ENTREPRENEURSHIP LAB
Presents

THE 11TH ANNUAL

PACE PITCH CONTEST

Come be part of the excitement

Thursday, April 16th 2015
5:30 p.m. – 8:30 p.m.
Bianco Room, One Pace Plaza,
New York, NY 10038

PACE UNIVERSITY
Work toward greatness.

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

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THE PACE PITCH CONTEST

"Opportunity through Entrepreneurship" [SM]

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

THE PACE PITCH CONTEST

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

The Eleventh Annual Pace Pitch Contest Schedule of Events

5:00 - 6:00 Registration and Networking
6:00 - 6:15 Welcome
6:15 - 7:15 Finalists make their Pitch
7:15 - 7:30 Break (Judging panel selects winning prizes in private)
7:30 - 8:30 Awards Ceremony and Networking

Emcee
Bruce Bachenheimer, Executive Director, Entrepreneurship Lab

Judging Panel
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

The Inaugural Pace Pitch Contest

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

There were two judging panels:

New Business Concepts Judging Panel
Carolyn Chin, CEO, Cebiz
Emanuel Martinez, Managing Director, Greenhills Ventures, LLC
Charles F. Ryan, Vice President, JPMorgan Chase

Social Ventures Judging Panel
Clarence B. Jones, Executive Consultant, Marks Paneth & Shron, LLP
Brian J. Nickerson, PhD, Director, The Michaelian Institute
Jerald Posman, Director, Project Enterprise

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

Six Finalists
Dane Disimino
Roy Gilis
Andres Martin
Noushi Rahman, PhD
Dwayne Sykes
Peter Swift

Overall Winner
Amanda Rui Jin

The Second Annual Pace Pitch Contest

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

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

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

The Pace Entrepreneurship Conference

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

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

Angel Investors and Venture Capital
William Fontana, Manager, Second Century Innovation and Ideas Corp.

Marketing and Branding
David Oreck, Founder and Chairman, Oreck Corporation

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

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

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

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

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

The Third Annual Pace Pitch Contest

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

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

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

Judging Panel
Fred Aslan, Vice President, Venrock Associates
Thomas Mulligan, Relationship Manager, JPMorgan Chase
David S. Rose, Chairman, New York Angels
M. Bernard Siegel, CPA and Certified Professional Coach
Lori S. Smith, Partner, Goodwin Procter LLP

Winners
First Place ($1,000): William Phelps, Pace University, Lubin MBA, Pitch: Yamodo
Second Place ($500): Chiranjeey Bordoloi, Pace University, Seidenberg DPS, and Peter-Charles Bright, Harvard, Pitch: SweetShelter.com
Third Place ($250): Alexander Salzman, Princeton University, Economics AB, and Chris Advansun, Concordia University, Pitch: Rethos

The Fourth Annual Pace Pitch Contest

The Fourth Annual Pace Pitch Contest was held on December 6, 2007. The event was sponsored by Goodwin Procter and Silicon Valley Bank, and featured **David Bornstein** as the keynote speaker.   David Bornstein specializes in writing about social innovation. He is the author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas*.

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

Judging Panel
Thatcher Bell - Associate, Draper Fisher Jurvetson Gotham Ventures
Liz Hamburg - co-host of Launchpad (WOR 710) and President of Upstart Ventures LLC
Bernard Siegel - Certified Professional Business and Career Coach,
Lori S. Smith - Partner, Goodwin Procter LLP

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

The Fifth Annual Pace Pitch Contest

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

Gurbaksh Chahal, or "G," started his first venture, ClickAgents, at the age of 16 and sold it two years later to ValueClick for $40 million. In 2004, he formed BlueLithium, another Internet advertising network, which was acquired by Yahoo in 2007 for $300 million. In October, Gurbaksh appeared on The Oprah Winfrey Show and released his book, The Dream.

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

Judging Panel
JB Lockhart, Associate - Greenhill & Co.
Matthew Commons - CFO of FloDesign and winner of the 2008 MIT Clean Energy Entrepreneurship Prize ($200K)
David Rose - Chairman of NY Angels
Lori Smith - a partner at the law firm Goodwin Procter LLP

Winners
Social Venture - Eric Steele (Indiana University) for RareShare.org
New Business Concept - Tiffany Rad (Carnegie Mellon University) for OpenOtto.

The Sixth Annual Pace Pitch Contest

The Sixth Annual Pace Pitch Contest was held on December 3, 2009. **Professor Iqbal Z. Quadir,** the founder of GrameenPhone and Legatum Center for Development and Entrepreneurship at MIT, delivered the keynote address. Quadir is an accomplished entrepreneur who writes about the critical roles of entrepreneurship and innovations in improving the economic and political conditions in low-income countries. Quadir is often credited as having been the earliest observer of the potential for mobile phones to transform low-income countries. His work has been recognized by leaders and organizations worldwide as a new and successful approach to sustainable poverty alleviation.

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

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

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

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

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

The Seventh Annual Pace Pitch Contest

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

Judging Panel
Kevin Bolen – Partner, Innosight
Somak Chattopadhyay – Principal, GSA Venture Partners
Jalak Jobanputra – Director of Investments, Omidyar Network Access to Capital
Stanley S. Litow – President, IBM International Foundation
David S. Rose – Chairman, New York Angels
Lori Smith – Partner, Sedgwick, Detert, Moran & Arnold LLP

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

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

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The Eighth Annual Pace Pitch Contest

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

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

Winners
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.

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

Winners
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

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The Entrepreneurship Lab

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

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

Entrepreneurship@Lubin

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

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

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

Lubin School of Business

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

Pace University

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

Pace was founded by two entrepreneurial brothers over one hundred years ago. In 1906, Homer and Charles Pace borrowed $600 to rent a classroom in lower Manhattan to teach ten men and three women the principles of business. The Pace Institute was a business school for men and women who aspired to a better life. Pace's undergraduate entrepreneurship program was formally established in 1979 and the Small Business Development Center at Pace was established in 1986. Pace's 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.

SPEAKERS

Bruce Bachenheimer, Executive Director, Entrepreneurship Lab

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

JUDGES

James Quick, Technical Evangelist, Microsoft

James Quick graduated from Vanderbilt University with a major in Computer Science and Spanish. Upon graduation, he joined Microsoft as the Technical Evangelist in South Florida. He was worked with various Meetup groups, organizations, and schools providing professional development training for Miami Dade High Schools as well as college professions, leading numerous talks and workshops in the community, and speaking at local events such as ITPalooza and South Florida Code Camp. He recently joined the team in New York City and is eager to immerse himself into a new community.

