

THE PACE PITCH CONTEST

"Opportunity through Entrepreneurship"

Presented by: Entrepreneurship@Lubin

In association with: The MIT Enterprise Forum of New York City, Inc.
and the Wilson Center for Social Entrepreneurship

Thursday, December 3, 2009

Michael Schimmel Center for the Arts



Table of Contents

The Pace Pitch Contest.....	5
The Inaugural Pace Pitch Contest.....	7
The Second Annual Pace Pitch Contest.....	8
The Pace Entrepreneurship Conference	9
The Third Annual Pace Pitch Contest.....	10
The Fourth Annual Pace Pitch Contest.....	11
The Fifth Annual Pace Pitch Contest.....	12
Presented by	13
Entrepreneurship@Lubin	14
Lubin School of Business.....	14
Pace University.....	15
In Association With.....	16
The M.I.T. Enterprise Forum of New York City	17
The Wilson Center for Social Entrepreneurship	18
Sponsor	19
TECH:SPACE	20
Speakers.....	21
Iqbal Z. Quadir	22
Joseph R. Baczko.....	23
Bruce Bachenheimer	24
Judges	25
Somak Chattopadhyay.....	26
Michael Gochman.....	27
Jonathan Greengrass	28
Stanley S. Litow.....	29
David Rose.....	30
Lori Smith	31
The Pace Pitch Contest Selection Committee.....	33
Narendra C. Bhandari	33
Jonathan Hill.....	34
Paul Kurnit	35
Harvey Markovitz	36
Rebecca Tekula	37

Pace Pitch Alumni Mentors	39
Joe DiPasquale	39
Bill Phelps	40
Alexander Salzman.....	41
Alan Siege	42
Eric Steele	43
Dina Tate	44
Judging Guidelines And Criteria	45
Pitch Guidelines for New Business Concepts	46
Pitch Guidelines for Social Ventures.....	47
Ten Questions That You Should Try To Answer	48
New Business Concept Finalists.....	49
Mobilestead	50
Marina Slavina.....	51
Ilya Zatulovskiy.....	51
NewlyWish	52
Amanda Allen.....	53
Rob Brueckmann	53
Danielle Colamartino.....	53
Robard Williams	54
Raw Athletics	55
Stephen Steinberg	56
Seva Call	57
Amandeep Bakshi	58
Manpreet Singh.....	58
Tears for Life	59
Jared Greer	60
Bessie Williams.....	60
StudentsGlobe (New Business Concept Alternate).....	61
Dhaval Desai	62
Rohit Phadtare	62

Social Venture Finalist.....	63
Community Water Solutions	64
Mike Brown	65
Kate Clopeck.....	65
Chuck Howe.....	66
EGG-Energy	67
Rhonda Jordan, COO and Board Member	68
Blandine Antoine, Board Member and Energy Advisor	68
Alla Jezmir, Board Member and Capital Raising Advisor.....	68
Jukka Valimaki, Board Member and Finance Advisor	69
Mark Yen, Technical Advisor	69
TuneButton	70
Ben O’Connell Miley	71
James Donahue.....	71
VALA	72
Craig Edelman.....	73
Abhilash Mudaliar.....	73
Ani Vallabhaneni	74
WingNow.com	75
Sung Hwan (Shawn) Cho	76
Luisa Marieth	76
Igor Pokryshevskiy	76
Advanced Road Hazard Simulator (Social Venture Alternate).....	77
Jonathon C. Lentine.....	78
Special Thanks.....	79
Previous Speakers, Judges, and Sponsors	80
Previous Finalist and their most recent university affiliation	80

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Presented by:

Entrepreneurship @ Lubin

www.pace.edu/entrepreneurship

In association with:

The MIT Enterprise Forum of New York City, Inc.

www.mitef-nyc.org

and

The Wilson Center for Social Entrepreneurship

www.pace.edu/wilsoncenter

Sponsored by:

TECH SPACE
www.techspace.com

The Pace Pitch Contest

The Pace Pitch Contest is based on the Elevator Pitch concept, popular in the venture capital community. It is an extremely concise presentation of an entrepreneur's idea, business model, marketing strategy, competitive analysis, and financial plan, which is delivered to potential investors. The premise is that it could be made in a few minutes, should the entrepreneur spot a potential investor on an elevator and have the opportunity to pitch their idea during the brief ride.

At this year's Pace Pitch Contest, five finalists in the New Business Concept category and five finalists in the Social Venture category will each have exactly three minutes to pitch their new venture idea to a distinguished panel of judges and an enthusiastic audience. In addition to broad participation at Pace, we have been pleased to welcome student competitors from a number of other universities, including Columbia, Harvard, Princeton, and Stanford.



The Sixth Annual Pace Pitch Contest Schedule of Events

5:00pm – 5:30pm: Registration and Reception

5:30pm – 6:00pm: Opening Remarks and Keynote Speaker

Welcome

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

Emcee

Bruce Bachenheimer, Clinical Professor of Management, Director of Entrepreneurship@Lubin, Wilson Center for Social Entrepreneurship Faculty Fellow, Pace University

Keynote Speaker

Iqbal Z. Quadir, Professor of the Practice of Development and Entrepreneurship, MIT and Founder and Director, The Legatum Center for Development and Entrepreneurship at MIT

6:00pm – 6:45pm: Pitches by the 10 Finalists

6:45pm – 7:00pm: Break

7:00pm – 7:30pm: Judging Panel Discussion and Critique

7:30pm – 7:45pm: Awards Ceremony and Reception

The Inaugural Pace Pitch Contest



The Inaugural Pace Pitch Contest was held on December 3, 2004. The event was Exclusively Sponsored by JPMorgan Chase and featured Mr. Clarence B. Jones, who, among many other accomplishments was the Dr. Martin Luther King Jr.'s attorney and draft speech-writer.

There were two judging panels:

New Business Concepts Judging Panel

Carolyn Chin, CEO, Cebiz

Emanuel Martinez, Managing Director, Greenhills Ventures, LLC

Charles F. Ryan, Vice President, JPMorgan Chase

Social Ventures Judging Panel

Clarence B. Jones, Executive Consultant, Marks Paneth & Shron, LLP

Brian J. Nickerson, PhD, Director, The Michaelian Institute

Jerald Posman, Director, Project Enterprise

Each judge selected one of the contestants as a Finalist (\$250 prize) and chose an overall winner (\$1,000 prize). The winners were:

Six Finalists

Dane Disimino

Roy Gilis

Andres Martin

Noushi Rahman, PhD

Dwayne Sykes

Peter Swift

Overall Winner

Amanda Rui Jin

The Second Annual Pace Pitch Contest



The Second Annual Pace Pitch Contest was held on December 9, 2005. Although there was a snowstorm that resulted in all classes being cancelled and the entire University closed, the Pitch Contest went on and was a great success. Mr. Davis Oreck, Founder and Chairman of the Oreck Corporation served as the Keynote Speaker. The focus of Mr. Oreck's speech was rebuilding the Oreck Corporation after hurricane Katrina.

Judging Panel

David Oreck, Founder and Chairman, Oreck Corporation
Cynthia W. Massarsky, President, CWM Marketing Group
Charles Ryan, Vice President, JPMorganChase
Jim Sharpe, Vice President, Gerson Lehrman Group

Winners

First Place (\$1,000): Yves Yakoubyan, Pitch: iTV
Second Place (\$500): Dina C. Tate, Pitch: blackbridalguide.com
Third Place (\$250): Alan Siege, Pitch: Stories with an Edge

The Pace Entrepreneurship Conference

As part of the Second Annual Pace Pitch Contest, an Entrepreneurship Conference was organized and featured the following topics and speakers:

Banking and Finance

Alan Baum, Vice President, JPMorganChase
Douglas Palumbo, Vice President, JPMorganChase
Charles F. Ryan, Vice President, JPMorganChase

Angel Investors and Venture Capital

William Fontana, Manager, Second Century Innovation and Ideas Corp.
Peter Kash, Co-founder and Chairman, Two River Group Holdings, LLC

Marketing and Branding

David Oreck, Founder and Chairman, Oreck Corporation

The Press and Publicity

Marc R. Angel, Senior Business Manager, Primedia
Geoffrey C. Lewis, Editorial Director, Primedia
Warren N. Bimblick, Senior Vice President and General Manager, Primedia

Legal Issues and Intellectual Property

Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
Larry Perlstein, Ombudsman, Gartner, Inc.,

Social Entrepreneurship

Rob Johnston, Executive Director, the Wilson Center for Social Entrepreneurship
Alice Korngold, Author, Leveraging Good Will

Life as an Entrepreneur

John Fox, President and Co-Founder, Homeland Energy
Regina Lian, Founder and President, Financial Comfort Inc.
Lori Anne Wardi, President and CEO, Pebble Alley LLC

Small Business Services

Victor Goldsmith, Executive Director, Second Century Innovation and Ideas Corp.
Robert E. Ortiz, Program Director, Students in Free Enterprise
Miguel Centeno, Chief of Marketing, U.S. Small Business Administration, NY District Office

The Third Annual Pace Pitch Contest

The Third Annual Pace Pitch Contest was sponsored by JPMorgan Chase held on November 17, 2006. Co-sponsors of the event were Chadwick Communications, Maingear Computers, MetroHorse, NationPhone, the Pace Alumni Council on Entrepreneurship, and VMIX Innovative Media. The Third



Annual Pace Pitch contest featured two keynote speakers.

Steve Hindy, Co-Founder and President of the Brooklyn Brewery served as the Keynote Speaker on New Business Ventures. Mr. Hindy also co-authored *Beer School: Bottling Success at the Brooklyn Brewery*.

Majora Carter, Founder and Executive Director of Sustainable South Bronx served as the Keynote Speaker on social entrepreneurship. Ms. Carter is a 2005 MacArthur Fellow (winner of the "Genius Grant").

In addition to the keynote speakers, a panel of distinguished judges held a discussion and critique following the Finalists' pitches.



Judging Panel

Fred Aslan, Vice President, Venrock Associates

Thomas Mulligan, Relationship Manager, JPMorgan Chase

David S. Rose, Chairman, New York Angels

M. Bernard Siegel, CPA and Certified Professional Coach

Lori S. Smith, Partner, Goodwin Procter LLP

Winners

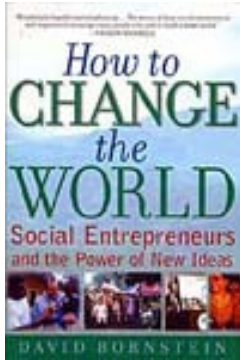
First Place (\$1,000): William Phelps, Pace University, Lubin MBA, Pitch: Yamodo

Second Place (\$500): Chiranjeey Bordoloi, Pace University, Seidenberg DPS, and Peter-Charles Bright, Harvard alumnus, Pitch: SweetShelter.com

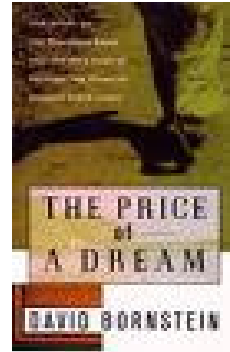
Third Place (\$250): Alexander Salzman, Princeton University, Economics AB, and Chris Advansun, Blue Horizon Media, Pitch: Rethos

The Fourth Annual Pace Pitch Contest

The Fourth Annual Pace Pitch Contest was sponsored by Goodwin Procter and Silicon Valley Bank held on December 6, 2007. The Fourth Annual Pace Pitch contest featured David Bornstein, as the keynote speakers.



David Bornstein specializes in writing about social innovation. He is the author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas*.



In addition to the keynote speakers, a panel of distinguished judges held a discussion and critique following the Finalists' pitches.

Judging Panel

Thatcher Bell, *Associate, Draper Fisher Jurvetson Gotham Ventures*
Liz Hamburg, *co-host of Launchpad (on WOR Radio 710) and President of Upstart Ventures LLC*

M. Bernard Siegel, *Certified Professional Business and Career Coach, www.berniesuccesscoach.com*

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

Winners

Social Venture category- Sarah Lipkin (Pace) for Through My Eyes

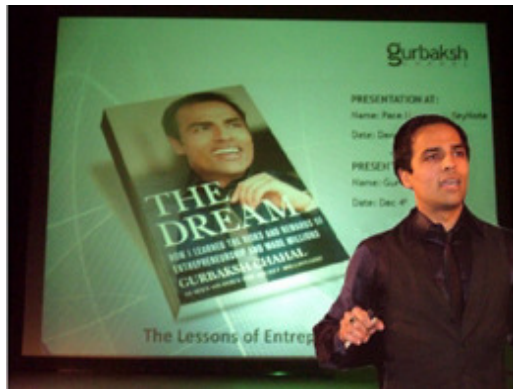
New Business Concept- Joseph DiPasquale (Stanford) for CollegeWikis.com



The Fifth Annual Pace Pitch Contest

The Fifth Annual Pace Pitch Contest was held on December 4, 2008. The Fifth Annual Pace Pitch contest featured Gurbaksh Chahal, as the keynote speakers.

Gurbaksh Chahal. Gurbaksh, or "G," started his first venture, ClickAgents, at the age of 16 and sold it two years later to ValueClick for \$40 million. In 2004, he formed Blue



Lithium, another Internet advertising network, which was acquired by Yahoo in 2007 for \$300 million. In October, Gurbaksh appeared on The Oprah Winfrey Show and released his book, The Dream.

