

\$200K
Entrepreneurs
Challenge

Quarter-finalists



**BERKLEY ENTREPRENEURSHIP
CENTER FOR INNOVATION
AT NYU STERN**

Dec. 6, 2013

**NYU Stern School of Business
40 W. 4th Street**

8:15 Judges Orientation, Room L101

New Venture Competition

Teams go directly to the assigned room. (each team will present for 5 minutes followed by 10 minutes for Q&A and 10 minutes for feedback).

Room UC 50	8:45 am 9:10 9:40 10:10 Break 10:20 10:45	Lavoisier Health Solutions Lynxsy IdealList CrashDwell Hire Canvas	Anthony Licari Vanessa Pestrutto Arun Sundararajan Scott Stimpfel
Room 2-90	8:45 am 9:10 9:40 10:10 Break 10:20 10:45	IntroAmerica Loop de Luxe Outgrow Co. Insta Interiors Jack & Coat	Irwin Tantleff Richard Hunt Belinda DiGiambattista Amit Klein Ken Poray
Room 2-70	8:45 am 9:10 9:40 10:10 Break 10:20 10:45	Pinch Calvin Furnish Me Tribal Cuts The Glam Case LLC	Shabnam Rezaei Robert Seamans Will Evans Nancy Heckinger
Room 2-80	8:45 am 9:10 9:40 10:10 Break 10:20 10:45	Group Games Mootch ThreadLab SnappyScreen Inc. Runway Gym	Jason Severs Geraldine Wu Jen van der Meer Mike Blumenfeld
Room 2-65	8:45 am 9:10 9:40 10:10 Break 10:20 10:45	Testflip Pay Collective Haute Athletics LLC Whim Canal	Lloyd Grant Mickey Farley Al Berrios Neil Radar

11:15-11:30 Room Deliberations
 11:30-noon Judges Convene in Room UC 50
 Lunch Judges Lunch Room L101

New Venture Teams

Calvin is a calendar which helps you make the most of your time.

Nick Sonnenberg, Masters in Scientific Computing, on hold

Daryn Katzen, MBA, 2014

Martina Berg, BA Economics, 2015

Allen Chen

Claire Hobson

Serge Tchikanda

Jesse Venticinque

Canal is a vetted platform that automatically connects the top students with the best companies for paid and focused internships.

Daniel Kao, NYU Ugd Stern 2014

Iris Yuan, NYU CAS 2014

CrashDwell is an online marketplace for students to find and offer apartments for temporary housing safely.

Patrick Yan, Stern BS 2013

Ran Zheng, Stern BS 2013

Furnish Me is an online marketplace where individuals can buy and sell furniture from established brands within the cities where they live.

Rachel Forman, NYU Stern Full Time MBA, 2015

Ankur Bahl, NYU Stern Full Time MBA, 2015

Sebastián Rojas, NYU Stern Full Time MBA, 2015

Group Games aims to be the leading distributor of big screen multiplayer games as alternative content to cinemas and anywhere people gather including the home. The games are specially made for this new live gaming genre connected by an app controller on players' smart phones or tablets.

V.J Maury, Founder- NYU Stern 1993

Haute Athletics will be an online retailer specializing in high-end sports apparel and accessory brands from around the globe. The site's mission is to offer women and men the opportunity to discover and shop curated products across a full multi-media experience where athleticism is elevated to the level of high fashion and pop culture.

Margarita Ventura, Founder, CEO

Brian Kolodny, Chief Strategist, NYU Stern MBA 2006

HireCanvas is a web and mobile platform enriching live entry-level recruiting events by allowing recruiters, students, and universities to more easily manage, analyze, and interpret the information exchanged during these events.

Scott Holand, Stern MBA, 2014

Kevin George

Idealist is a mobile social networking platform that enables users to selectively engage their network through review sharing.

Terry Yang, Stern School of Business, 2007

Abraham Kim

Jason Kantrowitz

Insta Interiors is shoppable, semi-customizable, pre-designed rooms to furnish living spaces.