Ian E Scott, Managing Director, Scott Legal Services. P.C.

Ian E. Scott is a Harvard Law School Graduate, lawyer and author of Law School Lowdown: Secrets of Success from the Application Process to Landing Your First Job. (Barron's Publishing) Mr. Scott is also a Certified Public Accountant (C.P.A.) and obtained his M.B.A from the University of Toronto. Prior to law school, Mr. Scott worked at an international investment bank (Credit Suisse) in New York structuring business transactions and providing consultation on deal structures. As an attorney, Mr. Scott worked as a corporate transactional lawyer in the law firm Cleary Gottlieb (a top Wall Street Firm) and is currently the Managing Director of Scott Legal Services, P.C., a law firm specializing in Investor Immigration Visas and New Business set-up. Mr. Scott has been featured and seen in many publications including; Forbes, Bloomberg, The New York Times, Super Lawyers, The Huffington Post, The American Bar Association, Business Insider, The New York Bar Association, Harvard University, Above the Law, Lexis/Nexis, The Student Appeal Journal, Lawyerist, & other Journals. Mr. Scott lives in Manhattan, New York, with his spouse and two lovely daughters.

David Sederholt, EVP and Chief Operating Officer, Strategic Funding Source

David Sederholt received his BS in Biology from Pace in 1973. While working in the field of steroid biochemistry and enzyme kinetics first at the Rockefeller University and later at Sloan Kettering Cancer Center, he was bitten by the entrepreneurship bug. Biomedical research by day and restaurants at night. One restaurant turned into many, with the culmination being an IPO of his casual dining restaurant chain. After selling his interest, he saw a market in servicing the hospitality industry and built a multifaceted firm to provide consulting services, real estate and business brokerage and management recruiting to large national chains and mom and pop entrepreneurs alike. Recognizing that all businesses needed capital to grow, he added small business finance to the list of services. Today, as COO of Strategic Funding Source, Inc., his company has finance over $700MM to over 13,000 businesses throughout the United States and Australia. An entrepreneur financing entrepreneurs.

April Tam Smith, Executive Director, Morgan Stanley

April Tam Smith is an Executive Director of the Equity Derivative sales-trading team at Morgan Stanley. She received her Bachelor's in Engineering from MIT and her MBA at Columbia.

Her 'other life' outside of Wall Street consists of being part of the vibrant community at Redeemer and hoping to live life in a generous and adventurous way. Over the past few years, she has served at orphanages in South Africa and Haiti, and these experiences have planted a deep seed in her to be a voice for the poor and fight for justice while leveraging the resources found on Wall Street to make a difference. One way to do so is her recent venture of Lantern Restaurant in Midtown, a social enterprise that will be using all of its net profit to fund justice work they do through nonprofit Lantern of Hope Foundation. LHF will be partnering with organizations like Yunus Social Businesses and their first project is to complete funding for Les Compotes Haiti, food transformation Social Business, working with local farmers to produce affordable, nutritious baby food for Haitian mothers.

JUDGING GUIDELINES AND CRITERIA

Pitch Guidelines for New Business Concepts

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

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

Pitch Guidelines for Social Ventures

Social Ventures will be evaluated on the following judging criteria.

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

Ten Questions That You Should Try To Answer

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

1. What's the PROBLEM?

2. What's your SOLUTION?

3. How large is the MARKET?

4. Who is the COMPETITION?

5. What makes you so SPECIAL?

6. What's your ECONOMIC MODEL?

7. How exactly will you achieve SALES?

8. Have you assembled a qualified TEAM?

9. How will you secure required RESOURCES?

10. What are you proposing for an INVESTMENT?

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

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

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

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

FINALISTS

Codapillar

Codapillar is an application that teaches web programming in a creative, social, and intuitive way. It is a web application and curriculum that break down the learning curve associated with coding and provide a social incentive to keep learners engaged in coding. Creativity and problem solving are the two most critical parts of coding, and are often overlooked in technology education. People should feel free to build what they like without being intimidated by the unfamiliar language of code.

The first time I used HTML was on a MySpace layout. The perfect layout had a picture of the Jonas Brothers embedded into it, and I wanted to change it. I perused the code, not knowing a bit of it, found all of the files that could be images, clicked through each one, found the Jonas Brothers picture and replaced it with a picture of Pink Floyd.

Looking back, this tells me is that the desire to stand out drives Internet users, especially young people. I had no idea that this huge block of black text on a white background is what stands behind every webpage, or that I was developing a critical skill. What if it had been easier to figure out from the code how to make the changes I desired? What if it had been more intuitive, and less intimidating? What if I had examples, created by my friends, strangers from across the world, and talented developers, at my fingertips while I was sifting through that block of characters?

Codapillar breaks apart the blocks dense text into easily understandable, color-coded, clearly defined and delineated code. A subtly instructive, organized interface is crucial to all users, from those learning about how a picture is denoted to those building JavaScript games. Users are able to see in color the relationship between their CSS and JavaScript with their HTML, giving a more holistic understanding of web programming, and making the code easier to read.

With users creating shareable posts and demonstrating the code behind them, people are able to learn new skills from their friends, and share what they think is cool. This also will show an evolution in what people are creating with technology. Profiles turn into portfolios as users build more things, and customize their page. These portfolios can be used to help tell stories and to demonstrate the users knowledge to potential employers. It also serves as a secondary incentive for people to feel positive about the skills they have gained and what they have accomplished. Successful code should be a point of pride, since it does require a lot of problem solving and dedication.

Within the next three months, Codapillar will be launching a web application to test with students who are new to HTML. Codapillar will be working towards developing an effective tool that is easy to integrate into classrooms, and proving that it is successful in

keeping students engaged after their in-class lessons. We want students to feel confident sharing their talent with others and learning from them on the Codapillar platform.

