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Maddox_COMP523

Application Processing

| | |
|-------------------------------|--|
| Stage | Invite to Pitch |
| Program applying to | UNC Dept of Computer Science |
| Account Name | Cseda |
| Founder's survey Prefill link | www.tfaforms.com/4600347?account=0011M00002G6gto&campaign=&opp=0061M00001CdMGj |

Opportunity

| | | | |
|------------------|----------------|-------------------|--------------------|
| Opportunity Name | Maddox_COMP523 | Opportunity Owner | COMP523 ProgramMgr |
|------------------|----------------|-------------------|--------------------|

Primary Contact

| | |
|--------------------|-------------|
| First name | Amy |
| Last name | Maddox |
| Email | asm@unc.edu |
| Professional Title | founder |

Project Idea

| | |
|---------------------------------------|--|
| Reason for application | <p>I created a randomization algorithm that generates novel sub-groups from an input list. Originally written in Matlab, it has been translated into R, and then rewritten again when I started Cseda and hired a computer scientist to make a web-accessible version of the software.</p> <p>The programs all work fine, but there is no easy way other than email to help subgroups of participants find eachother and set a time to meet. I'd like to have a smartphone app that facilitates that coordination, by storing availability-times for participants and suggesting meet-up times.</p> <p>It'd be wonderful if such a tool could also graphically represent the connections made via the meet-ups. In the long term, such an ap could supply users with conversation sparks, link to local restaurant maps and menus, or even reveal coupons from local establishments.</p> |
| CS - Current Solution | An administrator emails the groups of participants, and they find a time to meet up via email. |
| CS - Who are users? | members of a university, corporate, religious, or other community. |
| CS - Software Access Point | Web browser (mobile); Android app (phone or tablet); Apple/iOS app (phone or tablet) |
| Other Access Point | |
| CS - Additional Constraints | I'm afraid I don't know. |
| CS - Concerns with student ownership? | No, I do not have concerns. |
| CS - Describe Concerns | |
| CS - Protected health information? | no |
| Additional information | a previous student group made some headway into this project. perhaps a group this year could build upon what has been done. |

Comments

Client Expectations

| | |
|--|------------------|
| CS - How critical is software? | not too critical |
| CS - Available to pitch? | Yes |
| CS - Available to convey requirements? | Yes |
| CS - Available to answer questions? | Yes |
| CS - Reasonable expectations? | Yes |
| Consulting - Attend team meetings? | Yes |
| CS - Able to pay for infrastructure? | Yes |

Client Group

Founder 2

Founder2 First name

Founder2 last name

Founder2 email

Founder 3

Founder3 first name

Founder3 last name

Founder3 email

Founder 4

Founder4 first name

Founder4 last name

Founder4 email

Pitch Survey Information

CS - Pitch Availability Both days work equally well for me.

Other Availability

CS - Recording of presentation

Project Name Strength^n, for meaningful connections

Description people crave meaningful connection to something larger than themselves. being part of an organization has the potential to satisfy that need, but often we have limited connections. Strength^n (strength to the power of "n") is a randomization algorithm that allows an administrator to make combinations from a list of participants, at random, and avoiding previous combinations. participants can be classified, and combinations can be make within or among classifications. the administrator tool works well, but there is

no user interface other than an email announcing your new combination. the goal of this project is to create a user interface to facilitate scheduling with your new combination, visualizing your growing network of meaningful connections, and maybe even getting conversation sparks. come and help make this simple yet powerful community-building tool even better!

Application Details

Close Date 8/16/2021

Account Information

CRVF Investment

CAN investment

Minority Founded?

