



ENTREPRENEURSHIP LAB

Presents

THE 12TH
ANNUAL

PACE PITCH CONTEST

Come be part of
the excitement

Thursday, April 14th 2016
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 Twelfth Annual Pace Pitch Contest Schedule of Events

5:00 - 6:00 Registration and Networking

6:00 - 6:30 Welcome

6:30 - 7:15 Finalists make their Pitch

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

7:30 - 8:30 Awards Ceremony and Networking

Emcee

Bruce Bachenheimer, Executive Director, Entrepreneurship Lab

Keynote Speaker

David Arabov, Co-Founder and CEO, EliteDaily.com

Judging Panel

Brendan J. Hart, Co-founder and CEO, Prosper

Larry Perlstein, EVP, Social Life Management Inc.

Justin Hendrix, Executive Director, NYC Media Lab

Maria Mahl, Senior Program Manager, Clinton Global Initiative

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. Bimbleck, 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)

University), Danielle Colamartino (Pace University), and Robard Williams (Tufts University) for NewlyWish.



The Seventh Annual Pace Pitch Contest

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



Judging Panel

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

Winners

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

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

The Eighth Annual Pace Pitch Contest

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

Judging Panel

Matthew Brown – Co-Founder, Emergent Properties Inc.

Brett Dovman – Founder, Panelfly Inc.

Rumit Mehta – Founder, Immersion Journeys

Sara Shikhman – President, BedroomFurnitureDiscounts.com

Winners

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

The Eleventh Annual Pace Pitch Contest

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

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

Winners:

First Place (\$1,000): Alexa McKenna, Pace University, Lubin, Pitch: EaTcard

Second Place (\$500): Olga Bogomolova, Pace University, Seidenberg & Julie Gauthier, Pace University, Seidenberg, Pitch: CodaPillar

Third Place (\$250): Robin Williams Jr, Pace University, Dyson & Robert Huguenot, Pace University, Dyson, Pitch: RamPak



PRESENTED

BY

The Entrepreneurship Lab

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

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



Entrepreneurship@Lubin

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

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

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



Lubin School of Business

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

Pace University

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

Pace was founded by two entrepreneurial brothers over one hundred years ago. In 1906, Homer and Charles Pace borrowed \$600 to rent a classroom in lower Manhattan to teach ten men and three women the principles of business. The Pace Institute was a business school for men and women who aspired to a better life. Pace's undergraduate entrepreneurship program was formally established in 1979 and the Small Business Development Center at Pace was established in 1986. Pace's SCI² Incubator was founded in 2003 and the Wilson Center for Social Entrepreneurship was established in 2005.

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

Pace has grown into one of the largest universities in New York State, with a multi-million dollar physical plant, an endowment of over \$100 million and a reputation for excellent teaching and talented, ambitious graduates. The dramatic growth of the institution from its entrepreneurial years to its current status as one of the larger, comprehensive independent institutions of higher learning has been chronicled as one of the more innovative and entrepreneurial educational development efforts in the United States. Peter Drucker, in his *Innovation and Entrepreneurship* (1985), cited Pace University among the nation's "entrepreneurial universities" (pp. 93-94) steeped in entrepreneurial instinct and focused on seizing opportunities for educational excellence in a manner reflective of societal and market needs.

SPEAKERS

KEYNOTE SPEAKER

David Arabov, Co-Founder and CEO, EliteDaily.com

David Arabov graduated from Pace University's Lubin School of Business in 2012 with BBA in Business Administration and Management. He has always had an entrepreneurial spirit that drove him from very early on. While at Pace, he started his first business Elite Daily which is now one of the most popular sites among millennials. He first saw a void in the marketplace in the traditional media and came up with a different alternative, a medium that is diverse and a voice of this generation. By doing so he managed to create a platform that is disrupting the media as we know it. The site attracts millions of new users every month and employs over 35 millennials.



