

THE 7th ANNUAL PACE PITCH CONTEST

“Opportunity Through Entrepreneurship”

Presented by: Entrepreneurship@Lubin

In association with: The MIT Enterprise Forum of New York City, Inc.

Monday, April 11, 2011

Michael Schimmel Center for the Arts



Table of Contents

The Pace Pitch Contest	5
The Inaugural Pace Pitch Contest.....	6
The Second Annual Pace Pitch Contest.....	7
The Third Annual Pace Pitch Contest	9
The Fourth Annual Pace Pitch Contest	10
The Fifth Annual Pace Pitch Contest	11
The Sixth Annual Pace Pitch Contest.....	12
PRESENTED BY	13
Entrepreneurship@Lubin	14
Lubin School of Business.....	15
Pace University.....	15
IN ASSOCIATION WITH.....	16
The MIT Enterprise Forum of New York City, Inc.	17
SPEAKERS	18
Stanley S. Litow - President, IBM International Foundation.....	19
Salman Khan - Founder, the Khan Academy	20
Harold Levy - Managing Director, Palm Ventures	20
Neil Braun - Dean, Lubin School of Business, Pace University	20
Bruce Bachenheimer - Clinical Professor of Management, Pace University	21
JUDGES	22
Kevin Bolen - Partner, Innosight.....	23
Somak Chattopadhyay - Principal, GSA Venture Partners.....	24
Jalak Jobanputra - Director, Investments, Omidyar Network.....	25
Stanley S. Litow - President, IBM International Foundation.....	26
David Rose - Chairman, New York Angels.....	27
Lori Smith - Partner, Sedgwick, Detert, Morgan & Arnold LLP	28
The Pace Pitch Contest Selection Committee.....	30
Narendra C. Bhandari - Professor of Management, Pace University.....	30
Jack Bloom - Adjunct Professor of Management/Finance, Pace University.....	30
Jonathan Hill - Assistant Dean, Seidenberg School of CSIS	31
Yiannis Kourakis - Board Member and Operations Committee Chair, MIT Enterprise Forum of New York City	31

Paul Kurnit - Clinical Professor of Marketing, Pace University	32
Harvey Markovitz - Assistant Clinical Professor of Marketing, Pace University	33
Rebecca Tekula - Executive Director, Helene and Grant Wilson Center for Social Entrepreneurship.....	34
Pace Pitch Alumni Mentors.....	36
Amanda Allen.....	36
Joe DiPasquale	37
Bill Phelps	38
Alexander Salzman.....	39
Alan Siege	40
Eric Steele.....	41
Dina Tate	42
JUDGING GUIDELINES AND CRITERIA	43
Pitch Guidelines for New Business Concepts	44
Pitch Guidelines for Social Ventures	45
Ten Questions That You Should Try To Answer	46
NEW BUSINESS FINALISTS	47
FitHopper.....	48
Darren Paul Shearer	49
The Lean Canteen.....	50
Jared Domingos	51
Resolutions.....	52
Jeremy Pease.....	53
Stiliyan Lazarov.....	53
Robert Caucci	54
SOCIAL VENTURE FINALISTS	55
Guiding Proud.....	56
Natasha Dillon.....	57
Little Big Loan	58
Vishnu Murthy	59
Eric Rosenblatt	59
Malo Traders	60
Mohamed Ali Niang.....	61
Salif Romano Niang	61

SPECIAL THANKS	62
Past Speakers, Judges and Sponsors.....	63
Previous Finalist and their most recent university affiliation.....	65
IN THE PRESS - Win Over Investors in 3 Minutes or Less.....	67

THE PACE PITCH CONTEST

"Opportunity through Entrepreneurship" SM

Presented by:
Entrepreneurship@Lubin
www.pace.edu/entrepreneurship

In association with:
The MIT Enterprise Forum of New York City, Inc.
www.mitef-nyc.org



The Pace Pitch Contest

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

At this year's Pace Pitch Contest, three finalists in the New Business Concept category and three finalists in the Social Venture category will each have exactly three minutes to pitch their new venture idea to a distinguished panel of judges and an enthusiastic audience. In addition to broad participation at Pace, we have been pleased to welcome student competitors from a number of other universities, including Columbia, Harvard, Princeton, and Stanford.

The Seventh Annual Pace Pitch Contest Schedule of Events

5:00 - 5:30 Registration and Reception

5:30 - 6:00 Welcome and Keynote Speaker

Welcome - Neil Braun, Dean, Lubin School of Business, Pace University

Emcee - Bruce Bachenheimer, Clinical Professor of Management, Director of Entrepreneurship@Lubin, Wilson Center for Social Entrepreneurship Faculty Fellow, Pace University

Special Guest - Sal Khan, Founder, The Khan Academy

Keynote Speaker - Stanley S. Litow, President, IBM International Foundation

6:00 - 6:45 Six Finalists make their Pitch (three New Business Concepts & three Social Ventures)

6:45 - 7:00 Break (Judging Panel selects the winning pitches in private)

7:00- 7:30 Judging Panel Discussion and Critique

7:30 - 8:00 Awards Ceremony and Networking

Closing Remarks – Harold Levy, Managing Director, Palm Ventures and a member of the Board of Trustees, Pace University

The Inaugural Pace Pitch Contest

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



There were two judging panels:

New Business Concepts Judging Panel

Carolyn Chin, CEO, Cebiz

Emanuel Martinez, Managing Director, Greenhills Ventures, LLC

Charles F. Ryan, Vice President, JPMorgan Chase

Social Ventures Judging Panel

Clarence B. Jones, Executive Consultant, Marks Paneth & Shron, LLP

Brian J. Nickerson, PhD, Director, The Michaelian Institute

Jerald Posman, Director, Project Enterprise

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

Six Finalists

Dane Disimino

Roy Gilis

Andres Martin

Noushi Rahman, PhD

Dwayne Sykes

Peter Swift

Overall Winner

Amanda Rui Jin



The Second Annual Pace Pitch Contest



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

Judging Panel

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

Winners

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



The Pace Entrepreneurship Conference

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

Banking and Finance

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

Angel Investors and Venture Capital

William Fontana, Manager, Second Century Innovation and Ideas Corp.
Peter Kash, Co-founder and Chairman, Two River Group Holdings, LLC

Marketing and Branding

David Oreck, Founder and Chairman, Oreck Corporation

The Press and Publicity

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

Legal Issues and Intellectual Property

Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
Larry Perlstein, Ombudsman, Gartner, Inc.,

Social Entrepreneurship

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

Life as an Entrepreneur

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

Small Business Services

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

The Third Annual Pace Pitch Contest

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



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

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

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



Judging Panel

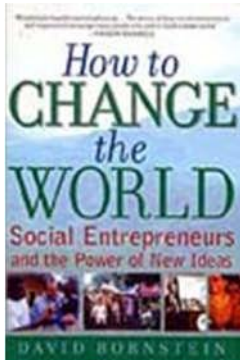
Fred Aslan, Vice President, Venrock Associates
Thomas Mulligan, Relationship Manager, JPMorgan Chase
David S. Rose, Chairman, New York Angels
M. Bernard Siegel, CPA and Certified Professional Coach
Lori S. Smith, Partner, Goodwin Procter LLP

Winners

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

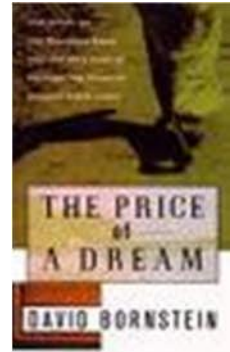
The Fourth Annual Pace Pitch Contest

The Fourth Annual Pace Pitch Contest was held on December 6, 2007. The event sponsored by Goodwin Procter and Silicon Valley Bank, and featured David Bornstein as the keynote speaker.



David Bornstein specializes in writing about social innovation. He is the author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas*.

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



Judging Panel

Thatcher Bell - Associate, Draper Fisher Jurvetson Gotham Ventures

Liz Hamburg - co-host of Launchpad (WOR 710) and President of Upstart Ventures LLC

Bernard Siegel - Certified Professional Business and Career Coach,

Lori S. Smith - Partner, Goodwin Procter LLP

Winners

Social Venture - Sarah Lipkin (SUNY Buffalo/Pace) for Through My Eyes

New Business Concept - Joseph DiPasquale (Harvard/Stanford) for CollegeWikis.com

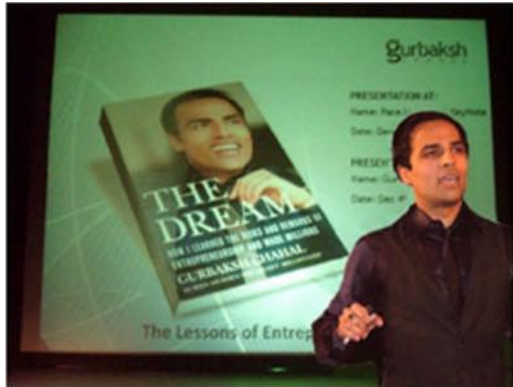


The Fifth Annual Pace Pitch Contest

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

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

In October, Gurbaksh appeared on The Oprah Winfrey Show and released his book, *The Dream*.



