



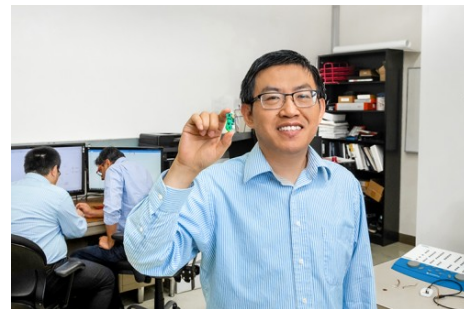
On The Prowl: The Research Review

April 2022

Innovation & Collaboration

UWM & BPC via CTC Success Story

Dr. Yi Hu, a long-time collaborator of the UWM Research Foundation, is moving ahead in this year's Wisconsin Governor's Business Plan Contest (BPC) which is generated by the [Wisconsin Technology Council](#) (CTC). We are very happy to support Dr. Hu in his new endeavor towards a startup named, My Hearing Care. My Hearing Care is creating an over-the-counter self-fitting hearing device to make hearing accessible and affordable for millions of people who suffer from mild to moderate hearing loss. While the price of a pair of My Hearing Care hearing aids has not been set, Hu says it will be significantly less than a traditional pair. "One of my goals is for more people to be able to buy and use high-quality hearing aids," he said. The My Hearing Care hearing product is expected to hit the market later in 2023.



Yi Hu holds a prototype of the hearing device he developed.

UWM Photo/Elora Hennessey

Welcome to our new board members

UWMRF has added 2 new members to our team!

Ann B. Nattinger, MD, MPH, MCW Associate Provost for Research; Senior Associate Dean for Research, School of Medicine; Professor of



Dr. Ann Nattinger

Medicine, Lady Riders Professor of Breast Cancer Research

Dr. Nattinger is a nationally recognized breast cancer health services researcher. She studies variations in cancer treatment and follow-up care, disparities in care by race and socioeconomic status, and cancer survivorship issues.

Her work, funded mostly by the National Cancer Institute, has been published in leading journals, such as New England Journal of Medicine, Lancet, and JAMA. As Founding Director of the MCW Center for Patient Care and Outcomes Research (now Center for Advancing Population Science), Dr. Nattinger developed a college-wide interdisciplinary group of health services and disparities researchers.

She is a Master of the American College of Physicians and has served as President of the Society of General Internal Medicine.



Tessa Myers

Tessa Myers, Global Vice President & General Manager, Software and Control at Rockwell Automation

Tessa Myers has a Bachelor of Science in Industrial Engineering from Purdue University and a Master of Business Administration from University of Michigan.

Tessa started her career at Rockwell Automation, the world's largest company dedicated to industrial automation and information, in 1999, as an associate sales engineer, in Portland, Oregon, now, 20 years later, she leads strategy and product for the company's Software & Control business segment, overseeing product strategy, product management and business operations, specifically, Ms. Myers works extensively to accelerate the Connected Enterprise, the "smart manufacturing" transformation utilizing connected smart devices and software applications that access data and analytics to enable decision making.

COnovate completes Safe Financing

COnovate, Inc., developer of a new and novel composite material for lithium-ion battery (LIB) anodes, announced the successful completion



of a nearly \$1 Million SAFE financing.

The material named COphite charges >6x faster than graphite anodes (95% of the lithium-ion battery market), stores 2x the amount of energy per charge and offers the potential for use of locally sourced renewable materials versus mined graphite. The material works well with current LIB materials and designs for a fluid transition into widespread use.

The round was led by Tundra Angels, Milwaukee Venture Partners and Jennifer Abele, Senior Executive Director of Strategic Partnerships at UWM who were joined by a mix of old and new investors.

The funding will enable the Company to drive toward key scaling and commercial milestones in anticipation of a priced equity round later this year. CONovate intends to be fully established in a 2Ah battery and positioned to produce 10kg batches for third party battery validation during 2022.

CONovate is commercializing a remarkable, fundamentally distinct material called graphene monoxide developed by its two UWM co-founders, Drs. Carol Hirschmugl and Marija Gajdardziska-Josifovska.

Events and Deadlines



First Look Forum

April 21 | 4:00 - 7:00PM | University Club
of Milwaukee

RSVP: [Register](#)



UWM **ENGAGE** Reboot Reception (For current & past UWM innovators only)

May 19 | 4:30 - 6:30PM | LEC 1st Floor

RSVP: [Register](#)

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