

NYU Stern's

Entrepreneurs Challenge



November 10, 2009



Pitch/Feedback Session Nov. 10, 2009

Stern School of Business, 44 W. 4th Street

Business Plan Competition

Teams should arrive 10 minutes prior to your scheduled time.

Room 6-109 KMC

4:30 OsteoDontrix,

jho@osteodontrix.com

5:15 Sokomundi.com, leesean@nyu.edu

5:45 Nowboo, vivi.modi@gmail.com

6:15 Synapse,

jamesfallon3@gmail.com

6:45 Renaissance EMR

john.gillespie@stern.nyu.edu

Room 7-20 Tisch Hall, 40 w. 4th Street

4:30 ToVieFor,

susanne.greenfield@gmail.com

5:00 Real-time Nightlife Reviews,

bmw308@nyu.edu

5:30 Syllabus Lab,

nehalmadhani@gmail.com

5:45 SHEspn lisa.sheth@gmail.com

6:30 Drink Points, ajc405@nyu.edu

Room 10-165 KMC

4:30 Paramount Realty USA LLC,

misha.haghani@gmail.com

5:00 Two Bad Mice, alc410@nyu.edu

5:45 Algogen, ohanap@yahoo.com

6:15 PTP Cars, lpf226@stern.nyu.edu

6:45 Mashup Mag, jdj254@nyu.edu

Room 2-60 KMC

4:30 Snubbr.com,

henley.chiu@gmail.com

5:00 Speedtripper.com,

jrr366@stern.nyu.edu

5:30 AdsUp, jph321@stern.nyu.edu

6:00 YaTrader,

aoren01@students.poly.edu

6:45 BrandX - cyavasani@gmail.com

Room 2-70 KMC

4:30 Ethical Manufacturing

Association Carl Cricco

<cfc217@stern.nyu.edu>

5:00 Triperity, annapakman@yahoo.com

Break

Room 1-70 KMC

5:45 Global Connections,

musetta.so@stern.nyu.edu

6:15 Local Student Discount,

alice.liu@nyu.edu

6:45 Data Innovation

sima.vasa@gmail.com

Room 8-170 KMC

4:30 Animatronix 4G

edgar.martinezceja@stern.nyu.edu

5:15 SuFA

robinzapata77@hotmail.com

5:45 Kaleidoscope System,

pip202@stern.nyu.edu

6:15 Virtual World Dating,

mag620@stern.nyu.edu

6:45 LogicBox, leone@alum.bu.edu

Room LC22, 44 W. 4th Street Tisch Hall

4:30 Storage Bin,

apogee1000@yahoo.com

5:15 Pulse,

michael.rodino@stern.nyu.edu

5:45 Kritik, psantann@hotmail.com

6:15 MyCollegeBookShop,

Walker3849@yahoo.com

6:45 SaltMine,

itay.banayan@stern.nyu.edu

Room 7-151 KMC

4:30 Greener than Green,

hsj223@nyu.edu

5:15 21st Century Digital,

dmr417@stern.nyu.edu

6:00 Interactive Tabletop dining,

mengmeng1231@gmail.com

6:30 Nutropical LLC,

gvalencia@mbaplans.com



Social Venture Competition

Teams should arrive 10 minutes prior to your scheduled time.

