PACE PITCH CONTEST

PACE UNIVERSITY

THE 16TH ANNUAL

Presented by: The Entrepreneurship Lab

Thursday, April 23, 2020

Come watch finalists pitch their new business concepts.

ENTREPRENEURSHIP LAB

Please register to attend at:

www.pace.edu/pitch

Table of Contents

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 Sixteenth Annual Pace Pitch Contest Schedule of Events

5:30 - 6:00 Registration and Networking
6:00 - 6:30 Welcome and Keynote address
6:30 - 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

Emcee

Bruce Bachenheimer, Executive Director, Entrepreneurship Lab

Judging Panel

Daniel Papes, President and Chief Commercial Officer, sndr
Bal Agrawal, CEO, LifeWorx, Inc
David Pike, Founder, New York Trolley Company

The Inaugural Pace Pitch Contest

The Inaugural Pace Pitch Contest was held on December 3, 2004. The event was exclusively sponsored by J.P. Morgan 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, J.P. Morgan 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.

<u>Judging Panel</u>
David Oreck, Founder and Chairman, Oreck Corporation
Cynthia W. Massarsky, President, CWM Marketing Group
Charles Ryan, Vice President, J.P. Morgan Chase
Jim Sharpe, Vice President, Gerson Lehrman Group

<u>Winners</u>
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:

<u>Banking and Finance</u>
Alan Baum, Vice President, J.P. Morgan Chase
Douglas Palumbo, Vice President, J.P. Morgan Chase
Charles F. Ryan, Vice President, J.P. Morgan Chase

<u>Angel Investors and Venture Capital</u>
William Fontana, Manager, Second Century Innovation and Ideas Corp.

<u>Marketing and Branding</u>
David Oreck, Founder and Chairman, Oreck Corporation

<u>The Press and Publicity</u>
Marc R. Angel, Senior Business Manager, Primedia
Geoffrey C. Lewis, Editorial Director, Primedia
Warren N. Bimblick, Senior Vice President and General Manager, Primedia

<u>Legal Issues and Intellectual Property</u>
Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
Larry Perlstein, Ombudsman, Gartner, Inc.

<u>Social Entrepreneurship</u>
Rob Johnston, Executive Director, Wilson Center for Social Entrepreneurship
Alice Korngold, Author, Leveraging Good Will

<u>Life as an Entrepreneur</u>

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

<u>Small Business Services</u>
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 J.P. Morgan 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, J.P. Morgan 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

(Harvard/Stanford) for CollegeWikis.com

The Fifth Annual Pace Pitch Contest

The Fifth Annual Pace Pitch Contest was held on December 4, 2008 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.

<u>Judging Panel</u>
Matthew Brown - Co-Founder, Emergent Properties Inc.
Brett Dovman - Founder, Panelfly Inc.
Rumit Mehta - Founder, Immersion Journeys
Sara Shikhman - President, BedroomFurnitureDiscounts.com

<u>Winners</u>
First Place ($1,000): John Robb, Pace University, Dyson, and Peter Francheschini, Pace University, Seidenberg, Pitch: Candoo
Second Place ($500): Robert Caucci, Pace University, Lubin, and Jeremy Pease, Pace University, Seidenberg, Pitch: SpaceSplitter
Third Place ($250): Henry Kusjanovic, Pace University, Lubin, Pitch: Prof-Source

The Ninth Annual Pace Pitch Contest

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

<u>Judging Panel</u>
Mark A. Herschberg - CTO, MadisonLogic
Charlie O'Donnell - Partner, Brooklyn Bridge Ventures
Stephen Sokoler - President & CEO, Altrum Honors
Michael Vesey - CFO, Majesco

<u>Winners</u>
First Place ($1,000): Christian Velez, Pace University, Dyson, Pitch: Nuque Tie New York
Second Place ($500): Geordi Taylor, Pace University, Dyson, Pitch: B100 Production Facility
Third Place ($250): Javier Dutan, Pace University, Lubin, Pitch: Nova Mobile Applications

The Tenth Annual Pace Pitch Contest

The Tenth Annual Pace Pitch Contest was held on April 17, 2014. **Kane Sarhan**, the Co-Founder of Enstitute, delivered the keynote address. 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.

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

Winners
First Place ($1,000): Paige Cecchi, Pace University, Dyson, Pitch: SheerStock
Second Place ($500): Camille Hugh, Pace University, Lubin, and Patrick Roche, University College Dublin, Pitch: The Interview Master
Third Place ($250): Kumesh Aroomogan, Pace University, Lubin and Anshul Vikram Pandey, New York University, Pitch: Accern

The Eleventh Annual Pace Pitch Contest

The Eleventh Annual Pace Pitch Contest was held on April 16, 2015.

<u>Judging Panel</u>
James Quick - Technical Evangelist, Microsoft
Ian E Scott - Managing Director, Scott Legal Services, P.C.
David Sederholt - EVP and Chief Operating Officer, Strategic Funding Source, Inc.
April Tam Smith - Executive Director, Morgan Stanley

<u>Winners:</u>
First Place ($1,000): Alexa McKenna, Pace University, Lubin, Pitch: EaTcard
Second Place ($500): Olga Bogomolova, Pace University, Seidenberg & Julie Gauthier, Pace University, Seidenberg, Pitch: CodaPillar
Third Place ($250): Robin Williams Jr, Pace University, Dyson & Robert Huguenot, Pace University, Dyson, Pitch: RamPak

The Twelfth Annual Pace Pitch Contest

The Twelfth Annual Pace Pitch Contest was held on April 14, 2016.

Judging Panel
Brendan J. Hart - Co-Founder and CEO, Proseper
Justin Hendrix - Executive Director, NYC Media Lab
Maria Mahl - Senior Program Manager, Clinton Global Initiative
Larry Perlstein - Executive Vice President, Social life Management Inc.

Winners
First Place ($1,000): Christopher Dunn-Meynell, Pace University, Lubin, Pitch: Ondori Anime
Second Place ($500): Ian Carvalho, Pace University, Seidenberg & Alexa McKenna, Pace University, Lubin, Pitch: Helpteer
Third Place ($250): Adil Sanai, Pace University, Seindenberg, Pitch: Everyday Pace

The Thirteenth Annual Pace Pitch Contest

The Thirteenth Annual Pace Pitch Contest was held on April 20, 2017.

Judging Panel
Darius Daftary - Director of Product Engineering, Artivest
Jessica Walker - President and CEO, Manhattan Chamber of Commerce Sarah
Leshner Carvalho - Head, LatAm Credit Research, Barclays Capital

Winners
First Place ($1,000): Danielle Ran (Lubin), Rachel González (Seidenberg)
Pitch: Minute Mantra
Second Place ($500): Andrew Ku (Seidenberg), Rohana Sosa (Seidenberg)
Pitch: VAICAM Pi
Third Place ($250): Destiny Wagner (Lubin), Ivan Cody (Dyson)
Pitch: Fitness Dynasty

The Fourteenth Annual Pace Pitch Contest

The Fourteenth Annual Pace Pitch Contest was held on April 19, 2018.

