

# INNOVATE NY FUNDING

## April 2014

### **Advanced Feed Technology, Inc., Geneva, NY – Innovate NY Funding \$250,000**

Advanced Feed Technology owns an innovative system that allows farmers to harvest and dry raw forage material consistently, reducing harvest time and eliminating the effects of the weather. This process yields all natural feed products with 2-3x the nutritional value of its closest competitors.

[www.thetechnologyfarm.com](http://www.thetechnologyfarm.com)

### **AIQ, Inc., New York, NY – Innovate NY Funding \$750,000**

AIQ, Inc. is the leading expert on retail financial advisors (stockbrokers, fee-based advisors and insurance agents). The company's content and tools help investors and financial institutions better understand and engage financial advisors.

[www.meridian-iq.com](http://www.meridian-iq.com);

[www.adviceiq.com](http://www.adviceiq.com)

### **Augmate Corporation, New York, NY – Innovate NY Funding \$250,000**

The Augmate Corporation provides the building blocks to create customizable and scalable digital eyewear business applications for deskless workers. They are the first wearable platform that accelerates the development of cloud-based digital eyewear applications. Their development environment allows to build applications that integrate with enterprise backend services and a variety of API plug-ins.

[www.augmate.com](http://www.augmate.com)

### **BeSpoke Global, Inc., New York, NY – Innovate NY Funding \$596,000**

Bespoke Global, Inc. is an online retailer of luxury home furnishings ranging from desks and chairs to lighting and bedding products.

[www.bespokeglobal.com](http://www.bespokeglobal.com)

### **Cerebral Assessment Systems, Pittsford, NY – Innovate NY Funding \$200,000**

Founded to provide physicians with rapid, quantitative assessments of their patient's cognitive function, Cerebral Assessment Systems work to detect deviations from healthy brain aging that may lead to the development of late life cognitive diseases like Alzheimer's.

[www.cerebralassessmentsystems.com](http://www.cerebralassessmentsystems.com)

### **Cerion Enterprises LLC, Rochester, NY – Innovate NY Funding \$100,000**

A material sciences company focused on the commercialization of disruptive technology in the nano and near-nano materials, with transformative technology for the energy, catalyst, power and biologics markets.

[www.cerionenterprises.com](http://www.cerionenterprises.com)

### **Chequed.com, Saratoga Springs, NY – Innovate NY Funding \$500,000**

Chequed is an emerging leader in the rapidly growing market for Predictive Employee Selection technology, providing pre-employment testing and screenings for their clients.

[www.chequed.com](http://www.chequed.com)

### **ClearView Social, Inc., Amherst, NY – Innovate NY Funding \$200,000**

ClearView Social has developed a social media sharing and analytics application for law firms. The software application helps attorneys more easily share content with their professional networks through LinkedIn, Twitter and other platforms. The application ultimately aims to help professional organizations better manage and utilize the power of social media and content sharing.

[www.clearviewsocial.com](http://www.clearviewsocial.com)

**Color Modules, Inc. d/b/a Plum Perfect, New York, NY – Innovate NY Funding \$762,000**

Color Modules (d/b/a Plum Perfect) has developed a patent-pending color search engine that analyzes user-provided images to intuit color recommendations, instantly matching shoppers to products and vice versa with new consumer facing mobile and web applications called Plum Perfect. The company intends to operate under three verticals: beauty, fashion and home.

[www.plumperfect.com](http://www.plumperfect.com)

**Contently, Inc., New York, NY – Innovate NY Funding \$225,000**

Contently connects professional writers with a journalism background to a new source of guaranteed paid assignments—companies engaged in “content marketing.”

<https://contently.com>

**Crowd Bouncer LLC, Buffalo, NY – Innovate NY Funding \$302,500**

The company has developed an all- in-one compliance and back-office solution for crowd funding portals.

[www.crowdbouncer.com](http://www.crowdbouncer.com)

**CypherWorx, Inc., Rochester, NY – Innovate NY Funding \$100,000**

CypherWorx provides a comprehensive eLearning solution for membership associations and small business service providers in an established eLearning marketplace.

