



TechXpedition Highlights Innovation Mindset at Babcock Ranch

FOR IMMEDIATE RELEASE

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BABCOCK RANCH, FL – In the first of what promises to be an annual event, competitors in the 2023 TechXpedition Babcock Ranch Startup Challenge had the opportunity to collaborate with mentors and software developers to build prototypes and business plans to take their ideas for innovative new tech services and products to the marketplace. Organizers, competitors and the army of volunteers who came together for the 52-hour event described the experience as both intense, and inspiring.

“Babcock Ranch’s focus on sustainability, combined with an innovation mindset, creates a ‘living laboratory’ environment for piloting exciting new technologies,” said Lucienne Pears, Vice President of Business and Economic Development at Babcock Ranch. “There was an incredible buzz of energy throughout the weekend, and it was amazing to witness the evolution of ideas into viable product concepts.”

First place in TechXpedition 2023 went to DroneScope AI. The team led by Babcock Ranch resident David Riha was award \$10,000 in pre-seed startup funding for an artificial intelligence-based drone roof inspection company.

“TechXpedition was an incredible experience with countless opportunities to learn and grow,” Riya explained. “The judges and mentors were very supportive and provided critical feedback that I used to formulate my business.”

First runner-up went to Jennifer Peterson and her “ZulaMula” team for their AR-based shopping app. William Howe and his IFGA Labs team were 2nd runner-up with their use of vision technology to track brain health.

The 54-hour event was organized and presented by MoAloo Ventures, a venture capital firm led by Babcock Resident Priya Ahluwalia. Sponsors included Kitson & Partners, Florida Power & Light’s 35 Mules Innovation Hub, Florida Gulf Coast University Foundation, Chuck Ketteyman, Lee Health, Slaters, Publix and M’Xuma.

“We envisioned TechXpedition at Babcock Ranch as an opportunity to build the culture and ecosystem of entrepreneurship,” said Priya Ahluwalia of MoAloo Ventures. “TechXpedition would not have been possible without the great support we received from some incredible judges and mentors. We want to thank our judges - Micheal Haimour, Chuck Kettelman, and Danielle Mousseau, and our mentors - Joe Chiarella and Scott Kelly, for sharing their time and expertise.”

Planning for the TechXpedition 2024 is already underway. Organizers expect to open registration for the April event at the first of the year.

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About MoAloo Ventures

MoAloo Ventures is a venture capital firm that brings ideas to life. Led by Babcock Ranch resident Priya Ahluwalia, MoAloo incubates startups and helps take them to the next level in exchange for equity. The firm specializes in tech/digital startups – providing expertise in

- Strategy - High-level corporate development strategy (business plans & pitch decks)
- Growth - Revenue growth, partnerships, business plan execution
- Management Consulting - Operations, Finance, Marketing, HR, Legal & Technology

About Babcock Ranch

Located in Southwest Florida, America’s first solar-powered town is setting a whole new standard for smart, sustainable growth. The triple-bottom line balance between environmental, economic, and social sustainability – paired with an innovation mindset - make Babcock Ranch an ideal living laboratory for companies with a vision for a smarter, greener, more sustainable future to innovate, collaborate and thrive. Learn more at www.babcockranchforbusiness.com.