Caroline Young, NYU Stern MBA Program, Spring 2014

Erika Chavez

IntroAmerica is a lead generation platform for US brands and colleges to access the international middle class through our educational services.

Betty Wong, Columbia MBA, NYU BS 1982

Sammy Ghazal Columbia BA, NYU MBA 2010

Simon Wang BS, Dalian University of Technology, Dalian, China

Jack & Coat is a subscription-based virtual personal shopping service developed to help men build a stylish and functional wardrobe. Our vision is to transform the way men shop for clothing by teaching them how to leverage the items they already own while also providing personalized recommendations on the items they need to complete both their work and casual wardrobes.

Katherine Cullen (NYU Stern, Class of 2015)

Puli Cheng (NYU Stern, Class of 2015)

Morgan Hurley (NYU Stern, Class of 2015)

Leyah Farber (NYU Stern, Class of 2015)

Amy Caldamone (NYU Stern, Class of 2015)

Lavoisier Health Solutions - makers of advanced skin care and wellness products (cosmetics rooted in science)

Amit Matta, GSAS (Courant), MS Math Program, 2015

Loop de Luxe is a new marketing & sales platform featuring emerging and established designers with a focus on sustainable, artisanal, and USA-made goods. We connect high-end independent designers to customers seeking locally sourced, unique luxury goods.

Ashleigh Snead (MBA 2009)

Ali Garrity

Lynxsy is a platform where local companies can find the best non-technical, entry-level talent on demand.

Susan Zheng, Stern School of Business, 2008

Connie Wong, Wharton School at University of Pennsylvania, 2008

Mootch is a mobile app for peer to peer renting of everyday assets.

Lauren Graham - NYU Gallatin Senior, May 2014

Zack Drew

Fabio Garcia

PayCollective adds security and efficiency to classified and social networking transactions. The platform also offers new revenue streams for currently unmonetized marketplaces.

Josh Manson, NYU Stern, 2011

Yaxiong Zou, NYU Poly, 2013

Andrea Cerati, NYU CAS, Expected 2014

Pinch is a website started by students for students. We operate on the whole premise that students are better at spending money than saving. The idea is to create a system where retailers can entice students to shop at their stores in exchange for a nominal payment on their student [loans](#).

Kenneth Brent Villa, NYU School of Law, 2014

Andrew Scott Black, NYU Stern Executive MBA, 2015

Wendy Jiaqi Yang, NYU Stern MBA, 2016

Santhosh Naikar, NYU Poly Master's in Computer Science, 2015

Gudbergur Geir Erlendsson, NYU Master's in Computer Science, 2015

Runway Gym provides the opportunity to workout at a top-notch gym within terminals and beyond security checkpoints. It is a healthy way for travelers to more effectively utilize down-time at airports, leading to reduced stress involved in the air travel experience.

Rory (Robert) Ewing, Stern School of Business, 2014

Matthew Goetz, Stern School of Business, 2014

SnappyScreen is a sunscreen application system and a new, easy, and effective alternative to the tedious manual application of sunscreen.

Katelyn McClellan, NYU Stern MBA 2015

Kristen McClellan

TestFlip.com is an app that helps first responders to properly get the necessary info to help properly treat Emergency Medical patients.

Neil Liang Current NYU Poly

John Yung NYU CAS

The Glam Case is the premiere haute beauty subscription service for warm skin tones. The Glam Case enables its members to access their best beauty in an efficient but pampered way.

Dorraine (Hemchand) Burrell, NYU Stern MBA Class of 2008

Danielle Lee

Nicole Christie

Amanda Garcia

The Outgrow Co. offers parents long-term leases on luxury durable baby gear such as strollers, cribs, bassinets, etc.

Aaron Rozzi, NYU Stern, 2014

Lauren Epshteyn, NYU Stern, 2013

ThreadLab Inc. is a scientific, data-driven approach to personal shopping for regular guys who don't like to shop. Low cost and low touch convenience.

Will Hench, NYU, Stern 2008

Mus Jaffery, NYU, 1999

Tribal Cuts aggregates consumer demand for high quality and locally raised meat into whole animal purchases. This method offers huge savings for customers while supporting small farmers.