Room 3-130 KMC

4:30 Knowds, mssl379@stern.nyu.edu

5:15 ShopEthics, blawrence08@gmail.com

5:45 Green House, sn937@stern.nyu.edu

6:15 Fashion Forward, kma298@stern.nyu.edu

6:45 Healthy India, ak2635@stern.nyu.edu

Room 5-30 Tisch Hall, 40 w. 4th Street

4:45 VIVIPHI, eda.kapsis@gmail.com

5:45 America Smiles, chirag.sadana@nyu.edu

6:15 United Prosperity, ashokparameswaran@yahoo.com

6:45 University Microfinance, jonsteiman@gmail.com

Room 7-99 KMC

4:30 Zenzele Circle, magogodi_makhene@yahoo.com

5:15 Epothecary, nancy.li@stern.nyu.edu

5:45 Phoenix Biofiltration, arieldubov@gmail.com

6:15 Donorsight, donorsight@gmail.com

6:45 Excite Energy, sm3131@stern.nyu.edu

Coaches Rooms

Room 6-109 KMC

Tobey Nelson
Bob Berstein

Room 7-20 Tisch Hall, 40 w. 4th Street

Gilbert Sabater
Michael Erhlich

Room 10-165 KMC

Eric Bertrand
Patty Yang

Room 2-60 KMC

Steve Garrow
Wendy Brown

Room 8-170 KMC

Brian Cohen
Ron LeGault

Room 7-151

Steve Rosenberg

Room 2-70 KMC

Derek Evans

Room LC22, 40 W. 4th Street, Tisch Hall

Naum Ishaq
Marc Gilitz

Room 5-30 Tisch Hall, 40 W. 4th Street

Rasali Solanki
Dan Coban

Room 7-99 KMC

Jon Bertfield

Room 3-130 KMC

Jo Singel
Stephen McCarthy

Robert Berstein is a Managing Director of DreamTigerEquities (dreamtigerco.com). DreamTigerEquities is a New York based merchant banking and advisory firm specializing in Emerging Media and related technologies & services, providing strategic and financial advice to companies, entrepreneurs, and investors in these sectors. He has more than 10 years of investment banking and venture capital experience, including public and private equity and debt offerings, M&A, consolidations and restructurings. Prior affiliations include BMO Capital Markets, Cambridge Associates, Goldman Sachs, Jefferies, Needham, and several investment funds and successful New York-based entrepreneurial ventures.

Jonathan Bertfield is a founder of Readio Network, an angel funded internet start up based in New York, where he serves as Co-CEO & Vice President of Product Development. Jonathan has spent 14 years creating products and services that combine education and technology for companies including The Learning Company, Broderbund and Scholastic. Jonathan was also a director at Readia, a venture backed start up. Prior to joining Readio Network, Jonathan was a product management consultant at Schoolnet, a provider of data management services for schools across the US. Jonathan holds a Bachelor of Laws from The University of Leeds, UK.

Eric J. Bertrand founded EJB Capital Management in 2005 as a boutique investment firm focusing on small to middle market private equity and venture capital transactions as well as strategic and financial advisory services. EJB Capital was hired by Greystone & Company in 2007 to lead their private equity effort. Prior to founding EJB Capital, Eric was a General Partner with Palisade Capital Management from 1997 to 2005, where he assisted in the management of three funds, a private equity fund (\$200 MM), and two venture capital funds (\$80 MM). In addition, Eric owns several private companies, including a 19 store eyecare chain, a UPS & LTL Shipping Reseller, a Radiopharmaceutical Development Company, a Real Estate Holding Company and a Production Company.

Eric received his MBA from New York University where he majored in Finance and Entrepreneurial Studies with a Certificate in the Digital Economy. Eric graduated from Bryant University with a BS in Business Administration concentrating on Finance and Applied Actuarial Mathematics.

Eric is a board member of several privately held companies as well as Unite For Sight, an international eyecare related charity. Eric currently sits on the Bryant University National Alumni Counsel.

Wendy Brown began her Wall Street career in 1981 after graduating from New York University with a degree in accounting and finance. Prior to her current role, Wendy worked at a major firm where she held various positions, in accounting, on the taxable fixed income desk and as a trader of short term government bonds. In addition, Wendy served as a portfolio manager for a private money management firm using a technical analysis model. Wendy joined Merrill Lynch as a Financial Advisor in the Private Client Group in 1999. As a Certified Financial Manager and Chartered Retirement Planning Counselor, Wendy provides her clients with strategic solutions to meet their long term financial goals. Together they implement a program that includes cash management, liability management, asset allocation, wealth replacement strategies and succession planning.

Dan Coben is an Executive Coach and Career Mobility consultant with over 25 years experience who has enabled thousands of corporate executives, managers and employees to significantly increase their impact on the bottom line, transform organizations and qualify for new leadership roles following successes as well as setbacks. Since 1987, Mr. Coben has been a principal contributor to the prominence of the J.P. Morgan Chase Corporate Career Center, described by national publications as “the benchmark” and an “Exemplar of Excellence” in HR Programs. Dan has complemented his role as Individual Advancement Practice Manager at JP Morgan Chase with extensive consultancy to a broad range of Fortune 500 Manufacturing and Service companies.

