

INVEST360

PITCH COMPETITION & SUMMIT



PITCHING COMPANIES | SEPTEMBER 23, 2026

MOBILITY

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 Mobility Session Agenda

Welcome

Judge Introductions

- Ben Cohen, Hella Ventures
- Noah Keen, GM Ventures
- Kristin Welch, Red Cedar Ventures

Company Presentations

- Lacuum
- Marel Power Solutions
- Motion Sync Tech
- Neumo
- RoboWorkX Inc



Mobility Judges



Ben Cohen, FORVIA HELLA

Ben Cohen is a dynamic executive who thrives at the intersection of strategy, innovation, and execution. As Vice President at FORVIA HELLA, he leads Strategy, Sales Excellence, Marketing, and the company's venture arm across the Americas. Known for his ability to untangle complexity and drive actionable outcomes, Ben has spearheaded initiatives ranging from AI-driven operations and global team restructures to regional mergers and strategic tech investments.

With a career spanning media, SaaS, corporate venture capital, and global manufacturing, Ben brings a rare blend of creativity, analytical rigor, and operational leadership. He has launched startups, built award-winning marketing campaigns, scaled enterprise systems, and transformed sales organizations. Throughout his work, he fosters cultures that move fast and think differently.

Ben holds an Executive MBA from the Quantic School of Business and Technology and a BA in Film from Emerson College. Whether guiding C-suite strategy or mentoring emerging leaders, Ben is passionate about building better, faster, smarter organizations and helping others do the same.



Noah Keen, GM Ventures

Noah evaluates and supports venture-backed startups for GM Ventures, with an emphasis on AI, advanced manufacturing, defense, and industrial technologies. He leads commercial, technical, and financial diligence for early-stage and growth investments. He also supports the implementation of AI tools to improve the investment process and has served as a board observer for GeoPura through its recent acquisition.

Prior to joining GM Ventures, Noah held roles at General Motors in Treasury, Fleet FP&A, and EV Propulsion Systems. His experience included global liquidity analysis, vehicle program forecasting, startup valuation, and evaluating opportunities related to EV technology and energy systems. Noah earned a BBA from the University of Michigan's Stephen M. Ross School of Business.



Kristin Welch, Red Cedar Ventures

Kristin Welch is a veteran of the startup ecosystem in Michigan and beyond, and is currently working with Red Cedar Ventures as an Operating Partner. Prior to this she held EIR and Advisory roles at two different B2B, SaaS model startups.

Kristin previously worked at Ford Motor Company leading teams in the innovation divisions- Ford X and Ford Next Ventures. She focused on driving technology-based business initiatives, thinking strategically about corporate innovation, and managing venture capital and other external investments for nearly 6 years. Before Ford, Kristin helped lead the ride sharing startup SPLT ("Split") through growth, globalization, and acquisition by Robert Bosch GmbH in 2018.

Kristin has been an Advisor and Strategist for numerous startup founders, including the robotics startup Bedestrian and the health tech startup MinaRosa. Kristin had a prior career at Deloitte in global finance, and lived and traveled frequently overseas.



Contact Name: Amer Abughaida

Title: Founder, CEO

Email: amer@lacuum.ai

Website: <https://lacuum.ai>

Phone: +1 734 408 1015

Industry/Sector: Robotics, Cleantech, AI, Marine, autonomous systems

Capital Raised to Date: \$741,000

Capital Being Raised: \$1M

Revenue (last 12 months): \$1,100

Revenue Projection (through 2026): \$30,000

Company Description:

Lacuum is a robotics R&D and consulting firm—founded by engineers and researchers deeply committed to tackling messy, real-world challenges. Their team brings decades of experience in autonomy and deployment from university labs and industry partners like Honda Marine. They specialize in conceiving and building autonomous robots—both aquatic and terrestrial—and support clients with system design, SLAM (Simultaneous Localization and Mapping), perception, embedded development, and practical field testing.

