Highlights from the gw business plan competition

Thursday, April 14–Friday, April 15, 2011
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gw business plan competition

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Our university's namesake, George Washington, was one of America's earliest entrepreneurs. At GW, we continue to honor his bold business leadership with an annual Business Plan Competition showcasing the best and brightest of our future entrepreneurs. GW is committed to providing both the educational and financial resources that are essential to the creation of innovative new enterprises.

The 2011 Business Plan Competition combined the final round presentations of the top eight business plans with the awarding of the Entrepreneurial Achievement Award by the GW Entrepreneurs Roundtable (GWERT) to GWSB alums, Ed Barrientos. This two-day celebration of innovation and entrepreneurship highlighted the creativity and pioneering efforts of entrepreneurs throughout the GW community, including the winners of the first two competitions in 2009 and 2010.

A record 112 teams representing every GW school and college entered the 2011 Business Plan Competition. As a result of increased interest and sponsorships, the cash prizes increased this year from $30,000 to $50,000—anchored by support from our founding sponsors, Annette and Richard Scott. Internal sponsors included the GWSB, SEAS, Columbian College, and the Medical School. Blank Rome, iStrategy Labs and TechCocktail participated as our corporate and media sponsors.

To encourage the growing number of teams and continue to improve the quality of the business plans, two important elements were added this year:

1. Educational workshops and team-building events were held an average of every week from the kick-off event in October 2010 until the deadline for entries on January 31, 2011.

2. Every team that survived the first round of the three-round competition was assigned a seasoned entrepreneur to work with as a mentor. Mentors were predominantly GW alumni who own and operate successful businesses in the Washington DC area.

We are especially grateful for our 41 judges and 32 mentors without whom the Business Plan Competition would not be possible. All worked tirelessly over a period of weeks to make this event successful. We thank you!

Next year we look forward to welcoming new teams comprised of GW students, alumni, and faculty to the 2012 competition. If you would like to participate as a judge, mentor, sponsor, entrant or to learn more about the GW Business Plan Competition, please contact us.

John Rollins
Director, GW Business Plan Competition
jrollins@gwu.edu

Jim Chung
Director, GW Office of Entrepreneurship
jimchung@gwu.edu

This year, for the first time, each of the 32 teams that survived the first round of the GW Business Plan Competition was assigned an experienced mentor to work with while they developed their full 20-page business plan for submission in the second round. Nearly all of these mentors are GW alumni who have begun their own businesses and can speak from personal experience about what it takes to succeed. Following are the mentors who gave so generously of their time and talent to work with our student-based teams:

Mark Ashida, GW parent
Doug Atkinson, CCAS MA '05
Edward Barrientos, GWSB MBA '90
Ken Chaletzky, GWSB BBA '71
Daron Coates, GWSB EMBA, MBA '96
Joe Cohen, GWSB MS '75
Bo Davis, CCAS BA '97
Sebastian Fainbraun, GWSB BBA '94
John Funge
Michael Goodman, GWSB BBA '83
Liran Gordon
Randy Graves, SEAS DSc '78
Michael Grove
Kris Hart, GWSB MS '05
Don Hawke, CCAS BA '93
Hormoz Hekmat, CCAS BA '87

Mitchell Herman, GWSB MBA '76
Allen Herskovitz, SEAS MS '67
Dave Keligaard, SEAS DSc '74
Ed Martinez, CCAS MPhil '82, PhD '86
Asghar Mostafa, SEAS BS '82
Mark Reiley, SMHS MD '79
Tanya Renne
Charles Ritchey
Mark Rothman
Marie Rudolph, GWSB MPA '94
DJ Saul, ESIA BA '08
Roland Schumann, GWSB MS '97
Michael Slage, CCAS MA '01
Richard Sloane, LAW '73
Howard Tischler, SEAS MS '80
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calendar for 2011 gw business plan competition