Olga Bogomolova

OlgaBogomolova earned a Bachelor in Business Administration, with concentration in Finance and minor in Economics, from Pace University in 2013; she is currently attending the same university to earn a Master's degree in Computer Science. In the past Ms. Bogomolova has worked as an analyst in major investment banks and as an associate business developer for a technology startup. Over the past few years Ms. Bogomolova managed teams of various sizes and diverse backgrounds; in the process she has improved her ability to work under pressure and make well-calculated decisions. Currently Ms. Bogomolova holds a position of program coordinator and project manager at Pace University's Seidenberg School of Computer Science and Information Systems. Her work experience includes organizing and managing programs such Pace STEM Camp and Seidenberg Summer Scholars Experience that focus on teaching Web Development, design thinking and innovation to high school students across United States. In this role she helped to design the teaching curriculum, identify learning outcomes as well as managed budgeting and promotional efforts. In her current position Ms. Bogomolova also assisted in redesigning the curriculum for CIS 101, a freshman class focused on familiarizing the student body with the current technologies. In addition to the responsibilities mentioned above Ms. Bogomolova is also a project manager for a number of Seidenberg Creative Labs projects. In this role she is responsible for client relations, budgeting and business development, among other tasks.

Julie Gauthier

Julie Gauthier is a senior computer science major at the Seidenberg School of Computer Science and Information Systems. She has been the Executive Director at Seidenberg Creative Labs, a student-run web and mobile development agency. After gaining programming and project management skills here, Julie moved on to become a web developer for RentHackr, a start-up dedicating to simplifying the NYC apartment hunt. Julie is now at a final internship before the end of her undergraduate years at Dom & Tom. Embracing a love of web development and a passion for technology education, Julie has been teaching web design and development and Adobe Photoshop and Illustrator workshops and seminars to hundreds of people from all over the United States. Appreciating how important design is in

software development, Julie also pursuing an art minor. Julie is also an active member of Kappa Delta sorority and an avid participant in Hackathons.

Crime Scan

Crime Scan is a lifestyle app designed to provide accurate information about criminal reports in your area. Using information from the crime map statistics from nyc.gov, Safe Scan provides up to date crime statistics for your entire area as well as for your individual location. The app is designed with the busy city resident in mind. The app's main feature is its responsive nature. Instead of just functioning as a mobile database as many crime scanning apps act as, Crime Scan is able to utilize the data is a responsive manner. If you find yourself in a location that makes you feel unsafe, you can utilize the main tabs scan function and the app will read the data and provide color-coded feedback. Green if it deems your area safe, yellow if it deems it questionable and red if deems your area unsafe. The app was designed with a quick, easy user experience in mind. Instead of having to sift through loads of information, the return is just a simple, striking color that your brain can easily decode.

Wei Xia

Wei Xia is a full time graduate student at Pace University Seidenberg School of Computer Science and Information Systems pursuing his Master Science degree in Computer Science. His undergraduate major is journalism and has nothing to do with the Internet. His career goal is to establish an Internet company and help more people to use the Internet and get benefits from the Internet.

Shane Duda

Shane Duda is a sophomore at Pace University currently completing an undergrad degree in Computer Science, Bachelor of Arts. Originally a Criminal Justice major, Shane changed his major to Computer Science after researching the surge in tech related jobs across all fields, especially law enforcement. Although he is interested in pursuing cyber security as a career path, Shane nevertheless finds the development process fascinating, and was drawn to the Entrepreneurship Lab's Hackathon to experience an expedited development cycle firsthand.

EaTcard

The EaTcard application is the first ever loyalty card of its kind. It is specifically designed for university students to use on campus at their cafeteria. The EaTcard app allows students to "Earn and Track" rewards in their college or university's cafeteria. There is no longer a need to carry physical meal plan cards and several punch cards, which are inconvenient, easily lost, and slow down the payment process. The EaTcard app's purpose is to streamline the payment and rewards process at university dining halls.

Loyalty card programs are starting to be implemented more and more in universities across the country. Unlike its competition, EaTcard provides digital receipts and also allows you to check your balance while tracking and earning rewards on campus dining. Similar loyalty programs like the bellycard, are not made specifically for the needs of university students, and also do not provide digital receipts. University specific programs, like the Lobocard (of the University of New Mexico), are not available to be used universally by the large foodservice providers. They also don't offer a way to track the student's account balance and require a physical card. EaTcard app will be the solution to inefficient meal plan and loyalty card programs and will revolutionize the dining hall experience for university students.

Alexa McKenna

Alexa McKenna is a full time Pace University Student expected to graduate in May of 2017. She is in the Lubin School of Business studying to receive her BBA in Management- Entrepreneurship. After graduation, Alexa hopes to run her own business and "not work for anyone else". She enjoys sharing ideas and talking business with other entrepreneurial-minded individuals. This is her first time participating in the Pace Pitch Contest.
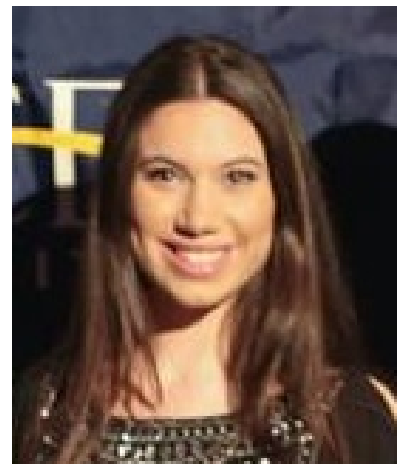
Go! Go! Feed!

Go! Go! Feed!' is a free app designed for cooking and social networking, also has adequate business market. How to cook delicious dishes when you do not have enough kinds of food? How to develop friendships with others linked with food? How to let your life more colorful with changes in dishes? Let 'Go! Go! Feed!' tell you the secrets!

Features:

Feed!
This App provides various recipes based on different cooking levels and ingredients in your fridge.

Target Users:
Students
Offers simple recipes related to what students have in their fridge. Most students have no idea about cooking and just buy ingredients randomly, but these ingredients may be hard to mix together to cook a dish. Therefore, this app is committed to providing simple food with what they have in the fridge. Additionally, when they get accustomed to use this app, they are into cooking, which saves money and keeps healthy.

Office workers
Provides simple dishes to save time in weekdays because this white collar group does not have enough time to cook, therefore this App lists simple but healthy dishes to meet their demands. Enjoy food in weekends. During the weekend, there is a huge market for office workers to get together and enjoy food.