Edlin Choi, Stern, 2010

Whim is a client driving service (to restaurants, bars, and cafes) that revolves around a mobile social networking platform designed to facilitate unplanned meetings between available contacts.

Jackson Vaughan, Stern, 15

Rohan Pathak, CAS, 15

Mike von Waldner, Stern, 15

Mekyas Moges, Stern, 15

Jason Chapman, Wheaton College, Dec 13

BIOS

New Venture Judges

Al Berrios career spans more than a decade of spearheading over 50 social projects from the trenches for SMBs and Fortune 500 companies. His career is focused entirely on digital/interactive, Al's expertise is in the process and logistics behind setting up and/or managing a successful social media program. Al started with the eponymous al berrios & co., an innovative anticipation strategy consulting practice specializing in behavioral economic modeling; and teaching in the marketing department at Baruch College's Zicklin School of Business in New York as an adjunct lecturer. He then launched Disperse Interactive and pivoted his practice to focus on being the much-needed, common-sense go-to guy to executives that need to understand and leverage social media on time and on budget.

Myron Blumenfeld has over fifty years of management experience working with and for companies of all sizes, from small, family owned entrepreneurs to large, publicly held corporations all across the United States, Indonesia, Canada and Mexico.

William Evans is the Managing Director of TLCLabs, the enterprise innovation lab, as well as Director of User Experience Design and Research at The Library Corporation. At TLC, he is responsible for working across the organization to create extraordinary user experiences and new product innovations. Will is also the Design Thinker-in-Residence at NYU Stern's Berkley Center for Innovation where he lectures and consults on Lean Systems, Lean UX, and Design thinking.

Before joining TLC, Will led experience design and research for TheLadders in New York City. He has over 15 years of industry experience in interaction design, information architecture, and user experience strategy. His experience includes directing UX for social network analytics & terrorism modeling at AIR Worldwide, and serving as the UX Architect for social media site Gather.com, and travel search engine Kayak.com.

Will's research and design has been featured in numerous publications including Business Week, The Economist, Fast Company, Time Magazine, MSNBC, and the Wall Street Journal. He founded the AgileUX and Lean User Experience Design conferences. Will tweets at @semanticwill.

Belinda Di Giambattista brings over 15 years of executive experience in product innovation for the global financial sector to her position as Co-Founder, President and CEO of Butter Beans, Inc. Inspired by her young son, Belinda launched Butter Beans, Inc. in the spring of 2008 to provide nutritious meals to school-aged children and to educate families about healthy eating.

Belinda led the fledgling Butter Beans, Inc. to win first place in the NYU Berkley Center Business Plan Competition in May 2009, garnering support for the business that merges healthy eating and convenience for busy families. Based in Long Island Sunnyside, New York, Butter Beans delivers healthy meals to school-wide programs and individual students to over 2,000 students and teachers every day. Butter Beans also offers food education through school-aged student cooking classes and a farm to table summer camp.

Ms. Di Giambattista earned her BSBA from the University of North Carolina at Chapel Hill and her MBA from New York University's Leonard N. Stern School of Business

Mickey Farley is highly regarded as a thought leader and an innovator in the business of marketing and has a track record of successes spanning three decades as a line manager at major marketing firms (Kraft, Mars) and VP marketing and sales at Newman's Own, and as a consultant and entrepreneur in the marketing strategy and innovation field.

As an entrepreneur, she was one of the founders of a successful marketing services firm, Fusion 5 Innovation Marketing, which was sold to WPP in 2001. Mickey is also a practicing marketing consultant as a principal and founder of The Now Connection, an Innovation Marketing firm which offers brand driven growth services focused on strategic and insight based consulting, innovation marketing and product development.

Mickey Farley is an Associate Professor of Marketing at The NYU Stern School of Business, teaching Brand Strategy and New Product Development.

Lloyd Grant is a straightforward, results-oriented sales professional with 8 years of advertising and sponsorship sales experience plus 4 years of marketing communications management. He has developed a track record of driving sales and revenue performance by identifying key customer insights and creating focused marketing strategies that link clients to their target customer groups. He has created strategic initiatives for brands in a variety of product categories including luxury auto, telecom, banking, financial services, utilities, nutritional supplements and franchising.

