



CU-Boulder student-led start-up wins six figures in first ever pitch competition

Boulder, CO, Dec. 21, 2022 – A startup led by a current CU–Boulder student walked away with a six figure investment prize in its first ever pitch competition. ScholarLead.com, at which second year Evening MBA student Nick Brown is Co-founder, received a commendation at the Dolphin Tank venture competition hosted by Capital Plus Financial. This earned the startup its first institutional investor within a year of their launch. ScholarLead placed 4th out of 50 companies in an investor competition that took place at Stanford University the first weekend of December.

“This six-figure investment is a critical step in increasing ScholarLead's positive impact on schools, educators, students, families and communities,” states Nick Brown, Co-founder and President of Scholarlead.com, “This is just the beginning.”

Brown continued, “The education I’ve received at CU has made a strong impact on being able to secure an investment. From tangibles like marketing, operations, and finance to soft skills like leadership and communications, the knowledge and wisdom Leeds has provided have set our team up for success.”

ScholarLead, is an educational technology product that helps schools increase and simplify their enrollment. Brown and his Co-founder, Uriel Berrum, launched the web application in June of 2022 to streamline enrollment and save schools time and money so that administrators can focus more on educating students. The application connects educators with families, manages tasks, organizes data, and tracks performance, with an emphasis on intuitive user design. Winning the pitch competition is a big step for the company and its customers.

“This is a significant milestone in our journey because having a partner like Capital Plus and Cross Roads Impact demonstrates the legitimacy of what we are trying to accomplish” states Uriel Berrum, Co-Founder and CEO of Scholarlead.com, “From the beginning of this fundraising effort, our largest goal was solidifying our first investment. This seed money will allow us to continue serving our schools and help us advance our mission.”



Competing against 50 companies for a \$1,000,000 investor prize at Dolphin Tank Social Impact Venture Competition and Investing, ScholarLead.com walked away with \$100,000. ScholarLead.com, less than a year old, succeeded in gaining Capital Plus Financial as their first institutional investor.

About ScholarLead.com

ScholarLead.com, a new parent-relationship management web app that helps schools simplify their enrollment management, launched in June of 2022 to simplify enrollment and saves schools time and money. The first customer relationship management system of its kind, ScholarLead.com is built specifically for schools. In its first year, the Denver-based start-up proudly serves 10 schools. For more information please visit www.scholarlead.com, and be sure to follow ScholarLead.com on [LinkedIn](#).

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