



BERKLEY ENTREPRENEURSHIP  
CENTER FOR INNOVATION  
AT NYU STERN

Entreurs

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\$200K  
Entrepreneurs  
Challenge  
FINALS 2014

# The Entrepreneurs Challenge

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Welcome to the final pitch-off for the \$200K Entrepreneurs Challenge at NYU Stern School of Business. The Challenge enjoys a reputation for being one of the largest and most innovative accelerator programs in the world. Over five-hundred students, alumni and faculty from fourteen schools across New York University signed up to compete for more than \$200,000 in cash and start-up services.

The finalist entrepreneurs pitching today have excelled in fast-paced workshops, grueling boot camps, and intense coaching sessions over the past eight months. Provoked, prodded and praised by our esteemed coaches, mentors and evaluators, each team emerged with a new business concept that imagines a powerful market disruption and a plan to transform it into reality. In short: 212 teams entered; 12 remain.

Today teams will vie for the \$50,000 Social Entrepreneurs prize, the \$75,000 Technology Venture award, and first place in the \$75,000 New Venture competition.

We salute our finalists for their exciting, unexpected solutions—ideas with the potential to turn consumer expectations upside down, alter the trajectory of a business, or take an entire industry into its next generation.

A stylized, handwritten signature in black ink, consisting of several overlapping, sweeping strokes that form a unique, abstract shape.

Professor Luke Williams  
Executive Director, Berkley Entrepreneurship Center  
NYU Stern School of Business

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## **Berkley Center Wifi**

**Network: Sternonthemove**  
**username: bcesguest**  
**password: Bcesgu35\$**

# Final Round Schedule

9:15 a.m.	<b>Technology Venture Competition Final Round</b> Paulson Auditorium, Tisch Hall
11:30 a.m.	<i>Audience Choice Voting – NYU Technology Venture Competition</i>
Noon	<b>Social Venture Competition Final Round</b> Paulson Auditorium, Tisch Hall
1:45 p.m.	<i>Audience Choice Voting – Social Venture Competition</i>
2:15 p.m.	<b>New Venture Competition Final Round</b> Paulson Auditorium, Tisch Hall
4:45 p.m.	<i>Audience Choice Voting – New Venture Competition</i>
5:15 p.m.	<p><b>Awards Ceremony &amp; Celebration</b> Paulson Auditorium, Tisch Hall</p> <p><b>Welcome</b> Luke Williams, Executive Director Berkley Entrepreneurship Center for Innovation NYU Stern</p> <p><b>Remarks</b> Vice Dean Adam Brandenburger NYU Stern</p> <p><b>Technology Venture Competition Award Presentations</b> Paul Horn, senior vice provost for research, NYU</p> <p><b>Social Venture Competition Award Presentations</b> Jill Kickul, director, Social Entrepreneurship Program</p> <p><b>New Venture Competition Award Presentations</b> William R. Berkley, chairman and CEO, W.R. Berkley &amp; Co.</p>
5:45 p.m.	<b>Reception</b> Paulson Auditorium, Tisch Hall

# Presentation Schedule



## Technology Venture COMPETITION

### 4th Annual Technology Venture Competition

Paulson Auditorium, Tisch Hall

**9:15 Ex Vivo Dynamics**

**9:50 Skinesiology**

**10:30 nybl**

**11:05 Speech Empowered**

#NYUChallenge



# Technology Venture Finalists

## Ex Vivo Dynamics



Daisy Lobo, M.S. Poly, 2014

Alan Perlstein, M.S. Poly, 2013

Ivy Saludes, MBA

Xi Huang, Ph.D.

*Ex Vivo Dynamics* is a medical device technology platform to reduce short and long term complications from blood transfusions.

**[www.exvivodynamics.com](http://www.exvivodynamics.com)**

## nybl



Sam Slover, NYU Interactive Telecommunications Program (Tisch), 2014

Shilpan Bhagat, NYU Interactive Telecommunications Program (Tisch), 2014

Max Ma, NYU Interactive Telecommunications Program (Tisch), 2014

*nybl* helps consumers learn about products direct from the producers and communities who know them best.

**[www.nybl.io](http://www.nybl.io) @nyblapp**

## Skinesiology



Franklin Yao, NYU School of Medicine, 2017

Jeffrey Huang, NYU School of Medicine, 2017

Jenny Chen, NYU School of Medicine, 2017

Josh Phelps, NYU School of Medicine, 2017

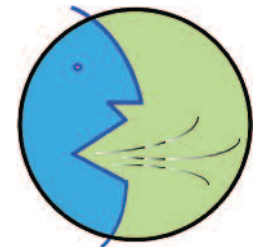
Ryan Grattan, NYU School of Medicine, 2017

Vanessa Charubhumi, NYU School of Medicine, 2016

*Skinesiology* is fitness that fits you. It is engineered fitness tights with a unique resistance-generating system that increases muscle activation and helps regular people burn significantly more calories during daily activities.