<table>
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<tr>
<th>DATE</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>10/26/10</td>
<td>Kickoff Event on &quot;Student Startups: From Dorm Room to Board Room&quot;</td>
</tr>
<tr>
<td>11/04/10</td>
<td>Workshop on &quot;Coming up with a Killer Idea&quot;</td>
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<tr>
<td>11/12/10</td>
<td>Workshop on &quot;Building a Venture-Backable Team&quot;</td>
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<tr>
<td>11/13/10</td>
<td>Pitch-George Elevator Pitch Competition</td>
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<td>11/15/10</td>
<td>Workshop on &quot;How to Do Market Research&quot;</td>
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<tr>
<td>11/19/10</td>
<td>Workshop on &quot;Gw 2.0 Startups&quot;</td>
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<tr>
<td>01/11/11</td>
<td>Workshop on &quot;Building a Tech Startup Team&quot;</td>
</tr>
<tr>
<td>01/12/11</td>
<td>Workshop on &quot;Nurturing in an Idea&quot;</td>
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<tr>
<td>01/18/11</td>
<td>Networking Event with Business Careerist</td>
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<tr>
<td>01/20/11</td>
<td>Workshop on &quot;How to Write an Executive Summary&quot;</td>
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<tr>
<td>01/22/11</td>
<td>Workshop on &quot;How to Write an Executive Summary&quot; (repeat)</td>
</tr>
<tr>
<td>01/31/11</td>
<td>Deadline for GW Business Plan Competition entries, including Executive Summaries (Round 1). 112 entries this year.</td>
</tr>
<tr>
<td>02/03/11</td>
<td>Workshop on &quot;Preparing to Win&quot;</td>
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<tr>
<td>02/14/11</td>
<td>Applicants notified if selected to submit a formal written business plan (up to 20 pages) in Round 2. 32 teams qualified.</td>
</tr>
<tr>
<td>02/17/11</td>
<td>Workshop on &quot;Writing a Successful Business Plan&quot;</td>
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<td>02/18/11</td>
<td>All 32 teams matched with mentors and assignments sent out. Mentors received copies of their team's Executive Summary.</td>
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<td>Workshop on &quot;Writing a Successful Business Plan&quot; (repeat)</td>
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<td>Workshop on &quot;Product Development Strategy&quot;</td>
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<td>03/03/11</td>
<td>Workshop on &quot;How to do Market Research&quot;</td>
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<tr>
<td>03/09/11</td>
<td>Workshop on &quot;Dollars and Sense -- How to do a Financial Plan&quot;</td>
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<tr>
<td>03/21/11</td>
<td>Deadline for submission of formal written business plans (Round 2)</td>
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<tr>
<td>03/22/11</td>
<td>Seminar on &quot;Role of IP in Science Based Businesses&quot;</td>
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<tr>
<td>04/04/11</td>
<td>Meeting of Round 2 judges to select 8 semi-finalist teams for Round 3</td>
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<tr>
<td>04/05/11</td>
<td>Announcement of 8 teams invited to make oral presentations in Round 3</td>
</tr>
<tr>
<td>04/08/11</td>
<td>Workshop on &quot;Delivering a Compelling Oral Presentation&quot; to your potential investors</td>
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<tr>
<td>04/12/11</td>
<td>One-on-One coaching of 8 final round teams on their oral presentations (30 minutes each)</td>
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<tr>
<td>04/14/11</td>
<td>Orientation for semi-finalist Judges. Provide scorecards and instructions.</td>
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<td>04/14/11</td>
<td>GW's annual Summit on Entrepreneurship Luncheon</td>
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<tr>
<td>04/14/11</td>
<td>Presentations by 8 semi-finalist teams in Round 3. Judges deliberate and select 4 finalist teams to present the next day.</td>
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<td>04/14/11</td>
<td>Reception to announce Entrepreneurial Achievement Award recipient &amp; celebrate the selection of the 4 finalist teams</td>
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<td>04/14/11</td>
<td>VIP Dinner (held jointly with SEAS NAC)</td>
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<td>04/15/11</td>
<td>Orientation breakfast for finalist judges. Provide scorecards and instructions.</td>
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<td>04/15/11</td>
<td>Presentations by 4 finalist teams. Judges deliberate and select 1st, 2nd, 3rd &amp; 4th place winners. Checks totaling $30,000 presented, including $10,000 to best undergrad team.</td>
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<tr>
<td>04/15/11</td>
<td>Luncheon to recognize and celebrate the winning teams.</td>
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</table>