Housewives
Improve cooking skills. This App offers specific picture in accordance with each step in certain recipes so that housewives can know which step she needs to enhance. Try new dishes to stimulate appetites. Family members may feel tired on their daily food without changes; therefore it is a good chance for housewives to try fresh dishes to attract their family members. It provides housewives more convenience during cooking. They don't have to buy thick and expensive cooking book. The app is free, vivid and portable.

Go! Go!
This App is a platform for different groups to organize events to network with each other and spread cooking knowledge.

Events held by different Groups:
Users' Group
Non-merchant users post events and develop friendships.
Merchant users provide activities to attract their target customers. For example, cooking center posts details about training classes.

App Marketing Group
Post to spread cooking knowledge. For instance, App administration provides posts related to Traditional Chinese Medicine Health Cultivation. These posts may only simple spread easy professional knowledge, or may apply some options for users to actually experience it.

Business Market
This App cooperates with different companies to make sure it offers options for users to experience. For example, when a non-merchant user hosts an event without enough ingredients, then the host can get information about where and what to buy or order online from its cooperation, such as Blue Apron. You can even find a chef from partners, such as Kitchensurfing.
 For another example, app marketing group host theme parties, such as organic food party. After communicating with organic companies, this app marketing department can get organic food for free because this activity can advertise this company. Meanwhile, app marketing department will charge all candidates.

Bo Liu

Bo Liu is currently a first year master student at Pace University majoring in Public Accounting. She will graduate in December 2016. She attends many professional events to network with professionals and enrich her understanding of Accounting. She is a candidate of ACCA, and is preparing for AICPA. In addition, she spends a lot of time enhancing public presentation skills. She likes to communicate with others with fluent English and Mandarin. In her free time, she contributes to community service to help others. She is a member of Tax 1on1 to assists others to report tax. She possesses professional skills in Traditional Chinese Painting.
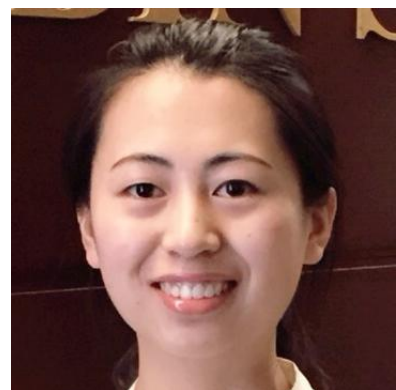
Ni Mei

Ni Mei is currently a first year master student at Pace University majoring in Public Accounting. After accomplishing her Bachelor's Degree in China, She came to America to pursue further study. She hopes to gain her Master's degree in 2016. She is fluent in both Chinese (Mandarin) and English. Throughout her campus experience, she has participated in a variety of activities to build up networking skills such as community service and professional events held by Beta Alpha Psi and Ascend. Additionally, she is now in the E-board assistant program, which involves her in holding several professional and non-professional events including Goldman Sachs workshop. As a national member of the Toastmaster Club, she has taken different roles such as table topic master, timer and speaker in the Toastmaster meeting to improve her impromptu speech, public speaking, and communication skills. Not only is she active in business-related activities, but she also attended Pace Mobile App Design Contest and won the third place. With continuous effort in mind, she believes that nothing is impossible and what students can benefit more is from experiences rather than textbooks

Sukun Li

Sukun Li is a full-time graduate student in Seidenberg School of Computer Science and Information Systems at Pace University majoring in Computer Science, and put her degree towards mobile application computing. She will graduate in Summer 2016. Since her childhood, Ms. Li has been interested with interactive digital media technology and got an Excellent Graduate Design Award when she obtained her Bachelor of Engineering in Digital Media Technology. She worked for the Beijing Digital Museum before she enrolled in the Pace's Master's Program. Currently, she is a team member of Seidenberg Creative Lab, and a web-engineer of Jeturtle group at New York City

Independent Artist Charitable Foundation

Problem

 A decline in funding for the arts means that many independent artists can no longer pursue their careers. Their development is now being paid out of their own pockets, forcing an unsustainable situation. Government funding has diminished and other donations/support has declined or moved to larger scale operations. Artists, in order to survive in their chosen field are forced to become a larger entity than needed in order to be able to create. Often having to register as charities with boards of directors, impeding and slowing the ability to create on a small sustainable scale, which in turn raises costs and limits access for the majority of society to consume arts or remain connected to them. There is also a problem when an independent artist does manage to solicit a large donation but can only accept it when offering a tax credit. They often will not receive the full amount if any money at all.

Solution

IACF will establish itself as an umbrella charity to represent independent artist (operating as notforprofit) to seek large donations on their behalf with the ability to offer tax credits. This is the only way that small scale artist could benefit from large corporate donations, and the corporations would benefit from a larger, more diverse audience to be connected with in this manner for the first time (power in numbers). At the same time this would provide the opportunity for sustainable earnings for artists and affordable access to the consumer. This structure allows artists to keep their business structures smaller and much more efficient, reducing many overhead costs while creating greater ability for more product development. IACF would also be developed to offer tax credits for independent donations to be passed directly to independent artist and would also be able to accept general donations from the public to be redistributed to many artists. This structure allows individuals in support of arts to be able to allocate portions of their tax money as they see fit while reducing their taxable income. IACF would also develop programs to aid artists in their business management.

Target Market

There are two current markets that need to be approached to create the right momentum for this charity. First there would be the development of a portfolio of artist seeking to create, and in need of funding. The artist considered would be a diverse group but they would all be required to operate as a not-for-profit and be able to clearly describe their project as well as the budget associated with it. The second is those making donations. Primarily donations would be sought from large corporations seeking to donate in order to satisfy their business plan. There would also be on a smaller scale an awareness campaign to the public on social media, possibly developing some financial support. Initially there would be an aim to aid local New York artists with companies interested in reaching a

broad middle class audience but this would only be in the initial development of the foundation.

Competition
Currently there is little direct competition for the foundation as it would exist, but there is competition in the sense of how people and corporations would want to donate. There will be need to develop a clear marketing plan to demonstrate all benefits offered by the foundation to the donors. Competition in many ways would be other charitable artists that operate on a large scale and IACF would have to clearly show that supporting many artist on a small scale as oppose to one a large scale is to everyone's benefit. There is also slight competition with Fractured Atla, a charitable organization that allows artist to accept donations through their organization but does not raise funds for them. IACF would have the competitive advantage.

