



## **Roommate app startup wins ideaLabs 2022**

*College student idea competition brings together 11 NEO colleges and universities*

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**April 22, 2022 – FOR IMMEDIATE RELEASE** – A team of undergraduate college students from John Carroll University, Sofia DiCillo, Spencer Hendlin, Phillip Sherbakov, and Michael Moore won ideaLabs 2022. Their business, UniSwipe, is a multifunctional mobile application for college students to connect with potential roommates, streamline the room selection process, and improve their overall residential experience. UniSwipe has the potential to expand to other schools across the country for an affordable licensing cost to the colleges and universities.

Cleveland State University student, John Dellick won second place with Share and Solve, a HIPPA compliant mobile-application designed to provide a safe space to share thoughts, express emotions, let go of stress, and receive peace of mind. The app offers the unique feature of talking with a certified peer support specialist in addition to goal tracking and daily inspiration. Third place was awarded to The Access Theatre Project representing Lake Erie College. Founder Cameron Zona makes theatre more accessible with a holistic Pay-What-You-Will philosophy.

FilterFresh from John Carroll University won fourth place and AS SQRD from Ashland University won 5<sup>th</sup> place. FilterFresh is a cold air diffuser that releases pleasant fragrances in the entire house through the central HVAC system. Aimed specifically for those on the spectrum, AS SQRD offers innovative audio technology that automatically adjusts jumps in volume or loud noises to soften them.

Cash awards included \$4,000 for the first place, \$2500 for second place, \$1000 for third place, \$500 for 4<sup>th</sup> place, \$250 for 5<sup>th</sup> place, and \$100 each for five honorable mention recipients from Ashland University, Case Western Reserve University, Hiram College, Kent State University, and Lorain County Community College. In addition, students receive a coaching session via the Burton D. Morgan Mentoring Program at JumpStart.

Undergraduate students from NEO universities entered the competition on their respective campuses and developed business ideas. The top two from each of the eleven EEC member schools were invited to the regional competition where they presented to local judges for cash prizes.

The competition was open to students from all majors at the eleven EEC partner institutions. EEC partner colleges and universities include Ashland University, Baldwin Wallace University, Case Western Reserve University, Cleveland State University, Hiram College, John Carroll University, Kent State University, Lake Erie College, Lorain County Community College, The University of Akron, and the University of Mount Union.

The competition took place on April 7, 2022 at SmartShape Design downtown Cleveland. Judges represented local businesses and entrepreneurship organizations such as Cafilia, JumpStart, Venture for America, SmartShape, and Entrepreneurs Organization members Fleet Feet Sports and Twin Sisters Digital Media.

The 2022 pitch event was sponsored by local design firm SmartShape Design.

This is the 13th year the Entrepreneurship Education Consortium (EEC) offered ideaLabs to NEO students. The ideaLabs competition is offered free of charge to students thanks to generous support from the Burton D. Morgan Foundation and the Fred A. Lennon Trust.

### **About the Entrepreneurship Education Consortium (EEC)**

The purpose of the EEC is to provide practical “experiential” and theoretical education to students in Northeast Ohio to prepare them to become entrepreneurs or intrapreneurs; create new ventures and jobs and build wealth for the region. The EEC was founded to promote both the concept and the reality of entrepreneurship among college students of all disciplines. Visit us at [www.eecohio.org](http://www.eecohio.org)

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#### **About the Burton D. Morgan Foundation**

Burton D. Morgan Foundation champions the entrepreneurial spirit, contributes to a robust entrepreneurial ecosystem, and serves as a leader in the field of entrepreneurship education through grantmaking, ecosystem building, and knowledge sharing. [www.bdmorganfdn.org](http://www.bdmorganfdn.org)

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#### **About SmartShape**

SmartShape is a design and innovation consultancy that help companies create new products through integrated, end-to-end expertise. Located in downtown Cleveland, we offer strategic innovation, product development, and integrated manufacturing assistance. Learn more at <http://smartshape.design>