For Immediate Release

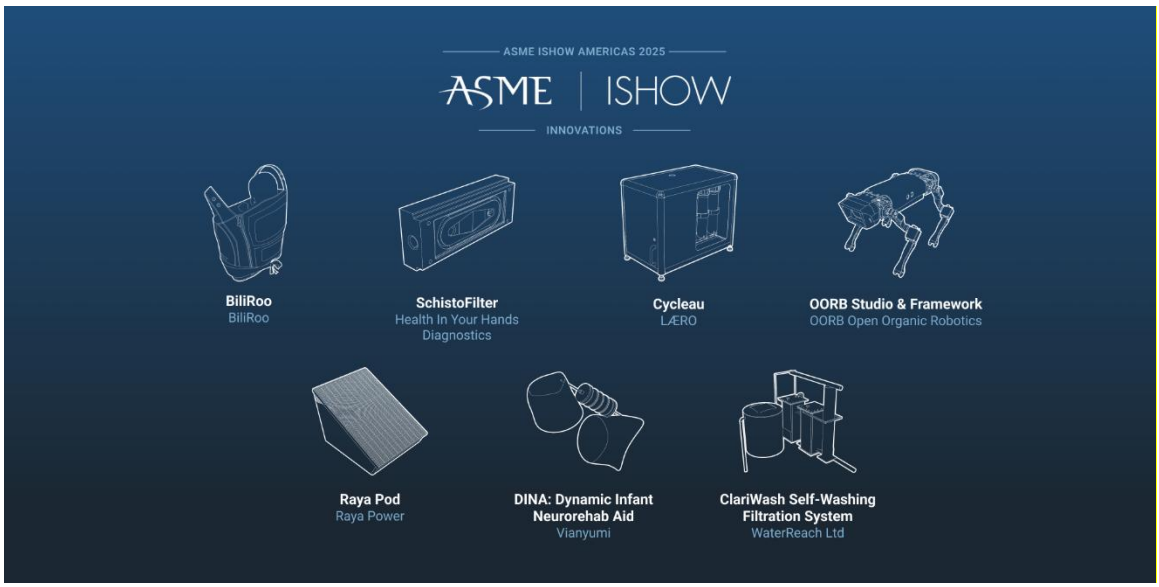
Seven Entrepreneurs from the Americas and Beyond Selected for Premier Social Innovation Hardware Accelerator, with Virtual Awards Ceremony set for August 6

2025 ASME ISHOW Americas ventures provide solutions to address energy, healthcare, technology access, and drinking water challenges

NEW YORK (July 29, 2025) – The American Society of Mechanical Engineers (ASME) has announced the regional ventures for the 2025 ASME Innovation Showcase (ISHOW), the prestigious international accelerator of hardware-led social innovation. Seven social ventures will pitch their innovative solutions and participate in an extensive design and engineering review with industry experts online beginning Tuesday, July 29. These seven ventures will vie for three spots in the 2025 ISHOW cohort, offering a share of grant awards, access to ASME's network of experts, and technical support to help bring their impactful innovations to market. **The virtual awards ceremony takes place Wednesday, August 6, at noon Eastern Daylight Time. Register here.**

The ASME ISHOW Americas ventures provide affordable, sustainable hardware technology solutions to energy, healthcare, technology access, and drinking water challenges. They are:

- **BiliRoo** (Portage, Mich., USA) for its "BiliRoo" innovation – a technology for treating infant jaundice that combines filtered sunlight phototherapy with skin-to-skin contact through a low-cost, non-electric system usable in low-resource settings
- **Health In Your Hands Diagnostics** (Houston, Texas, USA) for its "SchistoFilter" solution – a low-cost, reusable urine filter and diagnostic tool for collecting and identifying the eggs released from the Schistosoma haematobium parasite
- **LÆRO** (Washington, D.C., USA) for its "Cycleau" solution – a compact greywater recycling system designed to retrofit below sinks and showers in aging buildings and recycle greywater to potable standards while offering utility savings for low-income households
- **OORB Open Organic Robotics** (Sousse, Tunisia, and Montreal, Quebec, Canada) for its "OORB Studio & Framework" – an open-source AI-native robotics development environment built on ROS2, leveraging modular hardware kits to facilitate greater access to and training about robotics systems for underserved students, researchers and engineers, including robotics design, simulation, deployment and control
- **Raya Power** (San Juan, Puerto Rico, and San Francisco, Calif., USA) for its "Raya Pod" solution – a plug-and-play solar appliance designed to increase solar energy accessibility and affordability for lower-income households in North America to power essential loads
- **Vianyumi** (Baltimore, Md., USA) for its "DINA: Dynamic Infant Neurorehab Aid" innovation – a novel soft robotic suit for shoulder range-of-motion rehabilitation therapy in newborns with brachial plexus palsy
- **WaterReach Ltd.** (London, UK) for its "ClariWash Self-Washing Filtration System" – a self-cleaning water purification system using clarification, filtration and disinfection to reduce water-borne diseases, It supports long-term access to safe water during disasters, and in remote and underserved areas.



The 2025 ISHOW cohort will be invited to participate in the annual ISHOW Bootcamp in the winter to receive an extensive and customized design and engineering review by experts curated to guide them as they scale to market. They will also receive design services to support their product development. They become part of the ISHOW alumni network, an international community of hardware innovators and stakeholders with exclusive access to experts and resources.

The ASME ISHOW India event was held in April and the ASME ISHOW Africa virtual event was held in June. Three ventures selected from each of the three regional events will join the ISHOW 2025 cohort.

ASME is grateful to its implementation partners around the globe, including The Lemelson Foundation for its continued support of the ISHOW and a multi-year strategic investment in ASME to support the hardware impact innovation system. Learn more about ISHOW's global impact in this dynamic dashboard.

About ASME ISHOW
The prestigious ASME ISHOW hardware accelerator is open to individuals and organizations taking physical products to market that will have a positive social and environmental impact and that improve the quality of life around the world. ASME annually matches up to 30 carefully selected innovators/ventures with appropriate engineering experts to ensure that the proposed hardware solutions are technologically, environmentally, culturally, and financially sustainable. To date, ASME has provided support to over 250 startups from more than 35 countries to solve critical quality-of-life challenges for vulnerable populations worldwide. ISHOW alumni have developed affordable devices to address key issues related to clean combustion, crop threshing, fetal health, food waste prevention, health diagnostics, safe drinking water, and many more that advance the U.N. Sustainable Development Goals.

ASME ISHOW judges and facilitators include experts in research, sustainability, mechanical engineering and product design, manufacturing, startup financing, supply chain, and business strategy, representing industry, nonprofit organizations, and academia. These subject matter experts provide technical and strategic guidance based on ISHOW's five key pillars: customer/user knowledge, hardware validation, manufacturing optimization, implementation strategy, and impact. For more information, visit https://www.asmeishow.org.

Follow the journeys of ISHOW alumni including GenH, PlenOptika, Himalayan Rocket Stove, SAYeTECH and others here.

@ASMEISHOW #ASMEISHOW25 #innovation #socialventures #ThisIsHardware

About ASME
ASME helps the global engineering community develop solutions to real world challenges. Founded in 1880 as the American Society of Mechanical Engineers, ASME is a not-for-profit professional organization that enables collaboration, knowledge sharing, and skill development across all engineering disciplines, while promoting the vital role of the engineer in society. ASME codes and standards, publications, conferences, continuing education, and professional development programs provide a foundation for advancing technical knowledge and a safer world. In 2020, ASME formed the International Society of Interdisciplinary Engineers (ISIE) II & III LLC, a new for-profit subsidiary to house business ventures that will bring new and innovative products, services, and technologies to the engineering community. For more information, visit www.asme.org.

About the ASME Foundation
The ASME Foundation is the philanthropic arm of the American Society of Mechanical Engineers, supporting an array of programs in three core pillars: engineering education, career engagement, and global development. With the goal of empowering tomorrow's technical workforce, the ASME Foundation advances equitable access both to professional opportunities and to engineering innovations that improve quality of life. For more information, visit www.asmefoundation.org.

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