Why Pitch
At this point the IACF is in need of financial aid in order to get itself into a position to launch. Hiring lawyers to ensure that everything will be structured in a manner to work within the constructs of a charity, registering the business, as well aid in the marketing development will require funding. Time has been donated and will continue to be donated to create the foundation, but the current ambition is to avoid out of pocket cost for necessary fees while continuing to create the structure for a sustainable charity, and a new way to fund artists that will empower them to work with less financial strain.

JohnRiley O'Handley

JohnRiley O'Handley is currently studying at Pace University with the Actors Studio Drama School, developing his career as an actor, producer, and artistic director/business director. A graduate of Dalhousie University with a BA in theatre and a minor in business JohnRiley has found himself striking a balance of acting and artist development. JohnRiley has cofounded WORKhouse Theatre as the artistic director and business director. With WORKhouse he has developed and overseen many productions. JohnRiley spends a large amount of time with WORKhouse's artist development unit, curating and organizing WORKplay events that present artists' works in progress and provide critical development and feedback. Outside of producing, JohnRiley has been continuing his acting on stage and in independent film and television. JohnRiley was pleased to of recently been a part of the Summerworks Leadership Intensive Program and is using everything he has learnt to start work on developing a charitable organization dedicated to increasing the development and funding of independent artist. He hopes that with a new structure to support artist that

there will be a new life to art, and hopefully a new way of supporting art that is sustainable and works in today's economy.

My People App

MyPeople app was created to make your daily life easier. Tired of spending hours organizing your schedule? MyPeople App will do it for you. Connect your calendar application to our app, create a new task, add a description to it (deadline, effort and priority), and we will take care of the rest.

The user will not have to think of how to organize its time; the app will do it for him according to several criteria.

Criteria analyzed:

Existing tasks: Everything already scheduled is considered to avoid conflicts between tasks and, if possible, give some rest to the user, in order to make their lives more comfortable.
User profile: the user can say their preferences about how their lives must be. For example, he or she might want to define that they don't want to have any tasks scheduled for weekends, or special dates such as birthdays.
New task: When adding a task, in the description of it, the user will be able to add a deadline, the level of priority (high, medium, or low), and the effort needed to complete this particular task (number of hours).
Others: when creating a task, the user can put additional information in order to improve the scheduling decisions. For example, he or she can add the location where the task is going to be made, and our app is going to avoid scheduling it too closely to other tasks scheduled in different places.

Target Market and Goal:

Our main targets are University students and people with an active life style.
They need to be time efficient and do not have time to plan it.
We believe that MyPeople App will organize their calendar efficiently and avoid waste of time.

Next Steps:

In this first version, the app already schedules the task, without asking the user to confirm. The next think to add to the app is the possibility of the user to choose between possibilities that the app gives before the task is scheduled.

Further additions are integrating MyPeople App with Google Now, to make the scheduling more personalized and accurate; likewise, add voice services and task suggestions.

Cyrielle Eutropa

Cyrielle Eutropa transferred from French University CEFAM to complete her senior year at Pace University. She is a full-time student with a management major and entrepreneurship concentration as well as a minor in marketing. She is expected to graduate from Pace University in May 2015. While at University, Cyrielle was in charge of several associations. During her sophomore year she became the head of the student council as well as the head of event coordination. She completed several internships and started to shape her resume. Her most significant work experience was for Dentsu Aegis Media, at the International department where she handled clients such as Narciso Rodriguez, Issey Myiake, Jean Paul Gaultier or even Elie Saab. Cyrielle grew up surrounded by entrepreneurs and leadership as always been part of my life. She was encouraged to trynew things and not be afraid of failure.

Mariana Gomes da Motta Macedo

I am Mariana Gomes da Motta Macedo. I am an Exchange Student from Brazil. My major is Computer Engineering. I will come back to Brazil at the end of a semester, and I will graduate in Computer Engineering in the next year. My goal in Pace University is to learn extra courses and participate at extra activities. In Pace University, I have the opportunity to share experiences with several professionals. In addition, this time in Pace is improving my Web and Mobile Development knowledge. Moreover, I am used to studied several topics of the Computational World, and this year it is being important to recognize my favorite topics. My passion is research because I always learn new things and have a new challenge to solve. Further, my life goal is to add new experiences like The Pace Pitch Contest to help me mature professionally.
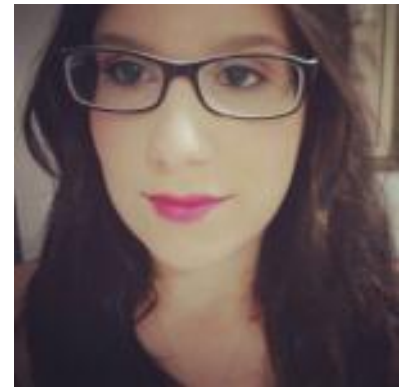
Luiz Henrique

Luiz Henrique is a Brazilian student currently enrolled as a junior in Computer Science at Pace University. He is participating in a special program sponsored by the Brazilian government that sends students to a foreign country to complete a part of their studies. Since his childhood, Luiz has always been very curious and interested in learning new things. This curiosity instigated a passion for engineering, computers, and entrepreneurship. He aims to create business solutions in these areas to make people's life easier through automation and technology. His biggest inspirations are Steve Jobs, Neil deGrasse Tyson, and Elon Musk, a mix of personalities that inspire his passion in engineering and entrepreneurship.

Everton Abreu Correa

My name is Everton Abreu Correa. I'm a Brazilian, 27 years old, Bachelor Computer Science student. I started my studies in Brazil at Unisinos University (Unisinos stands for University of Vale do Rio dos Sinos) in August of 2009. In Brazil I worked for 3 years at SAP Labs Latin America as Software Engineer. I came to New York in June of 2014 to study at Pace as an exchange student. I'm a fully funded scholarship recipient, sponsored by the Brazilian Government through the Brazil Scientific Mobility Program. I'm returning to Brazil next August and I expect to graduate in the end of the next year.