Judging Panel
Danny Potocki - Founder, FINIS Ventures
Christine Roth - Economic Development Advisor
Jonathan M. Satovsky - Founder and CEO, Satovsky Asset Management, LLC
Sandy Wollman, Co-Founder and Managing Director, Westchester Angels

Winners
First Place ($1,000): AngelEats - Quincy Doccy (Seidenberg), Weichao Hou (Lubin), Avinash Mudduluru (Seidenberg)
Second Place ($500): Sylvian Hyde - Jabari Chambers (Lubin), TJ Hyde
Third Place ($250): iCards - Jen McCall (Seidenberg), John Mulcahy (Seidenberg)

The Fifteenth Annual Pace Pitch Contest

The Fifteenth Annual Pace Pitch Contest was held on April 22, 2019

Judging Panel
Daniel Papes, President and Chief Commercial Officer, sndr
Susannah Bailin, Founder and CEO, AdviceCoach
John-Paul Parmigiani (JP), Co-Founder Impact Hub

Winners
First Place ($1,000): Coakum Technologies - Ajinkya Datalkar (Seidenberg), Manoela Morais (Lubin)
Second Place ($500): VYOU - Brennan Bodin (Lubin)
Third Place ($250): Astro - Jennifer Rhau (Seidenberg),Jevon Cowell (Seidenberg), Margarita Dominguez (Seidenberg), Jeremy Rivera (Seidenberg), Sammy Chen Li (Seidenberg)

PRESENTED BY

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 SCI^2 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.

SPEAKER

SPEAKER & EMCEE

Bruce Bachenheimer, Executive Director, Entrepreneurship Lab
Bruce Bachenheimer is a Clinical Professor of Management and Executive Director of the Entrepreneurship Lab at Pace University. He is an Emeritus Board Member and past Chair of the New York City Chapter of the MIT Enterprise Forum and served on the organization's Global Board. He has been widely quoted in a variety of domestic and international publications, interviewed on radio and television and has spoken on entrepreneurship at numerous organizations, including the Youth Assembly at the United Nations and the U.S. Department of State's International Visitor Leadership Program.

Mr. Bachenheimer began his career in investment banking and has worked for global corporations and new ventures. He has conducted business in over two dozen countries and was the founder of Annapolis Maritime Corp. and the Co-Founder of StockCentral Australia. He holds a BBA, Summa Cum Laude, from Pace University and received the McKinsey & Company Leadership Scholarship to pursue an MBA degree, which he earned from the Australian Graduate School of Management.

JUDGES

Bal Agrawal, CEO, LifeWorx, Inc

Bal Agrawal, Founder and CEO, LifeWorx, Inc; founded the company where trust, Skill and good fit in "Care at Home" 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 Eldercare, Nannies and Housekeepers to make client's life fulfilling and home safe. Building exceptional organization, target Marketing, investing in technology and growing LifeWorx is Bal's key focus. LifeWorx has one of the highest ratings on Google and it continues to grow with focus and high performing organization. Previously, Bal worked for Linde 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.

David Pike, Founder, New York Trolley Company

David Pike is a serial entrepreneur with 10+ ventures spanning multiple industries. He has been featured in Forbes, The New York Times, New York Post, Huffington Post, Business Insider, and VentureBeat among other publications. David is a mentor and advisor for startups at Founder Institute. He has guest lectured on entrepreneurship at his alma mater, the University of Michigan, where he graduated with a BSE in Industrial Engineering.

Daniel Papes, President and Chief Commercial Officer, sndr

Dan has more than 30 years of unique experience in the technology industry, including serving as a Section 16 Officer of a $36B public company, Digital Realty, the largest Data Center REIT in the world. Known as an inspiring leader, turnaround expert, and "corporate entrepreneur", he has worked for IBM (27 years), Westcon Group (a $6B IT distributor), Siemens Networking Systems (President, North America), and Mainspring (a pre and post IPO ecommerce consulting company). Among his achievements include leading the acquisition of Mainspring by IBM, launching IBM's e-commerce cloud/hosting business, creating a venture capital funded business inside the IBM portfolio named Mobile Enterprise Services, transforming the culture of Digital Realty from a real estate company to a customer-centric solutions provider while doubling sales volumes, and turning around a rapidly declining business for Siemens Networking to generate double digit growth. Dan has a BA from Vanderbilt University.

JUDGING GUIDELINES AND CRITERIA

Pitch Guidelines for New Business Concepts

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

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

Pitch Guidelines for Social Ventures

Social Ventures will be evaluated on the following judging criteria.

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

Ten Questions That You Should Try To Answer

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

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

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

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

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

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

FINALISTS

Commuter 2.0 Universal ID Card

Our team has a vision of creating a more equal college experience for both residential and commuter students. According to the National Centre for Education Statistics, 19.9 million students attended colleges in Fall 2019. Out of which approximately 86% are commuter students, as per Laura Horn, Director of the Center for Postsecondary Education Research, RTI International. The problem is that there is a large number of college students that are commuting but their experience isn't as fulfilling as residents because they experience multiple limitations. They aren't given access to buildings like residents do, or are able to use their student identification cards to purchase food and things the way that residents can. These limitations are affecting commuters' college experience in a negative way.

We have come up with an innovative, modern and realistic solution that helps us decrease the gap in college experiences for commuters. Our initiative is a universal student identification card that allows both residents and commuters access to all locations on campus, including residents halls which often lock commuter students out after a certain time.

Some college campuses don't have commuter meal plans, and our universal card would allow commuter students to have the same meal plan as their peers who live on campus. The one thing that every university/college president wants is to grasp the attention of potential students and increase their numbers. Creating a product such as our Commuter 2.0 student identification card would show that schools are taking an innovative and inclusive step forward to making the college experience equal to every student that enrolls.

Our market is all college campuses that have a fair amount of both commuter and resident students. The card will be created on each individual campus that chooses to use this product. We will garner funds from universities and off campus private companies as well, through sponsorship. The main aim would be to provide a large customer base for these companies and in turn they will provide certain benefits for students. There will be an annual fee to host the card and will be based off of the university as a whole. The product is currently in prototype development to be completed by July 2020 with a sales launch planned for the Spring semester in 2021.

Although most colleges will try to make commuter students feel more included by having commuter lounges, having commuter exclusive events on campus, etc.but this still leaves a divide between commuters and residents. Our universal ID card eliminates this segregated approach by utilising the existing ecosystem which is there for resident students. This makes our initiative both cost and time efficient for universities and students. Our ID card allows everyone to have an equal experience.

When some colleges give student ID cards, they place a sticker on it as well that states if the student is a resident or a commuter. Our new card would get rid of these stickers and have a new sleek design that would be consistent for all students.