In addition to the keynote speakers, a panel of distinguished judges held a discussion and critique following the Finalists' pitches. The panel included the following judges:

Judging Panel

Steve Brotman, *Chief Managing Director of Greenhill & Co.*

Matthew Commons, *CFO of FloDesign and winner of the 2008 MIT Clean Energy Entrepreneurship Prize (\$200K)*

William Potter, *Chairman of Meredith Financial Group*

David Rose, *Chairman of NY Angels*

Lori Smith, *a partner at the law firm Goodwin Procter LLP*

Winners

Social Venture Category: Eric Steele (Indiana University) for RareShare.org

New Business Concept: Tiffany Rad (University of Phoenix) for OpenOtto.

ENTREPRENEURSHIP@LUBIN

Entrepreneurship@Lubin

Pace University's entrepreneurship program is celebrating its 30th anniversary this year. The undergraduate concentration in Entrepreneurship was established in 1979, formally offered as one of five concentrations in the Management major.

Pace was founded by two entrepreneurial brothers over one hundred years ago. In 1906, Homer and Charles Pace borrowed \$600 to rent a classroom in lower Manhattan to teach ten men and three women the principles of business. For over 100 years, Pace's motto has been *Opportunitas* and we believe that nothing is more synonymous with opportunity than entrepreneurship.

Developing the entrepreneurship program at Pace is truly aligned with the University's motto and puts the Lubin School of Business in an even better position to empower its students and attract a new pool of talented and ambitious individuals.

Lubin School of Business

The Lubin School of Business is professionally accredited for both business and accounting 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 will 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. Pace has been nationally recognized for its business programs and for the unique opportunities it presents its students. Small classes, outstanding faculty, applied research, internship opportunities, and innovative programming are all hallmarks of a Lubin education.

Pace University

Founded in 1906 by the Pace brothers as a business school for men and women who aspired to a better life, Pace Institute began its transformation into a modern university, with emphasis on the liberal arts and sciences, under Robert Pace 42 years later. 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 excellent teaching and talented, ambitious graduates.

Pace is a comprehensive university with five schools and one college that offers a wide range of academic and professional programs for a large, diverse population of more than 13,000 students. Through its Lubin School of Business, Pace continues to build its reputation for excellence in business education. The Lienhard School of Nursing, the School of Law, the School of Education and the Seidenberg School of Computer Science and Information Systems are more recent responses to the needs for strong professional schools to prepare a well-educated workforce.

At the heart of Pace's academic values is an historic commitment to excellence in teaching, as manifested by small classes, an emphasis on skill development and critical thinking, special tutoring and support services, and academic advising. Academic experiences at Pace emphasize teaching from both a practical and theoretical perspective, drawing upon the expertise of faculty who balance academic preparation with professional experience to bring a unique dynamic to the classroom.



**IN
ASSOCIATION
WITH**

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

The MIT Enterprise Forum of New York City 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, the MIT Enterprise Forum has grown to 25 chapters worldwide. Membership and program participation in MIT Enterprise Forum 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 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.



The Wilson Center for Social Entrepreneurship

The Helene and Grant Wilson Center for Social Entrepreneurship was created in 2005 to serve the nonprofit community and Pace University. Devoted to honing the risk-taking spirit and managerial skills of nonprofit organizations, the center was launched with a pledge of \$5 million from Helene and Grant Wilson, Boston-area entrepreneurs and philanthropists whose involvement with nonprofit organizations has convinced them that more entrepreneurial management can help these organizations increase their impact.

For nonprofit organizations, the Wilson Center will provide scholarly research, academic programs, advisory services, and roundtable discussions. For business people, the Center will offer a career-changing transition program to help them make the intellectual and cultural transition to work in the nonprofit sector. For Pace students, the Center will add additional nonprofit subject matter and courses to the University's current entrepreneurship offerings and bring leaders and issues in social entrepreneurship to the campus.



SPONSOR

TECH:SPACE

Office Space Rental - Data Center Services

Founded in 1997, TechSpace is the nation's premier full-service facilities and infrastructure provider. We integrate world-class flexible office space, state-of-the-art technology services and business process outsourcing solutions, enabling our customers to focus on their core business.

In June of 2002, California based Enfrastructure acquired New York based TechSpace, a leading provider of alternative office space and infrastructure services to growing and established companies.

In June of 2003, Enfrastructure formally changed its name to TechSpace to reflect the company's value proposition and leverage the brand awareness built by TechSpace in other markets throughout the years.

Today, TechSpace has 5 locations throughout the United States --- Orange County and New York (3 locations)

TechSpace provides higher revenue and profits from existing square footage commercial property. It partners with select property owners in strategic locations to overlay the TechSpace Services Model on existing commercial office space.

TechSpace has developed strategic alliance partnerships with the industry leaders in each of their respective technology specialties. In addition to their financial investment in TechSpace, each alliance partner has dedicated resources and on-site support to help campus companies succeed.



SPEAKERS

Iqbal Z. Quadir

Professor of the Practice of Development and Entrepreneurship, MIT and Founder and Director, The Legatum Center for Development and Entrepreneurship at MIT



Professor Iqbal Z. Quadir is the founder and director of the Legatum Center for Development and Entrepreneurship at MIT. In the 1990s, Quadir founded GrameenPhone, which provides effective telephone access throughout Bangladesh.

Quadir is an accomplished entrepreneur who writes about the critical roles of entrepreneurship and innovations in improving the economic and political conditions in low-income countries. Quadir is often credited as having been the earliest observer of the potential for mobile phones to transform low-income countries. His work has been recognized by leaders and organizations worldwide as a new and successful approach to sustainable poverty

alleviation.

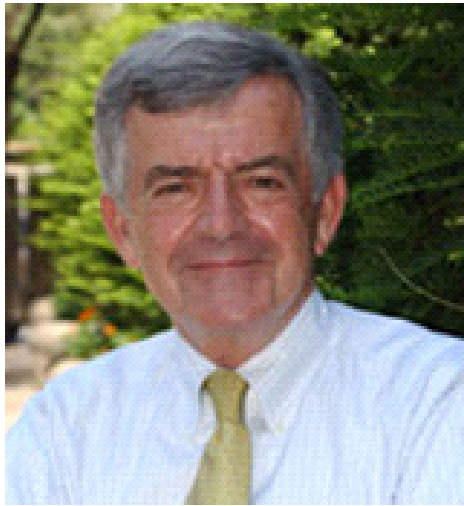
For four years, Quadir taught at the John F. Kennedy School of Government at Harvard University, focusing on the impact of technologies in the politics and economics of developing countries. In 2005, he moved to MIT. His particular research interest is in the democratizing effects of technologies in developing countries with some of his initial thoughts published in the Summer/Fall 2002 issue of The Fletcher Forum of World Affairs.

Quadir's vision of a large-scale, commercial project that could serve all urban areas and 68,000 villages in Bangladesh led him to organize a global consortium including Telenor AS, the primary telephone company in Norway and an affiliate of micro-credit pioneer Grameen Bank in Bangladesh. He attracted these investors by complementing his vision with a practical distribution scheme whereby small entrepreneurs, backed by loans from Grameen Bank, could retail telephone services to their surrounding communities. With the support of these investors, GrameenPhone, established in late 1996, started building a new cellular network and providing services to the public soon thereafter. To date, it has built the largest cellular network in the country with investments of nearly \$2 billion and a subscriber base of nearly 20 million. Its rural program is already available in more than 60,000 villages, providing telephone access to more than 100 million people, while helping to create 250,000 micro-entrepreneurs in these villages.

Earlier in his career, Quadir served as a vice president of Atrium Capital Corp., an associate of Security Pacific Merchant Bank, both in New York, and a consultant to the World Bank in Washington DC. He received an MBA and an MA from the Wharton School, University of Pennsylvania, and a BS with honors from Swarthmore College.

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.

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.

Bruce Bachenheimer

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



Bruce Bachenheimer is a Clinical Professor of Management, the Director of Entrepreneurship@Lubin, and a Faculty Fellow of the Wilson Center for Social Entrepreneurship at Pace University. He teaches undergraduate and graduate courses, primarily in the areas of entrepreneurship, management, and strategy.

Professor Bachenheimer is a member of the board of LeadAmerica and the MIT Enterprise Forum of New York City. He has served as a consultant to the New York City Department of Small Business Services and a variety of new ventures. Professor Bachenheimer has spoken on entrepreneurship at numerous conferences, including the Annual Youth Assembly at the United Nations, and the Make Mine a Million \$ Business program, where he also served as a judge. Mr. Bachenheimer is a reviewer for the CASE Journal, 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 and the Pace Pitch Contest.

Professor Bachenheimer's earlier career includes having 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. He was also the founder of Annapolis Maritime Corp. and the Co-founder of StockCentral Australia. Other activities include having sailed his 36' boat from New England, through the Caribbean, to South America and back. Bruce also participated in the Sydney to Hobart race in 2000.

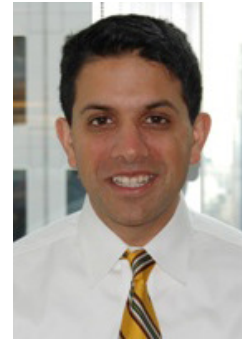
Professor Bachenheimer holds a BBA, Summa Cum Laude, from Pace University. He spent a semester at Tsukuba National University in Japan as an undergraduate and continued to study Japanese at N.Y.U. after graduating. He later received the McKinsey & Company Leadership Scholarship to pursue an MBA degree, which he earned from the Australian Graduate School of Management.

JUDGES

Somak Chattopadhyay

Vice President, Greenhill SAVP

Somak Chattopadhyay joined Greenhill SAVP in 2007 and has been active as a venture capitalist or entrepreneur in the NY region for over a decade. Previously, he was at Edison Venture Fund, where he sourced and evaluated investments in the tech-enabled services sector and launched the firm's New York office. Prior thereto, Somak held senior marketing/business development roles at Medtower, a pharmaceutical IT software company. He previously co-founded the mobile division of Dealtime, a comparison shopping company (now Shopping.com) that went public on the NASDAQ and subsequently acquired by eBay. Somak started his career in investment banking at Broadview International and was previously director of the Software & Information Industry Association.



Somak is currently a director or observer at BDMetrics, ReachForce, MIT Enterprise Forum of New York, and The Indus Entrepreneurs (Tri-State chapter). He is also Vice Chairman of the Software & Information Industry Association Private Equity Forum and on the steering committees of the NYCVC and the Mid-Atlantic Venture Association's Software Vanguard Series. He holds a BS in Mechanical Engineering from MIT and an MBA from Columbia Business School.

With over \$100 million under management, Greenhill SAVP makes early stage venture investments in technology enabled services and business information services companies. Prior fund manager investments include LivePerson (NASDAQ:LPSN), OpenWave (NASDAQ: OPWV), UGO Networks (acquired by Hearst Corporation), KnowledgeStorm (acquired by TechTarget) and YellowJacket (acquired by the Intercontinental Exchange).

Greenhill SAVP is an affiliate of Greenhill & Co., Inc. (NYSE: GH), an independent investment banking firm with offices in New York, London, Frankfurt, Toronto, San Francisco, Tokyo, and Dallas. Greenhill SAVP leverages its deep domain expertise, a proven investment track-record and a global corporate network to create significant portfolio value. For more information about Greenhill SAVP, please visit www.gsavp.com.

Michael Gochman

Founder, Gochman Group

Michael Gochman began his career in commercial real estate in 1984, working 6 1/2 years with the Rockefeller Group as an executive on the leasing team at Rockefeller Center. After working the next 6 years at commercial real estate brokerage firms CB Commercial (now CB Richard Ellis) and The Friedman Group, Mr. Gochman was recommended to Donald J. Trump to oversee the redevelopment of 40 Wall Street (which Mr. Trump had just bought). The 1.2 million square foot, 72-story office tower was 90% vacant at the time. As Vice President for the Trump Organization his responsibilities included oversight of the development team (designers, engineers, contractors, vendors), in addition to the marketing and leasing of the office and retail space. In less than three years, 40 Wall Street was 95% occupied, as major leases were signed with American Express and CNA Insurance, among others. Mr. Trump's vision for the property, together with solid execution by the Project Team turned his initial \$1 million (not a typo) into a \$300,000,000 asset within three years. Today the property is worth over half a billion dollars.



Mr. Gochman's entrepreneurship began when he was invited to join TechSpace in 1999 as a Managing Principal, now a Gochman Group affiliated company. TechSpace provides turn-key office environments for small technology/creative companies. Upon its opening in 1998 only a handful of class A New York office buildings were able to offer broadband internet access. The company's business model was able to capitalize on the dotcom boom. TechSpace principals raised over \$25 million of investment capital to open two facilities in New York City and one each in Boston, Toronto and San Francisco. TechSpace Ventures, a venture capital fund was also established. The Company was sold to a competitor in 2002. After the sale of TechSpace, Mr. Gochman founded Gochman Group Inc.

Gochman Group focuses on value-added investing in a broad range of real estate opportunities. The firm invests equity capital on behalf of high net worth individuals and institutional investors, and will at times align itself as Operating Partner in the acquisition. Some of the companies working with Gochman Group include, but are not limited to, The Carlyle Group, Starwood Capital Group, Hudson Realty Capital, The Blackstone Group, Tri-Artisan Partners, The D.E. Shaw Group, Icahn Enterprises among others. In addition, Gochman Group keeps its brokerage business active through office, retail and investment sales brokerage. The company acts as advisor to parties involved in the structuring of real property joint ventures, asset re-capitalizations and third party development.

Mr. Gochman Holds a BS in Marketing from the University of Vermont and an MBA in International Business from Pace University.

Jonathan Greengrass

Vice President, Greyston Foundation



Jonathan Greengrass is Vice President of Development and Public Relations and a member of Greyston Foundation's Executive Leadership Team.

