

# X-FACTOR

FALL 2020

Transforming Northwestern student founders into the creators and leaders of tomorrow.



## **Peter Dorward / McCormick '21**

Peter is a Mechanical Engineering and MaDE student from Milwaukee, WI. He has previously interned at Tesla and P&G and is a co-founder of Litterbox, a Northwestern student-run summer storage startup company incubating at The Garage. He is the former President of EPIC, Northwestern's undergraduate entrepreneurship organization. Peter is passionate about team mentorship and getting underclassmen across the university involved in entrepreneurship.



## **Lainey Dow / Medill '23**

Lainey is a sophomore from Castle Rock, CO studying Journalism, Data Science and Integrated Marketing Communications. She worked at a bridal magazine for over three years, where she wrote content, managed social media, developed partnerships and represented three West Coast titles. There, Lainey developed interest in digital media, and joined Authentic Media Ascension (AMA) at The Garage during her freshman year. AMA works with digital creators, specifically YouTubers, to grow their following and brand through data analytics and social strategy. In her free time, Lainey loves to hike, ski, travel and eat ice cream.



## **Nathan Graber-Lipperman / Medill '21**

Nathan grew up in West Hartford, CT, where he first married his penchant for business and community building with a passion for storytelling. Since attending Northwestern, where he studies Journalism and Entrepreneurship, he has developed Powder Blue Media, an in-house B2B media consultancy, as well as a B2C-facing "storytelling experiment" called Unplugg'd that focuses on creating mission-driven products through longform, personal narratives. Along with participating in accelerator programs, winning pitch competitions, and gaining recognition for his work with Powder Blue, Nathan has been a four-year member of the Northwestern Men's Ultimate Frisbee Team, where he serves as Vice President.



## **Andy Grossman / SESP + Weinberg '22**

Andy is from New York City and is studying Economics and Learning & Organizational Change. His introduction to The Garage came when his team placed second in the Launch pitch competition, hosted by EPIC. He now serves as the Chief Operating Officer for Litterbox, a summer storage startup for Northwestern students. Equipped with a passion for sports, branding, and technology, Andy spent last summer at an Israeli sports technology startup enhancing their search engine databases and determining profitable sponsorship opportunities. He has taken his enthusiasm for entrepreneurship to the classroom, serving as a teaching assistant for the Farley Center. Andy works on the analytics committee for the Northwestern Football team and loves his Chicago sports teams.

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## Caleb Holland / Weinberg '21

Caleb is a senior studying Learning and Organizational Change and Entrepreneurship from St. Louis, MO. He is co-founder and CEO of Innovestments, a company that seeks to increase the accessibility of both real estate investing and homeownership through its "Invest with Impact" model. During his time at Northwestern, Caleb has played a role in the re-establishing of The Black Mentorship Program and served as President of The Collective, a safe space for those who identify with both Blackness and masculinity to dissect power and privilege. He is most passionate about using an entrepreneurial approach to addressing issues of social injustice and inequality.



## Haley Hooper / SESP '23

Haley is from Atlanta, GA and is studying Organizational Change, Business Institutions, and Design. She is the owner of HHPearls, a jewelry business, and is currently working on business plans for an e-commerce app and a networking app. Formerly, she ran varsity cross country for Northwestern. She has single-handedly raised over \$100,000 for the Atlanta Humane Society. Last year, she participated in The Garage's Tinker program. During the summer of 2020, she interned for Quicken Loans as a User Experience Associate.



## Arshya Srinivas / McCormick '21

Arshya studies Industrial Engineering and has completed the Kellogg Certificate Program in Managerial Analytics. She is one of the co-founders of ScopeNU, which aims to build the relationship between the Northwestern community and Evanston businesses by designing a personalized discount aggregation platform. Her academic and career interests center around data science and data analytics, and she is looking forward to exploring this field after graduation. She is extremely passionate about diversity in entrepreneurship and loves to help female founders expand their entrepreneurial skills. Outside of work, she is part of a competitive dance team and enjoys digital illustration.



## Joshua Winograd / McCormick '21

Joshua is a senior studying Materials Science and Engineering from the greater Boston area. He is a co-founder of ScopeNU, which aims to build the relationship between the Northwestern community and Evanston businesses by designing a personalized discount aggregation platform. Joshua has experience working in many sectors of science and technology, including neuroscience research at MIT, bioelectronic device research through the Rogers group at Northwestern, and full-stack web and app development on multiple corporate projects. After graduation, Joshua hopes to go onto medical school, where he wants to make powerful change at the intersection of engineering and medicine.