[www.cypherworx.com](http://www.cypherworx.com)

**Decision Pace, Inc., Buffalo, NY – Innovate NY Funding \$250,000**

A web platform utilized by organizations, software developers and consultants alike to rapidly create unique, timely and high value business information for decision makers and clients embedded in email, web sites and devices, Decision Pace provided clients with rich, targeted content anytime and anywhere, and saves IT time/cost and software licensing fees.

[www.decisionpace.com](http://www.decisionpace.com)

**DineInFresh, Inc. d/b/a Plated, Brooklyn, NY – Innovate NY Funding \$730,685**

The U.S.’s first subscription cooking delivery service, DineInFresh (d/b/a/ Plated) was created to help people enjoy fresh, delicious dinners in the comfort of their own homes.

[www.plated.com](http://www.plated.com)

**Doolli, Inc., New York, NY – Innovate NY Funding \$250,000**

Doolli is a next generation cloud based infrastructure company with the goal of enabling companies, organizations, and individuals to make their date more valuable.

[www.doolli.com](http://www.doolli.com)

**e2e Materials, Inc., Ithaca, NY – Innovate NY Funding \$276,347**

A clean technology company in Ithaca, NY that produces petroleum-free, biodegradable home building and furniture composites that are stronger, lighter and cheaper than what is commercially available today.

[www.e2ematerials.com](http://www.e2ematerials.com)

**First Wave Products Group LLC, Batavia, NY – Innovate NY Funding \$50,000**

This company’s product automates pill crushing and operates in a number of medical environments. The technology will lead to medicine dispensing in a regulated time.

[www.firstwaveproducts.com](http://www.firstwaveproducts.com)

**FreeATM, Inc., New York, NY – Innovate NY Funding \$200,000**

Free ATM offers free cash withdrawals to all users. As a tradeoff, customers are required to watch advertisements on a 15-inch screen while the transaction occurs. When the transaction is complete, the customer will get a coupon for a discount at a local business along with a receipt. Fees normally incurred by customers are covered by the advertisers.

[www.thefreeatm.com](http://www.thefreeatm.com)

**General Sentiment, Inc., Brookville, NY – Innovate NY Funding \$500,000**

This company has an enterprise dashboard providing analytics on current and historical content from over 60 million sources to drive sales and deliver public opinion for media companies, brands and the public sector.

[www.generalsentiment.com](http://www.generalsentiment.com)

**GiveGab, Inc., Ithaca, NY – Innovate NY Funding from 2 Funds -\$903,388**

A social networking site for volunteers, GiveGab uses its website to match volunteers with projects using an interactive media networking platform that already has yielded an impressive following among colleges and universities and non-profit organizations.

[www.givegab.com](http://www.givegab.com)

**GradFly, Inc., Buffalo, NY – Innovate NY Funding \$105,000**

GradFly is a college matching website that makes it easy for high school students to find an education, internship or career in science, technology, engineering or math (STEM). GradFly's vision is to bridge the gap between a STEM education, technical training and employability.

[www.gradfly.co](http://www.gradfly.co)

**Graphenix Development, Inc., Williamsville, NY – Innovate NY Funding \$400,000**

An advanced materials startup, with unique capabilities of graphene synthesis, surface chemistry, graphene processing & coating technology. They've partnered with leading companies to co-develop, manufacture & market a line of proprietary graphene-enabled materials & devices targeting applications in conductive inks, energy storage & anti-corrosive coatings.

[www.graphenedev.com](http://www.graphenedev.com)

**Headliner.fm Corporation, d/b/a CoPromote, Brooklyn, NY – Innovate NY Funding \$236,372**

This company operates as a band and artist endorsed social media promotion exchange. Headliner.fm d/b/a CoPromote connects bands and artists to new fans and enables bands, artists, managers, and labels to share music with social media fans and promote music on Facebook, Twitter, and MySpace.