Dan Coben is one of only eleven career management consultants recommended by the Yale University School of Management to its MBA alumni. His observations on career issues have been published in TIME Magazine and The New York Times. Formerly an ABC and CBS News Reporter, Mr. Coben holds two degrees with honors from New York University, has completed all coursework toward a Ph.D. in Counseling Psychology at Seton Hall University and completed extensive postgraduate Leadership and Organizational Psychology studies at Columbia University, earning a 4.0 GPA in both programs.

Brian Cohen founded GlobalCommTSI (Technology Solutions, Inc.) in 1983. TSI was the first science and technology strategic marketing and public relations agency in New York and one of the first such specialists in the United States. In 1996, TSI was recognized as the fastest growing strategic marketing agency in the United States. Nearing 300 employees, he sold the company to The McCann Erickson Worldgroup, part of the Interpublic Group of Companies in 1998. Before launching TSI, Brian was a founding publisher of *Computer Systems News* and *InformationWeek* magazine at CMP Publications. Additionally, Brian started Focus Technology, a Focus Group company that provided qualitative research and beta site testing services. Brian provided all development and moderating support. While in graduate school, he was involved with pioneering computer trade publications including *Personal Computing*

Magazine and *Minicomputer News* from Benwill Publishing. Brian received two Honor B.S. degrees from Syracuse University in Biology and Rhetoric/Speech Communications. He also received a Masters Degree in Science & Technology Communications from Boston University's School of Public Communications in 1978 and currently serves on the Dean's Advisory Board of Directors.

Michael Ehrlich is an assistant professor of finance in the School of Management at the New Jersey Institute of Technology. He obtained a Ph.D. in economics from Princeton University. He was CEO/founder of a small technology company that he sold in early 2007. He has been an active angel investor for over 20 years and is currently a member of the New York Angels. Previously, he was a senior managing director at Bear Stearns, Inc., and arbitrage trader at Salomon Brothers Inc.

Derek Evans is the COO and CFO of FIC Capital, Inc. He is primarily responsible for corporate strategy, financial planning and analysis, marketing, business development and ensuring operational effectiveness. He also actively supports the investment research functions and assists in managing client relationships. Prior to joining FIC Capital, Mr. Evans was a Principal at kasina, a strategy consulting firm serving the asset management sector. His latest roles included heading the overall consulting practice, managing a number of the key client relationships, overseeing and publishing numerous research reports, and leading the company's employee education and growth initiatives. Mr. Evans is active in socially responsible initiatives that are both local and global in scope. He serves on the Board of Directors for Kids for Tomorrow and the Consulting Advisory Board for Youth, I.N.C., and is a member of the Benefit Committee for DreamYard. Prior, he co-founded the kasina Youth Foundation. Mr. Evans graduated with Highest Honors from Colgate University and was a merit-based scholarship recipient at Pennsylvania State University and NYU's Stern School of Business, where he received a M.S. and M.B.A, respectively.

Gerald Fisher was president and CEO of Arch Bilt Container Corp., a manufacturer of corrugated cartons and displays for forty years. Fisher invented and holds a patent for a technology that saves fuel for heating purposes in manufacturing plants. Since retiring from Arch Bilt, Fisher serves as a volunteer counselor for SCORE NY, a resource partner of the Small Business Association. SCORE provides free and confidential counseling to individuals seeking to start a new venture or expand an existing business. Fisher holds a BS in accounting from NYU's Stern School of Business.

Stephen D. Garrow With a career spanning two decades in finance, Stephen Garrow has held positions in private equity, investment banking, and consulting, and has founded and run two institutional broker/dealers, and a venture capital firm. Mr. Garrow has spent many years acting as a consultant in the Middle East and most recently as Special Advisor to Wafra Investments, a Kuwaiti owned global investment firm. He is Chairman and founder of Rushmore House,

a non-profit organization providing scholarship opportunities and promoting cross-cultural awareness. Currently, he is CEO of Rushmore Associates, a firm advising CEO's and entrepreneurs. He is a graduate of Amherst College and received an MBA in the Executive Program at the Stern School of Business.

