

**Avrio Analytics – CodeWorks + Village 36:** Avrio is a SaaS company that offers predictive marketing services to mid-market companies currently excluded from the big data market due to high cost and high risk investments.

**Why We're Different:** Our competitive advantage is our AI engine, which allows us to provide scalable solutions across marketing data sources rather than being siloed within a particular platform. Our robust predictions are based on data across a company or industry, providing a broader contextual perspective and increased value.



**Everly – Village 36:** Everly creates natural drink mixes to help people stay energized and drink more water, and for every box purchased, we provide life-saving rehydration salts to children with waterborne disease.

**Why We're Different:** Our drink mixes are sugar-free AND natural. Alternative options either use natural sugar sources or artificial sweeteners. We also ship direct to the customer which allows us to offer a lower price point than the competition.



**Grow Bioplastics – University Venture Challenge + CO.STARTERS + What's the Big Idea:** We're improving food sustainability by offering farmers, greenhouse managers, nursery operators a range of renewable, biodegradable plastic products made from lignin, a paper industry byproduct, eliminating regular plastic disposal costs.

**Why We're Different:** Competing biodegradable plastics are available for 2-3x our cost, rely on food-based feedstocks like corn, and often only break down in an industrial composter. Our products will be priced equivalent to oil-based plastics, are made from non-food byproducts, and are truly biodegradable in the soil.



**MomSource Network – Knoxville Startup Day:** MomSource Network connects educated, professional women to flexible full-time, permanent part-time, job-shared and telecommute opportunities. We also provide professional development and networking for members of our Network.

**Why We're Different:** MomSource Network is more than a job board for flexible employment. In addition to connecting our candidates to flexible full-time, permanent part-time, job-shared and telecommute opportunities, we offer ongoing professional development and a supportive networking environment to our members.



**Rendever – GIGTANK:** Rendever is an MIT startup that offers a research-based virtual reality platform to improve the aging process by providing cognitive stimulation and social engagement for the elderly.

**Why We're Different:** We've built a unique platform consisting of proprietary software and algorithms to target the elderly care market. Our immersive technology, content creation tools, lesson plans, industry contacts and our research-based approach all separate us from our competitors.



**RootsRated – Village 36:** RootsRated provides software-driven content marketing solutions for outdoor brands and destination marketers.

**Why We're Different:** RootsRated is focused on content marketing solutions for the outdoor and adventure travel verticals, whereas other venture-backed content marketing platforms are focused on supplying general purpose content solutions horizontally.



**SweetBio – ZeroTo510:** Our vision is to revolutionize healing because the world deserves to smile. Starting in dental, SweetBio specifically designed a dental membrane uniquely utilizing Manuka honey to promote healing.

**Why We're Different:** SweetBio is the first to leverage Manuka honey in oral surgeries. Our unique composition and branding sets us apart while our handleability and biocompatibility deliver on what surgeons need most. Dental professionals across the United States and the global are ready and excited for the SweetBio membrane.



**Utilize Health – Jumpstart Foundry + Village 36:** Utilize Health is a care coordination solution comprised of digital tools and concierge services provided to health plans and hospital systems to reduce care costs and improve patient health.

**Why We're Different:** We are a speciality solution designed around a narrow set of complex medical conditions that drive extremely high costs. We gather experts and expertise in our chosen fields to develop programs focused on delivering resources specific to those conditions.

