INVEST360

PITCH COMPETITION & SUMMIT

PITCHING COMPANIES | SEPTEMBER 23, 2026

INFORMATION TECHNOLOGY

a2TECH360

Thank you for joining us for Invest360. We're excited to once again showcase some of the most promising startups and entrepreneurs from across Southeast Michigan.

Entrepreneurship and innovation are critical to the continued growth and prosperity of our region. Michigan has built an increasingly vibrant startup ecosystem, supported by world-class research universities, a deep base of technical and industry talent, experienced entrepreneurs, and a growing community of investors and partners committed to helping early-stage companies succeed.

Over the years, many promising Michigan startups have participated in events like Invest360, using the experience to build relationships with investors, refine their stories, and ultimately raise the capital needed to grow. Invest360 was created to provide outstanding entrepreneurs with that opportunity — a platform to showcase their companies and connect with the people and resources that can help them take the next step.

Information technology, life sciences, and mobility remain particular strengths for our region. Southeast Michigan is home to hundreds of innovative companies across these sectors, ranging from emerging startups to industry leaders. Together, they are developing new technologies, creating high-quality jobs, attracting investment, and helping position Michigan for continued leadership in the industries of the future.

Invest360 highlights companies within these sectors that we believe are worth watching — ambitious entrepreneurs developing innovative technologies and working to build the next generation of successful Michigan companies.

Special thanks to our Invest360 sponsors — Bank of Ann Arbor, Barnes & Thornburg, Bodman, ID Ventures, UM Innovation Partnerships, MEDC, MRPR, and Washtenaw Community College. We greatly appreciate your support of Invest360 and your commitment to strengthening Michigan's early-stage innovation ecosystem.

We hope you enjoy the program, meet some exceptional entrepreneurs, and come away even more excited about the innovation happening in our region.

Welcome to Invest360,

Mike Flanagan
Vice President, Capital Programs
Ann Arbor SPARK

Invest360 Information Tech Session Agenda

Welcome

Judge Introductions

- Jim Baker, 1885 Capital
- Andrew McColm, Closed Loop Partners
- Adele Prendushi, Oracle

Company Presentations

- Altumatim
- Constrat, Inc
- GripFusion
- Maka
- Shifty Inc

INVEST360
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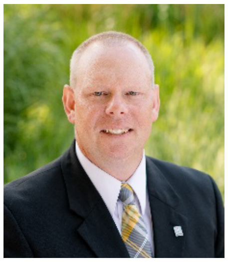
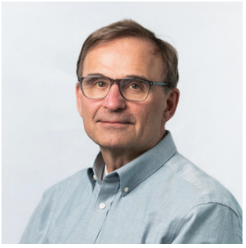
Information Tech Judges



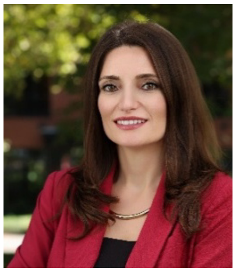
Jim Baker, 1885 Capital
Jim Baker is Senior Associate Vice President for Research, Innovation at Michigan Technological University. His responsibilities include technology commercialization, startup business development, intellectual property management, research contract and grant administration as well as leadership of campus-wide strategic initiatives related to innovation and entrepreneurship talent development, and high-performance research computing. In addition to his university responsibilities, he is the General Partner of 1885 Capital (1885.capital), the co-Managing Director of the Michigan Outdoor Innovation Fund (michiganoutdoorfund.com), and co-owner of Iverson Outdoors Inc., a manufacturer of traditional snowshoes and snowshoe-themed products based in the upper peninsula of Michigan. Jim is a registered U.S. Patent Agent, Certified Licensing Professional, and holds a Ph.D. in Environmental Engineering from Michigan Technological University.



Andrew McColm, Closed Loop Partners
For over 20 years, Andrew has been leading the development of university-based startup companies and has worked with the Closed Loop team for the last five years as a Venture Partner. Past responsibilities have included leading the startup incubators at both the University of Michigan and Michigan State University, Michigan's two major research universities with a combined annual research budget of over $2B. He was also Managing Director of Early Stage Partners LLP, a $100M Midwest focused venture capital fund and was the founder of a manufacturing focused cleantech startup, Fusion Coolant Systems.

