

THE FIFTH ANNUAL

PACE BUSINESS PLAN COMPETITION

"Opportunity through Entrepreneurship" SM

Presented by:

ENTREPRENEURSHIP@LUBIN

In association with the:



MIT ENTERPRISE FORUM®
OF NEW YORK CITY, INC.

and the

Wilson Center for Social Entrepreneurship

Pace University
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New York, NY 10038

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www.pace.edu/entrepreneurship

In association with:

The Massachusetts Institute of Technology Enterprise Forum of New York City
www.mitef-nyc.org

The Wilson Center for Social Entrepreneurship
www.pace.edu/wilsoncenter

Sponsored by:

Safari Ventures
www.safariventures.com

The Pace University Business Plan Competition

The Pace University Business Plan Competition is held to foster the entrepreneurial spirit among students, promote practical business skills, and encourage the creation of new ventures. Currently enrolled undergraduate and graduate students at Pace, as well as recent Pace alumni (those who have graduated within the past five years), are encouraged to submit an original business plan each spring semester. Plans may be submitted for commercial businesses as well as social ventures. All entries must be for an original concept and may be submitted individually or in teams of two to four. All plans are limited to 40 pages and must contain a one-page executive summary. The winner or winners will be allowed ten minutes to present the business plan.

SPONSOR

Safari Ventures



The Wild of Africa . . . Within Your Reach!

Safari Ventures is a Tampa, FL based company with representation in New York, California and Tanzania (East Africa) and affiliate offices in host countries. We provide tours and other incentive travel programs to the North American market with particular focus on custom designed tours to East and Southern Africa. Owned and operated by Tanzanians, it provides all the flavors of Africa and allows the visitors to see the true culture, nature and colors of Africa.

Our business is built on providing clients an experience of a lifetime. Not many people have an opportunity to stand at the base of Mt. Kilimanjaro or drive across the Serengeti during the migration or sip the wonderful South African wines outside of tranquil Cape Town. What makes us distinct is that not only do we cater for leisure travel; our aim is also to expose Africa through an academic learning experience- all within an affordable budget. Whether it is a group of 2 or 200, we have successfully worked with alumni associations, university groups and other professional organizations often planning complex itineraries giving them a unique experience within the context of their academic goals.



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**IN
ASSOCIATION
WITH**

The M.I.T. Enterprise Forum of New York City



MIT ENTERPRISE FORUM®
OF NEW YORK CITY, INC.

The MIT Enterprise Forum of NYC (MITEF) is a volunteer, not-for-profit organization whose mission is to provide educational programs and services that promote networking and innovation at the intersection of business and technology. Formed by MIT alumni in 1971, MITEF has grown to 23 chapters worldwide. Membership and program participation in MITEF events is open to all.

Through its events and member services, the organization strives to educate the business community by bringing together entrepreneurs, business leaders and technologists, venture and angel investors, and representatives of the service providers in a stimulating, interactive setting. The organization serves as a resource to assist individual entrepreneurs and business owners during the critical early phases of their business development and to serve as catalyst for improving funding prospects. Finally, the MIT Enterprise Forum leverages its connection to the technology world to inform the business community about the leading edge technologies that will transform our economy in the 21st century.

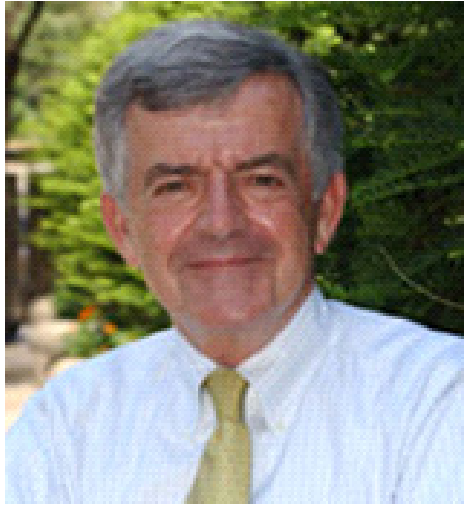
The Wilson Center for Social Entrepreneurship

The Helene and Grant Wilson Center for Social Entrepreneurship was created in 2005 to serve the nonprofit community and Pace University. Devoted to honing the risk-taking spirit and managerial skills of nonprofit organizations, the center was launched with a pledge of \$5 million from Helene and Grant Wilson, Boston-area entrepreneurs and philanthropists whose involvement with nonprofit organizations has convinced them that more entrepreneurial management can help these organizations increase their impact.

For nonprofit organizations, the Wilson Center will provide scholarly research, academic programs, advisory services, and roundtable discussions. For business people, the Center will offer a career-changing transition program to help them make the intellectual and cultural transition to work in the nonprofit sector. For Pace students, the Center will add additional nonprofit subject matter and courses to the University's current entrepreneurship offerings and bring leaders and issues in social entrepreneurship to the campus.

SPEAKERS

Joseph R. Baczko, Dean, Lubin School of Business, Pace University



Mr. Baczko has held senior management and leadership positions with a number of very dynamic, high growth public companies operating domestically, as well as in the international sector. In each of these positions, he has guided these organizations in attaining market share leadership in their respective fields and in achieving significant profitability.

Mr. Baczko is currently the Dean of the Lubin School of Business. Previously, he advised private equity firms on international acquisitions in areas of consumer services and specialty retailing. From 1997 to 2001, he was Chairman and CEO of Frank's Nursery & Crafts, a specialty retailer acquired in a leveraged buy-out which he led. After several years devoted to turn-around

activities, the company reorganized under new ownership. From 1993 to 1997, Mr. Baczko was a private investor associated with the Cypress Group, LLC, a major private equity firm, and the lead investor in Frank's Nursery & Crafts. As President and COO of Blockbuster Entertainment from 1991-1993, Mr. Baczko helped lead that company to significant growth in the US and internationally, and market leadership worldwide through the expansion of company-owned operations, acquisitions and franchising. During his tenure, the company doubled its size and operated more than 3,000 stores worldwide. Mr. Baczko was the founder and President of Toys R Us-International, and led that company's successful global expansion from 1983 to 1990. He established major retail operations in Canada, France, Germany, UK, Spain, Singapore, Malaysia, Hong Kong, Taiwan, and Japan. The growth of Toys R Us-International became a textbook case for successful global expansion in specialty retailing. From 1979 to 1983, as CEO of Max Factor-Europe, Mr. Baczko directed that company's UK-based manufacturing and marketing operations throughout Europe, and developed a network of joint ventures in the Middle East, Africa, Japan, and South Asia. Prior to 1979, Mr. Baczko held various management positions with W.R. Grace and in merchant banking.

In addition to his business career, Mr. Baczko has had significant involvement in academia. He is currently the Dean of Pace University's Lubin School of Business. Previously, he was Chairman of the Board of Visitors for the School of Foreign Service at Georgetown University, a position he has held for the past nine years, and during which time he has worked closely with its Dean in enhancing the School's mission and capabilities. He has been a past member of the University's Board of Regents for eight years, the last two of which were as Vice-Chairman. Mr. Baczko was an active member of the University's Capital Campaign Steering Committee, which successfully concluded its \$1 billion campaign last year, of which the School of Foreign Service raised \$120 million.