As Chief Client Strategist at KIP | TMS Lloyd leads structured brainstorming and idea generation sessions that helps entrepreneurial leaders launch new products/services, reconnect with lapsed customers, and expand into new markets.

Lloyd has always been focused on understanding the forces that drive buyer behavior and the changing factors that generate business growth. As online and offline marketing merge, and mobile and social marketing tools evolve, Lloyd is committed to optimizing the integration of traditional and digital to leverage new technology that helps KIP | TMS clients outvalue their competition and grow customer value.

Nancy Heckinger is a consultant specializing in education and technology. She has a diverse background in education -- including multimedia and film production, the development of interactive museum exhibits, and publishing -- and in the strategic uses of information and telecommunication technologies. Until recently she was the founding Director of the National Center for Science Literacy, Education, and Technology at the American Museum of Natural History in New York, which is an education initiative of the Museum established in 1997 to advance science literacy for all Americans. She was also a founding partner of The Edison Project, a private company that manages public schools using a comprehensive new school design with technology at its core. Before the Edison Project, she founded and ran her own company, Hands-On Media, which produced interactive products for education. She was a senior designer at the Apple Multimedia Lab, on The Visual Almanac, which was the first interactive multimedia product designed especially for use in schools. Nancy lectures widely at schools and to education and public-policy groups about the potential of technology to enhance education and inspire children to learn.

Richard Hunt is Assistant Adjunct Professor at NYU in the School of Professional and Continuing Studies, and teaches Marketing. Previously, Mr. Hunt was Vice President, Marketing, for SharedBook Inc., a publishing technology start-up. Mr Hunt brings over 30 years of consumer marketing experience from roles of increasing responsibility in Publishing, Advertising, Entertainment, and Online Retailing. Mr. Hunt was Vice President, Account Director, with McCann Relationship Marketing/Princeton. Previously, he held positions with Time Warner, Sony, Universal Music, and Kraft Foods.

Mr. Hunt holds an MBA from Yale University and an AB from Harvard College.

Amit Klein is co-founder of Startup Giraffe. He has a remarkable collection of t-shirts, has been managing software teams and designing products for the past 8 years. A computer science major back in college, he is also a skilled developer who cranks out code for Startup Giraffes. A noted Hindi poet (by at least 5 people), Amit also enjoys playing basketball and teaching his new dog old tricks.

Anthony Licari is the founder and lead technology consultant at Nimble Innovations, an agile software development and IT management company. Anthony is also the Director of Application Development at Tradelegs, a successfully funded startup that develops cloud based optimization software for portfolio managers, equity analysts and traders.

Anthony has broad business experience that includes building a real estate research and database company that was acquired by First American Financial (FAF), a Fortune 500 company. Anthony holds a BS in Computer Science from St. John's University, as well as an MBA from NYU Stern School of Business.

Jen van der Meer is Chief Strategy Officer at Luminary Labs, where she consults with Fortune 100 companies, and Managing Member of Luminary Labs Ventures, where she invests in startups that have the potential to transform industries. A former Wall Street Analyst and Economist, Jen has held executive management roles at Organic and Frog Design and Dachis Group. Jen is actively engaged in the local startup community in New York City, and is an active supporter of the open data movement. She is an Adjunct Professor at NYU ITP, where she runs the VC Pitchfest and teaches LeanLaunchpad, and also teaches at SVA's Products of Design. She writes and speaks on the topic of strategy in a data-driven age, entrepreneurship, fundraising, design thinking, and social capital. Jen has a BA in comparative religion from Trinity College, and an MBA from HEC in Paris.

Vanessa Pestritto is Program Director of [New York Angels](#) and blogger at [lamVP.com](#). After NYU Stern School of Business, she worked in technology management consulting to develop client management, product development, and business analyst skills through diverse, challenging projects. She then managed a number of art organizations where she restructured operations, developed successful SEO marketing campaigns and grew her experience in sales.

