

# STIR INNOVATION

The DIA Newsletter



## ICYMI: PITCHDIA 2019

The PitchDIA competition, which took place on Tuesday, October 8, turned out a crowd of over 500 people (standing room only at Stage 123) to watch both the finalists from the regular competition and the K12 pitch. Rob Bradham, president and CEO of the Greater Dalton Chamber of Commerce, served as the MC of the evening, accompanied by past winner Tripp Philips of LeGlue and Shark Tank fame.

Awards were given for first, second, and third place in the regular pitch competition, the overall K12 pitch winner, and the best booth. The booth and K12 winner were both selected by popular audience vote, while the regular pitch was selected through a combination of judge deliberation and audience vote.

# WINNERS



The K12 winner by popular vote was BOOMBALM, a team of girls from City Park Elementary coached by celebrity mentor Deanna Mathis. Their lip balm helps fight cold and flu viruses using a combination of essential oils, shea butter, coconut oil, and beeswax. The best booth winner also hailed from the K12 group—L.I.F.F.E, or LIFE IN FUN FLOATING ENVIRONMENT, another team of girls from Brookwood Elementary, produces floatation devices for people with disabilities.



**1ST PRIZE: CRITTERBOX**

**K12 PRIZE: BOOM BALM**

**2ND PRIZE: ELITE LINEMAN**

**3RD PRIZE: MUSICBUK**

The competition was fierce, and the judges posed the tough questions, but at the end of it all, *CRITTERBOX* took the night with a first place win. Critterbox is an IoT device created by Brandon and Felicia Smith which automates live bait feeding of pet reptiles through a mobile app, allowing owners to feed their pets from anywhere. The second place prize went to *ELITE LINEMAN TRAINING INSTITUTE*, a school founded by Waylon Hasty which trains people in the local community for entry-level linework positions in the electrical lineman industry. In third place was *MUSICBUK*, a hyper-local music lesson facilitation service created by DuMarkus Davis that uses artificial intelligence to connect qualified music instructors to prospective students.