Mr. Baczko is Hungarian, born in Germany, raised in France, and immigrated to the States with his family in the fifties. He graduated from the School of Foreign Service with a BSFS, and received an MBA from Harvard University. Mr. Baczko was an officer in the US Marine Corps, and served in Vietnam. He and his wife have three grown children, and reside in New York City.

Bruce Bachenheimer, Clinical Professor of Management and Director of Entrepreneurship@Lubin, Pace University



Bruce Bachenheimer is a Clinical Professor of Management, a Faculty Fellow of the Wilson Center for Social Entrepreneurship, and the Director of Entrepreneurship@Lubin at Pace University. He teaches undergraduate and graduate courses, primarily in the areas of management, strategy, and entrepreneurship. Before joining Pace in 2002, he taught a number of courses at Mercy College as an Adjunct Professor.

Mr. Bachenheimer has served as a consultant to the NYC Department of Small Business Services and a variety of new ventures. He has spoken on entrepreneurship at numerous conferences, including the annual meeting of the National Consortium of Entrepreneurship Centers, LeadAmerica's Congressional Student Leadership Conference on Global Business and Entrepreneurship, the Third and Fourth Annual Youth Assembly at the United Nations, and the Make Mine a Million \$ Business program, where he also served as a Judge. Mr. Bachenheimer is the Chapter Chair of the MIT Enterprise Forum of NYC, a member of the Board of Advisors of LeadAmerica, a reviewer for the CASE Journal and serves on numerous committees at Pace, including the Selection Committee of the University's incubator. Mr. Bachenheimer is the founding faculty advisor of the Pace Association for Collegiate Entrepreneurs, a Students in Free Enterprise Sam Walton Fellow, and the organizer of the Pace Business Plan Competition, Pace Pitch Contest and Entrepreneurship Conference.

Mr. Bachenheimer's earlier career includes serving as a Vice President of iQ Venture Partners, an Assistant Vice President of Westpac Banking Corp. and an International Banking Officer for the Bank of Tokyo. As the International Product Manager for MSI, an SBA certified 8(a) firm, he was responsible for the initial commercialization of a high-technology forensic science system. In that position, he conducted business in over twenty countries. Mr. Bachenheimer was also the founder of Annapolis Maritime Corp. and the Co-founder of StockCentral Australia. Other activities include having sailed his 36' boat from New England, through the Caribbean, to South America and back. Bruce also participated in the Sydney to Hobart race in 2000.

Mr. Bachenheimer holds a BBA, Summa Cum Laude, from Pace University. He spent a semester at Tsukuba National University in Japan as an undergraduate and continued to study Japanese at N.Y.U. after graduating. Mr. Bachenheimer received the McKinsey & Company Leadership Scholarship to pursue an MBA degree, which he earned from the Australian Graduate School of Management.

Rumit Mehta



Rumit G. Mehta was born in Kenya and raised in Tanzania. He holds a degree in Architecture from the Savannah College of Art and Design and an MBA degree from Pace University Lubin School of Business concentrating in International Business with a particular interest on sustainable development in African countries.

Rumit is a founding partner & Director of Business Development at Safari Ventures (www.safariventures.com), a full service destination management company that arranges uniquely organized private tours and awareness programs to East and Southern Africa and Ghana. With his experience in areas of economic development, Rumit plays a pivotal role in assisting academic faculty in planning travel abroad programs and is currently involved with several corporate and academic institutions such as the Harvard Business School, Yale School of Management, Pace University, Babson College, The Africa Channel and Sister Cities International to name a few. Rumit is actively involved in Africa related issues specifically in changing negative perceptions of Africa using his travel business and connections to show potential investors and learning institutions the opportunities that Africa has to offer.

Anna Geller

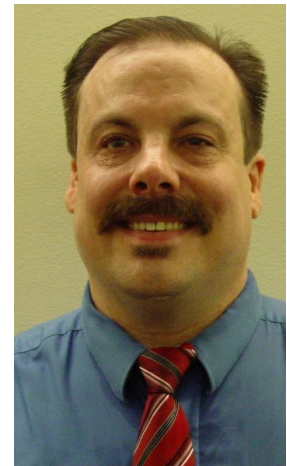


Anna Geller studied at the Academy of Finance in high school. Every class that dealt with Management/Leadership became a part of her life. Anna took her knowledge outside the classroom and applied it in different organizations such as SIFE and IVE. She received the "President's Student Service Award" from President Bush and "The Service Leadership Award" from Tom Coughlin (President and CEO, Wal-Mart) and Alvin Rohrs (President and CEO, SIFE). After college, she worked for Thomson Financial and later joined Deutsche Bank as a Controller. Anna's entrepreneurial spirit never died, and she started her own business. She continues to lead a busy life, obtaining her MBA, working in the corporate world, running her current businesses, and seeking out new opportunities. Her latest accomplishment was being a Dream Team member and challenge consultant for Donald

Trump's "Apprentice 7." The idea of "Next Entrepreneur" came during the field study trip in Africa.

Robert Rugelis

Robert Rugelis is a May 2008 Investment Management MBA Candidate at the Lubin School of Business here at Pace University. He is a member of the inaugural class of the Pace Full-Time Cohort MBA Program. Mr. Rugelis is currently a research assistant for Dr. Tucker, where he has researched stock options backdating as well as other current finance topics. He is also currently a graduate assistant for Dr. Viswanath, where he assists students with financial analysis software, such as Bloomberg, StockVal, etc., at the Pace University Global Portfolio Analysis Center (G-PACT Lab). After his studies at Pace University Mr. Rugelis is seeking an entry level position in investment management as a security analyst.



Prior to his studies at Pace University, Mr. Rugelis has worked in the restaurant and service sectors in the Rochester, NY area. He was a restaurant manager at Bill Gray's, a lube shop manager at Delta Sonic Car Wash Systems, Inc., as well as an owner/manager of his own landscaping and property management business. He received his undergraduate degree, a B.S., summa cum laude, in Business Administration, from Alfred University.

JUDGING PANEL

Modest Mero



Modest J. Mero is currently a Minister Plenipotentiary at the Permanent Mission of the United Republic of Tanzania to the United Nations (UN) in New York, an Expert in the UN Second Committee covering economic and financial matters, and a Member of the UN Committee on Population Award. Prior to his current posting, Mr. Mero served as the Head of Policy Coordination in the Department of Policy and Planning at the Ministry of Foreign Affairs and International Cooperation, and as an Advisor to the Committee on Economics and Finance of the United Nations General Assembly. He worked for the United Nations Conference on Trade and Development (UNCTAD) as a consultant in developing Trade Information Systems (TRAINS) Database; Advisor to the Southern African Development Community (SADC) Secretariat on Negotiation on SADC–European Union Economic Partnership Agreement (EPA) and in the area of Regional Industry and Trade Policies, Program Development and Implementation.

