. Yrui is currently the CTO and co-founder of Crimtan, a company that specialises in display advertising.

Amanjeet Singh is the Data Scientist Lead for Google's legal operations. Aman has over 5 years' experience as a data scientist. Prior to that, he was a patent engineer for Motorola.

George Dikas is a Principle Data Scientist at Tesco.

Real-Time Navigation



Real-Time Navigation is a user-friendly cloud-based navigation platform for users to truly navigate to their destination, irrespective of the load & traffic. With real-time information about the dynamic situation, we help them use the road & lanes effectively and make an informed decision, in light of an unexpected changes. We will collect road & close environment data in real-time, process the information, integrate it to the cloud via 5G and share real-time dynamic service to both the road users and the future autonomous vehicles.

Ahmed Attia (Executive MBA), is a System Engineering Manager in the Automotive Industry. He has 13+ yrs of experience in Autonomous driving & Project management, Business Studies. He is a co-author of 5 patents and holds a degree in Computer Engg.

Dr. Rajan Sharma (Executive MBA) is an accomplished researcher with 10+ yrs of leadership & management experience in discharging innovation & consultancy in Nanotechnology, IT & Instrumentation with global impact. He holds a PhD in Nanotechnology.



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FINAL REMARKS

OUR PARTNERS

We are fortunate to have partners and advisors from leading companies and networks throughout London's startup ecosystem.

Each partner brings a wealth of experience and practical knowledge to our participants as they move through these vital early stages of development.

Check out the full list on our website www.lbslaunchpad.com

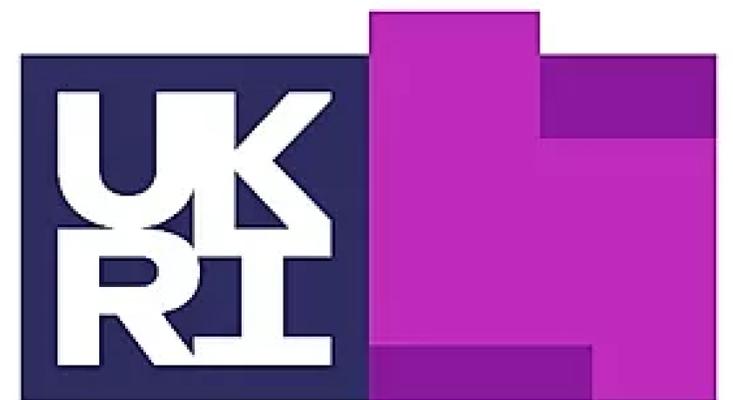
We are always looking to connect with individuals and organizations so if you Launchpad is of interest to you or your company - drop us an email at launchpad.lbs@gmail.com.



London
Business
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Institute of
Innovation and
Entrepreneurship

Special love goes out to IIE
and Innovate UK, whose
sponsorship makes
Launchpad possible. Thank
you for your continued
support.



TEAM



Eido Almog
VP



Antoine Gros
Ops



Jean Martin-Monier
Biz Dev



Giada Chen
Marketing



Neil Dillon
Project Manager



Nikhil Gawade
Ops



Michelle Cheng
Biz Dev



Tim Howard
Mentoring Lead



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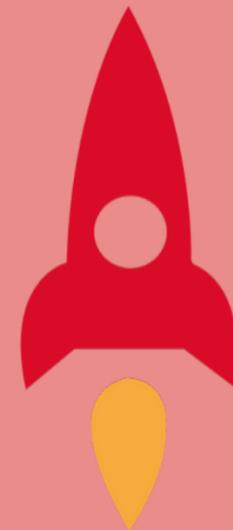
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