Marc D. Gitlitz has 34 years of strategic, financial planning, and operational experience. As a management consultant specializing in assessing new business opportunities involving information technology, he joined The Diebold Group, Inc. (now part of Daimler Benz Information Systems) in 1973, and from 1982 to 1985 headed the firm's Business Planning Division. He also headed the United States practice of Butler Cox & Partners, Ltd. (now part of Computer Sciences Corporation) from 1986 to 1988. Mr. Gitlitz has also participated in the creation and management of new ventures in the cellular telephone, Internet, and alternative energy industries. He is currently affiliated with Strategic Profitability Growth, Inc., a consulting and investment firm focusing on alternative energy opportunities. Mr. Gitlitz holds a BS in economics from Northwestern University and an MBA in finance from New York University.

Naum Ishaq is a former McKinsey strategy consultant, working with CEOs and senior management teams of Fortune 500 companies. He is an alumnus of the Stern Business Plan Competition and has 5 years of business development experience at a successful startup which raised over \$80m of venture funding. He currently does freelance consulting in the technology, media and telecom sectors as well as remaining involved with several startups in New York and London. He has an MA in Mathematics & Computing from Oxford University and an MBA in Finance from the Stern School of Business.

Ron LeGault is the President of Interim Financial management Corp., and has recently completed several client engagements as Interim CFO for companies in the real estate and construction industries. He has held positions of Controller, CFO and CEO in real estate development companies, with responsibilities for raising both debt and equity capital, identifying development opportunities and arranging and managing joint ventures.

He founded a real estate services company that included representing corporate owners in construction projects, managing corporate facilities, and providing credit screening for apartment owners.

Prior to his real estate career, he was Controller for Polydor Records in NYC, and operations manager for Warner Communications east coast music distribution. Using this entertainment industry background, together with his experience as a performing musician, he formed Coolnees For Kids presenting music for kids aged 4

to 10, formed a 16-piece jazz big band, and established and ran the Willingboro NJ Annual Jazz Festival.

He is a former Adjunct Ass't Professor at Pace University, holds a Masters in Accounting from Northeastern University, a BS.Ed from Salem State College, and obtained his CPA while at Arthur Andersen & Co. in Boston.

Dale Louie is an inactive member of the State Bars of New Jersey, New York and California. During her legal career, Ms. Louie had broad legal exposure in areas ranging from administrative law, admiralty law, corporate law, banking law (Resolution Trust Corporation), credit union law, civil litigation, employment law, insurance law, probate law, public law to real estate law.

In addition to her legal experience, Ms. Louie served on the supervisory committee of a credit union with \$50 million dollars in deposits. As the daughter of a restless entrepreneur, Ms. Louie was actively involved in her father's family businesses from a very young age. Ms. Louie is currently developing her idea for a children's book.

Ms. Louie has been an active volunteer at Stern. She was a non-Stern member of the Executive Committee of the 2000 Asian Business Conference. The conference had thirteen speaker panels and was profitable. She also volunteered as a non-student management consultant with the Urban Business Assistance Corporation (UBAC). Ms. Louie earned her J.D. from Vanderbilt University School of Law where she was editor-in-chief of *The VLS Brief*, the only law school newspaper. Ms. Louie transformed the newspaper from a two page non-income generating newsletter into a profitable full service newspaper with paid advertisements. Under her leadership, the newspaper won five American Bar Association awards. Ms. Louie graduated with a B.A. in Political Science with High Honors from the University of Tennessee at Knoxville.

Tobey Avner Nelson, Stern School MBA '84, has integrated her global entrepreneurial endeavors with 20+ years of Wall St. professional experience. While living in Tokyo, Tobey founded two companies under the "Woman's World" umbrella: a consulting business where she worked with major U.S. corporations and a design company which created fashion from Japanese fabrics for foreign ambassadors and dignitaries. Upon returning to New York, she founded Sunvestor where she focused on global private placement opportunities for U.S. small - medium sized companies.

Tobey's experience on Wall St. embraced creativity and tenacity working as a Vice President at Lehman Brothers in the New Product & New Business Development group for Investment Banking. After receiving her MBA from the NYU Stern School, Tobey worked in the Acquisitions Group for CBS before moving to Lehman Brothers. Her earliest experience on Wall St. was grounded at the Chase Manhattan Bank

where she was a Treasurer in the International Department and Merchant Banking Group with a management assignment running College Recruiting for MBA and International Banking.

