

**THE FOURTH ANNUAL**

**PACE BUSINESS PLAN COMPETITION**

“Opportunity through Entrepreneurship” <sup>SM</sup>

Presented by:

**ENTREPRENEURSHIP@LUBIN**

In association with the:



MIT ENTERPRISE FORUM<sup>®</sup>  
OF NEW YORK CITY, INC.

Pace University  
1 Pace Plaza  
New York, NY 10038

April 30, 2007

[www.pace.edu/bpc](http://www.pace.edu/bpc)

**PACE**  
UNIVERSITY

## Table of Contents

<u>The Pace Business Plan Competition.....</u>	<u>3</u>
The Inaugural Pace Business Plan Competition .....	4
The Second Annual Pace Business Plan Competition .....	4
The Third Annual Pace Business Plan Competition .....	4
<u>Business Plan Guidelines For New Business Ventures.....</u>	<u>5</u>
<u>Business Plan Guidelines For Social Ventures.....</u>	<u>6</u>
<u>Pace University .....</u>	<u>7</u>
<u>Lubin School Of Business .....</u>	<u>8</u>
<u>Entrepreneurship@Lubin .....</u>	<u>9</u>
<u>In Association With.....</u>	<u>10</u>
The M.I.T. Enterprise Forum Of New York City.....	11
<u>Speakers .....</u>	<u>12</u>
Bruce Bachenheimer, Clinical Professor Of Management And Director Of Entrepreneurship@Lubin, Pace University .....	13
Joseph R. Baczko, Dean, Lubin School Of Business, Pace University ..	14
<u>Panelists.....</u>	<u>15</u>
Sang Ahn – Principal, Dawntreader Ventures .....	16
Fred Aslan – Vice President, Venrock.....	17
Thatcher Bell – Associate, Draper Fisher Jurvetson Gotham Ventures..	18
James B. Lockhart – Associate, Greenhill Savp.....	19
Howard Morgan – Director, Idealab .....	20
Lori S. Smith – Partner, Goodwin Procter Llp.....	21
<u>Competitors .....</u>	<u>22</u>
Adele Arkin – Scholarhouse Foundation .....	23
Gabriel Aucar – Young Fortunes.....	24
Minas Barbarakis – Gemini Biotech .....	25
Harry Brodsky - Trackpay .....	26
Tarun Chopra - Vinfo .....	27
Julie Kawejsza – Swirl .....	28
Sheri Muth – Independence Painting .....	29
Stephen O’Sullivan – Team Blue Chip .....	30
William Phelps – Idea Storm Products, Llc And Yamodo .....	31
Yosuke Shiratori – Tokyo-Bay Business Helpers .....	32
Dina Tate – Blackbridalguide.Com.....	33

## **The Pace Business Plan Competition**

The Pace Business Plan Competition is held to foster the entrepreneurial spirit among students, promote practical business skills, and encourage the creation of new ventures. Currently enrolled undergraduate and graduate students at Pace, as well as recent Pace alumni (those who have graduated in the past five years) are encouraged to submit an original business plan each spring semester. All entries must be for an original concept for a new social or commercial venture and be prepared by Pace students, either individually or in teams of two to four. When the overall winner is announced at the competition, he or she will be allowed ten minutes to present his or her business plan.

The Fourth Annual Business Plan Competition will feature a panel of venture capitalists and experts on new venture creation that will critique the business plans of the three finalists. The panel will also discuss the overall purpose and value of a business plan, the process of securing venture capital, and the investor's role in early-stage venture management.

### **The Inaugural Pace Business Plan Competition**



The Inaugural Pace Business Plan Competition was held at the end of the spring semester in 2004. Olivia H. Farr, a Pace MBA student, was the winner of the competition with her commercial business venture, “Girl Garage.”

“Girl Garage” is a new franchise company dedicated to providing high quality preventative auto maintenance, better customer service, and a more pleasant and fun experience for the industry’s chief customer, women.

### **The Second Annual Pace Business Plan Competition**

The Second Annual Pace Business Plan Competition was held in the spring of 2005. Michael J. Simsik, a Pace MBA student, was the winner of the competition with his venture, “Institute for Environmental Entrepreneurship - Madagascar.”



The Institute will function as a nonprofit organization in the environmental sector. “IEEM” will provide low-interest loans to innovative Malagasy entrepreneurs who have creative ideas about how to simultaneously address social issues in their communities while also improving the quality of the natural environment.

### **The Third Annual Pace Business Plan Competition**



The Third Annual Pace Business Plan Competition was held late in the spring semester of 2006. A Pace University MBA candidate, Bunty Sood won the competition with his commercial venture.

“Integrated Dealer Systems, Inc.” is well-positioned to leverage a promising business opportunity by bringing information-technology solutions – already used in various industries – to United States based car dealers.