first round judges

Jim Chung  Director, GW Office of Entrepreneurship
Richard G. Donnelly  Associate Professor of Information Systems and Technology Management  Co-director, Institute for Knowledge and Innovation
Carl Gudenius  Associate Professor of Design  Deputy Chair and Producer Department of Theatre & Dance
Guillermo Gutierrez, MD, PhD  Professor of Medicine and Anesthesiology  Director, Pulmonary Division  GW School of Medicine and Health Sciences
Y. Renee Lewis, SEAS MS '90  President and CEO, Pensare Group
Kevin May  Assistant Director, GW Business Plan Competition  Doctoral Fellow, Department of Management
Amy Millman, GWSB MPA '79  President, Springboard Enterprises
William H. Money  Director, Executive Master of Science in Information Systems Technology Program, VSTC  Associate Professor of Information Systems  Information Systems and Technology Management Department
John W. Rollins  Director, GW Business Plan Competition  Adjunct Professor of Entrepreneurship Executive in Residence
Nina Gilden Seavey  Director, The Documentary Center  Co-Director, The Center for Innovative Media
Mary Ann Shallcross  Principal, BirdStrategies Inc.
Robert Shesser, MD, MPH  Professor and Chair, Department of Emergency Medicine  GW School of Medicine and Health Sciences
Bilal Ali Siddiqui  GWSB Global MBA 2011
George T. Solomon  Associate Professor of Management  Director, Center for Entrepreneurial Excellence  Editor-in-Chief, Journal for Small Business Management
Erik K. Winslow  Professor of Management  Director, Center for Entrepreneurial Excellence
<table>
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<tr>
<td>Richard Stroupe, SEAS MS '01</td>
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<td>Bob Connors, MHA '80, MS '00</td>
</tr>
<tr>
<td>Manny Rivera, SEAS MS '05</td>
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<td>Matt Mandell, CAS BA '04, MBA '10</td>
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<td>Founder &amp; CEO, Risclarity</td>
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<td>Warren Brown, JD/MPH '98</td>
<td>Founder/Owner, CakeLove</td>
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<td>John Holmblad, SEAS MS '80</td>
<td>Senior Information Security Services Specialist, US Senate</td>
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<td>Founder, President &amp; CEO, The Rails Collection, Inc.</td>
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<td>GW Trustee, President &amp; CEO, The Roberts Companies</td>
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Cheer on the 8 remaining teams out of a RECORD 112 entries.

Thursday, April 14 – Friday April 15, 2011
Free and open to all

Event schedule, team names, and registration

www.gwbizplan.com

Support the 8 semi-final and 4 final GW Business Plan Competition teams competing for $50,000 in cash prizes to launch their new enterprises.

Co-sponsored by Annette and Richard Scott

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### semi-finalist teams

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<td>Bookstore Genie</td>
<td>First runner-up Farhat Daredia, an undergrad in GW’s School of Media and Public Affairs, presented a service that rents textbooks to students at more competitive prices than all current vendors.</td>
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<td>Leafworks</td>
<td>Second runners-up GW MBA students Jason Hirama and Anchal Bassi will offer sustainable, biodegradable dinnerware made from palm leaves.</td>
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<td>Ascend Air</td>
<td>Third runners-up, Executive MBA student Ryan Rice and Peter Buckley, plan to offer a luxury blimp service to transport commuters within the Washington, D.C., metro region.</td>
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<td>Erin Larkin, a PhD candidate in Columbian College, and Sriram Subramanian developed a business plan to relieve the regulatory burden on political candidates, parties, and PACs, by providing low cost, accessible, and convenient campaign finance compliance solutions.</td>
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<td>Elliott School students, Hassaan Sohail and Raza Khan, with partner Mahmoud Rayya developed a business service based on providing customers with continuous statistical measurements and raw data on the Egyptian economy.</td>
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<td>Shoestring Films (Shoestring Script)</td>
<td>GW MBA student Trevor Rockhill and Paul Hardiser, MBA '06, look to cultivate the filmmaking talent of tomorrow with their new low-budget feature film competition.</td>
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Howard Tischler holds a B.S. in mathematics from the University of Maryland and received an M.S. in operations research from GW in 1980.

In 1984, Mr. Tischler co-founded an information appliance business that developed an early version of a PDA, as well as one of the first hospital-based electronic medical record products. He sold that business, and in 1999, became involved in an internet-based financial exchange-network between car dealers and lenders, which was sold to a Fortune 500 company. Over the course of his career, Mr. Tischler has been involved in a number of mergers and acquisitions, both on the sell-side and the buy-side. Today, Mr. Tischler is CEO and founder of Enford, an internet-based lead generation business, and the lead director of Beadntrack, a public company provider of on-demand software and data solutions for the automotive retail industry. He currently serves as chair of the GW School of Engineering and Applied Science National Advisory Council.
Mr. Weissman hold a B.S. from the State University of New York at Stony Brook and an M.S. in electrical engineering. He serves as CE0 of the George Washington University.

Peter Weissman is a partner with Blank Rome, LLP, concentrating his practice in patent litigation in the federal courts and presentation before patent offices in the US and abroad, primarily in the areas of the Internet, software, biomedical, information technology, RFID technology, telecommunications, and the electrical and mechanical arts. Prior to joining Blank Rome, Mr. Weissman served as a Patent Examiner at the US Patent and Trademark Office.