A graduate of Tufts University, Mr. Greengrass' experience includes 20 years of fund raising, non profit, consulting and business experience. He has held senior management positions at The Randalls's Island Sport Foundation, Learning Leaders, and World Hunger Year.

His background includes the founding of Made From Scratch, a gourmet food company, and NewTel, a social enterprise that combined a welfare-to-work training program with an onsite teleservices call center.

At Greyston, Mr. Greengrass provides strategic management for private and government funding efforts and public relations outreach. Mr. Greengrass resides in Westchester County with his wife and two children.

About Greyston Foundation

Reaching more than 2,200 community members annually through its programs, the Greyston Foundation recently celebrated its 25th anniversary. Located in the heart of Yonkers, Greyston Foundation has become a national model for comprehensive community development and is best known for the Greyston Bakery which has provided jobs and opportunities for hundreds of individuals. The Bakery's mission is to work as a force for personal transformation and community economic renewal while operating a profitable business that bakes high quality gourmet products. The Greyston Foundation is a \$13 million integrated network of for-profit and not-for-profit entities that provide jobs, workforce development, childcare, housing, after-school programs and a comprehensive HIV health care program.

Stanley S. Litow

President, IBM International Foundation

Stanley Litow is the President of the IBM International Foundation and IBM's Vice President for Corporate Citizenship and Corporate Affairs. He heads global corporate citizenship efforts at IBM, which contributes nearly \$150 million across 170 countries. Under his leadership, IBM has developed new innovative technologies to help non literate children and adults learn to read, helped people with disabilities access the internet, created a humanitarian grid to power research on Cancer and AIDS and developed technology to increase economic growth and small business development.



Before joining IBM, Stanley served as the Deputy Chancellor of Schools for New York City, the nation's largest school system. Prior to his service with the City's public schools, he founded and ran Interface, the non profit "think tank" and served as an aide to both the Mayor and Governor of New York.

Stanley's articles and essays have appeared in numerous books and publications including the Yale Law Review, Annual Survey of American Law, Brookings Papers, the American Academy of Sciences, the Journal for the Center for National Policy, the New York Times and Newsday.

Stanley is the recipient of the Council on Foundation's prestigious Scrivner Award for creative philanthropy and awards from the Anne Frank Center, Martin Luther King Commission, Manhattanville College, Federation of Protestant Welfare Agencies, Coro Foundation, Helen Keller Services to the Blind, New Visions for Public Schools and the Women's City Club. He has served as an adjunct faculty at New School University, the City University of New York and Long Island University.

He helped create and chairs the Global Leadership Network and serves on the board of Harvard Business School's Initiative on Social Enterprise, Independent Sector, Citizen's Budget Commission, and the After School Corporation

David Rose

Chairman, New York Angels

David S. Rose is an entrepreneurial executive and investor with extensive experience in high technology and communications, angel investments, finance and government. He was named by *Inc.* magazine to the 1998 Inc 500 list as CEO of one of the fastest growing private companies in America. *Red Herring* magazine has described him as "a patriarch of New York's Silicon Alley" and *Crain's New York Business* named him one of the City's 25 most influential technology executives.



During the course of his career, Mr. Rose has supervised the creation of an intellectual property portfolio of issued patents appraised at over \$100 million and negotiated both domestic and international corporate acquisitions. He was a prime author of the new data messaging protocols for the personal communications industry, and lectures frequently on issues relating to the development of the international information infrastructure. In 1997 he was honored as a finalist for Ernst & Young's Entrepreneur of the Year Award in the New York New Media category; in 1984, *Time* magazine profiled him in its "Computer as Man of the Year" issue; and he has been the subject of numerous interviews and articles in print and electronic media. He is a member of the Technical Committee of the Personal Communications Industry Association as well as the Council of Communications Advisors.

Mr. Rose is Chairman of the Board of the New York Angels, Inc., the leading angel investment consortium in the New York region. Through his investment fund, Rose Tech Ventures, he provides capital and management expertise to promising early stage companies. On behalf of his own technology firms he has personally raised tens of millions of dollars in venture, strategic and institutional capital.

With over two decades of hands-on experience in founding, managing and funding diverse companies, Mr. Rose is actively involved in mentoring and advising other entrepreneurs and corporate executives. Dubbed by *BusinessWeek* "The Pitch Coach" for his ability to help entrepreneurs perfect their fundraising skills, he was a Founding Member of the New York New Media Association and is a frequent guest speaker at graduate business schools including Harvard, Yale, Columbia and NYU. He is also a mentor and judge of Yale University's annual business plan competitions and has judged the annual Students in Free Enterprise national finals. As a regular lecturer for New York's Industrial Technology Assistance Corporation he has taught the Venture Financing and Deal Negotiation section of the FasTrak Tech courses since 1997.

Lori Smith

Partner, Sedgwick, Detert, Morgan & Arnold LLP

Lori Smith, a partner with the firm's Corporate Practice Group, represents foreign and domestic companies in various industries, including technology, media, financial services, food and beverage, sports, textile, fashion, specialty chemicals, and drug and medical device. She has more than 25 years of experience acting as outside counsel with regard to all aspects of corporate and commercial transactional work, corporate governance matters and negotiation of commercial agreements. Ms. Smith has significant experience representing emerging technology companies and investors, and advising companies at all stages of development ranging from start-ups to public companies.



Ms. Smith has represented public and private companies in the structuring, negotiation and implementation of equity and debt financings and private equity transactions; private placements; acquisitions and mergers; strategic alliances; joint ventures; and licensing, manufacturing and distribution arrangements. She also advises companies with respect to the various issues that need to be addressed in anticipation of and planning for a public offering, sale or merger.

In addition, Ms. Smith advises clients on all aspects of business operations, including board of directors and shareholder issues, negotiation of shareholders' and voting agreements, and transitional issues in connection with the transfer of management and control from one generation to the next.

Ms. Smith is an active member of the MIT Enterprise Forum, serving on the global and New York chapter boards. In addition, she is a member of the New York Advisory Board of Astia, a non-profit organization that promotes entrepreneurship among women. In 2008 and 2009, Chambers US named Ms. Smith as one of New York's leading lawyers in the technology industry.

Ms. Smith frequently speaks at events focused on the New York technology and investment community. She recently moderated a panel discussion on the current state of angel and venture capital investment at the 2009 Astia Doing it Right Conference. She also served as a panelist at the April 2009 MIT Enterprise Forum symposium, which focused on mergers and acquisitions, IPOs and other alternative strategies for liquidity in the current economic environment.

Ms. Smith earned her JD with high honors from Duke University School of Law where she was the senior-editor of *Law and Contemporary Problems*. She received her BA, *magna cum laude*, from the University of Rochester.

SELECTION COMMITTEE

The Pace Pitch Contest Selection Committee

We would like to thank the following people for volunteering their time to serve as members of the Selection Committee for this year's Pace Pitch Contest. This Selection Committee reviewed contestant applications, including financials and their video pitch, and determined the ten Finalists and two Alternates.

Narendra C. Bhandari

Professor of Management, Pace University

Narendra Bhandari is a Professor of Management at Pace University. His research interests are in the areas of small business and entrepreneurship, with a particular interest in "Trade Equilibrium" for keeping and creating jobs.



Professor Bhandari served as the editor of Cases in Small Business Management, South-Western Publishing Company, 1979. He founded the American Journal of Small Business and served as its editor from 1976 to 1980. His textbook contributions include "Small Business Management and Entrepreneurship," Chapter 23, published in William H. Newman, E. Kirby Warren, and Andrew R. McGill, The Process of Management, sixth edition, Prentice-Hall, 1987.

Professor Bhandari earned a Master of Commerce from the University of Rajasthan, and his Master of Business Administration and Ph.D. in Business Administration from the University of Georgia.

Jonathan Hill

Assistant Dean, Seidenberg School of CSIS

Dr. Jonathan Hill is the Assistant Dean for Special Programs and projects at Pace University's Seidenberg School of Computer Science and Information Systems. With a unique combination of experience in both academia and the private sector, Jonathan combines 20 years of college teaching with managerial experience at consumer-facing internet ventures including Travelocity.com. Previously he had management engagements with United Airlines Vacations, Hertz and Aeroflot Russian Airlines. He has been a principal in start-ups including Baltia Air Lines, Worldres.com and EngineerRe.



His higher education experience includes 15 years on the faculty of the City University of New York where he developed successful educational programs in technology and entrepreneurship including the Honors Entrepreneurship program at Queens College. In addition to teaching responsibilities at Pace, Jonathan oversees the work of the Web Media Lab at the Seidenberg School which provides Web consulting to both non-profit and corporate partners. He also coordinates corporate partnerships with major technology companies including Microsoft, Verizon, HP and Apple. He was part of the team that received a Pace University Presidential Grant for community service. His research interests include technology entrepreneurship, Web development, interaction design, usability, Web 2.0, digital distribution systems, software engineering and abstraction.

Paul Kurnit

Clinical Professor of Marketing, Pace University

Paul Kurnit is an internationally recognized marketing, advertising and entertainment professional. Paul began his advertising career at Benton & Bowles and Ogilvy & Mather, where he managed a number of classic brands for Procter & Gamble, Kraft/General Foods and American Express. As President of Griffin Bacal, Paul managed businesses in virtually every consumer and service business category and also served as Executive Vice President sister company Sunbow Entertainment, a leading producer of quality children's television programming. Paul is an expert in social and cultural trends having created a number of specialty business units dedicated to addressing a diverse range of marketing initiatives, including: LiveWire: Today's Families Online[®]; , Kid Think Inc.[™], Licensing Works![™], Trend Walk[™], TDC: The Design Group, The Digital Station.



Currently, as founder of Kurnit Communications, KidShop and PSIinsights, Paul has been dedicated to delivering customized solutions across a range of marketing disciplines for companies seeking dramatic new initiatives to drive their businesses. Paul is a frequent speaker and writer for television, radio and print media (i.e. NBC/The Today Show, ABC, CBS News, CNN, Fox, The Wall Street Journal, The New York Times, USA Today, Barrons, Ad Age, AdWeek, BrandWeek, Entrepreneur and more). He has shared his expertise in consulting work for Bayer, ConAgra, Disney, General Mills, Hasbro, Mattel, McDonald's, Nickelodeon, Pepsi, Polaroid, Scholastic, Sony, Universal Studios and many other blue chip and start up companies.

Paul is on the boards and advisory boards of The Advertising Educational Foundation (AEF), The Advertising Council's Creative Review Committee (CRC), Pace University Lubin School of Business, the Children's Advertising Review Unit (CARU) of the Better Business Bureau and the International Journal of Advertising and Marketing to Children. He is clinical professor of marketing at Pace University, where he teaches marketing and advertising and serves as university advisor for NSAC (National Student Advertising Competition) sponsored by the American Advertising Federation (AAF).

Harvey Markovitz

Assistant Clinical Professor of Marketing, Pace University

Harvey Markovitz is an Assistant Clinical Professor of Marketing at Pace University. He is the founder and director of the Interactive-Integrated Direct Marketing (IDM) Lab (www.pace.edu/idmlab), an "incubator internship" that provides real life opportunities for students. He previously taught at Baruch College and was the director of the Direct and Interactive Marketing Lab, where the academic discipline of marketing merged with professional marketing resources and provided assets for students, faculty and small businesses owners.



Professor Markovitz has more than 40 years experience as a direct marketing, sales, and business development professional. Before founding his own company, HBM Associates Inc. in 1981, he directed strategic planning, marketing, sales, administrative and financial activities within various departments of JCPenney and CBS, Inc. He was also the President of a major media barter company. He created innovative product, marketing and financial strategies that resulted in increased profitable sales in both domestic and international markets. He is also the author of a business pamphlet-guide "101+ steps to rapid and sustained profit change; it's your business what do you want to do about it?" published by HBM Associates, Inc. and "How to build a consulting practice within your accounting business" published on audio tape by Bisk Publishing company.

In May 2009, Professor Markovitz was engaged by the US Department of State to lead a Marketing Training Mission to Guyana to help develop the marketing skills of that country's entrepreneurs. He conducted seminars in Georgetown and Linden, Guyana to approximately 100 entrepreneurs. He also appeared on national television discussing, with Guinean leaders, how to market the brand of Guyana. In August of 2009, in Hong Kong, he conducted a one week seminar on Customer Relationship Marketing, training approximately 70 mid level executives for the world's largest exporter, Li & Fung. Professor Markovitz was awarded the 2005 DMG Award for Outstanding Service to Direct and Interactive Marketing Education presented by Direct Marketers Gateway, Inc. Since 2002, he has been an annual winner of the DMA's ECHO leadership award. Professor Markovitz earned a Master of Science Degree (with distinction) in Direct and Interactive Marketing from New York University in 1999. He is a specialist in profit improvement through organization development and restructuring, marketing and media planning, financial and administrative processes as well as sales and management training.

Rebecca Tekula

Executive Director, Helene and Grant Wilson Center for Social Entrepreneurship

Rebecca Tekula is the Executive Director of the Helene and Grant Wilson Center for Social Entrepreneurship, an institute of Pace University aiming to serve students and nonprofit organizations towards the goal of more effective and efficient nonprofit management practices. Ms. Tekula is completing her PhD in Economics at the University of Lugano, Switzerland. She earned her BA at Vassar College, her MPA from Pace University, and her MBA from the University of Oxford. Ms. Tekula has a extensive background in New York City philanthropy and across the nonprofit sector.



ALUMNI MENTORS

Pace Pitch Alumni Mentors

We would like to thank and recognize the following previous winners of the Pace Pitch Contest who have graciously made themselves available to serve as mentors to current contestants. These Alumni Mentors continue to pursue their entrepreneurial ventures and are able to provide unique and valuable insights on how to create a new venture and effectively compete in the Pitch Contest.