**@Skinesiology**

## Speech Empowered



Katrina Degel, NYU Graduate Student, Steinhardt, Spring 2014

Dr. Brian Gill, NYU faculty Vocal Pedagogy, Steinhardt

*Speech Empowered* is a speech improvement platform that helps users find a more effective and powerful speaking voice. Through our cutting-edge iPhone app, online voice lesson center, and training video subscription service, those with voice issues and those who place a high demand on their voice daily, will finally have a way to improve their vocal habits before they turn into vocal issues. Are you using your most effective voice?

**[www.SpeechEmpowered.com](http://www.SpeechEmpowered.com)** **@SpeechEmpowered**



## Distinguished Judges



### David Aronoff

@dba

David is a general partner at Flybridge Capital Partners whose investment interests and experience include the semiconductor, Internet & mobile infrastructure, data center, video and digital media sectors. David currently manages the firm's New York City office and sits on the boards of Flybridge portfolio companies Calxeda, Immedia Semiconductor and Sand9. He is also a board observer at JouleX, and was previously a director at Blackwave, CHiL Semiconductor (acquired by International Rectifier) and MOBIVOX (acquired by SabSe).

Prior to joining Flybridge Capital in June 2005, David spent nearly a decade focusing on early-stage investing at Greylock Partners, where he led several of the firm's successful investments in the communications and systems markets. Prior to Greylock, David held management roles at Chipcom and co-founded the Attitude Network (acquired by TheGlobe.com), an Internet content startup. Earlier in his career, he held technical positions at Bell Labs where he developed secure network systems.

David currently serves on the board of trustees for MassTLC, the advisory board of the Global Semiconductor Alliance, the advisory board for the University of Vermont's College of Business, and the board of trustees of the Rashi School. He also co-chairs the JewishBoston.com advisory board, and serves as a trustee for Lyndon Institute.

David holds a BS in computer science from the University of Vermont, *cum laude* and with college honors, an MS in computer engineering from the University of Southern California, and an MBA with distinction from Harvard Business School.





## Peter Flint

@pflint

Peter joined Polaris in 2003 with over 25 years of experience as an operating executive in the executive search and consumer media industries. Prior to joining Polaris, Peter was a managing director with Ramsey Beirne Associates, the leading provider of executive searches to high growth, leading-edge information technology companies. Peter has enjoyed a successful 15-year sales and marketing career in the cable television industry, initially with Showtime Entertainment and MTV Networks. He also worked with the Boston Red Sox and Boston Bruins to develop and launch the New England Sports Network and was vice president of sales and marketing for QVC Network, where he managed a team to secure long-term distribution agreements with the nation's largest cable companies. Peter was an early entrant in the interactive television marketplace as vice president of Video Jukebox Network, the company that built out the first nationally distributed, on-demand television network.

Peter currently sits on the boards of Adcade, BlackArrow, JIBE, Lopcalytics, and Quantcast. In addition to his board of director roles, Peter's other investments include Bark & Co., Fancyhands, BalconyTV (sold to The Orchard), and Mixel (sold to Etsy).



## Harry DeMott

@hdemott3

Harry is managing director of Raptor Ventures where he invests primarily in digital media, sports and data companies.

Harry attended Trinity School in New York City before majoring in economics at Princeton University. He received an MBA in international finance from NYU Stern School of Business.

Harry became an equity research analyst at First Boston (now Credit Suisse) focused on media in general and broadcasting more specifically. He was ranked by Institutional Investor as one of the top analysts in his sector, as well as being named a top stock picker in media by The Wall Street Journal.

In 2000, Harry started Gothic Capital Management, a long/short equity hedge fund focused on the media and consumer-related sectors. It was there that Harry did his first two private transactions—acting as a founding investor in Titan Outdoor and dMarc Broadcasting.

In 2005, Harry moved to King Street Capital Management, a large distressed debt firm where he continued to cover media as well as gaming, lodging, leisure and restaurants. During his three years at King Street he continued to invest in the VC space—putting money into Pandora (NYSE:P), Zing (sold to Dell), Armada Media, Titan TV (sold to BIM), Kyazoonga and Whistlebox, the latter four as sole financial partner.

Most recently, Harry spent time at Knighthead Capital Management before joining Raptor in February of 2011.



