



MEDIA ALERT

NOT FOR IMMEDIATE RELEASE:

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Four HUSTLE Defense Accelerator Startup Teams Will Pitch Their Defense-Oriented Tech at Demo Day to Win Up to \$300,000 at Innovare Advancement Center

Live event at Innovare on Thursday, August 18, 2022



HELPING UPSTATE SCIENCE + TECHNOLOGY LEADERS + ENTREPRENEURS

PLEASE TAKE NOTE: For this event, all media are asked to report to the registration desk upon arrival and are required to wear their credentials.

What: HUSTLE Defense Accelerator Demo Day

Where: Innovare Advancement Center, 592 Hangar Road, Rome NY

When: Thursday, August 18, 2022. Event to begin approximately at 4:45 PM

Who: Four seed stage startup companies in AI/ML, cyber, quantum and UAS.

Why: Four innovative, tech startup teams from the current HUSTLE cohort will take the stage to compete in a live pitch competition in front of an audience and a judges' panel. The teams will pitch their startup and compete to win up to \$300,000 in prize seed funding provided by Empire State Development to scale their ventures in the Mohawk Valley.

The HUSTLE Defense Accelerator is an elite and immersive 12-week accelerator program for seed stage tech startups pushing AI/ML, cyber, quantum and UAS solutions with dual-use potential and the drive to elevate the United States’ national security and economic competitiveness.

HUSTLE cohort teams will be provided a unique opportunity to learn knowledge and skills to develop, market and grow their businesses, and a special track focused on how to successfully work with the Department of Defense (DoD) and other government agencies.

New York State, Empire State Development and the Air Force Research Laboratory are steadfast supporters and partners of the HUSTLE program.

Meet the Demo Day Teams:

	<p>CyberSpara – Canton, NY Social media-based training for cybersecurity CyberSpara helps business owners, educational institutions, and government agencies (DoD, AirForce, etc.), to equip themselves with proper tools and empower individuals to reduce cyberthreats and mitigate such national security challenges.</p>
	<p>McGuirk USA – Portland, ME Cybersecurity audits for counter-UAS The Team of McGuirk USA (MUSA), Datalytica, and Quanterion Solutions Incorporated (QSI), provide consultants for engineering, data analysis, cyber, and counterintelligence support to industry, defense, and government programs globally.</p>
	<p>Secwins – Syracuse, NY Digital twin modeling for next generation chips Secwins aims to develop a SaaS (software as a service) solution to more accurately design the next generation of neuromorphic chips and processors to drive innovative, high-reliability edge device applications.</p>
	<p>ThermoAI – Binghamton, NY AI that controls combustion ThermoAI offers a combustion optimizing artificial intelligence that can be added to any existing combustion system, integrating with current controls to find the best settings in real-time to achieve near perfect combustion levels. Immediately increasing fuel efficiency by 10-15%, increasing equipment lifespan, and decreasing emissions.</p>

Demo Day Agenda:

Event Emcee: **Heather Hage**, *President & CEO, Griffiss Institute*

4:00 **Registration & Meet the Startups**

4:45 **Welcome & Opening Remarks**

- **Jacqueline M. Izzo**, *Mayor, City of Rome*
- **Marianne Buttenschon**, *New York State Assemblywoman*
- **Col. Fred Garcia II**, *Director, Information Directorate, and Commander, Detachment 4, Air Force Research Laboratory*

5:00 **Team 1 Pitch**

5:20 **Team 2 Pitch**

5:40 **Team 3 Pitch**

6:00 **Team 4 Pitch**

6:20 **Networking & Judges' Deliberations**

- **Judge: Brian Abbe**, *Program Management Manager, Lockheed Martin; former winner, Commercialization Academy*
- **Judge: Brad Banikowski**, *Entrepreneurship Navigator, Empire State Development*
- **Judge: Clayton Besch**, *Director, Empire State Development, NYS Innovation Venture Capital Fund*
- **Judge: Noa Simons**, *Executive Director, Upstate Capital*
- **Judge: Evaguel Rhysing**, *President & CEO, United Aircraft Technologies; former winner, Commercialization Academy*
- **Observer/Subject Matter Expert: Dr. Bryant Wysocki**, *Technical Advisor for C4I and Cyber Systems, Air Force; Associate Director, Information Directorate, Air Force Research Laboratory*

7:05 **Winners Announced**

7:15 **Networking**

** Agenda subject to change*

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About Us

Griffiss Institute (GI) is a nonprofit STEM talent and technology accelerator for the United States Department of Defense and an international network of academic, government and industry partners. Since 2002, the GI has served the Air Force, the Mohawk Valley region, and the United States, empowering diverse teams with talent and technology development programs that lead the nation in technical and economic impact. In the past five years, the GI has partnered with Rome Lab to host 271 visiting scientists, employ 823 interns, support 508 local K-12 students with tuition-free STEM Camps

during school breaks, and trained 63 startups in defense tech commercialization with 47 graduates of its incubator. Devoted to converging teams and technologies to solve complex national challenges, the GI is proud to enable its international network from its home at Innovare Advancement Center in New York's picturesque Mohawk Valley. Griffiss Institute exists to elevate the next generation of talent and technologies that enhance national security and economic competitiveness for our region, state, and nation. www.griffissinstitute.org

Innovare Advancement Center is a 150,000 square foot open innovation hub that converges world-class scientific, engineering, and entrepreneurial talent from universities, government, and industry to tackle new challenges in artificial intelligence, machine learning, cybersecurity, quantum, and unmanned aerial systems. Innovare's unique capabilities include highly specialized laboratories for experimentation in quantum communications and neuromorphic computing, 40,000 square feet of high-tech and high-speed communications-enabled collaboration spaces, an auditorium with capacity for over 250 people, an access point to the NY UAS Test Site, and coming in spring 2022 – an indoor unmanned aerial system (UAS) research and testing facility with 110,000 square foot indoor flight testing area - the largest in the United States. www.innovare.org