Lacuum's primary domain of expertise lies in environmental cleanup, particularly in aquatic and shoreline environments. Their autonomous surface vessels are purpose-built for lake, river, coastal, and shoreline cleanup—designed to detect, remove, and manage pollution efficiently, without the need for crews or chemical agents. In addition to deploying their own robotic systems, Lacuum also offers consulting services and R&D collaboration: guiding startups, municipalities, and research organizations through robotics architecture, autonomy integration, and market analysis.

Competitive Advantage:

Strong relationships with municipalities, signed MOU with DNR and multiple lake management companies. Lacuum is the only company offering amphibious, autonomous, multi-role vessel. Capable of autonomously harvest weeds, and string algae. While still able to collect oil spills, floating debris and plastic, and collect data, and mapping.



Presenter's Short Bio:

Amer Abughaida has over 19 years of hands-on experience developing systems from ideation to production. Amer has worked for 6 years in developing production software at General Motors. 3 years as a project manager responsible for the production line operations for an electric moped; Managed fleet customers' requirements and post sales concerns at GenZe Mahindra. Amer started 2 companies prior to Lacuum. At his startup, StickyMark, he created a stationary product and supervised the sales distribution through 140 Ace Hardware stores around the world. Prior to Lacuum he served as a principal engineer at Honda Research Institute where he led the marine research division. His first product was the world's first auto trailer loading system for recreational boats, scheduled for production in 2028. Amer has 10 patents, and MBA and MSc from University of Michigan



MAREL

POWER SOLUTIONS

Contact Name: Amrit Vivekanand

Title: CEO

Email: amrit.vivekanand@marel-power.com

Website: marel-power.com

Phone: 248.470.3666

Industry/Sector: Mobility, Defense, Data Centers

Capital Raised to Date: \$8.5M

Capital Being Raised: \$20M

Revenue (last 12 months): \$500K

Revenue Projection (through 2026): \$4M

Company Description:

MAREL is powering energy resilience with a compact, modular, cost-effective platform for power conversion. As electrification accelerates, power conversion remains a bottleneck. Our power stacks work across mobility, data centers, grid, and defense. We have eight issued patents, seven more in progress, a pilot line, and active paid projects with top-tier customers. We've received funding from the Department of Energy and the National Science Foundation, and are now moving from prototype to production.

Competitive Advantage:

MAREL's technology cuts power converter size by 75%, weight by 50%, and semiconductor use by a third - while doubling cooling efficiency and exceeding DOE 2025 density targets by 4X. Our power stacks are modular and semiconductor-agnostic, enabling faster development, reuse across platforms, and true supply chain resilience. They're validated to automotive standards, and scalable from kilowatts to megawatts across AC and DC. We enable customers to move from concept to prototype 75% faster, with lower cost and less complexity. Unlike competitors, we don't sell black boxes - we offer the guts of power conversion, built or licensed to integrate easily into power converters.

Presenter's Short Bio:

Amrit Vivekanand is the CEO of MAREL, where he's focused on one of the last friction points in electrification - power conversion. Before MAREL he spent twenty years at Renesas, a world-leading semiconductor manufacturer. As head of their Automotive Systems Division, he led a 200+ person organization bridging semiconductors and systems. Amrit holds a BS in Computer Science from University of Madras and an MS in Electrical Engineering from Duke University. Amrit is an alumnus of the Harvard Business School, having completed their General Management Program.



Contact Name: Lynx Yin

Title: CTO

Email: yinsy@msync.ai

Website: msync.ai

Phone: 7345965733

Industry/Sector: Mobility / Automotive

Capital Raised to Date: \$120,000

Capital Being Raised: \$1,000,000

Revenue (last 12 months): \$200,000

Revenue Projection (through 2026): \$400,000

Company Description:

Motion Sync Technologies is an Ann Arbor-based mobility technology startup developing innovative solutions that enhance in-cabin comfort and help prevent and mitigate carsickness.