Joe DiPasquale

New Business Concept Winner, Fourth Annual Pace Pitch Contest (2007)



I participated in the Pace Pitch Contest in December of 2007. I was just moving to New York from Silicon Valley, and as a recent MBA I was excited when I found the Pace Pitch Contest. It's one of the best pitch competitions in NYC; some of the great aspects of the contest is the mix of ideas and stages - from idea-stage, to already launched - as well as the mix of backgrounds of entrepreneurs pitching. I pitched my company, CollegeWikis, which had begun to get traction and focused on connecting students to share information

with each other in an online forum. We were fortunate to win; there were many other strong entries. After the competition, I met each of the judges as well as various angels who attended in the audience. Through participating, I was able to improve my pitch; within a few months after the contest, I had a term sheet from HighBAR Ventures. We raised money in 2008 (New York Times article), and the company has become Regroup.com; the premiere communications platform for schools, organizations, and companies.

Joe DiPasquale is the founder and CEO of Regroup.com, a group communications platform for schools, companies, and organizations. Regroup won the Pace Pitch Competition in 2007 under its former name, CollegeWikis. In 2008, Regroup raised a \$2M seed round led by HighBAR Ventures, the early stage venture capital firm founded by Bill Joy, Andreas Bechtolsheim, and Roy Sardina.

Previously, Joe worked in Strategy Consulting for Bain, IBM, and McKinsey, and in investment banking at Deutsche Bank. He grew up in Connecticut and Alabama, completed his BA at Harvard and MBA at Stanford, and worked in Amsterdam and Berlin before moving to NYC in 2002.

Bill Phelps

New Business Concept Winner, Third Annual Pace Pitch Contest (2006)



Yamodo has found success thru hard work, passion and the support of programs like the Pace Pitch Contest. The Pitch contest was the first attempt by Idea Storm to create an authentic business plan regarding Yamodo. It was because of the Pitch contest that Idea Storm was able to fully articulate Yamodo's planned success. The aftermath of the Pitch included an array of great contacts having been introduced and a focused plan of attack for the years to come.

The Yamodo brand is known for its series of imaginative drawing games that encourage creativity and laughter in all ages. In the early days, funding came from a collection of credit cards and personal savings, while also maintaining full-time jobs. As word spread, solid distribution and positive sell-thru allowed Idea Storm to repay all debts and become profitable.

Bill Phelps graduated from Virginia Tech with a bachelor's degree in industrial design. 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's passion for products, people, and creative opportunities has been the driving factors in his career choices. Bill's design background is tempered by a strong business and entrepreneurial drive that is enhanced by a hands-on approach to all aspects of a job. Currently Bill is finishing his MBA at Pace while growing his startup company, Idea Storm Products (creator of the Yamodo game).

In the years since winning the Pitch Contest, the Yamodo brand has grown fast, with over 50,000 games produced, and distribution that includes Barnes & Noble and Bed Bath & Beyond. Seeking to capture a portion of the 1+ billion dollar game market, Idea Storm repeatedly leveraged the Yamodo brand to create multiple products that would cater to specific industry niches such as travel, leisure, and family play.

Alexander Salzman

Third Place, Third Annual Pace Pitch Contest (2006)



The PACE Pitch Competition is a true launching pad. The event was a key milestone that helped me take off the training wheels, and begin my journey in social entrepreneurship. I would encourage all entrepreneurs to enter the Competition and join the strong support community of past contestants, judges, speakers... and of course the dedicated organizers.

Alex is a determined serial social entrepreneur. He has applied his drive to do well, by doing good, at ventures in consumer products, advertising, new media, and socially responsible investment. At 17, Alex began his journey by bringing together the corporate and non-profit sector for the Vancouver to Toronto Ride for Youth, winning national press coverage and raising funds for Canadian national organizations. While earning a degree in Economics at Princeton University, Alex took a leave of absence to assist with the launch of TerraCycle, Inc., a company producing the world's first product derived from and packaged in waste.

Shifting his focus to media, Alex co-founded international cause marketing agency, Blue Horizon Media, in 2005. The agency gave birth to Rethos, Inc, a network of social media sites devoted to uniting individuals, non-profit organizations, and socially responsible businesses on solutions to social and environmental issues. In 2008, Rethos was acquired by Parta Sustainable Solutions Inc. TSX (PAS-V). Alex is now leading a team to launch a socially responsible investment fund, VisCap focused on bringing the commercial opportunity for socially responsible investment to mass market. A thought leader in the responsible business movement, Alex continues to share his knowledge and passion for social entrepreneurship, corporate responsibility, and socially responsible investing at universities and industry conferences.

Alan Siege

Third Place, Second Annual Pace Pitch Contest (2005)



Participating in the Third Annual Pace Pitch Contest did many things for me. Having to drill down to the essence of my idea so it fit into the 3-minute time frame made me REALLY think about what I believed was the absolute core benefit of the business. Every entrepreneur MUST learn this skill and there's no better way to be motivated.

Alan Siege is the founder of Small Business Management Consulting (SBMC), a 12-year old consulting firm focusing on small firms. SBMC helps companies increase profits by improving the way they tell their business story. He has been featured in NY Newsday, CrainsNewYork and Good Housekeeping. He is an instructor for the NYC Department of Small Business Services Entrepreneur Boot Camp, a Kaufman Foundation Certified Facilitator for its FastTrac programs offered by NYC, as well as being an adjunct Professor at the Center for Continuing Education and Workforce Development at the Borough of Manhattan Community College, and the School of Continuing and Professional Studies at New York University. Finally, in a quest to link the fields of entrepreneurship and storytelling, Alan has launched www.OnceUponAVenture.com - a beta web site featuring real-life stories of businessmen and women who seek their fortunes in the wilds of the marketplace.

Eric Steele

Social Venture Winner, Fifth Annual Pace Pitch Contest (2008)



Participating in the Pace Social Venture Pitch Competition forced us to focus our message and introduced us to invaluable contacts within the venture community. Winning the competition gave us capital to increase our advertising budget and to make improvements to the website. Eric graduated from Indiana University in 2005 with a bachelor's degree in finance and entrepreneurship. After graduation, he founded ForePoint Networks, a wireless internet service provider delivering high-speed connectivity throughout rural Indiana which grew to cover over 2,000 square miles of wireless coverage. In 2009 Eric sold ForePoint to publically traded Omnicity Corporation. Most recently he co-founded RareShare, a startup focused on building micro-communities centered around rare medical disorders.

RareShare is a conglomeration of online communities focused on the rare disease market. While individually these diseases affect a small portion of the population, together they affect over 30 million individuals in the United States and Europe. Due to the low number of occurrences of these rare diseases, there is often a lack of information, support and communication between people affected. RareShare creates micro communities focused around individuals, families and friends affected by these ailments, allowing them to share experiences, treatment opportunities and support through often times uncharted territory. While for most rare diseases there sites that offer information on symptoms, there are few sites that offer peer to peer support and up-to-date information on treatments.

Since its launch in June 2008, RareShare has partnered with health organizations such as the National Institute of Health and the Canadian Organization of Rare Disorders and has been featured in multiple national publications including The Washington Post, TechCrunch and The Toronto Star. RareShare currently covers over 800 rare disorders with 2300 active members.

Dina Tate

Second Place, Second Annual Pace Pitch Contest (2005)



"Losing First Place in the Pace Pitch Contest was the best thing that ever happened to me... After I lost I sought feedback from the judges and used that information to help me retool my business, it also gave the courage to compete in other business plan competitions" The Pace Pitch competition gave me the insight and the drive I needed to pursue my business and never give up.

Since competing in the Pace Pitch Contest, her life has completely changed. Ms. Tate was also a finalist in the Pace Pitch Business Plan Competition in 2007. In 2008, she placed third place in the Whitney Young Memorial Conference New Venture Business Plan Competition at the

Wharton Business School. Because of her success with blackbridalguide.com, Ms. Tate was also featured in the New York Daily News detailing her account about how she was able to secure funding for her business. Since the launch of her business in 2006, coupled with her success at the Pitch and Business plan competitions, she has seen a steady increase of sales in her business despite the downturn of the economy.

BlackBridalGuide.com was founded by Dina C. Tate. Ms. Tate's eCommerce background began while working as a Website Supervisor for ESSENCE By Mail (EBM). EBM was the parent company of ESSENCE Magazine and the #1 selling African-American women's catalog. During her tenure, Ms. Tate doubled website sales in eight months and exceeded website sales projections by 191%. Ms. Tate presently works as a Senior Content Manager/Project Lead for newyorklife.com while she manages the consumer facing website, all sub sites, micro sites and the company intranet.

BlackBridalGuide.com is an online wedding directory for African-Americans. Whether it's looking for a traditional African wedding dress, jumping brooms or authentic African furniture to decorate your home, BlackBridalGuide.com is the destination for you! 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 the generations dating back to slavery.

Ms. Tate has a Bachelor's Degree from the University of Illinois, a Master's Degree in Management Technology from the Polytechnic Institute of New York University and an Advanced Graduate Certificate in Marketing from Pace University.

JUDGING GUIDELINES AND CRITERIA

Pitch Guidelines for New Business Concepts

New Business Concepts will be evaluated on the following judging criteria.

1. **Business Description:** Details of the venture and what it does.
 - How well was the concept explained?
 - How reasonable, sustainable, and scalable is the new concept?
2. **Market Analysis:** Characteristics of the market and description of its customers.
 - Is there a genuine need for the product or service?
 - How well was the target market defined?
 - What is the size and growth of the market?
 - What is the consumers' willingness to pay for the product/service?
3. **Product or Service Analysis:** The specifics of the product or service.
 - Is the description clear?
 - Is the product feasible?
 - How easily it can be duplicated?
 - Is there a presence of potential substitutes for the product?
4. **Competition:** Identify current and potential competitors.
 - Have the current and potential competitors, competitive response, and analysis of strengths and weaknesses been adequately defined?
5. **Marketing Strategy:** How sales will be achieved.
 - How realistically defined is the marketing plan?
 - Does the plan adequately address price, product, place, and promotion?
 - Are resources sufficiently allocated for marketing?
6. **Operations:** How the product or service will be produced and delivered.
 - What is the likelihood of securing resources required for production?
 - Is there an ability to operate competitively and grow?
7. **Management:** An assessment of the entrepreneur(s) and team.
 - Does the team exhibit the experience and skills required for operation?
 - What is the depth and breadth of the team's capabilities?
 - Does the team demonstrate the ability to grow with the organization and attract new talent?
8. **Finances:** An overview of the required resources and economics of the venture.
 - How compelling is the business model?
 - Have the resources required for the venture been addressed?
 - Has the team clearly and adequately presented a breakeven analysis?
 - How reasonable are the financial projections?
 - Are there prospects for long-term profitability?
9. **Investment Proposal:** The terms and conditions offered to investors.
 - Did the entrepreneurial team explain funding?
 - Were offerings to investors and anticipated returns clearly explained?
 - Did the team calculate a realistic valuation?
 - How feasible is the exit strategy?
10. **Presentation:** Overall effectiveness of the actual presentation.
 - Did the presenter(s) engage the audience and hold their attention?
 - Did the presenter(s) appear to speak with confidence authority?
 - Were visual aids (i.e. PowerPoint® slides) clear and valuable?
 - Was the pitch exciting and compelling?
 - How efficiently did the team allot their time?

Pitch Guidelines for Social Ventures

Social Ventures will be evaluated on the following judging criteria.

1. **Assessing the Need:** An analysis of the social issue and its affected population.
Does the proposed venture address a significant and critical social problem?
2. **Well-defined Target:** Characteristics of the market and targeted population.
Does the proposed venture adequately describe the problem it hopes to address and have defined parameters within which it plans to operate?
3. **Management:** An assessment of the entrepreneur(s) and team.
Does the entrepreneurial team possess the skills and experience required to translate the plan into action?
Can they demonstrated the passion, commitment, and perseverance required to overcome inevitable obstacles?
Is the team comprised of individuals committed to ethical standards?
4. **Creativity:** A demonstration that the proposed solution displays a unique approach.
Does the proposal approach the social problem in an innovative, exciting, and dynamic way?
5. **Feasibility:** A demonstration that the venture can be successfully implemented.
Does the initiative aspire towards clear, realistic and achievable goals, while thinking big?
Can it be implemented effectively?
6. **Planning:** A clear and well-defined strategy to achieve objectives and goals.
Are there clear and coherent schedules, milestones, objectives, and financial plans?
7. **Operations:** How the product or service will be physically produced and distributed.
Has adequate attention been given to the way in which the product or service is to be produced and/or delivered?
Do they have, or can likely secure, the resources required for production?
Will they be able to operate competitively and grow?
8. **Sustainability:** Long-term prospects for viability and success.
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?
9. **Social Impact:** The value that the new venture will bring to society.
How will the implementation of this social venture benefit the community and the multiple stakeholders involved?
Is there the potential for significant social impact and engagement of the broader community?
10. **Presentation:** Overall effectiveness of the actual presentation.
Did the presenter(s) engage the audience and hold their attention?
Did the presenter(s) appear to speak with confidence authority?
Were visual aids (i.e. PowerPoint® slides) clear and valuable?
Was the pitch exciting and compelling?
How efficiently did the team allot their time?

Ten Questions That You Should Try To Answer

Whether pitching a New Business Concept or a Social Venture, try to address the following ten big questions as completely as possible. Remember, you should not simply talk about a general idea (those are "a dime a dozen"), rather, try to present a concise concept with a clear economic model, convincing everyone that you can actually make it happen.