EMCEE

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

Brendan J. Hart, Co-Founder and CEO, Prosper

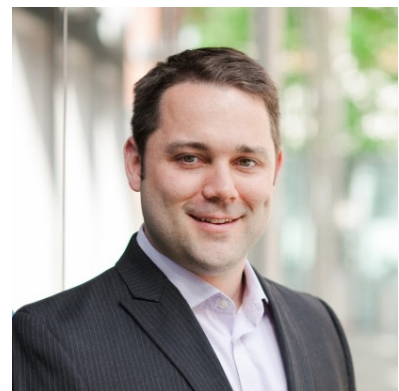
Brendan J. Hart is co-founder and CEO of Prosper, an integrated platform for New York City's veteran business community. In addition to Prosper, Brendan is an adjunct for the National Science Foundation's (NSF) Innovation Corps (I-Corps) program. Brendan spent the 2013-2014 academic year as a non-resident fellow at the Dartmouth Entrepreneurial Network. In this role, he and his team researched emerging financial technologies; digital and crypto currencies, and mobile payments; financing models behind global public-private partnerships; and the impact of radical urbanization on global capital markets. Brendan

started his career as a small unit leader in the United States Marine Corps' premier anti-terrorism unit, FAST Company. Brendan graduated from Dartmouth College and lives in Brooklyn, NY.



Justin Hendrix, Executive Director, NYC Media Lab

Justin Hendrix is Executive Director of NYC Media Lab. Hendrix connects companies seeking to advance digital media technologies with New York City's universities to drive R&D and innovation. Launched by the New York City Economic Development Corporation, NYU and Columbia University, NYC Media Lab is a public-private partnership encompassing the universities of NYC and corporate members such as Hearst Corporation, ESPN, Major League Baseball Advanced Media, Bloomberg, News Corp, NBCUniversal, Viacom and Verizon. The Lab's interests range across disciplines from data science to design to engineering, and its programs include seed R&D projects with member companies as well as The Combine, which encourages digital media startup formation and technology commercialization on the City's campuses. Previously Hendrix was Vice President, Business Development & Innovation for The Economist, where he directed prototyping and commercialization of new digital media business concepts. He is a regular writer and speaker on media & innovation. Hendrix holds a Bachelor of Arts from the College of William & Mary and a Master of Science in Technology Commercialization from the McCombs School of Business, University of Texas at Austin. He lives in Brooklyn. Follow him on Twitter @justinhendrix.



Maria Mähl, Senior Program Manager, Clinton Global Initiative

Maria Mähl is an impact strategist focused on turning ideas into action. As a Senior Manager with the Clinton Global Initiative she curates CGI's Annual Meeting covering health, climate change, energy, education, infrastructure, tech, social enterprises, and economic development issues, with a special focus on sustainable finance and impact investing. Prior to joining the Clinton Global Initiative, Maria advised global leaders in the private, public and civil society sectors on strategy and implementation, business development and operational excellence. She's worked across industry sectors in European, Asian, African, American and Latin American markets and led teams and built companies in entrepreneurial environments as well as MNC's and NGO's. Maria attended Humboldt University, the Berlin Institute of Technology and Uppsala University and holds a Bachelor of Political Science and a Masters in Business and Economics. She's from Sweden and lives in New York City.



Larry Peristein, EVP, Social Life Management Inc.

Mr. Perlstein is a senior executive with more than 30 years of diverse, poignant, and pioneering experience in technology industry research, product / service marketing and sales, and project and personnel management working at respected companies such as Gartner, Inc., IBM, GE, and PepsiCo. Since 2011, Perlstein has been an adviser and strategist to a wide range of startups, small businesses, and non-profits, and recently joined The EF Angels Group.

In 2013, Perlstein became CEO of Social Life Management, Inc., an early stage startup developing a SaaS-based online reputation management platform for consumers and businesses. The website launched in July 2015. Previously, Perlstein spent 15 years at Gartner Inc., the largest information technology research and advisory firm, both as Gartner's first ombudsman, and managing the company's largest global research team focused on application development and internet technology. Living and working in Silicon Valley for IBM (and then Gartner) during the late '90s dotcom boom, Perlstein managed programs and products focused on new technology adoption. Perlstein earned a master of business administration in information systems and bachelor of business administration in marketing from Pace University, New York. Perlstein is based in the New York metro area with his wife, Jacquie Marumoto who works for Oracle Corporation, and his 8 year old daughter Avery, an aspiring technologist.