Earlier in his career, Andrew had extensive international experience in telecommunications with multiple startup companies across three continents. He has held leadership positions from founder to C-level at both private & publicly traded companies as well as serving as a board member on numerous public, private & non-profit companies.

Andrew is a graduate of the Ross School of Business at the University of Michigan where he received an MBA with high distinction. His undergraduate degree was in Electrical Engineering & Management from McMaster University, and he is a registered Professional Engineer in the Province of Ontario. His lifelong passion has been in transforming cutting edge technologies to commercial realities.



Adelaide Prendushi, Oracle
Adelaide is a technology, infrastructure, public affairs, and community engagement leader at Oracle. With more than 20 years of experience, she has built a multidisciplinary career spanning engineering, energy, project & program management, government relations, economic development, and strategic community partnerships.

Throughout her career, Adelaide has led complex initiatives that require collaboration among businesses, government agencies, nonprofit organizations, and local communities. She is known for bringing together diverse stakeholders, navigating multifaceted challenges, and developing partnerships that support innovation, responsible growth, and long-term regional impact. Her experience at the intersection of technology, infrastructure, policy, and economic development gives her a broad perspective on how organizations can translate ambitious ideas into practical and sustainable outcomes.

Adelaide is a graduate of Harvard Business School's Program for Leadership Development, holds the Project Management Professional (PMP) certification, and is a University of Michigan alumna. She has also contributed her leadership and expertise through service on several civic, economic development, and nonprofit boards, including the Detroit Economic Growth Corporation, Clean Fuels Michigan, the Eight-Mile Boulevard Association and others.

Contact Name: David Gaskey **Title: Co-founder & CEO**

Email: david@altumatim.com **Website: https://altumatim.com/**

Phone: 248-495-4355

Industry/Sector: Legal Technology - eDiscovery

Capital Raised to Date: $800,000

Capital Being Raised: $2,000,000

Revenue (last 12 months): $2,035,000

Revenue Projection (through 2026): $3,100,00

Company Description:

Whoever tells the best story wins, and Altumatim helps lawyers write theirs. Altumatim is an elite legal AI company solving one of modern law's greatest bottlenecks: transforming massive, unstructured digital data into actionable case strategy. Operating in the $15B eDiscovery market, Altumatim delivers its flagship platform, altumatimOS™, to corporate legal departments, AmLaw firms, and legal service providers.

altumatimOS is a first-of-its-kind, self-learning investigation and eDiscovery platform built to adapt alongside legal teams as a trusted AI colleague with a perfect memory. Utilizing proprietary LLM harnesses, patent-pending methodologies, and automated intelligent agents, altumatimOS analyzes millions of pages to connect critical dots humans might miss. Executing at thousands of documents per minute with accuracy exceeding human capability, it slashes review costs by up to 70%, turning months of document review into days, and days into minutes.
By transforming chaotic datasets into coherent storylines, altumatimOS elevates legal teams from tedious data retrieval to high-level strategy. Led by executives in computer science, data architecture, and litigation, Altumatim pairs genuine AI intelligence with enviable gross margins, leading the legal technology evolution.

Competitive Advantage:

Altumatim stands apart from legacy incumbents and emerging generative AI tools through three core pillars:

1. The Only Self-Learning Platform: Unlike static legal software or basic AI assistants, altumatimOS functions as a self-learning entity with a perfect memory. It continuously adapts to user interactions, and case strategies, evolving into a true intelligent colleague.
2. The Only Story-Centric Architecture: "Whoever tells the best story wins". While legacy platforms rely on basic chatbots and linear document review, altumatimOS maps disparate data points, communication threads, and entities directly to the overarching theory of the case, instantly surfacing a winning narrative.
3. Superior Visual Presentation: Processing millions of documents is meaningless without clarity. altumatimOS features advanced visual presentation that turns complex data relationships into intuitive visual layouts. The results dramatically boost human comprehension so attorneys can rapidly connect facts to strategy.