# Business Plan Guidelines for New Business Ventures

- (1) Cover Page:** Includes the proposed name of the organization and contact information of the entrant(s).
- (2) Table of Contents:** A list on the major sections of the plan and corresponding page numbers.
- (3) Executive Summary:** An overview of the plan, not to exceed one page.
- (4) Business Description:** Details of the business and what it does.
- (5) Objectives:** Specific short and long term objectives of the business. Broader goals of the organization as well as its vision and mission may be included.
- (6) Market Analysis:** An overview of the industry, characteristics of the market, and a description of customers.
- (7) Product or Service Analysis:** The specifics of the product or service and a description of the unmet need it fills.
- (8) Development and Production:** Details of research and development efforts, licensing agreements, the production process, and operations.
- (9) Competition:** Identify current and potential competitors, analyze the likely competitive response.
- (10) Business Strategy:** How to create and defend a competitive advantage.
- (11) Marketing Plan:** An overview of the marketing mix and details of how sales will be achieved.
- (12) Management:** An assessment of the entrepreneur and management team.
- (13) Finances:** Specific details of the required resources and economics of the venture.
- (14) An Investment Proposal:** The terms and conditions offered to investors. Include details of the current equity positions, proposed deal structure, and valuation methodology.
- (15) Critical Risks and Contingencies:** An overview of internal weaknesses and potential threats facing the business, as well as actions that may be taken to mitigate them.
- (16) Milestones and Scheduling:** An outline of key business targets and a timeline for achieving them.
- (17) Supporting Information:** Information that clearly illustrates and bolsters the plan. This includes pro forma financial statements (balance sheet, income statement, and cash flow statement), résumés, industry data, primary and/or secondary market research, product illustrations, legal agreements, etc.

## **Business Plan Guidelines for Social Ventures**

In addition to considering the guidelines for Business Ventures, Social Ventures should specifically address the following criteria:

(1) Assessing the Need: Does the proposed venture address a significant and pressing social problem?

(2) Well-Defined Target: Does the proposed venture adequately describe the problem it addresses and define the parameters within which it plans to operate?

(3) Matching Skills and Objectives: Does the entrepreneur or the entrepreneurial team demonstrate the skills and experience required to translate the plan into action?

(4) Creativity: Does the proposal approach the social problem in a creative, exciting, and dynamic way?

(5) Feasibility: Does the initiative aspire toward realistic and achievable goals while thinking big? How effectively can it be implemented?

(6) Sustainability: Does the proposed venture include adequate strategies for fundraising and income generation? Does it consider the different dimensions of financial and social sustainability in a conscientious manner?

(7) Social Impact: How will the implementation of this social venture benefit the community and the multiple stakeholders involved?

## Pace University

In true entrepreneurial spirit, brothers Homer and Charles Pace founded Pace University over one hundred years ago. In 1906, they borrowed \$600 to rent a classroom in lower Manhattan, determined to teach ten young men and three women the principles of business and accounting. Their larger goal, however, of creating what was then known as The Pace Institute was to provide opportunity for men and women who aspired to obtain a better life.

Since its founding, Pace has grown into one of the largest universities in New York State, with a multi-million dollar physical plant, an endowment of over \$100 million, and a reputation for providing excellent teaching to talented, ambitious graduates. Pace is a comprehensive institution of higher education, with campuses in New York City and Westchester County, enrolling over 14,000 graduate and undergraduate students in its six schools: the Dyson College of Arts and Sciences, the Lubin School of Business, the Seidenberg School of Computer Science and Information Systems, the School of Education, the School of Law, and the Lienhard School of Nursing. These six schools offer over 100 majors and 3,000 courses, and degree offerings range from associate to doctoral level programs.

The dramatic growth of the institution from its entrepreneurial years to its current status as a large, comprehensive independent institution of higher learning has been chronicled as one of the more innovative and entrepreneurial educational development efforts in the United States. In *Innovation and Entrepreneurship* (1985), Peter Drucker cited Pace University among the nation's "entrepreneurial universities" (pp. 93-94) steeped in entrepreneurial instinct and focused on seizing opportunities for educational excellence in a manner reflective of societal and market needs. Most recently in 2005, *Entrepreneur* magazine ranked Pace as one of the top 100 most entrepreneurial colleges and universities in the United States.

For 100 years, Pace University's motto has been *Opportunitas* and we believe that nothing is more synonymous with opportunity than entrepreneurship. In keeping with that tradition, the University offers talented and ambitious students the opportunity to discover their potential and realize their dreams.

## **Lubin School of Business**

The Lubin School of Business, as the Flagship University since its founding as a school of accounting and management education in the New York metropolitan area, has as a mission to prepare students for successful careers in a global economy by offering practice-oriented programs on all of its campuses. The Lubin School offers degree-bearing programs to approximately 3,900 undergraduates and 1,800 graduate students. More specifically, Lubin's graduate programs enroll 1,100 part-time students, the majority of whom are employed full-time in the New York metropolitan community. These business professionals bring a wealth of practical experience to the classroom environment.

The Lubin School of Business is accredited by AACSB International, an elite distinction shared by fewer than 3% of business schools in the world. Lubin offers full-time and part-time undergraduate and graduate business programs to jump start students' career aspirations. Students study in the business capital of the world with a diverse multi-cultural student body, an ideal preparation for doing business in an increasingly complex global environment. For almost 100 years, Pace has been nationally recognized for its business programs and for the unique opportunities it presents its students. Small classes, outstanding faculty, applied research, innovative programming, and internship opportunities are all hallmarks of a Lubin education.





## **Entrepreneurship@Lubin**

Pace's undergraduate entrepreneurship program began in 1982 and has since been a fundamental component within the Lubin School of Business curriculum. Entrepreneurship@Lubin is comprised of innovative courses specific to the entrepreneurial experience, preparing students for careers in entrepreneurship and small business by providing them with the skills they need to recognize, initiate, and manage new business ventures. These skills include developing new products, drafting business plans, and forming and running family businesses. Other areas of focus are financial management, marketing, and human resource management in the small business setting. Students further learn how to analyze consumer and business trends, and how to use this information in planning, developing and implementing new business ventures.