**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

DimOgo Luggage

Business Summary: DimOgo Luggage purpose is to provide products that make the travel experience as convenient and fluid as possible for travelers.

Management: DimOgo was founded by CEO Alexandar Dimcevski and Co-founder Robert O’gorman. Mr. Dimcevski is an international student Majoring in Finance and brings perspective as a frequent traveler. Mr. O’gorman is an international student Majoring in International Management.

Customer Problem: Passengers spend countless of millions of dollars on unnecessary additional costs. These costs occur in two distinctive ways: 1) checking in an empty suitcase, 2) purchasing new suitcases for more luggage space. An unnecessary amount of money and time is lost taking care of these problems.

Product: DimOgo is making an expandable suitcase that fits the criteria of a small carry-on as well as a large check in a suitcase.

Target Market: DimOgo’s target market is the global luggage industry, worth \$31B.

Customer: From the wealthy to the needy, all categories of travelers that buy luggage. DimOgo narrows the focus to the middle and upper-income individual who considers himself/herself to be a frequent traveler and will pinpoint strong focus on women and business travelers.

Sale/Marketing Strategy: DimOgo will rely heavily on conventions, such as the 13th annual Summer Luggage, Gift & Travel Goods Show planned by The National Luggage Dealers Association (NLDA). DimOgo will complement this strategy with search engine marketing and strategically placed commercials.

Business Model: The majority of revenue will be from sales to retailers. With a minority of revenue coming from direct sales to the customer via our web page.

Competitors: Fugo optimizes to solve the same problem as DimOgo, however, DimOgo’s solution is superior. DimOgo also faces competitions from businesses that specialize in aspects of what it does. Samsonite, Rimowa, and Tumi are all partial competitors in this regard.

Competitive Advantage: Competitive advantages include: Customers friendly suitcase; emotional appeal with international students and the American Dream; contact with recognized design company; supported by a distributor with 30 years of experience in the luggage industry.

Use of Funds: One-time start of costs (40%), sales and marketing (45%), product enhancement (15%).

Alexandar Dimcevski

An international student studying at Pace University, Pleasantville, New York. Originally from Gothenburg, a small industrial and fishing town in Sweden. As a full-time student and part of the Men's Swimming & Diving Team my day to day schedule is very hectic and a pure enjoyment. I am part of the Lubin School of Business with an expected bachelor's degree in 2018. What attracts me to my major Finance, in general, is my personal experience of investing in the Swedish markets from my dorm room. I find it very liberating to be in control and accountable for my own financial decisions. I hope my major in Finance and the knowledge that comes it one day will reveal opportunities that I otherwise would have foregone.



Everyday Pace

Everyday Pace is a calendar planning app for iOS devices which provides support to people with various disabilities. It is a tool which allows them to create schedules and goals for themselves and helps them to preserve it daily. This app focuses on supporting people with disabilities who are in a school environment, but it can be used by anyone who wants or needs an accessible, user-friendly planner. This app distinguishes itself from other calendar apps by allowing user-customizability, a high visual appeal, and an achievement scorecard with which to measure their accomplishments by. The user-customizability aspect of the app lets the user take pictures of their own personal environment to associate with their schedule, and the achievement scorecard tracks their success at maintaining these schedules. These scorecards will also allow parents and caregivers to check on an individual's progress without being too intrusive.

Over the past few years, there have been new initiatives for the inclusion of people with intellectual/developmental disabilities into higher education programs in the US. However, there have not been many, if any, apps developed for this target population. This app will be one of the first of its kind to target this population, and will hopefully pave the way for other apps to become developed in the future to support them. The availability of this app will also allow these students to feel more involved in their school environment. Currently, the app is being developed by Adil Sanai, a special education student at Pace University, with the support of his professors and peer mentors. Adil currently takes Computer Science classes to learn more about computers, and concurrently uses that information to develop the app. An investment in Everyday Pace will allow Adil to develop the app in a more efficient manner, by allowing purchase of app creation software. When finished, the app will be made available for free on Apple App Store for both iPhone and iPad versions.

