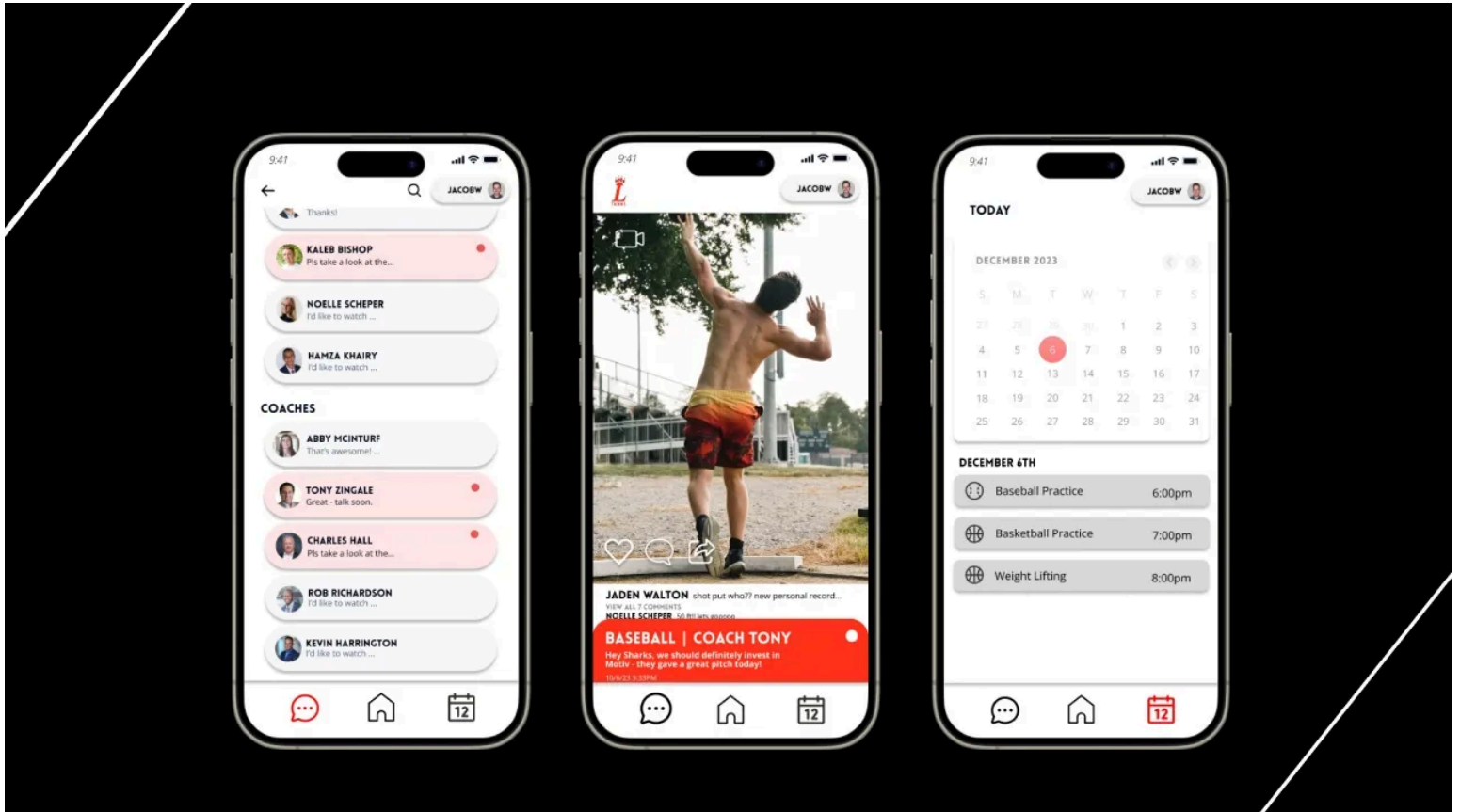




PRESS RELEASES

Press release: UC Students 'game-changing' tech startup

by *Guest Author*
August 21, 2024



Sample image of MOTIV dashboard

The scheduling miscommunication that led to Olympic runners missing their races in 1972, highlighted the critical role of effective communication in sports.

Recognizing the need to improve streamlined communications in organized sports, specifically youth sports where scheduling and communication issues persist, UC students Noelle Scheper and Jaden Walton combined

their skills in computer engineering, marketing, and finance during an innovation challenge at UC's Center for Entrepreneurship to create an all-in-one technology they call, MOTIV.

The platform streamlines communications for coaches, student-athletes and parents by integrating scheduling, statistics, tracking, and management into one user-friendly hub.

After winning first place in the challenge, Walton and Scheper realized they had a viable technology to commercialize.

Leveraging UC's resources, they joined the Venture Lab NEXT Summer Program, a 12-week student pre-accelerator program designed to offer tailored resources, mentors, and guidance to student teams that have already gained traction toward commercializing. Thus far, MOTIV has raised approximately \$30,000 for its startup technology.

"MOTIV's customer discovery, prototyping and traction to date make the team a perfect fit for our Venture Lab Next accelerator," said Josie Dalton, Associate Director of the UC Center for Entrepreneurship and co-director of the Venture Lab NEXT program located in the 1819 Innovation Hub.

Consolidating all of the apps coaches use into one hub is designed to reduce errors and enhance efficiency, allowing coaches to focus more time on their athletes.

After securing \$10,000 in additional funding through the Venture Lab summer program, the team is set to test their technology at three local Cincinnati high schools and gather feedback that will guide further development.

A standout feature of MOTIV is its compliance with the Family Educational Rights and Privacy Act (FERPA), ensuring privacy and transparency in communication.

"For example, when an athlete messages a coach directly, or vice versa, the parent is automatically looped into the chat, enhancing safety and compliance," explains Walton.

MOTIV's journey from a student innovation challenge to a promising startup demonstrates the power of student-driven innovation. MOTIV recently onboarded a chief technology officer, Siddharth Singh Chouhan, a current computer science graduate student at UC. As they seek seed funding and investors, the team is committed to transforming athletic program management and setting new industry standards.