## Lawrence Lenihan

@lawrencelenihan

Lawrence is founder and managing director of FirstMark Capital, which focuses on seed and early-stage investments in companies that provide technology-based solutions for industries such as retail and fashion; finance and insurance. He also has extensive experience in building data and analytics companies. Prior to founding FirstMark Capital, Lawrence was the senior managing director and founder of Pequot Ventures, the predecessor to FirstMark, founded in 1996.

Lawrence started his career at IBM in the company's sales organization and founded a business within IBM that provided interactive kiosks for retailers. He later joined Broadview Associates, where he was a senior member of the M&A advisory team. Lawrence sits on the boards of LollyWollyDoodle, Tommy John, BodyLabs and AHAlife in the retail industry. He also sits on the boards of SecondMarket, OpenGamma, EagleEye Analytics, Dovetail, and TraceLink.

Lawrence has been a professor of entrepreneurship at NYU Stern, where for seven years he taught a popular course called "Ready, FIRE! Aim" which spawned several student-founded companies. He is also an advisor to the student-run Tech@NYU initiative. Lawrence is an active participant in the NYC entrepreneurial community, serving on the NYC Economic Development Corporation's Fashion 2020 Advisory Board and as an advisor to Mayor Bloomberg on technology and innovation. On a national basis, Lawrence has served as judge for Ernst & Young's National Entrepreneur of the Year Award where he chaired the venture capital award.

Lawrence holds a BSEE from Duke University and an MBA from the Wharton School of Business at the University of Pennsylvania.



## Will Porteous

@porteous

Will is a general partner and chief operating officer of RRE Ventures, an early-stage venture capital firm headquartered in NYC. Will focuses on early and expansion stage investments across RRE's multiple technology verticals, with a concentration on enterprise, consumer & digital media and mobile technology

Before joining the venture capital industry, Will held senior management positions in marketing and product management with SupplyWorks and NetMarket, the e-commerce pioneer now owned by Cendant Corp.

Will is a director of BuzzFeed, Data Robotics, HowAboutWe, Skyhook Wireless, Whiptail Technologies and Xobni and a former director of Frictionless Commerce (acquired by SAP) and Tacit Networks (acquired by PKTR). He also serves as an adjunct associate professor at Columbia Business School and as chairman of the Dockery Farms Foundation which he founded.

Will holds an MBA from Harvard University, an MSc from the London School of Economics and Political Science, and a BA with honors from Stanford University where he served as captain of the Varsity Crew.



## Frank Rimalovski

@rimalovski

Frank Rimalovski is the executive director of the NYU Entrepreneurial Institute. The Institute empowers entrepreneurs, offering educational programming, events, resources and funding, via the NYU Innovation Venture Fund. As managing director of the NYU Innovation Venture Fund, he is also responsible for evaluating, structuring and managing investments in early stage startups and for commercializing technologies and intellectual property developed by NYU students, faculties and researchers. Frank is also a member of the teaching team for the NSF's I-Corps program.

Prior to joining NYU in 2010, Frank led the successful investment and spinout of multiple new ventures, including Lucent/Bell Labs, British Telecom, IBM and IDEO. He was the founding partner of venture capital firm New Venture Partners, a director/entrepreneur-in-residence in Lucent's New Ventures Group, and held various positions in marketing, business development and product management in Silicon Valley at Sun Microsystems, Apple and NeXT. Earlier in his career, he was an investment banker in the M&A groups of Bear Stearns and Rodman & Renshaw.

Frank holds a BA in economics from Tufts University and a MBA from Duke University's Fuqua School of Business.

# Presentation Schedule

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## **Social Venture** COMPETITION

### **11th Annual Social Venture Competition**

Paulson Auditorium, Tisch Hall

**12:00 Atikus Insurance**

**12:35 Edenworks**

**1:10 Codesters**

#NYUChallenge



## Social Venture Finalists

### Atikus Insurance

Kate Woska, Stern BS, 2012

Maggie Shun, Stern BS, 2015

Shane Fuhrman

*Atikus* is a for-profit, socially focused enterprise that underwrites and insures commercial microcredit loans. We employ a new comprehensive credit insurance product to enable and incentivize microcredit lenders to grant a greater number of loans, at more equitable rates, based on better actuarial modeling to creditworthy individuals, specifically women and underserved demographics.

**[www.atikusinsurance.com](http://www.atikusinsurance.com)** @AtikusInsurance



### Codesters

Gordon Smith, Stern MBA, 2006

Manesh Patel

David Oblath

Prerak Shukla

Joe Schinasi

Revell Horsey

Thomas Ricard

Juan Farfan

*Codesters* mission is to teach a million kids to code. We created a powerful solution for schools and teachers by integrating a cloud-based coding environment with a coding curriculum and teacher training and support.

