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Presents

**THE 10TH
ANNUAL**

PACE PITCH CONTEST



**Thursday, April 17th 2014
5:30 pm – 8:30 pm**

Aniello Bianco Room (Multipurpose Room)

One Pace Plaza, New York, NY 10038

**Come watch finalists pitch
their Social Ventures and
New Business Concepts**

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Please register to attend at:
www.pace.edu/pitch
or scan QR Code



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THE PACE PITCH CONTEST

"Opportunity through Entrepreneurship"SM

Presented by:
The Entrepreneurship Lab
www.pace.edu/elab



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.

The Tenth Annual Pace Pitch Contest Schedule of Events

5:00 - 6:00 Registration and Networking

6:00 - 6:15 Keynote Speaker

6:15 - 7:15 Finalists make their Pitch

7:15 - 7:30 Break (Judging panel selects winning prizes in private)

7:30 - 8:30 Awards Ceremony and Networking

Keynote Speaker

Kane Sarhan, Co-Founder, Enstitute

Emcee

Bruce Bachenheimer, Clinical Professor, Management & Director, Entrepreneurship Lab

Judging Panel

Bal Agrawal, CEO, LifeWorx, Inc.

Ellen Carey, Manager, Global Impact Investing Network

Mary Howard, Principal, designtechnologies

Anna Khan, Venture Capitalist, Bessemer Venture Partners

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 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 closure of the University, the Pitch Contest went on and was a great success. **Mr. David 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.

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, 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 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").



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, Pitch: SweetShelter.com
Third Place (\$250): Alexander Salzman, Princeton University, Economics AB, and Chris Advansun, Concordia University, Pitch: Rethos

The Fourth Annual Pace Pitch Contest

The Fourth Annual Pace Pitch Contest was held on December 6, 2007. The event was sponsored by Goodwin Procter and Silicon Valley Bank, and featured **David Bornstein** as the keynote speaker. 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 (WOR 710) and President of Upstart Ventures LLC
Bernard Siegel - Certified Professional Business and Career Coach,
Lori S. Smith - Partner, Goodwin Procter LLP

Winners

Social Venture - Sarah Lipkin (SUNY Buffalo/Pace) for Through My Eyes
New Business Concept - Joseph DiPasquale (Harvard/Stanford) for CollegeWikis.com



The Fifth Annual Pace Pitch Contest

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

Gurbaksh Chahal, 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 BlueLithium, 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 speaker, a panel of distinguished judges held a discussion and critique following the Finalists' pitches. The panel included the following judges:

Judging Panel

JB Lockhart, Associate - Greenhill & Co.

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

David Rose - Chairman of NY Angels

Lori Smith - a partner at the law firm Goodwin Procter LLP

Winners

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

New Business Concept - Tiffany Rad (Carnegie Mellon University) for OpenOtto.



The Sixth Annual Pace Pitch Contest

The Sixth Annual Pace Pitch Contest was held on December 3, 2009. **Professor Iqbal Z. Quadir**, the founder of GrameenPhone and Legatum Center for Development and Entrepreneurship at MIT, delivered the keynote address. 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.



Judging Panel

Somak Chattopadhyay - Vice President, Greenhill SAVP
Michael Gochman - Founder, Gochman Group
Jonathan Greengrass - Vice President, Greyston Foundation
Paul Sciabica - Executive Director, New York Angels
Lori S. Smith - Partner, Sedgwick, Detert, Morgan & Arnold LLP
Stanley S. Litow - President, IBM International Foundation

Winners

The Lubin School of Business Prize for the Winning New Business Concept Pitch (\$25,000) - Amanda Allen (Fordham University), Rob Brueckmann (Johns Hopkins University), Danielle Colamartino (Pace University), and Robard Williams (Tufts University) for NewlyWish.

The Helene and Grant Wilson Center for Social Entrepreneurship Prize for the Winning Social Venture Pitch (\$25,000) - Rhonda Jordan (MIT), Blandine Antoine (MIT), Jukka Valimaki, Alla Jezmir (Harvard University), and Mark Yen (MIT) for EGG-Energy.

The MIT Forum of New York City Prize for Pitch with the Most Innovative Technology (\$2,500) - Jared Greer (University of Arkansas) & Bessie Williams (University of Arkansas) for Tears for Life.

The Tech:Space Prize of Six Months of Office Space for a New York City Start-Up Pitch - Amanda Allen (Fordham University), Rob Brueckmann (Johns Hopkins University), Danielle Colamartino (Pace University), and Robard Williams (Tufts University) for NewlyWish.



The Seventh Annual Pace Pitch Contest

The Seventh Annual Pace Pitch Contest was held on April 11, 2011. **Stanley S. Litow**, the Vice President of Corporate Citizenship and Corporate Affairs and President of the IBM Foundation, delivered the keynote address. Under Litow's leadership, IBM has developed new innovative technologies to help non literate children and adults learn to read, helped people with disabilities access the Internet and developed technology to increase economic growth and small business development. Litow is the recipient of the prestigious Scrivner Award for creative philanthropy as well as a number of other awards from organizations such as the Anne Frank Center, Martin Luther King Commission among many others.



Judging Panel

Kevin Bolen – Partner, Innosight

Somak Chattopadhyay – Principal, GSA Venture Partners

Jalak Jobanputra – Director of Investments, Omidyar Network Access to Capital

Stanley S. Litow – President, IBM International Foundation

David S. Rose – Chairman, New York Angels

Lori Smith – Partner, Sedgwick, Detert, Moran & Arnold LLP

Winners

The Lubin School of Business Prize for the Winning New Business Concept Pitch (\$3,000) – Jeremy Pease (Pace), Stiliyan Lazarov (Pace), and Robert Caucci (Pace) for Resolutions.

The Helene and Grant Wilson Center for Entrepreneurship for the Winning Social Venture Pitch (\$3,000) – Mohamed Ali Niang (Temple University) and Salif Romano Niang (Purdue University) for Malo Traders.

The Eighth Annual Pace Pitch Contest

The Eighth Annual Pace Pitch Contest took place on April 19, 2012.

Judging Panel

Matthew Brown – Co-Founder, Emergent Properties Inc.

Brett Dovman – Founder, Panelfly Inc.

Rumit Mehta – Founder, Immersion Journeys

Sara Shikhman – President, BedroomFurnitureDiscounts.com

Winners

The Lubin School of Business Prize for the Winning New Business Concept Pitch (First Place \$1,000) – John Robb (Pace University) and Peter Francheschini (Pace University) for Candoo.

The Lubin School of Business Prize for Winning New Business Concept Pitch (Second Place \$500) – Robert Caucci (Pace University) and Jeremy Pease (Pace University) for SpaceSplitter.

The Lubin School of Business Prize for Winning New Business Concept Pitch (Third Place \$250) – Henry Kusjanovic (Pace University) for Prof-Source.



The Ninth Annual Pace Pitch Contest

The Ninth Annual Pace Pitch Contest took place on April 18, 2013.