Vanessa manages the deal flow pipeline at New York Angels and constantly improves the membership experience for investors to increase engagement, investment and startup community participation. She is a true optimizer and is on a mission to make the world work efficiently.

Ken Poray is co-founder of Advance Response, a healthcare technology solution helping providers and payers collaborate more efficiently. Ken began his career at Goldman Sachs where he was promoted to Vice President of Commodity Trading Operations. He left to complete his MBA in Marketing and Information Technology at New York University, Stern School of Business and was recruited by Dell Computer after graduate school where he was responsible for driving online revenue for the Public Sector. Ken joined Deloitte Consulting after several years with Dell. After several successful years at Deloitte, Ken became interested in applying his experience in entrepreneurial ventures. After working with several start-ups, Ken and his colleagues at Advance Response uncovered a unique and unmet need in healthcare.

Neil Rader is currently the Chief Operating Officer of the Stern School of Business responsible for Finance, Information Systems and Facilities. Prior to joining Stern, he was

the Vice President & General Manager, Small and Medium Business (SMB) at Pitney Bowes Incorporated. Neil joined Pitney in mid-2007 as the Global Financial Officer for Document Messaging Technologies and was named Group Financial Officer, Mailing Solutions Management in 2008.

Prior to joining Pitney Bowes, Neil was Vice President of Finance, Global Business Services for IBM and served on IBM's financial steering committee. In 1999, Neil founded TrophyCentral.com, a leading Internet provider of recognition awards and personalized gifts, and is currently the company's president.

Neil serves on several boards, including A-HOME, a not-for-profit organization that provides affordable housing for low-income earners, single parents and the elderly, and Zazzle.com. Neil holds a bachelors degree in Computer Science and Management Information Systems from SUNY Albany and an MBA in International Finance from St. John's University.

Shabnam Rezaei is the co-founder of Big Bad Boo Studios & Oznoz.com to teach kids about culture and language through cartoons. She started the company in 2006 after winning the NYU business plan competition. So far Big Bad Boo has produced Babak & Friends, Mixed Nutz and 1001 Nights, was nominated for 13 LEO Awards and won 4. Bringing to life famous characters like Sinbad and Ali Baba, the show airs in 80 countries. Broadcasters include Teletoon, CBC, Disney Asia, PBS, Discovery Kids, ORF Austria, RTP Portugal, Al Jazeera Children's and MTV3 Finland among others. The company's own online channel Oznoz.com serves cartoons in 12 languages to children, including Sesame Street in Chinese, French, Persian and others. Shabnam holds a BS in Computer Science, a BA in German Literature from the University of Pennsylvania, and an MBA from New York University.

She has been featured on CNN, Forbes, BBC, FOX, CBC, the New York Times and NPR. Shabnam won Vancouver's 40 Under 40 Award, Canada's Woman Entrepreneur of the Year Award and NYC's Venture Fellow Prize.

Jason Severs is a principal designer at frog design and a leader in the company's design research practice. He is responsible for promoting a holistic perspective through translating the needs of users and business into meaningful design. Before joining frog, Jason worked with Bruce Mau Design on Massive Change, a project that aimed to communicate the transformative capacity of design as well as its impact on health and wellness, urban planning, global markets, the military, and the future of public and personal transportation. Jason has also illustrated two books on theoretical physics with renowned scientist Brian Greene. Jason cut his teeth in design research at Columbia University's Center for New Media Teaching and Learning developing courseware and distance learning applications. He has served as adjunct professor at NYU and regularly lectures at the Stern School of Business.

Robert Seamans (Ph.D., UC Berkeley) is an Assistant Professor of Management at the NYU Stern School of Business. His research focuses on strategy, entrepreneurship, technology and innovation. He investigates these issues in the context of two-sided markets, such as those found in the newspaper and cable TV industries. His work has been published in the *Journal of Financial Economics*, *Management Science* and *Strategic Management Journal*. He is a member of the editorial board for the *Strategic Management Journal* and serves on the Research Committee of the BPS Division of the Academy of Management. At NYU Stern, he teaches undergraduate and MBA courses in Corporate Strategy and Game Theory. Prior to his PhD, he worked in consulting.