Neta

Belongingness is a fundamental human emotional need, and people readily form relationships or connections with others without forcing to do so. This creates a huge demand for social networking. Today, people, especially college students and professionals generally seek ways to expand their social connection either through online social network platforms or through traditional offline communication. Online social network platforms such as Facebook, twitter, Tumblr, or Meetups etc., which help people accumulate friend's connections up to hundreds or thousands in a short period of time, are suspicious in friendship quality. For instance, among the average of 130 Facebook friends, people will only interact with 3 or 4 of them. On the other hand, traditional social networking such as by referral, or face-to-face communication in any occasion does provide a higher quality relationship, but the quantity is limited. Our mobile application, Neta, helps offsetting the shorts sides of friendships or connections that are formed through solely online or offline social network channel.

Neta, is a social network platform that provides a unique navigation based networking function, which helps people who are under similar geographic locations immediately group together from a specific event or based on common interests or similarities. Neta users can either create a Neta group (air group) that is bonded with a specific location point or range, or detect and join any Neta group that matches with their current location points or ranges. Once a Neta group is created, it becomes an independent small virtual platform that members of the group will be able to chat with each other no matter where they are. This way, Neta acts as a contact book that enables everyone to collect contact information of different kinds of people they encounter under different locations.

The initial target users of Neta are mostly college students, which we believe, are our most loyal, potential and important users at the beginning stage. Specifically, in a typical university of United States, students rarely have the chance to interact with most of their classmates until they start talking to someone particularly since people just come to class and left right after the class. In this aspect, students are hard to make friends connections or enhance networks from their various classes. However, with Neta, students in the same class can be gathered together quickly in a group based on their location ranges and communicate effectively and easily through Neta's online platform. Neta works in a flow from offline intersections to online communities and then back to offline interactions. That is to say, all of the online Neta connections or groups are bonded with some sort of offline intersections, (such as people from the same class) and thus users can easily migrate to offline communication modalities from the established online communities later. More importantly, the possibility of the members under the same Neta group that have had any physical contact before or may have any physical contact in the future is maximized. Therefore, Neta balances the quality and quantity of social networking, enhances network

efficiency, solves communication problems and encourages more social networking activities.

Sijia Pang

Sijia Pang, is from Chengdu, China and attended Pace University, New York, where she received her BBA in Finance with a Magna cum laude honor in May 2014. She is now a full time first year graduate student and is pursuing a MS degree in Financial Management at Lubin School of Business in Pace University. She is 22 years old. During her years at Pace University, she demonstrated her leadership skill through joining business clubs such as Ascend and being an executive board member of Graduate Finance Club. Besides school, she also gained a lot of internship experiences in the financial areas in companies such as AXA and Northwestern Mutual, and is currently working on her brand new project Neta as a co-founder of NetAround LLC.
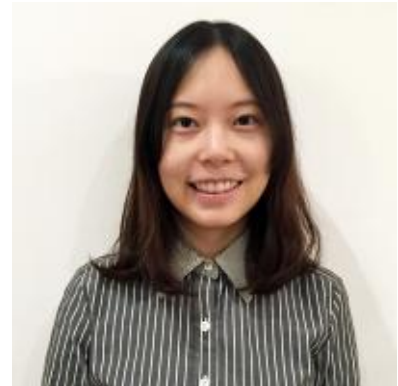
Yiqiu Gao

2 Yiqiu Gao, is a current part-time MS Financial Management Student at Lubin School of Business, and expected to graduate in May 2017. She completed her BBA Finance degree at Pace University, and graduated as Magna cum laude honor in May 2014. While attending Pace undergraduate school, she was the Treasurer of the National Society of Leadership and Success, and was an intern at Cape Securities, Inc. She also owned and operated a tea shop which was located in Chendu, China, during her first two years of college. Yiqiu Gao is also the founder of NetAround LLC and currently focuses on her start-up project Neta.

RamPak

RamPak creates clean, disposable liners to existing hydration sources allowing safe drinking for soldiers or athletes on the go. Our customers are primarily military members who must endure harsh environments with limited resources for long periods at a time. In these environments, hydration sources become difficult to keep clean and can ultimately hinder performance as a result of dehydration or illness. RamPak provides a simple solution to maintaining a clean source of water during such times: a thin, plastic liner that acts as a barrier between the already unclean hydration source and the H2O.

How It Works

Nearly every member of the U.S. Armed Forces is issued a personal hydration back pack, multiple canteens, and often a stainless steel canteen cup. Our market research has shown 9 out of 10 service members report difficulty keeping these personal hydration sources clean during combat, training, and even daily operations. RamPak effectively solves this problem through its unique, patent-pending cap and corresponding disposable liner system. This design requires no difficult installation, alteration, or change to the physical appearance of an existing hydration source. Instead, its simple process allows users to "pop-in" a "RamPak" liner to their existing hydration source, fill it with water, and seal it when complete. When the liner itself becomes unclean, it can be easily extracted and thrown-out or recycled, and replaced with a new "RamPak" liner. The liners arrive compressed for ultra-portability, are BPA free, made in the USA, and come in a variety of sizes to fit any sized hydration back pack, canteen or water container.

Target Market

As of February 2015, there are approximately 2.5 million members serving in the U.S. Armed Forces. RamPak seeks to capture this large customer base, and will therefore tailor its business and marketing for this demographic. In turn, this will establish a healthy, consistent revenue base to ensure stability of the business. In addition, the athletic industry in the civilian market will be successively pursued after large progress in the military market has been achieved.

Competitive Advantage

While there are many major competitors offering hydration sources to members of the military as well as the civilian market, there is currently no business offering a disposable liner system that works with these existing products. RamPak will be the first to offer this solution to the problem of a maintaining a clean water source without requiring its user to conduct any actual cleaning. This will initially provide RamPak a competitive edge, and its unique design will maintain its originality and position in the market place as the premier choice for a disposable liner system to existing hydration sources.

Robin Williams Jr

Robin Williams Jr is currently a full-time graduate student at Pace University, studying Public Administration through Dyson College. He is originally from Laguna Beach, CA, and now lives in Manhattan on the Upper East Side. Robin holds a Bachelor of Arts from Pennsylvania State University in Political Science, class of 2014.Prior to starting his graduate studies at Pace, Robin served 5 years with the U.S. Army Active Duty from 2009 to 2014, with one deployment to Iraq in 2011. Robin now serves as a U.S. Army Reservist based out of Fort Dix, NJ. Aside from his military service and studies, Robin's underlying passion has always been entrepreneurship. He currently studies entrepreneurship via the Pace Veterans Entrepreneurship Boot Camp, which has greatly assisted him with the development of RamPak. Robin ultimately aspires to become a full-time serial entrepreneur responsible for creating America's next best companies.