Adil Sanai

My name is Adil Sanai. I am currently a special education at Pace University in the Seidenberg School of Computer Science. I am in my second year at Pace, and I am expected to finish this special education program in the year 2020. I was born with cerebral palsy. In 1999, I moved to the US from Pakistan. I spent 15 years of my life being unable to stand, walk, or close my mouth. I was very determined to have a better life in the US, so after I arrived, I was able to undergo multiple surgeries to correct these complications from cerebral palsy. I am now motivated to learn about everything life has to offer, and I would like to support others with disabilities like me.



HELPTTEER

Helpteer is a crowdsourcing volunteer application. Typically, volunteer opportunities are posted either as a static list on organizations' websites, emailed, or sent as a newsletter. However, on Helpteer all of the volunteer opportunities are provided in real time, which allows for effective communication in times of disasters, emergency, and last minute projects. Helpteer aims to breakdown the bureaucracy of organized volunteering and make it a more social experience.

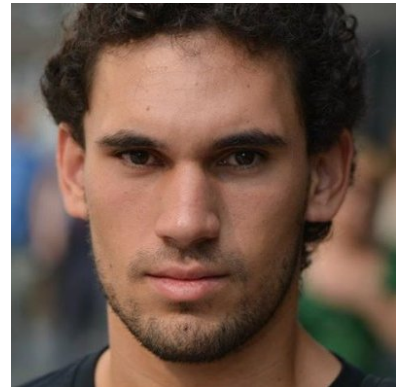
The app uses geolocation to find volunteer opportunities based on where the user is currently located. If the user chooses, they can enter their zip code which will generate a list of nearby projects based on the distance from their location. In addition, the app allows users to post their volunteer opportunities as well as sign up to help at projects that other users have posted. Projects can be from person to person or from an organization looking for volunteers. Users will be notified of opportunities to help out those in their surrounding communities through the app which will be a "call to action" to engage in a project. Organizations and people can view the volunteers that have signed up for their project so that they can appropriately screen and organize them. The app also provides a platform for people to make donations to a project. Helpteer would take a percentage of the donations for helping to facilitate the volunteers.

Helpteer offers organizations and volunteers a more effective way to manage and allocate human resources to volunteer opportunities. Since the updates occur in real time, this feature will allow organizations to send out notification alerts to get volunteers to help others as quickly as possible while other necessary resources are being prepared. The goal of Helpteer is to streamline the organization and notification of different local opportunities for various types of volunteer work.

Currently, the target market for this application would be organizations such as Red Cross, Techo, New York Cares, etc. but also people looking to volunteer for a project within the community. 63.4 million Americans have volunteered through an organization at least once between 2014 and 2015. Organizations could use Helpteer to manage and allocate these millions of volunteers. On an even larger scale, 26% of the world's population volunteers each year since 2007. Helpteer can continue to expand to be the leading application for organizing volunteers and helping others around the globe.

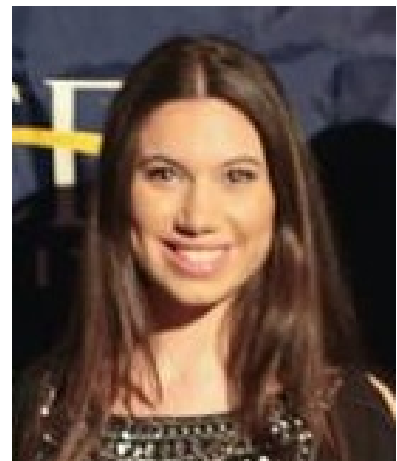
Ian Carvalho

Ian Carvalho is a Computer Science major and talented iOS developer. In 2015, Ian was awarded a grant from the Brazilian Scientific Mobility Program to study at Pace University. With extensive previous work experience, Ian currently has 17 published apps on the AppStore. He acted as the lead developer behind many of these apps. Among his remarkable projects were the development of the first book in augmented reality in Brazil and a Point of Sale application created to promote Hasbro's "Transformers toys". Ian has also previously competed in the Pace Hackathon competition this semester.



