

THE  
BLUES  
AWARDS

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**2022 BLUES  
AWARD WINNERS  
INNOVATION**

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## INNOVATION

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### **Alonzo Nieves**

#### **Faculty of Law and Business School**

Alonzo co-founded eVouch, a B2B SaaS company focused on helping e-commerce brands generate sales through word of mouth. eVouch's word-of-mouth solutions have enabled access to a new, cheaper and more effective marketing channel. eVouch was featured as a case study for the global Shopify App Challenge 2021, and Alonzo's team have now partnered with over 500 merchants. These successes have seen them recently raising capital in both New Zealand and the United States.

### **Callum Sng**

#### **Business School and Faculty of Arts**

Callum, alongside his team, placed first in the New Zealand Universities National League Business Case Competition. The team consulted for a local vendor of infant supplies, presenting an innovative strategy for achieving its growth targets that was justified through sound qualitative and financial analysis.

### **Cecilia Yuxuan Wu**

#### **Business School and Faculty of Law**

Cecilia, alongside her team, placed first in the National League Business Case Competition at the University of Waikato. The team consulted for a local vendor of infant supplies, presenting an innovative strategy for achieving its growth targets that was justified through sound qualitative and financial analysis.

### **Edy Setyawan**

#### **Faculty of Science**

Utilising commercially available drones, Edy developed a novel method to accurately measure the body size of surface-feeding or cruising manta rays with minimal or no impact on the animals. This is a ground-breaking innovation which will aid research-based conservation and management of this globally threatened species in the Indo-Pacific regions.

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### **Michael Shaimerden**

#### **Faculty of Engineering**

Michael is the founder of Fistbump, a mobile app that uses a machine learning model to help students connect based on interest, personality or goals.

### **Michael Smith**

#### **Business School and Faculty of Engineering**

Michael, alongside his team, placed first in the National League Business Case Competition at the University of Waikato. The team consulted for a local vendor of infant supplies, presenting an innovative strategy for achieving its growth targets that was justified through sound qualitative and financial analysis.

### **Trinayan Krishnan**

#### **Business School and Faculty of Arts**

Trinayan, alongside her team, placed first in the National League Business Case Competition at the University of Waikato. The team consulted for a local vendor of infant supplies, presenting an innovative strategy for achieving its growth targets that was justified through sound qualitative and financial analysis.