NYU Stern’s Entrepreneurs Challenge
2009-2010 New Venture Competition Semi-finalist Teams

Artemis Financial Group
Corey Lynch, NYU Stern undergraduate 2010
Brent Ridenour

Artemis Platform is a web-based business intelligence platform that makes it easier for people at hedge funds to share data and algorithms with each other in real time. Think of it as Bloomberg meets YouTube.

Bownce.com
Mandisa Turner Watkins, NYU Stern MBA Graduate 2005
Nashira Nicholson
Chanelle Bain

bownce.com creates an inclusive athletic community that levels the playing field by connecting the world of sports through social networking.

Bridge Data Systems, Inc.
Kenneth C. Lee, NYU Stern MBA 1982
Theresa Barrett-Lee, U Penn Law 1983

“CloudBridge”, is a software solution which enables customers with multiple remote offices to supercharge their business by providing real time coordination and updating of fully encrypted secure databases using efficient and cost effective cloud computing.

Counsel Management Group
Frederick Paulmann ,NYU Stern EMBA January 2010
Kathleen Jurman, NYU Stern EMBA January 2010
Michele Morgan, NYU Stern EMBA January 2010
David O’Connor, NYU Stern EMBA January 2010
Nitin Sinha, NYU Stern EMBA January 2010

counsel management group t seeks to radically improve the way corporate legal services are bought and sold. team members, all NYU Stern EMBA Jan. 2010, are set forth below.
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 brand of ATMs in New York, NY. 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.

Data Innovation
Sima Vasa, NYU Stern MBA 2003
Cyrus Deyhimi, NYU Stern MBA 2001

Data Innovation has developed the Mobile Customer Insight Platform™ which recruits, maintains and surveys consumers all on their mobile phone. We provide custom and syndicated research solutions as well panel access to people who are trying to understand and market to the mobile consumer.

4 Block War
Michael Abrams, NYU Stern Langone Program 2011

4 Block War is a social media website for US Marines that specializes in assisting transitioning Marines pursue higher education or find a career.

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.
**LTVtrade**
Lisa Greenberg
James Rhodes NYU Stern MBA 1997
Dean DiCarlo
Justin Miller, NYU Masters of Real Estate, December 2008
Jon Rubin, NYU Masters of Real Estate - December 2008

LTVtrade can be best described as a comprehensive and institutional "eBay for whole loans" that can be customized to service any debt market such as residential mortgages, commercial mortgages, credit card receivables, etc.

**Moon Street**
Michele Prencipe NYU Stern Full-time MBA ’11
Kathryn Sheaffer NYU Stern Full-time MBA ’11
Mickael Benichou

Moon Street Bakery is a US-French venture active in the manufacturing and distribution of premium cookies

**Neusana**
Artem Litvinovich, NYU Stern MBA 2010
Victor Brodsky, MD

Neusana is a new medical technology venture which aims to become the global leader in automated pathology analysis. The firm is developing cutting edge technology to enable medical offices, labs, and pathologists around the world to automate the process of identifying illnesses from biological samples.

**OsteoDontrix, Inc.**
Founder: Joshua Ho
Clinical & Regulatory Affairs: Eleanor Shen, PhD

OsteoDontrix, Inc. is a medical device start up developing an innovative device for the prevention of alveolar bone loss post tooth-extraction through a non-pharmacological and non-invasive approach. The device is developed based on research by two professors at NYU College of Dentistry (NYUCD).

Scientific Advisors:
Critsin Teixeira, DMD, PhD (Associate Professor, NYUCD)
Mani Alikhani, DMD, PhD (Assistant Professor, NYUCD)

**pulse**
Michael Rodino NYU Stern EMBA 2010
Sam Barclay NYU Stern EMBA 2010
Gary Higginson NYU Stern EMBA 2010
Marc Schotland 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.

**Renaissance EMR**

John Gillespie, NYU Stern MBA 2011
Alisa Graf, MD, NYU Stern MBA 2011
Edward Myette
Jeff Colandrea
Bill O'Neill

RenaissanceEMR is developing an integrated practice management and electronic medical record system that will revolutionize the way physician offices function, effectively saving them time and money. Our product combines physician-inspired workflow design with cutting-edge, innovative technology and a top-notch, customer-focused technical support team.

**SokoSquare.com**

Mayukh Mukherjee, NYU Stern MBA 2011
Lee-Sean Huang, NYU Tisch ITP 2010
Catherine White, NYU Tisch ITP 2010
Elizabeth Fuller, NYU Tisch ITP 2010
Peter Leonard, NYU Stern MBA 2009
Livia Cymrot, NYU Stern MBA 2009

SokoSquare.com is an online service that matches individuals and small businesses who want to barter professional services and physical goods by connecting them with others with complementary skills and needs.

**Synapse**

Chris Jennings, NYU Tisch ITP 2009
James Fallon, NYU Stern MBA 05
Jason Colbourne

Synapse ([mysynapse.com](http://mysynapse.com)) is a powerful browser plug-in and web application that enables users to connect together content from multiple digital resources to create knowledge. Users can easily capture web pages into a permanent archive, highlight and annotate to distribute to friends, and view a visual map of related content that lets users organize information into meaningful references and find new resources.

**Table Envy**

Bree Casart, NYU Stern 2008
Mark Faktorovich, NYU Stern 2008

Table Envy, an auction based website, will give diners the opportunity to secure last minute reservations at hard to get into restaurants around the country, unlike traditional reservation
models, which can require up to a month of planning. A portion of the proceeds from the auction will go to support local charities.

**The TanTan Interactive Table-top**
Melissa (Meng) Tan, NYU Stern MBA 2011
Jun Xiao, NYU Stern MBA 2011

Interactive Tabletop feature at restaurant where diners can order from the interactive menu, watch live kitchen action via video and play interactive games with one another.

**ToVieFor**
Ravi Thanawala, NYU Stern undergraduate 2006
Melanie Moore
Susanne Greenfield, NYU Stern undergraduate 2006

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.

**Upfound, Inc.**
Medhanie Estiphanos, NYU Stern 2008
David Rosenberg, NYU Stern 2008
April Ayala, NYU Stern 2008
Gokul Kumar

Upfound, Inc. seeks to solve a critical problem for online media - the lack of an integrated and fair system for the distribution of independent music by independent artists. Our business creates an integrated marketing, distribution, and sales system for the 5 million independent musicians who currently have very few options for their artistic work. Our system allows artists to connect with their fans, and allows fans to buy, sell, and trade their favorite music via a secure and proprietary software.

**www.MyPortfolio.com**
MyPortfolio.com
Julie Elliott (MBA 2008)
Wendy Conway (MBA 2008)
Satyam Kancharla (expected MBA 2010)

MyPortfolio.com is a personal financial website that will bring sophisticated Wall Street analytics to the individual investor in a simple and intuitive format that anyone can use to manage their investment portfolio. The site will offer users portfolio-level risk management tools to help them identify the risk imbalances in their portfolios, and will also include instructive commentary and will present users with actionable steps to reduce hidden risks in their portfolios. MyPortfolio.com aims to provide users with the tools necessary to improve the risk-adjusted returns of their investment portfolios and achieve a greater measure of control over their financial lives.