Where are They Now: 2017 ASU Innovation Open Winner, Somatic Labs

Terms:

All startup success stories are great, but the journey begun by Somatic Labs CEO Shantanu Bala, at the age of just 15, has been particularly inspiring. As a teen, Bala began researching assistive technologies for individuals who are visually or hearing impaired. Last April, the haptic communications platform developed by Somatic Labs was announced as the $100,000 winner of the ASU Innovation Open [1], a startup challenge sponsored by the ASU and Avnet. As a participant in Avnet's Innovation Lab [2] on the ASU campus, Somatic received an additional $10,000 from Avnet to help scale and develop their technology.

Since then, Phoenix-based Somatic Labs has been quite busy, they have been selected as one of the top three innovators at the 2018 @NASA [3] iTech Forum, they won the @AlphaLabGear [4] Hardware Cup Southern Regional challenge, and they joined the TechStars accelerator program.

The Somatic team also released the Zorb Platform [5], which provides development and creation tools for evaluation and integration of haptic feedback into existing products and systems. The Zorb platform includes a software development kit, firmware engine and design studio.

To learn more about the Somatic Labs journey, visit https://somaticlabs.io.

If you are a maker or startup looking for support at any and all stages of your product lifecycle, check out Avnet's ecosystem of end-to-end technology, business and supply chain solutions

- element14: [6]members can connect with engineers, manufacturers, innovators and top experts from around the world to discuss technical challenges and products. Offers online education, exclusive events [7] featuring the latest products and technology, design challenges, new product "RoadTests," product reviews and other exclusive members-only resources.
- Hackster.io: [8] a community-driven site dedicated to hardware learning, that includes member projects, contests, information on all major hardware platforms, apps to improve hardware development workflow
- Dragon Innovation [9]: manufacturing platform and services designed to help startups move from design to prototype to volume production.
- Hardware Studio [10]: a community site where creators can participate in tutorials and live webinars with industry experts before launching their projects on Kickstarter. Additionally, Hardware Studio Connection [11] gives creators and designers access to hands-on technical support and discounts on components and services.
- CloudConnectKits.org: [12]a site targeting designers of cloud enabled, connected devices. The site includes a community forum, documentation, technical specifications, reference designs and startup files for starter kits for cloud connected IoT and IIoT designs.
- Zedboard.org: [13]dedicated to designs with the Xilinx Zynq®-7000 All Programmable SoCs. The site offers documentation, reference designs, training material and community forums supporting several Zynq-based kits, including ZedBoard, MicroZed, MicroZed SBC, Zynq®-7000 All Programmable SoC Mini-Module Plus and the Zynq®-7000 All Programmable SoC Mini-ITX.
- MakerSource.io: [14] social gateway to product innovation that provides support and collaboration at every stage of a product lifecycle, from ideation to volume production. Resources include connections to app developers, contract manufacturers, engineering support, attorneys, marketing, venture capital and more.

Multimedia

Preview Image:

Language:
English

Show recent blog posts

Links:
[1] http://winasu.io/
[2] https://avnetinnovationlab.engineering.asu.edu/
[3] https://twitter.com/NASA
[4] https://twitter.com/AlphaLabGear
[5] https://zorbtouch.com/
[6] https://www.element14.com/community/welcome
[7] http://www.element14.com/community/groups/technology-training-webinars?ICID=whybecome-member-doc
[8] http://www.hackster.io/
[9] https://www.dragoninnovation.com/
[10] http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fhardware.studio%2F&esheet=51685944&newsitemid=20170919005972&lan=en-US&anchor=Hardware+Studio&index=3&md5=daf616e2890856558d208d220d8c0ee2
[11] http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fhardware.studio%2Fconnection&esheet=51685944&newsitemid=20170919005972&lan=en-US&anchor=Hardware+Studio+Connection&index=4&md5=0a9c3cfec26469597ee484967bda6de6
[12] http://cloudconnectkits.org/
[13] http://www.zedboard.org/
[14] https://www.makersource.io/