Many Pace University alumni are daughters and sons of entrepreneurial families. A large percentage of our graduate students are first or second generation Americans, who are often attracted to self-employment and entrepreneurship. The significance of entrepreneurial studies is evidenced in the nationally accredited core curricula offered by the Lubin School and its curricular and co-curricular programs.

Pace's entrepreneurship program has been recognized nationally and internationally. Its distinguished faculty members have started and managed entrepreneurial ventures in the US and overseas, served as consultants to small businesses, received grants for entrepreneurship programs, and published numerous books, cases, and journal articles dealing with various aspects of entrepreneurship. Today, the main objective of Entrepreneurship@Lubin is to create an environment that fosters entrepreneurial thinking and skill development through a holistic approach.

**IN**  
**ASSOCIATION**  
**WITH**

## The M.I.T. Enterprise Forum of New York City



MIT ENTERPRISE FORUM®  
OF NEW YORK CITY, INC.

The MIT Enterprise Forum of NYC (MITEF) is a volunteer, not-for-profit organization whose mission is to provide educational programs and services that promote networking and innovation at the intersection of business and technology. Formed by MIT alumni in 1971, MITEF has grown to 23 chapters worldwide. Membership and program participation in MITEF events is open to all.

Through its events and member services, the organization strives to educate the business community by bringing together entrepreneurs, business leaders and technologists, venture and angel investors, and representatives of the service providers in a stimulating, interactive setting. The organization serves as a resource to assist individual entrepreneurs and business owners during the critical early phases of their business development and to serve as a catalyst for improving funding prospects. Finally, the MIT Enterprise Forum leverages its connection to the technology world to inform the business community about the leading edge technologies that will transform our economy in the 21st century.

# **SPEAKERS**

## **Bruce Bachenheimer, Clinical Professor of Management and Director of Entrepreneurship@Lubin, Pace University**



Bruce Bachenheimer is a Clinical Professor of Management and the Director of Entrepreneurship@Lubin at Pace University. He teaches undergraduate and graduate courses, primarily in the areas of management, strategy, and entrepreneurship. Before joining Pace in 2002, he taught a number of courses at Mercy College as an Adjunct Professor.

Mr. Bachenheimer served as a Vice President of iQ Venture Partners, an Assistant Vice President of Westpac Banking Corp. and an International Banking Officer for the Bank of Tokyo. As the International Product Manager for MSI, an SBA certified 8(a) firm, he was responsible for the initial commercialization of a high-technology forensic science system. In that position, he conducted business in over twenty countries. Mr. Bachenheimer was also the founder of Annapolis Maritime Corp. and the Co-founder of StockCentral Australia.

Mr. Bachenheimer has served as a consultant to the NYC Department of Small Business Services, LeadAmerica's Congressional Student Leadership Conference, and on the Planning and Selection Board of the Bank of America Youth Entrepreneur Awards Program. He has spoken on entrepreneurship at numerous conferences, including the annual meeting of the National Consortium of Entrepreneurship Centers and the Third Annual Youth Assembly at the United Nations. Mr. Bachenheimer is a member of the Board of Directors of the M.I.T. Enterprise Forum of NYC, a reviewer for the CASE Journal, and serves on numerous committees at Pace, including the Selection Committee of the University's incubator. Mr. Bachenheimer is the founding faculty advisor of the Pace Association for Collegiate Entrepreneurs, a Students In Free Enterprise Sam Walton Fellow, and the organizer of the Pace Business Plan Competition, Pace Pitch Contest and Entrepreneurship Conference.

Mr. Bachenheimer holds a BBA, Summa Cum Laude, from Pace University and received the McKinsey & Company Leadership Scholarship to pursue an MBA degree, which he earned from the Australian Graduate School of Management.

## Joseph R. Baczko, Dean, Lubin School of Business, Pace University



Mr. Baczko has held senior management and leadership positions with a number of very dynamic, high growth public companies operating domestically, as well as in the international sector. In each of these positions, he has guided these organizations in attaining market share leadership in their respective fields and in achieving significant profitability.

Mr. Baczko is currently the Dean of the Lubin School of Business. Previously, he advised private equity firms on international acquisitions in areas of consumer services and specialty retailing. From 1997 to 2001, he was Chairman and CEO of Frank's Nursery & Crafts, a specialty retailer acquired in a leveraged buy-out, which he led. After several years devoted to turn-around activities, the company reorganized under new ownership. From 1993 to 1997, Mr. Baczko was a private investor associated with the Cypress Group, LLC, a major private equity firm, and the lead investor in Frank's Nursery & Crafts. As President and COO of Blockbuster Entertainment from 1991-1993, Mr. Baczko helped lead that company to significant growth in the US and internationally, and market leadership worldwide through the expansion of company-owned operations, acquisitions and franchising. During his tenure, the company doubled its size and operated more than 3,000 stores worldwide. Mr. Baczko was the founder and President of Toys R Us-International, and led that company's successful global expansion from 1983 to 1990. He established major retail operations in Canada, France, Germany, UK, Spain, Singapore, Malaysia, Hong Kong, Taiwan, and Japan. The growth of Toys R Us-International became a textbook case for successful global expansion in specialty retailing. From 1979 to 1983, as CEO of Max Factor-Europe, Mr. Baczko directed that company's UK-based manufacturing and marketing operations throughout Europe, and developed a network of joint ventures in the Middle East, Africa, Japan, and South Asia. Prior to 1979, Mr. Baczko held various management positions with W.R. Grace and in merchant banking.