[www.headliner.fm](http://www.headliner.fm)

**Intrinsiq Materials, Inc. Rochester, NY – Innovate NY Funding \$500,000**

Intrinsiq Materials is a manufacturer of highly functional electronic inks and pastes curable at room temperature and in air, enabling the market for printed electronics.

[www.intrinsiqmaterials.com](http://www.intrinsiqmaterials.com)

**Lexifone Communications Systems, New York, NY – Innovate NY Funding \$575,000**

Offering the first automated in-call interpretation system, Lexifone's technology allows telephone call and face-to-face translation for conversational interpretation. This solution is set to eliminate the need for human interpreters.

[www.lexifone.com](http://www.lexifone.com)

**Little Pim Corporation, New York, NY – Innovate NY Funding \$425,000**

Capitalizing on the ability of children to learn, the Little Pim Corporation offers a foreign language learning series for babies, toddlers, and preschoolers both in the United States and internationally. The company produces language-learning video series, applications, music CDs, education DVDs, books, flash cards, hand-drawn word and phrase cards, toys, and gift sets available in multiple languages.

[www.littlepim.com](http://www.littlepim.com)

**Local Response, Inc., New York, NY – Innovate NY Funding \$481,413**

Local Response is a web-based tool which operates a social advertising platform that allows businesses and brands to reach customers by responding to cross-platform check-ins. Its Web application enables businesses to manage and respond to customer visits via social media, as well as aggregates real-time check-ins from social media services and provides an interface to directly respond to those individuals.

[www.localresponse.com](http://www.localresponse.com)

**Mezmeriz, Ithaca, NY – Innovate NY Funding \$200,000**

Mezmeriz has developed a unique MEMS module which can be embedded into smartphones and mobile electronics to enable gesture UI, 3D depth photography, and interactive projection.

[www.mezmeriz.com](http://www.mezmeriz.com)

**MICROrganic Technologies, Inc., Rensselaer, NY – Innovate NY Funding \$50,005**

Microrganic Technologies focuses on successfully scaling and bringing to market offerings for wastewater treatment applications. Their platform aims to dramatically reduce energy usage while generating electricity and efficiently treating wastewater.

[www.microrganictech.com](http://www.microrganictech.com)

**PharmAdva LLC, Honeoye Falls, NY – Innovate NY Funding \$200,000**

PharmAdva LLC designs and develops a drug dispenser that monitors and increases patient's compliance in actually taking their prescribed medications, thus improving health outcomes.

[www.pharmadva.com](http://www.pharmadva.com)

**Primet Precision Materials, Inc., Ithaca, NY – Innovate NY Funding \$375,000**

Primet Precision Materials, Inc. is an advanced materials company with innovative process technologies capable of producing materials sized from micron to nano.

[www.primetprecision.com](http://www.primetprecision.com)

**Rheonix, Inc., Ithaca, NY – Innovate NY Funding \$750,000**

Rheonix is committed to improving standards of care by making molecular diagnostics available to more people, in more places, more often. The company has developed the *Encompass Platform*, a highly customizable technology performing fully-automated, complex molecular assays in an easy to use and economical format.

[www.rheonix.com](http://www.rheonix.com)

**Sensor Film, Inc., Canandaigua, NY – Innovate NY Funding \$100,000**

Sensor Film has developed a new manufacturing process to produce transparent conducting films for touch screens.

[www.sensor-film.com](http://www.sensor-film.com)

**Sentiment Alpha Capital Management, Brookville, NY – Innovate NY Funding \$425,000**

This is an investment management firm that combines unique big data analytics of social media with standard market data to generate quantitative trading strategies.

[www.sentimentalpha.com](http://www.sentimentalpha.com)

**Shulogique, Inc., Wayne, NY – Innovate NY Funding \$500,000**

Shulogique, Inc. is a high-tech manufacturer of high end fashion shoes using digital imaging technology to create shoes that fit the biomechanics of each foot, creating a fit that is custom to the individual in both fit and style.

[www.shulogique.com](http://www.shulogique.com)

**Stay Awake, Inc. d/b/a Karma 411, Brookville, NY – Innovate NY Funding \$500,000**

This is a leading SaaS platform for crowd-funding events for nonprofits, the arts, and corporate conventions.