Our core technology, PREACT, uses predictive control to prepare passengers for upcoming vehicle movements before they occur. Originating from research at the University of Michigan, PREACT has undergone seven years of research, development, human-subject validation, and collaboration with automotive industry partners.

For automotive OEMs and Tier 1 suppliers, Motion Sync offers two primary technology solutions. The PREACT Haptic Seat delivers gentle vibration cues before turns, curves, braking, and acceleration, helping passengers anticipate and prepare for vehicle motion. The PREACT Active Seat automatically adjusts the passenger's posture before these events, physically aligning the passenger with the vehicle's movement to improve comfort, and alleviate carsickness symptoms.

Motion Sync is also bringing this technology directly to consumers through the PREACT Pillow, a portable automotive comfort product that uses predictive haptic cues to help reduce carsickness.

As electric and autonomous mobility continue to evolve, Motion Sync aims to create a more passenger-centered riding experience by enabling vehicles to communicate upcoming motion, improve passenger confidence, and establish a new standard for in-cabin comfort.



Competitive Advantage:

Motion Sync's competitive advantage begins with its differentiated approach to carsickness. PREACT addresses sensory conflict, which is the underlying root cause of carsickness, through non-pharmaceutical, non-invasive, and non-intrusive interventions. Backed by seven years of research and development at the University of Michigan, the technology has been validated through extensive human-subject and on-road testing. Results have demonstrated an average reduction of approximately 40% in reported carsickness symptoms, while substantially improving overall passenger comfort.

Our multidisciplinary engineering team has worked directly on PREACT for several years and brings strong capabilities across software, artificial intelligence, embedded systems, mechatronics, and mechanical design. This full-stack expertise allows Motion Sync to develop integrated solutions spanning vehicle-motion prediction, intelligent software, haptic communication, and active seating hardware. The team is further supported by experience in automotive partnerships, B2B commercialization, business development, and consumer marketing, enabling us to advance technologies from research and prototyping through industry integration and market launch.

Based in Ann Arbor and connected to the greater Detroit mobility ecosystem, Motion Sync benefits from proximity to leading automotive OEMs, Tier 1 suppliers, research institutions, technical talent, investors, and industry collaborators. This location provides direct access to one of the world's largest automotive markets and positions the company to build strategic partnerships, accelerate product validation, and scale its technologies across both automotive and consumer markets.

Beyond mitigating carsickness, PREACT introduces an entirely new communication channel between vehicles and passengers. As vehicles become increasingly intelligent and autonomous, and drivers increasingly become passengers, predictive haptic cues and seat movements can allow the vehicle to communicate upcoming motion in a natural and intuitive way. Motion Sync's vision is not simply to solve a single comfort problem, but to redefine how people interact with intelligent vehicles. We aim to establish PREACT as a foundational passenger-interface technology, transform the vehicle cabin into a responsive and trusted environment, and set a new global standard for passenger-centered mobility.

Presenter's Short Bio:

Lynx Yin is the Chief Technology Officer of Motion Sync Technologies. He holds a master's degree in Mechanical Engineering and Robotics from the University of Michigan, where he joined the research program that led to PREACT and later grew into a leadership role. Lynx brings more than eight years of experience in robotics, mechatronics, and human-machine interaction. At Motion Sync, he leads the technical development of the company's predictive in-cabin comfort technologies while also supporting product strategy, partnerships, commercialization, and company operations. He is passionate about translating advanced engineering research into practical mobility solutions and believes PREACT has the potential to transform passenger comfort and reshape how people interact with intelligent and autonomous vehicles.



Contact Name: Niall Berkery

Title: CEO & Co-Founder

Email: niall@neumo.ai

Website: www.neumo.ai

Phone: 248-946-2062

Industry/Sector: Mobility (commercial trucking, automotive & defense)

Capital Raised to Date: \$0

Capital Being Raised: \$2M

Revenue (last 12 months): \$150k

Revenue Projection (through 2026): \$300k

Company Description:

Neumo is developing the world's first contactless brainwave sensing platform for vehicles. Its patented NeuroBioMonitor (NBM) uses a passive, headrest-mounted sensor to measure driver cognitive state in real time without wearables or physical contact.

