

M | B | C

— MASTER OF —
BUSINESS CREATION®

DAVID ECCLES SCHOOL OF BUSINESS



ANNUAL REPORT

ACADEMIC YEAR 2024-25

WELCOME MESSAGE

The last year was another great one for the Master of Business Creation (MBC), the award-winning, high-value, and applied graduate program for entrepreneurs at the University of Utah's David Eccles School of Business. We supported 108 founders growing and scaling 101 startups. We continued to see record growth and engagement. We expanded globally by enrolling our first cohort in four countries in Africa (Ghana, Nigeria, Kenya, and South Africa) in a partnership with Ensign Global University in Ghana. We plan to launch the program into Europe in 2026. We welcome everyone to learn more, apply to enroll, refer someone to the program, and contact us. It's more than a program, it's a movement.

— Jeff Davis, MBC Director, David Eccles School of Business

2024-25 Highlights

108 Founders Enrolled
AY 2024-25

The founders in the MBC program enroll in person or online and come from varied backgrounds and locations.

101 Startups Enrolled
AY 2024-25

The startups enrolled in the MBC program come from a broad variety of industries from entertainment to health.

6 Countries Enrolled
AY 2024-25

The MBC expanded globally and is available in a growing number of countries. Watch online for more.

About the Master of Business Creation (MBC)

The Master of Business Creation (MBC) is an accredited, one-year degree program for serious entrepreneurs committed to growing their startup company. In short, it is an accelerator plus graduate degree — designed for entrepreneurs. The program is high-value and designed to be affordable for entrepreneurs. It features one-on-one mentorship, innovative and practical curriculum, and rich resources to support entrepreneurs. It provides courses, workshops, and labs designed for aspiring entrepreneurs building and scaling their business, which they bring into the program. Founders living in the U.S. can enroll in one of two formats — an in-person, full-time, two-semester option or an online, flexible, three-semester option. Founders living outside the U.S. in select locations can enroll in the

online option. The MBC program is offered at the University of Utah's David Eccles School of Business by the Department of Entrepreneurship & Strategy in partnership with the Lassonde Entrepreneur Institute. Together, they provide an entrepreneur program ranked among the top 10 in the nation.

Mission: Help entrepreneurs to successfully launch and grow their companies and build a global community of "dreamers and doers."

Objective: Become the world's leading business accelerator plus graduate degree for serious entrepreneurs.

Application Deadlines (Fall 2026)

Here are important dates and deadlines to join the MBC In-Person or Online (U.S.) and MBC Global (Online) program starting fall semester in 2026:

Application opens — Aug. 1, 2025
Priority application deadline — March 20, 2026
Regular application deadline — June 15, 2026

Extended application deadline — Aug. 7, 2026
Classes start — Aug. 25, 2026



MBC PROGRAM EXPANDS GLOBALLY

The award-winning Master of Business Creation (MBC) program at the University of Utah's David Eccles School of Business is now global.

Following years of growth in the U.S., the unique program for entrepreneurs is now being offered around the world with the new MBC Global option for founders who are living in other countries. The global option enrolled its first 20 founders from Africa starting in the fall 2024 semester.

"This is a major development for the best program for entrepreneurs anywhere," said Kurt Dirks, dean of the David Eccles School of Business. "The unique feature is that founders in the MBC program focus entirely on their business while they learn. They graduate with an accredited master's degree and a startup ready for growth. Soon, founders everywhere will have the opportunity to participate in this amazing program."

The MBC program was introduced in 2019 as a first-of-kind program, and over 200 founders have enrolled in the program since then. It matches the best of a business accelerator with a top-ranked



university to provide entrepreneurs with the information and resources they need to grow and scale their companies. The program is offered in partnership with the Department of Entrepreneurship & Strategy and Lassonde Entrepreneur Institute at the Eccles School.

"We are working quickly to expand the MBC Global option to every continent,"

said Jeff Davis, director of the MBC program and a professor in the marketing department at the Eccles School. "We want entrepreneurs everywhere to have the opportunity to participate in this unmatched program for working entrepreneurs. Within a couple years, we expect to have founders from every corner of the world participating."