[www.karma411.com](http://www.karma411.com)

**StormBlok Systems, Inc., Palmyra, NY – Innovate NY Funding \$425,000**

This is a manufacturer of wind and storm resistant protective coverings for windows and other key assets such as ATMs and commercial signage to protect against damage during hurricanes and other storms. The company is also developing systems for wind resistance on long haul trucks to greatly improve their fuel efficiency.

[www.stormblok.com](http://www.stormblok.com)

**StrongArm Technologies, Inc., Rochester, NY – Innovate NY Funding \$300,000**

A company that creates ergonomic solutions for the everyday worker, StrongArm Technologies aims to provide materials handling companies with technology that increases worker safety, satisfaction and productivity.

[www.strongarmtech.com](http://www.strongarmtech.com)

**The Worldwide App, Inc., Buffalo, NY – Innovate NY Funding \$21,745**

This company distributes mobile movies on smart devices via its Worldwide Mobile Movie Theater, an entertainment game app designed to champion independent filmmakers. Worldwide Mobile Movie Theater™ launched its celebration of independent filmmakers, festivals, and fans earlier this summer.

[www.theworldwideapp.com](http://www.theworldwideapp.com)

**Thrive Metrics, Inc., Brookville, NY – Innovate NY Funding \$400,000**

This company produces social media analytics of corporate communication to drive revenue through higher customer retention and increased sales productivity.

[www.thrivemetrics.com](http://www.thrivemetrics.com)

**TiqIQ, Inc., New York, NY – Innovate NY Funding \$500,000**

TiqIQ is the leading event ticket search engine for sports, music and theater and helps consumers get the best deals on tickets. TiqIQ's platform provides the most data-driven and transparent buying experience online and reaches millions of users each month. TiqIQ also licenses their data to over 30 professional and amateur teams to analyze the ticket market and make pricing decisions.

[www.tiqiq.com](http://www.tiqiq.com)

**Turbulent Energy LLC, Buffalo, NY – Innovate NY Funding \$150,000**

This company has developed revolutionary technology in the form of a portfolio of devices for the mixing, separation and the homogenization of liquids with liquids, liquids with gasses and gasses with gasses. The devices they've developed have no moving parts and all mixing is accomplished dynamically and with no additional chemicals.

[www.turbulentenergy.com](http://www.turbulentenergy.com)

**Vidaao, New York, NY – Innovate NY Funding \$50,000**

Vidaao is an enterprise startup that is developing a platform for enterprises to find videographers, manage video production, and publish the final videos.

[www.vidaao.com](http://www.vidaao.com)

**Virtuvia LLC, d/b/a CoachMePlus, Buffalo, NY – Innovate NY Funding \$400,000**

The company developed CoachMePlus, a web-based software application to design, manage, track, and report athlete's training efforts and performance. It allows for the customization of workouts by trainers and/or athletes. CoachMePlus has gained immediate traction with professional and college teams, including the Buffalo Sabres, Edmonton Oilers, Columbus Blue Jackets, Philadelphia Eagles, and the University of Oregon Ducks Football team.

[www.coachmeplus.com](http://www.coachmeplus.com)

**Zypsee, Inc. d/b/a Whisk, New York, NY – Innovate NY Funding \$126,226**

Zypsee (d/b/a Whisk) lets you instantly find rides from your smartphone anywhere in New York City. The company tracks drivers en-route and notifies passengers when they arrive. One touch tip-n-pay means no fumbling with cards or cash and all for nearly the same rate as a taxi cab.

[www.whisk.me](http://www.whisk.me)

**1000Museums, Inc., New York, NY – Innovate NY Funding \$500,000**

1000 Museums is building the leading platform of web and mobile applications dedicated to redefining the art and museum experience for both visitors and museums. The company has transformed museums' art collections into monetizable high-quality print-on-demand products that drive revenue to museums. For visitors, these applications are creating more personalized and content-rich art discovery and museum planning experiences.

[www.1000museums.com](http://www.1000museums.com)