11th Annual Business Plan Competition
6th Annual Social Venture Competition

Agenda

10:10 am. Social Venture Competition Final Round of Pitches
Room 2-60 KMC
Each team will present for 15 minutes, Q&A for 10 minutes

1:10 pm. Social Competition Judges Convene

1:45 pm. New Venture Competition Final Round of Pitches
Room 2-60 KMC
Each team will present for 15 minutes, Q&A for 10 minutes

5:15 pm. Reception and Awards

5:30 pm. Welcome
Jeffrey Carr, Executive Director, NYU Stern Berkley Center

Formal Award Ceremony Introductions
Kim Corfman, NYU Stern Dean

New Venture Competition Award Presentations
William R. Berkley, Chairman and CEO, W.R. Berkley & Co.

Social Venture Competition Award Presentations
Stewart Satter, CEO, Consumer Testing Laboratories, Inc.
Social Venture Competition Finalist Teams

- **Four Block**
  - Captain Mike Abrams, USMC (Stern class of 2011)
  - Colonel (retired) Bill Murray, USMC
  - Peter Patch (Stanford MBA)
  - Kevin Gallagher (JD)

  Venture Summary: Four Block is a service-driven 501(c)(3) dedicated to serving veterans returning from Iraq and Afghanistan. Our main mission is to support these veterans in identifying a career path that serves them and capitalizes on their capabilities and developing a professional network and career coaching program that supports them throughout their personal and professional development.

- **America Smiles**
  - Chirag Sadana, Stern MBA 2012, chirag.sadana@nyu.edu
  - Alex Ruano, alex.ruano@nyu.edu

  America Smiles will bring oral health care to millions of Americans who do not have adequate access to care.

- **CNanoz Water Purification**
  - Iffat Allam
  - Dr. S. Sarkar
  - S. Wajahat Ali, NYU Stern MBA 2006

  CNanoz has developed a unique water filtration system utilizing Carbon based NanoTubes to remove bacteria, viruses and chemical impurities from water at a price that local communities around the world can afford.

- **PolySolar 2009**
  - Alexis Shellhammer - NYU Stern 2011
  - Adi Kalderon - NYU Poly 2010
  - Eduard Nasibulyn - NYU Poly PhD. 2010
  - Ian de Albuquerque - NYU Poly 2012
PolySolar is a solar energy device manufacturer that has created an innovative technology in the Organic Photovoltaics (OPV) industry. This technology allows us to manufacture solar cells at drastically lower costs and on a wide variety of applications. Most importantly, we will give the world access to clean, portable, and affordable energy.

➢ **Water Canary**

Geetika Agrawal, NYU Stern MBA 2010  
John Dimatos, NYU Tisch, ITP 2009  
Zoe Fraade-Blanar, NYU Tisch ITP 2010  
Abigail Keene-Babcock - Associate, Acumen Fund  
Sonaar Luthra, NYU Tisch ITP 2010

The Water Canary (patent pending) is a low-cost, instantaneous water testing device that will radically reduce the time and funds needed to respond to disasters effectively and save lives. The Water Canary’s innovative use of inexpensive UV light technology reduces testing time to seconds and lowers the cost per test to a fraction of current solutions. With the press of a button, anyone, anywhere in the world can know immediately whether their water is free of pathogens.
New Venture Competition Finalist Teams

- **Choose Change ATMs**
  Victor Ma, NYU Gallatin School of Individualized Study Undergraduate 2010
  Youssef Mubarez, NYU Stern Undergraduate 2010
  Michael Chelnis, CUNY Baruch Undergraduate 2011

Choose Change ATM is the first branded ATMs in New York. We donate a portion of each transaction fee to a non-profit organization of the user's choice. The mission of Choose Change ATM is to provide a positive difference through each and every ATM transaction by creating a mutual socially conscious relationship between for-profit businesses, non-profit organizations, and the average consumer. Through this movement of conscious capitalism the user stops using and begins providing.

- **Johnny Vincent Swimwear**
  Kobla Asamoah, NYU Stern MBA 2006
  Jamaal Bourgeois, NYU Stern MBA 2007
  Celeste Johnny
  Andrew Lindsay

Johnny Vincent Swimwear (JVS) is a New York-based, avant-garde designer of bold couture resortwear that provides an exciting alternative to the unoriginal and unrefined women’s and junior’s swimwear currently offered by market incumbents. Mainstream women's and junior's designer beachwear has been reduced to plain prints and unflattering fits. Johnny Vincent slices through the monotony with its bold, “accent-based” approach to design; Johnny Vincent further disrupts the standard of today’s swimwear market by expanding the ways and environments in which pieces can be worn.

- **Moon Street**
  Michele Prencipe, NYU Stern Full-time MBA ’11
  Graham Howarth, NYU Stern Full-time MBA ’11
  Mickael Benichou

Moon Street Patisserie reinterprets classic American desserts with fresh inspiration from the international culinary scene. Our recipes are developed in Paris by world-renowned pastry chef, Benoit Castel, and produced locally in Queens. We aim to become a super-premium gourmet food brand embraced internationally by urban sophisticates.

- **Pulse**
  Michael Rodino NYU Stern EMBA 2010
  Sam Barclay NYU Stern EMBA 2010
Pulse provides instant real time feedback and measurement of the reach and reaction to media and advertising through a social community of users called PulseTakers who share their opinions about the media they are watching. The technology automatically recognizes the television show that the users are watching through audio-fingerprinting, and allows them to share this information and their opinions about the show with their online friends.

➢ **ToVieFor**

Melanie Moore
Susanne Greenfield, NYU Stern undergraduate 2006
Craig Hoffman

ToVieFor.com provides every fashionable woman with what she wants most: the most coveted handbags and accessories at up to 40.0% – 70.0% off retail. At ToVieFor.com, we take the excitement and thrill of high-fashion sample sales to a whole new level.