Judging Panel

Mark A. Herschberg – CTO, MadisonLogic

Charlie O'Donnell – Partner, Brooklyn Bridge Ventures

Stephen Sokoler – President & CEO, Altrum Honors

Michael Vesey – CFO, Majesco

Winners

The Lubin School of Business Prize for the Winning New Business Concept Pitch (First Place \$1,000) – Christian Velez (Pace University) for Nuque Tie New York.

The Lubin School of Business Prize for Winning New Business Concept Pitch (Second Place \$500) – Geordi Taylor (Pace University) for B100 Production Facility.

The Lubin School of Business Prize for Winning New Business Concept Pitch (Third Place \$250) – Javier Dutan (Pace University) for Nova Mobile Applications.



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The Entrepreneurship Lab

The Entrepreneurship Lab (eLab) offers students a unique space and environment to collaborate and innovate. All Pace students full-time and part-time, undergraduate and graduate are welcome to register to access the lab.

The Entrepreneurship Lab aims to foster an entrepreneurial mindset that results in innovation, initiative, and commitment. An entrepreneurial mindset consists of self-determination, a belief in one's self and one's ideas, and the ability to visualize these ideas coming to life. Teaching students to develop this type of mindset is invaluable because it is what will ultimately help transform them into successful entrepreneurs. With the help of the entrepreneurship program, students will achieve a sense of self that will instill the confidence and skills necessary to embark on a new business venture. Perhaps even more importantly, this entrepreneurial mindset will teach students how to identify, analyze, and seize opportunities to also help them succeed in life.



Entrepreneurship@Lubin

Entrepreneurship has been a fundamental orientation within the Lubin School curriculum, comprised of innovative courses specific to the entrepreneurial experience. Many Pace University alumni are daughters and sons of entrepreneurial families. A large percentage of our graduates are first or second generation Americans, who are often attracted to self-employment and entrepreneurship. The significance of entrepreneurial studies is evidenced in the nationally accredited core curricula offered by the Lubin School and its curricular and co-curricular programs.

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.

Pace's entrepreneurship program has been recognized nationally and internationally. Our faculty has started and managed entrepreneurial ventures in the US and overseas, served as consults to small businesses, received grants for entrepreneurship programs, and published numerous books, cases, and journal articles dealing with various aspects of entrepreneurship. Aside from the undergraduate and graduate entrepreneurship curriculum, and activities such as the Pace Pitch Contest, Entrepreneurship Conferences, and Business Plan Competition, there are a number of programs at the University that support entrepreneurship.



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

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

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. The Pace Institute was a business school for men and women who aspired to a better life. Pace's undergraduate entrepreneurship program was formally established in 1979 and the Small Business Development Center at Pace was established in 1986. Pace's SCI² Incubator was founded in 2003 and the Wilson Center for Social Entrepreneurship was established in 2005.

Pace is a comprehensive institution, with campuses in New York City and Westchester County, enrolling some 14,000 students and more than 120,000 alumni in its six schools: the Dyson College of Arts and Sciences, the Lubin School of Business, the Seidenberg School of Computer Science and Information Systems, the School of Education, the School of Law, and the Lienhard School of Nursing. Students in Pace University's six schools choose from over 100 majors and 3,000 courses. Degree offerings range from associate through doctoral level programs.

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

SPEAKERS

KEYNOTE SPEAKER

Kane Sarhan, Co-Founder, Enstitute

Kane Sarhan is not your typical 26 year old. As the co-founder of Enstitute, Kane is reinventing higher education through apprenticeships with the best entrepreneurs in the world. Previously, Kane has launched and run his own magazine, The College Gossip Chronicles, raised over 100k for hackny, a non-profit in New York City and was the Creative Director at LocalResponse, a top New York city tech startup.



Kane has been named a 2013 Echoing Green Fellow, a 2012 Francis Hesselbein Institute NEXT Leader of the Future, and Business Insider calls him a "Top 25 Young Innovator in New York Tech". Kane speaks often on education, innovation, and serendipity and has been featured in The New York Times, PBS, Forbes Magazine, CNN, The Huffington Post, and Fast Company.

For Kane, Enstitute is personal. Kane found his career and passion through two apprenticeships he completed, one in the hospitality industry, and one in the technology industry. Kane believe that "learning by doing" is the best way for young professionals to learn the skills and competencies they need to be successful in 21st century careers.

EMCEE

Bruce Bachenheimer, Director, Entrepreneurship Lab

Bruce Bachenheimer is a Clinical Professor of Management and Director of the Entrepreneurship Lab at Pace University. He teaches undergraduate and graduate courses, primarily in the areas of entrepreneurship, management, and strategy. He is also the creator and organizer of the annual Pace Pitch Contest and Pace Business Plan Competition. Mr. Bachenheimer is a member of the Board and past Chair of the New York City Chapter of the MIT Enterprise Forum and has served on the organization's Global Board. He serves on the Board of Directors & Advisors of LeadAmerica and has served as a consultant to governmental organizations and a variety of new ventures. He has been widely quoted in a variety of domestic and international publications and interviewed on radio and television



JUDGES

Bal Agrawal, CEO, LifeWorx, Inc.

Bal Agrawal, CEO, LifeWorx, Inc; founded the company where trust and skill in domestic help is assured. From his own experiences and life challenges, he recognized that help at home is random and does not need to be such! LifeWorx provide Nannies, Chefs, Housekeepers, Eldercare and other in-home services to make client's life simple and home relaxing. Building exceptional organization, target Marketing, investing in technology and growing LifeWorx is Bal's key focus.



Previously, Bal worked for Praxair for 24 years in Marketing, Sales, Business Development, Strategy and General Management. Bal graduated from IIT, Mumbai with Distinction in Engineering. He received Sc.D from MIT in Material Science with minor in Finance.

Ellen Carey, Manager, Global Impact Investing Network

Ellen is responsible for developing IRIS, the catalog of generally accepted metrics used to measure social, environmental, and financial performance of organizations. Prior to joining the GIIN, Ellen worked as an international development consultant for PricewaterhouseCoopers focusing on impact measurement and developing the private sector in emerging economies. She's worked on a variety of projects ranging from global challenge funds focused on supporting inclusive businesses to investment climate programs in conflict affected countries. She has on-the-ground experience working with entrepreneurs, investors, and governments in a variety of countries including Tanzania, Afghanistan, and Haiti. Ellen holds a BA in Applied Math and Economics and a MSc in Economics, both from Johns Hopkins University.



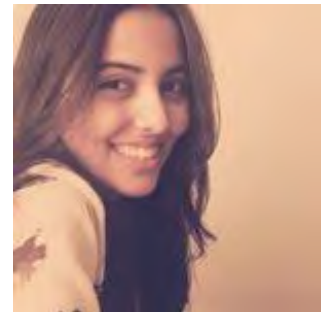
Mary Howard, Principal, designtechnologies

Mary Howard is founder of Design Technologies creator and manager of the ELabNYC program, a competitive entry business training program for research scientists and engineers in life sciences field. Design Technologies also created the TechLaunch training program for the state of NJ for software and mobile app startups and Clean Energy Association's SBIR training program for federally funded startups working to achieve Phase II funding awards. Mary is founder of startups in imaging and CAD software, event promotion software, food service and product design. She is a surfcaster and spends her free time on the water.



