You're Invited – Media Alert
8:45am – 10:00am, Thursday, 4 April, 2019

Eight Social Entrepreneurs Selected for Finals of Global Hardware Competition 4 April in Bengaluru

The 2019 Finalists – All from India – Vie for One of Three Grand Prizes in ASME's Innovation Showcase (ISHOW)

WHAT:

Eight social-minded inventors – all from India – will convene in Bengaluru on Thursday, 4 April, to compete in the finals of the 2019 ASME ISHOW, the first global competition to recognize hardware with a social purpose. Three grand prize winners will be selected for a share of the $30,000 award, in-kind technical support to help bring their design innovations to market, and a ticket to the ISHOW Bootcamp in New York.

ASME, the global organization for mechanical engineers, will host an invitation-only media preview where the regional finalists will each have five minutes to pitch their prototypes. Winners will be announced at a reception that evening and all finalists will showcase their innovations. The two other regional finals will take place in Nairobi, Kenya (9 May), and Washington, DC (13 June).

Here's a link to the eight finalists and schematics of the designs on which they'll be judged on **Thursday, 4 April at Sheraton Grand Bangalore Hotel**:

https://thisishardware.org/competition/2019/india

WHO:

Eight finalists:

Empathy Design Labs "KRIYA" (Bengaluru) – KRIYA is a wearable and non-invasive screening patch for rapid pregnancy monitoring by expecting parents and clinical obstetricians. Early alerts and timely actions can save the lives of millions of babies who are stillborn due to delays in reaching care providers. As a non-invasive IOT device, it alerts parents 24 hours prior to a pregnancy turning into a stillbirth.

Himalayan Rocket Stove "Eco1 Rocket Stove " (Chandigarh) – The Eco1 Rocket Stove is a clean burning, high efficiency combustion for heating and cooking in the Himalayas and beyond. It reduces the demand for wood, thus addressing the deforestation in the Himalayas and the burden of fuel collection.

Incredible Devices "Catheter Reprocessing System" (Mohali) – Eight out of ten cardiovascular patients die because of unaffordable healthcare. The

Catheter Reprocessing System saves lives by reducing the cost (up to 99%), thus increasing accessibility of treatment for patients in low-resource settings.

MUSE Diagnostics "TAAL Digital Stethoscope" (Bengaluru) – TAAL Digital Stethoscope is a small, hand-held device that uses cutting-edge technology to produce clear, noise-free body sounds. Their app enables users to visualize, record, analyze and share these results; and their innovative cloud platform gives users diagnostic suggestions and enables specialist referral.

Resham Sutra "Unnati" (Delhi and Ranchi) – Unnati is a solar powered machine for reeling Tassar silk yarn, which grows in forested areas of East India. As these are some of the remotest and poorest parts of the country, Unnati increases efficiency in reeling silk and improves quality of life, especially for rural women.

RAAV Techlabs "AoNIR" (New Delhi) – AoNIR is a non-invasive device that provides quality analytics for agricultural applications, including accurate detection of nutrition and adulteration for fruits, vegetables, grains, milk and milk products, adding value to all stages of the supply chain and thereby reducing food wastage.

TALLSHORTREE "B-Hue" (Bengaluru) – Half of India's women, children and one in every five men are anemic. B-Hue, India's first low-cost, non-invasive hemoglobin tester, safely and painlessly helps detect cases of anemia and is ideal for smaller clinics or rural practitioners.

Torchit Electronics "Saarthi" (Ahmedabad) – Saarthi is a hand-held device for the visually impaired that can be used on a daily basis to maneuver around obstacles. Highly accurate sensors are attached to the device to perceive obstacles and provide feedback in the form of a buzzing sound and vibrating sensation. A powerful battery and microcontroller are used to make it more efficient and long-lasting.

- **Judging panel**:

  Ritu Verma, Founding Partner, Ankur Capital
  Satish Gokhale, Head of Product Design, Design Directions
  Arun Venkatesan, CTO, Villgro
  Sandhya Kedlaya, Head of Communications and Branding, Henkel Adhesives Technologies India
  Ajay Muttreja, CEO (retired), Tecnova
  Gopi Katragadda, Founder & CEO, Myelin Foundry
  Allison Garza, Intrapreneur, GE Healthcare
  Deepak Raj, Founder & Director, Osteo3d

WHEN &
WHERE:

Thursday, 4 April, 2019

SHERATON GRAND BANGALORE HOTEL AT BRIGADE GATEWAY
26/1, Dr. Rajkumar Road, Malleswaram-Rajajinagar, Bangalore, Karnataka 560055, India

Jupiter Room
8:45-9:00 am – Coffee & Pastries
9:00 am – Finalist Pitches (five minutes each)

Ceres Room
6:00-8:00 pm – Reception and Grand Prize Winner Announcements

WHY:

ASME created its Innovation Showcase ISHOW after its research showed a tremendous lack of support for hardware innovators seeking to enter global markets and make a societal impact, according to Said Jahanmir, president of ASME. The 2019 entrants were among the most promising ASME has seen since ISHOW international in 2015. The organization of mechanical engineers is confident they all have the potential to address some of the most vexing issues faced by communities in need.

CONTACTS:

In advance:
Peter Himler
Flatiron Communications LLC (for ASME)
phimler@flatironcomm.com
Google Voice: 1-516-308-1120
Twitter: @peterhimler

Isabelle Jetté
McPherson Strategies (for ASME)
isabelle@mcpstrategies.com
(m) 1-312-636-6390

Monica Shovlin
MCShovlin Communications LLC (for ASME)
monica@mcshovlin.com
(m) 1-541-554-3796

On site:
James Creel
Senior Program Manager - Engineering for Global Development, ASME
CreelJ@asme.org
(m) 1-202-577-9891