Most recently, having returned from living in London, Tobey provides pro bono advisory work for a number of young entrepreneurs in both profit and non-profit sectors, including CNN Hero '08, Marie Da Silva, Jacaranda Foundation. In March, Tobey developed and taught the course: "Entrepreneurship - Create the Business of Your Dreams" to high school boarding students at the Berkshire School in MA. As a former UBAC Consultant, she is thrilled to return to NYU's Stern School to advise Entrepreneurs in the Berkeley Center program.

Stephen J. McCarthy is a Senior Vice President of KCG Capital Advisors, an asset management/foundation administration venture that he co-founded with his father, John M. McCarthy, a former Managing Partner and Chief Investment Officer for Lord Abbett & Co. Mr. McCarthy has more than thirty two years of diversified professional experience in the financial services and foundation management sectors. Before establishing the family run entity in the mid 1990's, he held increasing complex executive positions in the strategic planning, risk management, consulting, capital markets and brokerage arenas at PaineWebber, Security Pacific, Deloitte, Citibank and Bache respectively. During the past decade in the philanthropic arena, Stephen has been a planning team member conducting several governance and investment presentations for the Council on Foundations, the Association of Small Foundations and the New York Regional Association of Grantmakers. In addition to appearing on CNBC's High Net Worth with Tyler Mathisen, speaking engagements at PWM, SRI, II/Lido Consulting, MARHedge, IIR and Harris Bank as well as writing for Trusts and Estates magazine, he has collaborated on a series of informative plays regarding the dynamics of wealth management and family philanthropy with the theatre group Shaking the Tree (STT). A 1971 graduate of Chaminade High School, Stephen received a Bachelor of Arts in dual majors, Economics and Government, from Wesleyan University in 1975. He was granted a Master of Business Administration in Finance from the Leonard N. Stern School of Business at New York University in 1979 and completed an Executive Education Program on Entrepreneurship and Venture Capital Investing at The Wharton School, University of Pennsylvania in 1994. Currently, Stephen represents his family as a member of the Institute for Private Investors and Greenwich Roundtable while serving on the Executive Boards of the STT Foundation and Hope House.

Lloyd Newman was General Sales Manager for Kenton Wholesale where he managed sales in three divisions, Mark Cross, Cartier, and Georg Jensen. He also was Executive VP of Oscar de La Renta fragrance. In charge of global marketing and sales. Formerly, president of WMF of America one of the largest tableware companies in the world.

Mr. Newman was a Marketing Consultant and served many KPMG clients as well as international accounts such as Sonia Rykiel and Swiss Army Knife. He conceived and developed the Swiss Army Watch. President and founder of Molton Brown: In partnership with U. K. built a luxury toiletrie business in the U.K., United States and fourteen other countries. Business sold in 2002 to Kao, the largest Japanese soap maker.

Mr. Newman received his MBA from NYU and is an Adjunct Professor, Pace University; Taught marketing in the Graduate and Undergraduate schools and Executive MBA programs. He is a member of the NYU Alumni Board of Directors.

Steve Rosenberg, owner of The Alternative Board Westchester, has been a TAB facilitator and coach for small business owners for over 2 years. He became a TAB facilitator as a seasoned brand management veteran with many years of experience holding increasing responsibility for the business management of brands. Similar to running a small business, managing a brand entails responsibility and accountability for all the aspects of running a business, including business planning, marketing and sales, P&L/cash flow, legal and regulatory issues, and leading a team of managers and employees. He specializes in growing businesses through his expertise in market and opportunity analysis, brand strategy and execution, and new product development and launch. Steve holds a B.A. from the University of Michigan and a M.B.A. in Marketing from New York University (1987). Prior to The Alternative Board, Steve was VP Marketing at Reckitt Benckiser, a global household, personal, healthcare and food products company with annual sales of over \$10 billion. In his four years (1999-2003) as Vice President of Marketing for Surface Care and New Initiatives, Steve had P&L, marketing strategy and new product development/launch responsibility for all the surface cleaner brands (Lysol, Easy Off, Mop & Glo, Old English, Glass Plus, Lime-a-Way, Rid-X) and also managed a New Initiatives group. Since leaving the company in late 2003 Steve has turned his attention to helping small businesses grow their business. Having been in the corporate world, he has been focused on the growing area of small businesses, where he brings his experience and knowledge to helping small businesses improve their performance and grow.

