

## Episode 1: New Venture Exploration at Moore

Host:

- Dr. Kasie Whitener, Clinical Assistant Professor, Management

Guests:

- Jake Shriver – business school senior in management
- Lucas Sevathian – business school exchange student from France

The Moore School's Faber Center for Entrepreneurship presents its annual pitch competition, Proving Ground, in conjunction with the April 19th celebration of the 50th Anniversary of the School of International Business. In studio with Dr. Whitener on April 9, 2024 were two semifinalists for Proving Ground, seniors in the business school who represented their teams in the interview.

Jake is a senior in Management at the Moore School from Greenville, S.C. His venture, Aware Adventures, is a mobile application that gamifies mental health for children 10 and younger. The idea is to get kids playing and interacting with a mascot who asks questions about the kid's mood, feelings, and experiences. The child's responses prompt activity suggestions like "read a story" or "play outside" or "do five jumping jacks" that instruct the player to get active off the app. The data collected is provided to the parents to help prompt deeper conversations about the child's mood and experience.

Lucas is also a senior and comes to the Moore School from the ESSEC Business School in France. His solution is a social media mobile application called PeakTew. This app encourages users to interact with people, places, and events in their immediate vicinity by providing information about the user's environment including other users and their interests, retail or hospitality businesses and their specials or promotions, and events and their schedules.

Conversation topics:

- Both apps encourage the user to make changes *off* the screen.
- Both apps have a mental health / individual confidence essence.
- Both apps will have access to some valuable data.
- How do the app businesses hope to monetize and support the effort?
- How will the experience of the pitch competition Proving Ground affect the development of the business?
- What will you do with the business when you graduate?

When you learn more, you know Moore. And when you know Moore, you do more.

Thanks for listening!

To learn more about Proving Ground visit [this site](#).

To learn more about the Faber Entrepreneurship Center visit [this site](#).

To learn more about the Darla Moore School of Business visit [this site](#).

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