Anna Khan, Venture Capitalist, Bessemer Venture Partners

Anna Khan is a venture capitalist at Bessemer Venture Partners (BVP), a \$1.6B fund that invests in seed and growth stage companies. Prior to BVP, Anna was Chief of Staff at 4INFO, a mobile advertising startup where she focused on product and business development. Anna also co-founded Palindrome Advisors, a nonprofit advisory firm focused on startup mentorship, board matching, and nonprofit education for tech executives. Anna has previously worked at Goldman Sachs and Morgan Stanley and holds a BA with honors in Political Science, English Literature, and Science, Technology and Society from Stanford University. She is a lifetime member of the Cap & Gown Academic Honor Society and was President of Stanford Women in Business, one of the largest student groups at Stanford. Currently, Anna serves on the Social Investment Council of Echoing Green and maintains a blog at www.annakhan.com



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"

FINALISTS

Accern

Accern is a quantitative content detection platform tailored for institutional investors. We help our users detect events that could affect their equities before they arise in the mainstream media channels. By doing so, Accern have put institutional investors in a unique position to make strategic investment moves before the crowd and significantly minimize risks on their current holdings. Institutional investors who obtain risk intelligence one second earlier than the crowd can save millions. Our mission is to be able to supply institutional investors with event alerts systematically as they happen in real-time, not after they're reported. By utilizing local bloggers and journalist across the web along with common individuals on microblogging sites, we will be able to identify real-time event alerts as they happen. Anyone with a phone and internet access can post an event taking place near them before official reporters have gotten to the scene. The business model for this software will be a monthly subscription per seat with a one year contract. The market size for institutional investors dealing with equities and risk management is around 1.5 million seats. Our software will be converted into a small widget that can be placed at the side of our users screen and can be expandable with additional analytics. In this way, there is no learning curve or hard installation which saves both parties time and resources. The great thing about this software is that it's very flexible in any verticals in the market. In further expansion, we plan to supply this software to government agencies where they can be on the alert for major events as they happen and act accordingly to save even more lives. Our largest direct competitor is a startup named DataMinr. They were the first intelligence detection startup to target institutional investors successfully. Currently, DataMinr is at \$50M in Series B Funding and expanding into various verticals such as Finance, Government, and News Publishing. Accern's founding team is consisted of Kumesh Aroomoogan – Pace University, BBA in Public Accounting and Anshul Vikram Pandey – New York University, PhD in Big Data Analysis. Systematically detecting quick actionable intelligences for institutional investors to act on by utilizing online content publishing is just the beginning.

Kumesh Aroomoogan

Kumesh is currently a senior at Pace University majoring in Public Accounting. He is the Co-founder and CEO of Accern, a quantitative event detection startup geared towards institutional investors. Kumesh had previously worked in corporate environments such as Citigroup, SIFMA, and Ford Foundation and held titles such as financial analyst and general accountant. While studying at Pace University, Kumesh had co-founded various profitable entrepreneurial ventures such as BrandingScholars, Auxral, and X|Fitness.



Anshul Vikram Pandey

Anshul is currently a 2nd year PhD student at New York University studying Big Data Analysis. He is also the Co-founder, Lead Developer, and Data Scientist of Accern. Anshul had previously worked at Deloitte as a technology consultant, various research data labs as a research assistant, and a developer for Salesforce. During his studies, he had co-founded various entrepreneurial ventures as well. He sold two of his ventures; a robotic ventures to a large toy company, and an online data venture to the government in India.



Alive Inside

In this era of technology, it is important for everyone to have some degree of digital literacy. However, in the United States alone, we have a large number of senior citizens that do not know how to communicate and survive in this world run by technology. In addition, there is an increasing number of senior citizens that suffer and die with some form of dementia and Alzheimer's Disease (AD). According to the Alzheimer's Association, more than 5 million Americans are living with AD and is the 6th leading cause of death in the United States. Research has shown that the subconscious and minds of this often forgotten population can be stimulated with technology as evidence with music and memory programs. Therefore, it is important to be able to combine advancement in computer science and technology to design and develop products that can improve the quality of life of many older adults, as well as their caregivers, especially those suffering from memory loss, dementia, and AD.

The goal of the team is to develop mobile applications for Android and iOS devices that will be utilized by dementia and Alzheimer's patients. A mobile app called Alive Inside will stimulate their memory through music of their youth, special life moments, and hence improve their quality of life and hopefully create an improved daily demeanor which makes it meaningful to caregivers as well.

This personalized music streaming app is based on the award-winning documentary Alive Inside that studies the effect of music on seniors' subconscious. Alive Inside app is different from other music app because it offers the user a personalized music listening list based on their personal lives. The mobile app will be offered for 99 cents to individual users. However, to account for maintenance and update costs, the team intends to associate with hospitals and nursing homes. In the United States alone, there are 16000 nursing homes with 1.6 million occupants. The team will partner with nursing homes where every nursing home that wishes to provide our app to their residents can contribute \$100 for app support.

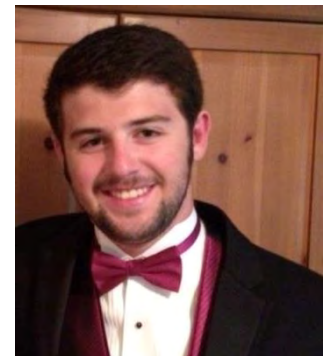
Xavier Carlson

Xavier Carlson is a full-time student at Pace University studying in the Seidenberg School of Computer Science and Information Systems. His goal is to earn a Bachelor of Science in Computer Science. Xavier currently works part-time at his University's tutoring center, tutoring a range of subjects from Computer Science, Computer Information Systems and Mathematics. He spends his free time exploring programming languages such as Java, C, Ruby Python, and Javascript. While he has no professional experience, he is currently a prospective intern for Tudor Investment Corporation and will be interning as a Software Developer in Tudor's IT Customer Services and Support department in the Summer of 2014. He is an aspiring Software Engineer and hopes to learn as much as he can during his college years to reach his goals.



Stefan Howansky

Stefan Howansky currently is a full-time student at Pace University. He is currently enrolled in the Seidenberg School of Computer Science and Information Systems in hopes to obtain his Bachelor of Science degree in Computer Science. He spends the majority of his free time learning about the Android mobile operating system as well as training Brazilian Jiu Jitsu. Stefan currently works part time at Education Media. This job allows him to become more acquainted to the hardware aspects of computers. Stefan aspires to become a software engineer for Google or become an independent mobile application developer. His love for computers grows daily.