Alexa McKenna

Alexa McKenna is a Pace University student in the graduating class of 2017. She is majoring in Entrepreneurship from the Lubin School of Business and minoring in Digital Media Studies from the Dyson College of Arts and Sciences. Currently, Alexa is a Dezer Fellow at the Entrepreneurship Lab. In the past, she has participated in the Pace App Hackathon, Pitch Contest, and other eLab events. On campus, Alexa is a CoPresident of the Fashion Marketing Club, ProFASHIONals, and a member of the Pforzheimer Honors College. In the future, Alexa aims to start her own business and manage global tech operations.



MS Keyboard

With the rapid advancement of technology and practically everything becoming digitalized, those who struggle with Multiple Sclerosis, cerebral palsy, and other physical impairing diseases find it challenging to adjust to the technology. Multiple Sclerosis makes it very challenging for people to engage in activities on smart phones or tablets; whether it would be texting, emailing, writing notes, or whatever the case may be. The main cause of these difficulties is the keyboard. The keys are usually thoroughly small thus making it very difficult to correctly press the key that was intended. The concept of the application is to create a keyboard with the option to choose between two different styles of design. The first design is a keyboard that simply just has larger keys. The design would allow the user to scroll between each of the letters and correctly choose the key that they desire. This may be slower than the traditional style of keyboard, but it would ensure that the user is pressing the correct key and thus preventing the user from becoming frustrated with selecting the wrong key. The second idea is to re-create a keyboard with only slightly larger keys, but the user would have to press down on the key for a minimum amount of time. This would prevent the user from misclicking any of the keys and when they do press the right key, it would become exceptionally easy for the user to keep their finger pressed down. The application would allow the user to be able to choose between the two of these settings for which ever one they prefer. Whichever keyboard the user does prefer, it will be a lot easier to use due to the easy functionality of the keyboard. Those who suffer from physical impairing diseases like multiple sclerosis and cerebral palsy would be able to type and use their smart phone or tablet very easily.

Brandon DeLuca

Brandon DeLuca currently lives in Brooklyn, New York and attends Pace University full time with an expected graduation in May 2019. He is majoring in Computer Science with a minor in Information Technology. He currently work two jobs, managing the front-end of a supermarket and doing field technician work for Key Systems in midtown Manhattan. Computer Science is a world changing field, and he has been interested with and working with computers since his years of early adolescence. He continues to keep up with current technologies as in the future he would like to pursue a career in the field of cybersecurity.



Connor Magee

Connor Magee is a full-time student at Pace University. He is only a freshman in his second semester at Pace and is expected to graduate May 2019. Currently he is majoring in computer science with a dual-minor in computer information technology and information assurance in the criminal justice system. During his free time he enjoys exercising, reading, and anything else that concerns learning more about computer science. He has known that computer science is his passion since the beginning of high school ever since his cousin introduced to.



Ivan Tang

Ivan Tang is a full time freshman Computer Science major with a minor in Information Technology, at the Seidenberg School of Computer Science and Information Systems. He has an expected graduation in May 2019. He currently lives in Brooklyn, New York. He has grown up with computers and is always constantly attempting to learn more about computers and technology. Alongside with Dr. Coppola, he hopes to make technology more efficient for the elderly. Technology is moving very fast and is very innovative and doesn't wait up for the elderly. As a side hobby, he enjoys building computers to keep up with modern advancements. He also enjoys helping his friends and family with computer related issues whenever he can. In the future, he hopes to use his knowledge in computer science to aid people and make their lives simpler.



MugClubs.com LLC

Business Description: MugClubs.com is a technology based marketing and selling tool what will be marketed to bars, brewpubs, and breweries. We will operate using a SaaS model, providing our service for the nominal cost of \$60 - \$100 per month. Our customers will utilize our product to host an online Mug Club for their patrons, who can interact with the product by downloading a free app for their phone or tablet.