In addition to his business career, Mr. Baczko has had significant involvement in academia. He is currently the Dean of Pace University's Lubin School of Business. Previously, he was Chairman of the Board of Visitors for the School of Foreign Service at Georgetown University, a position he has held for the past nine years, and during which time he has worked closely with its Dean in enhancing the School's mission and capabilities. He has been a past member of the University's Board of Regents for eight years, the last two of which were as Vice-Chairman. Mr. Baczko was an active member of the University's Capital Campaign Steering Committee, which successfully concluded its \$1 billion campaign last year, of which the School of Foreign Service raised \$120 million.

Mr. Baczko is Hungarian, born in Germany, raised in France, and immigrated to the States with his family in the fifties. He graduated from the School of Foreign Service with a BSFS, and received an MBA from Harvard University. Mr. Baczko was an officer in the US Marine Corps, and served in Vietnam. He and his wife have three grown children, and reside in New York City.

# PANELISTS

## **Sang Ahn – Principal, Dawntreader Ventures**



Sang Ahn is a Principal of Dawntreader Ventures, having joined the Fund in early 2000. For many of Dawntreader's portfolio companies, Mr. Ahn has been responsible for all aspects of the investment lifecycle including: sourcing new investment opportunities; aiding management in the growth of early-stage enterprises; leading financing events, and working with companies through an ultimate exit. Mr. Ahn currently serves on the Board of Directors of HNW, Tutor.com, and Xora and is a Board Observer of DeepNines. Mr. Ahn is also actively involved with the management of Greenplum, Moreover Technologies (acquired by VeriSign, Nasdaq: VRSN), Perfect Commerce, and SIPphone.

Prior to joining Dawntreader, Mr. Ahn held various positions at Deloitte Consulting where he worked with Fortune 500 companies on a variety of strategic and operational issues including corporate strategy, sales growth, and new product development. While at Deloitte Consulting, Mr. Ahn advised companies in the Telecommunications, Life Sciences, and Financial Services industries. Mr. Ahn graduated from Princeton University with a degree in Politics.



## **Fred Aslan – Vice President, Venrock**



Fred Aslan joined Venrock in 2006 and is currently a Vice President in the New York office focused on the firm's activities in healthcare. Prior to joining Venrock, Fred worked at Atlas Venture where he was involved in new medical device and biotechnology investments. Prior to Atlas Venture, Fred was Director of Business Development and Head of Investor Relations for CuraGen Corporation, a public drug development company in Connecticut, where he successfully worked on in-licensing a clinical stage oncology compound, raising \$110 million in convertible debentures and securing sell-side and buy-side interest in the Company. Before this, he worked as a management consultant in the Boston office of the Boston Consulting Group, working with biotechnology and pharmaceutical clients.

Fred received an MD from Yale University School of Medicine, an MBA with Distinction from the Harvard Business School, and a BS in Biology from Duke University.

## Thatcher Bell – Associate, Draper Fisher Jurvetson Gotham Ventures



Thatcher's background includes venture investing, operating, and consulting roles with software, Internet, and financial services companies. Thatcher began his venture capital career as a Senior Analyst at North Hill Ventures, the venture capital affiliate of Capital One Financial, where he invested in financial technology, enterprise software, and technology-enabled services companies. Subsequently, he was a Summer Associate with Silicon Alley Venture Partners in New York, an early-stage, internet- and technology-focused venture capital firm. Before joining North Hill, Thatcher was Manager of Business Development at OpenPages, an enterprise software vendor, where he oversaw an acquisition and developed channel partnerships in the U.S. and Europe.

Previously, Thatcher was the third employee at SharkTank, an online marketplace connecting lawyers and potential clients. He began his career as a consultant at Ernst & Young (now Cap Gemini Ernst & Young), working on competitive strategy and process improvement projects in the financial services, telecommunications, and healthcare industries.

Thatcher has a BS *cum laude* in Engineering from Cornell University and an MBA with honors from the Wharton School of the University of Pennsylvania.

## **James B. Lockhart – Associate, Greenhill SAVP**



Mr. Lockhart joined Greenhill SAVP in 2006. Previously, he was a Manager in Disney's Strategic Planning Group, where he worked on the acquisition of Pixar and the formulation of Disney's new media investment strategy. Prior to Disney, JB worked in media investment banking and technology strategic investments at Lehman Brothers.

JB currently serves as a Board Observer at Serious, a digital publisher and marketer of optical cards. He is also a junior Board Member at The Beginning With Children Foundation, a non-profit charter school organization. JB received a BA with honors from Yale and an MBA from Harvard Business School.

## Howard Morgan – Director, Idealab



Howard Morgan, Ph.D. has been a Director of Idealab since March 2002. Dr. Morgan was President, Idealab New York from March 2000 to June 2001 and was Vice Chairman until December 2002. He also served as an Idealab Director from February 1999 to March 2001. Since 1989, Dr. Morgan has served as President of Arca Group, Inc., a consulting firm specializing in the areas of computers and communications technologies. Dr. Morgan was a Professor of Decision Sciences at the Wharton School of the University of Pennsylvania and a Professor of Computer Science at the Moore School of the University of Pennsylvania from 1972 through 1986. He serves as a director for a number of public companies, including Franklin Electronic Publishers, Inc., and Segue Software, Inc., as Vice-Chairman of the New York Angels and as a Director of First Round Capital, a seed stage venture fund. Dr. Morgan received his Ph.D. in operations research from Cornell University.