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

Judging Panel

JB Lockhart, Associate - Greenhill & Co.

Matthew Commons - CFO of FloDesign and winner of the 2008 MIT Clean Energy Entrepreneurship Prize (\$200K)

David Rose - Chairman of NY Angels

Lori Smith - a partner at the law firm Goodwin Procter LLP

Winners

Social Venture: Eric Steele (Indiana University) for RareShare.org

New Business Concept: Tiffany Rad (Carnegie Mellon University) for OpenOtto.



The Sixth Annual Pace Pitch Contest

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



Judging Panel

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

Winners

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

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

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

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

PRESENTED
BY

Entrepreneurship@Lubin

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

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

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



Lubin School of Business

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

Pace University

For 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 was formally established in 1979 and the Small Business Development Center at Pace was established in 1986. Pace's SCI² Incubator was founded in 2003 and the Wilson Center for Social Entrepreneurship was established in 2005.

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

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

**IN
ASSOCIATION
WITH**

The MIT Enterprise Forum of New York City, Inc.



MIT ENTERPRISE FORUM NEW YORK CITY

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 28 chapters worldwide. Membership and program participation in MITEF events is open to all.

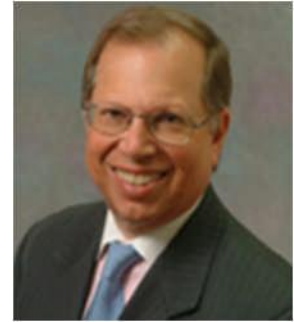
Through its events and member services, the organization strives to educate the business community by bringing together entrepreneurs, business leaders and technologists, venture and angel investors, and representatives of the service providers in a stimulating, interactive setting. The organization 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.



SPEAKERS

Stanley S. Litow - President, IBM International Foundation

Stanley Litow is the President of the IBM International Foundation and IBM's Vice President for Corporate Citizenship and Corporate Affairs. He heads global corporate citizenship efforts at IBM, which contributes nearly \$150 million across 170 countries. Under his leadership, IBM has developed new innovative technologies to help non literate children and adults learn to read, helped people with disabilities access the internet, created a humanitarian grid to power research on Cancer and AIDS and developed technology to increase economic growth and small business development.



Before joining IBM, Stanley served as the Deputy Chancellor of Schools for New York City, the nation's largest school system. Prior to his service with the City's public schools, he founded and ran Interface, the nonprofit "think tank" and served as an aide to both the Mayor and Governor of New York.

Stanley's articles and essays have appeared in numerous books and publications including the Yale Law Review, Annual Survey of American Law, Brookings Papers, the American Academy of Sciences, the Journal for the Center for National Policy, the New York Times and Newsday.

Stanley is the recipient of the Council on Foundation's prestigious Scrivner Award for creative philanthropy and awards from the Anne Frank Center, Martin Luther King Commission, Manhattanville College, Federation of Protestant Welfare Agencies, Coro Foundation, Helen Keller Services to the Blind, New Visions for Public Schools and the Women's City Club. He has served as an adjunct faculty at New School University, the City University of New York and Long Island University.

He helped create and chairs the Global Leadership Network and serves on the board of Harvard Business School's Initiative on Social Enterprise, Independent Sector, Citizen's Budget Commission, and the After School Corporation.



Salman Khan - Founder, the Khan Academy

Sal is the Founder, Executive Director, and Faculty of the Khan Academy. He started the Khan Academy as a way to tutor his cousins remotely--while he was a hedge fund analyst in Boston, and they were students in New Orleans. He started posting videos on YouTube, and more and more people kept watching. It was clear there was a huge unmet need, so Sal left his hedge fund job and started Khan Academy with the mission of providing a free world-class education to anyone, anywhere.



Sal holds an MBA from Harvard Business School, where he was the president of his class. He also attended MIT, where he received 3 degrees: a Masters in Electrical Engineering & Computer Science, a B.S. in Electrical Engineering & Computer Science, and a B.S. in Mathematics.

Harold Levy - Managing Director, Palm Ventures

Harold Levy is a Managing Director at Palm Ventures where he concentrates on investments in education, regulated industries and allied fields. Mr. Levy has extensive management and acquisition experience in education and finance. He was formerly the New York City Schools Chancellor, Executive Vice President of Kaplan, Inc., Director of Global Compliance of Citigroup, Head of Litigation of Salomon Brothers and Managing Director of Plainfield Asset Management. He holds a J.D. and B.S. from Cornell and an M.A. (PPE) from Oxford. Mr. Levy is a member of the Board of the Cambium Learning Group (NASDAQ:ABCD). He is also on the board of the Roosevelt Institute and of Pace University, a member of the Council of the Woodrow Wilson Center for International Scholars and a member of the Presidential Advisory Committee of Teachers College, Columbia University. He was recently appointed by Sec. of Education Arnie Duncan to the Committee on Measures of Student Success.



Neil Braun - Dean, Lubin School of Business, Pace University

Neil S. Braun is the Dean of Pace University's Lubin School of Business in New York since July 2010. He has previously been President of the NBC Television Network, Chairman and CEO of Viacom Entertainment, an internet and environmental entrepreneur, a film producer and corporate attorney. Braun serves on the board of directors of IMAX Corporation and national anti-hunger organization Share Our Strength. He has taught an MBA course in economic models of media and entertainment at the Wharton School of Business at the University of Pennsylvania. He holds a BA from the University of Pennsylvania and a JD from the University of Chicago Law School.



Bruce Bachenheimer - Clinical Professor of Management, Pace University

Bruce Bachenheimer is a Clinical Professor of Management, the Director of Entrepreneurship@Lubin, and a Faculty Fellow of the Wilson Center for Social Entrepreneurship at Pace University. He teaches undergraduate and graduate courses, primarily in the areas of entrepreneurship, management, and strategy. He created the Pace Pitch Contest in 2004 and organizes it annually.



Mr. Bachenheimer is a member of the Global Board of the MIT Enterprise Forum, a Board member and past Chair of the New York City Chapter of the MIT Enterprise Forum, and on the Board of Directors & Advisors of LeadAmerica. He has served as a consultant to the New York City Department of Small Business Services, the New York City Economic Development Corporation and a variety of new ventures. He has been widely quoted in a variety of publications, interviewed on radio and television, and has spoken on entrepreneurship at numerous conferences. His earlier career includes having served as a VP of iQ Venture Partners, an AVP 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. He 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 NYU after graduating. He later received the McKinsey & Company Leadership Scholarship to pursue an MBA degree, which he earned from the Australian Graduate School of Management.

JUDGES

Kevin Bolen - Partner, Innosight

Kevin is a Partner with Innosight, where he consults with Fortune 500 firms focused on establishing a culture and discipline of growth and innovation. Kevin has balanced his career among management consulting, strategic planning, and marketing leadership roles in a variety of high growth environments. He has worked for and consulted with Fortune 500, mid-sized, and start-up enterprises in a variety of sectoring including IT software and services, consumer/retail, financial services, travel, and distribution and transportation.



Prior to joining Innosight in 2007, Kevin served as the Chief Marketing Officer of Lionbridge Technologies (NASDAQ: LIOX), a \$450M global outsourcing company. Before Lionbridge, Kevin led product management and marketing efforts for several venture-backed technology firms. He began his career with IBM Global Services, spending six years in a variety of consulting and strategic planning roles.

Kevin holds an MBA in Marketing and Management from the Stern School of Business at New York University and a BBA summa cum laude in International Business from the Lubin School of Business at Pace University. His commentary and/or bylined articles have appeared in Forbes, The New York Times, BusinessWeek, Harvard Business Online, TIME, Pharmaceutical Executive, CNET and InfoWorld. He is a regular speaker at corporate, analyst and industry trade events.

Somak Chattopadhyay - Principal, GSA Venture Partners

Somak Chattopadhyay is a Principal at GSA Venture Partners. Previously, he was at Edison Venture Fund, where he sourced and evaluated investments in the tech-enabled services sector and launched the firm's New York office. Prior thereto, Somak held senior marketing/business development roles at Medtower, a pharmaceutical IT software company and DealTime, a comparison shopping company that was later acquired by eBay. Somak started his career at Broadview International (now Jefferies) and was previously director of the Software & Information Industry Association (SIIA).



Somak is currently a director or observer at Ignighter, MyNines, ReachForce, and Three Stage Media. He also is on the board of numerous nonprofit organizations including MIT Enterprise Forum of New York and NYCVC. Somak is an Executive Committee member of TiE Tri-State and serves as Vice Chair of the SIIA Private Equity Forum. He holds a BS in Mechanical Engineering from MIT and an MBA from Columbia Business School.

