



# RAY ABEL

📞 412-512-4918    ✉ ray@rayabel.com    🌐 rayabel.com    in linkedin.com/in/rayabel

## EDUCATION

**Robert Morris University**    Political Science  
Pittsburgh, PA

## AWARDS

### Entrepreneurship World Cup

2021 Global Social Good Winner

### Global Good Fund

2020 Fellow

### National Science Foundation SBIR

2019-2020 Phase I awardee

### Comcast | NBC

2019 first ever startup in residence

### Startup of the Year

2019 finalist

### GIST Catalyst at GES in The Hague

2019 finalist at the World Forum

### John Flatley Challenge

2019 winner

### Extreme Tech Challenge

2018 finalist

### CES on the Hill

2017 presenter to Congress for the CTA Foundation

### CableLabs Innovation Showcase

2017 winner of the Best New Product award

### UPMC National Innovation Contest

2016 winner of the UPMC Smart Technology event

### CES Eureka Park Challenge

2016 winner of the CES Eureka Park startup prize

### LA Startup Prize

2016 winner of the Louisiana Startup Prize

### MassChallenge

2016 finalist in the world's largest accelerator

## VOLUNTEER WORK

### Rugged Events

Founder and Board Member

### DePaul School Young Professionals Committee

Board Member

### North Hills Business and Finance Academy

Board Member

### Urban Impact

Coach and Event Volunteer

## EXPERIENCE

### 2015-PRESENT Bansen Labs

#### CEO

Creating and implementing sales and marketing strategies for our Xogo platform that allows people with disabilities to access technology.

Planning of long-term revenue strategy and development of licensing and open source plans to increase revenue.

Creating all investor documents, planning and execution of venture capital pitches, and formation of strong bonds with investors.

Managing great employees and helping to refine their skills.

Forming strong partnerships with Comcast, Microsoft, CableLabs, the CTA Foundation, MassChallenge, UPMC, and many more.

### 2011-2015 The Common Co

#### PRESIDENT & CEO

Created a large scale 5K event series that celebrates "The Best of a City" (thecity5k.com)

Accepted an investment offer from Mark Cuban through ABC's Shark Tank.

Responsible for web design, event planning, volunteer management, sponsor recruitment, technology investments, all financial aspects, marketing, sales, partnerships, and more.

Partnerships include: the Cleveland Indians and Browns, the Pittsburgh Penguins, Pirates, and Steelers, many radio stations, Buffalo

### 2007-2011 Urban Impact Foundation

#### DEVELOPMENT MANAGER

Directed the annual Global Impact event.

Director of Urban Impact Experience which allowed youth to serve and be educated on underserved urban life.

Responsible for grant writing, relationship building, and donor development with our funding organizations.

Various technology projects: database implementation, hardware and software purchasing, and technology strategies.

### 2006-2007 South Side Project

#### DIRECTOR

Founded a community organization, recruited and managed a team of volunteers, and directed an RFP for the City of Pittsburgh.

# PROJECT PORTFOLIO

---

## XOGO



Xogo is a hardware device with connected software that allows people with disabilities to utilize and connect any and all devices in whatever ways work best. Xogo is compatible with a wide range of devices which means you can connect all USB, Bluetooth, WiFi, and 3.5mm jack inputs to things like cable boxes, smart home devices, video game consoles, drones, and more.

Xogo features an intuitive configuration interface that allows people to use the tech everyone is using, regardless of brand or function, on an equal footing. Xogo makes technology work for you, and not the other way around.

[myxogo.com/video](http://myxogo.com/video)

## BC WEBSITE

---



After working in sales, non-profit, and management jobs for nearly a decade, I decided to leave that behind and launch my first startup. A website focused on clean entertainment for men was born and within two years it was voted the Best Website in Pittsburgh, NFL.com called it "everybody's favorite source for breaking NFL news," and a partnership with Dallas Mavericks owner Mark Cuban was started on the ABC television show Shark Tank.

Now, we have reached over 3 million people through the site and have launched a successful 5K race series as well.

[brocouncil.com](http://brocouncil.com)

## THE CITY 5K

---



Are you ready to run The City 5K? This is the one running event that celebrates "The Best of a City in 5K!" I launched this to leverage the "Best Of" aspect as a way to increase both sponsorship values and participation from our partners.

Prior to launching in each city, we scoured the area for the best businesses and local icons to partner with. The goal is to feature the "feel" of each city we visit, and we accomplish this by highlighting some of the most recognizable aspects. We have had successful events in Pittsburgh and Cleveland, and I loved the experiences we had with our runners.

[thecity5k.com](http://thecity5k.com)

## RUGGED EVENTS

---



I founded Rugged Events because I have a passion to see families strengthened through strong leadership. After growing up without a father figure in my life and then working in the inner-city with underserved teenagers, I recognized a need to provide opportunities for men to have mentors that can buy into their lives and help them to grow into the men they were born to be. Rugged Events was founded to create a healthy and fun environment for those connections.

Rugged Events is a non-profit that provides fun, healthy events that help men be better leaders for themselves and their families.

[ruggedevents.org](http://ruggedevents.org)

## MEDIA EXPOSURE



YAHOO!  
SPORTS



DEADSPIN



media  
bistro



ESPN