Mr. Weissman holds a B.S. from the State University of New York at Stony Brook and a J.D. from the GW School of Law. He is a co-founder of The George Washington University Entrepreneurs Round Table and serves on the Board of Directors for the GW Alumni Association.

Howard Tischler holds a B.S. in mathematics from the University of Maryland and received an M.S. in operations research from GW in 1980. In 1984, Mr. Tischler co-founded an information appliance business that developed an early version of a PDA, as well as one of the first hospital-based electronic medical record products. He sold that business, and in 1999, became involved in an internet-based financial exchange-network between car dealers and lenders, which was sold to a Fortune 500 company. Over the course of his career, Mr. Tischler has been involved in a number of mergers and acquisitions, both on the seller-side and the buyer-side. Today, Mr. Tischler is CEO and founder of Enforcit, an internet-based lead generation business, and the lead director of Dealenfra, a public company provider of on-demand software and data solutions for the automotive retail industry. He currently serves as Chair of the GW School of Engineering and Applied Science National Advisory Council.

Ashok Jha is the CEO and co-founder of ADNET Systems, Inc., a firm that provides information technology solutions science, engineering, education, and outreach to NASA and across the federal government. Under Mr. Jha's leadership, ADNET has experienced continuous growth since the company's inception, with annual revenues of more than $55 million.

Mr. Jha began his career with NASA at Goddard Space Flight Center, where he designed and implemented data communications systems for several of NASA's key missions and worked with Noble Laureate Award recipients. Mr. Jha subsequently joined Boeing Information Systems, where he gained critical insight into global business.

A graduate of The George Washington University, Mr. Jha earned both a B.S. and an M.S. in electrical engineering. He serves on the GW School of Engineering and Applied Science National Advisory Council.

Matt Howard founded ZoomSafer in September 2008 following a distracted driving incident in which he nearly killed a nine year old boy. Today, ZoomSafer is an award winning and patented software platform that automatically encourages safe, legal and hands-free use of mobile phones while driving. Recognized nationally as a leader in distracted driving issues, Matt has been featured on Oprah, FOX Business News and in The Wall Street Journal, TIME Magazine, and US News & World Report. Prior to ZoomSafer, Matt was co-founder and CEO of SMBLive, which was acquired by Reach Local in 2010. He served as VP of Business Development at Genome Networks (acquired by Microsoft), as VP of Marketing at USI (acquired by AT&T), and spent eight years in marketing and sales positions with leading technology firms including Wilsair and Ross Allen & Hamilton.

Matt earned a certificate in Innovation Management from University of Maryland's Smith School of Business, an M.S. in telecommunications Administration from George Mason University and a B.A. in Political Communications from The George Washington University.

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ANNETTE SCOTT

Mario Cardullo is the founder of five (5) private companies and an internationally recognized technologist. He is the inventor of one of the basic patents for the RFID-TAG (E-Zpas, FastToll, etc.), for which he was nominated for the Lemelson-MIT Prize and the Presidential National Medal of Technology. Mr. Cardullo developed and chaired the US-China Working Group on Venture Capital and Entrepreneurship, which brought together the US Department of Commerce, China's National Development & Reform Commission (NDRC), and its Ministry of Commerce (MOFCOM) in a joint initiative supporting the development of venture capital and entrepreneurship in China. He is Visiting Professor of Venture Capital at Renmin University in Beijing. A Chinese edition of his book Technological Entrepreneurship: Enterprise Formation, Financing and Growth, published in mid-2007 by the Economic Press of Peking University, has the unusual distinction of being referred to in speeches by both President Hu and Prime Minister Wen. He serves on the Advisory Board of David Deible and Associates.

Mr. Cardullo holds a B.S. and a Masters in Engineering from Polytechnic Institute-NYU and a M.S. from GW School of Engineering and Applied Science.

MARIO CARDULLO

Bill Wilson currently serves as the Chairman of Wolfley, Inc., a high-growth, cybersecurity company in Bethesda, MD, that builds and markets dedicated DNS Defense systems. He is also Chairman of Donata Ventures, LLL in Houston, TX. Formerly, he was the CEO and Co-Founder of SafeNet, a public, nationwide data services company that was acquired in 2000 for $5.3 billion. Before SafeNet, he was the CEO and Founder of OneLive Management, a consulting firm that primarily served Latin American clients, including Grupo Carso and Telefonos de Mexico.