Company Background: MugClubs.com was founded in 2015 as a result of the founder's desire to develop a platform that would leverage SaaS principles to the bar and nightclub industry. Specifically, the first product platform will target Mug Clubs, which are a popular marketing and sales tool employed by drinking establishments. To date nobody has brought forward a digital solution to facilitate their administration and execution, thus putting the investment of time, resources, and money solely on the establishment's management.

Management: MugClubs.com is run by Founder and Managing Director, John Harrison. Mr. Harrison has extensive experience in corporate finance, strategy, M&A, market research, new product analysis, and commercial management. In addition, he is a small business and bar owner, which has given him unique insight into our market and target customer.

Products/Services: MugClubs.com will offer an online portal so the customer can manage their mug club, and will provide free access to a linked app that patrons can download to their smartphone or table.

Technologies/Special Know-how: The technology platform will include a website (portal) and associate app, which when used in tandem will be the means by which the Mug Club is hosted for the customer. We have contracted a third-party technology firm to execute the development of the technology and will establish a retainer agreement for tech support.

Market: We estimate, based on various websites and market analysis reports, that there are between 150,000 and 300,000 drinking establishments in the United States. Of this amount, we believe that roughly 10% would be categorized as our "target customer". This subsequently leaves us with 15,000 to 30,000 in our addressable market.

Distribution Channels: our product will be sold via our website, MugClubs.com, which will provide access to the customer's management portal. The apps will be distributed via the Apple and Android app stores.

Competition: At this time we have no direct competition. Mug Clubs that exist today are administered locally by each bar, and are not executed using a technology platform. In a sense, we are competing against the bar owners themselves as we must strive to

justify that our product is worth paying \$60 a month for, as a means of avoiding the “Do It Yourself” model.

Financial Projections (Unaudited):

	2015	2016	2017
Revenue	\$0	\$73,000	\$259,000
EBIT	(\$39,000)	\$28,915	\$188,360

John Harrison

Mr. Harrison is presently a full-time student at Pace University pursuing his MBA in Strategic Management, where he is also a Graduate Assistant at the Entrepreneurship Lab. Beyond his studies, Mr. Harrison completes consulting work for a technology start-up in the food service industry and as the Finance lead for a Biopharma start-up that is specializing in stem cell research. Furthermore, Mr. Harrison is the acting Controller for Some Spider LLC, a digital media start-up with annualized sales of over \$1.5 million. Lastly, John has been a small business owner since 2014 when he purchased, remodeled, and rebranded a bar & restaurant in San Angelo, TX.



Having graduated Lehigh University with a Bachelor’s of Science in Accounting and Finance in 2005 John chose to pursue his professional interests at Johnson & Johnson. Over the next eight years John took on increasing levels of responsibility rising to the position of Senior Manager before leaving J&J in 2013. Mr. Harrison left corporate life to pursue his MBA as he desired the opportunity to be in a faster paced and more agile environment. The opportunity to make decisions that actually impact business outcomes has led John to make the leap into entrepreneurship, and has inspired his efforts to create MugClubs.com.

Ondori Anime

Japanese animation (more commonly known as Anime) fans in America are one of the most passionate fans ever. They go to conventions and often, spend hundreds of dollars on action figures and stuffed animals. But one thing they cannot always do is support the shows they like the most. The main reason is because of the complicated process of licensing anime merchandise in addition there is only one small American merchandiser, therefore many shows fans love fall between the cracks. The other reason is many of these merchants are confined to a very small booth or a slightly bigger permanent storefront. Therefore, they can only fit the most popular shows into their shops. This has created an opportunity due to the customers not having access, to merchandise for around 90% of the shows released. This in turn creates the problem that the fans cannot give money to the production most shows, meaning they are less likely to get any additional seasons. So for a new retailer to succeed, they must integrate these other shows into their inventory, to offer customers better selection.

On the surface the anime industry looks like a very niche market, but it is one of the fastest growing industries in the entertainment sector. The anime industry in North America is estimated to be worth 2.7 billion dollars as of 2014, which is up from 1.8 billion in 2010. In this market, the customers Ondori is targeting is young professionals who are anime fans, that are college educated who have a yearly budget for anime. These customers are about 30% of the population of anime fans, but make 65% of all purchases. They generally allocate a budget of 200-500 dollars towards anime and anime merchandise a year. Through customer interaction and research, the founder has determined they value Selection, convenience, and atmosphere. The only crux with this industry is that the customers are very spread out across the country. But there are certain times when all the customers come together and that is when an anime convention comes around, in which many fans come from all over to take part, including a large percentage of Ondori's target market. Making this an extremely lucrative opportunity for a temporary retail operation.