Altumatim has already beat out Relativity's RelAir AI review in head-to-head competition. Two notable examples include securing the contract for a benchmark-crushing, sophisticated review of over 40 million documents and being selected by Lilly as its AI review platform of choice for all eDiscovery reviews.

Altumatim's competitive advantage is further supported by multiple pending patents covering its self-learning capabilities, story-based investigations, self-optimizing prompt engineering, and multi-perspective privilege detection.

Presenter's Short Bio:

David Gaskey is the Co-Founder and CEO of Altumatim, bringing three decades of expertise at the intersection of technology, law, and corporate strategy. Prior to founding Altumatim, David spent 23 years as co-founder and co-managing partner of Carlson, Gaskey & Olds, an intellectual property and commercial litigation firm representing global enterprises across diverse industries. A seasoned litigator, he served as an expert patent law advisor to the U.S. District Court (Eastern District of Michigan) and was a key member of the litigation team on the landmark *Arthrex* matter, recognized as *Managing IP's* Impact Case of the Year in 2020.

In 2023, David transitioned out of private practice to lead Altumatim full-time, channeling his deep legal experience into shaping altumatimOS, designing the platform to transform how legal teams discover truth and build winning case narratives. A recognized thought leader in legal GenAI, David frequently speaks at major industry forums, including a featured presentation at Google Cloud Next.

Contact Name: Justin Turk **Title: Co-Founder/CEO**

Email: jturk@constrat.ai **Website:** https://constrat.ai/

Industry/Sector: Construction Tech/Artificial Intelligence

Capital Raised to Date: $725k

Capital Being Raised: $1.5M

Revenue (last 12 months): $100k

Revenue Projection (through 2026): $350k

Company Description:

Contractors operate on thin margins where a single mispriced project or slow-paying customer can sink the business, yet most still run critical financial decisions on spreadsheets and instinct. The ConStrat platform replaces that with continuous, data-driven scoring embedded directly in daily operations — giving small and mid-sized contractors the decision intelligence that large enterprises build in-house. ConStrat AI builds decision-intelligence technology for the industries that run the entire economy. At the core of its platform is proprietary risk and financial scoring technology that evaluates every business decision a company makes which projects to pursue, which customers to extend terms to, where cash is at risk, and drives automated workflows across the back office: bookkeeping and accounting, cash flow management, project management reporting, and business development. The company is applying this technology first to construction, one of the largest and least-digitized industries in the U.S. economy. e.Alongside its subscription software, ConStrat AI offers a Forward Deployed Engineer (FDE) Program through which engineers integrate a customer's existing systems and data into the platform and deliver department-level automation tailored to how each business runs. The company is headquartered in Detroit, Michigan, and backed by venture investors.

Competitive Advantage:

ConStrat AI's core advantage is a founding team that spans the full problem: deep construction domain expertise, applied AI research, and platform engineering; a combination competitors in construction tech rarely have under one roof. CEO Justin Turk is a third-generation contractor and second-time venture-backed founder with 20+ years at the intersection of construction and technology; Head of AI Dr. Emmanuel Dorley brings the research depth behind the company's proprietary risk and financial scoring technology, including its patent-pending neuro-symbolic architecture; and CTO Jesse Dorsey architected the platform as a data orchestration layer that becomes the operational hub of a contractor's business. That team produces a structural moat: the Forward Deployed Engineer model wires each customer's systems and data directly into the platform, switching costs rise with every integration, and the scoring models compound in intelligence with every job a customer bids and builds; a data advantage in one of the largest, least-digitized industries in the U.S.

Presenter’s Short Bio:

Jesse Dorsey is a Co-Founder and the Head of Engineering of ConStrat AI, a Compounding Intelligence platform built for the built world. He has spent over twenty years between rigorous engineering and fun technology exploration, across fintech, IT, robotics, automotive, and media and gaming — everything from vehicle systems at General Motors to the rendering and networking behind games.
At ConStrat he owns product architecture, systems, and engineering. His mission is to solve difficult problems with technology that feels like magic