Somak is currently a director or observer at BDMetrics, ReachForce, MIT Enterprise Forum of New York, and The Indus Entrepreneurs (Tri-State chapter). He is also Vice Chairman of the Software & Information Industry Association Private Equity Forum and on the steering committees of the NYCVC and the Mid-Atlantic Venture Association's Software Vanguard Series. He holds a BS in Mechanical Engineering from MIT and an MBA from Columbia Business School.



Jalak Jobanputra - Director, Investments, Omidyar Network

Jalak brings more than 17 years of experience in venture capital, technology and digital media to her role overseeing mobile technology investments on Omidyar Network's Access to Capital team.

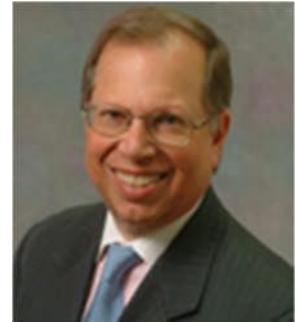
Prior to joining Omidyar Network, Jalak led technology and digital media venture investments at the New York City Investment Fund and co-founded NYCSeed, a seed fund focused on early-stage entrepreneurs. Previously, she was Principal at New Venture Partners, a \$300 million venture fund, where she founded and served as interim CEO of Real Time Content and managed the incubation of several technologies including speech recognition/natural language processing, 3D displays, video surveillance, 4G wireless broadband and music recommendation software. Jalak was with Intel Capital from 1999-2003; she began her career in media, telecommunications and technology sector investment banking and served on the launch team of an online financial information startup. Throughout her career Jalak has made significant contributions to both local and global programs that support social entrepreneurs, education reform and women in business. She currently advises organizations such as Techstars, NYCSeedStart, The Indus Entrepreneurs (TiE), Echoing Green and Astia. Jalak is also a recipient of the Outstanding 50 Asian Americans in Business award from the Asian-American Business Development Center.



Jalak earned an MBA from the Kellogg School of Management and graduated magna cum laude from the University of Pennsylvania with a BA in communications from the Annenberg School and a BSE in finance from the Wharton School.

Stanley S. Litow - President, IBM International Foundation

Stanley Litow is the President of the IBM International Foundation and IBM's Vice President for Corporate Citizenship and Corporate Affairs. He heads global corporate citizenship efforts at IBM, which contributes nearly \$150 million across 170 countries. Under his leadership, IBM has developed new innovative technologies to help non literate children and adults learn to read, helped people with disabilities access the internet, created a humanitarian grid to power research on Cancer and AIDS and developed technology to increase economic growth and small business development.



Before joining IBM, Stanley served as the Deputy Chancellor of Schools for New York City, the nation's largest school system. Prior to his service with the City's public schools, he founded and ran Interface, the nonprofit "think tank" and served as an aide to both the Mayor and Governor of New York.

Stanley's articles and essays have appeared in numerous books and publications including the Yale Law Review, Annual Survey of American Law, Brookings Papers, the American Academy of Sciences, the Journal for the Center for National Policy, the New York Times and Newsday.

Stanley is the recipient of the Council on Foundation's prestigious Scrivner Award for creative philanthropy and awards from the Anne Frank Center, Martin Luther King Commission, Manhattanville College, Federation of Protestant Welfare Agencies, Coro Foundation, Helen Keller Services to the Blind, New Visions for Public Schools and the Women's City Club. He has served as an adjunct faculty at New School University, the City University of New York and Long Island University.

He helped create and chairs the Global Leadership Network and serves on the board of Harvard Business School's Initiative on Social Enterprise, Independent Sector, Citizen's Budget Commission, and the After School Corporation.

David Rose - Chairman, New York Angels

David S. Rose is an entrepreneurial executive and investor with extensive experience in high technology and communications, angel investments, finance and government. He was named by Inc. magazine to the 1998 Inc 500 list as CEO of one of the fastest growing private companies in America. Red Herring magazine has described him as "a patriarch of New York's Silicon Alley" and Crain's New York Business named him one of the City's 25 most influential technology executives.



During the course of his career, Mr. Rose has supervised the creation of an intellectual property portfolio of issued patents appraised at over \$100 million and negotiated both domestic and international corporate acquisitions. He was a prime author of the new data messaging protocols for the personal communications industry, and lectures frequently on issues relating to the development of the international information infrastructure.

In 1997 he was honored as a finalist for Ernst & Young's Entrepreneur of the Year Award in the New York New Media category; in 1984, Time magazine profiled him in its "Computer as Man of the Year" issue; and he has been the subject of numerous interviews and articles in print and electronic media. He is a member of the Technical Committee of the Personal Communications Industry Association as well as the Council of Communications Advisors.

Mr. Rose is Chairman of the Board of the New York Angels, Inc., the leading angel investment consortium in the New York region. Through his investment fund, Rose Tech Ventures, he provides capital and management expertise to promising early stage companies. On behalf of his own technology firms he has personally raised tens of millions of dollars in venture, strategic and institutional capital.

With over two decades of hands-on experience in founding, managing and funding diverse companies, Mr. Rose is actively involved in mentoring and advising other entrepreneurs and corporate executives. Dubbed by BusinessWeek "The Pitch Coach" for his ability to help entrepreneurs perfect their fundraising skills, he was a Founding Member of the New York New Media Association and is a frequent guest speaker at graduate business schools including Harvard, Yale, Columbia and NYU. He is also a mentor and judge of Yale University's annual business plan competitions and has judged the annual Students in Free Enterprise national finals. As a regular lecturer for New York's Industrial Technology Assistance Corporation he has taught the Venture Financing and Deal Negotiation section of the FasTrak Tech courses since 1997.

Lori Smith - Partner, Sedgwick, Detert, Morgan & Arnold LLP

Lori Smith, a partner with the firm's Corporate Practice Group, represents foreign and domestic companies in various industries, including technology, media, financial services, food and beverage, sports, textile, fashion, specialty chemicals, and drug and medical device. She has more than 25 years of experience acting as outside counsel with regard to all aspects of corporate and commercial transactional work, corporate governance matters and negotiation of commercial agreements. Ms. Smith has significant experience representing emerging technology companies and investors, and advising companies at all stages of development ranging from start-ups to public companies.



Ms. Smith has represented public and private companies in the structuring, negotiation and implementation of equity and debt financings and private equity transactions; private placements; acquisitions and mergers; strategic alliances; joint ventures; and licensing, manufacturing and distribution arrangements. She also advises companies with respect to the various issues that need to be addressed in anticipation of and planning for a public offering, sale or merger.

In addition, Ms. Smith advises clients on all aspects of business operations, including board of directors and shareholder issues, negotiation of shareholders' and voting agreements, and transitional issues in connection with the transfer of management and control from one generation to the next.

Ms. Smith is an active member of the MIT Enterprise Forum, serving on the global and New York chapter boards. In addition, she is a member of the New York Advisory Board of Astia, a non-profit organization that promotes entrepreneurship among women. In 2008 and 2009, Chambers US named Ms. Smith as one of New York's leading lawyers in the technology industry.

Ms. Smith frequently speaks at events focused on the New York technology and investment community. She recently moderated a panel discussion on the current state of angel and venture capital investment at the 2009 Astia Doing it Right Conference. She also served as a panelist at the April 2009 MIT Enterprise Forum symposium, which focused on mergers and acquisitions, IPOs and other alternative strategies for liquidity in the current economic environment.

Ms. Smith earned her JD with high honors from Duke University School of Law where she was the senior-editor of Law and Contemporary Problems. She received her BA, magna cum laude, from the University of Rochester.

SELECTION COMMITTEE

The Pace Pitch Contest Selection Committee

We would like to thank the following people for volunteering their time to serve as members of the Selection Committee for this year's Pace Pitch Contest. This Selection Committee reviewed contestant applications, including financials and their video pitch, and determined the six Finalists.

Narendra C. Bhandari - Professor of Management, Pace University

Narendra Bhandari is a Professor of Management at Pace University. His research interests are in the areas of small business and entrepreneurship, with a particular interest in "Trade Equilibrium" for keeping and creating jobs. Professor Bhandari served as the editor of Cases in Small Business Management, South-Western Publishing Company, 1979. He founded the American Journal of Small Business and served as its editor from 1976 to 1980. His textbook contributions include "Small Business Management and Entrepreneurship," Chapter 23, published in William H. Newman, E. Kirby Warren, and Andrew R. McGill, The Process of Management, sixth edition, Prentice-Hall, 1987. Professor Bhandari earned a Master of Commerce from the University of Rajasthan, and his Master of Business Administration and Ph.D. in Business Administration from the University of Georgia.