Robert Huguenot

Robert Huguenot is a grad student in the Dyson College of Arts and Sciences at Pace University and is working on his MA in Mental Health Counseling. Upon finishing his undergrad at Western New England University with a BA in Psychology, he participated in a series of clubs and activities: including Army ROTC and volunteer work in group homes. After graduation, Robert joined the Army National Guard and served active duty time with the 1-13th Infantry Regiment at Fort Jackson, South Carolina. Currently he is serving as a reservist with the 42nd Infantry Division of the New York Army National Guard. Robert's professional experience includes working as a therapeutic associate at Westchester Medical Centers Behavioral Health Center; he is also about to start an internship at New York Presbyterians Payne Whitney Hospital. With the support, education and assistance from the Pace Entrepreneurship Lab staff, Robert hopes that the skills he is learning will not only benefit him with becoming an entrepreneur; but allow others to gain prosperity and inspiration to follow in his footsteps.

PITCH ALUMNI MENTORS

Pace Pitch Alumni Mentors

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

Amanda Allen

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

Participating in the Pace Pitch Competition truly helped propel my company, www.NewlyWish.com, from being a good concept to becoming a fully operational business. While the prize money has been very helpful in covering some of our operational expenses, and the prize of six-months of office space at Tech:Space allowed us to move out of our apartment and take on additional staff members, the discipline of developing a fully-formed pitch, backed by a comprehensive business plan, along with the feedback and guidance we received from the judges and Bruce really helped us to identify not only potential weaknesses in our approach but, perhaps more importantly, the strengths we needed to accentuate.
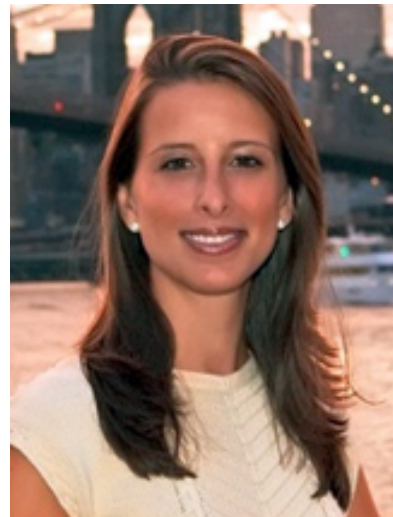
The NewlyWish online wedding registry platform provides engaged couples and gift-givers with a registry experience that offers the choice, convenience and personal style they want and expect. NewlyWish is dedicated to supporting New York City's vibrant community of independent stores and service providers by uniting them with registrants and gift givers nationwide, and, in addition to all of the traditional gift items, allows previously uncommon or unattainable gifts to be listed together in a single, cohesive and easy-to-use online registry.

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

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

I participated in the Pace Pitch Contest in December of 2007. I was just moving to New York from Silicon Valley, and as a recent MBA I was excited when I found the Pace Pitch Contest. It's one of the best pitch competitions in NYC; some of the great aspects of the contest is the mix of ideas and stages - from idea-stage, to already launched - as well as the mix of backgrounds of entrepreneurs pitching. I pitched my company, CollegeWikis, which had begun to get traction and focused on connecting students to share information with each other in an online forum. We were fortunate to win; there were many other strong entries. After the competition, I met each of the judges as well as various angels who attended in the audience. Through participating, I was able to improve my pitch; within a few months after the contest, I had a term sheet from HighBAR Ventures. We raised money in 2008 (New York Times article), and the company has become Regroup.com; the premiere communications platform for schools, organizations, and companies.

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

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

Bill Phelps

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

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

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

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

Alexander Salzman
Third Place, Third Annual Pace Pitch Contest (2006)

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

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

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

A thought leader in the responsible business movement, Alex continues to share his knowledge and passion for social entrepreneurship, corporate responsibility, and socially responsible investing at universities and industry conferences.

Alan Siege
Third Place, Second Annual Pace Pitch Contest (2005)

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

Alan Siege is the founder of Small Business Management Consulting (SBMC), a 12-year old consulting firm focusing on small firms. SBMC helps companies increase profits by improving the way they tell their business story. He has been featured in NY Newsday, CrainsNewYork and Good Housekeeping. He is an instructor for the NYC Department of Small Business Services Entrepreneur Boot Camp, a Kaufman Foundation Certified Facilitator for its FastTrac programs offered by NYC, as well as being an adjunct Professor at the Center for Continuing Education and Workforce Development at the Borough of Manhattan Community College, and the School of Continuing and Professional Studies at New York University. Finally, in a quest to link the fields of entrepreneurship and storytelling, Alan has launched www.OnceUponAVenture.com - a beta web site featuring real-life stories of businessmen and women who seek their fortunes in the wilds of the marketplace.
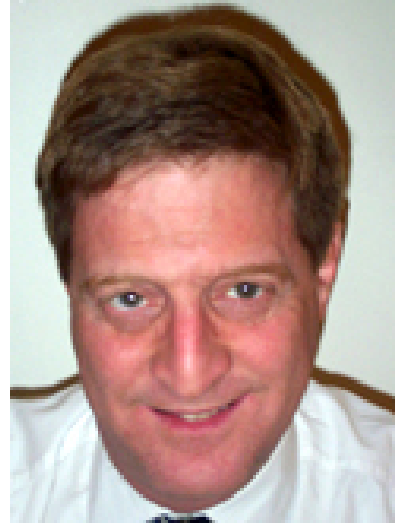
Eric Steele
Social Venture Winner, Fifth Annual Pace Pitch Contest (2008)

Participating in the Pace Social Venture Pitch Competition forced us to focus our message and introduced us to invaluable contacts within the venture community. Winning the competition gave us capital to increase our advertising budget and to make improvements to the website.

Eric graduated from Indiana University in 2005 with a bachelor's degree in finance and entrepreneurship. After graduation, he founded ForePoint Networks, a wireless internet service provider delivering high-speed connectivity throughout rural Indiana which grew to cover over 2,000 square miles of wireless coverage. In 2009 Eric sold ForePoint to publically traded Omnicity Corporation. Most recently he co-founded RareShare, a startup focused on building micro-communities centered around rare medical disorders.