**[www.codesters.com](http://www.codesters.com)** @icodeinschool



## Edenworks

Jason Green, Poly BS, 2015

Ben Silverman

Sam Yoo

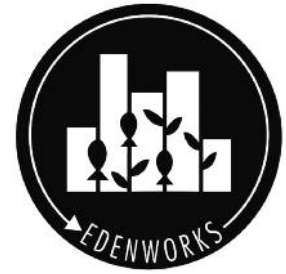
Matthew La Rosa, Poly BS, 2016

Sarah Green

Dan Volpe

Nicholas Chee, Poly BS, 2015

Michelle Lumino



*Edenworks* is delivering the future of sustainable food infrastructure, bringing cutting edge aquaponic technology to those already invested in food—schools, universities, restaurants, grocers, wholesalers, and other foodservice and retail operations. Our system snaps together like Legos, creating innumerable custom farms from a few basic building blocks.

**[www.edenworks.org](http://www.edenworks.org) @EdenworksGrows**





## Distinguished Judges



### Lara Galinsky

@laragalinsky

Lara is an author, speaker, expert on working on purpose, and senior vice president of Echoing Green, a groundbreaking nonprofit organization with the mission to unleash next generation talent to solve the world's biggest problems.

Lara began her career at Do Something, where she was a national program director. There she worked with 20,000 educators and 4 million young people to organize service learning and community service projects. Lara also created Do Something's BRICK Award (now called the Do Something Award) to celebrate and financially support the most outstanding young leaders in America generating community change with demonstrated impact.

After five years at Do Something, Lara moved to Echoing Green, the organization she now helps lead and for which she runs the day-to-day operations. Echoing Green is best known for its flagship fellowship program which has awarded nearly 600 emerging social entrepreneurs in over 40 countries with more than \$33 million in seed funding over the last 25 years.

Most recently, Lara launched Echoing Green's newest program, Work on Purpose, which inspires and equips the millennial generation to build lives and careers that are both right for them and good for the world. She is the co-author of two books that have become cornerstones of the program: *Work on Purpose* (2011) and *Be Bold: Create a Career with Impact* (2007).

Lara sits on the advisory boards of the Lewis Institute at Babson College and the Patricelli Center for Social Entrepreneurship at Wesleyan University. She received her Masters in communications with honors from Columbia University and her Bachelors from Wesleyan University, where she was elected to *Phi Beta Kappa*. She is a graduate of the Institute for Not-for-Profit Management Leadership Development Program at Columbia University, the Public Policy Institute at Georgetown, and was selected for CORO Leadership New York.



## Conor Grennan

@conorgrennan

Conor is the Dean of Students for the MBA program at NYU's Leonard N. Stern School of Business. In this role, Conor serves as liaison between the administration and the School's more than 2,500 full-time and Langone MBA students.

Before earning his MBA, Conor founded Next Generation Nepal, a non-governmental organization (NGO) that has rescued and reconnected hundreds of trafficked children with their families in Nepal. While earning his MBA at Stern, Conor wrote *Little Princes: One Man's Promise to Bring Home the Lost Children of Nepal*, a *New York Times* and #1 international bestselling memoir of his time in Nepal. A 2010 graduate of Stern's full-time MBA program, he served as president of the Stern student body during the second year of his MBA studies.

Conor began his pre-MBA career at the EastWest Institute, an international think tank focusing on resolving international conflict through a variety of means. As a project manager in the Czech Republic, Conor oversaw a network of parliamentarians from eight Balkan countries and the European Parliament to help harmonize legislation between the countries. Subsequently, he moved to the EU headquarters in Belgium as deputy director of the Program of Security and Governance to lead policy development for post-conflict democracy building in South Eastern Europe. In 2006, he founded Next Generation Nepal, and served as its president. Conor continues to serve as a member of its board of directors.

In 2014, Conor was named a recipient of the Unsung Heroes of Compassion, which was awarded to him by His Holiness the Dalai Lama. *Huffington Post* named Conor one of its "Game Changers of the Year" in 2011. His book, *Little Princes*, which was shortlisted for the 2011 Dayton Literary Peace Prize, has been translated into 14 languages and is required reading in numerous colleges and universities around the country.

Conor is a graduate of the University of Virginia. He lives in Connecticut with his wife Liz and his two children, Finn and Lucy.



## Greg Van Kirk

@gregvankirk

Greg is the cofounder of Community Enterprise Solutions and Social Entrepreneur Corps. He is an Ashoka Lemelson Fellow, Ashoka Globalizer, Schwab Foundation Social Entrepreneur of the Year (2012) and a member of the Clinton Global Initiative and the Ashoka Siemens Foundation Community Impact Development Group.