Jack Bloom - Adjunct Professor of Management/Finance, Pace University

Professor Jack Bloom holds adjunct appointments in both management and finance on the Pace faculty. He graduated from Harvard College with honors in 1979 and from the MIT Sloan School of Management with an MBA in 1983. Bloom worked on Wall Street for 12 years, rising to Managing Director and Head of Corporate Finance for a boutique investment banking firm. In these roles, he completed numerous IPOs, private placements, bridge loans, venture capital investments, and M&A deals for growth companies. In 1995, he started and became CEO of Auto America, Inc., a retail and financial services firm, similar to CarMax, which he grew to \$50 million in profitable sales. In 2005, he sold his interest in the company to a large hedge fund. As CEO of his own company, Bloom was responsible for all strategy, marketing, capital raising and finance, organizational development, locations, and M & A. Since 2005, he has been a professor at NYU Stern School of Management, Beijing University, and Pace University. He was previously twice a coach of the NYU Stern business plan competition with one of his teams winning first place. He continues to work as a senior strategic and financial advisor to many start-ups and middle market companies.



Jonathan Hill - Assistant Dean, Seidenberg School of CSIS

Dr. Jonathan Hill is the Assistant Dean for Special Programs and projects at Pace University's Seidenberg School of Computer Science and Information Systems. With a unique combination of experience in both academia and the private sector, Jonathan combines 20 years of college teaching with managerial experience at consumer-facing internet ventures including Travelocity.com. Previously he had management engagements with United Airlines Vacations, Hertz and Aeroflot Russian Airlines. He has been a principal in start-ups including Baltia Air Lines, Worldres.com and EngineerRe.



His higher education experience includes 15 years on the faculty of the City University of New York where he developed successful educational programs in technology and entrepreneurship including the Honors Entrepreneurship program at Queens College. In addition to teaching responsibilities at Pace, Jonathan oversees the work of the Web Media Lab at the Seidenberg School which provides Web consulting to both non-profit and corporate partners. He also coordinates corporate partnerships with major technology companies including Microsoft, Verizon, HP and Apple. He was part of the team that received a Pace University Presidential Grant for community service. His research interests include technology entrepreneurship, Web development, interaction design, usability, Web 2.0, digital distribution systems, software engineering and abstraction.

Yiannis Kourakis - Board Member and Operations Committee Chair, MIT Enterprise Forum of New York City

Yiannis Kourakis serves as Board member and Operations Committee Chair of the MIT Enterprise Forum of New York City. In that capacity, he has been involved in the planning and organizing of numerous events focused on business and innovation. He has extensive knowledge in the areas of technology entrepreneurship, media & information technology, cleantech, biotechnology, and venture capital investments.

Yiannis works as an Engineer in the New York office of Ove Arup & Partners, an engineering design, planning and consulting firm with offices in 42 countries. He specializes in structural analysis and design of high-rise buildings and has also worked in Austria, Croatia, and Hong Kong.



Yiannis obtained his undergraduate degree in civil engineering from Greece, spending his final year as an exchange student in Germany, and holds a Master of Civil and Environmental Engineering degree from the Massachusetts Institute of Technology.

Paul Kurnit - Clinical Professor of Marketing, Pace University

Paul Kurnit is an internationally recognized marketing, advertising and entertainment professional. Paul began his advertising career at Benton & Bowles and Ogilvy & Mather, where he managed a number of classic brands for Procter & Gamble, Kraft/General Foods and American Express. As President of Griffin Bacal, Paul managed businesses in virtually every consumer and service business category and also served as Executive Vice President sister company Sunbow Entertainment, a leading producer of quality children's television programming. Paul is an expert in social and cultural trends having created a number of specialty business units dedicated to addressing a diverse range of marketing initiatives, including: LiveWire: Today's Families Online^{&174;}, Kid Think Inc.[™], Licensing Works![™], Trend Walk[™], TDC: The Design Group, The Digital Station.



Currently, as founder of Kurnit Communications, KidShop and PSInsights, Paul has been dedicated to delivering customized solutions across a range of marketing disciplines for companies seeking dramatic new initiatives to drive their businesses. Paul is a frequent speaker and writer for television, radio and print media (i.e. NBC/The Today Show, ABC, CBS News, CNN, Fox, The Wall Street Journal, The New York Times, USA Today, Barrons, Ad Age, AdWeek, BrandWeek, Entrepreneur and more). He has shared his expertise in consulting work for Bayer, ConAgra, Disney, General Mills, Hasbro, Mattel, McDonald's, Nickelodeon, Pepsi, Polaroid, Scholastic, Sony, Universal Studios and many other blue chip and start-up companies.

Paul is on the boards and advisory boards of The Advertising Educational Foundation (AEF), The Advertising Council's Creative Review Committee (CRC), Pace University Lubin School of Business, the Children's Advertising Review Unit (CARU) of the Better Business Bureau and the International Journal of Advertising and Marketing to Children. He is clinical professor of marketing at Pace University, where he teaches marketing and advertising and serves as university advisor for NSAC (National Student Advertising Competition) sponsored by the American Advertising Federation (AAF).

Harvey Markovitz - Assistant Clinical Professor of Marketing, Pace University

Harvey Markovitz is an Assistant Clinical Professor of Marketing at Pace University. He is the founder and director of the Interactive-Integrated Direct Marketing (IDM) Lab (www.pace.edu/idmlab), an "incubator internship" that provides real life opportunities for students. He previously taught at Baruch College and was the director of the Direct and Interactive Marketing Lab, where the academic discipline of marketing merged with professional marketing resources and provided assets for students, faculty and small businesses owners.



Professor Markovitz has more than 40 years experience as a direct marketing, sales, and business development professional. Before founding his own company, HBM Associates Inc. in 1981, he directed strategic planning, marketing, sales, administrative and financial activities within various departments of JCPenney and CBS, Inc. He was also the President of a major media barter company. He created innovative product, marketing and financial strategies that resulted in increased profitable sales in both domestic and international markets. He is also the author of a business pamphlet-guide "101+ steps to rapid and sustained profit change; it's your business what do you want to do about it?" published by HBM Associates, Inc. and "How to build a consulting practice within your accounting business" published on audio tape by Bisk Publishing company.

In May 2009, Professor Markovitz was engaged by the US Department of State to lead a Marketing Training Mission to Guyana to help develop the marketing skills of that country's entrepreneurs. He conducted seminars in Georgetown and Linden, Guyana to approximately 100 entrepreneurs. He also appeared on national television discussing, with Guinean leaders, how to market the brand of Guyana. In August of 2009, in Hong Kong, he conducted a one week seminar on Customer Relationship Marketing, training approximately 70 mid level executives for the world's largest exporter, Li & Fung. Professor Markovitz was awarded the 2005 DMG Award for Outstanding Service to Direct and Interactive Marketing Education presented by Direct Marketers Gateway, Inc. Since 2002, he has been an annual winner of the DMA's ECHO leadership award. Professor Markovitz earned a Master of Science Degree (with distinction) in Direct and Interactive Marketing from New York University in 1999. He is a specialist in profit improvement through organization development and restructuring, marketing and media planning, financial and administrative processes as well as sales and management training.

Rebecca Tekula, Ph.D. - Executive Director, Helene and Grant Wilson Center for Social Entrepreneurship

Rebecca Tekula is the Executive Director of the Helene and Grant Wilson Center for Social Entrepreneurship, an institute of Pace University aiming to serve students and nonprofit organizations towards the goal of more effective and efficient nonprofit management practices. Ms. Tekula completed her PhD in Economics at the University of Lugano, Switzerland. She earned her BA at Vassar College, her MPA from Pace University, and her MBA from the University of Oxford. Dr. Tekula has an extensive background in New York City philanthropy and across the nonprofit sector.



ALUMNI MENTORS

Pace Pitch Alumni Mentors

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

Amanda Allen

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

Participating in the Pace Pitch Competition truly helped propel my company, www.NewlyWish.com, from being a good concept to a becoming a fully operational business. While the prize money has been very helpful in covering some of our operational expenses, and the prize of six-months of office space at Tech:Space allowed us to move out of our apartment and take on additional staff members, the discipline of developing a fully-formed pitch, backed by a comprehensive business plan, along with the feedback and guidance we received from the judges and Bruce really helped us to identify not only potential weaknesses in our approach but, perhaps more importantly, the strengths we needed to accentuate.



This, I believe, is the most important message for all of you who are thinking about participating in the Competition - even if your business ends up a far different place than you planned, the work you put into developing a business plan, the feedback you get from the mentors and judges, and the opportunity to prepare and deliver a three-minute pitch, will all prove to be invaluable as you work to get your business off the ground.

The NewlyWish online wedding registry platform provides engaged couples and gift-givers with a registry experience that offers the choice, convenience and personal style they want and expect. NewlyWish is dedicated to supporting New York City's vibrant community of independent stores and service providers by uniting them with registrants and gift givers nationwide, and, in addition to all of the traditional gift items, allows previously uncommon or unattainable gifts to be listed together in a single, cohesive and easy-to-use online registry. Visit www.NewlyWish.com to see for yourself!