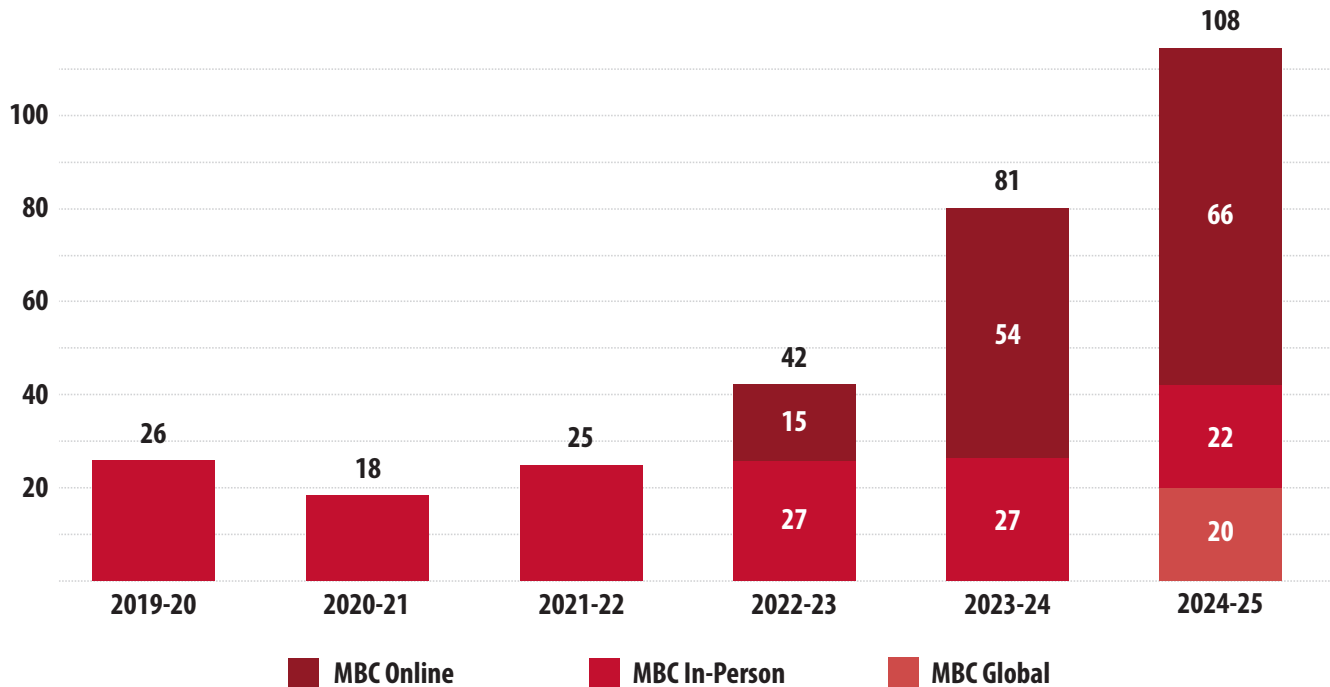
JEFF DAVIS NAMED MBC DIRECTOR

The University of Utah's David Eccles School of Business recently appointed Jeff D. Davis — an experienced international executive, entrepreneur, investor, and professor of entrepreneurship and marketing — as the new director of the award-winning Master of Business Creation (MBC).

Davis replaces Paul Brown, who stepped down after serving as co-director of the program since 2023 and led its rapid growth and expansion, which included graduating the first class of founders from the MBC Online option in 2024 and the biggest graduating class ever in spring 2025. Before joining the University of Utah, Davis built brands at Procter & Gamble in numerous product sectors and in several countries for 23 years.



PROGRAM ENROLLMENT AY 2019-25

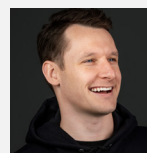


MBC Founder Testimonials



"The MBC has given me the tools, mentorship, and strategic foundation to bring Nibbles and Sprouts to life in a very meaningful way."

— **Dr. Bonnie Feola**, Nibbles and Sprouts



"The MBC program has been pivotal in achieving my business goals by offering the structure, support, and resources to refine my startup and build a strong business strategy."

— **Joel Jones**, Landlord Strategy



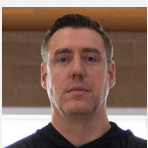
"The name alone, Master of Business Creation, spoke to me. It's aligned with my dreams."