Neumo's AI-powered software detects fatigue, impairment, cognitive distraction, stress, and other safety-critical conditions that camera-based driver monitoring systems cannot reliably identify. By providing direct insight into brain activity, the platform enables earlier and more accurate detection of driver risk while complementing existing video telematics and in-cabin monitoring systems.

The company's initial focus is the commercial fleet market, where Neumo integrates with existing dashcam platforms to help reduce accidents, insurance costs, and liability. Longer term, Neumo is partnering with automotive OEMs and Tier 1 suppliers to enable next-generation safety, autonomous driving, health, and personalized in-cabin experiences.

Protected by a strong patent portfolio and validated through independent testing and commercial evaluations, Neumo is bringing practical brainwave sensing to the automotive industry for the first time.

**Competitive Advantage:**

- World's first contactless brainwave sensing platform for vehicles
- Patented technology with a strong automotive IP position
- Detects cognitive states beyond the capabilities of camera-based systems
- Passive, non-invasive sensor integrated into the vehicle headrest—no wearables required
- Seamlessly integrates with existing driver monitoring and video telematics platforms
- Validated through independent testing and commercial evaluations with leading automotive and fleet customers

Presenter's Short Bio:

Niall Berkery is the CEO and co-founder of Neumo and a seasoned technology executive with a proven track record of building and scaling companies in the automotive and mobility sectors.

He has led five companies from their earliest stages to significant commercial success, including two startups that exited for more than \$300 million each and two public companies that he grew from zero to over \$200 million in annual revenue.

Niall has built and led high-performing teams at companies including Pioneer, Agero, and TeleNav, commercializing connected vehicle, navigation, and automated driving technologies. He holds a BSc in Electrical Engineering from the Dublin Institute of Technology (Ireland) and began his career in Japan, where he spent six years as an engineer and product planner in the automotive industry.



Contact Name: Dr. Sasi Prabhakaran

Title: CEO

Email: sasi@snowbotix.com

Website: <https://snowbotix.com>

Phone: +13479270009

Industry/Sector: Robotics and Automation

Capital Raised to Date: \$420,000

Capital Being Raised: \$3,800,000

Revenue (last 12 months): \$ 100,000

Revenue Projection (through 2026): \$ 600,000

Company Description:

OEM and RaaS provider of DUAL-USE offroad autonomous vehicles solution.

Competitive Advantage:

World's only OEM of all-electric, fully autonomous multi-utility robots for year round commercial outdoor maintenance.

Presenter's Short Bio:

Dr. Sasi Prabhakaran is the Founder and CEO of RoboWorkX Inc., where he leads the development of Snowbotix line of all-electric, autonomous multi-utility robots designed for year-round commercial outdoor maintenance. Holding a PhD in mechanical and aerospace engineering, Dr. Prabhakaran brings extensive expertise in advanced robotics, sensor fusion, and autonomous off-road navigation. Prior to founding RoboWorkX, he served as a Principal Investigator on research funded by the National Science Foundation (NSF) and the U.S. Air Force.

Under his leadership, RoboWorkX has rapidly scaled its technology from academic research to commercial enterprise. The company has executed pilot deployments across a diverse range of environments, including international airports, municipal walkways, corporate campuses, and universities. He has also heavily driven defense applications, recently demonstrating capabilities at U.S. military bases domestically and in Germany, as well as the National All-Domain Warfighting Center (NADWC) in northern Michigan. Dr. Prabhakaran is currently raising a \$3.8 million pre-seed round to expand the Snowbotix Robotics-as-a-Service (RaaS) platform and help enterprise facilities overcome critical labor shortages.

INVEST360

PITCH COMPETITION & SUMMIT



LEARN MORE AT
A2TECH360.COM

a2**TECH**360
SIGNATURE EVENT