1. What's the PROBLEM?
2. What's your SOLUTION?
3. How large is the MARKET?
4. Who is the COMPETITION?
5. What makes you so SPECIAL?
6. What's your ECONOMIC MODEL?
7. How exactly will you achieve SALES?
8. Have you assembled a qualified TEAM?
9. How will you secure required RESOURCES?
10. What are you proposing for an INVESTMENT?

While there is some debate regarding the precise definition of a social venture, and what exactly differentiates it from a traditional for profit business, the Selection Committee and Judging Panel will use the following criteria:

PRIMARY MISSION - is the organization's primary purpose to serve its owners (New Business Concept) or society (Social Venture)

PRIMARY MEASURE OF SUCCESS - does the organization measure its success primarily by profitability (New Business Concept) or positive social change (Social Venture)

Suggested reading: *The Art of the Start* by Guy Kawasaki (Penguin 2004), especially Chapter 3, "The Art of Pitching"

**NEW
BUSINESS
CONCEPT
FINALISTS**

Mobilestead

Mobilestead provides solutions that enable hotels to integrate mobile guest services into their existing infrastructure to enhance the guest experience. Guests access the hotel branded service from their existing smartphone (Apple iPhone or RIM Blackberry). The mobile device presents a suite of applications which extend the hotel experience beyond the hotel walls. The user friendly and intuitive applications revolutionize the availability of information and increase the utility of the hotel experience. This improves guest satisfaction, lowers operating costs, and increases revenues.

Founded February 2009 in New York City, Mobilestead has built a prototype and is looking to raise the first round of financing by the end Q1 2010.

Market Size: The market opportunity consists of, but is not limited to the hospitality vertical. The initial target will be boutique hotels within the luxury segment. The hotel industry in the US alone commanded \$139.4 Billion of sales in 2008. In the fast-paced technology driven world, hotels are looking for new features to differentiate themselves and evolve into the future. Mobility provides a unique opportunity to transform their guests' experiences.

Competitive Advantage and Business Model: By leveraging the pool of developed applications and content partners, Mobilestead creates a superior value and revenue opportunities for the hotels. Revenue will come from integration services, licensing, support contracts as well as affiliate partnerships with preferred restaurants, airlines and other vendors that cater to tourists.

Management Team: Ilya Zatulovskiy graduated from Polytechnic Institute of NYU with BS degrees in Computer Science. Marina Slavina graduated from Pace University with BA in Finance and Economics and an MBA degree in Financial Management.

Marina Slavina



Marina Slavina graduated from Pace University with BA in Finance and Economics in 2006, followed by an MBA degree in Financial Management (completed in May 2008). Marina's interest, enthusiasm and participation in entrepreneurship began during college - while at Pace, Marina was a finalist in the university held "Business Plan Competition" and traveled abroad to India and Eastern Africa as part of social entrepreneurship classes and interests. Most recently Marina worked as an analyst at a start-up Investment Advisory firm, AIREA Group, where she prepared investment proposals, pitch books and business plans for institutional investors, individual investors and the Indian State Governments.

Ilya Zatulovskiy



Ilya Zatulovskiy graduated from Polytechnic Institute of NYU in 2005 with BS degree in Computer Science. Ilya started his entrepreneurship career at an early age. As a freshman in high school (1998), Ilya started and operated TopCelebSites.com, at that time the biggest celebrity site directory on the internet. Two years later, Ilya joined forces with a partner in London to start Novasonic, Inc. Novasonic was one of the first companies to introduce MP3 CD Players to North American and European markets. Ilya brings leadership aptitude and knowledge in the areas of web development and web-marketing. Ilya spent 3 years as a Sales Engineer at Nortel where he was the engineering prime for Unified Communications. In May 2007 he co-founded and bootstrapped Camlink where he served as the company's CEO. Most recently Ilya worked in a direct sales role at Verizon Business. He holds MCSE and CCNA certifications.

NewlyWish

NewlyWish is a New York City-based online wedding registry service that unites independent brick-and-mortar stores and service providers with local engaged couples and gift givers, providing affiliated merchants with a technological, marketing, and sales platform to access the large and growing gift registry market, and engaged couples a convenient, unique, and personalized wedding registry experience.

NewlyWish was born out of the founders' own registry experience, which began with a search for local stores whose items they truly wanted to include in their registry. When this search proved fruitless they ultimately registered with Bloomingdale's and Crate and Barrel, only to return the majority of their gifts. And theirs is not an uncommon story.

The wedding registry market is dominated by about a dozen national department and specialty stores that provide convenience and selection, but whose offerings are traditional and often unremarkable.

At \$19 billion, the wedding registry market is large, perennial, and growing. Annually in the U.S., there are 2 million weddings, and Generation Y-ers are projected to increase the number of Americans reaching marrying age by 20% over the next ten years.

NewlyWish will target the more than 100,000 New York Metro area couples who get married each year and connect them with local merchants who can fulfill their desire for choice with gift items reflecting their personal styles.

Using our service to source affiliated merchants and our purpose-built web-based registry application, couples will be able to create registries that include the full range of traditional wedding gifts (e.g. cookware, cutlery and linens), plus a host of non-traditional items (e.g. artwork and camping equipment), and 'experience' gifts (e.g. cooking classes and fitness packages), all in one place.

NewlyWish will also offer a range of complementary services such as personalized wedding homepages (recent surveys indicate that more than 50% of all couples now create an online homepage to house event-related information, including links to their registry), social communities, and mobile applications to ensure an interactive and multi-channel registry experience.

We have begun to build our base of engaged couples via coordinated marketing activities that include digital marketing via social network sites and strategic partnerships with local wedding industry professionals, who are key sources of information for overwhelmed couples planning their big day. As we approach launch, we will utilize SEO and a range of PR activities, with a message of personalization, convenience, and support for the local economy.

Our primary source of revenue will be a commission fee from merchants on all sales made through NewlyWish. We require a further \$100,000 to launch and support ongoing operations, and project breaking-even within the first two years. Our projections are based upon market data indicating that couples receive approximately 150 wedding gifts at an average price point of \$100. Using a more conservative estimate of 75 gifts at an \$85 price point, we project generating annualized revenues of approximately \$2 million by year three.

Biographies

Amanda Allen



Amanda Allen received her BS in Finance from Fordham University and is a 2010 MBA candidate in the Graduate School of Business at Fordham University. She is currently a part-time student, with concentrations in Marketing and Entrepreneurship. Amanda is the Founder and CEO of NewlyWish – a company born out of her own wedding registry experience – and has been focusing on launching her business throughout her graduate studies. Prior to enrolling at Fordham's MBA program, Amanda worked for the Federal Reserve Bank of New York for seven years as a commissioned bank examiner and project manager. Amanda serves as an advisor to several Boards, including Fordham Women in Business, Fordham Entrepreneurship Society as well as her housing cooperative, 92 Yorkville Housing Corp. in NYC.

Rob Brueckmann



Rob Brueckmann received his BS in Biology and Computer Science from Loyola College and MS in Distributed Computing from Johns Hopkins University's Graduate Engineering Program in 2002. He is the CTO of NewlyWish, with responsibility for the design and development of the technology and infrastructure used to build the NewlyWish online gift registry system. Rob has been a lead application developer for 9 years, involved in every aspect of the software development lifecycle, and has been a Vice President with Merlin Securities for the past 5 years where he built a comprehensive skill set in banking and finance-centric distributed rich internet and desktop application design, management, development and deployment.

Danielle Colamartino



Danielle Colamartino received her BS in Psychology from Fordham University and completed her MBA in Marketing Management at Pace University's Lubin School of Business in May 2009. After graduation, Danielle became involved with NewlyWish and is currently the Director of Marketing and Public Relations. Danielle is also a Manager in the Customer Marketing & Sales department at the National Football League. Danielle has held this position in Digital Media Sales since July 2007. Danielle has been responsible for over \$75 million dollars of revenue and has built the NFL's digital sales platform to include the league's 32 team sites, NFLCanada, NFLLatino and NFLRush. Danielle has 8 years of experience in the media industry, working in management positions at both MTV and VH1, both Viacom properties.

Robard Williams



Robard Williams received a BA from Haverford College and a Masters in Law and Diplomacy from Tufts University in 1996. Robard is a Co-Founder and CFO of NewlyWish. Prior to joining NewlyWish, Robard was a Vice President at the Federal Reserve Bank of New York where he worked for more than twelve years managing the Bank's financial sector risk analytics and internal credit risk management departments. Robard has expertise in strategy and policy development, financial analysis and risk management. In addition to having responsibility for managing NewlyWish's financial strategy and associated risks, Robard contributes to the development of the firm's overall management and operational strategy.

Raw Athletics

Raw Athletics is a sports products company that develops manufactures and markets sports products based on all-natural ingredients. Raw Athletics' first and currently only product is Vapor Fresh, a sports equipment cleaning and deodorizing spray based on all-natural active ingredients. Vapor Fresh is currently being used by various collegiate and professional football, hockey and lacrosse programs, with the vast majority being repeat customers. One customer is a very large, very well known sports supply distributor in Michigan – also a repeat customer. In the future, Raw Athletics hopes to have an entire line of sports products that are used frequently among sports organizations and consumers alike.

Raw Athletics has proven over the past year that Vapor Fresh is a profitable product, and has decided to start the process of scaling up production effective immediately in order to meet market demand. The process of scaling up is a very time-consuming and capital-intensive process, which mainly involves identifying new business partners, including formulation laboratories and contract manufacturers. Raw Athletics has already begun the process of re-formulating Vapor Fresh in preparation of larger scale production, which should take about two months. Once that project is complete in mid-January, Raw Athletics will be in position to begin selling Vapor Fresh to many more sports distributors – distributors Raw Athletics have not been able to pursue due to lack of manufacturing capacity. At the same time, Raw Athletics also plans to begin bringing Vapor Fresh to the consumer market by pitching it to large retail chains such as Sports Authority, Dicks Sporting Goods, Target and Wal-mart.

In order to evolve as a company, Raw Athletics needs an infusion of capital for a number of necessary projects. First, Raw Athletics would like to begin with product line extension by bringing a second product to market – a laundry detergent specifically for sports jerseys, athletic undergarments and workout apparel. This type of laundry is typical for athletic equipment managers every day, yet no laundry detergent has focused on this aspect of the market. Raw Athletics already has the business and customer network to quickly and successfully bring a sports laundry detergent to market. Secondly, Raw Athletics need capital to facilitate bringing Vapor Fresh to large scale production once re-formulation is complete. Minimum runs for manufacturing are anywhere from 200 to 500 units, which would be a large initial investment if sales have not been made prior to manufacturing. Finally, Raw Athletics would like to be synonymous with sports and athletics, similar to Nike, Under Armour and Adidas, just in a different industry. In order for this to occur, a complete renovation of the Raw Athletics and Vapor Fresh websites, as well as all marketing materials, would be necessary.

Biography

Stephen Steinberg



Stephen Steinberg is a senior at the University of Maryland. Mr. Steinberg is a full-time student working towards earning his Bachelor of Arts in Economics with a minor in Rhetoric, and is expected to graduate in May 2010. Mr. Steinberg is also currently working as an Analyst with Capitol Partners, a private equity firm in Washington, DC. Previously, he worked at Kaplan Financial, a financial firm that specializes in financial planning, wealth management and group benefits. There, Mr. Steinberg analyzed various investment vehicles for their clients' investment and retirement accounts by using Morningstar to review analyst reports and compare key metrics. He also set up and maintained several software packages such as ACT and Zywave to improve the efficiency of operations.

Seva Call

Seva Call is a new local search engine that goes beyond just providing phone numbers or reviews of local companies. It is a search engine where consumers can submit details about the service (such as dentist, plumber, accountant, etc.) they are looking for and then directly get connected to companies who can help them. Seva Call uses our own technology to immediately inform local companies, one by one of a potential consumer in the area. Seva Call provides key information to each company including what the consumer wants done, when they would like service, and where they are located. It does this while still maintaining the privacy of the consumer. The company can then choose to talk to the consumer and Seva Call will directly bridge the call. If the company chooses not to talk to the consumer, Seva Call will continue to forward the consumers request to other local companies until the consumer has been connected to a suitable company. Companies only pay if they actually talk to a consumer. The Seva Call system is designed for companies to pick their ideal service job, whether it's high-valued, big, small, easy or difficult. Our customers include both the consumers that use Seva Call to find local companies to fulfill their various needs as well as the companies that pay for the high quality service requests from consumers in their local areas.

The universe of advertising vehicles is enormous and growing daily with virtually no barriers to entry. As more traditional means of advertising such as newspapers and yellow page books continue to lose attraction and larger mediums such as television and radio are unable to economically target local markets, the need for a locally focused search engine continues to grow. There are numerous advertising sites that offer pieces of the Seva Call model, but none that successfully mimic Seva Call's model completely. Major search engines such as, Google, Yahoo, MSN and others excel at nationwide and worldwide advertising. However, their pricing structures, inability to directly connect companies to consumers immediately, and inability to focus locally make them a less than optimal choice for many smaller businesses and advertisers. No one likes to pay based on a click, who evens know why someone clicked to come to your site. Also locally focused advertisers require cumbersome contracts with no guarantees of business or even contact from consumers.

Seva Call's marketing strategy is multi-faceted. Seva Call will attract consumers through paid placement advertisements with larger search engines. To enlist service providers with Seva Call we emphasize our ability to bring quality customers, the lack of any service commitment, and the ability to track and justify advertising costs (through our proprietary control panel) through mailings, phone calls, and on-site presentations. We have an outstanding showing of support for the Seva Call model from local service providers and potential consumers. We have also begun to enroll service providers in the system that will begin paying once their respective service categories are activated in Seva Call.