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

Joe DiPasquale

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

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



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

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

Bill Phelps

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

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



The Yamodo brand is known for its series of imaginative drawing games that encourage creativity and laughter in all ages. In the early days, funding came from a collection of credit cards and personal savings, while also maintaining full-time jobs. As word spread, solid distribution and positive sell-thru allowed Idea Storm to repay all debts and become profitable.

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



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

Alexander Salzman

Third Place, Third Annual Pace Pitch Contest (2006)

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



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

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

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

Alan Siege

Third Place, Second Annual Pace Pitch Contest (2005)

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



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



Eric Steele

Social Venture Winner, Fifth Annual Pace Pitch Contest (2008)

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



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

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

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

Dina Tate

Second Place, Second Annual Pace Pitch Contest (2005)

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



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

BlackBridalGuide.com was founded by Dina C. Tate. Ms. Tate's eCommerce background began while working as a Website Supervisor for ESSENCE By Mail (EBM). EBM was the parent company of ESSENCE Magazine and the #1 selling African-American women's catalog. During her tenure, Ms. Tate doubled website sales in eight months and exceeded website sales projections by 191%. Ms. Tate presently works as a Senior Content Manager/Project Lead for newyorklife.com while she manages the consumer facing website, all sub sites, micro sites and the company intranet.

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

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

JUDGING GUIDELINES AND CRITERIA

Pitch Guidelines for New Business Concepts

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

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

Pitch Guidelines for Social Ventures

Social Ventures will be evaluated on the following judging criteria.

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

Ten Questions That You Should Try To Answer

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

1. What's the PROBLEM?
2. What's your SOLUTION?
3. How large is the MARKET?
4. Who is the COMPETITION?
5. What makes you so SPECIAL?
6. What's your ECONOMIC MODEL?
7. How exactly will you achieve SALES?
8. Have you assembled a qualified TEAM?
9. How will you secure required RESOURCES?
10. What are you proposing for an INVESTMENT?

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

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

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

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

NEW BUSINESS FINALISTS

FitHopper

The fitness industry in the United States currently produces \$17.6 billion annually and has doubled in size over the last 10 years. At the same time, 85% of the health club market remains untapped. Increasingly, fitness consumers prefer an “a-la-carte” approach to purchasing, which conflicts with the traditional “big-box” gym business model. “Big box” gyms attempt to offer “something for everybody” under a single roof, requiring all members to pay for nearly all services, regardless of which services were actually rendered to each member. Though “big box” gyms are in decline, many specialized and niche-oriented fitness service providers continue to emerge and thrive because they are allowing customers to pay for precisely what they want.

FitHopper will establish a network of fitness service providers that allows consumers to purchase fitness memberships that they tailor to their own preferences, schedules, and locations. Customers will be able to purchase the following at www.FitHopper.com, and FitHopper will ensure that the fitness service providers are compensated solely on the basis of usage:

- 1) A fitness membership that grants access to hundreds of fitness service providers in their local area and thousands throughout the world.
- 2) Gift certificates that can be redeemed at hundreds of fitness service providers in their local area and thousands throughout the world.
- 3) Coupon deals promoting specific fitness service providers.

Visitors to www.FitHopper.com will also be able to view and post ratings, reviews, and rankings of fitness service providers in the FitHopper Network.

FitHopper will target young professionals ages 18-35 that live in large urban areas and enjoy trying new fitness activities with their friends. Several other companies—such as GlobalFit and Healthways—have built networks of traditional fitness centers for the purpose of marketing discounted memberships to employees of corporations, enabled by health club membership subsidies offered via corporate wellness programs. FitHopper’s memberships and gift certificates will be promoted primarily via corporate wellness programs, social networking websites, coupon deal websites (such as Groupon.com and LivingSocial.com), and sporting goods stores.

The founder and CEO, Darren Shearer, served as a Captain in the United States Air Force and has six years of leadership and management experience, holds an M.A. degree, and expects to complete an M.B.A. at Pace University in August 2012. Ajay Gupta and Fingent, Inc. will handle the web development and IT-related responsibilities.

The first year will be dedicated primarily to building the FitHopper Network of fitness service, with revenues expected to reach \$680K. Revenues are expected to reach \$3 million by the second year when FitHopper begins selling memberships in addition to gift certificates and coupon deals. The startup cost is \$120K, and breakeven is expected to

occur during the twenty-first month of operations. FitHopper's mission is to connect people with their most compatible fitness service providers, increasing customers for fitness service providers and helping people to sustain active lifestyles for a lifetime.

Darren Paul Shearer

Darren Paul Shearer is the founder and CEO of FitHopper, a New York-based health and wellness company that connects people with their most compatible fitness service providers, helping people to sustain active lifestyles for a lifetime. As a Captain in the United States Air Force, Darren earned the Commendation Medal for his meritorious service in Kuwait during Operation Iraqi Freedom. Darren is pursuing currently a Master of Business Administration at Pace University. He has served as the Academic Writing Instructor at Regent University in Virginia Beach, VA where he also completed a Master of Arts degree in the field of Practical Theology. Darren's first book, *In You God Trusts: The Five Domains of Personal Responsibility*, released in March of 2010 and was named "Best Self-Published Christian Living Book" at the 2010 Christian Choice Book Awards. He is originally from Columbia, South Carolina and currently resides in New York, New York.



The Lean Canteen

The Lean Canteen will be the only mobile food cart in NYC committed to providing an alternative way of eating lunch outside the office that supports a healthy and active lifestyle. By providing nutritional meals for a low cost, The Lean Canteen (TLC) will strive to become one of the most respected, eco-friendly and health-conscious mobile food units in the City. Since eating out is expensive with a limited number of healthy alternatives, it will be The Lean Canteen's mission to provide its customers the largest selection of nutritious meals, snacks and drinks for a low cost.

TLC will operate in the Financial District from a ten foot long enclosed mobile food trailer designed as an emergency canteen. With the nation facing an obesity epidemic and a growing number of people trying to live and eat better, a unique sales market has been created that promotes healthy meals for a discounted price. TLC can provide this service by being the first establishment ever that will cook to order Lean Cuisine Market Creations (Steamed Entrees), Casual Cuisine (Paninis, flatbreads and pizzas) and Spa Cuisine (Classic favorites) frozen entrees. The Lean Canteen will not only be known for its convenience and large variety, but also for its advertised low price of \$6.50 for a nutritious and satisfying meal consisting of a frozen entrée and low calorie side.

The frozen entrée industry is already an established multi-billion dollar market with brand name recognition relating to nutrition, quality, consistency and taste. While fast food restaurants also use frozen products, healthy frozen entrées are only inconveniently located in the local grocer's freezer and not cooked-to-order anywhere. The Lean Canteen will do exactly what every fast food chain does, but instead of deep-frying or grilling its frozen products, TLC will use microwave steam and grilling technology to cook its food. This way of cooking is not only healthier, but it also locks in nutrients and flavor while evenly cooking every ingredient.

With recent microwave innovations, Lean Cuisine has been able to formulate award winning frozen dinners that are convenient, great tasting and pre-portioned. TLC will make these same entrees more convenient and satisfying by combining them with frozen vegetables, healthy snacks and other low calorie products. All meals will be approximately 500 calories and TLC will also offer fresh fruit, breakfast items, meal replacement bars, nutritional beverages and gourmet coffee and teas. Not only will all nutritional information with precise amounts be clearly posted and available, but also for the first time, consumers will be able to have lunch out and know their exact dietary intake.

Jared Domingos will be the principal owner and operator of The Lean Canteen, bringing with him both experience and knowledge in the mobile food industry, as well as in customer service and independent business operations. Jared has the capabilities and training to successfully administer TLC and will use his extensive knowledge of various mobile food units to produce high growth and profitability in a radically new food service company. The Lean Canteen will use social media to interact and connect with customers

while also being able to offer coupons, solicit feedback and raise awareness for its innovative service. TLC will strive to become the most health-oriented, environmentally-conscious mobile food unit with an additional emphasis on integrity, cleanliness and convenience. TLC will look to the future by having multiple canteen locations, using solar panels and energy efficient generators to power the microwaves and by giving a portion of its profits to local charities such as the New York City Food Bank. Dedication to health, integrity, variety, cleanliness and customer satisfaction will set The Lean Canteen apart from any other food vendor.

Jared Domingos

My name is Jared Domingos and I am a full time graduate student enrolled in the Lubin School of Business 5 year CPA Preparation - Combined Public Accounting BBA/MBA program at Pace University. I started at Pace University as a freshman in 2006 and this will be my last semester with an expected graduation date of May 2011. I currently live in the financial district of Manhattan which has given me a college experience that few other students have ever had. Ever since high school when I participated in the Future Business Leaders of America and was an Independent Business Owner for Quixtar, I have had an entrepreneurial spirit that still continues to thrive. After taking an internship at National Securities my sophomore year, I completed my series 7 exam and became an independent licensed stock broker dealer. Small business ownership has always been my passion and I believe that New York City is the best place to pursue my desires and aspirations of owning a business.



