

# Local startups win thousands at Pan-African- Latino contest



Participants in a We Tha Plug startup competition were (left to right): Jamar Williams, founder/CEO, PromoDrone (winner); Andres Venegas of KiwiTech (judge); Perla Humphrey, Edifus co-founder (winner); Luis Martinez, We Tha Plug founder; Shani Green of Docfully (winner); Christiana Russell, COO at We Tha Plug; Bassanio Peters, partner at MultiPass Ventures (judge); and Adrian Humphrey, Edifus co-founder (winner). (Luis Martinez)

BY BRITTANY MEILING

Three local tech startups founded by Pan-African and Latino founders have won a combined \$15,000 for delivering the strongest pitch at a startup competition in San Diego.

The startup competition was put on by We Tha Plug, a new organization founded by active startup community organizer Luis Martinez, who also leads San Diego's Startup Grind

group. We Tha Plug is working to boost the entrepreneurial ecosystem for underrepresented groups, with a focus on Pan-African and Latinos.

Winners include drone company PromoDrone, artificial intelligence startup Edifius and health tech venture Docfully. Each startup gets a \$5,000 credit on the crowdfunding site Republic, which allows entrepreneurs to raise money from individuals online. The credit will give each company a head start on larger fundraising rounds.

Eight startups participated in the competition Saturday, pitching their business ideas to a panel of judges that included incubator executives and investors. The winners were judged on their business idea, the likelihood of the startup's success, the quality of their pitch, and the scalability of their company.

Martinez said the event drew 60 attendees to the Blink UX headquarters, a tech development and design company that hosted the event.

Here's a snapshot of each winning company:

## **PromoDrone**

Founded by: Jamar Williams, [PromoDrone](#) uses a fleet of drones to deliver aerial advertising, photo and video services, live streaming and traffic analytics for clients. The company targets businesses that put on large events, and clients include Startup San Diego, the nonprofit that puts on San Diego Startup Week each year.

## **Edifius**

Founded by: Mother and son team Perla and Adrian Humphrey, [Edifius](#) is a software company building an artificial intelligence platform to automate mundane call center tasks. The company's conversational voice bot performs actions that can be trained to a client's specific needs.

## **Docfully**

Founded by: Jacques Stroud, [Docfully](#) is developing a remote clinical health care service to help the disabled and elderly get medical service from qualified health professionals, without leaving their homes.

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