Ondori's solution to the customer's problem is to open pop-up stores, in and around anime conventions. The company will specialize in having a diverse selection with both popular shows, as well as shows and merchandise not offered by many of our competitors. With pop-up shops as opposed to conventional booths, Ondori can offer more selection due to us having more space. The founder also has made a contract with the largest Japanese merchandisers, to import the products not commonly sold in America. Also with the company's pop up store model it gives us the flexibility to get a storefront, near the event space for a low upfront cost. This will allow the desired customers the ability to simply walk to the stores, which will only be a few blocks away giving them the convenience factor. The company will also emphasize the customer experience by implementing events, music, in store advertising, and screenings. All of these events will attract the customers during the periods in-between panels, as well as once they leave the convention. With all of this Ondori expects to achieve a gross 40

dollars per square foot. Ondori's anticipates average customers spending 80 dollars per visit which is on average ten percent less than those found in the company's research. In our first year's operation Ondori plans to open one store outside of a popular anime convention in New Jersey, as well as test three additional markets with small booths inside the conventions. All of this will allow the company to be both financially successful and help spread the joy of anime.

Christopher Dunn-Meynell

My name is Christopher Dunn-Meynell. I'm originally from Warren, New Jersey. I am a current senior at Pace University, in the Lubin School of Business. I am currently majoring in entrepreneurship. I have on past venture in which I started my own food business selling food services at my high school's events. It was very successful and helped finance a lot of my high school's clubs. During college I got a few jobs but mainly I worked for Spirit Halloween as a manager for three years. During my time with them I was appointed assistant manager of the flagship store in New York, their Times Square store, brought in to save an underperforming store, as well as construct 18 pop-up stores. I was also appointed the official training manager for the company's charity division for my entire district, in which raised \$40,000 for The Children's Hospital in Bellevue. I personally enjoyed this job so much, that I have decided to combine all of the things I've learned from it, with my other passion anime to help bring joy to all my fellow anime fans. I always live by my motto to work smarter AND harder.



TRIESS ·Swim ·Sand ·Surf·

This is the product pitch for an innovative solution to slippage and instability in women's active swimwear. Picture this: A lifeguard spots a patron flailing in the ocean. She blows her whistle and dismounts off of the stand. She starts running into the ocean and her suit bottoms being an upward progression between her 'cheeks.' No time for adjustments, she hurdles over the waves and dives into the ocean. Now, battling waves, her suit top is sliding off her chest; hit on the right by a wave, her suit shifts to the left side of her body... These are the struggles any women partaking in any athletic activity while wearing a bathing suit. Likewise similar scenarios occur on a daily basis for surfers, swimmers, yogi's, paddle boarders, the list goes on.

The product solution to these everyday happenstances is a bikini with a structure, fabric, and detailed grip lining that will provide maximum stability and NO slippage. Now, one could argue, why not just wear a one piece? Yes, that is a solution however not everyone wants to wear a one piece, get one piece tan lines, or be restricted by a full suit, and why should they have to?

The TRIESSS •Swim•Sand•Surf• brand will provide fashionable bathing suits engineered to grip and hug the body, flattering every curve, while staying in place when life tries to move it. This will be accomplished by three design techniques:

1. The cuts of the suits will intertwine fashion trends and stability for the chest. Cross back ties of the suit, ties on the bottoms, and a cheeky cut will keep the suit in place.
2. The second, but crucial piece to this suit design is a two strip silicone 'no slip grip' lining. Two strips of this fabric, seamed into the fabric of the suit. The silicone lining will go on ALL edges of the suit including: breast linings, around the rib cage, hip, and leg holes. This will give the suit already tied to perfect fit the body of the wearer, extra grip to the skin.
3. Lastly, the brand is supposed to hold high fashion standards as well. It will not lack style to compromise for stability like most suits of its nature.

