

102 fastest-growing companies

# Entrepreneur

## TOP TECH INNOVATORS

ARE THESE THE NEXT NEW MILLIONAIRES?

Meet the wily 'treds stirring things up.  
Do you have what it takes?



**Beware the bad guys:**  
The frightening new world of cybercrime

**Barter, beg (but don't steal):**  
Get the services you need for free



Tomorrow Lab founders Dean DiPietro, Ted Ullrich and Pepin Gelardi



FEBRUARY 2014 | ENTREPRENEUR.COM

# DIGITAL DISRUPTION



Technological innovation is revolutionizing every sector of industry—even areas such as fashion design, pharmaceuticals and cash payments that historically have had little association with the digital world. In addition to modernizing processes, these advancements are bucking the traditional ways of doing business by solving real-world issues, driving down barriers to entry and empowering the little guy. Meet some of the problem-solvers whose new ideas are leading the way.

# THE SHAPE-MAKER

TOMORROW LAB BRINGS STARTUPS' CONCEPTS TO LIFE THROUGH SMART, SLEEK DESIGN



Know your product: Engineer Ted Ullrich.

Apple has product designer Jonathan Ive to take its complex technology and turn it into easy-to-use, lust-worthy products such as the iPhone and iPad. Startups in search of venture capital or Kickstarter funding have Tomorrow Lab.

Through his New York City-

based design and engineering firm, engineer Ted Ullrich, along with partners Pepin Gelardi and Dean DiPietro, is out to codify the process of creating successful products. Their goal is to streamline the process to the point where Apple-quality work filters down to cash-strapped tech entrepreneurs who have an idea for a product but no idea of how to make it or what it could look like.

That's what happened with one of Tomorrow Lab's first wins, a "smart" electronic pill bottle developed for AdhereTech in 2013. The bottle not only senses whether patients have taken their meds, it also alerts them to do so via phone call or text and sends updates to healthcare providers wirelessly.

"Basically, we came to Tomorrow Lab with an ugly prototype of an orange pill bottle with some wires," says Josh Stein, CEO at New York-based AdhereTech. "They turned that into a beautiful, award-winning product that medical professionals immediately understood and started to use."

That success cemented Tomorrow Lab's reputation for taking clients' concepts and creating slick products that elevate their core functionality through technology—and doing so on the cheap. To wit: The Lab's sleek solution for the Buca Boot, a locking trunk for bicycles, pulled in \$90,883 on Kickstarter in October.

"They've carved out a niche working with startups," says

Haytham Elhawary, director of the Zahn Center for Entrepreneurship at City College of New York's Grove School of Engineering in New York City. "They have a great command on how to get things manufactured at a small- to medium-volume scale."

The killer combination of technological prowess, sophisticated design aesthetic and manufacturing know-how explains how this trio is shaking up the product-development world. But DiPietro claims it's simpler than that. "We are a design firm made up of engineers," he says. "Our passion is in objects and tinkering and hacking to make things work, and we also know that good design is part of the solution."

—Jonathan Blum

