



## Welcome Cohort #12!

We kickstarted the recruitment for our next cohort just before the pandemic made its way into Hawaii and going into full force across the world. Our original plans and timelines were cast into disarray but after all the uncertainty over the past couple of months, we are so excited to present **our new batch of startups - Cohort #12!**

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## Cohort #12 Recruitment Wrap-up

In total, we received 494 applications and after rigorous rounds of evaluations, we have accepted **8 awesome companies** into the Blue Startups accelerator program and ohana!

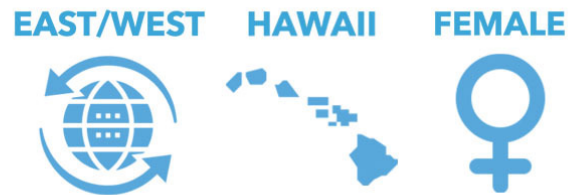
Keeping true to our desire to fulfill a selection of United Nation's Sustainability Goals, we aligned our focus areas for recruitment to these goals through founder profiles and sectors. Additionally, our articles on Medium further explain the approach we take to purposefully create a "[global mix](#)" of startups and strive for

gender diversity for the cohort.

Here's a recap on what we looked for during the evaluation of the startups:



*United Nations Sustainability Goals*

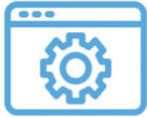


- Cross-border between Asia and the U.S. (East Meets West)
- Hawaii-based or Hawaii-connected
- Female founded or co-founded.

SAAS

SUSTAINABILITY

TRAVEL TECH



**SECTOR  
FOCUS**

- Business-to-business software solutions
- Responsible consumption, carbon reduction and smart cities
- Sustainable tourism

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## Cohort #12 Startup Profiles

**3R|water**



### Enhancing Water Security

**3Rwater Inc** developed the Follow the Drop mobile application (FtD) to build water security and resiliency. FtD supports water/stormwater utilities and their customers to reduce their stormwater runoff impacts, build resiliency, and save

money.

[Learn more](#)

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## Optimizing Software Testing

**Apsurify** helps companies test smarter using its software intelligence platform. Through machine learning, Apsurify enables companies to prioritize their testing processes, leading to faster releases and reducing the cost of test execution.

[Learn more](#)

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## Utility Billing for Renewable Energy

**Energy311** automates the tracking, billing, and payment for electricity usage from renewable sources. Through data collected from e-meters, commercial property owners receive payment from tenants conveniently.

[Learn more](#)

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## Empowering Travelers To Do Good

**Kind Traveler** is the first socially-conscious Give + Get hotel booking platform where travelers unlock exclusive rates/perks from Kind Hotels by donating \$10 each night to a vetted charity, in turn positively impacting local communities.

[Learn more](#)

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## Automating Liquor Promotions For Distributors

**Liquid Presentation** is a proven patented SaaS platform for quadrupling individual representatives' sales volume in the liquor distribution industry. The company has successfully reduced the sales and brand-building cycle from weeks to minutes.

[Learn more](#)

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## Maximizing Home Rental Potential

**Leadroommate** is a web app that helps homeowners rent to roommates conveniently. Through the app, homeowners can earn extra income while renters who help manage other roommates, enjoy lower rent.

[Learn more](#)

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## Re-Creating Offline Collaboration Experiences Online

**Rendezview** provides virtual collaborative workspaces for online meetings, allowing distributed teams to meet and work together as if they're in the same room.

[Learn more](#)

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## Creating An Alternative Mode of Childcare

**Usit** provides a platform to create virtual after-school clubs for kids that are led by college student counselors from around the world. Kids are kept engaged in live, unique, and small groups.

[Learn more](#)

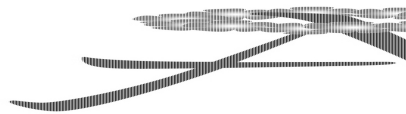
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## Welcome Ashley McShane to Blue Startups!

Ashley is an Oahu native, born and raised in Kaneohe and a graduate of Sacred Hearts Academy. After 6 years of living out of state, she is overjoyed to return home and participate in Hawaii's tech industry. Ashley spent three years in HR and Operations for Ginger, one of the first on-demand digital mental health service providers, and most recently with Twitter as a Project Coordinator for their Talent Acquisition Department. She is honored with the opportunity to support Blue Startup's Cohort #12 as its Program Manager.

## Blue Startups Accelerator Partners







Wilson Sonsini Goodrich & Rosati  
PROFESSIONAL CORPORATION

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