— **Eric Nana Yaw Amissah**, Lift Design (Africa)



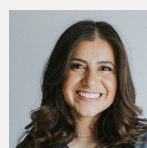
"The MBC program has equipped me with strategic insights and practical tools that I can immediately apply to my business."

— **Dr. Susie Wiet**, Sovegna



"The program offers a unique blend of mentorship, resources, and academic rigor specifically designed for founders looking to accelerate their startups."

— **Tyler Hollist**, Grind Athletics



"My confidence has grown tenfold in the MBC program. The program has equipped me with the tools, resources, and mindset needed."

— **Gaby Bernal**, Studio Ninethreeseven

FOUNDER FEATURES 2024-25



Salt City Soapworks • Lauren Tyson (founder)

In a world flooded with synthetic and harmful products, Salt City Soapworks is building a skincare company rooted in science, sustainability, and a whole lot of Utah salt and beeswax.

Founded by former geophysicist Lauren Tyson, the Salt Lake City-based brand blends her scientific insight with a deep appreciation for natural ingredients. "I want our ingredients to be local and recognizable so people know exactly what they're putting on their skin," Tyson said.

Salt City Soapworks launched in 2021 after Tyson began making soaps for the

holidays. Her products quickly gained a loyal following, and she is now working on expanding wholesale and corporate gifting opportunities with a strong focus on sustainability. To help scale her business, she decided to pursue a master's degree with the Master of Business Creation program. Through the program's tailored, online format, she applies what she learns directly to Salt City Soapworks, streamlining sustainable operations and driving growth.

As the business grows, one constant remains: a commitment to clean, high-quality ingredients sourced close to home.

At the core of each soap and scrub is unrefined Redmond salt, a mineral-rich powerhouse with over 60 naturally occurring elements. "That salt was deposited during the time of the dinosaurs," Tyson said. "It's protected under layers of bentonite clay, which means the salt hasn't been exposed to modern pollution. It's pure enough to eat and acts as both a preservative and a detoxifier in our products."

saltcitysoapworks.com



Evocon

Isaac Brenya (Africa)

Isaac Brenya, a founder in the Master of Business Creation Global program, is transforming the construction industry with his sustainable startup, Ecocon. Based in Ghana, Brenya is creating eco-friendly building materials using agricultural waste, such as coconut husks and sugarcane bagasse.

“Ecocon was inspired by my desire to address the deforestation and environmental damage I witnessed in Ghana,” Brenya said. “Through innovation, we’re providing a sustainable alternative to traditional wood that benefits both the environment and local communities.” His participation in the MBC Global program is helping him refine his strategies and scale his business to new heights.

Ecocon’s products are designed to tackle some of the biggest challenges in the construction industry. By eliminating harmful chemicals like formaldehyde, Ecocon’s materials are safer, naturally flame-retardant, and more durable than many traditional wood alternatives.

“We’re not just creating building materials; we’re developing solutions that preserve forests, reduce carbon emissions, and provide sustainable income streams for local farmers,” Brenya said.

ecovon-gh.com



Medical Match

Ali Phillips

Ali Phillips, a seasoned healthcare professional with nearly 20 years of experience, is leading a transformation in the healthcare workforce through her startup, MedicalMatch. As a participant in the Master of Business Creation program at the University of Utah’s David Eccles School of Business, Phillips is leveraging the program’s resources to grow her business, which connects clinicians with flexible job opportunities.

“The MBC program has been invaluable in helping me refine my business strategy and leadership skills,” Phillips said. “I’ve been able to gain insights from industry experts and collaborate with other founders, which has been critical to our success.”

MedicalMatch offers real-time connectivity and a rigorous vetting process to ensure healthcare organizations are matched with qualified professionals. Phillips’s platform is designed to empower clinicians while providing healthcare organizations with reliable workforce solutions.