Mr. Mero has vast experience regionally and at the international level in training, research, consultancy and scholarly work in the area of international trade modeling, finance and investment. As a Trade and Investment Consultant, he has conducted several consultancy projects in areas of Analysis and Modeling of International Trade, Information and Communication Technology, Strategic Management, Project Appraisal, Corporate Finance, Risk Management and Economic Diplomacy.

Mr. Mero holds a BS (Honors) in Statistics and Science from the University of Dar Es Salaam (Tanzania); an MS in Finance and Investment from the Strathclyde Business School (UK); a Post Graduate Diploma in Information Technology from the Institute of Information Technology, New Delhi, India; and a Diploma in International Trade Negotiation under the World Trade Organization (WTO). He has also received intensive training on technology development at the International University of Japan, Management of Small and Medium Enterprise, at Vrije Universiteit, Brussels, Belgium.

Brian Nickerson



Brian J. Nickerson is a tenured Professor and Chair of the Department of Public Administration at Pace University. He also currently serves as the acting Executive Director of the Wilson Center for Social Entrepreneurship. He formerly directed (2001-2007) the University's Edwin G. Michaelian Institute for Public Policy & Management within the University's Dyson College of Arts & Sciences.

Professor Nickerson is well known for his extensive work on applied/action research in public policy and management. His writings have appeared in numerous domestic and international publications and conferences. Several media outlets including The New York Times, National Public Radio, WABC News, WCBS News, and CNN radio also frequently seek his professional commentary as a policy analyst.

Professor Nickerson has been teaching at the collegiate level since 1993. He has earned not only his Ph.D. Political Science, but also a Law Degree, and a Masters degree of Public Administration. Today, he teaches an array of graduate-level courses in public policy, organizational management, and social entrepreneurship within Pace University's Masters of Public Administration Program.

Archana Shah



Archana Shah was born in Kenya and raised in Hong Kong, the United Kingdom, and Tanzania. Ms. Shah is an executive director at Morgan Stanley, where she is building the firm's emerging markets derivatives business in North America, running the client facing arm. Her primary role involves working with investors to find opportunities and optimal solutions in the emerging equity markets using a variety of financial products in the derivatives space.

Ms. Shah holds a BA in Finance and French from the University of Pennsylvania and an MA in Economics from New York University. She is an avid cook and traveler, as well as a black belt in karate.

FINALIST SUMMARIES

Collegiate Custom Books and Printing - Vladimira Jakubikova and Ria Moore

Tanzania's education system is poised for expansion. According to country's Ministry of Education the University of Dodoma, which currently has 1500 students, will have 40,000 students by 2011. In its 2025 Development Vision Plan, Tanzanian pledges to nurture creativity, innovativeness and high quality education "to respond to development challenges and effectively compete regionally and internationally." Collegiate Custom Books & Printing will support Tanzania's vision by providing scarce university level educational materials to students and faculty.

Currently it's time consuming, inconvenient and costly for tertiary level students to acquire textbooks in Tanzania. They share books, make photocopies of their professor's textbooks or sacrifice to pay for high priced textbooks. Cost is not the only problem. Many textbooks are not locally available and as a result both students and faculty face obstacles when they attempt to purchase books abroad. Collegiate Custom Books & Printing will fill Tanzania's need for low cost, diverse tertiary educational material.

There are 15 expanding universities in Tanzania and all post-primary students are educated in English. Collegiate Custom Books & Printing will partner with publishers to provide English language texts and journals and collaborate with faculty to customize materials to their needs.

Objectives

- Provide low cost, diverse, customized educational material for tertiary level students in Tanzania
- Encourage the faculty and post-graduate students to publish more papers, texts and case studies
- Build a textbook rental system and sell used textbooks
- Be resource to help university faculty stay abreast of academic material trends and new releases

Mission

Collegiate Custom Books & Printing mission is to provide educational materials for universities in Tanzania through a creative and interactive model.

Keys to Success

- Building relationships with American and British academic publishers and our Tanzanian printing partners
- Working with university faculty to address their specific needs and customization
- Creating and managing an online book database tailored to the Tanzanian market

Health Information Systems (HIS) – Jennifer Corpus

The Company

Health Information Systems is an information technology company that will develop solutions for the health care industry. Its first product, Medi-Tag will provide customers with an electronic platform to store and maintain their personalized health records. A summary of the information is stored in a chip attached to a wallet sized card which customers should carry in their wallet next to their driver's license. A reader device will make accessing the information secure, accurate, and convenient. Medi-Tag will make it easier for the medical professionals who respond to emergencies to make quick and informed decisions and save lives. In the future, Health Information Systems will develop other systems that have practical applications in the health care industry. This plan was created to centralize the ideas and plans for the start-up and will be updated as new information is available.

Market Potential

The market potential for Medi-Tag is the entire elderly population as well as adults and children with medical conditions. According to the 2000 US Census, there are almost 35 million individuals over 65 years old. This number will only increase with the aging of the country's baby boomer population. Medi-Tag will also be an ideal solution for adults and children with medical conditions. Each year, tens of thousands of medical errors are committed that are the direct result of not having all the right information available at the time of hospital admittance. Medi-Tag is for anyone who would like to take a pro-active approach to maintaining their personal health records not only for accurate record keeping but to have the information in a secure location accessible in the event of a medical emergency.

Technology

Medi-Tag will use existing RFID technology provide the storage for customers' medical profiles. It will design proprietary RFID reader and writers by working with a third party electronics design and manufacturing company. So far, two companies have been identified and more research will be conducted to select a manufacturer. RFID technology has been around for decades and business applications range from manufacturing at Boeing, supply chain management at Wal-Mart, payment systems with EZPass, security, and identification of Alzheimer's patients, children in amusement parks, and lost pets. Medi-Tag's ability to provide critical information will not be entirely dependent on the readers. A code sequence will be printed on the card which will allow for the same information to be accessed via cell phone applications, the Internet, or via automated voice response system. Security will be the biggest consideration in all of the products as the company understands the sensitivity of data that is being entrusted to us.

Strategy

Health Information Systems will be located in White Plains, New York where it will launch Medi-Tag locally to its target market of approximately 131,000 local residents. Focusing on a relatively small location will allow us to improve the product before going to a nationwide market. The company will market the product directly to individuals and to the medical community that will respond to and treat the community's emergencies.

Competitive Advantage

Proprietary Medi-Tag readers will be distributed so that future entrants will find it more difficult to penetrate the market. If the medical community expresses hesitation with using proprietary readers, then the company will assure them that the readers' software can be updated to be able to read basic data in other RFID chips. Medi-Tag chips and readers will still provide the fullest set of feature and functionality. Health Information Systems will build systems that are 100% secure. This approach can give the biggest competitive advantage over other competitors who will try to imitate Medi-Tag.

MealPlan – Stevi Raab

MealPlan is an online healthy living and diet destination offering services to those looking for a convenient way to plan for meals. MealPlan offers customized meal plans, recipes, grocery shopping lists, and exclusive coupons to its paying members. MealPlan offers 3 personalized online programs including plans for families, singles, and dieters. Members complete a personal profile questionnaire to determine how to best custom tailor meal plans for their unique needs.