Greg and his team are focused on expanding the reach and impact of their award-winning MicroConsignment Model globally. He has served as an economic development consultant for organizations such as USAID, Chemonics, VisionSpring, Soros Foundation, Church World Service, IDB, Water For People and Fundacion Paraguaya. Greg also contributes time as social entrepreneur-in-residence for universities and has recently worked with Columbia University, New York University, Indiana University, University of San Diego and Arizona State University. He is a senior advisor for AshokaU. He has taught courses in social entrepreneurship at Columbia University and NYU Wagner. Greg began working in rural small business development as a Guatemala Peace Corps volunteer in 2001.

Greg worked in investment banking for five years before arriving in Guatemala. Two deals he led at UBS during this time won “Deal of the Year” honors from *Structured Finance International* magazine. Greg is a graduate of Miami University and currently lives with his family in New York City.



## Sean Moore

Sean is a portfolio manager in the New York office of Acumen where he focuses on global portfolio initiatives, investee relationships managed out of the New York office, and sourcing new investment opportunities for the organization. He is currently the relationship manager for d.light design, an energy investee, and manages a loan guarantee facility in partnership with USAID. In 2011, Sean spent seven months in Accra, Ghana helping to set-up Acumen's West Africa office and building its investment portfolio there.

Sean graduated from the Olin School of Business at Washington University in St. Louis in 2005 with a BSBA in finance, accounting and international business. He then worked as an investment banking analyst in the financial institutions group at Merrill Lynch where he focused on asset managers and depository institutions. After completing the analyst program, Sean spent two months volunteering and traveling in Ghana, Kenya, Tanzania, and South Africa before joining Acumen.



## Michael Pollack

Michael joined NYU Stern in 2010 as an adjunct professor. Michael runs his family investment firm, Pollack Holdings, which has interests in a broad array of public and private securities. Additionally, he established and now runs his private family foundation, SCA Charitable Foundation. SCA is active in venture philanthropy, primarily in India, where it collaborates with social entrepreneurs to scale their business models. From 2001 to 2008, Michael cofounded and was one of two general partners at Flenhill Capital, a long/short public equities investment firm. Before leaving Glenhill to form SCA and Pollack Holdings, he helped grow Glenhill into a global investment business with more than \$2.5 billion under management. He graduated *summa cum laude* with a BA from The Wharton School.



## Stewart A. Satter

Stewart A. Satter is the CEO of Consumer Testing Laboratories, a group of independent, internationally recognized product testing laboratories. In 1982, Mr. Satter joined the family business and moved overseas to establish the Company's Hong Kong and Taiwan testing facilities where he lived for four years. Mr. Satter purchased the Company from his family in 1988. Stewart has led the growth of CTL from 40 employees to almost 1,000 worldwide. The Company currently operates testing facilities in the USA, Canada, Hong Kong, China, and Bangladesh. Mr. Satter has also established testing facilities in India, Mexico City, Taiwan and Singapore.

Mr. Satter is also a partner in City Light Capital, an innovative venture capital firm in the impact investing space.

Mr. Satter was interested in entrepreneurship at a very early age. To share his passion with future entrepreneurs, Stewart donated the seed money for the Stewart Satter Program in Social Entrepreneurship at NYU Stern. This program was developed to encourage innovation in higher education and in student ventures that pursue the "double bottom line" of profitability and social impact.

Mr. Satter is a member of the NYU Stern of Overseers and a 2005 recipient of the NYU Stern Nichols Award, in recognition for his integrity, enterprise, and service to the community.

Stewart received his MBA in finance from NYU Stern. He also holds a bachelor's degree in economics from the University of Massachusetts, Amherst.

Mr. Satter lives in the Palm Beach, Florida area where he also heads a real estate development firm, Carnegie Hill Development.



## Suzi Sosa

@suzi\_sosa

Suzi is co-founder and CEO of Verb, producers of entrepreneurship competitions that accelerate thousands of early-stage social entrepreneurs around the world and connect them to the money and resources they need to grow. Before co-founding Verb, she led the Dell Social Innovation Challenge at the University of Texas at Austin.

Suzi joined the LBJ School of Public Affairs at UT Austin in 2010 as the associate director of the RGK Center for Philanthropy and Community Service and as an associate adjunct professor. In this role, she directed the university's social entrepreneurship program, including the Dell Social Innovation Challenge, international social entrepreneurship exchange programs, and undergraduate and graduate social entrepreneurship courses. While at UT, she secured a five-year \$5 million gift from Dell to grow the Dell Challenge from a relatively small business plan competition to become a global virtual accelerator for student social entrepreneurs. When she joined in 2010, the competition had 750 entries. By 2013, they had over 2,600 teams from 60 countries who entered, engaged more than 1,200 Dell employees as judges and mentors, over 800 university partners, and awarded more than \$350,000 in seed funding to over 40 teams.