“Our goal is to give healthcare professionals more control over their careers, allowing them the flexibility they need, while ensuring healthcare organizations receive the highest quality staff,” Phillips said.

medicalmatch.io

FOUNDER FEATURES 2024-25



Inca Trek Company

Jared Snow

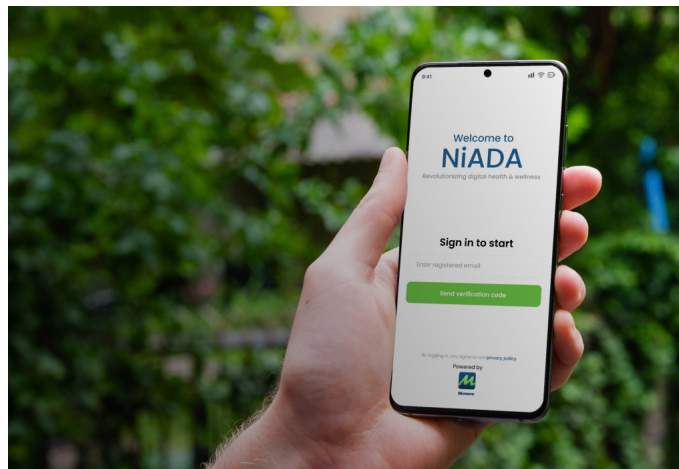
Jared Snow is on a mission to be the top choice for U.S. travelers on the Inca Trail to Machu Picchu. He is the founder of Inca Trek Company and is growing the business in the Master of Business Creation program at the David Eccles School of Business.

Snow has generated over \$1 million in revenue operating tours in Peru over the past 14 years. Recently, Snow's Peruvian tour operator company was approved by the Peruvian government to become the first U.S.-owned company to provide guided tours on the Inca trail. It took having Peruvian-born connections, writing a 160-page thesis, and four years of time and investment to make his dream come true.

"My favorite tour experience in Peru has always been the Inca Trail," Snow said. "That gave me the dream of one day being able to operate the trail with my direct employees."

Snow believes he was given a once-in-a-lifetime opportunity to build the business of his dreams — to ensure his success, he enrolled in the MBC program. "The MBC is incredible; it's rigorous, but I feel surrounded by not only world-class mentors and professors but also world-class co-founders," Snow said.

incatrek.com



Monere

Mou Nandi

Anemia, a condition in which the blood has a reduced ability to carry oxygen due to insufficient amounts of hemoglobin, affects roughly a third of the world's population, threatening long-term health. But what if managing this "silent killer" was as easy as downloading an app? That's where NiADA by Monere comes in.

Mou Nandi, co-founder and CEO of Monere, developed NiADA (non-invasive anemia detection with artificial intelligence) to change the world's approach to anemia detection. Founded in Lehi, Utah, it offers a novel solution utilizing AI for health monitoring. She is enrolled in the Master of Business Creation program to grow the business.

Nandi started her career as an engineer working on other startups, but when two of her friends became ill with anemia, she knew she needed to pivot.

Having prior experience in the health industry, she gathered a highly qualified team and released the first version of NiADA in December 2023. This non-invasive, point-of-care, real-time solution successfully leveraged AI for health monitoring. The solution uses a smartphone app to capture and analyze an image of the inner part of your lower eyelid.

monere.ai



Shop Taby • Taby Davila

Taby Davila is on a mission to bring inclusivity to the fashion industry. She is the founder of Shop Taby and is growing the business in the Master of Business Creation program at the University of Utah's David Eccles School of Business.

Davila's desire to belong and be represented through her everyday wear brought her attention to the sizing gap in the market. She said, "80% percent of the women's fashion industry caters to sizes small through large while 68% of women in the U.S. are considered plus-size."

This absence of options, along with her passion for fashion, sparked the creation of Shop Taby — an inclusive and empow-

ering clothing brand, dedicated to providing a positive shopping experience to all women, while supporting their "Better Body Love" journey. This journey enables women to cultivate a positive relationship with their body and mind by uplifting individuality.