## **Lori S. Smith – Partner, Goodwin Procter LLP**



Lori Smith, a partner in Goodwin Procter LLP's Business Law Department and a member of its Technology Companies Group, specializes in representing foreign and domestic companies in various industries with regard to mergers and acquisitions, financings and general corporate matters, with an emphasis on emerging technologies. Ms. Smith has extensive experience acting as outside counsel for companies at all stages of development, from start-ups to public companies. Work for Clients.

Ms. Smith has over 20 years experience representing entrepreneurs, venture capital and private equity investors and public and private companies in the structuring, negotiation and implementation of equity and debt financings and private equity transactions, private placements, acquisitions, mergers, strategic alliances, joint ventures, and licensing, manufacturing and distribution arrangements (including distribution via the Internet and wireless means). In addition to advising clients on transactional and contract matters, she regularly provides advice and assistance to companies and their investors with respect to general corporate governance and ongoing compliance matters as well as the various issues that need to be addressed in anticipation of and planning for a public offering, sale or merger.

Ms. Smith is outside general counsel to New York Angels, one of the leading angel investment groups in the Northeast and serves as a member of the Board of Directors of the New York Chapter of the MIT Enterprise Forum.

Ms. Smith was a Senior Editor of Law and Contemporary Problems at Duke University School of Law. Before joining Goodwin Procter, Ms. Smith served as a partner in the corporate and technology practice groups in the New York office of Akin, Gump, Strauss, Hauer & Feld, LLP. Previously, she was senior counsel at Proskauer Rose LLP, also in New York. Ms. Smith is a member of the New York and New Jersey Bars.

Ms. Smith received a J.D. from the Duke University School of Law (with high honors) and a BA from the University of Rochester (*magna cum laude*).

# COMPETITORS

## **Adele Arkin – ScholarHouse Foundation**

The ScholarHouse Foundation will enable gifted students throughout New York to attend college while residing in rent-free housing facilities and benefit from cost savings. Students will be able to pool their money to pay for food and utility expenses. Graduating with less debt burden will allow students to enhance their future goals and participate in community development missions thereafter.

In addition to providing rent-free housing, the ScholarHouse Foundation will provide educational and developmental opportunities. Students will learn and live together in a culturally diverse environment where they will build interpersonal and leadership skills, a support network, and respect for those with different backgrounds preparing them for the interdependent world.

This not-for-profit mission will be accomplished by securing private, public, and corporate donations as well as services and product support available throughout the state of New York. To date we have secured pro-bono legal and accounting support from Sonnenschein Nath & Rosenthal.

### **Biography**



Adele is a first generation American and is the first in her family to earn a college degree. She grew up in Brooklyn and went to high school and college in Florida. Adele graduated with her BS in Psychology, with minors in Statistics and Education from the University of Florida in 1997. She spent most of her undergraduate career researching epilepsy and residing in one of the Southern Scholarship Foundation houses in order to pay for college.

After graduating with her BS, she attended NYU and received her MA in Community Counseling in 1999. While going to graduate school full time, she also provided Human Resources support to Student Advantage and Financial Relations Board. Upon graduation, she joined Solomon Smith Barney's HR rotational program. She later joined Lehman Brothers HR supporting the global finance department. While at Lehman Brothers she was promoted to Assistant Vice President, had the opportunity to work in London on assignment, served as a leader of diversity initiatives, and was sponsored to join Pace University's executive MBA program. Upon graduating in December 2005 with her thesis project, "The ScholarHouse Foundation", Adele took her life in another direction. After working in HR for 8 years, Adele decided to start a family, pursue her passion for real estate and focus on creating the ScholarHouse Foundation. She currently lives with her husband and 6-month-old daughter and is a licensed Realtor for Prudential Douglas Elliman Real Estate. Adele dedicates her free time to develop the ScholarHouse Foundation.

## Gabriel Aucar – Young Fortunes



*YoungFortunes* services its customers by providing an educational program where young children can learn how to manage their money and have fun in the process. Its primary goal is to get young children into a habit of saving money, allocating it towards financial goals, and understanding the importance of managing their own money. It seeks to accomplish this task through a money management kit that includes access to a web-based game.

*YoungFortunes* is founded on the reality that the average student who graduates from high school lacks sufficient skills in personal money management and as a result, may establish bad financial management habits at an early age. Recent research shows that today's youth have grand sums of money at their disposal at an early age. A study sponsored by the U.S. Department of Labor found that 40% of children receive money in the form of allowances or handouts from their parents averaging \$50 per week. Fifty dollars a week provides youth today with plenty of purchasing power - on everything from magazines to clothing apparel to video games. Marketers are well aware of this fact and are taking advantage of children's deep pockets; by age twenty, the average child will have seen 360,000 thirty-second commercials. With a wide array of influences on children's perceptions about acquiring material goods, it is essential that parents set a strong foundation of money-management skills before they get into bad spending habits.

### **Biography**



Gabriel Aucar graduated from Manhattan College in 2003 with a dual major in marketing and finance. He currently works at Morgan Stanley in their Commodities trade support group and is pursuing a part-time MBA degree in finance management at Pace University.



