

HBS welcomes the 11 regional finalists

ALUMNI NEW VENTURE CONTEST 2012

asia-pacific

Little Teacher

Sophia Shing, MBA 1997

CEO



Take the foreign out of learning foreign languages by immersing children in real-life situations as they learn experientially through

play in familiar environments using a mobile device. [HBS Club of Shanghai](#)

canada

PIXIE

Jennifer Lee Koss, MBA 2008

Cofounder and CEO



PIXIE is a website that connects passionate, small product companies,

designers, and artisans with their core market while bringing the consumer a curated, content-rich experience with innovative products they feel good about buying.

[HBS Club of Toronto](#)

europa

Yield Pop

Matthew Perkins, MBA 2009

Founder



Our ambition is to help farmers become more profitable via a

platform that gives them tools and access to information and insights about farming practices, markets, and agriculture innovation around the world.

[HBS Alumni Association of Germany](#)

latin america

Lema21

Jonathan Assayag, MBA 2010

CEO



Lema21.com.br will offer fashionable, quality eyewear products for a revolutionary price via an

online retail channel. We also will focus on social sustainability to empower less fortunate individuals. [HBS Club of Brazil](#)

mid-atlantic us

Knock out!

Angela Newnam, MBA 1996

CEO and Founder



Knock out!® is a premium line of Smart Panties™, featuring a patented technology that wicks away moisture, absorbs odor, and protects clothing from

perspiration, body odor, and urinary leaks.

[HBS Club of Washington, D.C.](#)

midwest and central us

Education Funding Partners

Bradley Greenwald, MBA 1990

Chairman and Founder

Mickey Freeman, MBA 1993

CEO



EFP raises funds for public schools by selling corporate sponsorships to Fortune 500 companies trying to reach

our network of millions of K-12 students and their parents. [HBS Club of Chicago](#)

new england

TrophoMax

Stephen Kahn, MBA 1978

Senior Vice-President and CFO



TrophoMax® is the brand name for patented agricultural seed and leaf inoculants that have demonstrated crop yields and biomass increases of ~10% and could become a major agricultural product both domestically and abroad.

HBS Association of Boston

northeastern us

EnergyGridIQ

Reena Russell, MBA 2003

Cofounder



EnergyGridIQ unifies public and private financing with a project-based approach to make more energy projects happen. EnergyGridIQ's global, geo-coded solution brings together commercial and residential energy users with providers of all types of funding. HBS Club of New York

northwestern us

ClearCare

Jacquelyn Kung, MBA 2006

COO



ClearCare serves the \$60-billion private-pay homecare market in the US using a powerful SaaS technology that provides back-office efficiency and front-facing engagement of families and seniors. The sales process is efficient, with customer acquisition (and training) costs breaking even at 4 months.

HBS Association of Northern California

southeastern us

Merlin Mobility

David E. Moeller, MBA 2008

Acting COO



Merlin Mobility offers an SaaS platform that enables enterprises to create and deliver Augmented Reality-based instructions to smart devices, helping customers and employees complete technical tasks up to 56% faster, saving companies billions of dollars. HBS Club of Atlanta

southwestern us

Swing by Swing Golf

Brandon Molina, MBA 2010

CEO



Swing by Swing is a disruptive technology platform for golf—we provide tools to engage golfers and connect them with golf courses and advertisers. Swing by Swing has 1 million registered users and 2011 sales of almost \$300,000.

HBS Association of Orange County
HBS Association of Southern California
HBS Club of San Diego

2012

SOCIAL

ENTREPRENEURSHIP

FELLOWSHIP

winner

Jana Care

Sidhant Jena, MBA 2011



Jana Care is a health technology startup with Harvard / MIT roots that aims at democratizing diabetes management in the developing world by leveraging the ubiquity of mobile phones and PCs. The team combines experience in medical device engineering, artificial intelligence, and user-experience design and is currently developing its first product—a mobile phone attachment that will enable diabetic patients to test their blood sugar, ketones, and hemoglobin at a

fraction of the current cost.

honorable mention

IDinsight

Esther Hsu Wang, MBA 2010

Paul Wang, MBA 2011



IDinsight seeks to impact millions of lives and amplify the effect of billions of dollars of social sector spending. We make rigorous impact evaluations accessible to front-line social sector leaders. We design and execute responsive, rigorous field experiments that accurately measure program impact and inform continuous program improvement. IDinsight aims to transform how the social sector innovates, learns, and improves.