INVEST360 INVESTOR SHOWCASE

GRIPFUSION

Contact Name: Mason Ferlic

Title: CEO

Email: mason@gripfusion.com

Website: www.gripfusion.com

Phone: 651-492-4499

Industry/Sector: Hardware Technology

Capital Raised to Date: $4.0M

Capital Being Raised: $12M

Revenue (last 12 months): $300,000 (deals closing September 1)

Revenue Projection (through 2026): $1.5M

Company Description:

GripFusion is a sports technology company pioneering advanced tactile sensor hardware in smart athletic equipment to capture the critical inputs that traditional tracking systems miss. GripFusion's flagship product, the ForceBall, is a regulation baseball engineered with high-resolution pressure sensors embedded beneath the leather to measure micro-level grip forces and release mechanics without compromising authentic feel or flight. Integrated with an AI-driven analytics ecosystem, the platform transforms subtle physical forces into actionable biomechanical insights—empowering athletes and coaches to optimize pitch design, elevate performance, and reduce injury risks. Currently revenue-generating, GripFusion is launching across 12 elite MLB and NCAA partner programs in 2026, with a smart golf grip debuting in 2027.

Competitive Advantage:

GripFusion's competitive advantage rests on being the only company measuring grip inputs (pressure, finger placement) rather than just outcome outputs like velocity, spin, and movement. Generating a proprietary data source category competitors don't currently touch.

Key advantages:

- First-to-market, no direct competitors: No existing product measures grip mechanics and pressure in baseball. GripFusion is creating an entirely new data category rather than competing in an existing one.

- Hardware moat: The ForceBall uses a patented array of roughly 688 high-resolution pressure sensors, compared to competitors offering only a single sensor point.
- Complementary, not competitive, positioning: TrackMan and Rapsodo dominate output tracking but leave inputs entirely unmeasured.
- IP protection: GripFusion holds an exclusive, royalty-free license with the University of Michigan for patent US20210275074A1 (grip profile sensing and assessment), already issued in Japan and Europe and pending in the US and Canada, plus additional filed IP on its sensor architecture.
- Credibility and access via co-development: Partnerships with MLB organizations and co-founder Dr. Michael Freehill's standing as an orthopaedic surgeon and MLB Research Committee member give GripFusion direct access to validate the product with elite users and position it as an authoritative voice on performance and injury science.
- Strategic "nucleus" position: Rather than needing to integrate with incumbents, the internal view is that GripFusion could become the hub other systems want to integrate with, since it offers data utility beyond what 20-year-old output metrics provide, also making it an attractive acquisition target for TrackMan, Rapsodo, or equipment makers like Rawlings.
- Multiple monetization angles from one device: A single hardware unit can serve performance, injury-rehab/workload monitoring, and skill-development use cases–plus a potential data-brokerage model for scouting/recruiting.

Presenter’s Short Bio:

Mason Ferlic is the Co-founder and CEO of GripFusion, a venture-backed sports technology company launched in 2023 that pioneers grip-sensing equipment for real-time performance feedback. He has led the company from concept to execution, overseeing core IP, product engineering, and a cross-functional roadmap spanning hardware, software, and data science as the lead inventor on multiple patents.

An accomplished athlete, Mason represented the U.S. at the Tokyo 2020 Olympics in the 3000m steeplechase. As a University of Michigan student-athlete, he earned a Master's in Aerospace Engineering and was the 2016 NCAA National Champion, an 8x All-American, team captain, and Scholar-Athlete of the Year. His elite athlete background directly informs GripFusion's mission to enhance performance and mitigate injury.

Previously, Mason managed the Michigan Performance Research Lab, leading biomechanical assessments and sensor integration research. Currently on leave from his Statistics Ph.D. candidacy at the University of Michigan, his research in dynamic decision-making underpins GripFusion's AI platform. His ultimate vision is to combine novel hardware, proprietary data, and personalized interventions into intelligent sporting equipment for all athletes.

Contact Name: Isabel Sheinman **Title:** Maka

Email: isabel@makamedia.co **Website:** www.makakids.com

Phone: 917-331-0018

Industry/Sector: Media/Entertainment, AI

Capital Raised to Date: $3.2M

Capital Being Raised: $7M

Revenue (last 12 months): $0

Revenue Projection (through 2026): $119,000

Company Description:

Maka is a children's digital wellbeing company building a safer, more intentional screen time experience for families. Its platform uses research-backed content evaluation and expert review to help parents find age-appropriate, developmentally supportive media for kids, replacing ads, autoplay, and addictive algorithms with trusted recommendations.