TRIESSS ·Swim·Sand·Surf· suits will be a beacon of hope for fashionable athletic women who want to feel confident and sexy in their bikinis.

Scarlett Loughlin

Scarlett Loughlin is a swimmer, surfer, yogi (practicing yoga), fashionista, blogger, social butterfly, and a full time student-athlete. I keep a well-balanced life of immersing myself in all aspects of my passions. One morning at swim practice this summer, my idea of an athletic training bikini or women of my likeness, would benefit the society of actively athletic women. Being a fashion lover and athletic, I paired together what I know, what I need to know, and how I would go about doing so, all in one swim practice. I eagerly jumped out of the pool to write down what is now a work in progress, TRIESSS ·Swim·Sand·Surf· -- What will be my bathing suit line. As I have been inspired by my passions, I hope to use my company and product to inspire others to live a happy, healthy, life, and to follow their dreams.



PITCH
ALUMNI
MENTORS

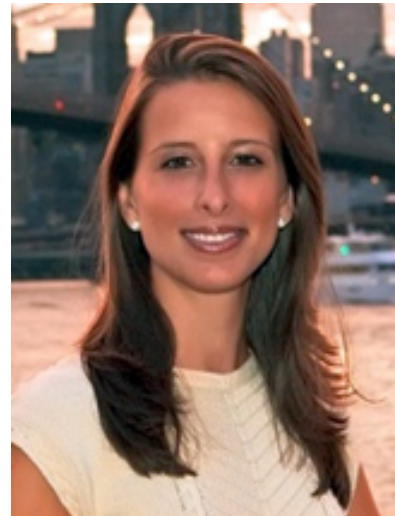
Pace Pitch Alumni Mentors

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.

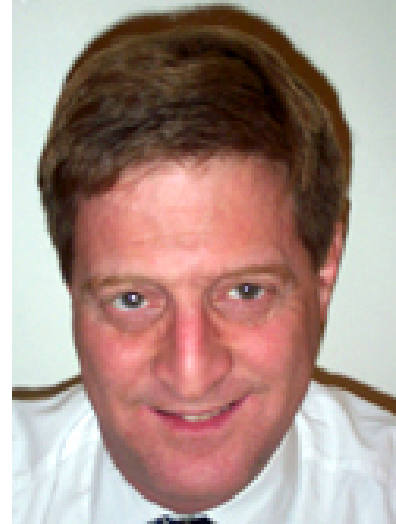
A thought leader in the responsible business movement, Alex continues to share his knowledge and passion for social entrepreneurship, corporate responsibility, and socially responsible investing at universities and industry conferences.

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

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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
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Roy Allen, Pace University - Dyson College of Arts & Sciences
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Gerrit Argento, Pace University
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Kumesh Aroomoogan, Pace University - Lubin School of Business
Allan Benamer, University of California – Berkeley
Olga Bogomolova, Pace University – Seidenberg School of Computer Science
Douglas Booton, Pace University
Chiranjeev Bordoloi, Pace University - Seidenberg School of Computer Science
Dennis Brady, Pace University
Peter-Charles Bright, Harvard University
Harry Brodsky, Pace University - Lubin School of Business
Teresa N. Brooks, Pace University - Seidenberg School of Computer Science
Wade Cameron, Pace University - Dyson College of Arts & Sciences
Peter Cao, Pace University - Lubin School of Business
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
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Jin He, Pace University
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NEW YORK BUSINESS

Delivering the Perfect Pitch

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

Lori Ioannou

April 14, 2013

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

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

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

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

RECORD TURNOUTS

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

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

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

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

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

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

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

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

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

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

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

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

'BRAGGING RIGHTS'

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

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

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

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



Pitch Contests Gain Popularity

BizPlanCompetitions.com

Amy Buttell

September 28, 2011

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

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

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

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

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

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

And that makes it a good selling point for judges, who have to make a big time commitment to judge a business plan competition. Those can take months and judges must read multiple business plans, evaluate them at various stages and mentor competitors. 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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