Venture Scholars Interview – Rendyr

Interviewing Rendyr on their accomplishments and future plans as Venture Scholar winners

Kaelum Hasler, CEO and Head of Design for Rendyr Inc., and his team have been working effortlessly to get their startup off the ground while also juggling school. Hasler moved from Kansas to Blacksburg for high school and is now a sophomore at Virginia Tech in the College of Architecture as an Industrial Design student.

Hasler and Rendyr’s COO, Martin Angst, a Graduate student getting his Master’s in Architecture, and the rest of their team have been working on their product, Optic. The Optic laser cutter is designed to dramatically enhance the accessibility of rapid prototyping and digital fabrication with the ease of having a small and portable desktop laser cutter. Rendyr is excited to move forward with their business, as their first product is finally ready to hit the market!

Rendyr Inc. and its members are no stranger to the Apex community. Rendyr began their journey last fall with their first live pitch competition at the KickStart VT LivePitch event hosted by the Apex Center. “The KickStart LivePitch events are very helpful, both with the funding we can receive but also with the content we generate for those events. The content we needed for those competitions really gave us the push we needed to make professional videos and pitches that we still use today,” Hasler said. “Also, giving pitching experience to everyone on our team to really get them up and talking about our product is a great added benefit to participating in the LivePitch competitions,” Hasler added.

Hasler, Angst, and their team members have been utilizing the many resources the Center provides for students who are trying to get their ventures off the ground like mentoring, seed funding, and product pitch coaching. Howard Haines, Associate Director of the Apex Center for Entrepreneurs, has been working very closely with Rendyr throughout their startup process to help give direction with both the engineering and the business aspects of their company.

The Alphalab Gear Hardware Cup, hosted this past March in Atlanta, was a great experience for Rendyr where they moved on to be semi-finalists in the competition. “The Alphalab Gear Hardware Cup was a very exciting experience for us because it was our first live pitch competition outside of this Blacksburg and Virginia Tech environment,” says Angst. “We were competing with such different teams who were all in very different stages of their business process, which was very interesting to be a part of.” Angst explains how thrilled the Rendyr team was to get to be a part of our Venture Scholars program that gave them funding which allowed them to attend the competition and get in touch with investors and mentors that were interested in their company. “We were able to get really great feedback from the judges and people who attended. These competitions are a great place to grow your network of resources and contacts which is exactly what we did,” Angst said.

Business for Rendyr is just gearing up as they have more competitions coming up, as well as plans for this summer to launch their crowdfunding campaign to receive funding for hardware, so that their Optic laser cutter can be available for purchase. We are eager to see Rendyr’s performance at the Tom Tom Festival in Charlottesville, VA this Friday.

Stay connected with Rendyr through their website <https://www.rendyr.com/home> as well and their social media updates @rendyr.inc.

Written by Shannon Pierce

Video Linked:

<https://drive.google.com/file/d/16xOlUvFujSTWi0sUE5_9y_VSDyCxULfM/view?usp=sharing>