MealPlan's revenue model is a blend of:

- Membership fees: Consumers are charged annual subscription fee for MealPlan's services.
- CPM (cost per thousand impressions): Advertisements are charged for every thousand impressions that it gets on the MealPlan website.

Our main target segment is couples with children which we will call families. Families represented 23% of US households in 2005. In addition to families, we will also make efforts to target the growing group of consumers with weight loss concerns. Families are much less sensitive to branded products and look more for low cost economy goods. Most of the shopping is done in local super/hypermarkets and the most common activities outside the home are visits to movie theatres or attraction parks.¹

MealPlan is directly competing in the digital marketplace industry and indirectly competing in the weight loss and nutrition industry. With more than 70% of Americans using the Internet on a daily basis, the digital marketplace is growing five to six times as fast as the overall economy, creating huge opportunities for businesses.² Online Advertising was a 16.9 Billion dollar market in 2006 and accounted for 5.9% of the \$285 billion total U.S. Advertising market in 2006.³ According to Gallup surveys, approximately 62 million people in the United States were on a diet during 2006. Approximately 6 million participated in commercial weight loss programs and 49 million conducted some form of self-directed diet.

MealPlan will leverage its competitive advantage by offering its customers 3 main benefits.

1. Cost: More than half of couples with children consistently shop for specials or bargains. These consumers see promotional coupons as an important shopping aid.⁴ Most of these households spend an average of \$125-\$149 on groceries a week.⁵ MealPlan offers cost conscious consumers exclusive coupons and promotions to help cut down costs on groceries.
2. Convenience: Consumers are currently in a "cash-rich, time-poor" mindset. Few people want to spend time on domestic tasks, choosing instead the most convenient options available.⁶ MealPlan offers singles and families, grocery lists, recipes, and meal plans in a convenient and easy to access form.
3. Health: Due to obesity and rising rates of cancer, health concerns are growing rapidly. MealPlan provides USDA dietary guideline based plans for healthy eating and/or weight loss. MealPlan helps people make smart choices from food groups.

¹Consumer Lifestyles- US Euromonitor Nov2006 Global Market International Database

²The Landscape of the Digital Marketplace in 2007 May 2007 Doc #206726 Industry Development and Models. By Karsten Weide.

³Wall street journal. May 25th 2007. pg B1

⁴Correlates of Consumer Susceptibility to Coupons in New Grocery Product Introductions Teel, Jesse E., Williams, Robert H., Bearden, William O.. Journal of Advertising. Vol. 9, Iss. 3; p. 31

⁵Choices III- Simmons

⁶Consumer Trends Drive Convenience. 1/14/2005. IGD. Food & Grocery Information Insight & Best Practice.

The Next Entrepreneur – Anna Geller, Maria Orlova, and Marina Slavina

The “Next Entrepreneur” is a reality TV series which will introduce Tanzanians to entrepreneurial concepts and ultimately inspire them to establish their own businesses. It will introduce the public to initiatives the government has put in place to facilitate entrepreneurial activity in Tanzania. The educational aspects of the show will be under the guise of entertainment in the form of competitions, obstacles the contestants must overcome and interpersonal relationship dramas. The viewers will learn from the contestants’ experiences. The winner will be the contestant whose business is the first to bring in a \$500 dollar profit after commencement. At the end of the competition a monetary prize of \$50,000 will be awarded to the “Next Entrepreneur”. All participants will receive gifts and promotional items from our sponsors. The show is to take place in Dar es Salaam, the largest and richest city in Tanzania (Africa).

There are two parts to this series:

- Part1: Chosen contestants aspiring to become one of the top five entrepreneurs compete through various challenges. The last five contestants' will receive the title of "The Strongest 5 Entrepreneurs" and will go on to compete for the grand prize.
- Part2: “Strongest 5 Entrepreneurs” will partner with actual entrepreneurial professionals. They will provide our contestants with their expertise and advance market sector knowledge. The contestants in turn furnish the vision, drive, concept and first hand knowledge of the local market place.

Each episode deals with an important entrepreneurial topic. It will start with a visitor, a successful entrepreneur who will discuss the topic and give tips on how to overcome obstacles. The contestants will then go into a competition.

The show is being created by Anna Geller, Maria Orlova and Marina Slavina. We are MBA graduates, corporate professionals and entrepreneurs. One of the shows creators has been a challenge consultant and dream team member in Trumps Apprentice Show. IPP Media will be in charge of the production crew and media placement. Also, Reginald Mengi, owner of IPP Media will be one of our esteemed judges.

To find contestants we will use Buzz Marketing techniques as the majority of our target market does not have access to conventional communication media. We will use micro-credit banks, local stores, and universities to help promote the show.

To obtain experienced entrepreneurs/professionals, we will advertise at universities, local small scale businesses, newspapers and the World Wide Web. We will also market the show to entrepreneurs that have registered their businesses with the government and to those that have taken business loans. Our marketing efforts will make use of major media vehicles like television, newspapers, magazines and billboards. We will utilize marketing tactics such as guerilla marketing, “Next Entrepreneur” product distribution, setting up TV viewing theaters in villages, paying visits to villages and Buzz marketing. We plan to position the show as the driving force to make Tanzania the next emerging economy.

We aim to have sponsors as our largest financiers. We will also seek funding from social entrepreneurial ventures, local micro-credit banks, international organizations that are currently doing business in Tanzania, and others that stand to benefit from the success of this show.

Oasis Bedding, Inc. – Jenny Loi and Sara Shikhman

Oasis Bedding, located in New York City and Los Angeles, makes high-end silk and silk blend bedding. Products are designed in the United States and are manufactured in China. Oasis' mission is to develop a leading brand of high-end silk bed linens that improves its customers' rest by delivering them a quality natural product at a reasonable price. Oasis will have 3 products lines: 100% Charmeuse silk, 100% Matte Habotai silk, and a 60% silk 40% cotton blend. Oasis intends to sell products to (1) retail customers via our website and through drop shipping arrangements with online bedding companies and (2) targeted wholesale customers in Los Angeles and New York who will buy Oasis' products for their brick and mortar retail stores. Bo Concepts Furniture Store in New York has already agreed to display our products in their store. According to Home Textiles Today, the home textiles industry in the US and the EU is approximately \$30 billion, increasing at an annual rate of 5% and 9%, respectively. Although silk comprises of less than 1% of the U.S. home textiles market, it is a niche that has significant potential for growth.

Oasis' target customer is a working professional female who is 25-55 years of age, environmentally conscious, has an income of at least \$100,000, an active lifestyle, a busy schedule, a college education, and a desire to improve the quality of her sleep. For the aging baby boomers, the natural proteins in silk can help prevent wrinkles and split ends in hair, and for professionals who lack sleep, sleeping on Oasis silk can increase their productivity at work by providing a restful night's sleep. The 2008 National Sleep Foundation Survey found that Americans today have longer work days and less time to sleep than ten years ago. A March 2008 study in the CDC's Morbidity and Mortality Report revealed that 38% of the respondents had problems sleeping seven or more days in the prior month.