Biographies

Shashank Dipankar

Shashank Dipankar is currently pursuing Masters in media studies & communication from Pace University. He has a bachelors in English literature and language and has also studied political science and philosophy. Later, he went on to do a Post Graduate diploma in print journalism. He went on to work in the field of journalism and joined India's oldest financial daily newspaper, The Financial Express, where he was covering the automobile, real estate and retail industry. Prior to that he successfully operated his own content website, covering current affairs across various topics and worked with a team of 20 writers. He has also worked as a managing editor for one other digital media startup.

Nigeria Belizario

Nigeria Belizario is a full-time graduate student of Media and Communications at Pace University with an expected December 2020 graduation date. She is interested in pursuing a career in the entertainment industry as a writer, correspondent and producer. As a transfer student who commutes to and from campus, she has a good understanding of the pros and cons that come with it. Prompting her to create a commuter friendly universal student card, for students like herself that don't have the same access to campus amenities like their peers who live on campus. She's excited to compete in her first ever Pace Pitch competition.
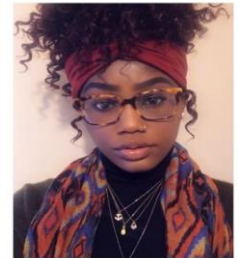
Arianna Santiago

Arianna Santiago is a graduate student at Pace University in the Media and Communications Master of Arts program at the Dyson College of Arts and Sciences. She has been studying Communications and Media since 2015 and earned a Bachelor of Arts majoring in Communications at Manhattanville College in Spring 2019. From working multiple part time jobs and commuting to and from campus, Arianna understands the limitations and setbacks that commuting puts on your college experience. She is passionate about making the college experience more inclusive and equal for everyone on campus.

GENECSIS Real Time Data

The GENECSIS company helps medium and large companies to grow up their business with data analysis, making possible to improve their sales and profit with better insights from their information. Our technology combines high end IoT (Internet of Things) concept with low-cost sensors and the very accessible Microsoft Excel to analyze real time data in a large scale using automated processes. With our service, instead of using people to manually input data in a slow pace and with the risk of human mistakes, our customers can collect a great variety of data about their environment, which helps them to detect losses, discover gaps in the production time and even understand seasonality on sales.

Every sector is moving to the digital transformation and we can help the companies to achieve this, no matter what their business is: finance, commerce, industry, entertainment, or even agribusiness. By using sensors, a farm for example can collect data of solar light intensity, temperature, humidity and wind speed, crossing with time and other data to optimize their production. A store can use movement detection to understand the best days with more customers to plan their offers and to sell more. The stores in Manhattan have a promising number of customers yet to be explored because of all the volume of data available in their services that they are not collecting and mining.

This is a huge market with just a few competitors. In fact, the main competitor of our service is the old method of manual data input, that we are coming to replace it. We offer a special solution because we can implement this IoT technology at a low cost and in a short time. Since we use Excel to analyze data, we talk about an existent software in most of our clients. This brings a positive impact not only because of the cost of licenses which are already paid, but also because of the know-how of their teams to work with the tool. We sell our kits thru an online store at the Amazon marketplace, using their logistics structure to distribute them around the US. Since we deliver the standard kits with a basic programming inside, our clients can start to use them immediately to read data. For the companies with special needs, we can go beyond by offering them thru our website some custom kits and special solutions, from data analysis dashboards and prediction tools, to complete digital panels that allows people to control external devices like alarms, doors, signs, engines and others.

By counting with a large variety of suppliers around the globe, we can grant a continuous deliver even in the case of interruptions in one of the suppliers. All the devices that we use in our solutions follow some international standards and are well available in the market. On this moment, we are seeking for investors that could inject $100,000 in our company to expand our development and sales team, so we will be able to scale our business by delivering more standard and custom kits to clients in all the United States.

Biographies

Ligia Galvão

Ligia Galvão is a Bachelor's in Business Administration (BBA) by Veiga de Almeida University and has a Master of Business Administration (MBA) in Strategic Management by the University of São Paulo. Currently, she is a Master's degree student at Lubin School, majoring in Customer Intelligence and Analytics. She has extensive experience in the Business Intelligence area in Brazilian Pharmaceutical Industry, such as GlaxoSmithKline (GSK) and Merck. Throughout her career, Ligia has been working with data collection and data analysis to transform them on insights to support business strategies. Through the implementation of business intelligence tools and the development of dashboards, Ligia works to improve a data driven culture in enterprises. She is a data visualization expert who uses diverse graphic visualization techniques to convert data sets on information easy to be read and to be comprehend. Also, Ligia keeps a blog called Vamos Analisar to share relevant information about the data analytics world to the Brazilian audience.

Cristiano Galvão

Cristiano Galvão has been working with Information Technology since 1996. He is MBA in Management, Entrepreneurship and Marketing, graduated in 2019 with grade 9.7/10. He also owns a Bachelor's Degree in Computer Science, a postgraduate diploma in Business Management and IT, and an Associate diploma in Data Processing. He helps large companies to collect data from different sources and transform it on insights. He participates of technical communities helping to spread knowledge, learning a lot and giving some advice for those who seek to improve productivity on their companies using automated processes. One of his projects is Excel Turbo, composed of a YouTube channel and Facebook page with 20K+ followers. Other project that he runs is Excel Weekend, the largest Excel conference in Latin America, which brings together the best talents on this field. Although Excel and VBA are his specialties, he is always trying something new with other technologies like Power BI, PowerApps, Python, R, Machine Learning and the possibilities of Data Science and Artificial Intelligence on business world.

Green Neighbor

Brief Business Description - A large majority of online shoppers say they've kept purchases that they actually intended to return, mainly because returns are a hassle. Green Neighbor's mission is to get rid of inefficient, expensive, and slow return services while preventing excessive waste by implementing biodegradable packaging and full service delivery methods.

Opportunity/Problem - The online shopping experience is quick, easy and can be done from anywhere. The returning experience is not nearly as practical, and it comes with costs. Return policies, shipping costs and pure inconvenience. According to a study done by Digital Commerce 360 in 2019, roughly half of American consumers reported that physically shipping their returns was the single greatest challenge when returning online goods. Ordering stuff through the mail in and of itself is often considered to be environmentally unfriendly due to the packaging and traffic it generates. That is why we are aspiring to positively influence our consumers to make a more conscious and environmentally friendly effort when considering return services. Our target audience's main concern may not be based on the environment, but will definitely play a deciding factor when it comes to comparable rates and competitive services. Why not use a service that is more efficient and beneficial to all parties.

Solution (Our Mission) - Our mission is to redesign the return experience for online shoppers by allowing online consumers to receive confirmation of their returned items instantly to their phones.