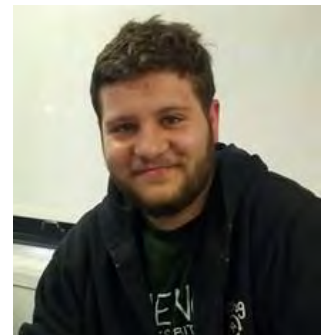
Martine Nezerwa

Martine Nezerwa is a full time graduate student at Pace University Seidenberg School of Computer Science and Information Systems pursuing her masters degree in Telecommunications and Network systems. She is set to graduate in 2015. Since her childhood, she has been fascinated and interested with technology especially computer technologies. Aside from being a full-time student, she is also a Graduate Assistant working with the Information Technology and a student assistant at the Pace University English Language Institute. She is one of the co-founder of Rwandan's for Water, a non-profit organization that drills water wells in rural areas in her country Rwanda. With an undergraduate degree in Computer Engineering, Martine's career goal is work for telecommunication companies like Samsung, in Korea.



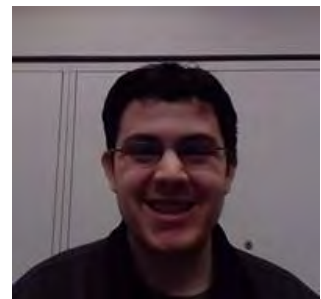
Jacob G. Stahl

Jacob G. Stahl is a full time student at Pace University on the New York City campus. He is also currently enrolled in Seidenberg School of Computer Science and Information Systems in hopes to obtain a BS in Computer Science and a minor in mathematics in 2016. Mr. Stahl is currently working for a medical software company as a support engineer and aspires to be head programmer. He has been using computers since he was 4 years old. Jacob's goal is to work at Valve Systems and become a video game designer. In his free time, Jacob likes tinkering with robots.



Jake Terranova

Jake Terranova is currently a student enrolled in Pace University's Seidenberg school of Computer Science and Information Systems. He hopes to attain his Bachelor of Science degree in 2017, and eventually put his degree towards software or game development. Currently, he spends his free time learning about various programming languages and how he can use them in his own projects. At the moment, he focuses primarily on learning about Java, C and the android SDK to help his team further develop their app. On top of this, he also works at Educational Media which allows for him to have a more firm grasp on the hardware side of things.



Keith Wright

Keith Wright is a full-time student studying at Pace University's Seidenberg School of Computer Science and Information Systems with the goal of obtaining a Master's degree in Computer Science. Keith currently works part-time in Pace University's User Services department performing web and graphic design services. In addition to being an IEEE and ACM member, Keith is a registered member and developer with Microsoft. Prior to enrolling at Pace, Keith previously worked with international missions as well as volunteering at local, non-profit organizations performing web design and technology training.



HydroGenerationNexTechnologies (HGNT)

HydroGenerationNexTechnologies (HGNT) was initially formed in 2013 as a project by current CEO, and Founder, Taylor Vogt. Once Mr. Vogt formulated the idea during his undergraduate career he assembled a small group of people to build on his initiative; students, faculty and community members.

The goal of the company is to completely redefine what it means to have a wastewater treatment system. We prefer to refer to the entire procedure as a sewer recovery processing network (SRPN), because we don't see any reason to think of the effluent mixed water as anything but a resource which needs to be properly utilized. We need alternative, carbon-less fuels to power our vehicles. Hydrogen is a gas that can power vehicles through combustion or fuel cells without producing greenhouse gases. Through electrolysis, a mechanical-chemical process of using electrical currents to split water molecules, we can produce oxygen and hydrogen gasses. Usually hydrogen gas is produced from hydroelectric dams, where they have electricity and water. The problem is that hydrogen is too light to run through a pipeline and is too disparate to pressurize in a truck in mass. The issue is creating hydrogen in bulk for metropolitan epicenters.

We have a tremendous amount of water underneath our feet. We have electricity in our cities.

We can electrolyze sewer water. Sewer water is looked at as waste. It is discarded; kept under our feet so it is out of view. With sewers running the gambit of cities we can use electrolyzers to create hydrogen on site with that water; addressing the problem of otherwise needing to transport the hydrogen.

We can make cities into their own fuel production plants.

We prefer an "offensive" approach to wastewater systems: mechanically separate the biosolids at the source of input from the water and then move them to anaerobic digestion units. Breaking down organic material in the absence of oxygen, anaerobic microbes produce methane gas reducing the volume of biosolids. We can trap the methane to produce electricity cheaply for the immediate area. The end product of the digestion is 'digestate'; a potent fertilizer. The hydrogen, oxygen, methane and digestate can all be sold or utilized on site.

We want to redesign every sewer system but will start in the United States, where the infrastructure is in need of redesign and risks complete failure. Over the next 20 years it will cost more than \$600 billion to restore underground piping. Old, breaking pipes waste \$1.7 trillion gallons or \$2.8 billion every year. We believe our approach can provide long term sustainability for wastewater treatment, as it requires only replacing modules and parts as opposed to constructing new pipes or lines. Our SRPN will be cheaper and more resilient than traditional treatment practices, but those methods can always provide redundancy for our units.

We would like to start in cities around the United States where hydrogen refueling infrastructure already exists. Our aim is to form public-private partnerships with municipalities to provide them a service, in return for their expertise and construction capabilities. There are about 30 stations across the country. This approach is not proprietary to one city or even one nation. We have the ability to revolutionize sewer infrastructure around the world.

Taylor Vogt

Taylor Vogt is a recent graduate of Pace University in Pleasantville, New York. He was awarded a Bachelor of Arts in Political Science and International Relations with Honors and during his time was acknowledged a minored in Environmental Studies. He graduated in December 2013. He is 23 years old. He grew up Croton-on-Hudson, New York. While attending Pace University Mr. Vogt was a member of the university-wide sustainability committee since its inception. Mr. Vogt won a merit



award from IBM following his participation in an international online dialogue called the Smarter Planet University Jam. Subsequently he went on to found and foster the IBM Students for a Smarter Planet; the collegiate outreach network for the Smarter Planet campaign. He worked for a clean-tech start-up known as Turning Earth LLC during his freshman year. For his efforts in environmental activities and entrepreneurial endeavors Mr. Vogt was given a piece in Westchester Magazine's feature '22 People To Watch' with the header 'The Environment's Savior'.

Project Novaux

Novaux is creating a virtual currency POS system that will improve current point of sale software and the technology associated with it. The idea behind Novaux's product was born out of the complaints of small business owners dealing with the expensive and steep learning curves associated with traditional POS systems with virtual currency implementation. Our goal is to create new POS systems that will reduce the learning curve while still being creating value for small businesses. The product will initially target the food and beverage industry with the goal of eventually expanding into other markets. Software will be distributed through the app stores, with point of sale systems and technical support sold as a compliment to that software.

The business model is "freemium" based with fees recurring monthly or annually for premium and developer features- the latter at a discount to the former. Advanced features including business analytics tools and dedicated customer support are available to customers willing to pay a slight premium for them. Novaux's goal is to create an easier and more efficient check out process for restaurants at an affordable price. The overall emphasis is ease of use and efficiency: the point of sale system will monitor the establishment's finances and track how well the business is doing.