## **Minas Barbarakis – Gemini Biotech**

Gemini Biotech Inc will start as a high-tech, high-risk new venture specialized in performing basic research on protein biopharmaceuticals and possessing the most comprehensive patent portfolio in recombination-based technologies, for the creation of new and improved biotechnology products. Gemini Biotech's goal is to develop and commercialize improved and proprietary versions of currently marketed or clinically validated therapeutic proteins such as interferons, erythropoietin, and granulocyte colony stimulating factors. The company's technologies are fast, inexpensive, commercially-focused and are viewed as a competitive advantage.

Gemini Biotech will provide generic pharmaceutical companies with the biotechnology know-how that will allow them to diversify their activity within the biogeneric market. The company aims at gaining immediate access to the market by forging a marketing alliance initially with a generics firm, and then building a broad strategic alliance with additional partners. Gemini Biotech will be identified in the industry as a company:

1. In the technology development business, possessing a solid state-of-the-art bacterial technology platform and able to validate preindustrial scale feasibility.
2. Able to diversify its main platform's applications in other related fields.
3. That licenses its technology to partners with production and marketing capabilities that are interested in diversifying their product pipelines.

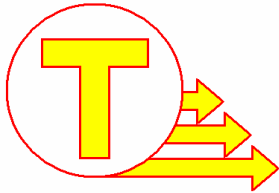
Gemini Biotech's business model not only is scalable within its industry of interest (i.e., protein biopharmaceuticals) but also its proprietary technology can address a number of multi-billion dollar industries such as vaccines and gene therapy. The company's businesses and royalty and licensing income will provide multiple revenue streams to balance risk, drive innovation, deliver products and promote growth. The Management Team is definitely one of Gemini Biotech's strengths. Its founders have more than 45 years of combined experience in the field of biotechnology. The company's CEO has more than 5 years experience in leading product development projects from concept phase through the first year post release for sale via a formal stage-gate process. Responsibilities included management of: scheduling, risk, resources, financial expectations, technical issues, logistics, regulatory compliance and coordinating activities to optimize development, registration and commercialization.

### **Biography**



Minas Barbarakis, Ph.D. in Bioanalytical Chemistry (1992); MS in Management of Technology (2003). In 2007 will also complete the MBA program at PACE University with double major in Strategic Management and Finance. Expert knowledge in the field of human diagnostics with more than 15 years of experience in the industry. Directed research projects at key players in the industry such as Ciba Corning Diagnostics, Chiron Diagnostics, Bayer Diagnostics and Siemens Medical Solutions Diagnostics.

## Harry Brodsky - TrackPay



TrackPay offers business owners a unique service, which allows them to receive payments without any hassle or confusion. Often, companies receive wire payments and checks from sources without a description for what the payment is for. Without any remittance information, cash is usually not applied correctly. This could cause a serious problem with federal accounting standards if cash isn't applied correctly. TrackPay feels that there is great room for improvement in the area of accounting, and we are seeking to improve it through our unique approach of payment investigations.

### **Biographies**



Harry Brodsky was born and raised in Brooklyn NY. He received his education from Pace University where he went on to graduate with a Bachelors degree in Information Systems and a concentration in Economics. He would go on to take his knowledge of technology to benefit the financial sector by working at Bank of America Securities for 2 years as a data analyst where he was responsible for programming report programs that translated the FX gains and losses of international stocks trades and bond prices. He now works at Viacom and is responsible for various accounting/financial responsibilities.

Ricky Huy La is a Technology Service Analyst at Columbia University, which gives him the great opportunity to develop his passion for Information Technology. After graduating from Pace University with a Bachelor's degree in Information Systems and a concentration in Technology Systems, he is currently pursuing his studies through a Masters program at Columbia University in Technology Management. Ricky enjoys challenges that will foster his business mindset, and his goal is to successfully manage a technology venture one day.



Yury Shteyman is a project manager of the New York City Department of Transportation. He joined DOT in 2002 as a technology intern and excelled through his career; rising through the ranks to project manager of technical development. During the past 5 years, Mr. Shteyman has headed several beneficial projects with the NYPD, DoITT, Telecom franchises, as well as other entities ranging in wireless data transmission, GIS, Intranet design, logistics, and database management. He graduated from Pace University with a bachelor's degree in Information Systems with a concentration in Technology systems.

Dmitry Voller was born in Ukraine in 1983. He received a Bachelor of Arts in Applied Psychology and Human Relations from Pace University. He served on the executive board of several organizations, including his fraternity. This gave him years of experience dealing with all aspects of running, maintaining and marketing an organization. He currently manages the daily operations of his family business.



## Tarun Chopra - vINFO

*vINFO* is a 3D collaboration platform created by *Virtual Soft*, used by the global enterprises with complex 3D modeling capabilities initially targeting the IT industry. The core concept of the new business is to develop the collaboration software which will be 3D helping the global enterprises to communicate more effectively about the business problems. The software will provide a secure environment for corporations to collaborate, provide customer service, and demonstrate new IT products. A 3D data repository with features for instant and voice messaging will also be added. The main feature of the software will be to provide 3D computer systems modeling and data visualization capabilities, straight from IT company's product facilities into the 3D virtual world. The product *vINFO* can also be used educate new IT hires, helping them quickly assimilate company culture, language and learning tools.



### **Biography**

Tarun Chopra is an MBA Student from the Westchester campus. Tarun holds a MS in Computer Science from the Rensselaer Polytechnic Institute. For the last six years, he has worked for IBM in zOS core technology department. Tarun primary job includes designing and implementing the zOS mainframe technologies for enterprise solutions. Recently, Tarun has been involved in IBM corporate strategy implementing the IBM on-line university project. In past, Tarun had been part of IBM leadership training and had led a team of 5 software engineers at the IBM technology lab in Russia. At the PACE MBA program, Tarun was the captain of the PACE equity research team, where it won the PACE equity contest and came third at the fifth annual New York Society of Security Analysts (NYSSA) investment research challenge.