Biographies

Amandeep Bakshi



Amandeep Bakshi is one of the co-founders of Seva Call and serves as the lead web developer for the company. He has been a software developer with the US Department of Defense for the last four years. Amandeep has also worked for Geeks On-Site, a residential and small business computer consulting firm located in Potomac, Maryland. While his time there, he helped in training and managing the technical personnel team. Amandeep is a volunteer for the Department of Defense's Math Education Partnership Program. This program promotes mathematics to both elementary and middle school children all across Maryland. Mr. Bakshi is an active member of the Washington DC based Sikhcess Organization, a community service organization, and the Sikh Caucus. He is currently in a part-time program pursuing a M.S. degree in Computer Science with a concentration in Telecommunications and Networking from Johns Hopkins University and is expected to complete it by fall of 2010. He holds a B.S. in Electrical Engineering from the University of Maryland at College Park. His interests include sports and traveling.

Manpreet Singh



Manpreet Singh joined Profit Investment Management (PIM) in September of 2000 and has held various positions since joining the firm. He is currently a Senior Equity Analyst and is responsible for equity research and assisting the portfolio manager. PIM, a Washington DC based investment management firm has \$1.5 billion in assets under management. He covers the technology, healthcare and telecom sectors for the firm. Manpreet is PIM's longest serving employee having risen to his position via stints in trading, marketing, research and operations. Manpreet has been quoted or the subject of profiles in the media including, but not limited to the Wall Street Journal, Financial Times, Bloomberg, Indus Business Journal, Gazette, Potomac Almanac, India Today, Indian Panorama, Wharton Journal, Fortune Magazine, CFA Magazine, Tampa Bay Tribune, TheStreet.com, Smart Money and Dow Jones/MarketWatch. He began his career founding a technology start-up company with his brother. Manpreet graduated in the Honors Program Cum Laude with a B.S. in Finance and citation in Entrepreneurship from the University of Maryland at College Park. Manpreet has an MBA from the Wharton School of Business with a triple major in Finance, Entrepreneurial Management and Real Estate. While at Wharton, Manpreet served as a Fund Fellow managing a part of the school's endowment and had an internship at Stark Investments, focusing on investing in the Long/Short equity book. Mr. Singh holds the CFA charter and at the time of receiving his charter he was considered one of the youngest CFA charterholders in the world. He was named the "Most Ambitious" CFA charterholder by the CFA institute in 2006. He is a member of the CFA Institute and the Washington Society of Investment Analysts. In addition, he is a Director of the LaKhan Foundation and founding member of Seva Call. His interests include travel, movies and sports.

Tears for Life

Approximately 40,000 of the 240,000 women diagnosed with breast cancer each year in the U.S. are expected to die from the tragic disease. The annual cost of treatment in the U.S. is \$30 - \$40 billion, but research has shown that survival rates are much higher and treatment costs are much lower when breast cancer is diagnosed and treated at an early stage. However, the painful truth is that only about half of women are screened for breast cancer at the recommended intervals, making it vital that innovative screening tools are developed that will increase screening rates.

Tears for Life is a medical diagnostic equipment company that is developing a tear test kit that will screen women for breast cancer using proteins found in tears. The kit is a non-invasive, convenient, and objective screening tool that allows for early detection and treatment of breast cancer, saving lives and significantly reducing health care costs. Health care providers will use the kit to obtain a tear sample from a woman during an office visit, and will receive results immediately, with no need to draw blood or send the test to a lab. The University of Arkansas for Medical Sciences (UAMS) has a patent pending on the method of using tears to detect cancer as well as on the protein patterns discovered. We have an exclusive license from UAMS granting use of the technology.

Tears for Life will guide the kit through various value-creating milestones all the way through FDA clearance. The kit will initially be marketed in the U.S. for use in a doctor's office. We will then introduce a home-based kit, expand internationally, and target R&D towards using tears to detect other types of cancers, such as ovarian, where it has already shown promising results.

The total annual market size for the kit is \$15 billion in the U.S. and \$30 billion worldwide. Additionally, it will help reduce breast cancer costs by up to \$18 billion per year, or about 45%, in the U.S. alone. Acquisition is our preferred exit strategy. Tears for Life will entertain offers to sell the technology or enter into a licensing agreement with larger market participants. This provides investors many opportunities to exit.

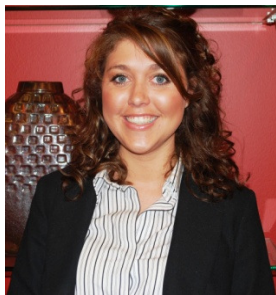
Biographies

Jared Greer



Jared Greer is a recent MBA graduate from the University of Arkansas and also holds a Bachelor of Science in Industrial Engineering (Magna Cum Laude) from the University of Arkansas. Jared has six years of experience in health care as a Professional Healthcare Representative with Pfizer. He manages all aspects of a \$3.5 million per year territory, including developing relationships with key medical professionals such as physicians, pharmacists, and nurses. Jared also has five years of experience managing a small business as the President of Greer Property Solutions (GPS). As President, Jared manages a portfolio of over \$1 million of residential rental properties and GPS has been profitable every year since incorporation. Jared is actively involved with all GPS activities including construction, leasing, sales, marketing, and accounting. In 2008, Jared co-founded Tears for Life, a medical diagnostic equipment company that is developing a tear test kit that will screen women for breast cancer using proteins found in tears. In addition to his duties as CEO of Tears for Life, Jared also volunteers for the Susan G Komen Foundation, hoping to help eradicate breast cancer forever.

Bessie Williams



Bessie Williams is a recent MBA graduate from the University of Arkansas and also holds a Bachelor of Science in Business Administration from the University of Arkansas with a concentration in Finance. Bessie has four years of experience in Procurement with Alcoa. As a Senior Buyer, she manages the entire supply chain of a \$150 million annual spend. Bessie's responsibilities include crafting and implementing strategic sourcing strategies for twenty one business units across North America. Bessie develops plans with key stakeholders, negotiates with the supply base, and executes contractual agreements. In 2008, Bessie co-founded Tears for Life, a medical diagnostic equipment company that is developing a tear test kit that will screen women for breast cancer using proteins found in tears. Bessie has acted as the Chief Financial Officer of Tears for Life since 2008. In addition to her duties as CFO of Tears for Life, Bessie enjoys volunteering for the Susan G Komen Foundation with the hope of eradicating breast cancer forever.

StudentsGlobe (New Business Concept Alternate)

StudentsGlobe is an online one-stop source of immediately necessary services for thousands of international students coming to the U.S. every year. StudentsGlobe will generate revenue by providing: discounted air ticketing, bank accounts, international cell phones, travel and health insurance and ground transportation.

Revenue model: StudentsGlobe revenue will be generated by commissions earned on the reselling of six services from selected vendors as well as a one-time subscription fee of \$20 covering the student's entire university tenure. Recurring revenue will be produced as students continue to use StudentsGlobe for travel home between terms and when additional StudentsGlobe services are added.

StudentsGlobe projections are based on primary market research among foreign students indicating likely or definite purchase intent of services from ranging from 66% to 86%.

Target Markets and Phased Global Roll-Out: In its first phase, StudentsGlobe will market in India to 94,000 annual enrolled students. StudentsGlobe begin operations in Mumbai, Gujarat, Delhi and Bangalore; where its principals have firsthand knowledge. StudentsGlobe will expand through strategic alliances and partnerships to China, South Korea and Japan with 81,000, 69,000 and 34,000 annual students respectively and tap into huge international students market of US of \$15 billion. These four countries represent 45% of 623,805 the total international student population.

Financials and Investment: We are seeking an initial \$300,000 to develop infrastructure, acquire strategic partners in India and the US and market for the first two years. The initial investment will be taken in 3 parts of \$150,000, \$75,000 and \$75,000 each after achieving agreed upon benchmarks. 60% of the first installment will be used for advertising, commissions to consultants, salaries to sales team and PR. Management will defer salaries for the first 12 months of operations.

Management: The StudentsGlobe management team has the experience to successfully launch and implement this business. CEO, Rohit Phadtare, has started and managed companies with revenues of \$600,000. Dhaval Desai, the CMO, has extensive experience in sales and marketing. Ravikiran Vadlamudi, the CIO, is a senior corporate developer, a Red Hat Certified Engineer and LAMP – Programmer. Rohit Jain – COO, a successful serial entrepreneur, has profitable family businesses ranging from a battery dealership to gold trading and construction. Judith E. Katz – Business Consultant, was a senior executive in financial services at American Express, Provident Life & Accident and Barnes & Noble. Peter Johnson – Business Consultant, is Managing Director of Marketmaker Capital.

Biographies

Dhaval Desai



Dhaval Desai is currently pursuing MBA in Financial Management at Pace University, NY. Dhaval holds MS in Marketing Management and Bachelor's in Accounting & Auditing from M.S. University of Baroda, India. To provide business world exposure to management students he founded MSA - "Management Students Association" at M.S. University and participated in "All India Entrepreneurship Summit" at IIT Powai Mumbai. Presently he is working as Research Assistant and Business Lab coordinator at Pace University. In India he worked as a sales executive at ICICI Bank; in that position he managed personal finance & sales accounts and worked next to management team to set up new core banking system. He is supporter of different environmental programs and voluntarily worked for "Green Society" and "WWF" in India. Dhaval is accountable for marketing operation of StudentsGlobe LLC, in Asia.

Rohit Phadtare



Rohit Phadtare completed his BS in civil Engineering in 2007 from Mumbai University, India. He then came immediately to the US for his MBA. As preparation for his MBA he started a firm in 2005 to gain business experience. The firm specialized in trading rubber molded articles. Rohit used to manage the business in his spare time. Rohit had 3 clients and successfully operated the business for two years. While at Pace his assessment of the market conditions and growth led him to a dual major in Finance and Management. Rohit will be graduating in May 2010 and has a QPA of 3.98. Working as a graduate assistant in the Finance and Management departments gave him an excellent opportunity to enhance his academic knowledge and broaden his outlook. Rohit used to work as an intern with a portfolio management firm and an investment firm. Rohit is responsible for the overall strategy of StudentsGlobe LLC.

**SOCIAL
VENTURE
FINALIST**

Community Water Solutions

Problem: Today, 1 in 6 people around the world lack access to safe drinking water. Four million people die each year from preventable water-related diseases, and 90% of those deaths are children under five. Community Water Solutions' (CWS) initial target market is northern Ghana where 50% of the nearly 2 million residents lack access to improved sources of drinking water. Furthermore, in urban areas where residents do have access to "improved" water sources, as many as 83% may drink contaminated water due to source contamination and/or unhygienic handling. The lack of access to safe drinking water continues to be a public health challenge for the region where approximately 20% of children under five are suffering from diarrheal disease, and the child mortality rate is 150 deaths per 1000 live births.

Solution: Water management techniques used in high-income nations are neither economically nor technically feasible in much of northern Ghana. As a result there is a significant opportunity for implementation and scale-up of low-cost water treatment and safe storage solutions. To address this challenge, CWS implements sustainable, scalable water treatment businesses owned and operated by the communities we serve.

The CWS model is based on three primary components:

We offer community scale water treatment at the source (when needed; only required for rural areas where "improved" water sources are not available).

We use low-cost chlorination and safe storage solutions to make sure that the water stays safe and clean while users transport it and store it in their homes.

We have an innovative revenue-driven business model that generates enough capital to sustain the local water businesses, ensuring that CWS communities have continuous access to clean water.

Currently, CWS provides the only sustainable source of safe, clean drinking water available today in the rural communities we serve. In addition, we are able to serve our individual customers at a price per liter of clean water that is three times lower than our closest competitor.

Impact: To date, the CWS team has implemented three locally managed water treatment centers, reaching over 2,500 individuals and providing 600 children with a clean, reliable source of drinking water in their homes. In addition, we are currently expanding our work to urban areas where our research has shown there is significant drinking water contamination, despite access to "improved" water sources. To meet this need, we are adapting our community mobilization, chlorination, and safe storage model to urban settings. We believe that by leveraging existing water sources we can efficiently bring safe water to underserved urban communities.

Team: CWS' four person founding team includes business students as well as two former MIT graduate engineers with specializations in household water treatment. In addition, CWS has had the opportunity to learn from a fantastic set of mentors and advisors including individuals from the MIT Public Service Center, Pure Home Water, UNICEF, PATH, and the CDC.

Biographies

Mike Brown



Current Student (Columbia Business School)

Mike Brown is Director of Operations for Community Water Solutions. Prior to cofounding this organization, which addresses the unmet global need for potable water through a for-profit business approach, Mike worked extensively in both Nicaragua and Cameroon applying this approach to various development projects. In Cameroon specifically, he organized and developed a community-run business, which produced and sold household water filters to rural villages throughout the extreme north. Mike also spent three years with Accenture Consulting, specializing in growth strategy and change management, a structured approach to enabling a community's adoption and integration of new technologies and procedures. In his spare time, he enjoys outdoor activities and live music. Mike holds a Bachelor's of Science from the University of Virginia's McIntire, School of Commerce.

Kate Clopeck



MIT, Master of Science in Technology and Policy (2009)

Kate Clopeck is the President and Ghana Country Director for Community Water Solutions, a non-profit that she co-founded while in graduate school. In this role she oversees the management of CWS' local staff, refines safe storage container design, performs water quality testing, implements the CWS treatment centers, and trains CWS women on water treatment and financial management. Over the past 5 years, Kate has worked extensively on water improvement projects around the globe including Nicaragua, Cameroon and Ghana. She earned a Master's of Science in Technology and Policy from MIT in 2009 where her research was focused on the sustained use of water treatment technologies in Northern Region Ghana. She holds Bachelor's in Science from the University of Virginia's School of Engineering and Applied Science where she wrote her thesis on the implementation household water treatment and safe storage technologies in the developing world. As Community Water Solution's first full-time employee, Kate currently splits her time between Ghana and her hometown of Boston, MA.