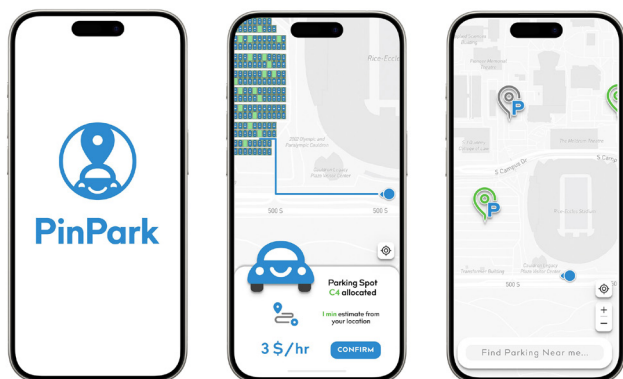
Shop Taby provides vibrant, original designs that inspire confidence by offering an inclusive sizing range from XS to 5X, exceeding what most clothing brands carry. Davila is dedicated to her goal of expanding her size range to be even more inclusive by providing up to 12 different sizes to better serve the Shop Taby community.

Representation and belonging are things that Davila continues to advocate for her customers. "Those who have found us, come back because they feel seen, have found a community, believe in our mission, and see the value in what we're doing," she said.

Shop Taby's has loyal shoppers like Angelica Tello, who said, "I love how she incorporates customer feedback. We get to be part of the design process each step of the way, from concept to final design."

shoptaby.com

FOUNDER FEATURES 2024-25



PinPark Noman Khan

Finding a parking spot shouldn't feel like winning the lottery. Yet, for millions of drivers in urban centers, the search for an open space is a daily frustration — one that wastes time, fuel, and patience. For Americans alone, that can cost them about \$73 billion per year in waste.

For Noman Khan, that frustration turned into an opportunity. Originally from the busy city of Lahore, Pakistan, Khan experienced firsthand how inefficient parking systems created unnecessary congestion and stress. He saw it as more than an inconvenience, but a universal problem waiting to be solved.

As a student at the University of Utah, he spent countless hours looking for places to park, and wondered how modern technology could help. That question led him to create PinPark — a smart, AI-powered platform that makes finding parking spaces easier for drivers, while simultaneously increasing efficiency for lot operators. His next questions were, "How do I make this dream a reality?" and "Who can help me?" This led him to the Master of Business Creation program.

Through the expert mentorship, strategic guidance, and investor connections provided by the MBC program, Khan is refining PinPark's business model and go-to-market strategy.

pinpark.co



Algo Peers Samuel Quansah (Africa)

Algo Peers is an organization based in Ghana that is dedicated to enhancing kindergarten through 12th grade education. Founder Samuel Quansah is growing the business in the Master of Business Creation Global program at the University of Utah.

Quansah started the business after noticing that typical schooling was not enough. "I felt a clear disconnection between the classroom and the real world," he said. He wanted to find a solution that would integrate hands-on learning into education for the betterment of children in impoverished areas of Africa.

While many companies focus on westernized problems in education, this organization's goal is to take a more localized approach. Algo Peers offers students the opportunity to practice problem-solving skills by giving them access to the tools and resources for practical science, technology, engineering, art, and math education. Coding, robotics, and 3D design are a few areas where attention is focused. Algo Peers wants to set students up for the ultimate success by teaching them skills necessary to be ready for the challenges in a real-world environment.

algopeers.com



FOUNDERS ENROLLED 2024-25

MBC Online 3 • Spring 2024 (Enrollment Date)

Cosmic Education Management (Leith Stratchen) — An enrollment application, explicitly designed for Montessori schools. The business automates the process from application to enrollment, billing, and waitlist management.

Delos Industries (Cameron Van Waggoner, of Provo, Utah) — Light-gauge, steel-framing manufacturing. Panelized construction company building homes in the developing world.

Dune Automotive/ Pro Auto Films (Zachary Hale, of Murray, Utah) — Car detailing and customizing.

Helios Fitness & Wellness (Ari Weinstein, of Heber City, Utah) — High-end wellness facility.

High Top HR (Sharon Salmon, of Park City, Utah) — Fractional human resources business. People operations consulting and coaching.

Honu Medical (Bruno Silva, of Saratoga Springs, Utah) — Pro-active medical clinic to address heart disease and diabetes.

Independent Notion (Aleksander "Alek" Hender, of Layton, Utah) — Lifestyle clothing company.

Intellition (Annie Davis, of Salt Lake City) — Autonomous drone solutions for ski resorts.

McClain's Wellness Center (Munir McClain and Shanrika McClain) — Provides wellness services for athletes.