Opportunities in the home textiles industry include a growing green movement including Generation X and baby boomers who demand more natural products. The risk of the weak US dollar weakening further can be hedged by forward contracts and offset by potential export customers. Other risks are the weak US economy which is expected to last until end of 2009, and the Chinese government further decreasing the amount of subsidies to Chinese textile factories.

Approximately ten main competitors exist in the silk bedding industry. The competitors have about 90% of the market share in total, Dreamsacks, Inc. with 30% of the total market. Oasis's competitive edge is our strict quality control methods, knowledge of the Chinese culture, importing experience, contacts in the home furnishings industry, ability to maintain low overhead, and superior quality and design features of our product. As part of our due diligence, Oasis has studied each of our competitors' product features, price, and marketing strategy and has come up with the optimal combination. Oasis Bedding's prices, both on the retail and the wholesale levels, will be at least 30% lower than our competitors' prices. Oasis' sales and marketing strategy will be to advertise via Google AdWords, post on blogs, send press releases to magazines, hire independent sales representatives, attend trade shows, and network with buyers from high-end home stores such as ABC Carpet and Bloomingdales Home. To the professional buyers, Oasis will offer better quality, service and prices than our competitors.

Oasis will be led by its founders, Ms. Loi and Ms. Shikhman, who have experience in importing, sales, accounting and international transactions. The founders will provide \$40,000 in seed capital in addition to their sweat equity. Initial start up costs will be approximately \$15,000 and the initial inventory order will be approximately \$21,000. Oasis' goal is to maintain a gross margin of about 70% by monitoring costs and sales very closely. Oasis is looking for equity investors to contribute \$40,000 in early 2009. This cash infusion will help expand our product line and reduce per unit costs by importing larger quantities. The founders plan to take minimal distributions of profits in the first 5 years and will reinvest all profits back into the company to fuel its growth. Although IPOs are uncommon in the home textiles industry, there will be other exit opportunities for investors, such as a sale of the Company to one of its competitors, a sale of the investors' shares back to Ms. Loi or Ms Shikhman, or a second round of financing.

Safari Gives Back (SGB) – Lisa Glatzer, Sarah Lipkin, and Katie Ohsann

Safari Gives Back will protect and promote the world's wildlife, our environmental resources, and to support the growth of societies in under-developed countries

Safari Gives Back will provide socially aware safari packages that will change the lives of adventure-seekers, volunteers, and families. SGB will begin operations in Tanzania and surrounding areas, with plans of expanding throughout Africa and South America. The company plans to offer over 15 different travel experiences, ranging between 14 – 30 days in length (expanding to 60 day excursions), targeted towards international travelers who choose to spend their holiday not just touring but helping others in a great deal of need. Each venture will include activities and site-visits where individuals will be participating in building housing for the homeless, running clean water projects in rural areas, educating young mothers about proper care for their babies, to name a few examples. Altogether, volunteer groups will have 30-70 % of their time spent in Tanzania and surrounding countries focused on a variety of areas to work together towards productive causes. In addition to working with those in great need, this package will include a full-day safaris, nature walks, trips to various tourist spots like Zanzibar and Mt. Kilimanjaro, and Historical Tours.

In addition to these activities, SGB will have a local task force whose main goal is to fund and develop local initiatives reaching out to the vulnerable communities and wildlife in Tanzania. They will be funded through designating a percentage of the sales from the tour groups to be donated to the task force. Some initial projects will include providing wheelchairs to the physically disabled in need, opening a women's shelter in Dar es Salaam, promoting secondary education with summer programs, and rescuing wild animals from dangerous situations.

The company's goals for the next three years are:

- Sales of \$1,250,000 by year three.
- Contributions of \$50,000 in year 1, \$200,000 in year 2, and \$300,000 in year 3 to humankind, the environment, and the conservation of wildlife in Tanzania.
- Develop strategic alliances with channel members in Tanzania and Zanzibar.

SGB will achieve these goals by focusing on key areas of:

- Successful positioning within the travel segment as adventure travel specialists and socially proactive contributors to nature and society.
- Accurate targeting of the world travelers interested the conservation of nature, excitement of something new, and interested in making meaning with their lives.

SGB will be a limited liability partnership owned and operated by Lisa Glatzer, Sarah Lipkin, and Katie Ohsann based out of Westchester County, New York. The founders of the company, who have recently visited Tanzania, are experienced professionals in the financial, marketing, sales, entertainment, and pharmaceutical industries and are driven by their shared passion for the social initiatives by which SGB will centrally operate.

Umoja U – Aaron Mandelbaum

Need

Today in Tanzania, there are 16,000 openings in upper secondary schools for 35,000 students finishing lower secondary school. For many others, traditional schooling is not the best learning method. The current supply of skilled workers and professionals falls far short of the demand created by high growth industries. Skill shortages come with upturns in the economy furthering need for a large and effective workforce in continual development.



Solution

Umoja U. provides industry specific and general life skills training to citizens of all ages. We capitalize on our relationships to maintain a high job placement ratio in a vertically and geographically scalable way. By introducing the apprenticeship framework to new industries and demographics we can utilize previously untapped human capital. As a private group we can operate with a higher budget and in more arenas than government funded vocational education programs. Umoja U. creates skilled workers as it connects every facet of the job market to boost the productivity and quality of Tanzania society.

Magic

What sets Umoja U. apart from traditional vocational and educational training services is the relationships and connections we foster making us the top player in the market and a unifying bridge-builder on all levels of operation. We provide incentives for businesses to formalize, growth opportunities and partnership to universities, income to the government, and self-esteem, skills, and work to apprentices.

Goals

Umoja U. is a private non-profit vocational and life-skills training service based in Dar es Salaam, Tanzania whose mission is to bring people together to create opportunity for individuals and Tanzania through state of the art training and development. Our programs will form the basis of an internationally recognized brand that unifies key players in economic and human capital development. Umoja U. collaborates with and unites businesses, government offices, universities, and apprentices to provide mutually-beneficial and long term relationships. Our vision is to become internationally known as a crucial resource in the development of Tanzania and its people.

Our Team

Aaron Mandelbaum- CEO. For the last five years Aaron has been running a successful private computer consulting and training company in New York City. Before this he was an IT project manager for one of the city's premiere property management firms. His was recently in Tanzania through a course in Social Entrepreneurship. Aaron's contacts here and abroad will form the basis for his board of directors and advisors. These include but are not limited to former ambassador to the UN Daudi Mwakawago, Ken Mandelbaum, Chairman of Big M Inc. and former NYU Entrepreneur of the Year, and Michael DuKane President and CEO Nextune.com

Your Role

Umoja U. is currently seeking an initial investment of \$400,000 to establish a local presence, and support operations through its initial two years. Our operations will be self-sustaining within our third year.

World to World Music Exchange – A'Lynne Bennett and Melissa López

World to World Music Exchange Organization is a not-for-profit 501(c)(3) organization designed to expand the horizons of the student members of WWME. We believe both music and travel have a significant impact on the social, mental, and academic development of children.

Our goal is to provide this opportunity to as many students who otherwise would not have the ability to travel, collaborate with students abroad or study music with professionally trained singers, musicians and teachers.