Suzi has been involved in the social entrepreneurship space for more than 10 years. Prior to joining UT, she was the founder and president of the MPOWER Foundation and was chief of staff at MPOWER Labs (now Rev Worldwide). She co-founded several Austin non-profits focused on social innovation and entrepreneurship, including Innovation+, RISE Austin, and Austin Women Entrepreneurs. She was also a contributing editor in social entrepreneurship for Inc magazine.

Suzi has a Masters in public administration from the John F. Kennedy School of Government at Harvard, several years of study in the Masters in architecture program at UT Austin and a BA in the Plan II honors program from the University of Texas at Austin.

# Presentation Schedule



**New Venture**  
COMPETITION

## **15th Annual New Venture Competition**

Paulson Auditorium, Tisch Hall

**2:15 Spruce**

**2:50 Calvin**

**3:25 Mootch**

**4:00 Break**

**4:05 Loop de Luxe**

**4:40 HireCanvas**

#NYUChallenge





## New Venture Finalists

### Calvin

Nick Sonnenberg, Courant

Daryn Katzen, Stern MBA, 2014

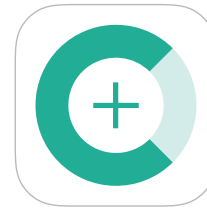
Martina Berg, CAS, 2015

Allen Chen

Claire Hobson

Serge Tchikanda

Jesse Venticinque



calvin

*Calvin* is a platform for optimizing and automating the way people make plans.

**[www.Calvinapp.com](http://www.Calvinapp.com)** @GetCalvinApp

### HireCanvas

Scott Holand, Stern MBA, 2014

Kevin George



*HireCanvas* is creating a better campus recruiting experience for recruiters, universities and students by managing data at campus recruiting events.

**[www.hirecanvas.com](http://www.hirecanvas.com)** @HireCanvas

## Loop de Luxe

Ashleigh Snead, Stern MBA, 2009

Ali Garrity

*Loop de Luxe* is a highly curated platform that allows customers seeking makers of local, high quality, artisanal, USA-made goods to connect directly with these brands by shopping on our ecommerce site.

**[www.loopdeluxe.com](http://www.loopdeluxe.com)** @loopdeluxe

The logo for Loop de Luxe, featuring the brand name in a black, elegant, handwritten-style script.

## Mootch

Lauren Graham, Gallatin 2014

Hannah Salwen, Gallatin 2015

Michael Serunian, Stern BS 2014

Lev Tatz

*Mootch* is a peer-to-peer rental marketplace that allows everyday people to make (or save) money by renting all types of household items to and from each other via a mobile app.

**[www.mootch.it](http://www.mootch.it)** @mootchit

The logo for Mootch, featuring the brand name in a white, bubbly, rounded font with a thick teal outline.

## Spruce

Rachel Forman, Stern MBA, 2015

Ankur Bahl, Stern MBA, 2015

Sebastián Rojas, Stern MBA, 2015

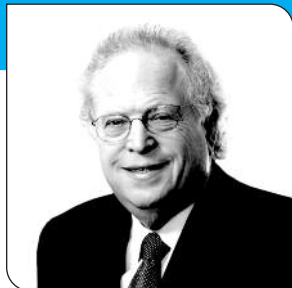
*Spruce* is an online service for buying and selling quality, pre-owned, brand name furniture within urban centers.

**[www.sprucenewyork.com](http://www.sprucenewyork.com)** @SpruceNewYork

The logo for Spruce, featuring the brand name in a white, lowercase, sans-serif font inside a green rounded rectangle with a small white dot at the end.



## Distinguished Judges



### William Berkley

Mr. Berkley founded W. R. Berkley Corporation, a Fortune 500 property-casualty insurance holding company with assets of over \$18 billion and annual revenues in excess of \$6 billion, in 1967 and has served continuously as Chairman of the Board and the Company's Chief Executive Officer. In addition, he is Chairman of many of the Company subsidiaries, including Berkley Dean & Company, an investment management company.

During his career, Mr. Berkley has founded a number of public and private companies, some of which he continues to control or serve in as Chairman or Director. In addition to these enterprises, he has held similar roles in several financial institutions, including two banks and a number of industrial companies. He is former Chairman of the American Insurance Association, and is a member of the Board of Directors of the National Parks Conservation Association.

Mr. Berkley is a graduate of New York University and the Harvard Graduate School of Business Administration. He is Chairman of the Board of Overseers of the Stern School of Business at New York University, and a member of the Board of Trustees of the New York University Langone Medical Center, as well as Vice Chairman of the Board of Trustees at New York University, where he serves on the Executive and Finance Committees. He is Vice Chairman of the Board of Directors of Georgetown University, where he helped create the Berkley Center for Religion, Peace, and World Affairs, which is devoted to fostering inter-religious dialogue with a goal of improving global cultural understanding. He is actively involved at both Georgetown University and New York University in this as well as many other projects.