Resolutions

The management team behind Resolutions' has substantial experience in various housing professional capacities, and this experience has opened their eyes to a number of problems encountered by housing and student affairs professionals across the country. Today, housing departments license and subscribe to multiple services in order to undertake the various tasks associated with their department and other student affairs roles. This is costly, confusing and not intuitive for users, and causes extreme infoglut as the respective stakeholders need to process information coming at them from multiple sources. The Resolutions' team has also identified substantial opportunities in the underserved areas of roommate matching and threat assessment on campus.

Resolutions has developed a platform that digitizes and streamlines all of the processes associated with a collegiate housing department. We work with housing and residential life departments' to identify opportunities for process improvement. Based on our client assessment, we then develop and deploy customizable web-based applications that are guaranteed to satisfy the needs and wants of our clients. Some of these solutions include things like guest management, mail room management, room transfer requests, various reporting processes, and programming for the residence halls. Furthermore, Resolutions is currently developing a breakthrough Facebook application that will set the standard for compatibility-based roommate matching in the future. The team is also developing a threat assessment tool that is based on the framework developed by NaBITA.

The National Center for Education Statistics (NCES) forecasts college enrollment of 19.5 to 20.3 million in 2015, representing a two to three million student increase from the estimated 17.5 million in 2006. Today, there are approximately 2.1 million college students that live on campus, and these residents end up paying about \$13.3 billion annually to live on-campus.

While the focus is on student affairs and housing at colleges, some of the technologies are relevant and applicable to the following areas: Residential and commercial buildings, and elementary, middle, and high schools.

Resolutions uses a subscription business model, and the terms are semesters or trimesters depending on how the client operates. Furthermore, pricing is dependent upon the number of solutions the school needs, and the number of users at the school.

Resolutions will market itself by demoing and exhibiting at industry conferences put on by organizations such as the Association of Collegiate and University Housing Officers International (Acuho-i). The sales strategy also incorporates a Business Development Partner Network where seasoned housing professionals will be compensated with a commission for bringing Resolutions new business. Strategic partnerships with organizations such as SunGard, EducationDynamics, and Blackboard are also in the works.

Resolutions has already gained traction at Pace University by implementing its service in August 2010, and they have recently become an approved vendor at Pace University. They have several conversations going on with other institutions outside of Pace, and are looking forward to sitting down and meeting with some of these decision makers at other schools. They have successfully tracked over 25,000 guests, tracked over 4,000 packages, reduced costs by about \$5,000, reduced the carbon foot print, and have visibly increased the level of security at Pace University.

Resolutions has \$8,000-\$15,000 coming down the pipeline in the next nine months, and they are projecting roughly \$7.8 million in revenue over the course of the first three years of doing business. They are in the process of raising about \$30,000 in seed-financing, and look to raise \$250,000 in the first year.

Jeremy Pease

Application Architect and Lead Developer

Jeremy Pease is a Co-Founder and the lead developer/ application architect at Resolutions. When Jeremy was 18 years old, he started his own in-home and in-office computer servicing business in South Florida. As soon as he wrote his first Hello World program he fell in love and hasn't stopped programming since. He is currently the student government president of the Seidenberg School of Computer Science and Information Systems at Pace University. He also works for the Seidenberg School as the Executive Director of Pace Web Media. There, he manages numerous projects, and designs, develops, and troubleshoots websites. Jeremy is a senior resident advisor, and has been involved with residential life for three years.

Jeremy has experience with PHP, CSS, Javascript, HTML, Flash, Flex, Unix, Apache, SQL, SML, and loves learning new things.



Stiliyan Lazarov

System Architect and Main User Advocate

Stiliyan Lazarov is a Co-Founder and the System Architect at Resolutions; his main responsibility is ensuring that the firms' technology scales nicely. Stiliyan is currently a Senior Resident Advisor with the Office of Housing and Residential Life at Pace University. This is his fourth year working in collegiate housing across various campuses, and he has vast domain knowledge and experience. Stiliyan graduated first in his class in Spring 2010 with a Bachelor of Science degree in Computer Science from Pace University.

He has continued his education at Pace, and is currently studying towards his Master of Science degree in Software Development and Engineering. He is also working towards his Certified Software Development Associate certification, issued by the Computer Society of the Institute of Electrical and Electronic Engineers.



Robert Caucci

Director of Business Development

Rob Caucci is a Co-Founder and the Director of Business Development at Resolutions. Rob is very involved with the tech community in New York City, and he will be graduating this May from Pace University with dual-degrees in Entrepreneurship (BBA) and Business Economics (BS). Rob is the Co-Founder and President at Effin' Textbooks (www.effintextbooks.com

and <http://apps.facebook.com/effintextbooks/>). He is a past Social Venture Award winner at Start-Up Weekend NYC

(Donor Universal- September 2010). He is the Co-Founder and President of Pace' Students In Free Enterprise chapter. Most recently, Rob helped the Business Solutions team at the The Dannon Company implement a predictive modeling solution. He was the Assistant Director of College Development at CleanEdison (www.cleaneidison.com), a NYC start-up in the "green space", and he also served as a Sales and Marketing Consultant at San Francisco-based start-up, CityMint (www.citymint.com). Rob is also in his 3rd year as a resident advisor.



SOCIAL VENTURE FINALISTS

Guiding Proud

Guiding Proud is a youth mentoring program which matches LGBTQ youth with LGBTQA adults in an effort to foster self-esteem, self-confidence and a sense of worth among today's LGBTQ youth. Guiding Proud's purpose is to break down the isolation many LGBTQ youth feel as a result of bullying, societal stereotypes and discrimination, as well as provide a role model, guidance and support for the youth.

While society is hard for all teens, life is particularly more difficult for LGBTQ teens. Many are facing severe stresses in their lives, whether it be bullying, harassment, or thoughts of suicide. An adult mentor can help improve a teen's self-esteem, by making them feel more supported.

The ultimate goal of Guiding Proud is to provide a mentor and role model who can relate to the LGBTQ youth's experience and struggle with self-acceptance and self-care. Guiding Proud's mentors provide LGBTQ adolescent the guidance, empowerment, stability and trust, which leads to improved self-esteem and ultimately, an overall better quality of life. When teachers, peers, parents and even Facebook friends can't provide the support LGBTQ kids need, Guiding Proud's mentors are there to see LGBTQ youth through to a brighter day.

Guiding Proud's program matches LGBTQ mentees between the ages of 14-24 with responsible and caring mentors who have successfully embraced their own sexual orientation and/or gender identity and are available to mentor on a one-to-one basis.

Guiding Proud's mentees and mentors will meet in person three to four times per month on-site and off-site. Mentors will be encouraged to expose their mentees to meaningful activities, including finding a hobby, participating in sports, attending sporting events, attending museums, schoolwork, completing college or job applications, and beyond. Mentors and mentees will also keep in consistent contact between meetings via phone calls and emails. The match commitment is for one year at minimum. Guiding Proud will begin the program with approximately 7 youth for the first year and grow by 50 percent in years two and three.

Natasha Dillon

Natasha Dillon is a full-time MBA student at Pace University and is expected to graduate in December 2011. In 2007, Natasha graduated from Central Connecticut State University with a Bachelor's degree in Investment Finance. After graduation, Natasha moved to New York City to pursue a career in investment finance. Natasha worked for two and a half years at AllianceBernstein alongside financial advisors and portfolio managers.



Though Natasha has continued to study and pursue business, she has also dedicated much time and energy advocating for LGBT rights. As one of the founders of New York City's Queer Rising, Natasha has been active in the repeal of Don't Ask, Don't Tell and pushes for other LGBT focused legislation.

Little Big Loan

In America today, there are a large number of underprivileged youth that cannot attend college due to financial constraints. By not going to college, they perpetuate the poverty cycle and settle for jobs that offer limited prospects. We have the opportunity to change the lives of these underprivileged youth by giving them access to an alternative source of education funding. Our proposal is to create an innovative web portal that will connect student borrowers with individual lenders (peer-to-peer lending). The peer-to-peer lending industry has seen significant growth in the past few years, but still lacks a company solely focused on education lending, which we think is crucial to breaking the poverty cycle and changing people's lives.

Little Big Loan is a transaction-based business model driven by one key revenue source: a small fee for every loan that gets funded through our website. Our website will display a database of borrowers' requests for loans – these requests will be standardized and sortable by various characteristics. Any potential lender can then logon to their personal account and scan through the loan offers or search for specific characteristics in the borrowers requests. We are hopeful that this search-ability concept will draw in lenders who will build personal connections to borrowers with certain characteristics - these personal connections will build a user base of repeat lenders and separate us from the colder alternatives in the world of lending.

