**NYU Stern’s Entrepreneurs Challenge**

2009-2010 Social Venture Competition Semi-finalist Candidate Teams

**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 Nano Tubes to remove bacteria, viruses and chemical impurities from water at a price that local communities around the world can afford.

**Excite Energy**  
Dan Schowerer, NYU Poly MBA 2010  
Mike McGetrick, NYU Poly MBA 2010  
Stefanie Mazlish, NYU Stern MBA 2011

A green electricity company that employs individual rooftops to supply renewable energy to low-income homeowners and businesses. Finances high cost of up-front installation.

**Geothermal Solutions**  
Vinod Kasturi, NYU Stern Undergraduate 2010  
Bretton Taylor, NYU Stern Undergraduate 2010  
Leo Wang, NYU Stern Undergraduate 2010

Geothermal Solutions ("GTS") is an alternative energy company that sells geothermal heating and cooling systems to promote renewable energy. GTS will be involved in consulting for clients, designing systems, financing projects and executing installations.
**Green House**
Suma Naviloorramakrishna, NYU Stern EMBA 2011  
NitinRana, NYU Stern EMBA 2011

Green House is a Food business enterprise that aspires to be the solution in preventing Cardio Vascular Diseases in India by creating awareness on healthy eating and lifestyle. Planning to accomplish this intend through its “Green House Restaurant”, “Green House – Stay Healthy” - education program at School, Community & work places and “Green House – Ready to eat” - health conscious snacks.

**Hangalong**
Benjamin Wolff, NYU Leonard N. Stern School of Business  
Vitaliy Dikker, NYU Tisch Interactive Telecommunications Program  
Oscar Von Hauske, NYU Tisch Interactive Telecommunications Program

Hangalong is creating a set of free mobile and web based tools that will let our users easily, quickly and efficiently find face-to-face activity partners and coordinate the group activity logistics all in real time. In addition, we are designing a location and preference based advertising platform that will make it possible for our clients to advertise local products and services to our user base with remarkable precision.

**Healthy India**
“Mobile Health Guru for a Healthy India”
Navneet Kathuria, M.D., M.P.H., NYU Stern EMBA 2010  
Amit Khanna NYU Stern EMBA 2010  
Taran Chernin NYU Stern EMBA 2010

We plan to build a mobile health exchange platform that will offer two way exchange of information over the mobile phones. India has several key challenges in the management of healthcare information – if we can overcome these challenges with the help of cost effective technologies (Messaging over mobile phones) we will be able to reduce the overall burden on the society from preventable diseases.

**Hip-Hop Education Center**
Martha Diaz, NYU Gallatin MA Candidate, 2010 and 2008 Reynolds Fellow  
Dr. Eddie Fergus  
Dr. Pedro Noguera  
Peter L. Agnew  NYU Professor of Education Steinhardt School of Culture, Education and Development, Executive Director, Metropolitan Center for Urban Education  
Marcella Runell Hall NYU Steinhardt Alum, Associate Director, NYU Center for Multicultural Education and Programs  
Jay Stone, NYU Stern MBA 2011  
Ralph Vacca, NYU Steinhardt MA Candidate, 2011 and 2009 Reynolds Fellow
The Hip-Hop Education Center is a hybrid social business venture that will offer centralized research information and analysis, professional development, standardized curriculum, evaluation tools and online resources for educational practitioners who seek to incorporate Hip-Hop culture in the classroom.

**Little Big Loan**
Vishnu Murthy, NYU Stern MBA 2011  
Eric Rosenblatt, NYU Stern MBA 2011  
Daniel Grauer, 2011, NYU Stern MBA, daniel.grauer@stern.nyu.edu

A peer to peer lending business for under-privileged youth, providing them with an alternative vehicle to finance educational opportunities.

**Loyal Label**
Aaron Kinnari, NYU Stern Undergraduate Class of 2010  
Edlin Choi, NYU Stern Undergraduate Class of 2010  
Stephanie Huang, NYU Stern Undergraduate Class of 2010

Loyal Label is a social conscious clothing company that partners with well-known charities to allow consumers to support great causes and spread the word when doing so.

