



Innerstill Co-Founders Laate Olukotun (Chief of Product) and Ellyn Ito (Chief Executive Officer) with Pitch Stop judges, Gia Fruscione of Princeton Alumni Angels, Sean O’Sullivan of SOSV, and Grace Hahn from Edison Partners at the Princeton Mercer Regional Chambers Pitch Stop V contest in February.

PRINCETON MERCER REGIONAL CHAMBER ANNOUNCES INNERSTILL AS PITCH STOP V WINNER

March 1, 2023, Princeton, NJ – Innovation and entrepreneurship were once again on display at Pitch Stop V, presented by the [Princeton Mercer Regional Chamber of Commerce](#). The Chamber’s “Shark Tank” style pitch competition featured local startups competing for a prize package in front of a panel of seasoned investors. This year, [Innerstill](#), a developer of novel, non-invasive bioelectric solutions that help the body balance neurohormones, was selected as the winner.

Innerstill was presented by Co-Founders Ellyn Ito and Laate Olukotun. In the coming months, Innerstill will be soft launching “mindvybe,” a general wellness product that helps to balance mood and alleviate stress. Innerstill also has two medical devices under development: a clinical vagus nerve stimulator and a non-invasive, transcranial, deep brain stimulator designed to address the most challenging of neuro-degenerative diseases.

“Pitch Stop will serve as a catalyst for Innerstill as we move into our next phase of growth,” said Ito, Innerstill CEO. “We are grateful to the Princeton Mercer Regional Chamber for providing us with this platform to reach potential investors, as well as consumers, as we get closer to the launch of mindvybe.”

Also competing for the top prize were [fromHERE](#), an innovative approach to co-working spaces, and [Touch 10](#), the developer of sensory-friendly clothing and accessories for children and adults in the neurodiverse community. Innerstill was selected as the winner by a panel of judges including seasoned investor and the inventor of “cloud computing” Sean O’Sullivan of [SOSV](#), Co-Director of [Princeton Alumni Angels](#) Gia Fruscione, and Grace Hahn, a Senior Associate at [Edison Partners](#).

The panel felt that the strength of Innerstill’s management team, along with their commercialization strategy and the promise of their technologies gave them the edge. Laate Olukotun, Chief Product Officer added, “It is validating to have these experienced judges recognize what we have emphasized from the beginning: we have a top-notch team and exciting tech to make extraordinary differences in people’s lives.” (Catch the video on [YourTownTube.com](#))

“The most important thing to remember is that Pitch Stop features local startups,” said Chamber President and CEO Hal English. “These businesses are right here in our own backyard disrupting their industries and creating new and innovative solutions. The Princeton Mercer Chamber is proud to help local entrepreneurs take their ideas to the next level.”

Pitch Stop is supported by a host of Chamber members including the following sponsors and prize package donors: Integris, Fox Rothschild, TD Bank, Christopher Kinkade, Esq., Withum, First Bank, NJM Insurance Group, William Penn Bank, Imbue Creative, and Primepoint. Pitch Stop was hosted by [Grounds for Sculpture](#), and after the event all participants were invited out onto the grounds to experience their latest installation, NightForms: Infinite Wave.

Investors interested in learning more about Pitch Stop V winner Innerstill should contact Ellyn Ito at ellyn@within.health.

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[About the Princeton Mercer Regional Chamber](#)

The Princeton Mercer Regional Chamber of Commerce is the largest and oldest regional Chamber of Commerce in the State of New Jersey. The Chamber is a membership organization committed to promoting business growth within the Princeton-Mercer Region and surrounding areas. With more than 10,000 individual Chamber contacts and more than 1,300 member companies, the Princeton Mercer Regional Chamber of Commerce’s membership is focused in five Central New Jersey counties and stretches as far as New York, Philadelphia and Canada. More information about the Chamber can be found at www.princetonmercer.org

About Innerstill

Innerstill is a neurotech company launching bioelectrical stimulation solutions that balance neuro-hormones essential for every aspect of healthy living. In 2023, the company will launch the consumer wellness product 'mindvybe', a vagus nerve and acupuncture point stimulator that helps to alleviate stress and regulate mood. The company has two other medical device technologies under development, a clinical vagus nerve stimulator and a non-invasive deep brain stimulator using interference current.

About the Vagus Nerve

The Vagus Nerve is the longest bundle of nerves that spans from the brain to the gut. It is responsible for managing the body's automatic functions, including breathing, heart rate, digestion, the immune/inflammatory response, and the modulation of the "feel good" hormones such as serotonin, dopamine, and the calming hormone, GABA. Research shows that electrical stimulation of the vagus nerve can create an action potential that balances these autonomic functions through stabilizing neuro-hormones.