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

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

Dina Tate
Second Place, Second Annual Pace Pitch Contest (2005)

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

Since competing in the Pace Pitch Contest, her life has completely changed. Ms. Tate was also a finalist in the Pace Pitch Business Plan Competition in 2007. In 2008, she placed third place in the Whitney Young Memorial Conference New Venture Business Plan Competition at the Wharton Business School. Because of her success with blackbridalguide.com, Ms. Tate was also featured in the New York Daily News detailing her account about how she was able to secure funding for her business. Since the launch of her business in 2006, coupled with her success at the Pitch and Business Plan Competitions, she has seen a steady increase of sales in her business despite the downturn of the economy.

BlackBridalGuide.com was founded by Dina C. Tate. BlackBridalGuide.com is an online wedding directory for African-Americans. Whether it's looking for a traditional African wedding dress, jumping brooms or authentic African furniture to decorate your home, BlackBridalGuide.com is the destination for you! The goal of the company is to educate and celebrate. The website will heighten the awareness of African American relationships and honor the heritage of the sanctity of marriage that has been passed through the generations dating back to slavery.

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

SPECIAL THANKS

Past Speakers, Judges and Sponsors

We would like to offer our sincere gratitude to the following people that took time out of their busy schedules to help make the Pace Pitch Contest and Pace's Entrepreneurship program the successes that they have been over the past nine years.

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Rohit Arora, Co-Founder and CEO, Biz2Credit
Fred Aslan, MD & Vice President, The Michaelian Institute
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Karsten Berlage, Managing Director & Global Head of Weather Risk Solutions, Allianz Risk Transfer
Warren N. Bimblick, Senior Vice President and General Manager, Primedia
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Steve Brotman, Managing Director, Greenhill & Co
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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
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Alexander Koretsky, Co-founder, MetroHorse
Alice Korngold, Author, Leveraging Good Will
Lynne Lambert, NYCSubwayLine.net
Miles Lasater, COO and Co-Founder, HigherOne
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Karen Leland, President, Sterling Marketing Group
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Patricia T. Levine, Vice President, Development Counsellors International (DCI)
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James Quick, Technical Evangelist, Microsoft
David S. Rose, Chairman, New York Angels
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Charles F. Ryan, Vice President, JPMorganChase
Haik Sahakian, Adjunct Professor, Pace University
Kane Sarhan, Co-Founder, Enstitute
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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
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Stella Templo, Executive Officer, WeWork
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Christopher Woods, The Blackstone Group

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Zeko Abas, Pace University - Lubin School of Business
Chris Advansun, Princeton University
Laura Allen, The New School
Roy Allen, Pace University - Dyson College of Arts & Sciences
Darren Alphonse, Pace University - Lubin School of Business
Gerrit Argento, Pace University
Adele Arkin, Pace University - Lubin School of Business
Kumesh Aroomoogan, Pace University - Lubin School of Business
Allan Benamer, University of California - Berkeley
Douglas Booton, Pace University
Chiranjeey Bordoloi, Pace University - Seidenberg School of Computer Science
Dennis Brady, Pace University
Peter-Charles Bright, Harvard University
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
Rob Caucci, Pace University - Lubin School of Business
Ross Charbonne, Pace University - Lubin School of Business
Jimmy Conde, Pace University - Lubin School of Business
Luke Davenport, Columbia University - Columbia Business School
London Davies, New York University - Stern School of Business
Joe DiPasquale, Stanford University - Graduate School of Business
Dane Disimino, Pace University - Lubin School of Business
Javier Dutan, Pace University - Lubin School of Business
Mac Exume, Pace University
Peter Francheschini, 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
Frederik Gieschen, Pace University - Lubin School of Business
Roy Gilis, Pace University - Lubin School of Business
Hardik Gohil, Pace University - Lubin School of Business
Adam Gromis, New York University - Stern School of Business
Diana Hardeman, New York University - Stern School of Business
Jin He, Pace University
Elyse Hinojosa, Pace University - Lubin School of Business
Stefan Howansky, Pace University - Seidenberg School of Computer Science
Camille Hugh, Pace University – Lubin School of Business

Andrew Isaak, Pace University - Lubin School of Business
Anita Jagtiani, Pace University - Seidenberg School of Computer Science
Rui Jin, Pace University - Lubin School of Business
Eugene Joseph, New York University - Stern School of Business
Prakash T. Kasat, Pace University
Surendra Kaushik, Pace University - Lubin School of Business
Nicole S. Kendall, Pace University - Seidenberg School of Computer Science
Rachel Klingberg, Pace University - Seidenberg School of Computer Science
John Ku, New York University - Stern School of Business
Henry Kusjanovic, Pace University - Lubin School of Business
Ricky La, Pace University - Seidenberg School of Computer Science
Kori Lambert, Pace University - Lubin School of Business
Jennifer Li, Pace University – Dyson College of Arts & Science
Sarah Lipkin, Pace University - Lubin School of Business
Felix Macharia, Columbia University - Columbia Business School
Justin Mandel, Columbia University - Columbia Business School & School of International and Public Affairs
Andres Martin, Pace University - Lubin School of Business
Eric Russell Melchor, Pace University
Martine Nezerwa, Pace University - Seidenberg School of Computer Science
Joel Nybeck, New York University - Stern School of Business
Ronen Oren, Pace University
Heather O'Shea, Pace University - Lubin School of Business
Raluca Pache, Pace University - Lubin School of Business
Anshul Vikram Pandey, New York University
Neel Patel, New York Institute of Technology
Jeremy Pease, Pace University - Seidenberg School of Computer Science
William Phelps, Pace University - Lubin School of Business
Medaline Philbert, Pace University - Seidenberg School of Computer Science
Tiffany S. Rad, University of Southern Maine
Noushi Rahman, Ph.D, Pace University - Lubin School of Business
Michael Rawlins, Pace University - Lubin School of Business
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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, Barcuch College
Charles Stucklen, Pace University
Peter Swift, Pace University - Lubin School of Business
Dwayne Sykes, Pace University
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
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PRESS

Delivering the Perfect Pitch

Startups flock to business-plan competitions to win cash and publicity
Lori Ioannou
April 14, 2013

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Pitch Contests Gain Popularity

BizPlanCompetitions.com
Amy Buttell
September 28, 2011

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

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

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

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

He's very pleased with the way the pitch competition, which is now in 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.

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