Artis Inc. is coming to the aid of students navigating the remote college admissions process. The Irvine-based firm last week launched an updated version of its app, available on Apple and Android devices.

It includes general advice and reminders, as well as an assessment to help identify the specific needs of each student, such as how to finalize a realistic college list and craft a compelling personal statement.

“There is so much unmet demand for personalized attention,” Chief Executive Greg Kaplan said. “We strive to balance between providing access to resources for everyone and personalization for the individual.”

Kaplan, 33, is a former college admissions counselor and UCI School of Law alumnus. He is also the author of “Earning Admissions: Real Strategies for Getting Into Highly Selective Colleges.”

Artis, which launched in 2019, raised a $250,000 seed round of funding in June.

Backers include JD Montgomery of Newport Beach-based Canterbury Consulting; Maja and Erol Karabeg of Irvine-based Authority Partners; Raj Shukla, general counsel of Commercial Bank of California; Marc and Debbie Fleischman of Phoenix-based BeachFleischman.

The capital will help Artis introduce additional higher education topics to its platform, such as advice on career development, life skills and graduate programs, Kaplan said.

Newport Beach-based Trubify recently launched the beta version of its music streaming platform.

Trubify is a streaming platform that doubles as a concierge service for artists, managing their digital brand and business while giving fans a voice. It was founded by Chief Executive Stephen Tyszka.

The platform lets artists upload and stream live music sessions, and set the price for access to content and interactions such as direct messaging with fans.

Trubify has already onboarded 150 mid-tier music artists with some 170 million fans.

“Our platform guarantees a network effect,” added Tyszka. “We’re going to have high user retention rates because there is stickiness between artists and their fans.”

Trubify is in the middle of negotiations that, once signed, would allow artists to perform covers of songs without demonetization—a problem that platforms like YouTube continue to face, Tyszka said.

Tyszka is a lifelong musician and longtime business partner of Walter Cruttenden. He is the co-founder of gaming fintech platforms Blast and Nfluenc, as well as a founding member of ATM.com and Music.com.

The company, which presented at Aliso Viejo-based Octane’s Tech Innovation Forum last week, has raised about $800,000 for its seed round of funding. The round is still open.

The CEO Leadership Alliance of Orange County (CLA-OC) announced its first class of fellows on Sept. 1.

The Orange Fellowship aims to identify and invest in young professionals who will become future business leaders, the organization said.

“Together we’ll continue to build a future Orange County that enables everyone to thrive here,” said Mark Perry, president of CLA-OC.

The first cohort includes 24 recent college graduates with positions in OC companies such as Irvine Co., Ingram Micro and Pacific Life. Sixteen of the fellows graduated from OC universities.

Fellows, with support from their companies, will have leadership development and relationship building opportunities through seminars and social events.

“The Orange Fellowship is designed to create deeper connections and bridges across industries and generations, so we can work more closely together in solving the biggest community challenges,” said Carey Ransom, a senior advisor with CLA-OC and the president of OCA Venture Studio in Costa Mesa.

To learn more about the Orange Fellowship and its inaugural class, visit clace.org.