We plan to target school districts with a considerable number of underprivileged students. Westchester County, NY is the 12th wealthiest county in the United States yet the school systems in the four major cities are lacking compared to the other schools in New York State.⁷ PSK12.com, ranks schools in various states and in New York State. The top city school in Westchester County was White Plains High School and it ranked 267 out of 947, far below the high schools in Bronxville and Scarsdale.⁸ The other high schools in the major cities of Westchester ranked as follows:

- New Rochelle: 302/947
- Port Chester: 570/947
- Yonkers: 596/947
- Mount Vernon: 653/947

The disparity between the wealth and the lack of quality education, exemplifies the need for after-school and alternative programs that proves to broaden a child's mind and in turn raise test scores and educational ability. WWME would like to host its pilot program at the Yonkers High School and eventually branch out to the other cities.

In order to run the program in the school district, we would require a signed commitment by the superintendent to allow the time for the local music teacher to teach the students required songs. WWME cannot be successful without the support of the parents or guardians of the student. Each parent or guardian of the students selected to participate would sign a letter of commitment to assure that their child makes it to weekly rehearsals and to provide a letter explaining the absence when this is not possible. Students interested in the program would have to write a personal statement and audition. Those selected are responsible for attending each rehearsal and for learning the music during the eight week session and independently.

WWME is committed towards encouraging students to see the world beyond their immediate circumstances and to help others students who may be less financially fortunate. WWME students will participate in a benefit concert and other fundraising efforts to contribute to improving the quality of life at a Tanzanian WWME partner school. Through travel, our American students will have the ability to see the world, as well as, impact the lives of another. The youth in Tanzania, Africa will learn about the lives of our youth and gain the opportunity to attend school. Music has the power to bring people together and through the work of the World to World Music Exchange it will have the power to change the course of our students' lives.

⁷ http://en.wikipedia.org/wiki/Highest-income_counties_in_the_United_States

⁸ <http://www.psk12.com>

FINALIST BIOGRAPHIES



A'Lynne Bennett (WWME) is currently pursuing an MBA at Pace University with a concentration in Strategic Management while working full-time as a Senior Corporate Ethics Associate for L-3 Communications. Ms. Bennett acts as a point of reference for over 100 Divisional Ethics Officers located in 16 countries including the United States. The goal of the L-3 Corporate Ethics Office is to assure that each of its 63,000 plus employees has the knowledge and resources to continue to work with integrity and in compliance with laws and regulations governing L-3 business; and to encourage its employees to raise ethics related concerns. Ms. Bennett is responsible for setting requirements for and deploying ethics and compliances training. Ms. Bennett has also been instrumental in globalizing the Ethics Program, which involved launching an International Code of Ethics and Business Conduct, which was translated into 11 different languages.

Jennifer Corpus (Health Information Systems) resides in White Plains with her husband Eros. She is pursuing an MBA in International Business and Entrepreneurship at Pace University. Currently working for Oracle Corp as a software consultant, she hopes to start a business with her husband. In her spare time she likes to cook, garden, read, and travel. Her favorite place is Hawaii, where she has been with Eros twice: their honeymoon and to run a marathon in Kona to promote and raise money for stroke awareness. Jennifer came to the US from the Philippines when she was 14 years old. She graduated from high school with honors and studied Computer Science at Queens College. She took various roles in the Information Technology departments of companies such as Hachette Magazines, Disney Publishing, and PepsiCo from helpdesk support to database administrator and software applications developer.



Anna Geller (The Next Entrepreneur) studied at the Academy of Finance in high school. Every class that dealt with Management/Leadership became a part of her life. Anna took her knowledge outside the classroom and applied it in different organizations such as SIFE and IVE. She received the "President's Student Service Award" from President Bush and "The Service Leadership Award" from Tom Coughlin (President & CEO, Wal-Mart) and Alvin Rohrs (President & CEO, SIFE). After college, she worked for Thomson Financial and later joined Deutsche Bank as a Controller. Anna's entrepreneurial spirit never died; she started her own business. She continues to lead a busy life, obtaining her MBA, working in the corporate world, running her current businesses, and seeking out new opportunities. Her latest accomplishment was being a Dream Team member and challenge consultant for Donald Trump's "Apprentice 7."



Lisa Glatzer (SGB) earned her BA in Psychology and Business Administration from Muhlenberg College in 2000. For the past seven years, Lisa has worked for a marketing company in New Jersey, where she is currently a Senior Account Executive with experience in marketing and sales. Her clients and experience include the financial, entertainment, health care, media, advertising, and B2B industries. While working full time, Lisa is a part-time MBA Marketing Management student at the Lubin School of Business at Pace University, expecting to graduate in 2009. Lisa has traveled throughout the United States, Mexico, The Caribbean, Europe, and has just returned from Tanzania. She loves to travel to and explore new places, and help people in need. After graduation, Lisa plans to

further pursue these interests.

Vladimira Jakubikova (Collegiate Custom Books & Printing) is an MBA student from the New York campus. Vlada holds a BBA in Marketing and Graphic Design from Baruch College, NY. Vlada grew up in Slovakia and before moving to New York she lived in London. Prior to pursuing her MBA full time, she worked at a niche cruise line company called Hurtigruten for five years. There she handled system development, product management and web platforms before becoming the marketing coordinator. While at the graduate school she pursues a freelance career, providing consulting services to small retail businesses in Brooklyn, focused on Internet-based marketing strategies. Collegiate Custom Books & Printing will provide low cost, diverse, customized educational material for tertiary level students in Tanzania as well as encourage academic publishing and use of used books.



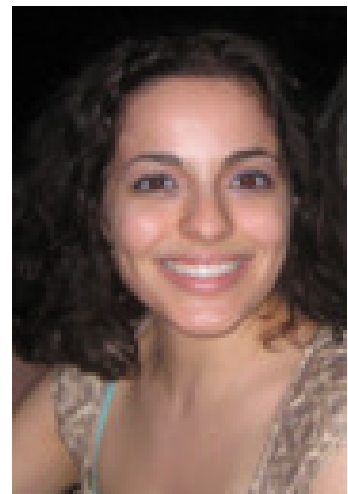
Sarah Lipkin (SGB) is currently pursuing her MBA in Marketing Management from Pace University's Lubin School of Business and is expected to graduate June, 2009. During the day she works at Reader's Digest in Chappaqua, NY in the Customer Marketing department. She is also the winner of the 2007 Pace Pitch Contest in the Social Venture category. Sarah developed her interest in helping the people of Tanzania through an international field study course to the country in the spring of 2008. She earned her Bachelor's in 2006 from the University at Buffalo School of Management. Sarah has a diverse background ranging from on-campus promotion and advertising, to career counseling, conducting New Hire Orientation, IT, and currently marketing analysis and research.

Her diverse background has allowed her to be flexible and transfer her skill set to any task she takes on. She currently resides in Dutchess County, NY.



Jenny Loi (Oasis Bedding, Inc.) has a BBA and MBA in Accounting from Pace University. She was previously a Senior Associate at KPMG focusing on M&A due diligence and audit in New York and Los Angeles for 4 years. Jenny has a background in importing and supply, operations and inventory management and has imported various products from China. Jenny speaks fluent Vietnamese and has basic knowledge of Mandarin. She was the President of Kiwanis International, the largest community services organization nationwide. During her tenure at Kiwanis she was recognized as one of the best presidents in her districts, and won awards for the most improved club and best talent.