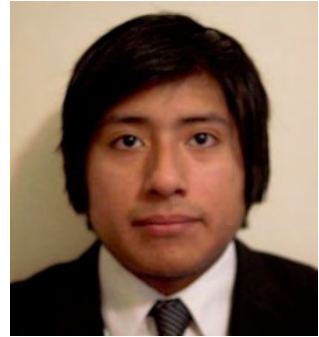
The software and point of sale system will be tested in third party restaurants. We have partnered with over 15 restaurants to perform beta testing. Feedback will be collected from waiters, kitchen operators, and managers on the overall ability and usefulness of Novaux's software and point of sale system. Changes will be made to the software and point of sale system based on the feedback received with the goal of improving user friendliness and overall efficiency in a real food and beverage establishment.

Novaux will begin its marketing push in New York City, a market with 22,000 food and beverage establishments that are potential customers. A sizeable team of traveling salesmen will be hired to pitch the software and point of sale systems to businesses throughout the city. Compensation for these salespeople will be commission based.

Our goal is to have the software available in the general market five months after the company is founded. Novaux has set goals of 5,000 subscribers by the end of the first year with and 15,000 by the end of the second. Conservative estimates of \$300 per subscriber will put our revenue at \$750,000 in revenue for the first year and \$4,500,000 the second year if these targets. Software development for Novaux will require a team of 4 mobile developers, 2 designers, and 2 website developers. The initial length of time to create the applications is estimated at 4 months with at a cost of \$120,000 in for salaries, rent, and other startup expenses. Initial funding will come from the company's founders with additional investment sought from venture capital angel investors, and/or private funding.

Javier Dutan

My name is Javier Dutan, I am a Senior in the Lubin School of Business at Pace University. My major is Management with a concentration in Entrepreneurship with an expected graduation date of May 2014. I have experience in many different fields ranging from Photography, Web Design, Marketing, and Financial Analytics.



I have worked in startups such as Applico Inc. that is now the market leader in its mobile development field. I have worked in financial analytics with Cians Analytics and have learned a great deal of business to business communication as well as managing a team overseas. My marketing experience with business to consumer has come from working with Apple and its award winning marketing team. My ambition to target an obstacle in the restaurant industry stems from my experience with restaurants. I grew up with restaurants as part of my childhood. I have seen my parent's small restaurant slowly evolve through market changes, expansion, and innovation. I inherited my parents drive to succeed and as a result I would like to create my own success through an entrepreneurial endeavor.

SheerStock

SheerStock is a convenient monthly subscription service for women that delivers a variety of hosiery products, such as tights, stockings, and thigh-highs. SheerStock will offer a variety of styles, brands, colors, patterns, prints, and sizes to tailor to all women. The goal of SheerStock is to provide the customer with multiple pairs of legwear each month that are appropriate for a variety of occasions and will save the customer from “making the trip if they’ve found a rip.”

First, customers will fill out a brief style profile, outlining their personal fashion needs and preferences. For example, a customer can indicate if they primarily wear hosiery in a professional environment or as a fashion accessory. Next, they will specify their size and any features they desire, such as control top or open-toed varieties. This way, we can create a better assortment of hosiery each month for our customers. Lastly, members will then receive a personalized package to meet their needs and preferences containing products from renowned brands, such as Hanes and L’eggs, and other well-known designers. Our goal is to provide the customer with essential hosiery products and introduce subscribers to the latest styles and trends.

SheerStock supports the professional advancement of underprivileged women by donating hosiery to women's empowerment organizations with each new subscriber. These trusted organizations are committed to providing career development tools and support networks that help women achieve their life goals and become financially stable. With SheerStock, we remind the customer that these organizations and women need support as they truly need these products. SheerStock ultimately values the empowerment of women, the goal that remains at the forefront of each stocking delivery.

Currently, subscription commerce is growing in the sector of beauty discovery. Most notably, Birchbox, the leading beauty sample subscription company, has sold over 5 million boxes to 400,000 subscribers since the company's inception in 2010. The subscription business model has also proven itself effective in a disposable goods market. The company Dollar Shave Club provides subscribers with a monthly delivery of razor blades each month. Dollar Shave Club gained popularity in March 2012 when a promotional video went viral. Since then, the company has scaled to about 330,000 subscribers who purchase razors on a monthly or bi-monthly basis. There is a market for hosiery; at some point in the product lifecycle, stockings rip, tear, snag, and need to be replaced. SheerStock aims to disrupt the hosiery market and become the brand leader in subscription hosiery.

Paige Cecchi

Paige Cecchi is currently a junior, B.S. Business Economics student at Pace University. Throughout her college experience, Paige has taken on leadership positions within the Economics Society on campus and expanded her network to include prominent alumni and likeminded motivated students. She has fostered an entrepreneurial spirit from a young age with the goal of starting her own business.



Paige is now focused on launching her company, SheerStock, a monthly subscription hosiery service. After many unpleasant experiences shopping for hosiery products in drug stores, Paige thought of a way to make buying hosiery online easy, convenient, and reliable, as these products are regularly disposable. Along the way, Paige realized organizations that provide professional clothing to underprivileged women were lacking new hosiery products to supply to their members. With both efforts in mind, Paige plans on launching SheerStock this May.

STRIP

The company name STRIP encapsulates the product itself - this is a small, convenient, and disposable strip of paper with a chemical reaction indicator at the end, specific for the monosodium glutamate (MSG) amino acid derivative, glutamic acid. This product allows you to test for the presence of MSG, a commonly used flavor enhancer, with just a swipe on or through your food. Like some drugs, MSG is an excitotoxin, and can your cells to the point of damage or deterioration. According to the FDA, excessive intake of MSG has been linked to triggering or worsening of learning disabilities, Alzheimer's disease, Parkinson's disease, and ALS, mainly through the inflammatory reaction body cells have to high MSG concentrations. Even though these detrimental properties are known, MSG is only loosely regulated in the US and is often not regulated at all in other countries. With the product STRIP, you will be able to easily test for what food products contain MSG, as well as MSG byproducts, because the indicator STRIP is designed to be sensitive for the amino acid glutamic acid, as well as its related contaminants. In order to eat clean, you have to strip your food down to its smallest components, and this product will allow you to do just that.

Jennifer Li

Jennifer Li is a junior at Pace University with a major in Business Economics and a minor in mathematics. She is fluent in both Chinese (Mandarin) and English. She believes that healthy living should be made effortless, efficient and simple, and thus the product STRIP was born.



The Interview Master

EXECUTIVE SUMMARY

Getting a job interview is hard enough, which is why it is important to make the most of every opportunity. Interview Master is an online portal which gives job seekers the upper hand by connecting them with relevant and experienced interviewers in their field. Interviewees are able to get valuable feedback and fine tune their interview technique, which will improve their chance of landing the job of their dreams in an extremely competitive environment.

