2017 Award Winners:

Two technology entrepreneurs were awarded substantial seed funding for the sixth round of LAUNCH. Alex Gorsuch with Field MAK, a field-capable, ruggedized, modular microbiological assay kit designed to make it possible for researchers to gather and evaluate samples in the field, and Carlos Murguia with Koolkat USA, a mineral-based cool roof technology that is patented in the U.S. and Mexico and currently marketed in Mexico. Murguia is seeking to enter the U.S. market with the product. Each received a $20,000 investment.

Field MAK | Alex Gorsuch
The device is a field capable, ruggedized, modular microbiological assay kit with redundant power. This technology also features a sterilization system, which is in a vacuum capable suitcase-sized hard case. It also includes a cloud platform database and learning algorithms to hasten research and eliminate waste from establishing baselines during first runs.

Koolkat USA | Carlos Murguia
KoolKat is a mineral-based cool roof technology that is proven to have more benefits than any other option currently in the U.S. market. This technology is patented and currently marketed in Mexico. Carlos is working to find the best avenue to bring KoolKat to the U.S. market through the LAUNCH Program.