Vanessa Green



Current Student (MIT Sloan); MIT M.Eng Environmental Engineering (2008)

Vanessa Green is currently a MBA candidate at the MIT Sloan School of Management. In addition, Vanessa completed a Masters of Environmental Engineering at MIT in 2008 where she focused her academic work on household water treatment and safe storage technologies for the developing world. During her time at MIT, Vanessa conducted her thesis research in northern Ghana which inspired her to co-found Community Water Solutions to address Ghana's urgent need for sustainable, scalable safe water solutions. Vanessa also brings a background in management consulting from her time with Monitor Group, where she focused on regional economic development, operational efficiency and marketing strategy. Vanessa holds a Bachelor's in Environmental Science from Dartmouth College. In her spare time, Vanessa enjoys soccer, running and sailing.

Chuck Howe



Charles Howe is an independent consultant with extensive experience leading development and strategic investment initiatives for public and private sector clients in emerging markets. Charles was employed by The Monitor Group from 2004 to 2008, working variously from the Boston, Amsterdam, London and Dubai offices. In addition to his work at Monitor, Charles has served as an advisor to a number of community-based development initiatives around the world, including a date farming collective in Saudi Arabia and preventive healthcare outreach to medically underserved families in the USA. Charles is a native of Boston, MA. He studied History at Harvard College.

EGG-Energy

Challenge: Over 500 million people in Sub-Saharan Africa lack the electricity services that would enable them to live healthier and more productive lives. For many, the weak link is last-mile distribution. In Tanzania, 80% of the population lives within five kilometers of a transmission line but only 10% has access to electricity due to the high cost of transmission and distribution infrastructure. This results in a heavy reliance on polluting, expensive, and unsafe energy alternatives (fossil-fuels and disposable AA batteries).

Solution: EGG-energy uses a strategy of direct sales to the customer.

We take power from a grid connection or off-grid power station and package it into portable, rechargeable, and affordable batteries. Each battery is rented to a customer in exchange for a subscription fee.

Customers can exchange their depleted battery for a fully charged one at any time, by paying a small fee at a nearby EGG-energy charging depot.

Each fully charged battery is sufficient to power lights and radio in a typical household for three nights. Batteries are owned and maintained by EGG-energy. At the end of their useful life they are recycled via existing recycling services.

Value Proposition: EGG-energy offers customers a source of energy that is safer, cleaner, more convenient, and more than 30% cheaper than currently available alternatives. Connecting to the grid is prohibitively expensive, so consumers currently use kerosene, dry cell batteries and car batteries to light their homes and power small electric appliances. These options, although significantly cheaper than a grid connection, are still expensive (10% of yearly income), inconvenient, polluting and hazardous. Additionally, EGG-energy builds a storage and distribution platform for renewable, intermittent energy production, prevents 131,000 tons of CO₂ from being emitted into the atmosphere, and our electricity distribution service will improve work and study productivity while providing local employment.

Target Market: 500 million people in sub-Saharan Africa lack access to electricity. We target three separate segments: rural households, small businesses and low income urban homes. Due to large market opportunity, our extensive network of contacts and the country's favorable regulatory and business environment, we are launching in Tanzania, where these segments represent over 35 million potential customers.

Leadership: Founded by Engineering PhDs and MBAs from MIT and Harvard, EGG-energy brings together a unique combination of project management, engineering, international development and marketing skills. In addition, all EGG-energy team members have work experience in Africa. CEO Jamie Yang is based in Tanzania and is supported by our US-based COO, Rhonda Jordan, with assistance from a US-based advisory team.

Biographies

Rhonda Jordan, COO and Board Member



Originally from the Washington, DC metropolitan area, Rhonda Jordan studied electrical engineering and obtained her bachelors and master degrees from Columbia University. Rhonda then decided to enter to MIT's Engineering Systems Division and is now a PhD candidate researching power system development in developing countries. In 2008, Rhonda had the opportunity to work with the United Nations Environment Programme on rural electrification in East Africa, developing business models for off-grid electrification. With regulatory knowledge and experience, technical ability and the strong desire to improve access to modern energy in a sustainable manner, Rhonda is one of the founding members of EGG-energy.

Blandine Antoine, Board Member and Energy Advisor



After studying physics and material science at the Ecole Polytechnique, Blandine chose to join the French Public Service to work on energy policy. Her training included studying nuclear engineering and public administration in the US and in France, and working for both public and private entities on energy related projects. After having co-founded a non-profit dedicated to raising awareness on energy and climate issues in France, she engaged in a worldwide investigation to identify and advertise the works of energy innovators. This work led to the publication of a book, and kindled her desire to bring entrepreneurial solutions to the long-lasting lack of electricity access of a too large number of people in the developing world. Currently a PhD candidate at MIT's Engineering Systems Division, she brings creativity, leadership skills, policy experience, an engineering background and a resolutely entrepreneurial spirit to EGG-energy.

Alla Jezmir, Board Member and Capital Raising Advisor



Alla Jezmir joined Calvert Foundation in August 2009 as Principal of the Green Portfolio. Previously, Alla managed a business plan competition in TechnoServe Inc's Swaziland office and organized a horticulture competitiveness seminar for public and private sector stakeholders in Kenya. As a consultant at Reingold Inc., she provided marketing and strategic planning services. Alla participated in the Coro Fellowship in Public Affairs and has consulted for the International Labor Organization, GreenFuel, an algae-to-biofuel company, and Masdar, Abu Dhabi's alternative energy company, on the rollout of its solar initiative. She worked on special projects in the CEO's office of Fabindia, one of India's largest retailers and interned in the Cleantech Group, Investment Banking Division, at Jefferies & Company. Alla holds an MBA from the Harvard Business School and an MPA from the Harvard Kennedy School of Government. She graduated summa cum laude from Washington University in St. Louis with a B.S. in international business and political science.

Jukka Valimaki, Board Member and Finance Advisor



Jukka graduated from the Helsinki School of Economics with a degree in Technology Management and Policy. He joined SEB Card's business development function, first as a project manager being in charge of multinational product and service launches and then overseeing business development in the company. Jukka is currently pursuing an MBA at MIT Sloan with a strong focus in corporate finance. He brings project management, business development and finance skills to the team.

Mark Yen, Technical Advisor



Mark was a part of MIT's D-Lab Development program, and after studying development projects and their successes and failures, he traveled to Tanzania in January to work with a number of organizations, including medical clinics, schools, and orphanages on a variety of projects, which ranged in category from water to education to appropriate technology. While in Tanzania he saw a need for reliable access to electricity, which led to his involvement with EGG-energy. A student in MIT's Department of Electrical Engineering and Computer Science, Mark has also been involved with MIT Global Poverty Initiative, a student group that aims to raise awareness about global issues that play into the poverty cycle, and Moca, a project that brings quality health care to rural areas by enabling remote medical diagnosis via an application for mobile phones.

TuneButton

TuneButton is a start-up organization whose vision is to prevent the deterioration of music education, by creating the finest music education software for students learning to play music. TuneButton will accelerate learning and bridge what is taught in the classroom with what is learned through practice outside of the classroom. TuneButton will teach theory, ear-training, sight reading, improvisation, instrument maintenance, composition, music appreciation, and notation. TuneButton develops the whole person and expands cognitive development. Music is considered a fundamental component of human culture and behavior. We want to preserve and strengthen music education.

The Market: TuneButton can be used by all musicians. In the U.S. there are over 250,000 private music instructors, over 100,000 elementary and secondary schools in which about 50% of students study music, and over 4,000 colleges with over 14MM students attending, many of whom are engaged in music.

The Product: TuneButton teaches music from the most basic level to highly advanced levels. In order to establish and maintain recurring revenue streams, TuneButton will be a Software as a Service (SaaS). This enables us to leverage economies of scale. An SaaS model eliminates version obsolescence and opportunities for piracy. TuneButton is unique. It offers video-music lessons taught by real teachers. With TuneButton's Étude Module, the student can play along with. This reinforces concepts learned from video-music lessons. Video-music lessons start at a basic level and advance in difficulty as students demonstrate understanding. TuneButton is able to assess a student's performance. Notes played incorrectly will be highlighted for review. A more advanced module features recordings of real-instrument parts which must be 'unlocked. Real-instrument recordings are found in the Maestro Module. Real-instrument recordings obtained through contracts with music teachers will be mutually beneficial; it will be the base of our Media Box and will provide exposure for music instructors.

Marketing and Sales: TuneButton will leverage search and social media to increase Internet presence. We will achieve sales through cold calls, product test-sites, live product demos, and mass emailing.

Competition: MakeMusic's Finale and SmartMusic, and Apple's GarageBand do not offer interrelated learning through instructional video-music lessons and simulations with software instruments or real instrument recordings at fundamental and advanced levels. We differentiate by offering a cohesive learning package.

Milestones: 6 Month - Product Release Version Beta; 9 Months - Launch rolling 3 month tests with 4 to 6 test sites; 1 Year - Product Release Version 1.0, Make first sale.

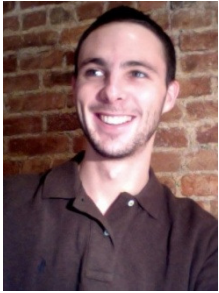
Financials: We expect sales to generate revenues of \$576,000 in Year 2, over \$1MM in Year 3, and over \$5MM in Year 5.

The Future: We envision TuneButton growing toward a social networking platform from which musical instruments, hardware, and private instruction are sold. We will implement a proprietary advertising revenue model, and create the world's largest music education social networking phenomenon.

Management: We are seeking two full-time product developers, a web-developer, a product-test manager, a two person marketing and sales team, and a financial officer.

Biographies

Ben O'Connell Miley



Ben O'Connell Miley (24), President and Chief Executive Officer, graduated from Wentworth Institute of Technology in Boston, MA in 2007 with a Bachelor of Science in Industrial Design. After graduation, Ben began serving on the board of directors for the Miley Foundation researching, seeking, and giving to charities that the foundation feels are a worthy cause and most in need. He is a managing member of Miley Holdings, LLC, a private equity firm that invests in a variety of for profit and non-profit start-ups. Ben has lived in New York City since August 2008, and will complete an MBA in Entrepreneurship at Pace University in New York, NY in May 2010.

James Donahue



James Donahue (24), Vice President of Project Development, graduated from Brown University in 2007 with a B.A. in International Relations. Since moving to New York City in August 2007, James has injected his energies into NYC's thriving music scene, gaining valuable experience as an independent music promoter, manager, agent, producer, and practicing musician. He is a co-founder of Search & Restore, Inc., a 501(c)3 non-profit corporation dedicated to building a sustainable community for jazz and other improvised music by increasing access, affordability, and youth appeal. Search & Restore has expanded its model from a single concert series to major venues in Manhattan and Brooklyn. The community response has been overwhelmingly popular, including features by NPR, the New York Times, Time Out NY, the Village Voice and Down Beat Magazine among others.

VALA

The Premise: There are 300 million consumers living in India's cities, purchasing over \$200 million worth of goods and services, every day, from urban street vendors. Everything from fresh vegetables to haircuts to laundry services to cups of chai are bought from about 15 million street vendors through a half billion daily transactions.

The informal market is vital to the urban Indian economy, but however central it is, the market can be made so much more efficient. Transaction and information costs run high, and it is becoming increasingly difficult for consumers and vendors to connect. The challenges faced by vendors in making more than \$2 per day, and ultimately escaping urban poverty, are becoming more and more trying.

The VALA Proposition: VALA capitalizes on the unprecedented rise in the use of mobile phones by developing a platform to make the informal market easier to use and easier to trust. Through a simple SMS, a consumer can request any deliverable good or service. VALA identifies the best available vendor to meet this request and sends the vendor to the consumer to complete the transaction. The consumer then rates the vendor based on speed, quality, and price, allowing VALA to continually refine its database of vendors and better serve future consumers.

The VALA Impact: By making it easier for consumers to get what they want and more efficient and profitable for vendors to sell their products and services, we aim to increase the incomes of vendors that use VALA from \$2 to \$4 per day. Within three years, VALA plans to serve nearly 900,000 low-income vendors.

The Profit Model: VALA has three powerful potential sources of revenue:

1. Premium SMS charges to vendors

Vendors are charged a minimal fee for each sale transacted above a certain threshold, ensuring immediate revenues for VALA, while increasing vendors' earning potential. Vala will bring in revenues on approximately 20 million transactions within three years.

2. Highly-targeted SMS advertising

With strong knowledge of the buying and selling behaviors of millions of consumers and vendors, VALA will be able to sell highly targeted advertising space with each SMS. Vala plans to send 7.5 billion profit-generating messages within three years.

3. Data aggregation: As VALA scales, we will amass an extraordinary wealth of information on informal market players and transactions; information that is incredibly valuable to corporations, policy makers, NGOs and academics across India.

Founding Team: The founders, Craig Edelman, Abhilash Mudaliar, and Ani Vallabhaneni are entrepreneurs at heart.