Melissa López (WWME), co-founder of World to World Music Exchange, is a part-time MBA candidate at Pace University, majoring in Marketing. She holds a full-time position with the City of White Plains as the Coordinator of Economic Development and Public Information. Melissa works to draw people and businesses into the community. Melissa is responsible for planning, coordinating and implementing public information and community relations strategies for the City of White Plains. Melissa is also a member of the 100 Hispanic Women of Westchester chapter and the National Society of Hispanic MBAs. She currently serves on the boards of the White Plains Business Improvement District, the White Plains Performing Arts Center, and the Community that Cares Coalition, the White Plains Youth Bureau and SER of Westchester. Her experience working for Westchester's County seat has connected her with many key players who would be interested in an organization like WWME.



Aaron Mandelbaum (Umoja U) was born and raised in northern New Jersey. He attended Ramapo College and graduated from the University of Maine in Orono with a degree in Philosophy and a concentration in Ontology. After college Aaron slowly moved back to the area spending a year working for Boston University before moving to Brooklyn. There he started a career as a licensed real estate agent and an IT project coordinator for Cooper Square Realty one of the city's top property management companies. While at Cooper Square he started Bendistraw Consulting (www.bendistraw.com) which provides in-home, personalized training, and strategic consulting. Some of his clients include NexTune.com and the United Nations

Global Compact. Aaron is graduating this spring with a strategic management MBA and is currently weighing his various career options.



Ria Moore (Collegiate Custom Books & Printing) is originally from Trinidad & Tobago, but has lived in Brooklyn, New York for the past 18 years. She is a Promotional Services, Operations Manager at Pfizer, Inc. Ria earned a BA in Economics from Boston University and is currently a Finance MBA student Pace University. After her team won the 2006 Pace Equity Research Competition and placed third at the 2007 New York Society of Security Analysts Investment Research Challenge she decided to pursue a Chartered Financial Analyst designation.

Katie Ohsann (SGB) is a Lubin MBA student at Pace University and an Entrepreneurship major, attended The University of Arizona and graduated from James Madison University with a B.B.A. in Management. Constantly pushing the frontier edge, Katie enjoys exploring new worlds in travel, nature, adventure sports, food, wine, and business. Favorite destinations include Costa Rica, Mount Tremblant, OBX, Rome, the glaciers of Alaska, and recently Tanzania. For the past four years, Katie has been working for a privately owned pharmaceutical company, Boehringer Ingelheim, and has gained a great deal of experience in marketing and sales, business analytics, and financial business decisions. BI has been recognized for high employee satisfaction, as well as for having the best professional sales representatives in the industry, having the right knowledge, training and integrity. Katie plans to begin her entrepreneurial career with the launch of a new business concept in next 3-5 years.



Maria Orlova (The Next Entrepreneur) graduated from Pace University with a BBA in Finance and went on to work for Goldman Sachs & Co, where she is currently employed. To further pursue her studies, she enrolled in the Lubin School of Business MBA program, concentrating in Marketing. Through effective time management Maria has balanced her work, academics, and extracurricular activities. Currently, Maria is in the last semester of her MBA degree, is the President of The Lubin Graduate Society, featured in the current advertising campaign for Lubin's graduate level programs, and inducted into Phi Eta Sigma and Omicron Delta Epsilon honor societies. Maria enjoys helping others and believes this show will ignite interest in entrepreneurship, which in-turn will foster economic growth.



Stevi Raab (MealPlan) is a recent addition to the Pace alumni network; in January 2008 she was awarded a BBA summa cum laude from Pace University. She is a member of the Golden Key Honor Society, Alpha Chi Honor Society, Beta Gamma Sigma Honor Society, and was past Vice President of Lambda Sigma Honor Society. During her time at Pace, Stevi received the Lubin Golf Classic Scholarship award, as well as the prestigious Academic Leadership Award. Stevi has actively contributed to the entrepreneurship program at Pace, beginning with her involvement in the search committee for the Wilson Center for Social Entrepreneurship. She has also been a participant in the Pace Pitch Contest for the past two years. She plans to attend law school in September to pursue a juris doctorate and masters of law in taxation.

Sara Shikhman (Oasis Bedding, Inc.) has a J.D. from University of Pennsylvania Law School and a BBA in Finance from Pace University. She was born in Kiev, Ukraine and came to America with her family in 1992. She has worked for Cadwalader, Wickersham & Taft LLP in New York City practicing derivatives law from 2006 to 2008 and for Unlimited Furniture Group, Inc. in Philadelphia as a sales manager from 2004 to 2006. She is familiar with contract structuring and negotiations, sales, finance, and networking with key individuals. While at the University of Pennsylvania Law School, Ms. Shikhman took several MBA classes at the Wharton School of Business, including Venture Capital and Entrepreneurship, Global Marketing and Negotiations, and a drawing class at the College of Arts and Sciences.



Marina Slavina (The Next Entrepreneur) is currently a Financial Management major in the Fulltime Cohort MBA Program here at Pace University. Her undergraduate degree of Finance and Economics is also from Pace. Marina is the President of ODE, Alpha Rho chapter, an International Honor Society in Economics and is also the Director of Social Events for Lubin Graduate Society. Marina currently interns at Smith Barney, branch of Citigroup in their Global Wealth Management Department.

JUDGING GUIDELINES AND CRITERIA

Business Plan Guidelines for New Business Concepts

1. **Cover Page** – include the proposed name of the organization and contact information of the entrant(s).
2. **Table of Contents** – a list on the major sections of the plan and corresponding page numbers.
3. **Executive Summary** – an overview of the plan, not to exceed 1 page.
4. **Business Description** – details of the business and what it does.
5. **Objectives** – specific short and long term objectives of the business. You may include the broader goals of the organization as well as its vision and mission.
6. **Market Analysis** – an overview of the industry, characteristics of the market, and a description of the customers.
7. **Product or Service Analysis** – the specifics of your product or service and a description of the unmet need it fills.
8. **Development and Production** – details of research and development efforts, licensing agreements, the production process, and operations.
9. **Competition** – identify current and potential competitors, analyze the likely competitive response.
10. **Business Strategy** – how you will create and defend a competitive advantage.
11. **Marketing Plan** – an overview of the marketing mix and details of how sales will be achieved.
12. **Management** – An assessment of the entrepreneur and management team.
13. **Finances** – Specific details of the required resources and economics of the venture.
14. **An investment proposal** – the terms and conditions offered to investors. Include details of the current equity positions, proposed deal structure, and valuation methodology.
15. **Critical Risks and Contingencies** – an overview of internal weaknesses and potential threats facing the business, as well as actions that may be taken to mitigate them.
16. **Milestones and Scheduling** – an outline of key business targets and a timeline for achieving them.
17. **Supporting Information** – information that clearly illustrates and bolsters your plan. This includes pro forma financial statements (balance sheet, income statement, and cash flow statement), résumés, industry data, primary and/or secondary market research, product illustrations, legal agreements, etc.

