



**Adipo Therapeutics, LaunchCodes, Holder and Zero Carb LYFE Win Top Honors  
at The Innovation Showcase, Taking Home \$30,000 in Prize Money**

Hosted by the [Venture Club of Indiana](#), 14<sup>th</sup> Annual Pitch Competition Attracted 350-plus Attendees,  
Connecting Investors with Hot Hoosier Startups

INDIANAPOLIS, Indiana (September 1, 2022) -- Twenty of Indiana's top startup companies went toe-to-toe Wednesday at the 14<sup>th</sup> Annual Innovation Showcase's Pitch Competition. After an afternoon of pitches to a packed house of 350-plus attendees and score card ties, two startup companies walked away with first place, joined by the second and third place winners:

- First Place and a \$10,000 prize: Adipo Therapeutics, CEO Karen Wurster, Indianapolis – Nominated by Riley Gibb, Purdue Ventures
- First Place and a \$10,000 prize: LaunchCodes, CEO Jared Ingold, Indianapolis – Nominated by Blake Koriath, High Alpha
- Second Place and a \$6,000 prize: Holder, CEO Drew Beecher, Indianapolis – Nominated by Blake Koriath, High Alpha
- Third Place and a \$4,000 prize: Zero Carb LYFE, CEO Omar Atia, Evansville – Nominated by Kelly Jones, Sixty8 Capital

The surprise twist of two first place winners each receiving the full \$10,000 prize was made possible by Elevate Ventures, an organization dedicated to help Indiana entrepreneurs win.

Judges for this year's Innovation Showcase Pitch Competition were Katie Birge of M25, Christopher "Toph" Day of Elevate Ventures and Mike Hatfield of Carium. Each company was judged on the following criteria: the breakthrough nature of their product or service, market size and competitive advantage, team, go-to-market strategy, and commercial traction.

Commenting on the quality of the startup companies, judge and Carium Chairman and Co-founder Mike Hatfield said, "As a serial entrepreneur, it was so inspiring to see these talented entrepreneurs present the great companies they are leading. As a native Hoosier, it was equally inspiring that they were all Indiana companies. I look forward to watching their successes."

- more -

## *Innovation Showcase Results*

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Speaking on behalf of [The Venture Club of Indiana](#), Chairperson Sandy Wilcox congratulated all of the startup companies that competed in the pitch competition. “Having venture capital firms nominate startups for the competition truly brought the best of the best to the Innovation Showcase’s center stage. We were pleased to have a balance of life sciences and technology, two of Indiana’s strengths. I was also pleased with the quality of our speakers who were primarily past showcase winners. In all instances, they commented on how winning the showcase early in their company’s life greatly opened the path to attract and raise capital which amplified their ability to grow!”

The Venture Club of Indiana would like to thank this year’s Innovation Showcase sponsors [Allos Ventures](#), [Armory Square Ventures](#), [Barnes & Thornburg, LLP](#), [Deftly Creative](#), [Elevate Ventures](#), [gener8tor](#), [HG Ventures I The Heritage Group](#), [Hyde Park Venture Partners](#), [Indiana Economic Development Corp.](#), [Purdue Ventures](#), [50 South Capital](#), [High Alpha](#), [Katz Sapper & Miller](#), [Signature Bank](#), [TechPoint](#), [Rose-Hulman Institute of Technology](#), Sawmill Society, and [VisionTech Angels](#).

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