Mr. Berkley is Chairman of Achievement First, a group of charter schools operating in the New York Metropolitan area, serving over 7000 inner-city children in Connecticut, New York and Rhode Island. Achievement First schools have been rated amongst the outstanding charter schools in America.

Over the years, he has received many awards for his business, civic and philanthropic activities, including an honorary doctor of law degree from Mercy College. In 1999, he was awarded the Medallion for Entrepreneurship by *Beta Gamma Sigma*, which honors outstanding individuals who combine innovative business achievements with service to humanity. In April 2006 he received the Charles Waldo Haskins award, given annually by NYU's Stern School of Business to a nationally prominent business and public service leader.



## Brian Cohen

@brianscohen

Brian is an angel investor and mentor to entrepreneurs. He serves as chairman of the New York Angels, the most active angel group in the country, with more than \$95M invested in more than 100 early-stage companies. Brian was the first investor in Pinterest, and numerous other industry-leading startups.

As a new author, Brian's book entitled *What Every Angel Investor Wants You To Know: An Insider Reveals How To Get Smart Funding For Your Billion Dollar Idea*, was published and released by McGraw Hill in April 2013.

As a social entrepreneur, Brian is the founding board member of Center4, NYC's first technology accelerator devoted to serving the non-profit community.

As a disruptive media entrepreneur, Brian believes that all new products, services, and ideas should be easy to discover, find, share and buy. As a result, Brian co-founded Launch.it, with his son Trace in May 2012, the first direct-to-customer, event news and social engagement platform currently being used by the world's largest events to create a central location for all exhibitor and partner news.

As a social media specialist, Brian created iFluence PR in 2009, a strategic behavioral-based communications consultancy for the new earned influence / social media community.

As a technology media communications strategist, Brian is considered one of the fathers of science & technology strategic communications, and co-founded Technology Solutions, Inc. with his wife Carol in 1983. TSI's client list read like an entrepreneurial Who's Who of startup technology companies in computing, communication, software, education, and entertainment. For more than a decade, Brian maintained a broad strategic communications partnership with Sony & IBM Corporation providing counsel to dozens of their new technology divisions. Notably, TSI received the Gold CIPRA Award in 1998 for the IBM Deep Blue/Gary Kasparov Chess Match Concept and Communications Program. In 1996, TSI was recognized as the fastest growing agency in the U.S. Brian sold the company to The McCann Erickson World Group in 1997 and became the vice chairman.

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As a researcher, Brian created Focus Technology, an organization that provided qualitative research and instituted the RPM model of integrated strategic communications providing ultra-competitive technology clients the ability to quickly discover and leverage their key strengths, as well as mitigate their destructive weaknesses.

As a publisher, Brian was a pioneer in helping start a number of the first computing publications, to include *Computer Systems News* and *InformationWeek Magazine*.

As an educator, Brian created the AIMS (Advanced Internet Media Studies) Program, a college semester program where students will be trained to use the internet smartly and professionally. He also advises entrepreneurial students at NYU and Columbia University.

As a recipient of the Distinguished Alumnus Award, Brian holds a Master's in science communications from Boston University's School of Public Communications.



## Robert Fabricant

@fabtweet

Robert is vice president of creative for frog, a consultancy that combines research, strategy, technology, and design to create products and services for Fortune 500 clients. Robert is based in the New York office, where he leads multidisciplinary design teams for clients such as BBC, Comcast, GE, MTV, Nextel, and Nissan. He has developed user experiences for numerous digital platforms, including hand-held devices, in-car information systems, medical devices, retail environments, networked applications, and desktop software. Robert is also a leader of frog's healthcare expert group, a cross-disciplinary global team that works collectively to share best practices and build frog's healthcare capabilities.

An expert in design for social innovation, Robert recently led Project Masiluleke, an initiative that harnesses the power of mobile technology to combat the world's worst HIV and AIDS epidemic in KwaZulu Natal, South Africa. Robert is on the board of advisers of Mobile Mandate, a collaborative platform with UNICEF to amplify the positive social impact of mobile technologies and transformative power of design. He has spoken at SXSW Interactive, PopTech, and Interaction 09, among other conferences.



## Deborah Buresh Jackson

@dbdj1007

After graduating from Columbia Business School and joining Goldman Sachs, Deborah spent 21 years on Wall Street before founding Plum Alley, an e-commerce and crowdfunding site for women's innovation. Also a founder of the Women Innovate Mobile Accelerator, an accelerator that invests in women-founded mobile tech companies, Deborah's initiatives and properties all have a common goal: to champion women to become builders of technology, companies and their own wealth.