**Making Sense of Medicare**
Ari Ilan, NYU Stern MBA 2010  
Manu Srivareerat, NYU Stern MBA 2011

Making Sense of Medicare has developed a web-based platform that helps patients who receive Medicare Part D coverage choose the prescription drug plan that is best for them. Our platform is a technology tool which helps Medicare beneficiaries find prescription drug plans i.e. a "plan finder".

**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.
PowerPlay Athletic Wear Inc.
Dorinda Garcia, NYU Stern 2010
Maria Castro, NYU Stern
Chiara Ciabatti, NYU Stern 2009
Colette Cummings

PowerPlay Athletic Wear: athletic apparel company that empowers girls through innovative products, educational, and sports programming opportunities for girls in underserved communities.

Project Black Cotton
Lorenzo Ceretti , NYU Stern 2011
Lorenzo Minoli
Marco Minoli
Nocila Deiana

Project Black Cotton’s goal is to produce green electricity and thermal energy in Burkina Faso using biomasses. As of today Burkina Faso, a relatively small African country with a land area of 274,122 sq km and a population of 15.2million, is facing several problems related to lack of energy supply, arising pollution, latent agricultural production and deforestation.

Summer Workation
Sharon Banta
Rishi Sood NYU Stern Undergraduate 2006
Nitesh Banta

Summer Workation is an education enterprise that helps teachers find assess and secure high-profile summer opportunities. Our goal is to leverage the summer as a period for teacher growth, so teachers can return to the classroom as stronger educators.

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.
Zarius Technologies
Reza Ghanadan, NYU Stern EMBA 2008
Louis Pascarella, NYU Stern EMBA 2008
Krishna Rao, NYU Stern EMBA 2008
Mike Vogas
Naresh Keshav

Zarius’ product uses available cellular and home modems to provide convenient remote monitoring and on/off control of electric appliances and lights using web based software and email/IM/twitter control which are all accessible anywhere anytime from any computer or Smartphone. By directly measuring their consumption, households adjust their behavior to save money and the Earth! Our innovative solution comprises “Smart Electric Plugs” and associated web-based management software for PCs and cell phones. It does not need installation; it is easy to use and starts saving energy and money for all households immediately. With a savings range of 17-35% or $200-$400 annually average per U.S. household (236-470 Billion kWh annual energy savings) Zarius can reduce 250M-500M Metric Tons of CO2 per year in U.S. The more consumers save money, the more CO2 emission reduction is realized. The end user of our product is the household consumer of electricity in the United States. Our strategic partners are telecommunication companies such as Verizon and AT&T, Media and cable companies such as Comcast and Google. Extended channel partners include corporations that are interested in having carbon offsets to meet their carbon credit requirements.

ZENWAY FINANCIAL IQ
Brian Zen, CFA, Baruch MBA, 1993
Sammy Ghazal, NYU Stern MBA, 2010
Robert Donnelly, NYU Stern MBA, 1965
Devin Derstine, NYU Stern MBA, 2010
Hong Chen, NYU Stern MBA, 2007
Betty Lawrence, NYU Stern BS, 2000
Kathy Moran, Pace BS, 1995

Zenway Financial IQ™ helps children and their parents fight poverty, financial illiteracy and learning disability through after-school talent development programs, infusing financial wisdom into subjects like math, reading and accounting. Students visit our learning centers or a home-based Zenway Certified Financial Tutor (CFT)™ once a week at a convenient time. They complete proprietary Zenway study sheets that are individually tailored to teach them math and accounting in a revolutionary new way. We also market financial IQ toys, videos, software and other learning tools through (1) a network of franchised learning centers, and (2) an online
university at www.zenway.com, teaching our trademarked and copyrighted money mind worksheets.

With Zenway money mind exercises, children can master life-changing mind development habits in math, reading and accounting. We turn unpleasant discipline trainings into habit-forming fun activities. We use abacus finger dance and Tai Chi Disco to help students improve concentration and self-confidence. Zenway materials are distinctively designed to make accounting numbers fun and simple so that time-tested financial wisdom can gradually sink into children’s genes and enable them to control their destinies.