Gilbert Sabater is President of Becket Inc., a consulting firm specializing in New Products. Gilbert has 50 years' experience in advertising, marketing, new product development and research. His experience extends from Fortune 500 companies to local and regional marketers.

Gilbert has held senior marketing positions with premier companies. At Alfred Politz he was Vice President responsible for client services. At Liggett & Myers he was a Director in charge of planning and research.

Gilbert speaks frequently at conferences on advertising, marketing, new products and research. He received his MBA from NYU Stern School of Business.

Jo Singel has worked in numerous Fortune 500 companies as a corporate executive. Estee Lauder, Gulf+Western Industries, General Instrument Corporation and JPMorgan Chase are among those organizations where she produced extraordinary results in the areas of Executive Search, Change Management, Knowledge Management, and Leadership Development.

Ms. Singel founded JLA Partners, an executive search and talent management consulting company in 1983 where she successfully worked with clients in financial services, health care, manufacturing, educational and not-for-profit institutions. Client companies included American Express, Chase Manhattan Bank, Citicorp, Lehman Brothers, and Goldman Sachs. She joined JPMorgan Chase in 1997 where she worked in a variety of roles within Corporate Human Resources including leadership development and training, change management, knowledge management and organizational development. In 2005, she re-launched JLA Partners to continue to work with business leaders in recruiting top talent, developing and implementing retention strategies and building high-performing organizations. Jo Singel graduated cum laude from New York University. She has been an Adjunct Professor at various Community Colleges and has taught Advanced Organizational Development to MBA students at Pace University's Lubin School of Business. She is currently on staff at Zeiklin Graduate School of Business providing career advisement to an internationally oriented student MBA population.

Rasila Solanki has written several research pieces in Economics including works focused on sustainable economic development through incentivizing entrepreneurs. She has studied and worked closely with entrepreneurs in less developed nations over the past 8 years. At Goldman Sachs, Rasila currently structures credit derivative products containing portfolios ranging in combination of hundreds of different large cap companies. She began her career at Vencon Management Inc. where she worked closely with entrepreneurs and vetted many business plans. Rasila has received an M.A. in Economics from NYU Graduate School of Arts and Sciences and earned her B.S. in Economic Theory with a concentration in Mathematics and a B.A. in Philosophy from NYU College of Arts and Sciences. Rasila currently serves as an active mentor and volunteer for several organizations globally and in her local community.

Irwin Tantleff is currently Managing Member of Four T/ Four T2 Associates, LLC, a family real estate/investment partnership. Irwin is also active in the following not-for-profit organizations: Executive Committee, Director, Chairman Marketing Committee, Friends of the Arts, Locust Valley, NY; Director, Mid-Island Y Jewish Community Center, Plainview, NY; Council of Overseers, Tilles Center for the Performing Arts,

Brookville, NY. He also has served as advisor to the Entrepreneurial Exchange Group at NYU, and various early stage entrepreneurs.

As the Founder/CEO of IJT Limited, d/b/a/ Foodtown Supermarkets, he successfully merged his business into Finast Supermarkets in 1986, serving that company as a Director, Corporate Senior Vice President, and Division President. Past officer/directorships include Health Information Technologies; Foodtown Supermarkets Inc.; Food Marketing Institute; Chairman, New York State Food Merchants Association; and other food industry/community endeavors.

He has been an Adjunct Professor of Management at the Berkley Center for Entrepreneurial Studies, Stern Graduate School of Business, New York University, and Long Island University . Irwin was awarded: BS, Economics in 1957, from the Wharton School , and MBA from the Executive Program at the Stern School, New York University in 1991.

Patty Yang is a director of marketing for SIRIUS Satellite Radio and has been with the company since its consumer launch in 2002. In this time, she spearheaded strategic plans to optimize subscriber and sales objectives in specialty markets including trucking, marine and RV and has launched innovative infotainment services such as SIRIUS Marine Weather. More recently, her focus has been on Sirius' entry into the Commercial Music market with its SIRIUS Music for Business service. Prior to joining Sirius, Ms. Yang held key marketing positions at various entertainment giants including Clear Channel, Warner Brothers as well as Sony where she was product manager for the six variants of JEOPARDY! Online. In addition, she has consulted with early stage product development in streaming media and VOIP technology. Ms. Yang is a graduate of the Stern School of Business at NYU.