Contact

UNC Startup Details

| | | | |
|--------------------------------------|---|--------------------------|--|
| Account Name | Cseda | Programs Participated In | Innovate Carolina; Other; UNC Dept of Computer Science |
| Account Active Status | Yes - Active | Parent Account | |
| Company Aliases | | Account Owner | Sheryl Waddell |
| UNC Startup Public Disclosure Yes No | No | | |
| UNC Startup Category | UNC Idea | | |
| UNC App or Media Project Type | | | |
| Key Founder | Amy Maddox | | |
| Website | http://www.cseda.org | | |

UNC Startup Legal

| | | | |
|-----------------------------|--|-----------------------|----|
| Company Structure | | Company Founding Date | |
| Date of Legal Incorporation | | Operating Agreement | No |
| Ownership | | | |

UNC Startup - UNC Founding

| | | | |
|---|----------------------------|---------------------------------------|--|
| Primary UNC Founding School/Program | College of Arts & Sciences | UNC Founders Affiliations at Founding | |
| UNC Founding Department in A&S | Biology | | |
| Additional Founding Schools or Programs | | | |

UNC Startup Industry, Product/Service, and Impact

| | | | |
|---|-------------------------------------|----------------|-----|
| UNC Startup Product or Service Category | Software and Information Technology | Social Venture | Yes |
|---|-------------------------------------|----------------|-----|

| | | | |
|---|-----------------------------|---|-----------------------|
| UNC Startup Subcategory Product/Service | Communications & Networking | UNC Social Startups Sector To Influence | Culture |
| Research-Driven Startup | No | UNCStartup Social & Environmental Impact | Community development |

Address Information

| | | | |
|------------------------|----------------|--------------------------------|------------|
| Email | asm@cseida.org | Phone | 9192598880 |
| Billing Address | United States | Physical Street Address | |
| County if NC | | Physical City | |
| | | Physical State | |
| | | Physical Zip Code | |

Additional Information

Short Description of Company

Description Humans desire to be part of something larger than themselves. We find this wholeness via face-to-face contact, which synchronizes physiological metrics, creating “resonance,” and increases a sense of well-being. Teams with a collaborative atmosphere are more productive and innovative than those that prioritize internal competition. However, professionals’ isolation at the desk and communication via smartphone limit in-person interactions, sense of belonging, and likely productivity and innovation.

Cseida offers a product that increases and enriches interactions, called Strengthn “Strength to the power of ‘n.’” Already successful in groups of 35 to 200 people, this activity shuffles a participant list into randomized combinations (3- or 4-somes). Participants then set up a lunch, coffee, a walk, etc. After a set time interval, the participant list is re-shuffled to create new combinations that maximally avoid previous combinations. The inherent randomization places participants together in new combinations. The casual meetings facilitated by Strengthn have elicited anonymous feedback attesting to increases in quality of work experience, new perspectives, and appreciating colleagues’ dignity.

Strengthn has been used to shuffle participants within a “rank” (i.e. faculty), and also between ranks (faculty and students). The latter strategy substantively improves the civility of power dynamics and provides diversified mentoring for trainees.

To commercialize Strengthn, Cseida,

LLC was launched. “C” and “seda” are how the word “silk” is pronounced in Mandarin and Spanish, weaving the concept of resilient links with the synthesis of diversified cultural awareness. The Strength administrator tool is available via a web interface, and runs quickly and simply on any computer. Ongoing and future development of Strength includes creation of a smartphone app for participants that facilitates scheduling, displays the participant’s growing network, and incentivizes meetings by gamifying the collection of tokens such as group “selfies.”

Company Stage

Additional Information from applicants

Comments

UNC Research Relationship

UNC Startup Exit

Company Exit

Company Exit Date

Name of M&A Partner

System Information

Created By Forms User API, 3/12/2019 11:30 AM

Last Modified By Forms User API, 8/16/2021 4:35 PM

Notes & Attachments

Strength^n, for meaningful connectionsPresentation

MaddoxAdditionalMaterials

| Type | File |
|---------------|---------------------------------|
| Last Modified | Forms User API |
| Description | <u>Download</u> |

| Type | File |
|---------------|---------------------------------|
| Last Modified | Forms User API |
| Description | <u>Download</u> |