## eFest2018 Winner is Making Life More Colorful for Diabetics

James Beal (Queue-it)

**KEYWORDS:** Entrepreneurship, Startups, financing, Women, student entrepreneurs, efest2019, efest, Student innovators.

Meghan Sharkus of ExpressionMed, the eFest2018 grand prize winner, has made it her mission to make life more fun and fashionable for diabetics who must wear insulin devices every day. The colorful adhesive patches ExpressionMed makes to hold devices in place have gained a devoted following. At eFest2019 Sharkus, who won \$100,000 a year earlier in the competition, spoke with students about why she started her company, how eFest gave her a needed boost to overcome cash flow challenges and keep innovating, and the lasting benefits of collaborating with the other student entrepreneurs she met at eFest.

Additional Search Terms: medical devices, diabetes, finding investors, funding my company, attracting investment

Link to video



Copyright © 2019 The Authors. Entrepreneur & Innovation Exchange is published at EIX.org. This is an open access article under the terms of the Creative Commons Attribution-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited and no modifications or adaptations are made. View EIX.org Authorship Terms at https://eix.org/terms