Interviewers, called mentors, post their credentials on the online platform. After an interviewee selects a mentor in their field of expertise, a mock interview via Skype is arranged. Prior to the interview clients are allowed access to a set of resources and case studies to allow them to brush up on their skills.

During an interview session, mentors analyze the resume, ask challenging questions on a range of relevant subjects, and takes notes about the interviewees' answers and overall performance. Afterwards the mentor provides unbiased detailed feedback. The whole interview is digitally recorded for easy future referencing.

Eligible mentors include human resource managers, recruiters, entrepreneurs/CEO's, and any other individual with experience interviewing and hiring job candidates. All mentors are verified by Interview Master and a rating system adds increased accountability. Mentors post their credentials, and set timed sessions in accordance to their schedule and prices. Interview Master takes a 20% fee.

We envision most mentors will be employed full time and will use our site as an avenue to supplement their income. However, retirees, experts, individual interview coaches/trainers and part time employees will also benefit greatly from the platform, which will result in a diverse range of high quality mentors.

Our target market is recent college graduates, the long-term unemployed, and anyone seeking a job who has difficulty advancing past the interview stage due to a lack of interview experience/practice and confidence. According to the New York Times, long-term joblessness is up 213% since 2007 and the Federal Reserve Bank of San Francisco states newly unemployed workers have about a 20-30% percent chance of finding a new job, that chance drops to 10% after six months.

The Competition consists of websites which offer generic mock interview preparation and coaching online, with prices starting at \$80 per session, and some university career services departments. However, interviewers are not specific experts in any one field and cannot provide a realistic interview scenario. Furthermore, university career services are limited to students/alumni and oftentimes depend on a small amount of volunteers to execute the interviews resulting in long wait times.

Opportunity/Differentiator

Interview Master will be a collective of part time mentors who are eager to supplement their income and help people at the same time. This will allow interviewees to find a mentor in their field of expertise at an affordable price and not be paired with a generic Human Resource Manager in an unrelated field.

Camille Hugh

Camille Hugh holds a MBA in marketing management from Pace University (June 2013) and is an author / serial entrepreneur. She has owned and operated companies in the real estate industry, wedding industry and publishing industry.



Patrick Roche

Patrick Roche holds a Masters in Architecture from University College Dublin Graduation year 2011 . He has worked throughout the world in many botique design studios and contributed research and graphic design to the second edition of Sustainable Healthcare Architecture published by Wiley in 2013.



PITCH 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.

Amanda Allen

New Business Concept Winner, Sixth Annual Pace Pitch Contest (2009)

Participating in the Pace Pitch Competition truly helped propel my company, www.NewlyWish.com, from being a good concept to becoming a fully operational business. While the prize money has been very helpful in covering some of our operational expenses, and the prize of six-months of office space at Tech:Space allowed us to move out of our apartment and take on additional staff members, the discipline of developing a fully-formed pitch, backed by a comprehensive business plan, along with the feedback and guidance we received from the judges and Bruce really helped us to identify not only potential weaknesses in our approach but, perhaps more importantly, the strengths we needed to accentuate.



The NewlyWish online wedding registry platform provides engaged couples and gift-givers with a registry experience that offers the choice, convenience and personal style they want and expect. NewlyWish is dedicated to supporting New York City's vibrant community of independent stores and service providers by uniting them with registrants and gift givers nationwide, and, in addition to all of the traditional gift items, allows previously uncommon or unattainable gifts to be listed together in a single, cohesive and easy-to-use online registry.

Prior to launching NewlyWish, Amanda had returned to Fordham University (where she also received her BS) to pursue an MBA at the Graduate School of Business after spending 7 years working at the Federal Reserve Bank of New York.

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.



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 Contest 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 Contest 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 are 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. 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.

**SPECIAL
THANKS**

Past 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's Entrepreneurship program the successes that they have been over the past nine years.

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Modest J. Mero, Minister Plenipotentiary at the Permanent Mission of the United Republic of Tanzania to the United Nations (UN)
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Melissa Stepanis, Relationship Manager, Silicon Valley Bank
Stella Templo, Executive Officer, WeWork
Prudence Thiry, Counsel at Law Office of Henry Park LLC
Lori Anne Wardi, President and CEO, Pebble Alley LLC
Josh Weiss, Founding Partner, FreshBiz

Previous Finalists

Zeko Abas, Pace University - Lubin School of Business
Chris Advansun, Princeton University
Laura Allen, The New School
Roy Allen, Pace University - Dyson College of Arts & Sciences
Darren Alphonse, Pace University - Lubin School of Business
Gerrit Argento, Pace University
Adele Arkin, Pace University - Lubin School of Business
Kumesh Aroomoogan, Pace University - Lubin School of Business
Allan Benamer, University of California - Berkeley
Douglas Booton, Pace University
Chiranjeey Bordoloi, Pace University - Seidenberg School of Computer Science
Dennis Brady, Pace University
Peter-Charles Bright, Harvard University
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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
Rob Caucci, 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
Joe DiPasquale, Stanford University - Graduate School of Business
Dane Disimino, Pace University - Lubin School of Business
Javier Dutan, Pace University - Lubin School of Business
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Anna Geller, Pace University - Lubin School of Business
Daniel Gilbert, Pace University - Lubin School of Business
Frederik Gieschen, Pace University - Lubin School of Business
Roy Gilis, Pace University - Lubin School of Business
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Adam Gromis, New York University - Stern School of Business
Diana Hardeman, New York University - Stern School of Business
Jin He, Pace University
Elyse Hinojosa, Pace University - Lubin School of Business
Andrew Isaak, Pace University - Lubin School of Business
Anita Jagtiani, Pace University - Seidenberg School of Computer Science
Rui Jin, Pace University - Lubin School of Business
Eugene Joseph, New York University - Stern School of Business

Prakash T. Kasat, Pace University
Surendra Kaushik, Pace University - Lubin School of Business
Nicole S. Kendall, Pace University - Seidenberg School of Computer Science
Rachel Klingberg, Pace University - Seidenberg School of Computer Science
John Ku, New York University - Stern School of Business
Henry Kusjanovic, Pace University - Lubin School of Business
Ricky La, Pace University - Seidenberg School of Computer Science
Kori Lambert, Pace University - Lubin School of Business
Sarah Lipkin, Pace University - Lubin School of Business
Felix Macharia, Columbia University - Columbia Business School
Justin Mandel, Columbia University - Columbia Business School & School of
International and Public Affairs
Andres Martin, Pace University - Lubin School of Business
Eric Russell Melchor, Pace University
Joel Nybeck, New York University - Stern School of Business
Ronen Oren, Pace University
Heather O'Shea, Pace University - Lubin School of Business
Raluca Pache, Pace University - Lubin School of Business
Neel Patel, New York Institute of Technology
Jeremy Pease, Pace University - Seidenberg School of Computer Science
William Phelps, Pace University - Lubin School of Business
Medaline Philbert, Pace University - Seidenberg School of Computer Science
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Noushi Rahman, Ph.D, Pace University - Lubin School of Business
Michael Rawlins, Pace University - Lubin School of Business
John Robb, Pace University
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Anas Sabri, Pace University - Lubin School of Business
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PRESS



Delivering the Perfect Pitch

Startups flock to business-plan competitions to win cash and publicity

Lori Ioannou

April 14, 2013

Four years ago, Amanda Allen and Robard Williams discovered an overlooked niche in the \$19 billion wedding-registry market while they were planning their own nuptials. There were plenty of registries run by big, mass-market retailers, but there wasn't a similar, one-stop Web destination that sold the products they really loved from local stores and artisans.

