*MS. PREE WALIA**

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ABSTRACT

High-energy polymath entrepreneur and founder with experience in fundraising, marketing, sales, hardware, and software development & contract manufacturing. Track record of inventing patented products and platforms, deploying product launches, raising strategic venture capital and seed funding, hiring and leading teams, and scaling channel initiatives with disruptive technologies. Founder of access-to-justice infrastructure project and Master of Jurisprudence candidate at Tulane Law.

FIELD NOTES

2004 → present

BONNE FOI PROJECT New Orleans, LA

Founder · *bonne foi* /bɔn fwa/ — *French:* good faith.

→ Founded access-to-justice infrastructure project initially organized around five pillars: Legal Aid, *Terre, Mer et Ciel* (Land, Sea & Sky), Civic Participation, Justice Accountability, and Human Rights.

→ Created original frameworks Community as a Class (CAAC)™ and PREE-LIT™ to connect underserved communities to the institutions and systems meant to serve them.

→ Planned headquarters in New Orleans, LA.

PREEMADONNA Carlsbad, CA

CEO & Founder · Lead Inventor

→ Conceptualized and spearheaded the development of AI-powered products and platforms targeting the beauty and connected creativity market, including Nailbot, a smart nail machine paired with an art marketplace platform.

→ Successfully raised $6M in seed capital from renowned investors, including Halogen Ventures, Version One Ventures, and the Amazon Alexa Fund; participated in the HAX hardware accelerator in Shenzhen.

→ Named lead inventor on 10+ issued utility patents. Directed all product development initiatives, assembling and managing cross-functional teams in electrical and mechanical engineering, industrial design, firmware, and software.

JUMPSTART INC. Cleveland, OH

Entrepreneur in Residence – Tech Services Team

→ Evaluated and interviewed applicants for the Jumpstart accelerator program, ensuring the selection of high-potential startups.

→ Mentored and led accelerator sessions, guiding founders in refining business strategies, pitch decks, and operational frameworks.

→ Supported early-stage software and AI companies in preparing for pre-seed and seed funding rounds, contributing to successful venture capital raises.

→ Provided strategic insights and actionable recommendations on due diligence, product road mapping, and go-to-market strategies, enabling startups to achieve key milestones.

CLOUDBEAM *Early stage building automation start-up.* Novato, CA

Marketing Consultant

→ Led and executed go-to-market strategies through market research, new partner introductions and due diligence.

LUNERA *Venture Backed LED lighting / clean technology firm* Redwood City, CA

Marketing & Business Development Director (One of first 15 employees)

→ Led 8+ member team in the introduction of new technology to market; Displaced fluorescent lights in 7M sq. feet of commercial building space. Helped grow revenue from zero to over $13M within 2.5 yrs of launch.

Marketing Responsibilities

- Created, defined and executed Lunera's strategic marketing, brand and channel initiatives. Oversaw product development employing data-driven analysis and competitive research.
- Part of a 10+ member cross-functional team including operations, marketing, engineering and finance to launch third generation LED luminaire and controls platforms.
- Developed and implemented high impact sales training including sales presentations, financial payback tools, and all product and web collateral. Supervised roll-out of marketing launches and led training for 30+ rep firms.

Business Development Responsibilities

- Responsible for strategic account and channel sales including UC Berkeley, Interface and Volkswagen.
- Responsible for lead generation, sales forecasting, and pipeline management program.
- Created utility partnerships and customer financing program resulting in 100+ rebate programs.
- Represented Lunera's business and legislative interests resulting in four federal grant submissions, high profile demonstration projects and public sector RFI & RFP responses.

POLITICAL FUNDRAISING

Fundraiser & Political Organizer

→ Member of finance and political teams that generated $45M+ for Westly for Governor, Obama for America, the Democratic Congressional Campaign Committee and additional committees. Led a political action committee to promote California candidates through finance and field plans, campaign strategy and annual political training programs. Designed marketing and finance strategies to expand donor base.

TRAINING

TULANE UNIVERSITY LAW SCHOOL New Orleans, LA

Master of Jurisprudence, Energy Law (In Progress)

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS Chicago, IL

Master of Business Administration, Strategic Management and Marketing Management

→ International Business Exchange Program, India Institute of Management Ahmedabad (IIM-A)

NORTHWESTERN UNIVERSITY Evanston, IL

Bachelor of Arts

Internships: ABC News, Law and Justice Unit · John Kerry for President · Office of the Mississippi Secretary of State

Systems, Methods & Apparatus†

Patent Summary · 10+ Issued · 15+ Worldwide

US 11,717,070 // Adaptive nail printing and collaborative beauty platform hosting
US 11,290,615 // Painting of an area of interest on a finger
US 11,103,041 // Adaptive nail printing and collaborative beauty platform hosting
US 11,082,582 // Painting of an area of interest on a finger
US 10,477,937 // Systems and apparatuses to apply a material to a nail
US 10,470,546 // Systems, methods, and apparatuses for decorating nails
US 9,687,059 // Nail decorating apparatus
US 10,972,631 // Apparatus for applying coating to nails
US 10,653,225 // Apparatus for applying coating to nails
UK 2563766 & 2546672 · CA 2955640 & 3044997 · EPO 3179880 (NL, DE, FR)
US Application: US18/129,906 · Additional patents pending

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Chest of Treasures

The Players Impact, 2023 Pitch Winner
SXSW Finalist · Entertainment & Gaming Category
CES Innovation Award Honoree · Home Appliances Category
TechCrunch Disrupt Battlefield · Finalist
Amazon Alexa Fund & All Raise Women Founders Represent · Winner
FounderMade · Future of Beauty Winner
Silicon Valley Robotics Launch · 1st Runner Up
Best Product Using Computer Vision · Embedded Vision Alliance Audience Winner
Silicon Valley Forum, Women in Tech Festival · Investor & Audience Winner
Women Venture's Summit, San Diego · Winner

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Community & Mentorship

MakerGirl · Board of Directors (2019–2023) & Advisors (2015–2019)
Startup San Diego · Entrepreneur in Residence 2021–2023
Women 2.0 · Partnerships & Sponsorships 2014
Asian Women's Shelter · Volunteer Domestic Violence Counselor 2011–2013, Interim Board Member
Led founder "prototype to product" presentations, mentorship, financial sponsorship or Nailbot maker kits to the following female STEM powered organizations:

- Kode with Klossy
- Girl Scouts San Diego
- Del Norte High School · San Diego, CA
- Alexa Cafe by IDtech
- Made by Girls by Digital Media Academy
- Project Scientist
- Marlborough High School · Los Angeles, CA
- Francis Parker School · Chicago, IL
- Girl Scouts New Mexico Trails
- G.I.R.L. 2017 · Girl Scouts Convention
- FlatIron School

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Additional Interests: Beach Walks · Texas Hold 'Em Poker · Globe Trottin'

⚜ **wildcard* ⚜

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