Ovation Health (Eric Danielson, of Bountiful, Utah and Kyler Mahoney, of Layton, Utah) — Providing onsite health services for employers with an emphasis in musculoskeletal health care. On-site employer-based chiropractic and physical therapy services.

Space Gnome Studio (Kory Fluckiger, of Woodruff, Utah) — Full-service art production studio. A contract game design, development, and art production studio.

Utah Medical Massage & Wellness (Krystal Christensen, of Riverton, Utah) — Medical massage and wellness business. They provide complimentary orthopedic medicine to help people optimize wellness, manage pain, and rehabilitate after injury or surgery.

Wasatch Optimal Wellness Clinic, WOW Clinic — (G. Bryant Salmon and Benjamin Fogg, Heber City, Utah) — Outdoor-sports-oriented Heber wellness clinic.

We Rock DM (Tricia Ulberg, Spicewood, Texas) — Austin-based website design and digital marketing agency.

What if Jewelry (Brie Wahlstrom, of Centerville, Utah) — Sustainable custom jewelry.

Yesui (Tsenduren "Cindy" Tumnee, of Lehi, Utah) — Small business connecting the Mongolian community.

MBC In-Person 6 • Fall 2024

Addon Games (Jordan Charlesworth) — Creates math games so fun and engaging that kids don't realize they're learning.

Blokspyder (Sebastiaan Van Thiel) — Developing trading strategies based on observable trading patterns of traders with winning records.

Deep Dark Drinking Chocolate (Emily Nichols) — Thick, velvety smooth, European-style drinking chocolate made with a high concentration of ethically sourced dark chocolate, ground to a perfect melting consistency.

Grind Athletics (Tyler Hollist) — A sports technology company dedicated to transforming athlete recruitment through a digital platform that connects athletes with coaches by showcasing their skills, stats, and schedules.

Inca Trek (Jared Snow) — A trek and tour operator in Cusco, Peru, featuring Machu Picchu, the Inca Trail, the Salkantay Trek and Rainbow Mountain.

Kusi (Diana Simens) — A luxury brand specializing in high-quality alpaca wool products, including college and Utah-logo neckties that blend tradition, sustainability, and school pride.

MedicalMatch (Ali Phillips) — A virtual healthcare marketplace that allows healthcare professionals to work as independent contractors, qualify, negotiate pay, match, and fill one-time shifts with healthcare organizations with just a few clicks.

Monere (Mou Nandi) — A digital health and wellness company dedicated to elevating women's health through NiADA, a non-invasive, easy-to-use, and integrated anemia screening and monitoring solution.

Of The Gods (Ryan Sallee) — Founded by Ph.D. scientists of biochemistry and immunology, Of The Gods helps active, health-conscious professionals achieve superhuman results with their premium mushroom supplements.

Pivvt (John Dodson) — Helps hotels turn guest communication into insights that drive satisfaction, loyalty, and rave reviews.

RedHead Trailer & Boat (Brandon King) — Makes family adventures outdoors and on the water doable.

Shop Taby (Taby Davila-Amenero) — Shop Taby is a size-inclusive, women-led, Latino, and Dreamer-owned fashion brand.

Startup Stack (Jonathan Engle) — Empowers founders with deeply discounted access to the software, services and perks that help them grow faster and operate smarter.

Tetrimuse (James King) — Helps musicians with their branding so they can build a loyal following of "true fans" around their art.

Tonicc (Shaelee Satterthwaite) — A wellness brand focused on making daily wellbeing effortless and attainable through innovative supplements with functional benefits.

UT Match (Nicole Miller and JoLynn Spruance) — Offers professional matchmaking services tailored for Church of Jesus Christ Latter-day Saints single professionals ages 26-35.

Utah House Hacks (Joel Jones) — Makes homeownership affordable by helping homebuyers find, buy, and manage a home they can live in that generates rental income.

FOUNDERS ENROLLED 2024-25

MBC Online 4 • Fall 2024

Bee Willing (Missy Freigang) — Helps governments and individuals build community.

Beast & Baron (Gary Urry) — Produces and sells all natural beard care products.

Beyond the Blade (Eric Swenson and Katie Swenson) — A healthcare analytics company for surgery.