## Julie Kawejsza – Swirl

Inspired by visits to Napa Valley and Tuscany vineyards, a business plan for a fine wine tasting room in the heart of New York City. Wine is served by expert sommeliers that provide wine beginners and enthusiasts a place to come to taste and learn about many different kinds of wines seven days a week. It would serve approximately 300 California premium wines and mimic an atmosphere of a tasting room in Napa Valley.

Initial financing required is a \$1,080,000 to be paid off in approximately 2 ½ years. This amount will cover 1 year leasing of space, remodeling, glassware, furniture, decorations, computers and payment system.

### Biography



The founder of **Swirl** is Julie Kawejsza, an MBA student at Pace University, graduating with an MBA in Marketing in May 2007. Her career experience includes two years of consulting at PricewaterhouseCoopers, four years of finance at sanofi-aventis, and over one year of marketing at sanofi-aventis. She is a hard worker that has a passion and knowledge for wine.

## **Sheri Muth – Independence Painting**

People with disabilities are the most underemployed but eligible to work population in the United States and this includes New York. Statistics have shown that people with disabilities want to work, are reliable workers and with limited, low cost supports. This social enterprise business plan for Independence Painting (IP) outlines a new way to combine the painting industry with rehabilitation supports to do business differently - with quality and competitiveness - that is "self supporting and supportive". Once developed and tested, this model and its training materials, is expandable into any county in the country. In addition to the parent company Jawonio, this business is a collaborative model that draws upon state funding as needed for training; low cost long term supports if necessary; summer youth work funding; and its community to reach the goal of training & independent employment of people with disabilities in addition to running a productive business with satisfied customers. People with disabilities working reduces or eliminates government benefits, establishes tax paying citizens in our communities, decreases enrollments in high cost day programs and provides a needed business service to the community. But more importantly people with disabilities working enhance their "independence, equality and well-being".

Independence Painting (IP) will be an interior painting service focusing on recurring contracts for commercial office complexes, school, and not-for-profit organizations. IP will provide intensive job training prior to hire and supports on the job through social service funding to facilitate a reliable labor pool. In the summer IP will collaborate with the Youth Bureau for an employment program for special needs youth and college interns for work leadership/service learning. The collaboration will provide work leadership and role modeling for the youth and leadership skill-building/service learning for the college students while in a real life work setting of painting. Crews of 2-4 workers with a skilled painter as work crew leader will be scheduled onto worksites in the community.



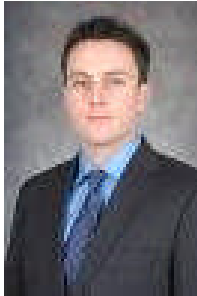
### **Biography**

Sheri Muth, M.Ed., C.A.G.S, CRC, Director of Employment & Community Day Services at Jawonio, a regional Not-for-Profit regional rehabilitation organization, is currently completing a graduate certificate in Not-for-Profit Management - "Social Entrepreneurship Specialization" through the Pace University Graduate School of Public Administration. Ms. Muth holds a Bachelors degree in Psychology from the University at Albany, a Masters of Education and Certificate of Advanced Graduate Study from Springfield College in Rehabilitation Counseling and is a Certified Rehabilitation Counselor. Ms. Muth has 20 years of directing vocational, employment & business services during her 25 year career at Jawonio. During her tenure at Jawonio she has created numerous employment, training and day services programs for people with disabilities. Ms. Muth operates services Rockland & Westchester Counties of New York, offering a continuum of services for all disabilities groups to over 1400 individuals with a budget of 12 million. Significant social enterprise accomplishments during her tenure include the the successful assumption of the contracts of a small bankrupt social services agency in Westchester county 6 years ago in Yonkers NY; operating a 2 million dollar, self-supporting, commercial cleaning business for people with disabilities specializing in government contracts.

## **Stephen O'Sullivan – Team Blue Chip**

Team Blue Chip ([www.TeamBlueChip.com](http://www.TeamBlueChip.com)) will be a web-based community where student athletes and collegiate coaches can interact and communicate. Users will be able to create profiles containing all of their vital information and statistics as well as pictures and digital video of themselves in action. When a coach decides he would like to recruit a student athlete he can simply look the athlete up, gain information that he needs to make educated decisions, and communicate using tools such as email, instant messenger, and text messaging. Both athletes and coaches will also be able to use their homepage as a way to track progress, keep calendared events, market their abilities, search the network, and communicate.

### **Biography**



Stephen O'Sullivan is a recent MBA graduate from the New York City campus at Pace University and also has a B.S. from Marist College. Stephen is currently a project manager in a family operated construction company based in New York City as well as an assistant baseball coach at the United States Military Academy at West Point. Prior to his current positions, Stephen spent two years at Standard and Poors as an analyst in the securities pricing arm of the company. After graduating from college, Stephen spent two years playing professional baseball in both the Chicago Cubs and Texas Rangers organizations before his career ended due to injury. He currently lives in the Bronx with his fiancé and is pursuing the creation of TeamBlueChip.com.



## William Phelps – Idea Storm Products, LLC and Yamodo



Idea Storm Products, LLC is a new venture established to design and market a new series of imaginative games under the brand name **Yamodo!**<sup>™</sup> (ya-mode-o). The first of several volumes and versions is **Yamodo! Volume 1** - an innovative drawing game that promises to inspire the imagination and great conversation.