Competitive Advantage:

The first system that can measure the quality of children's content for its developmental health at scale and trusted by parents.

Presenter's Short Bio:

Isabel Sheinman is CEO and Co-Founder of Maka. With over a decade at the intersection of children's media, technology, and child development science, she previously co-founded a digital literacy platform that reached 15 million children across 26 global markets. Isabel earned her MBA from NYU Stern on a Women Leaders in Business scholarship and was recently named among the top 10 Female Founders building ventures in the Midwest. Under her leadership, Maka has forged research partnerships with the Yale Child Study Center and Harvard, closed an oversubscribed pre-seed round, and is launching on iOS in Fall 2026. LinkedIn: https://www.linkedin.com/in/isabel-sheinman-98021079/

INVEST360 INVESTOR SHOWCASE

SHIFTY

Contact Name: Beth Hussey

Title: Founder & CEO

Email: beth@shiftyinc.com

Website: shiftyinc.com

Phone: 248-765-0237

Industry/Sector: Restaurant & hospitality training software

Capital Raised to Date: $3.1M

Capital Being Raised: $1 – $3M

Revenue (last 12 months): $420,000

Revenue Projection (through 2026): $650,000

Company Description:

Restaurant operators face turnover averaging 75% and reaching 200%, driving a costly, nonstop cycle of hiring and retraining. The root causes are inconsistent training and low engagement. Existing training tools are clunky, hard to implement, and not built for the realities of restaurant life or a deskless, high-churn workforce.

Shifty is a training, engagement, and scheduling platform built for restaurant and hospitality teams. Built by a 35+ year restaurateur, Shifty turns a proven training method into mobile-first software. Staff use native iOS and Android apps to complete bite-sized, flashcard-style training and access resources; managers and operators build content, communicate, and schedule through the web platform. Features include Training Paths, AI-powered scheduling, operational checklists with photo verification, gamified leaderboards, and a rewards marketplace.

Shifty drives a more engaged workforce, stronger retention, and fewer disconnected systems for managers to maintain. Shifty is trusted at 1,500+ locations.

Competitive Advantage:

Shifty was built by a 37-year restaurant operator, not a software company. Our platform transforms a proven training methodology used to develop thousands of frontline employees into a mobile-first experience designed for today's workforce. Unlike traditional LMS platforms built around long-form courses, Shifty delivers bite-sized training, flashcards, and in-the-flow learning that drives higher engagement and knowledge retention. Beyond training, Shifty consolidates scheduling, operational checklists, and employee communications into a single platform, reducing technology sprawl for restaurant operators. We focus exclusively on restaurants and hospitality, resulting in workflows and user experiences purpose-built for the industry's unique operational challenges. Finally, our patent-pending guided training technology connects trainers and trainees in real time, tracking hands-on learning and shadow shifts digitally, eliminating one of the restaurant industry's biggest blind spots while creating measurable accountability and consistency.

Presenter: Eric Abrams, Head of Partnerships

Presenter's Short Bio:

Eric Abrams is the Head of Partnerships at Shifty, bringing more than 20 years of experience building and scaling technology, SaaS, and digital engagement solutions across the restaurant, hospitality, and consumer sectors. Throughout his career, Eric has held leadership roles with companies including Netlink Software Group, Fishbowl, AppSmyth, Front-Flip, and IZEA, developing deep expertise in enterprise sales, strategic partnerships, customer engagement, and go-to-market strategy. He has worked closely with global restaurant brands, franchise organizations, technology partners, and Fortune 1000 companies to deploy solutions that strengthen customer and employee engagement and drive measurable business outcomes. At Shifty, Eric leads partnerships and business development, focused on expanding the company's reach across multi-unit and enterprise restaurant organizations. He brings a unique combination of restaurant technology experience, SaaS expertise, and long-standing industry relationships to accelerate enterprise adoption, build strategic distribution channels, and drive Shifty's revenue growth.

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