



# DALLAS INNOVATES

2023 EDITION  
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WHAT'S NEW + NEXT IN

DALLAS - FORT WORTH

EXCLUSIVE INTERVIEW

## JOHN CARMACK'S NEW HOLY GRAIL

THE DALLAS TECH WIZARD SETS HIS SIGHTS ON ARTIFICIAL GENERAL INTELLIGENCE.



**+**  
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THE COMPANIES SETTING THE PACE

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CAREGIVER SOLUTIONIST

**MICHAEL WALSH**

Co-Founder and CEO  
**Cariloop**

Walsh co-founded Cariloop in 2012, aiming to create an app to help people find suitable nursing homes or senior living facilities for their loved ones. That goal came out of experiences he and co-founder Steven Theesfeld had early on. “Steven’s future father-in-law was diagnosed with cancer while we were in college, and then my grandfather had significant health issues right after we graduated,” Walsh says. After navigating the “very real challenges” of a complicated healthcare system, they decided “to ensure that no caregiver ever has to experience this process alone.” Now, about a decade later, Richardson-based Cariloop has grown to pursue its vision of creating “the global standard for the way we support caregivers, families, and each other.” In 2022 alone, Cariloop became a Certified B Corporation, made the Inc. 5000 list for the first time, and released its first annual impact report, all while continuing to build a coalition of employers and partner organizations. It also recently launched an Education Support service line, Walsh says, creating “the same incredible experience we create for caregivers navigating the healthcare system for a loved one, but instead for parents navigating the education system for their child.” —D.S.

PHOTO: MICHAEL SAMPLES





CHARGEBACK CHANGEMAKER  
Co-Founder and CEO  
Chargeback Gurus

# SRII SRINIVASAN

Srinivasan and Co-Founder/President Suresh Dakshina started Chargeback Gurus after experiencing chargeback challenges themselves in their previous business operating an international call center.

Working through the problems they discovered there wasn't any available guidance for dealing successfully with chargebacks, which are reversals of funds after a consumer disputes a credit or debit transaction with the bank that issued their card.

The co-founders took what they learned and began helping other businesses recover money lost to chargebacks, launching Chargeback Gurus in 2014. The company since has recovered about 70% of its clients' chargebacks, which adds up to a whopping \$2 billion-plus in recovered revenue.

McKinney-based Chargeback Gurus, which specializes in AI-based on-demand analytics for companies including "large enterprise merchants," also focuses on risk management and e-commerce fraud prevention.

"Every chargeback tells a story, and we need data science to understand these stories to make meaningful business decisions that impact our clients," Srinivasan says.

The company's offerings can prevent future chargebacks by providing predictive and prescriptive analytics, detecting trends and anomalies, and helping merchants track and understand the root causes of their chargebacks, she says, adding, "We operate by the axiom 'Prevent what you can and fight what you can't.'"

The company grew rapidly during the pandemic, when more people shopped online, and in 2022 was ranked No. 961 on the Inc. 5000 list of the nation's fastest-growing companies. It's aiming now to expand into new international markets including Europe, Latin America, and the Asia-Pacific region. —S.E.



ELECTRIC TRANSFORMER

## JOEL AUSTIN

SVP and  
Chief Digital Officer  
Oncor Electric Delivery

With 30 years of experience, Austin leads the fundamental transformation of how Oncor shares information with roughly 10 million customers. Part of the solution? An analytics platform—Grid Echo—designed and built by a cross-functional team "replays" outage events to help improve future response and understand grid distribution. Reviews are visualized in a map view or a schematic—all with an aim to slash time for post-event analysis from days to mere minutes. One stakeholder says Grid Echo could "move the needle" for Oncor's distribution operations in the future, noting that the company has identified another 25 use cases for the platform so far. —G.H.



INSURANCE INNOVATOR



## JACK HOOPER

Founder and CEO  
Take Command Health

There's something compelling about a company that starts out life as the personal mission of its founder. Consider, for example, Take Command Health—a tech-enabled, consumer-centric healthcare service that Hooper started after his wife became pregnant with twins. Amid all the excitement of the impending birth loomed a big question: How much would the pregnancy, the delivery, and her hospitalization cost? While Hooper's situation was a positive one (two babies!), he was keenly aware that many people face an abundance of frightening and expensive medical conditions—as well as confusing payment and insurance choices. And though the Affordable Care Act had just started offering insurance to those who couldn't previously afford it, Hooper wondered, "What good is a market if no one understands it?" So, he set out to provide less expensive, more understandable options for

health benefits that are more tailored to individuals—via Health Reimbursement Arrangements—than traditional, one-size-fits-all group health plans are. HRAs are tax-advantaged, employer-based plans that reimburse employees for their qualified medical expenses. About eight years after its founding, Hooper's Dallas-based company now employs 100 people and offers its services in all 50 states. He says Take Command has become a recognized leader in Qualified Small Employer Health Reimbursement Arrangement administration for small employers, launched the first-to-market Individual Coverage HRA platform, and is the only HRA administrator to also offer full-service, in-house, individual enrollment support. "Our products are the 401(k) of healthcare," Hooper says. "Employers get to set a budget, and employees get more choice to pick a plan that fits them. Everyone is better off." —L.B.