Business Plan Guidelines for Social Ventures

In addition to considering the above guidelines, plans submitted in the Social Ventures category should address the following criteria:

1. **Assessing the need:** does the proposed venture address a significant and pressing social problem?
2. **Well-defined target:** does the proposed venture adequately describe the problem it addresses and define the parameters within which it plans to operate?
3. **Matching skills and objectives:** does the entrepreneurial team demonstrate the skills and experience required to translate the plan into action?
4. **Creativity:** does the proposal approach the social problem in a creative, exciting, and dynamic way?
5. **Feasibility:** does the initiative aspire towards realistic and achievable goals, while thinking big? How effectively can it be implemented?
6. **Sustainability:** 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?
7. **Social impact:** how will the implementation of this social venture benefit the community and the multiple stakeholders involved?

HISTORY OF THE PACE BUSINESS PLAN COMPETITION

The Inaugural Pace Business Plan Competition



Olivia H. Farr, an MBA student from the Westchester campus, won the Inaugural Pace Business Plan Competition with her business plan for “Girl Garage.” Olivia holds a BA from the University of Pennsylvania and an MPA from New York University. She is a Director of Abtech Industries, Inc., a water technology company in Arizona, and an entrepreneur with over twenty years experience as a “Do It Yourself” auto mechanic.

Girl Garage is a new franchise company dedicated to providing high quality preventative auto maintenance, better customer service and a more pleasant and fun experience for the industry's chief customer, women.

The Second Annual Pace Business Plan Competition

Michael J. Simsik, an MBA student from the New York campus, won the Second Annual Pace Business Plan Competition with his idea, “The Institute for Environmental Entrepreneurship.” Mike holds a BS from the University of California, Berkeley; an MF from the University of Michigan; and an Ed.D from the University of Massachusetts, Amherst. His dissertation research



examined conflicts between human livelihood needs and biodiversity conservation on the central highlands of Madagascar. Before pursuing his doctoral studies, Mike worked in southeastern Madagascar with the World Wildlife Fund where he was a rural development technical advisor to a rainforest conservation project. Just after completing his business plan, Mike was appointed the Associate Country Director for Peace Corps in Madagascar.

The Institute for Environmental Entrepreneurship will provide low-interest loans to innovative Malagasy entrepreneurs who have creative ideas about how to simultaneously address social issues in their communities while also improving the quality of the natural environment.

The Third Annual Pace Business Plan Competition



Bunty Sood, an MBA student from the Westchester campus, won the Third Annual Business Plan Competition with his business plan for “Integrated Dealer Systems, Inc.” Bunty holds a BS in Computer Science from the University of Arkansas. For the last eight years, he has worked for Mercedes-Benz USA's Information Technology department managing several dealer technology projects including: development and delivery of sales lead integration with nine dealer system providers, deployment of Dealer Communication System to all franchised dealers, and dealer network enablement for implementation of a new Parts Supply Chain System. Prior to this, Bunty spent eight years at Acxiom Corporation, a global provider of Customer and Information Management solutions as a programmer, analyst and consultant working with clients on CRM, customer-identification, database-prospecting, customer-segmentation, and marketing campaign execution and ROI analysis.

IDSi is well positioned to leverage a promising business opportunity by bringing Information-Technology (IT) solutions — already used in various industries — to US based car-dealers.

The Fourth Annual Pace Business Plan Competition

Sheri Muth, Director of Employment & Community Day Services at Jawonio, a regional Not-for-Profit rehabilitation organization, is currently completing a graduate certificate in Not-for-Profit Management with a "Social Entrepreneurship Specialization" through the Pace University Graduate School of Public Administration. She was the winner of the Fourth Annual Pace Business Plan Competition with her idea for “Independence Painting.” Ms. Muth holds a BA in Psychology from the University at Albany, a Masters of Education and Certificate of Advanced Graduate Study from Springfield College in Rehabilitation Counseling and is a Certified Rehabilitation Counselor.



Independence Painting is social enterprise that outlines a new way to combine the painting industry with rehabilitation supports to do business differently—with quality and competitiveness—that is “self supporting and supportive.” Once developed and tested, this model and its training materials, is expandable into any county in the country. This business is a collaborative model that draws upon state funding as needed for training; low cost long term supports if necessary; summer youth work funding; and its community to reach the goal of training and independent employment of people with disabilities in addition to running a productive business with satisfied customers.

BACKGROUND

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 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 started in 1979 and the Small Business Development Center at Pace was established in 1986.

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.

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.



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.

“Opportunity through Entrepreneurship”SM

SPECIAL THANKS

Speakers, Judges, and Sponsors

We would like to offer our sincere gratitude to the following people that took time out of their busy schedules to help make the Pace Pitch Contest and Pace Business Plan Competition the successful events that they have been over the past four years.

Sang Ahn, Principal, Dawntreader Ventures
Marc R. Angel, Senior Business Manager, Primedia
Fred Aslan, MD, Vice President, Venrock Associates
Alan Baum, Vice President, JPMorganChase
Thatcher Bell, Associate, Draper Fisher Jurvetson Gotham Ventures
Warren N. Bimblick, Senior Vice President and General Manager, Primedia
David Bornstein, author of *How to Change the World: Social Entrepreneurs & the Power of New Ideas*
Majora Carter, Founder and Executive Director, Sustainable South Bronx
Miguel Centeno, Chief of Marketing, U.S. Small Business Administration, NY Office
Carolyn Chin, CEO, Cebiz
Gustavo N. de Medeiros, Founder, NationPhone
Vitaly Feldman, Co-founder, MetroHorse
William Fontana, Manager, Second Century Innovation and Ideas Corp.
John Fox, President and Co-Founder, Homeland Energy
Victor Goldsmith, Executive Director, Second Century Innovation and Ideas Corp.
Liz Hamburg, co-host of Launchpad (on WOR Radio 710) and President of Upstart Ventures LLC
Steve Hindy, Co-Founder and President, Brooklyn Brewery
Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
Rob Johnston, Executive Director, the Wilson Center for Social Entrepreneurship
Clarence B. Jones, Executive Consultant, Marks Paneth & Shron, LLP
Peter Kash, Co-founder and Chairman, Two River Group Holdings, LLC
Alexander Koretsky, Co-founder, MetroHorse
Alice Korngold, Author, Leveraging Good Will
Geoffrey C. Lewis, Editorial Director, Primedia
Regina Lian, Founder and President, Financial Comfort Inc.
James B. Lockhart, Associate, Greenhill SAVP
Emanuel Martinez, Managing Director, Greenhills Ventures, LLC
Cynthia W. Massarsky, President, CWM Marketing Group
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Modest J. Mero, Minister Plenipotentiary at the Permanent Mission of the United Republic of Tanzania to the United Nations (UN)
Michael Moretti, Senior Relationship Manager, Silicon Valley Bank
Howard Morgan, Director, Idealab
Thomas Mulligan, Relationship Manager, JPMorganChase
Brian J. Nickerson, PhD, Director, The Michaelian Institute
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