Doubloon Gulf (Blake Laker) — High-end golf ball markers made from rare and beautiful materials.

Fiscal Ally (Jelani Ellington) — Proactive and personalized financial planning sold as a subscription.

HeadMed (Adam Wright and Johnathan Benfield) — Telemedicine for migraine headaches and facial pain.

Heads Up Co. (Zane Van Wagoner) — Helps build healthy tech habits by making unplugging easy and intentional.

IQ Elevate Labs (Drew Johnson) — Student-oriented supplements for cognitive function.

Kulani Home (Matthew Morgan) — Handcrafted, customized, and niche home décor.

Lakeshore Plastics (Kyle Pontius and Vincent Bria) — Utah County-based injection molding.

Little Dogs Resort (Jennifer McMurrough and Melody English) — Seller of high-end small dog daycare business.

Mish Mill (Jen Jen Francis) — Allows brands and game developers to operate across different digital worlds and platforms.

Nibbles and Sprouts (Bonnie Feola) — A pediatric culinary medicine practice.

NODE Medication Dispensers (Jonathon Vizmeg) — Access-controlled pill box.

Omena (Francesca Raelison) — Seeks to break the cycle of emotional abuse in Madagascar.

Packizon (Alok Desai) — Precise measuring technologies for optimizing logistics, warehousing, and shipping processes.

Pionails (Eric Ngo) — An all-in-one POS and booking platform for the nail salon industry

Play to Your Strengths (Stephen Gahagen) — School-based strengths-based training for young people to ensure that they flourish.

Reald2d (Duane Richins) — A real-estate coaching company.

Rough Road Repair (Oliver Bradstreet) — A mobile vehicle-repair service

Signspaces (Chris Wood) — A pop-up dictionary that translates English words on the Web into American Sign Language.

Tasty Edits (Alex Lefkowitz) — Provides video editing and YouTube management services.

Theramone Health (Xue Sheng “Lawry” Han) — Natural solutions for hormone health.

Yesco Business Coaching (Janaye Lakey) — Spin-off from YESCO that provides instructional frameworks and advice to small businesses.

MBC Global (Africa) 1 • Fall 2024

Anidaso Eye Centre, AEC (Bright Okyere, of Akim Oda, Ghana) — AEC is a registered health social-enterprise that focuses on providing quality, affordable, and accessible eye care.

CreaTech Motives Afrika (Samuel Quansah, Cape Coast, Ghana) — A vertically integrated system that combines funding, data, learning design.

Dudu Masters Limited (Jannifer Muthike, of Kianyaga, Kenya) — Premium organic fertilizer from power of insects.

Eco Protin Ltd (Kwabena Tufuor, of Accra, Ghana) — Low-cost but high-quality insect-based alternative proteins and feeds for local poultry, fish, and pig farmers.

Ecovon (Isaac Brenya, of Sefwi Wiawso, Ghana) — Sustainably sourced, newly engineered wood.

Healthmates Nutrition Limited (Joseph Danquah, of Accra, Ghana) — A social enterprise passionate about accelerating nutrition.

Inocul8 (Emmanuel Egbroko, of Johannesburg, South Africa) — A health technology company championing access to preventive healthcare solutions.

JGrand Commodities (Justice Ganaku, of Accra, Ghana) — Their flagship product, Juki Nuts, offers premium, flavored, and roasted cashews.

Lenzvision Optical Company Ltd (Raphael Kyei, of Accra, Ghana) — An eye care company.

LIFT DESIGNS (Eric Amissah, of Accra, Ghana) — Prints posters, banners, stickers, newspapers, publications, and more.

NascoTech (Banasco Seidu Nuhu, of Accra, Ghana) — A technology company with a mission to bridge the digital divide in Africa.

Netsor Company Limited (Eric Edze, of Saki, Ghana) — Quick and easy access to quality medical delivery or courier services.

Oceansmall (Caroline Pomeyie, of Accra, Ghana) — Seafood supply and processing company.

Riwe Technologies (Chigozirim Israel, of Owerri, Nigeria) — Tailored, mobile-accessible, inclusive and affordable weather insurance and climate insights to protect the income of farmers.

Siklitè Desserts (Beatrice Addy of Accra, Ghana) — A Ghanaian-owned chocolate dessert company.

