



NEWS RELEASE

SharkNinja Innovation Challenge Celebrates Winners at Inaugural Live Pitch Finale

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USC's Woven takes grand prize as student innovators from across the country compete for \$50,000 in cash awards, mentorship, and more

NEEDHAM, Mass.--(BUSINESS WIRE)-- SharkNinja, Inc. (NYSE: SN), a global product design and technology company, today announced the winners of the inaugural SharkNinja Innovation Challenge. The live pitch finale event held in Boston brought together student innovators from universities across the country. Launched in partnership with MassChallenge, the competition invited student innovators and early-career entrepreneurs nationwide to develop breakthrough solutions to real-world consumer problems.

SharkNinja Innovation Challenge finalists

Seven finalist teams
representing MIT, Tufts

University, Bentley University, Brown University, the University of Southern California, the University of Texas at Austin, and the University of Oklahoma took the stage to present their innovations to a distinguished panel of judges: SharkNinja CEO Mark Barrocas; SharkNinja Chief Design Officer Ross Richardson; MassChallenge CEO Cait Brumme; and Stephanie Connaughton, Founder of the Boston Legacy Football Club.

The winners of the 2026 SharkNinja Innovation Challenge are:

Grand Prize (\$25,000): Woven — Campbell Searcy, Joanna Poon, Ahmya Rivera, Dominic Jocas, and Khalil Mayden of the University of Southern California, for their beauty tech innovation reimagining hair care for textured hair.



Second Place (\$15,000): Matcha Luxe — Christina Roberts, Nancy Yang, Sruthi Manivannan, and Adam Mitchel of Tufts University, for their at-home matcha machine designed to bring café-quality preparation to consumers.

Third Place (\$10,000): Nami Cleans — Shreya Agarwal, Valeria Gutierrez, and Malia Smith of MIT, for their automatic cleaning station for reusable water bottles.

In addition to the top three prizes, SharkNinja CEO Mark Barrocas awarded the Golden Ticket, a special recognition offering exclusive mentorship and tailored support from SharkNinja leadership, to GreenPark Lighting, Jackson Marburger of the University of Oklahoma, for his innovative approach to holiday lighting.

"We started this challenge because we believe the next big consumer breakthrough can come from anywhere. After hearing the pitches, I'm more convinced of that than ever," said Mark Barrocas, CEO, SharkNinja. "Building something extraordinary is hard. Most people don't understand that until they're in it. These students get it. What they brought to the stage was the thinking, the desire, the willingness to actually solve a real problem. That's what separates ideas that go somewhere from ideas that don't. These students are going to achieve more than they ever thought possible - and they're already on their way."

Prior to the finale, all seven finalist teams received eight weeks of hands-on support, including mentorship from SharkNinja leaders, industry experts, IP counsel assistance, provisional patent application reimbursement, \$5,000 in prototyping grants, and travel and accommodations for the Boston event.

The SharkNinja Innovation Challenge is part of the company's signature philanthropy program, Innovation for Impact, which advances innovation, empowers a new generation of innovators, and drives positive outcomes for communities, partners, and consumers worldwide.

About SharkNinja

SharkNinja is a global product design and technology company, with a diversified portfolio of 5-star rated lifestyle solutions that positively impact people's lives in homes around the world. Powered by two trusted, global brands, Shark and Ninja, the company has a proven track record of bringing disruptive innovation to market and developing one consumer product after another has allowed SharkNinja to enter multiple product categories, driving significant growth and market share gains. Headquartered in Needham, Massachusetts with more than 4,000 associates, the company's products are sold at key retailers, online and offline, and through distributors around the world. For more information, please visit sharkninja.com.

About MassChallenge

MassChallenge is a global innovation institution headquartered in Boston, Massachusetts, supporting founders tackling the world's most complex challenges in healthcare, climate, finance, sustainable food systems, and security and resiliency. Through a worldwide network of experts, partners, and operators, MassChallenge helps startups scale breakthrough technologies in markets that shape the future of industry and society. Since 2009, more than 5,000 startups in the MassChallenge network have raised over \$16 billion in funding alongside 500+ partners globally. Learn more at masschallenge.org.

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