



Proxfinity – Illinois SBDC at the Women’s Business Development Center

Proxfinity is a new Chicago-based technology company that modernizes how we network. Founders Christine Hutchison, Lisa Carrel, and Mike Howells have developed a wearable device that enhances professional networking by connecting people with shared interests when they are close enough for a face-to-face introduction.

“Patented technology, proprietary algorithms, and a one-of-a-kind customized light pattern allows people in close proximity who share a similar interest, an affinity, to be notified through a light pattern of what they have in common – it’s a perfect ice breaker,” explains Hutchison.

At two inches, the device fits on a lanyard. Contact information is automatically shared and organized and data on attendees’ interests and matching patterns are gathered and analyzed for event organizers.

“We wanted to build something to solve a specific problem. We had an idea, then the idea led us to create a technology company,” said Hutchison.

Hutchison received counseling from the WBDC.

“Karen Goldner (WBDC Associate Director, Entrepreneurial Programs) was helpful for reviewing pitch steps and to give us advice on our marketing and funding strategy,” Hutchison explains.

She adds “Meg Herman (WBDC Director, Entrepreneurial Programs) has always been a strong supporter and advocate for Proxfinity.”

To leverage corporate clients, Proxfinity applied for and received WBE Certification.

Currently, they are in active sales mode, eyeing corporations, associations, and professional networking opportunities and are in talks to sign a contract with a big client that will be revealed in 2016.

Proxfinity is working out of 1871 and Catalyze Chicago and will continue to utilize counseling from the WBDC.