Dr. Scott Stimpfel is the Assistant Dean of Student Engagement and Innovation at NYU's Stern School of Business. His research interests include the factors and experiences that influence students' professional development, career decisions, and college completion rates. In addition to his administrative responsibilities, Dr. Stimpfel teaches a course in Professional Responsibility and Leadership.

During his doctoral studies at the University of Pennsylvania, he held a fellowship with the National Center for Public Policy and Higher Education and served as Knowledge@Wharton High School's Director of Educational Initiatives. He also developed and taught a Social Entrepreneurship course at the University of Pennsylvania's Graduate School of Education.

Dr. Stimpfel is a co-founder and board member of Resources for Educational and Employment Opportunities (REEO), a 501(c)(3) non-profit organization committed to empowering community college students. Dr. Stimpfel's work with community college students has been recognized through several awards, including the Manhattan Institute's Social Entrepreneur of the Year Award and the Satter Foundation's Social Entrepreneur of the Year. Prior to co-founding REEO, he was a Vice President at Lehman Brothers, where he worked as a structured finance investment banker. He also assisted with Lehman Brothers' diversity and general recruitment efforts.

Dr. Stimpfel attended Pasadena City College before transferring to the University of Southern California. He graduated from the University of Southern California, summa cum laude, with a B.S. in Business Administration. He earned an M.B.A. with a dual specialization in Corporate Finance and Entrepreneurship & Innovation from New York University's Stern School of Business. He also holds an Ed.D. in Educational Leadership from the University of Pennsylvania's Graduate School of Education.

Dr. Stimpfel is a lifetime member of the American Association of Community Colleges, Alpha Gamma Sigma, Phi Kappa Phi and Beta Gamma Sigma.

Arun Sundararajan is a Professor at NYU Stern School of Business. His research program studies digital economics and how information technologies transform business and society. Some of his current and recent research focuses on the emergence of digital institutions to facilitate economic and political development, contagion in networks and social media, online privacy, pricing in digital markets and managing digital piracy. He has published in journals including *Decision Support Systems*, *Economics Letters*, *Information Systems Research*, *Journal of Economic Literature*, *Journal of Management Information Systems*, *Management Science*, *MIS Quarterly*, *Proceedings of the National Academy of Sciences*, *Statistical Science* and *Social Networks*, and has given more than 200 conference and invited presentations internationally. His research has won three Best Paper awards and has been recently profiled by trade publications that include *Fast Company*, the *Financial Times*, *Forbes*, and the *Wall Street Journal*.

Professor Sundararajan is a Senior Editor of the journal *Information Systems Research* and has served on the editorial boards of *MIS Quarterly* and *Management Science*. He was the founding co-chair of the NYU Summer Workshop on the Economics of IT and of the Workshop on Information in Networks. His past doctoral students hold academic positions at a number of leading institutions. His opinion pieces have appeared in *Bloomberg*, *CIO Magazine*, the *Economic Times*, the *Financial Times*, *Harvard Business Review*, *Knowledge@Wharton*, the *Mint* and *Wired*. His research has been supported by organizations that include Google, IBM, Microsoft, the MPAA and Yahoo!

Geraldine A. Wu joined New York University Stern School of Business as an Assistant Professor of Management and Organizations in July 2006. Prior to her academic career, Professor Wu worked in mergers and acquisitions at J.P. Morgan and in strategic planning at Time Inc.

Professor Wu's research interests include organizational learning, technological innovation, entrepreneurship and corporate restructuring. Her current research focuses on financing and innovation in the medical device industry. Professor Wu has published articles in *Management Science* and *Research on Technological Innovation, Management, and Policy*. Her research for her dissertation was sponsored by the Kauffman Foundation, the National Science Foundation and the NASDAQ Educational Foundation.

Professor Wu earned a B.A. in Economics, a B.S. in Computer Science, and an M.A. in International Policy Studies from Stanford University. She received her Ph.D. in Management from Columbia University's Graduate School of Business.