Yamodo! is different from all other games because it is not only outrageously fun, but focuses on creative collaboration instead of an individual winner. The game can be played with friends, to get students thinking outside-the-box, as a fun intergenerational activity for families, or as a way to kick off a creative brainstorm session for adults. Additionally, the game promises to have people talking in no time as an ice-breaker at social events, youth camps, or at company activities.

Idea Storm Products is well on its way to establishing a unique brand that promises to celebrate the imagination. Initial sales have already demonstrated great sell-thru, while acceptance by Barnes & Noble and Discovery Channel Stores has further helped to establish the overall credibility of the product.

All efforts have been made to create a sustainable product that will develop a loyal brand following. The game is cost effective to produce, retails at an attractive price point, and additional versions are already being developed. In the coming years Idea Storm will work to implement its underlying mission statement by delivering games that promise to be fun, imaginative, and profitable.



### **Biography**

William (Bill) graduated from Virginia Tech with a bachelor's degree in industrial design and a concentration in business. Since then, he has enhanced his professional career by teaching design courses in Australia, establishing a product consultancy, and working for a variety of entrepreneurial companies. Bill is currently attending the Pace part-time MBA program for entrepreneurship and international business (expected graduation 2008), while continuing to work full-time as the Vice President of Olympia Sports, an apparel design company in Elmsford, NY.

Bill's passion for products, people, and creative opportunities has been the driving factors in his career choices. A jack of all trades, Bill's design background is tempered by a strong business and entrepreneurial drive that has allowed him to succeed in diverse roles including product design, graphic design, management, manufacturing, and sales. His adaptive and resourceful nature is enhanced by a hands-on approach to all aspects of the job.

His future goals include successfully launching his new drawing game Yamodo, teaching design, and beginning a family. He hopes his ideas will help inspire the imagination and encourage creativity in others.

Upload your best & view the rest at [www.yamodo.com](http://www.yamodo.com)

## Yosuke Shiratori – Tokyo-Bay Business Helpers

Tokyo-Bay Business Helpers is a consulting company targeting Japanese micro enterprises, a virtually untapped consulting market in Japan. It aims to build this market, as well as its place within the market, utilizing a contingency-fee based payment system tied to improving customers' business outcomes. Such a fee system, combined with an emphasis on strong customer outreach and relations, will allow Tokyo-Bay Business Helpers to overcome uncertainty in the Japanese micro enterprise community in the face of this new business service. The combination will produce a business model easily replicable and thus capable of eventual expansion across Japan. The mantra of Tokyo-Bay Business Helpers is "Empowering Micro Enterprises."



### **Biography**

Yosuke Shiratori is an MBA student from the New York campus. Yosuke holds a B.A. from Teikyo-Heisei University in Japan. Yosuke spent six years at Otari Inc., a professional audio equipment manufacturer in Japan, as a programmer, R&D engineer, marketing researcher, and project manager. As project manager, he produced an editing console for post-production studios, as well as an on-air mixing console for broadcast stations: the on-air console sold for \$20,000 - \$30,000. His experience working with clients in China, Korea, Bangladesh, and Malaysia contributed greatly to his sense of international business. In 2003, he arrived in the United States to further expand his perspective on international business and to prepare himself for a career as a global entrepreneur.



## **Dina Tate – BlackBridalGuide.com**

BlackBridalGuide.com is the revolutionary online wedding destination for African American engaged couples seeking guidance for planning their nuptials. The site offers traditional and African bridal gowns, online wedding planning, a resource area for vendors, and a robust shopping portal that includes African china, wedding brooms and African furniture to decorate your home. BlackBridalGuide.com will offer an extensive bridal gown database, wedding supplies as well as African-inspired furniture for purchase. The goal of the Company is to educate and celebrate. The website will heighten the awareness of African American relationships and honor the heritage of the sanctity of marriage that has been passed through generation dating back to slavery. In addition, the site will host a plethora of sponsored content and site advertisers to meet the full range of needs an individual might encounter when planning their wedding. The Company will also provide tools and content to help newlyweds as they adjust to their first year of marriage.

BlackBridalGuide.com will specialize in providing a one-stop wedding destination for engaged African American couples. BlackBridalGuide.com has crafted a systematic approach to minimizing overhead and nonessential organizational development in the early years of operation to create a dynamic business and maximize financial, human, and intellectual resources. BlackBridalGuide.com will have solid sales through numerous revenue streams: merchandise sales, site advertisers, sponsored content and an annual wedding expo. The Company will form strategic partnerships with industry professionals through contracts ranging from three months to one year to display a wide array of wedding services and products geared toward the African American community.

### **Biography**



President and Founder Dina C. Tate has over seven years of e-commerce experience. Ms. Tate has worked at such websites as ESSENCE by Mail.com (EBM), BlackPlanet.com, sabonnyc.com and New York CityStore. During her tenure at EBM she increased website sales by 190% in one year. Ms. Tate has been profiled in The Network Journal and MIN's New Media Report. Ms. Tate has also acted as consultant to several small business companies. Today Ms. Tate is Senior Marketing Services Consultant at New York Life Insurance Company. Ms. Tate is also an Adjunct Professor at Metropolitan College of New York (MCNY) where she teaches courses such as Advertising and Sales Promotion, Marketing, and Entrepreneurship and Small Business Management.