Market - U.S. consumers that shop online and purchase from retail stores and or local businesses. We target online consumers in the U.S. of all races, genders and sexes from the ages of 18 - 70. Their estimated annual income ranges between $30,000-$150,000 who own a cell phone and have an understanding of how to use mobile apps.

The Green Neighbor Business Model: The Neighbor (Package collector)
- Anyone with a driving license, a car and a background check can apply to be a neighbor. After screening, the package collector is enlisted in the system and given a Green Neighbor badge making them credible and verified.

The Consumer (Returner/client)
- Registered users download the Green Neighbor app to their phones or log in online and if they have an item, they need to be returned they:

#1 Scan or email receipt (customer must have printed or online receipt to upload digitally)
#2 Select zip codes (sender & provider or from & to)
#3 Select pickup date
#4 Schedule pickup time (we print out an instant label, for an additional cost & convenience for the customer)
#5 Input return item (optional, but can include a picture of the product to ensure quality before pickup & return, which is also essentially damage control for consumer & provider)
#6 Lastly; Optional (Special delivery notes and action requests).

They can also track the neighbor while they are in transit to the store. After arrival, they will receive confirmation that the item was returned and the money is on its way back to their account. This service is convenient for the online shopper looking to return their unwanted purchases at ease and feel in control from wherever they are at the reach of their fingertips.

Revenue Model - Customers will have to pay for a delivery fee and a cancellation fee if necessary. Amount of items and size will dictate pricing. The store in which the item is being returned will pay a percentage of our costs.

Marketing & Sales Strategy / Demand Generation - Early Adopter Advocacy (word of mouth), Referrals, Reviews, Partnerships (SandCloud), Endorsements , Social Media advertisements (Twitter, Facebook, Instagram, Snapchat, Podcast Endorsements).

Deliverables/Milestones - We would start in local areas, specifically small counties to test interest, demographics and target audience. After that initial time period we would then begin to expand and make our way into the cities as we grow. Once we receive feedback from consumers and gather data we can make a better prediction of our projected income and future ROI.

Biographies

Athena Greschler

Athena Greschler is a full time senior at Pace University in the Dyson College of Arts and Sciences. She is currently studying for her Masters degree in Communications and Media Arts. She is expected to graduate in May 2021. She's traveled to over 33 countries and has interned internationally as a Social Media Marketing Assistant for a gastronomic marketing agency known as LaMaga Comunica. She has also interned with an environmental nonprofit, (CELF) Children's Environmental Literacy Foundation in content creation and event planning. She has experience as a teachers assistant and held numerous leadership positions throughout Greek Life, Residence Hall Association, and Her Campus. She also devotes time to volunteer with organizations such as Feeding Westchester and Teatown Lake Reservation. She's passionate about sustainability, innovation and creativity. She actively supports conservation efforts, local business, education and women empowerment. Her goals are to create original and engaging media content while ensuring complete transparency with the public.That is the key to success in communication.. She loves being a part of the Green Neighbor because of its unique, sustainable, quick and friendly return service.
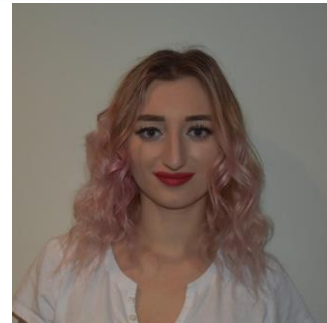
Monique Rios

Monique Rios graduated from Manhattanville College with a BA in Communications and a BS in Marketing. As a firm believer in networking, she always found herself connecting with people who inspired her and opened doors to several internships and jobs she pursued while maintaining a high GPA. A few years after graduating, her fascination with the communications industry urged her to pursue her master's degree in Media and Communications at Pace University. While building her knowledge as a part-time graduate student, she has fully immersed herself in her exposure, experience and growth as a Corporate Communications Intern at Ketchum - a Global Communications Consultancy. As a graduate student and intern, Monique has been grasping different parts of the business world and mastering ways to perform and present meaningful work. When she graduates on May 20th, 2020, she hopes to continue her work at Ketchum full time.

With her marketing and communications background, Monique aims to create informative content built on a communication strategy that is flexible and capable of defining the right channels and tools for business storytelling to thrive. Most importantly, she wants to use her critical thinking to generate solutions and encourage innovation.

Kevin Crompton

Kevin Crompton graduated from Southern Connecticut State University with a Bachelor of Science Degree in Journalism. He minored in Business Administration and completed a Cognate in Marketing. He is currently pursuing a Masters of Arts in Media and Communications from Pace University. As an undergraduate, Crompton served as the Editor-in-Chief of his student newspaper after his tenure as Sports Editor. Crompton led and managed a 13-person staff in producing a weekly newspaper paper. He oversaw the layout and design of the paper each week and adjusted the club budget from semester to semester.

Crompton also interned at CT Sports Now, a Connecticut based sports show that aired live every Monday through Friday from 10:30-11 p.m. In this role, he worked under intense deadline pressure as a multimedia journalist to shoot local games across the state, edit together highlight packages and present them as an anchor. In his current position as a Graduate Assistant for Pace Athletic Communications, Crompton is involved in all marketing, promotions and public relations for athletics. He assists and manages gameday operations including serving as the main media contact on some occasions. He is in charge of gameday live streams and manages staff interns.

International Global App

International Global App is a software application which has been developed to address certain specific problems related to the alien settings of international students.

A 2019 UNESCO report listed the international student rate at 5.3 million, with more than half of them enrolled in educational programs in six western countries. Many of these newlyadmitted students face a variety of challenges, such as culture shock, financial support, language barrier and academic writing. While schools of the host countries enable programs and platforms to address and ease these major problems, other areas of concern however fall outside the coverage of the well-meaning provisions.

One such area is a glaring lack of professional development resources to enhance the preparation of these international students for work in their chosen business environments. In this regard, this application attempts to resolve this challenge by providing information, tips and a social networking platform for international students to assimilate better and navigate the potential paths of the professional environments easily.

Our university-based application will operate as a social platform for international students to engage with other university students and academic programs, learn new cultures and potentially prepare them for future professional endeavors. This platform would be accessible on Blackboard with a Pace University email and password, and will allow both international and non-international students to communicate and collaborate together for networking, social support and tutoring purposes. Our platform will use automated data generated from student profiles on the platform in order to offer a generated pairing between two students with similar backgrounds and/or professional goals. The application will also function as an open platform for general student interaction.

This venture seeks to address difficulties within job searching and academic program involvement as international students adjust to new environments. According to Andrate in the Journal of Research in International Education, one of the major adjustments for international students is English language proficiency and culture which ultimately affect academic involvement. International Global App seeks to aid in the international student acclimation experience by acting as an educational and social resource for these students to learn from and connect with other students, ultimately increasing academic involvement and confidence to enter the workforce post-graduation. It also aims to add educational tools in the future such as facial recognition software to identify non-verbal cues and an interactive English language learning software, all of which, we hope, would lead to increase international students' involvement in academic programs by September 2020 from 0% to 30% of all international students' associations.