Itching to turn that idea into a business, Ms. Allen quit her job as a bank examiner and enrolled in Fordham University's graduate business school program to incubate NewlyWish.com. The stars aligned in 2009 when Ms. Allen entered the Baruch College & Merrill Lynch Entrepreneurship Competition, which was open to students from other campuses.

She won \$30,000 in seed money in the eight-month contest. As part of it, she got free consulting support from experts at SCORE (Service Corps of Retired Executives), a nonprofit mentoring organization. She found out how to incorporate the business, launch a functioning website and snare retailers. Ms. Allen tapped what she learned to enter business-plan competitions throughout the area—and won the 2010 Pace Pitch Contest and then the 2012 Women 2.0 Pitch NYC Startup Competition.

All told, she walked away with \$70,000 in prize money and extra bonuses like free office space at TechSpace in Chelsea. Part of her prize in the Women 2.0 contest was a meeting with Internet pioneer Marc Andreessen at his venture firm's office in Menlo Park, Calif., in February. He advised her to "scale" the business to reach a broad audience and introduced her to other New York area companies that could help.

RECORD TURNOUTS

"It was the critical feedback I got from mentors I met at competitions that was the most valuable element for my company's growth," said Ms. Allen, who is trying to raise \$1 million in venture capital.

Searching for cash, connections and exposure, contestants like Ms. Allen are expected to fuel record turnouts for local business-plan competitions hosted everywhere from New York City business schools to public libraries as the contest season heats up this spring. Already, 300 people have signed up for Baruch College's SmartPitch Challenge scheduled for June 6, a doubling from last year. Columbia Business School reports a 50% increase in submissions to its contests since 2011.

The increased interest reflects several years in which corporate downsizing led to a boom in entrepreneurship among students, as well as professionals reinventing their careers as business owners. A tight credit market left some young companies looking for creative financing—and fueled the rise of serial competitors. While many contests are open to students and alumni of

particular schools, others, like the Queens StartUP Plan Competition administered by the Queens Business Library and the NYC Economic Development Corp.'s Next Idea Competition, are open to the community, sparking widespread interest.

"In this era of the lean startup, when entrepreneurs must continuously refine their business models in a fast-moving marketplace, these competitions are like rocket fuel," said professor Bruce Bachenheimer, director of entrepreneurship at Pace University's Lubin School of Business, which hosts its own business-plan competition.

At the same time, the advent of low-cost technology has made it more affordable to launch the kind of scalable ventures that tend to catch the eye of judges, many of whom are angel investors and venture capitalists.

"I love the fact that I gain insight into the next generation of new ideas emanating from the breakthrough thinkers at the business schools," said Dan Bernstein, a judge for Columbia University's A. Lorne Weil Startup Pitch Competition and managing partner of Millennium Technology Value Partners, a New York venture-capital fund that has invested in Twitter, Facebook and Tumblr.

The contests aren't for every entrepreneur. The bar for winning is very high. Mr. Bernstein has seen pitches from students who already have patents and prototypes in hand. Meanwhile, the time commitment can be substantial. Many contests stretch over several rounds spanning months. Serial competitor Michael Dwork, CEO of VerTerra Ltd., a Long Island City, Queens-based company that makes environmentally friendly dinnerware, said he has noticed a high dropout rate among fellow contestants because many become overwhelmed with the work involved in creating a winning entry.

That said, high-profile contests can put a winning startup on the map. "Their real value lies in getting exposure to potential investors, and feedback from potential customers and other key people who can help you succeed," said Mr. Dwork, who earned his M.B.A. from Columbia Business School.

He should know. He won first place and "fan favorite" in the Outrageous Business Plan Competition at Columbia in 2007, walking away with \$14,000. He placed second in the DFJ East Coast Venture Challenge the same year, earning the right to an investment of more than \$100,000. He also raised more than \$1.7 million in equity investment in 2007. (Mr. Dwork also won the first annual *Crain's New York Business* Perfect Pitch Competition at Columbia Business School in 2010.)

The credibility that came from winning helped him attract nearly \$2 million in venture capital from DFJ Gotham Ventures, Chazen Capital Partners and angel investors for a minority stake in the business. The company now services such culinary groups as the James Beard Foundation, StarChefs and *Saveur* magazine for their events.

Hot spot Bogota Latin Bistro, an eight-year-old Pan-Latin/Colombian restaurant and bar near the new Barclays Center in Park Slope, Brooklyn, probably would not have existed if founders Farid Ali and his business partner George Constantinou hadn't entered and won the Brooklyn PowerUP competition, according to Mr. Ali.

'BRAGGING RIGHTS'

Over the four months in 2003 that they participated in the contest, hosted by the Brooklyn Business Library, they learned the basics of business strategy and got a \$20,000 prize—\$10,000 in cash and \$10,000 worth of branding, marketing, legal and office-supply assistance. This helped them weather the flood of rejections from bankers and real estate agents that ensued.

"It gave us bragging rights and the confidence to pursue our business plan, since expert judges like Paisley Demby of PBN Consulting [a well-known New York startup guru] validated our concept," Mr. Ali recalled. Just six months after the contest, they were able to secure a \$100,000 working capital loan from HSBC to buy equipment and secure a lease. The profitable business pulls in about \$3.5 million in revenue a year.

Some contestants in business-plan competitions come full circle and become backers of the next generation of startups. Tribeca Venture Partners' Somak Chattopadhyay was a contender in the MIT \$50K Competition while an undergraduate in 1998. Today he is a judge for the Pace Pitch Contest, where he met competitor Rob Caucci, the founder of SpaceSplitter, a platform for college roommates that helps them manage expenses like sharing the rent. He is currently evaluating the venture, which is piloting its technology at Pace, for seed capital.

"My experience as a contestant made me appreciate the value of these events," Mr. Chattopadhyay said. "That's why I decided to be a judge. It's my way of giving back to the entrepreneurial community."



Pitch Contests Gain Popularity

BizPlanCompetitions.com

Amy Buttell

September 28, 2011

For years, business plan competitions were the only option for would-be entrepreneurs seeking prizes, funding and the chance to get in front of venture capitalists via a competition framework. But now, more and more competitions are adding elevator pitch — or simply pitch — contests as an option within an overall business plan competition.

