

Safety First

Holloway Competition winning team aims to make dating safer

Friday, May 10, 2019

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Modern dating just might be safer now that the inventors of VELV have taken home the top prize in the 31st annual [Paul J. Holloway Prize Innovation to Market Competition](#).

VELV, the team consisting of Christin Badylak-Reals '19, Jessica Lavallee '19 and Matthew Ross '19, won the competition with their safe dating platform, which integrates with smart jewelry to allow a person on a date to discreetly push a button and receive help if a situation becomes uncomfortable. The platform was inspired by the horrific experience Badylak-Reals had as a survivor of sexual assault on a first date. Badylak-

Reals, Lavallee and Ross hope their platform, in combination with the smart jewelry, will contribute to a safer modern dating scene.

Liquid Hops, an indoor hydroponic hop-growing facility that Jonathan Carrigan '19 pitched as a more cost-effective way to supply small breweries, took second place in the competition. Carrigan says his company wants to both expand the versatility of eco-friendly farming using hydroponics and also help New England brewing thrive.

Coming in third place this year was Steven Schnobrich '21 and his golf anger-management novelty product The Bogey Bag, a punching bag that can be securely attached to a golf cart to cut down on golfers taking their anger out on their equipment or the course. Schnobrich and The Bogey Bag also took home the People's Choice award, a fan-voted award for the audience's favorite team.

See the full results of the competition at paulcollege.unh.edu/holloway.

- WRITTEN BY:
[Whittney Gould](#) | Peter T. Paul College of Business and Economics
| whittney.gould@unh.edu | 603-862-1704

PHOTOGRAPHER:
[Perry Smith](#) | Freelance Photographer

PETER T. PAUL COLLEGE OF BUSINESS & ECONOMICS



University of New Hampshire

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