Based on the measure of its hopeful success within the Pace University community, International Global App shall be made available as a resource tool to all New York Universities to spread the benefits to other enrolled international students, and, ultimately the country if it continues to find relevance within the academic community.

Biographies

Christly Hernandez

Christly Hernandez is a full-time Media and Communications graduate student at Pace University with an expected graduation date of May 2021. She has earned a bachelor's degree in media and communications from SUNY New Paltz and has gained valuable production experience through several internships and freelance positions at media start-ups and is interested in pursuing a career in Video Editing Being an American student, she can provide a different point of view into understanding what international students need and how students like her can be involved in the application we are pursuing. Her hobbies include going to the gym, cooking and mixing music.

Malika Duisbek

Malika Duisbek is a Full-time graduate student at Pace majoring in Media and Communications. She has earned a bachelor's degree from marketing and her International work and academic experience with foreign students made it possible to understand the differences in cultural communication in the classroom as well as in the work environment which turned into the passion to create the tool for international students to collaborate effectively in the global work environment. Malika is currently an operations and social media intern, leading social networks for media platforms for Pace University Career Services.

Kobby Amoako Bekoe

Kobby Amoako Bekoe is a graduate student of Media and Communication Arts at Pace University. He is a trained filmmaker (New York Film Academy), aspiring screenwriter, and a short story writer whose work has appeared in Open Road Review, (South Asia's Leading Magazine of Literature and Culture) and other magazines in his native Ghana. He also has a background in graphics design and indulges in it mostly as a creative pastime.

Media and Comms Pamphlet Book

Our team has a vision of creating a physical pamphlet book by graduate students for Media & Communications incoming, current, prospective, and future students. What we are passionate the most about is creating a go-to booklet with all the requirements and timelines for each semester in order to eliminate the current mass confusion.

The ability to supply students with this booklet will greatly decrease the current mass confusion and increase the understanding of what is required to graduate on time.

The pamphlet would outline all the requirements and explain the details associated with the program that cause confusion now. There are two paths you can take, one towards Filmmaking and the other towards Media/Social Media. Explaining that breakdown and the elective courses offered for each is the first section. Included in the details is an explanation and requirements list between the internship or thesis that students get to choose to complete the programs. At the end of the programs, a comprehension exam brings a lot of uncertainty to the students and confusion is closely followed. A fully detailed list of what is needed to submit the semester before with the exam rules and an outline will bring clarity to the students in the program.

Biographies

Akanksha Kashyap

Akanksha Kashyap is currently a student of Dyson School of Arts and Sciences pursuing M.A in Media and Communication Arts. She has her undergraduate degree in B.A (Journalism and Mass Communication) from Amity University, Mumbai, India. Along with that, she also has a Post Graduate Diploma in Print Journalism from Indian Insitute of Journalism and New Media, Bangalore, India. She has been quite active in the field of journalism, from interning at the best newspapers and news channels in India. She is extremely energetic and passionate about communication. With a flair in writing, she is an able leader that posseses impeccable communication skills.

Emily Arrieta

Emily Arrieta is a graduate student at Pace University working on her Master's Degree in Digital Filmmaking and Media Production. Emily loves all forms of art and media. She is employed as a school photographer and her goal is to apply her knowledge and skills in the film industry. Her daily goal is to create perfect photos that give people joy for their whole lives. Her long term goal is to have a long career in the media, cultural and creative industries in the areas of television, film, video, and digital media. She enjoys collaborating with her fellow industry members to create, innovative images and video. Emily has a whimsical sense of humor and enjoys employing it to create media. Emily has created two short films the Spooky Chase and Stick Figure Summer Camp.
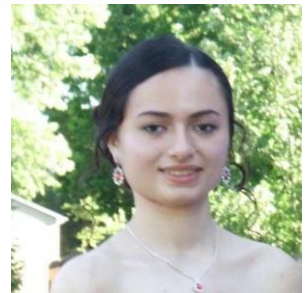
Hayley Foutz

Hayley Foutz is an energetic, passionate, and ambitious person in all aspects of life. Her curiosity extends to wanting to learn as much information as she can about subjects so she can understand them better. She has the ability to apply the detailed necessary information in a layout that catches the eye. Her background knowledge involves the fields of social media, communications, research, and journalism. She is a current student in the Pace University graduate program for Media & Communications, and graduated with her undergrad at Pace University in the Spring of 2019. She looks forward to a bright future in the communications world where she will get to interact with people daily.

Surge Systems Campaigns

Surge Systems and Solutions is an organization that will specialize in public relations, marketing, advertising, event planning, social media, and more. To help future clients with these efforts, we have created a platform called Surge. Surge will allow its users to save time when it comes to campaign plans as it will do a majority of the work for the client.

Our target market and potential users would be public relations professionals, marketers, and other business professionals involved in campaign plans. These plans range from small to in-depth plans for increasing brand reputations or driving revenue. They can involve social media, email blasts, newsletters, and more. However, these plans mean nothing if the user does not know how to properly evaluate them in order to understand its success. As Peter Drucker, an Austrian-born American management consultant, educator, and author once said, "if you don't measure it, you can't improve it."

The team at Surge Systems and Solutions have the knowledge of how these plans are created, tracked, and evaluated on paper. By using this and other formulas as a basis for Surge's algorithm, Surge will provide its users with a cohesive, time-efficient campaign plan experience. Surge will launch with evaluation being its initial feature and will utilize the accounts' information to track numbers such as likes, follows, clicks, and more. From these analytics, Surge calculates the statistics by date and lets its users see daily, weekly, and monthly reports. The evaluated information can also be compiled by individual platforms or it can compile all numbers into one for summaries. In regard to the practicality of digitalizing the campaign plan experience, various data supports that Surge will be utilized enough to be successful.

Take for instance Hootsuite, a free and premium application capable of planning social media posts and tracking the analytics. Initially released in November of 2008, Hootsuite currently has over 18 million users, ranking in the top 10 most popular social media management tools. Other free websites provide the basic ideas of how to create a campaign experience for a business.

Surge will improve upon these tools by providing a platform that not only does more for the user but provides an easier and more understandable customer experience. Surge easily tracks and reports data based on the user's desired filters in order to correlate with their chosen return on investment field. For example, if the marketer determines success in relation to followers, statistics will relate to this. Other analytics are always available, but these would be shown first.

In addition to its focus on providing users with a simple, easy-to-use and intuitive experience, Surge will provide a free template for planning campaigns. Eventually, the app/website could be used to conduct and create these plans, all in one place. The ultimate goal of Surge is to extend beyond the campaign plan management system and platform and become a well-known brand.