Many of the major Ivy League competitions — including Harvard, Yale and MIT — feature pitch competitions. The advantage of a pitch competition is that it's much easier to enter, organize, participate and judge than a typical business plan competition, which typically encompasses an entire academic year, according to Bruce Bachenheimer, a professor of management who runs both the Pace University Pitch and Business Plan Competitions.

"Basically, competitors have three minutes in front of a panel of judges to sell their idea," he says. "There's an audience for our competition, who can suggest questions, and who also get an education in entrepreneurship." Last year, Pace gave \$50,000 in prizes to the competition winners, he says. The pitch competition has become very popular among business students.

Pitch contests require different skills than business plan competitions. In a pitch contest, you don't necessarily need to have the fully-fleshed out idea that you need to succeed in a business plan competition. Instead, as Bachenheimer puts it, competitors need to "have excellent presentation skills, be quick on their feet, be able to provide a quick summary and be responsive to the very pointed questions of a panel of very distinguished judges."

He's very pleased with the way the pitch competition, which is now in its eighth year, has evolved. "In the beginning, some of the ideas were kind of crazy, but it's gotten very serious," he continues. "It's very educational and very entertaining for the presenters and the audience. It's a fast-paced, fun learning opportunity for everyone, including the audience."

One big advantage of pitch contests is that they are relatively painless to enter. Instead of writing up a complicated, in-depth business plan that participants may have to revise numerous times over the months, a simple 500 word or so entry form, a brief biography and a 10-question form are the sole requirements for the Pace Pitch Contest. Not only is it simpler for the contestants, it is also much easier for the judges and organizers, he says.

And that makes it a good selling point for judges, who have to make a big time commitment to judge a business plan competition. Those can take months and judges must read multiple business plans, evaluate them at various stages and mentor competitions. With the pitch competition, it's a one-day commitment. It's also much easier on organizers, which is why it's easier to start and run a pitch competition than a full business plan competition, he continues.

Is a Bigger Jackpot Better in Business Plan Competitions?

BizPlanCompetitions.com

By Amy Buttell

September 22, 2011

Promoting entrepreneurship is also a goal of the [Pace University Business Plan and Pitch Competitions](#), says Bruce Bachenheimer, clinical professor of Management, who runs both of the competitions. "One of our goals is to encourage an entrepreneurial mindset, which is important in today's hyper competitive global economy, whether you work in an established business or not."

The brevity of the university's Pitch Competition is one reason it attracts a 400 person audience and a substantial number of actual competitors. That's impossible to accomplish in a business plan competition because of the nature of business plans and the sheer length of the competition.

"The participatory nature of the pitch competition means that it's benefitting the audience as well as the competitors," he says. "Everyone gets to hear about the ideas and follow the give and take between competitors and the judges as questions are asked and answered."

Win Over Investors in 3 Minutes or Less

Joanna Krotz

October 8, 2010

Every year, Pace University and the MIT Enterprise Forum of New York City host the Annual Pace Pitch Contest, which launched in 2004 and is open to any current or recently graduated college student. Winners of the New Business Concept and Social Venture categories are each awarded \$25,000.

The contest teaches aspiring entrepreneurs to deliver a winning business pitch within minutes — an important skill even for seasoned business leaders.

“In today’s busy world, with 140-character Twitter [posts] and one-paragraph Zagat reviews, everything has to be shorter and persuasive,” says Bruce Bachenheimer, competition founder and director of entrepreneurship at Pace.



How the contest works

After weeks of preparation and videotaped practice sessions, each team or individual presents a three-minute elevator speech to a 200-plus audience and a judging panel of investment pros. For the last contest, which took place on December 3, 2009, 10 finalists emerged from a field of 150 concepts and challengers from 40 schools.

Their ideas ran the gamut, including an all-natural sports products manufacturer, IT solutions to enhance hotel guest services, a medical diagnostic kit to test women’s tears for proteins that indicate breast cancer, mobile phone apps to streamline India’s vast street markets, and more.

Reviewing these award-winning pitches offers an ideal model to measure against your own elevator speech. The same elements that earned the judges’ approval — and some real funding — can reward your own bid for an investor’s attention.

What is an elevator speech?

The contest defines an elevator speech as “an extremely concise presentation of an entrepreneur’s idea, business model, marketing strategy, competitive analysis, and financial plan, which is delivered to potential investors.”

Such pitches are part of entrepreneurial legend. Picture a glint-eyed newbie who spots a potential investor and seizes the moment by getting into an elevator alongside the prospect. During the brief ride, while the investor is captive, the newbie passionately presents his or her business idea.

“All you’re trying to do, whether it’s a three-minute pitch or a six- or eight-minute presentation, is to whet the appetite for a follow-up and get an in-person meeting,” says Somak Chattopadhyay, principal at Greenhill SAVP, an early stage venture capital fund in New York, and a longtime Pace judge.

What goes into an elevator speech?

The most important factor in an elevator speech is the overall story, says Chattopadhyay. “What is the genesis of the opportunity and why are you excited about it? What niche are you trying to exploit?”

He points to three critical arenas that must be quickly and clearly explained:

1. Who is in your management team, what are their qualifications and what makes them suited for this opportunity?
2. Where does the idea fit into the competitive landscape? What makes it a true niche and a real opportunity? “There are killer pain points and then there are things that are nice to have [in your speech] — like the difference between antibiotics and vitamins,” explains Chattopadhyay. You need to be addressing something important.
3. Lastly, how will your idea scale? “This is where most companies don’t make it to the next step,” says Chattopadhyay. “It might be a \$1 billion health care market, but if you’re selling software only used by receptionists at certain types of medical practices, that’s another story.” If you describe a billion-dollar market, specify the percentage of that market you expect to capture.

Chattopadhyay also advises providing a clear explanation of why the opportunity will work and why the competition or other startups haven’t been successful.

Make your elevator speech ride with the times

Claims of huge returns and outrageous market grabs aren’t credible anymore, say Suzanne Muchin and Rachel Bellow at ROI Ventures, a social-impact market strategy firm based in Chicago. “Now you need a big idea, one with social and cultural impact,” says Muchin.

“These days, businesspeople aren’t talking about how much more money everyone is making,” agrees Bellow. “They’re talking about how to inspire stakeholders.”

Your pitch must also convince investors that you won’t burn through money. “This is the era of the lean startup,” says Bachenheimer. “If the idea costs \$1 million, you need to show \$100,000 milestones, a working model of how you will get and grow customers to make investors more comfortable.”

And the winners are ...

The critical requirement, sums up Bachenheimer, is “venture capitalists need to be convinced not only that it’s a good idea, but that you can make it happen. It’s always better to bet on the jockey rather than the horse.”

At the Sixth Annual Pace Pitch Contest, the gallop to the finish line put these ideas in motion:

- **The New Business Concept** award-winner: NewlyWish, an online wedding-registry service that links offline and online retailers and service providers with local engaged couples and gift-givers.
- **The Social Venture** award-winner: EGG-Energy, provider of an affordable, battery-powered energy solution that relies on established power grids to provide service to remote parts of Africa.

Others

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YoungEntrepreneur
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