Biographies

Craig Edelman



Craig Edelman, a California-native, is a student of International Development at the Harvard Kennedy School. He has a long history of engaging in social enterprise in the developing world. Craig co-founded Africa Aid, a nonprofit group focusing on improving efficiencies of African healthcare delivery systems through use of mobile technology. For Africa Aid, Craig led the development of a mobile phone platform that allows physicians to communicate for free, thus improving the transfer of medical knowledge, emergency response, and data collection in African nations. From his work, he has a deep knowledge of operating mobile phone platforms in developing nations as well as extensive managerial experience. Craig has worked and lived in India and is greatly familiar with informal market systems. Craig holds a BS in Environmental Systems, summa cum laude, from the University of California, San Diego. He will be graduating from the Harvard Kennedy School—where he specializes in social entrepreneurship—with a MPA in International Development in May 2010.

Abhilash Mudaliar



Abhilash Mudaliar is an India-native who has lived roughly half his life in each of India and Australia, and is currently completing graduate studies at Harvard. He has experience in many entrepreneurial environments, having started a monthly newspaper with a circulation of 40,000 as a university student and, later, as part-of the start-up team of Unitus - an innovative social enterprise in the microfinance space. During his time at Unitus, Abhilash traveled and worked widely across India, gaining deep knowledge of local markets and, centrally, informal markets, as well as developing deep networks in the social enterprise space more broadly. Experiences in venture capital and management consulting have helped Abhilash bring business tools and thinking to bear on social problems. Abhilash holds Honours degrees in Political Science and Finance from the University of Melbourne. He will be graduating from the Harvard Kennedy School—where he is focusing on social entrepreneurship—with an MPA in International Development in May 2010.

Ani Vallabhaneni



Ani Vallabhaneni, an India-native, is a MBA student at MIT's Sloan School of Management. Most recently, he worked in the Philippines building a self-sustaining for profit social enterprise providing affordable dialysis care to low income populations across the country. Prior to the Philippines, he worked in US and India for eight years in information technology as an entrepreneur and consultant, leading several software development and implementation teams in healthcare, BPO, and consumer finance sectors. Ani brings to the team a deep knowledge of building information technology platforms, and using such systems for large-scale data aggregation. His knowledge of the for-profit space in India, adds great value to the VALA team. Ani holds a BS in Computer Science and a BSBA in Finance and Operations Management from Washington University in St. Louis. He will be graduating from MIT Sloan in May 2011.

A major problem in our world is the prohibitively large geographic distances separating people, resources, and opportunities. Friends may be too distant from each other, companies may have a hard time finding efficient employees and customers in different countries, and students in developing countries may not be able to access educational resources available in better-off countries. According to UNESCO, the overall literacy rate of Africa is under 60%, and primary school enrollment was 50% as of 2001 (Find the rate for world... Not Africa). Also, unemployment is becoming a serious issue all over the world.

WingNow is a revolutionary social website that innovates social networks. People can establish online identities and interact virtually, bringing people together across geographic limitations. This website will have several major uses: creating social networks on new levels, helping employees and businesses work virtually, and making education readily and freely accessible for everyone.

WingNow's social networking function goes beyond traditional websites like Facebook and Myspace. Users are allowed to connect through text, voice, and video chatting. WingNow allows people to have fun with karaoke, sports, and other activities. By making an average webcam into a motion-sensing device will make activities easier and more realistic. Users can also go shopping and watch streaming content such as shows, movies, and concerts with friends.

Another important feature of WingNow supports businesses and organizations by supplying virtual business space and office tools. It will utilize innovated concept of cloud computing and web 2.0 technology. This function will connect customers to businesses, businesses to employees, and businesses to businesses. Businesses can operate with less cost, more efficiency, and they can sell their products and services. Even small, local businesses can become global by connecting with WingNow. Businesses can keep up keep up with current technology and business innovation.

In addition to bringing businesses and organizations together, WingNow can bridge the gap between educational organizations and people, bringing schools online and utilizing free or low-cost educational material. WingNow service is compatible with low-spec devices, so the material can be accessed by anyone with a computer or mobile device. Mobile or internet coverage in developing and developed countries can connect and bring educational services to anyone. Just like the adage of giving a man a fish versus teaching him to fish, we will give people the opportunity to grow.

On October 23rd, 2009, the WingNow.com domain was selected to match with the business idea and is working towards a grand opening mid-2010. WingNow requires an initial investment of \$50,000. The breakeven point will be a year from the release of the website. The services will operate through fees from profit-based businesses and not from individuals or non-profit organizations. This will make sure that the most possible clients have access, especially the people with less than \$2000 annual income.

WingNow removes the distance limitation and individual circumstance that prevents people from benefiting from the resources of the world. The privilege of birth and location no longer becomes a determinant to social, business, or educational success. WingNow is the answer.

Biographies

Sung Hwan (Shawn) Cho



Shawn (Born July 29, 1983) is a Korean-born fulltime graduate student in Pace University (June 2010), tutor for Information Systems and Computer Science, and founder and director of NSTech Ltd. In 1997, Shawn moved to New Zealand due to the failure of the Asian economy and problems with family businesses back home. Shawn had a very tough time due to shortages of money, food, and other basic necessities. But eventually he had a vision and started his own business at the age of 15, trading electronics. At the age of 18, he began his education in University of Auckland, pursuing a Bachelor of Computer Science, while making NSTech Ltd global. Meanwhile, his family became wealthy, but his thirst for business remained. He started to work as a manager and computer technician for a number of companies. In 2007, Shawn relocated to America to pursue his higher business goals and to ensure the continuation of his future education. Now, Shawn is pursuing a Master's Degree in Information Systems and continuing to lead NSTech Ltd with a vision of creating opportunities for everyone and to pass along the business skills that can make the world better.

Luisa Marieth



Luisa Marieth Morales is currently a full-time, first semester junior with a graduation date of May 2011. Born and raised in New York, she currently majors in Business Economics, and is pursuing a minor in law. She falls under the Dyson School of Arts and Sciences at Pace University. She is currently working as a student assistant at the Seidenberg School of CSIS, an economics tutor at the tutoring center, and she interns at the Colombian Consulate. She greatly enjoys art, strolls in the park, and independent movies. Constant challenge and growth are key to her long-term success, which is one of the main reasons she is most satisfied with her current field of study.

Igor Pokryshevskiy



Igor Pokryshevskiy is a full-time undergraduate student pursuing a Bachelor of Science in Computer Science, at the Seidenberg School of CSIS, minoring in math and economics. Born in Ukraine, he immigrated to the US in 1995, settling outside Philadelphia. In 2007, He moved to New York to begin his studies at Pace University. In addition to being accepted into the Honors College, he was also selected as an inaugural Seidenberg Scholar. While at Pace, Igor has been involved in various clubs and volunteered in technology outreach programs with local secondary schools. During the spring of 2009, he elected to spend a semester abroad at the American University in Bulgaria. That summer, he began an internship with New York Life in the solutions architecture position. After the 12-week internship concluded, Igor resumed his studies at Pace and continued his previous position as a Computer Science tutor. During winters and summers, he enjoys traveling whenever he can and is planning to backpack through the Middle East. Igor will be graduating in May of 2011.

Advanced Road Hazard Simulator (Social Venture Alternate)

Car accidents are the leading cause of death among teenagers and young adults in America -- over 24,000 driver and passenger deaths in addition to over 400,000 serious injuries in 2006. According to the National Highway Traffic Safety Administration, these horrifying statistics have been reduced by about 10% in 2008 due to defensive driver courses and increased awareness of the problem.

The Advanced Road Hazard Simulator advances driver training and defensive driving instruction to a whole new level. The value of training simulators in preparing airline pilots, astronauts, military personnel and emergency responders for critical situations was dramatically underscored by last January's "Miracle on the Hudson" U.S. Airways safe water landing. Using this same training concept, our simulator will prepare drivers for dangerous, and potentially deadly, driving scenarios by allowing them to experience a variety of random road hazards and practice correct procedures and maneuvers to avoid or minimize the impact of traffic crashes that claim the lives of so many young drivers. Facing a life-threatening situation is not the time to think about what you should do -- reactions must be instantaneous and this can only be done by practice. Immersed in a photorealistic simulator, the trainee will experience heightened awareness of driving behaviors and external situations that contribute to traffic accidents.

While software based driver training exists, there is currently no product that goes beyond the basics of learning to drive. The Advanced Road Hazard Simulator is designed to pick up where traditional driving instruction ends. With a primary target market of 24,000,000 current drivers in the high risk driver pool and with 8,000,000 new drivers each year, the opportunity to impact the death and injury statistics for drivers in 16 -- 24 yr. old age group by simulation training is tremendous.

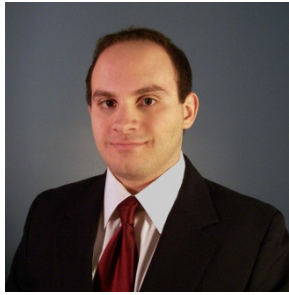
While primarily aimed at young drivers, this simulation training will have a positive impact on drivers of any age. Our team, a highly experienced project manager, a software engineer experienced in simulation programming, 2 graphic artists experienced in virtual environment design and a former insurance adjuster as an advisor, are creating this realistic and badly needed training environment.

To reach this huge market, we are seeking to partner with automobile insurance companies and driving schools using a licensed software model.

Insurance companies directly benefit by a decrease in number and severity of claims while policyholders can benefit by reduced insurance premiums. By incorporating a scoring model within the simulator, we can provide insurance companies with a metric which they can use to offer policyholders premium discounts for successfully completing training much as they do now for defensive driving courses. Driving schools will benefit through an additional revenue stream by offering advanced training courses. With the trend of high school driver education courses outsourcing instruction to established commercial driver's ed. schools, the opportunity for additional software licenses for classroom use will grow.

Biography

Jonathon C. Lentine



Jonathon, a 2009 graduate of the Pforzheimers Honors College at Pace University received his BA/BS degree from the Dyson College of Arts and Sciences majoring in both Political Science and Psychology. Currently a full-time MPA graduate student at Pace, he expects to graduate in 2011. Jonathon is also a member of the International Honor Society, Pi Gamma Mu and a leader of Pace's award winning Model UN Team.

Combining his extensive computer knowledge and graphic arts experience, Jonathon became a key member of several online software development groups. With over four years experience in computer rendering and simulation, Jonathon has functioned as lead designer and Project Manager, liaising with major commercial game developers.

Jonathon's accomplishments are all the more remarkable since he suffers from Autistic Spectrum Disorder. He has been the subject of a CBS News Special Report on Autism in College filmed in part on the Pace Campus. He has also participated in many autism studies at the Mt. Sinai Seaver Center for Autism Research.

SPECIAL THANKS

Previous Speakers, Judges, and Sponsors

We would like to offer our sincere gratitude to the following people that took time out of their busy schedules to help make the Pace Pitch Contest and Pace Business Plan Competition the successful events that they have been over the past four years.

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Fred Aslan MD, Vice President, Venrock
Alan Baum, Vice President, JPMorganChase
Thatcher Bell, Associate, Draper Fisher Jurvetson Gotham Ventures
Warren N. Bimble, Senior Vice President and General Manager, Primedia
Steve Brotman, Managing Director, Greenhill & Co
Majora Carter, Founder and Executive Director, Sustainable South Bronx
Miguel Centeno, Chief of Marketing, U.S. Small Business Administration
Gurbaksh Chahal, Founder, Blue Lithium
Somak Chattopadhyay, Vice President, Greenhill SAVP
Carolyn Chin, CEO, Cebiz
Matthew Commons, Chief Financial Officer, FloDesign Wind Turbine Corp.
Vitaly Feldman, Co-founder, MetroHorse
William Fontana, Manager, Second Century Innovation and Ideas Corp.
John Fox, President and Co-Founder, Homeland Energy
Michael Gochman, Founder, Gochman Group Inc.
Victor Goldsmith, Executive Director, Second Century Innovation and Ideas Corp.
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Steve Hindy, Co-Founder and President, Brooklyn Brewery
Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
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Rob Johnston, Executive Director, Wilson Center for Social Entrepreneurship
Clarence B. Jones, Executive Consultant, Marks Paneth & Shron
Peter Kash, Co-founder and Chairman, Two River Group Holdings
Mark Kay, CEO, Strikeforce Technologies
Alexander Koretsky, Co-founder, MetroHorse
Alice Korngold, Author, Leveraging Good Will
Geoffrey C. Lewis, Editorial Director, Primedia
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James B. Lockhart, Associate, Greenhill SAVP
Emanuel Martinez, Managing Director, Greenhills Ventures
Cynthia W. Massarsky, President, CWM Marketing Group
Gustavo de Medeiros, Founder, NationPhone
Rumit G. Mehta, founding partner & Director of Business Development, Safari Ventures
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Melissa Stepanis, Relationship Manager, Silicon Valley Bank
Lori Anne Wardi, President and CEO, Pebble Alley LLC

Previous Finalist and their most recent university affiliation

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Chris Advansun, Princeton University
Laura Allen, The New School
Roy Allen, Pace University - Dyson College of Arts & Sciences
Gerrit Argento, Pace University
Adele Arkin, Pace University - Lubin School of Business
Allan Benamer, University of California - Berkeley
Douglas Booton, Pace University
Chiranjeev Bordoloi, Pace University - Seidenberg School of Computer Science
Dennis Brady, Pace University
Peter-Charles Bright, Harvard University
Harry Brodsky, Pace University - Lubin School of Business
Teresa N. Brooks, Pace University - Seidenberg School of Computer Science
Wade Cameron, Pace University - Dyson College of Arts & Sciences
Peter Cao, Pace University - Lubin School of Business
Ross Charbonne, Pace University - Lubin School of Business
Jimmy Conde, Pace University - Lubin School of Business
Luke Davenport, Columbia University - Columbia Business School
London Davies, New York University - Stern School of Business
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