Due to the knowledge and education that users already have, and all of the free options on the internet, Surge will be free to download and use but will have in-app/premium purchases available. Advertising will also be a primary function of monetary growth. Nonetheless, we are missing one vital aspect to our team which is someone with coding experience. With additional finances invested, we could pay a coder and handle website fees, other application fees, and marketing fees.

Since public relations professionals and marketers can agree that creating, conducting, and evaluating campaign plans is time consuming, engagement should prove to be successful, given that the proper marketing steps are taken. An engaging, yet simplistic, mobile and web experience is believed to be the first step.

Biographies

Magen Wolmart

Magen Wolmart is a full-time student in the combined degree program in the Media, Communications, and Visual Arts Department in the Dyson College of Arts and Sciences at Pace University. Her undergraduate major was communications, which she finished in the fall of 2019. Her concentration in graduate school is social media and public relations and her expected graduation date is August of 2020. Currently, Magen is working as a Social Media/Marketing Coordinator for Anonymous Alerts, LLC in White Plains, New York. In her undergraduate study, she designed a prototype for an application, called iHospital, to be used by doctors, nurses, EMTs, and other hospital employees. Magen enjoys innovation, especially when it aligns with her hobbies and passions. She is interested in starting her own business and has a love for event planning and writing.

Shantina Scott

Shantina Scott is a graduate student at Pace University. She is currently enrolled in the Media, Communications, and Visual Arts Department. She is a full-time student and her expected graduation date is May of 2021. Shantina holds over 15 years in sales and customer service experience and will transfer this experience into aiding in the success of this app. Shantina would help to sell, market, and brand this project. Her education at Pace University will help her execute this plan. She is dedicated and passionate about this project and truly believes that if given a chance this app could change the way campaigns are built in the future.

Alex Romanelli

Alex Romanelli is a currently a communications student in the graduate program in Pace University's Media, Communications, and Visual Arts department. His expected graduation date is December 2020. With broadcasting and communications in his family's history, he is looking to continue the trend of working in communications. Alex's grandfather had previously worked as a sound engineering technician for the Milwaukee Bucks basketball team and Milwaukee Brewers baseball team. Alex has a passion for helping children gain a better education and works closely in elementary schools with different special education organizations. Alex is setting out to create his own future in the world of communications. By combining his interests in education and communications, he hopes to find a career in media literacy. He is very passionate about sports, fashion, and helping others do their absolute best.
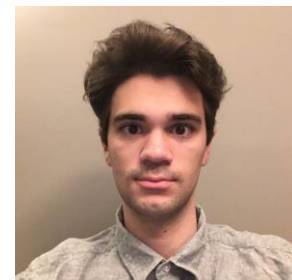
SPECIAL THANKS

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 fifteen years.

Daniel Papes, President and Chief Commercial Officer, sndr
Michael Gabriel, Founder, Quantum Barometer LLC
John-Paul Parmigiani (JP), Co-Founder Impact Hub
Susannah Bailin, Founder and CEO, AdviceCoach
Bal Agrawal, CEO, LifeWorx, Inc
Sang Ahn, Principal, Dawntreader Ventures
Mumtaz Alvi, Counselor-at-Law
Marc R. Angel, Senior Business Manager, Primedia
David Arabov, Co-Founder and CEO, EliteDaily.com
Rohit Arora, Co-Founder and CEO, Biz2Credit
Fred Aslan, MD & Vice President, The Michaelian Institute
Shoshi Bacon, FreshBiz Business Center Manager
Mitchell Barnett, Vice Chairman, Cushman and Wakefield
Alan Baum, Vice President, J.P. Morgan Chase
Thatcher Bell, Associate, Draper Fisher Jurvetson Gotham Ventures
Karsten Berlage, Managing Director & Global Head of Weather Risk Solutions, Allianz Risk Transfer
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Matthew Brown, Co-Founder, Emergent Properties, Inc.
Ellen Carey, Manager, Global Impact Investing Network
Majora Carter, Founder and Executive Director, Sustainable South Bronx
Leshner Carvalho - Head, LatAm Credit Research, Barclays Capital
Miguel Centeno, Chief of Marketing, U.S. Small Business Administration
Gurbaksh Chahal, Founder, RadiumOne
Somak Chattopadhyay, Vice President, Greenhill SAVP
Carolyn Chin, CEO, Cebiz
Matthew Commons, Chief Financial Officer, FloDesign Wind Turbine Corp.
Darius Daftary - Director of Product Engineering, Artivest
Eric Diamond, Founder & Chief Strategist, Tribeca Cloud
Kevin Dierks, Research Scholar - Mobile UX, Pace University
Brett Dovman, Founder, Panelfly, Inc.
Vitaly Feldman, Co-founder, MetroHorse
Wendy Felton, Social Media Manager, Lubin School of Business
Carlos F. Flores, Managing Director, Golden Seeds Angel and Venture Capital Investment Group
William Fontana, Manager, Second Century Innovation and Ideas Corp.

John Fox, President and Co-Founder, Homeland Energy
Michael Frogel, MD,
Robert Fuhrer, NexToy LLC
Ronen Gafni, the Creator and Founder, FreshBiz
Ashling T. Ganes, Project Manager, Cushman and Wakefield
Eric Gertler, Executive Vice President, New York City Economic Development Corporation
Simcha Gluck, Founding Partner, FreshBiz
Michael Gochman, Gochman Group Inc.
Victor Goldsmith, Executive Director, Second Century Innovation and Ideas.
Liz Hamburg, co-host of Launchpad) and President of Upstart Ventures LLC
Sam Hamadeh, CEO and Co-Founder of PrivCo
Brendan J. Hart - Co-Founder and CEO, Proseper
Allison Haunss, Host, Working Woman Report
Justin Hendrix - Executive Director, NYC Media Lab
Mark Herschberg, CTO, MadisonLogic
Orin Herskowitz, VP of Intellectual Property and Tech Transfer, Columbia University
Steve Hindy, Co-Founder and President, Brooklyn Brewery
Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
Howard Homonoff, President, Homonoff Media Group LLC
Sabrina Horn, Founder, President & CEO, Horn Group
Mary Howard, Principal, designtechnologies
Jasmin IIkay, Founder, Jicama Marketing
Debera Johnson, Executive Director, Center for Sustainable Design Studies and Research
Rob Johnston, Executive Director, The Wilson Center for Social Entrepreneurship
Clarence B. Jones, Executive Consultant, Marks Paneth & Shron
Peter Kash, Co-founder and Chairman, Two River Group Holdings
Anna Khan, Venture Capitalist, Bessemer Venture Partners
Mark Kay, CEO, Strikeforce Technologies
Lenny Kharitonov, BedroomFurnitureDiscounts.com
Alexander Koretsky, Co-founder, MetroHorse
Alice Korngold, Author, Leveraging Good Will
Lynne Lambert, NYCSubwayLine.net
Miles Lasater, COO and Co-Founder, HigherOne
William R. Lee III, Associate Director, Cushman and Wakefield
Karen Leland, President, Sterling Marketing Group
Andy Levine, President/Chief Creative Officer, Development Counsellors International (DCI)
Ted M. Levine, Founder and Chairman, Development Counsellors International (DCI)
Patricia T. Levine, Vice President, Development Counsellors International (DCI)
Asher Levine, Asher Levine Studio
Geoffrey C. Lewis, Editorial Director, Primedia
John Lewis, Finance Manager, WeWork
Regina Lian, Founder and President, Financial Comfort Inc.