Vishnu Murthy

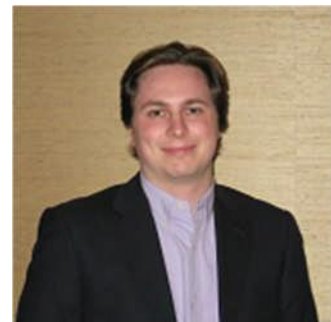
Vishnu Murthy is the CEO of LBL and has a broad set of work experience since working in New York City since 2004. Initially joining Lehman Brothers as a trader out of college and following the typical Wall Street path, Mr. Murthy left after 4 years to pursue his entrepreneurial desires.



Working at an online retail start-up managing business strategy and online marketing further fueled Mr. Murthy's entrepreneurial spirit. Simultaneously to Mr. Murthy's career has been a consistent and deep passion for social and civic service, illustrated by his extensive experience working with underprivileged youth since high school and beyond. Currently, Mr. Murthy is in his second year as an MBA student at the NYU Stern School of Business and he holds a bachelor of science in Statistics and Economics from The George Washington University.

Eric Rosenblatt

Eric Rosenblatt is the COO of LBL. Mr. Rosenblatt was previously a Vice President at Guggenheim Partners, where he worked for five years. Based in New York City, Mr. Rosenblatt was in the Leverage Debt Group where he focused on the media, technology, and telecom industries as a financial analyst. The position exposed him to multiple areas of deal making and diligence work, including: evaluation of opportunities, financial modeling and research, financial due diligence, term sheet negotiation, legal documentation, interacting with management, transaction execution, and monitoring of holdings. Mr. Rosenblatt is in his second year as an MBA student at NYU Stern School of Business and he holds a Bachelor of Science degree in Physics from MIT.



Malo Traders

81% of Malians under the age of five are anemic and approximately 50% of deaths can be attributed to malnutrition. In 2009, almost 73 million pounds of potential milled rice—enough to feed 580,000 people for a year—was lost due to the lack of proper storage and processing facilities.

Malo Traders LLC's social mission is to combat extreme poverty and malnutrition by increasing the income of smallholder farmers and providing fortified rice to consumers at an affordable price. We purchase rice paddy from smallholder farmers in Mali at a fair price. We then store the paddy using an environmentally friendly hermetic storage system before processing and fortifying the rice with micronutrients. The finished product is sold to urban consumers and humanitarian relief agencies.

We are initially targeting a market of \$173 million with a penetration rate of 6.5% in Year 1. We forecast that we will reach a market share of 15% by Year 5. We are targeting two groups of customers. The first is the urban consumer looking for affordable, nutritious rice and the second is the humanitarian relief agency that administers school feeding programs, food-for-work programs, and intervenes in areas of distress.

By establishing a socially responsible brand and adhering to the highest quality standards, Malo Traders has a unique advantage. Another clear distinction is our ability to produce fortified rice in a manner that is affordable and culturally adapted. Finally, the combination of our management team, superior technology, and commitment to making the well being of farmers and consumers an integral part of our business model sets the bar high for potential competitors to surpass.

We expect to breakeven from an operational standpoint in Year 1 with a gross margin of 16.53% and from a dollar invested standpoint in the first quarter of Year 4. We forecast a cumulative net income of \$5.86 million in Year 5 driven by a solid increase in sales and a net profit margin of 11%. This represents a return on equity of 46% for our shareholders.

Based on our Social Impact Analysis, at the end of Year 3, the net purpose value of our intervention is \$27 million and \$144 million at the end of Year 10. In Year 1, we expect to generate approximately \$1.5 million in extra revenue for farmers who sell us their paddy and \$11.5 million in savings for customers who purchase our fortified rice. We expect to work with at least 1,467 farmers in Year 1 and produce enough milled rice to meet the daily needs of 250,000 people. By Year 5, we expect to work with at least 3,500 farmers and impact at least 600,000 consumers.

The total initial investment required is just over \$4 million. Our financing strategy is the following: a) \$1 million in equity from patient capital investors with a seven year exit plan

and a valuation of \$3.3 million b) \$1 million in grants from foundations, governments, and international organizations involved in poverty alleviation, rural development, food security, and malnutrition, and c) a matching loan of \$2.5 million at current interest rates secured by the initial investment and guaranteed by assets, land, and buildings. Finally, we will need a working capital loan of \$10 million at a 15% interest rate that will be guaranteed by fixed purchased agreements and inventory. However, our immediate objective is to raise \$50,000 in order to conduct a holistic proof of concept study in the fall of 2011 prior to building our facility.

Mohamed Ali Niang

Mohamed Ali Niang is currently a senior at Temple University and expects to graduate in May 2011 with a BBA in International Business/Entrepreneurship and minors in Economics and Corporate Sustainability. He was part of the winning team at the 2010 Center for International Business and Education Research (CIBER) International Case Competition. In addition, he received the 2010 Sol Tutelman Memorial Prize from Temple University, an award given to a student achieving the highest standards in the field of entrepreneurship. He has interned at a variety of organizations dedicated to social change and poverty alleviation including, the UN Food and Agriculture Organization in Niger, the Women's Opportunity Resource Center in Philadelphia, and the Program for Appropriate Technology in Health (PATH). During these internships, Mohamed Ali developed valuable experiences and insights into the agriculture and nutritional sector, micro finance, and project management.



Salif Romano Niang

Salif Romano Niang, is a Ph.D. candidate in the Department of Political Science at Purdue University. He holds bachelors degrees in political science and French Language and Literature from Purdue as well. In May 2010, he received a Purdue Research Foundation grant to fund his dissertation on the effects of large youth cohorts on democratization, development, and conflict. Over the past four years he taught undergraduate courses in international politics, international political economy, and international law at Purdue and has also taught Model United Nations and Advanced Geography at the Johns Hopkins Center for Talented Youth. In the summer of 2010, he was an intern for the Program for Appropriate Technology in Health (PATH) and co-authored a report on the feasibility of Ultra Rice® with Mohamed Ali.



SPECIAL THANKS

Past Speakers, Judges and Sponsors

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

Sang Ahn, Principal, Dawntreader Ventures
Mumtaz Alvi, Counselor-at-Law
Marc R. Angel, Senior Business Manager, Primedia
Fred Aslan, MD & Vice President, The Michaelian Institute
Alan Baum, Vice President, JPMorganChase
Thatcher Bell, Associate, Draper Fisher Jurvetson Gotham Ventures
Warren N. Bimbleck, Senior Vice President and General Manager, Primedia
Steve Brotman, Managing Director, Greenhill & Co
Majora Carter, Founder and Executive Director, Sustainable South Bronx
Miguel Centeno, Chief of Marketing, U.S. Small Business Administration
Gurbaksh Chahal, Founder, Blue Lithium
Somak Chattopadhyay, Vice President, Greenhill SAVP
Carolyn Chin, CEO, Cebiz
Matthew Commons, Chief Financial Officer, FloDesign Wind Turbine Corp.
Vitaly Feldman, Co-founder, MetroHorse
William Fontana, Manager, Second Century Innovation and Ideas Corp.
John Fox, President and Co-Founder, Homeland Energy
Michael Gochman, Gochman Group Inc.
Victor Goldsmith, Executive Director, Second Century Innovation and Ideas Corp.
Liz Hamburg, co-host of Launchpad (WOR 710) and President of Upstart Ventures LLC
Steve Hindy, Co-Founder and President, Brooklyn Brewery
Lori Hoberman, Partner, Brown Raysman Millstein Felder & Steiner LLP
Sabrina Horn, Founder, President & CEO, Horn Group
Rob Johnston, Executive Director, The Wilson Center for Social Entrepreneurship
Clarence B. Jones, Executive Consultant, Marks Paneth & Shron
Peter Kash, Co-founder and Chairman, Two River Group Holdings
Mark Kay, CEO, Strikeforce Technologies
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
Cynthia W. Massarsky, President, CWM Marketing Group
Gustavo de Medeiros, Founder, NationPhone
Rumit G. Mehta, founding partner & Director of Business Development, Safari Ventures

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 LLC
Aundre Oldacre, VMIX
David Oreck, Founder and Chairman, Oreck Corporation
Robert E. Ortiz, Program Director, Students in Free Enterprise
Douglas Palumbo, Vice President, JPMorganChase
Larry Perlstein, Ombudsman, Gartner
Jerald Posman, Director, Project Enterprise
David S. Rose, Chairman, New York Angels
Charles F. Ryan, Vice President, JPMorganChase
Wallace Santos, Co-founder, Maingear Computers
Hugh A. Schwartz, Chadwick Communications
Archana Shah, Executive Director, Morgan Stanley
Jim Sharpe, Vice President, Gerson Lehrman Group
Bernard M. Siegel, CPA and Certified Professional Coach
Lori S. Smith, Partner, Goodwin Procter LLP
Melissa Stepanis, Relationship Manager, Silicon Valley Bank
Lori Anne Wardi President and CEO, Pebble Alley LLC

