



## Connecting Bridges and Borders Program

### Entrepreneurship and Innovation NJCU—Jersey City Connect Project

#### IDR Research Assistant Advances to UPitchNJ competition Finals

**Jersey City, April 29, 2020**—This week UPitchNJ panelists announced that Undergraduate Assistant Kelly McKenna was a finalist for the UPitchNJ, a competition showcasing the innovative business models of college students from the 10 New Jersey Universities.

Kelly and her startup team have worked tirelessly to develop Kelly's vision for a way to bridge communication between deaf and hearing people. Through the development of AI technology that will automatically translate American Sign Language into spoken English language, and the reverse, so communication will be more accessible than ever before between the deaf and hearing communities.

"We are proud of Kelly's achievement and excited to have NJCU represented in entrepreneurship. Given today's unprecedented circumstances, innovative thinking will become one of the most important drivers of success as we navigate new ways of conducting business in a global economy." — Dr. Sue Henderson, President of NJCU

, "It's great to see the success of entrepreneurship and innovation culture take fold at NJCU through both support systems like the entrepreneurship and innovation NJCU Jersey City Connect Project under the IDR to help foster idea creation for students like Kelly and support them in important high level state wide entrepreneurship competitions like Upitch."

— Dr. David Weiss, director of the IDR and Connecting Bridges and Borders Program

"Kelly is addressing an important global challenge, and her solution will benefit millions of people with hearing loss. I am glad to be on her advisory team, guiding her in using AI and technology to accomplish her mission." — Arun Shroff, CEO of Xtend.AI

"It is an honor to be in the top finalists for the UPitchNJ competition. I couldn't have gotten this far without the NJCU Entrepreneurship and Innovation Jersey City Connect Project and all their help. Hopefully more great news will come in the finals!" — Kelly McKenna

The final event will be held **May 1, from 2:30-4:00pm (EST)** in a livestream format. The event is open to the public, and you can watch live at the [UPitchNJ website](#), or on the UPitchNJ [Facebook page](#).

**About Us**

The Institute for Dispute Resolution at NJCU is a platform under the School of Business that seeks to promote international negotiation and mediation techniques to manage disputes in cross border commercial and general conflict resolution forums.

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