



FOR IMMEDIATE RELEASE:

SXSW EDU® ANNOUNCES WINNER OF FIFTH ANNUAL STUDENT STARTUP COMPETITION

- Stria Labs Wins the Student Startup Competition with The Stria Band -

March 7, 2019, Austin, Texas — The SXSW EDU Conference & Festival (March 4-7, 2019) has announced that Stria Labs from Nueva High School in San Mateo, California has won the Student Startup Competition with The Stria Band (stria.org). In its fifth year, the competition brings together high school students during SXSW EDU to pitch their entrepreneurial business ideas. This year's competition saw an increase in submissions from across the country and the world.

Announced last evening at SXSW EDU, Stria Labs was selected from eight startups finalists including: • **Clutch**, One Stone High School // Boise, ID • **GameTime Live**, Westlake High School // Austin, TX • **RestEasy**, Westlake High School // Austin, TX • **ScreenWise**, Vista Ridge High School // Cedar Park, TX • **Stria Labs**, Nueva High School // San Mateo, CA • **SZN XXI**, Fannie Lou Hamer Freedom High School // Bronx, NY • **Toubans!**, N High School // Ibaraki-shi, Osaka, Japan • **Travel Time**, Pine-Richland High School // Pittsburgh, PA.

Created to make navigating safe and convenient for the blind community, The Stria Band is a low-profile smart waistband that uses an integrated Inertial Measurement Unit, Proprietary Algorithms, and Custom Printed PCB to detect veering, and direct users back towards their intended path via haptic feedback on either side of their waist.

The competition celebrates high school students who have the passion, drive, and courage to be the next generation of entrepreneurs. During the live competition the judges scored the student presentations using a rubric that included:

- Creativity and Innovation
- Product and Service Clarity
- Market Potential
- Competitive Landscape
- Operational Sustainability

Emcees for the event included KW Branding + Design Founder **Koby Wheeler** and Whatever It Takes Founder & President **Sarah Hernholm**. Judges included For the Students Founder **Ogden Payne**, Latinitas Program Director **Sylvia Butanda**, Curcuma Chef and Founder **Rachel Musquiz**, and Blackstone LaunchPad Executive Director **Mitch Jacobson**. **Monica Armendariz**, Founder and President of Monica Armendariz Consulting, and **Nathan Ryan**, Co-Founder and CEO of Blue Sky Partners, served as coaches to all of the competing students prior to the live event.

For more information about this competition, please go [here](#).



About SXSW EDU

The SXSW EDU® Conference & Festival cultivates and empowers a community of engaged stakeholders to advance teaching and learning. The annual four-day event affords registrants open access to engaging sessions, immersive workshops, interactive learning experiences, film screenings, early-stage startups, business opportunities, and networking. SXSW EDU is a component of the South by Southwest® family of conferences and festivals. Join the passionate and innovative community at SXSW EDU, March 4-7, 2019 in Austin, Texas.

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