SUKU Technologies Limited (Tsonam Akpeloo, of Accra, Ghana) — Technology solutions and management consulting firm.

Supretec Aluminium & Roofing (Ademola Osho, of Lagos, Nigeria) — Eco-friendly roofing company.

WASHKING LIMITED (Dieudonne Agudah, of Accra, Ghana) — A sanitation social enterprise.

MBC Online 5 • Spring 2025

Altitude Surfing (John Young, of Midway, Utah) — An electric surfboard rental company offering a unique, waveless surf experience on Deer Creek Reservoir in Heber Valley Utah.

Car Match Utah (James Puertas, of Provo, Utah) — Specializes in providing high-quality pre-owned vehicles through retail and transparent pre-order services, ensuring a customer-centric experience.

Cat Connection (Francine Brownell, of San Francisco, Calif.) — Provides one point of access to all things cat.

City Cycling Guide — (Tessa Greeger, of Boise, Idaho) — A platform to help people experience cities by bike.

Dry Creek Physical Therapy & Wellness (Benjamin Jensen, of Saratoga Springs, Utah) — Outpatient orthopedic physical therapy services.

Elevate Operations (Tanner Nelson, of Syracuse, Utah) — A consulting and software implementation firm.

Flovers (Sahar Jabbari, of Holaday, Utah) — Flovers creates custom floral arrangements that bring joy and beauty to special occasions.

MISL (Levi Wilson, of Lehi, Utah) — Uses AI to track a child's language progress.

Pay4Me (Sunday Adah, of Boise, Idaho) — Pay4Me simplifies payments and banking for international students. It also offers credit through the NextGen Card by Pay4Me.

PinPark (Noman Khan, of Salt Lake City) — A parking-management solution that connects drivers with available parking spaces in real-time through a user-friendly mobile app.

Salt City Soapworks (Lauren Tyson, of Salt Lake City) — Eco-friendly, handcrafted skincare products.

Salt Lake Scents (Paige Barnson, of Taylorsville, Utah) — A bath, body and CBD business focused on providing high quality products based out of Utah.

Sovegna (Susie Wiet, of Salt Lake City, Utah) — A comprehensive, holistic clinic of excellence for healing from trauma, addiction and psychiatric challenges.

The Healthcare Advocates (Natalie Sandall, of Layton, Utah) — Medical recruitment for travel nursing positions.

Triptimize (Michael Melichar, of Phoenix, and Kyla Wood, of Chandler, Ariz.) — An upcoming app designed to streamline the process of planning vacations.

Utah Outdoor Therapies (Zachary Bird, of West Jordan, Utah) — An outdoor substance abuse and mental health treatment program.

Alumni News

MBC Founders Launch Matchmaking App Orra

When D.J. Potter and David Aiderzada joined the Master of Business Creation program, they each had our own ventures and goals. Potter was focused on growing Sawtooth, the world's most versatile truck bed cover, while Aiderzada was launching Healixir, a home health system that tailors vitamin doses to an individual's physiology. Though their businesses were vastly different, the MBC program helped them forge a strong friendship and, ultimately, a new venture that would challenge an industry in desperate need of change.

By 2022, the pair started noticing a pressing societal issue: swipe-based dating apps were leaving millions feeling

disconnected and disillusioned. Swipe-based apps like Tinder, Bumble, and Hinge prioritize superficial sexual market value (SMV) — essentially, physical attractiveness — while neglecting the deeper and more important aspects that build lasting relationships. These platforms have inadvertently contributed to a loneliness epidemic, keeping users stuck in an endless cycle of swiping and short-term flings. Determined to offer a better solution, they co-founded Orra, an AI-driven matchmaking platform designed for singles seeking meaningful, lasting relationships.

Unlike traditional dating apps that focus solely on SMV, Orra prioritizes relation-



ship market value (RMV) — a holistic approach that considers core values, evolutionary psychology, and also physical attraction.

orra.co

FACULTY & STAFF

Leadership



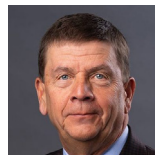
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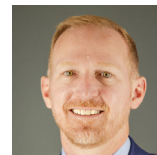
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