Mary P. Lieto, Executive Director, Auxiliary Services, Pace University
Stanley S. Litow, President, IBM International Foundation
James B. Lockhart, Associate, Greenhill SAVP
Maria Mahl - Senior Program Manager, Clinton Global Initiative
Emanuel Martinez, Managing Director, Greenhills Ventures
Cynthia W. Massarsky, President, CWM Marketing Group
James P. McCauley, Jr., President & CEO, Income & Asset Advisory, Inc.
Gustavo de Medeiros, Founder, NationPhone
Rumit G. Mehta, Founder, Immersion Journeys
Modest J. Mero, Minister Plenipotentiary at the Permanent Mission of the United Republic
of Tanzania to the United Nations (UN)
Michael Moretti, Senior Relationship Manager, Silicon Valley Bank
Howard Morgan, Director, Idealab
Thomas Mulligan, Relationship Manager, J.P. Morgan Chase
Brian J. Nickerson, PhD, Director LLC
Aundre Oldacre, VMIX
David Oreck, Founder and Chairman, Oreck Corporation
Robert E. Ortiz, Program Director, Students in Free Enterprise
Douglas Palumbo, Vice President, J.P. Morgan Chase
Henry Park, Principal at Law Office of Henry Park LLC
Larry Perlstein - Executive Vice President, Social life Management Inc.
Danny Potocki - Founder, FINIS Ventures
Dr.Yael Porat, PhD, CEO, Founder of Biogencell
Jerald Posman, Director, Project Enterprise
Fredric Price, Chairman & CEO, Chiasma
James Quick, Technical Evangelist, Microsoft
David S. Rose, Chairman, New York Angels
Sacha D Ross, Partner, Wilson Sonsini Goodrich & Rosati
Christine Roth - Economic Development Advisor
Charles F. Ryan, Vice President, J.P. Morgan Chase
Haik Sahakian, Adjunct Professor, Pace University
Kane Sarhan, Co-Founder, Enstitute
Jonathan M. Satovsky - Founder and CEO, Satovsky Asset Management, LLC
Wallace Santos, Co-founder, Maingear Computers
Nicholas Schiavo, Accounting Director, AltResources
Ian E Scott, Managing Director, Scott Legal Services,P.C.
Hugh A. Schwartz, Chadwick Communications
David Sederholt, EVP and Chief Operating Officer, Strategic Funding Source, Inc
Jonathan Serko, Vice Chairman, Cushman and Wakefield
Daniel Shaffer, Founder & CEO, Piximity
Archana Shah, Executive Director, Morgan Stanley
Jim Sharpe, Vice President, Gerson Lehrman Group
Patty Sherin, Certified FreshBiz Facilitator
John (JT) Shields, Managing Director, Hedge Funds Group, The Blackstone Group
Sara Shikhman, President, BedroomFurnitureDiscounts.com
Alan Siege, Principal, Small Business Management Consulting

Bernard M. Siegel, CPA and Certified Professional Coach
Geoffrey W. Smith, Director, Center for Technology, Innovation, and Entrepreneurship
Lori S. Smith, Partner, Goodwin Procter LLP
April Tam Smith, Executive Director, Morgan Stanley
Melissa Stepanis, Relationship Manager, Silicon Valley Bank
Craig Tashman, Co-Founder and CEO, LiquidText
Stella Templo, Executive Officer, WeWork
Prudence Thiry, Counsel at Law Office of Henry Park LLC
Marie J. Toulantis, Member Pace University Board of Trustees
Jessica Walker - President and CEO, Manhattan Chamber of Commerce Sarah
Lori Anne Wardi, President and CEO, Pebble Alley LLC
Josh Weiss, Founding Partner, FreshBiz
Sandy Wollman, Co-Founder and Managing Director, Westchester Angels
Christopher Woods, The Blackstone Group

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
Olga Bogomolova, Pace University - Seidenberg School of Computer Science
Douglas Booton, Pace University
Chiranjeey Bordoloi, Pace University - Seidenberg School of Computer Science
Dennis Brady, Pace University
Peter-Charles Bright, Harvard University
Harry Brodsky, Pace University - Lubin School of Business
Teresa N. Brooks, Pace University - Seidenberg School of Computer Science
Wade Cameron, Pace University - Dyson College of Arts & Sciences
Peter Cao, Pace University - Lubin School of Business
Xavier Carlson, Pace University - Seidenberg School of Computer Science
Ian Carvalho, Pace University - Seidenberg School of Computer Science
Rob Caucci, Pace University - Lubin School of Business
Jabari Chambers, Pace University - Lubin School of Business
Ross Charbonne, Pace University - Lubin School of Business
Ivan Cody, Pace University - Dyson College of Arts & Sciences
Jimmy Conde, Pace University - Lubin School of Business
Luke Davenport, Columbia University - Columbia Business School
London Davies, New York University - Stern School of Business
Brandon DeLuca, Pace University - Seidenberg School of Computer Science
Chinmay Deshpande, Pace University - Seidenberg School of Computer Science
Alexander Dimcevski, Pace University - Lubin School of Business
Joe DiPasquale, Stanford University - Graduate School of Business
Dane Disimino, Pace University - Lubin School of Business
Thanh Do, Pace University - Lubin School of Business
Quincy Doccy, Pace University - Seidenberg School of Computer Science
Christophoer Dunn-Meynell, Pace University - Lubin School of Business
Javier Dutan, Pace University - Lubin School of Business
Mac Exume, Pace University
Peter Francheschini, Pace University - Seidenberg School of Computer Science
Shivani Gade, Pace University - Seidenberg School of Computer Science
Anna Geller, Pace University - Lubin School of Business
Daniel Gilbert, Pace University - Lubin School of Business
Paige Cecchi, Pace University - Dyson College of Arts & Science

