

July 8, 2022

To Whom it May Concern:

My name is Michael Brown. I am CEO & Founder of Gaia Advisors, a business development consulting company. I am also CEO & Co-founder of AquaPao, a water purification company based on technology developed in the Priestley Lab at Princeton University. Recently, I served as an industry mentor to a team participating in Cohort 3 of the NSF I-Corps Northeast Region program at Princeton University. The NSF I-Corps program is designed to assist university research in discovering whether there is a product/market fit for their technological innovation. Our team was exploring a novel sunscreen formulation.

I had the pleasure to be paired with Puja Vengadasalam who had the role of co-entrepreneurial lead. Our third team member was a post-doctoral student at Princeton. Over the course of an intensive three-weeks, I worked closely with Puja on all aspects of the program. This included attending and participating in the instructional sessions, prospecting for industry experts to interview, conducting said interviews and compiling notes and takeaways from them to present in both written and oral reports to a broader group consisting of leaders in the entrepreneurial community including a number of professors and venture capitalists. Puja was a fantastic team member – easy to work with, very organized, punctual, and diligent in accomplishing her tasks. She contributed many key insights to the team and I cannot say enough positive things about my experience working with her. I am sure she would be a great addition to any organization and would be more than happy to speak to you directly if you would find it useful.

All the best,

Michael Brown  
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