Student Company Development

The Need:
A Penn State student entrepreneur and company founder wanted to produce a better prototype device to demonstrate her speech assistance technology. The student was also in need of financial support and mentoring regarding company start-up activities.

The PennTAP Connection:
Mary Elizabeth McCulloch was referred to PennTAP’s Innovation Team by a PennTAP employee who had heard about our College of Engineering partnership and resources during a monthly staff presentation. The client was contacted, and a plan was begun for immediate involvement with some campus competitions and business start-up resources.

The Project:
PennTAP’s Innovation Team Lead got Project Vive involved in a small campus pitch competition to start. The company was also introduced to the Penn State Small Business Development Center that works with student entrepreneurs through various assistance programs. This led to additional exposure to community entrepreneurial events and mentors. PennTAP also brought in the Integrated Design Solutions (IDS) group to scope a project with Project Vive, helping to design and build a circuit board that would allow miniaturization of the device and for it to operate via Bluetooth wireless technology. PennTAP also encouraged and mentored Project Vive via their Pennsylvania DCED-funded Inc.U pitch competition for funding awards.

The Outcome:
1. Won Lion Launch Pad award
2. Received Penn State Summer Founders Award of $10,000
3. Completed redesign of prototype
4. Won first place in 2015 Inc.U Inter-collegiate competition and awarded $17,000 in start-up funding

“PennTAP provided us with an understanding of the many resources available to new student startup companies on campus. They also were most supportive in helping us gain an understanding of the various pitch competitions on campus that allowed us to build awareness within the local entrepreneurial community of our idea and product—as well as win some substantial award funding. Their assistance via the Integrated Design Solutions (IDS) within the College of Engineering helped us envision additional upgrades to our prototype.”

Mary Elizabeth McCulloch
CEO and Founder

About the Company

Project Vive
159 Gates Road
Howard PA 16841
814-380-3517
MaryElizabeth@ProjectVive.com

Mary Elizabeth McCulloch
CEO

County: Centre
Employees: 4
Industry: Biomedical Devices

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status.