Julie Gauthier, Pace University - Seidenberg School of Computer Science
Frederik Gieschen, Pace University - Lubin School of Business
Roy Gilis, Pace University - Lubin School of Business
Hardik Gohil, Pace University - Lubin School of Business
Rachel Gonzales, Pace University - Seidenberg School of Computer Science
Adam Gromis, New York University - Stern School of Business
Sumeet Gujaran, Pace University - Lubin School of Business
Diana Hardeman, New York University - Stern School of Business
Ricky Harris, Pace University - Seidenberg School of Computer Science
John Harrison, Pace University - Lubin School of Business
Jin He, Pace University
Elyse Hinojosa, Pace University - Lubin School of Business
Weichao Hu, Pace University - Lubin School of Business
Stefan Howansky, Pace University - Seidenberg School of Computer Science
Camille Hugh, Pace University - Lubin School of Business
Robert Huguenot, Pace University - Dyson College of Arts & Science
Sylvian Hyde, 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
Andrew Ku, 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
Jennifer Li, Pace University - Dyson College of Arts & Science
Syman Li, Pace University - Lubin School of Business
Sarah Lipkin, Pace University - Lubin School of Business
Scarlett Loughlin, Pace University - Lubin School of Business
Jen McCall, Pace University - Seidenberg School of Computer Science
Felix Macharia, Columbia University - Columbia Business School
Connor Maggee, Pace University - Seidenberg School of Computer Science
Justin Mandel, Columbia University - Columbia Business School & School of International and Public Affairs
Andres Martin, Pace University - Lubin School of Business
Christopher Matcovich, Pace University - Elisabeth Haub School of Law
Alexa McKenna, Pace University - Lubin School of Business
Eric Russell Melchor, Pace University
Alton Mirakaj, Pace University - Seidenberg School of Computer Science

Ankit Mohokar, Pace University - Seidenberg School of Computer Science
Andrew Morales, Pace University - Lubin School of Business
Avinash Mudduluru, Pace University - Seidenberg School of Computer Science
John Mulcahy, Pace University - Seidenberg School of Computer Science
Martine Nezerwa, Pace University - Seidenberg School of Computer Science
Joel Nybeck, New York University - Stern School of Business
Ronen Oren, Pace University
Kenneth Okereke, Pace University - Seidenberg School of Computer Science
Stephanie Okereke, Pace University - Seidenberg School of Computer Science
Heather O'Shea, Pace University - Lubin School of Business
Raluca Pache, Pace University - Lubin School of Business
Anshul Vikram Pandey, New York University
Neel Patel, New York Institute of Technology
Jeremy Pease, Pace University - Seidenberg School of Computer Science
Phuc Pham, Pace University - Seidenberg School of Computer Science
William Phelps, Pace University - Lubin School of Business
Medaline Philbert, Pace University - Seidenberg School of Computer Science
Nikita Ptchelka, Pace University - Lubin School of Business
Tiffany S. Rad, University of Southern Maine
Haseeb Ur Rahman, Pace University - Seidenberg School of Computer Science
Noushi Rahman, Ph.D, Pace University - Lubin School of Business
Danielle Ran, Pace University - Lubin School of Business
Michael Rawlins, Pace University - Lubin School of Business
John Robb, Pace University
Nathan Robinson, New Jersey Institute of Technology
Patrick Roche, University College Dublin
Rich Rosenblatt, Columbia University - Columbia Business School
Larri Rudma, New York University
Frank L. Russo, Pace University - Lubin School of Business
Anas Sabri, Pace University - Lubin School of Business
Praneet Sahni, Pace University
Dipika Sankhe, New York University
Alexander Salzman, Princeton University
George Samuel II, Pace University - Seidenberg School of Computer Science
Adil Sanai, Pace University - Seidenberg School of Computer Science
Suman Saurabh, Pace University - Seidenberg School of Computer Science
Matthew Schmitt, Pace University - Lubin School of Business
Shane Sethi, Pace University - Lubin School of Business
Jigar Shah, Pace University - Lubin School of Business
Emily Sheetz, Columbia University - Columbia Business School
Varad Raj Shere, Pace University - Seidenberg School of Computer Science
Fang Shen, Pace University - Lubin School of Business
Yury Shteyman, Pace University - Seidenberg School of Computer Science
Alan Siege, Pace University - Lubin School of Business

Zakiya Sims, Pace University - Seidenberg School of Computer Science
Rohana Sosa, Pace University - Seidenberg School of Computer Science
Michael Staib, Pace University - Dyson College of Arts & Sciences
Jacob G. Stahl, Pace University - Seidenberg School of Computer Science
Eric Steele, Indiana University
Peter Steube, Villanova University
Brandon Stryker, Baruch College
Charles Stucklen, Pace University
Peter Swift, Pace University - Lubin School of Business
Dwayne Sykes, Pace University
Ivan Tang, Pace University - Seidenberg School of Computer Science
Dina C. Tate, Pace University - Lubin School of Business
Geordi Taylor, Pace University - Dyson College of Arts & Sciences
Jake Terranova, Pace University - Seidenberg School of Computer Science
Jeff Tuller, New York University - Wagner School for Public Service
Victor Vargas, Pace University - Seidenberg School of Computer Science
Christian Velez, Pace University - Dyson College of Arts & Sciences
Taylor Vogt, Pace University - Dyson College of Arts & Science
Dmitry Voller, Pace University - Dyson College of Arts & Sciences
Destiny Wagner, Pace University- Lubin School of Business
Jethro Widjaja, Pace University - Lubin School of Business
Claire Williams, Stanford University
Robin Williams Jr. - Dyson College of Arts & Sciences
Justin Wohlstadter, Harvard University
Keith Wrigh, Pace University - Seidenberg School of Computer Science
Shaun Wundrack, Pace University- Lubin School of Business
Ryan Wynne, Villanova University
Yves Yakoubyan, Pace University - Lubin School of Business
Stephen Zaslavsky, Pace University - Lubin School of Business
Marcelo Zimmler, Pace University - Seidenberg School of Computer Science
Jennifer Rhau, Pace University - Seidenberg School of Computer Science
Jevon Cowell, Pace University - Seidenberg School of Computer Science
Margarita Dominguez, Pace University - Seidenberg School of Computer Science
Jeremy Rivera, Pace University - Seidenberg School of Computer Science
Sammy Chen Li, Pace University - Seidenberg School of Computer Science
Sagar Dekate, Pace University - Seidenberg School of Computer Science
Avinash Mudduluru, Pace University - Seidenberg School of Computer Science
Manoela Nery de Morais, Pace University - Lubin School of Business
Ajinkya Vilasrao Datalkar, Pace University - Seidenberg School of Computer Science
Elma Claude, Pace University - Seidenberg School of Computer Science
Abhay Mahajan, Pace University - Seidenberg School of Computer Science
Shiva Kotturi, Pace University - Seidenberg School of Computer Science
Wilfred Luiz, Pace University - Seidenberg School of Computer Science
Te yi Tsai, Pace University - Seidenberg School of Computer Science
Jeffery Delacruz, Pace University - Seidenberg School of Computer Science

Adil Sanai, Pace University - Seidenberg School of Computer Science
Louise Bonnier, Pace University - Lubin School of Business
Clara Brun, Pace University - Lubin School of Business
Brennan Bodin, Pace University - Lubin School of Business

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 it's 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.

Media Placements