Previous Finalist and their most recent university affiliation

Zeko Abas, Pace University - Lubin School of Business
Chris Advansun, Princeton University
Laura Allen, The New School
Roy Allen, Pace University - Dyson College of Arts & Sciences
Gerrit Argento, Pace University
Adele Arkin, Pace University - Lubin School of Business
Allan Benamer, University of California - Berkeley
Douglas Booton, Pace University
Chiranjeey Bordoloi, Pace University - Seidenberg School of Computer Science
Dennis Brady, Pace University
Peter-Charles Bright, Harvard University
Harry Brodsky, Pace University - Lubin School of Business
Teresa N. Brooks, Pace University - Seidenberg School of Computer Science
Wade Cameron, Pace University - Dyson College of Arts & Sciences
Peter Cao, Pace University - Lubin School of Business
Ross Charbonne, Pace University - Lubin School of Business
Jimmy Conde, Pace University - Lubin School of Business
Luke Davenport, Columbia University - Columbia Business School
London Davies, New York University - Stern School of Business
Joe DiPasquale, Stanford University - Graduate School of Business
Dane Disimino, Pace University - Lubin School of Business
Anna Geller, Pace University - Lubin School of Business
Frederik Gieschen, Pace University - Lubin School of Business
Roy Gilis, Pace University - Lubin School of Business
Hardik Gohil, Pace University - Lubin School of Business
Adam Gromis, New York University - Stern School of Business
Diana Hardeman, New York University - Stern School of Business
Andrew Isaak, Pace University - Lubin School of Business
Anita Jagtiani, Pace University - Seidenberg School of Computer Science
Rui Jin, Pace University - Lubin School of Business
Eugene Joseph, New York University - Stern School of Business
Prakash T. Kasat, Pace University
Surendra Kaushik, Pace University - Lubin School of Business
Nicole S. Kendall, Pace University - Seidenberg School of Computer Science
Rachel Klingberg, Pace University - Seidenberg School of Computer Science
John Ku, New York University - Stern School of Business
Ricky La, Pace University - Seidenberg School of Computer Science
Kori Lambert, Pace University - Lubin School of Business

Sarah Lipkin, Pace University - Lubin School of Business
Felix Macharia, Columbia University - Columbia Business School
Justin Mandel, Columbia University - Columbia Business School & School of International and Public Affairs
Andres Martin, Pace University - Lubin School of Business
Eric Russell Melchor, Pace University
Joel Nybeck, New York University - Stern School of Business
Ronen Oren, Pace University
Heather O'Shea, Pace University - Lubin School of Business
Raluca Pache, Pace University - Lubin School of Business
Neel Patel, New York Institute of Technology
William Phelps, Pace University - Lubin School of Business
Medaline Philbert, Pace University - Seidenberg School of Computer Science
Tiffany S. Rad, University of Southern Maine
Noushi Rahman, Ph.D, Pace University - Lubin School of Business
Michael Rawlins, Pace University - Lubin School of Business
Rich Rosenblatt, Columbia University - Columbia Business School
Larri Rudma, New York University
Frank L. Russo, Pace University - Lubin School of Business
Anas Sabri, Pace University - Lubin School of Business
Praneet Sahni, Pace University
Alexander Salzman, Princeton University
Matthew Schmitt, Pace University - Lubin School of Business
Jigar Shah, Pace University - Lubin School of Business
Emily Sheetz, Columbia University - Columbia Business School
Yury Shteyman, Pace University - Seidenberg School of Computer Science
Alan Siege, Pace University - Lubin School of Business
Michael Staib, Pace University - Dyson College of Arts & Sciences
Eric Steele, Indiana University
Peter Steube, Villanova University
Charles Stucklen, Pace University
Peter Swift, Pace University - Lubin School of Business
Dwayne Sykes, Pace University
Dina C. Tate, Pace University - Lubin School of Business
Jeff Tuller, New York University - Wagner School for Public Service
Dmitry Voller, Pace University - Dyson College of Arts & Sciences
Claire Williams, Stanford University
Justin Wohlstadter, Harvard University
Ryan Wynne, Villanova University
Yves Yakoubyan, Pace University - Lubin School of Business

Win Over Investors in 3 Minutes or Less

By Joanna Krotz

Every year, Pace University and the [MIT Enterprise Forum of New York City](#) host the [Annual Pace Pitch Contest](#), which launched in 2004 and is open to any current or recently graduated college student. Winners of the New Business Concept and Social Venture categories are each awarded \$25,000.

The contest teaches aspiring entrepreneurs to deliver a winning business pitch within minutes — an important skill even for seasoned business leaders.



“In today’s busy world, with 140-character Twitter [posts] and one-paragraph Zagat reviews, everything has to be shorter and persuasive,” says Bruce Bachenheimer, competition founder and director of entrepreneurship at Pace.

How the contest works

After weeks of preparation and videotaped practice sessions, each team or individual presents a three-minute elevator speech to a 200-plus audience and a judging panel of investment pros. For the last contest, which took place on December 3, 2009, 10 finalists emerged from a field of 150 concepts and challengers from 40 schools.

Their ideas ran the gamut, including an all-natural sports products manufacturer, IT solutions to enhance hotel guest services, a medical diagnostic kit to test women’s tears for proteins that indicate breast cancer, mobile phone apps to streamline India’s vast street markets, and more.

Reviewing these award-winning pitches offers an ideal model to measure against your own elevator speech. The same elements that earned the judges’ approval — and some real funding — can reward your own bid for an investor’s attention.

What is an elevator speech?

The contest defines an elevator speech as “an extremely concise presentation of an entrepreneur’s idea, business model, marketing strategy, competitive analysis, and financial plan, which is delivered to potential investors.”

Such pitches are part of entrepreneurial legend. Picture a glint-eyed newbie who spots a potential investor and seizes the moment by getting into an elevator alongside the prospect. During the brief ride, while the investor is captive, the newbie passionately presents his or her business idea.

“All you’re trying to do, whether it’s a three-minute pitch or a six- or eight-minute presentation, is to whet the appetite for a follow-up and get an in-person meeting,” says Somak Chattopadhyay, principal at Greenhill SAVP, an early stage venture capital fund in New York, and a longtime Pace judge.

What goes into an elevator speech?

The most important factor in an elevator speech is the overall story, says Chattopadhyay. “What is the genesis of the opportunity and why are you excited about it? What niche are you trying to exploit?”

He points to three critical arenas that must be quickly and clearly explained:

1. Who is in your management team, what are their qualifications and what makes them suited for this opportunity?
2. Where does the idea fit into the competitive landscape? What makes it a true niche and a real opportunity? “There are killer pain points and then there are things that are nice to have [in your speech] — like the difference between antibiotics and vitamins,” explains Chattopadhyay. You need to be addressing something important.
3. Lastly, how will your idea scale? “This is where most companies don’t make it to the next step,” says Chattopadhyay. “It might be a \$1 billion health care market, but if you’re selling software only used by receptionists at certain types of medical practices, that’s another story.” If you describe a billion-dollar market, specify the percentage of that market you expect to capture.

Chattopadhyay also advises providing a clear explanation of why the opportunity will work and why the competition or other startups haven’t been successful.

Make your elevator speech ride with the times

Claims of huge returns and outrageous market grabs aren’t credible anymore, say Suzanne Muchin and Rachel Bellow at ROI Ventures, a social-impact market strategy firm based in Chicago. “Now you need a big idea, one with social and cultural impact,” says Muchin.

“These days, businesspeople aren’t talking about how much more money everyone is making,” agrees Bellow. “They’re talking about how to inspire stakeholders.”

Your pitch must also convince investors that you won’t burn through money. “This is the era of the lean startup,” says Bachenheimer. “If the idea costs \$1 million, you need to show \$100,000 milestones, a working model of how you will get and grow customers to make investors more comfortable.”

And the winners are ...

The critical requirement, sums up Bachenheimer, is “venture capitalists need to be convinced not only that it’s a good idea, but that you can make it happen. It’s always better to bet on the jockey rather than the horse.”

At the Sixth Annual Pace Pitch Contest, the gallop to the finish line put these ideas in motion:

- **The New Business Concept** award-winner: NewlyWish, an online wedding-registry service that links offline and online retailers and service providers with local engaged couples and gift-givers.
- **The Social Venture** award-winner: EGG-Energy, provider of an affordable, battery-powered energy solution that relies on established power grids to provide service to remote parts of Africa.

THE PACE PITCH CONTEST



*"Opportunity through Entrepreneurship"*SM

[illegible]

THE PACE PITCH CONTEST



*"Opportunity through Entrepreneurship"*SM

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for handwriting practice or general writing. There are no margins, text, or other markings on the page.

THE PACE PITCH CONTEST



*"Opportunity through Entrepreneurship"*SM

[illegible]

THE PACE PITCH CONTEST



*"Opportunity through Entrepreneurship"*SM

[illegible]