Deborah is a frequent speaker and judge for many events around innovation, women, technology, crowdfunding and entrepreneurship. She was recently named a top influencer in the crowdfunding industry, and in the past year, has spoken for the Texas, Boston, and Philadelphia Conferences for Women; Blogher Entrepreneurs; Harvard Business School; Columbia Women in Business; Wharton Women in Business; Womensphere; We Festival; and 85 Broads. Her accolades include Fast Company's League of Extraordinary Women in 2012, 40 Women to Watch in 2013 and Plum Alley being named by Forbes as a company to watch in 2014.



## Jane Dresner Sadaka

Ms. Sadaka is a private investor and a retired special limited partner of Kellner, DiLeo & Co., a private investment firm specializing in risk arbitrage which she co-founded with former NYU Stern Overseer George Kellner and two other partners in 1981. She served as the firm's principal research analyst before becoming a special limited partner from 1992-97.

Earlier in her career, Ms. Sadaka was assistant vice president for Donaldson, Lufkin and Jenrette (1978-81). She has served as an advisory board member of DLJ Merchant Banking Fund II, and director of Western Resources (1999-2001).

Ms. Sadaka has long been a leader in Stern's Alumni Association, and has been its president and a Stern Overseer *ex officio*. She is now an overseer in a regular capacity. Ms. Sadaka is active in other areas of philanthropy, including the UJA-Federation of New York and the Whitney Museum of American Art. She is also a member of the board of directors of the Drawing Center. She also serves as treasurer and board member of the Southampton Bath & Tennis Club. Ms. Sadaka is a graduate of the University of Wisconsin (BA in art history, 1975) and Stern (MBA in finance, 1980).

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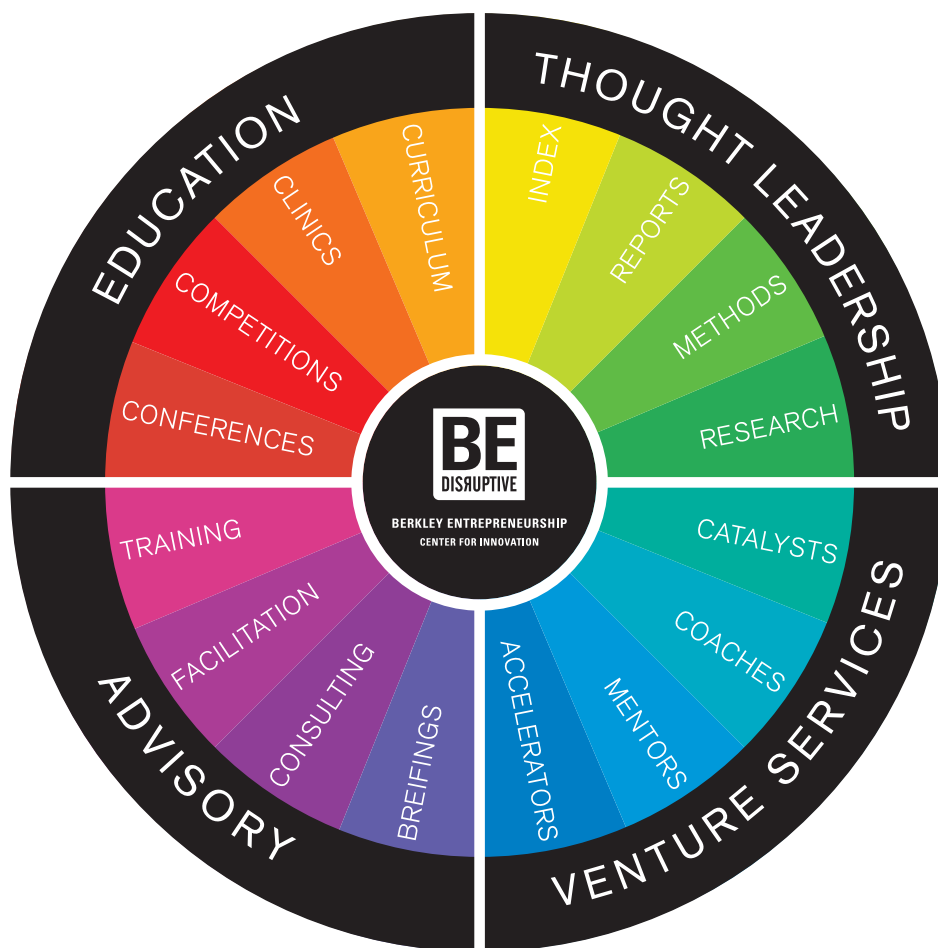
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