App that highlights happenings beats field

UT’s Pitch & Pour helps developers

BLADE STAFF

A Baltimore app developer took top honors at the recent Pitch & Pour competition at the University of Toledo.

Six startups made five-minute presentations at the third annual event.

The winner, Happinin!, received $2,500 in cash and $4,000 in business services.

“Happinin! won because the judges felt they made the best case for being in a position to be successful now and grow in the long term,” said Molly Reams Thompson, director of LaunchPad Incubation at UT. “You could tell they had done their homework, were testing their app infrastructure, and were well along in customer experience trials.”

The Happinin! app allows people to upload or view nine-second videos of what is going on at a particular restaurant, club, bar, or event. That allows people to decide whether they want to visit a certain location.

Daily Fantasy Cricket took home the $1,500 second prize. The Web site allows fans of the sport of cricket to bet on games and play fantasy cricket online.

Even the non-winners benefited by participating, Ms. Thompson said.

“We had investors, advisors, technology companies, entrepreneurs, college deans, and many influential people here watching these teams present their ideas,” Ms. Thompson said. “I know each team made some serious contacts for further discussion. Connecting early stage tech companies like this with people and resources is part of the core mission here at LaunchPad Incubation.”

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