Bill began his business career as an executive for Witten, a subsidiary of The Williams Companies. Prior to launching his business career, he was a teacher and researcher at Rice University-Houston, UT-Austin and UW-Ann Arbor. He holds a Ph.D. in Social Psychology from The University of Michigan, a M.B.A. from The University of Texas and a B.S. from Eastern Michigan University-Toyama. He is the proud parent of Anne Wilson, a junior in the GW Columbian College.

WILLIAM (BILLY) WILSON

Ed Barrientos is President and CEO of Brazen Careers, a career-focused social networking site targeting Gen Y. He is also Managing Partner of Zeitgeist Holdings, LLC, an angel investment firm focused on investing in early-stage technology companies. From 1996 to 2005, he was President and CEO of Arc Second Inc., a high growth market leader in the field of laser based, high precision GPS. Mr. Barrientos led Arc Second to a successful exit (acquired by Metren NV of Belgium) in 2005 and served on the Board of Directors of Metren NV through the company's IPO in 2006 and its acquisition by Nikon (Japan) in 2009. Mr. Barrientos began his career at IBM and worked internationally for two German firms, as a marketing consultant for a boutique management consulting firm in Stuttgart and as Managing Director of Max Schluter GmbH & Co KG, a leading German manufacturer of products for the food, drug, and machine tool industry.

Mr. Barrientos holds a B.S. in Management from KU and an M.B.A. from the George Washington University. He serves on the Board of Advisors for the GW School of Business.

EDWARD BARRIENTOS

finalist presentations

Leaf Works
finalist awards


Bookstore Genie - GW junior Farhan Darrocha of Bookstore Genie, a company that sells textbooks online at the cheapest price, won $10,000 for "best undergraduate team."

Leafworks - $4,000 runner up

Ascend Air - $1,000 runner-up

CONGRATULATIONS TO THE WINNERS

FIRST PLACE
Lead Driver
Anthony Shop
David Zaslavsky

SECOND PLACE
Bookstore Genie
Farhan Darrocha

THIRD PLACE
Leafworks
Jose Hormo
Archil Buis

FOURTH PLACE
Ascend Air
Ryan Rea
Peter Rutley

UNDERGRADUATE PRIZE
Bookstore Genie
Farhan Darrocha

www.gwbizplan.com

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC
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SECOND PLACE

Bookstore Genie
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Third Place
Leafworks
Jesse Heinen
Archon Buxi

Fourth Place

Arend Air
Ryan Kut
Peter Reckley

Undergraduate Prize

Bookstore Genie
Farhan Damania

www.gwbizplan.com

THE GEORGE WASHINGTON UNIVERSITY
GW Business Plan Competition
Awards $50k in Prize Money

by Henry Sams
on April 18, 2011

George Washington University hosted its annual Business Plan Competition Finals on Thursday and Friday of this past week. The event was a two-day culmination of an academic, year-long series of events and active mentorship on new venture creation. A record 112 teams entered this year's competition but only eight made it to the finals. The eight semi-finalists presented their business plans on Thursday to a panel of distinguished entrepreneurs and venture capital investors who are affiliated with the university. By Friday, there were only four teams left competing for the grand prize.

The Finalists...

Although all presentations were very well done, only four were selected to compete for the top four spots on Friday. The finalists were Bookstore Genie, Lead Driver, Leafworks and Ascend Air.

The grand prize winner of $25,000.00 was the Lead Driver team. Lead Driver is a product that helps car dealers sell their inventory faster by creating branded content for their dealership, the car and the customer. They believe they can create a trusted sales experience for the customers and that will ultimately reduce the decision making time and help sell cars faster. Team members Anthony Shop, Daniel Zaslavsky, Thomas Sanchez and David Raffel delivered a very energetic and compelling presentation that seemed to win over both sets of judges. The team has a diverse professional background that includes experience in car dealerships, software and entrepreneurship. It is currently being used at five dealerships in Kansas City, Mo.

The second place prize of $10,000.00 was awarded to Bookstore Genie, which was presented by Farhan Daredi, a GW undergrad student. Bookstore Genie is an online service that sells used books at a cheaper rate than all its current competitors. By using the Fulfillment by Amazon service, Mr. Daredi has found a way to offer a lower rate for used textbooks than anywhere else. With a textbook market of about $7.4 billion and the average rate of textbooks rising annually at about 6.9%, it's nice to know that someone is finding a way to make them cheaper. Mr. Daredi also won best undergrad team, which awarded him with another $10,000.00, so he walked away with a total of $20,000.00.

Leafworks won the third place prize of $4,000.00. Lead by team members Jason Hirama and Anchal Basii, Leafworks strives to create sustainable flatware that is biodegradable and made from leaves. With a global market that is ready to adopt a green lifestyle, Leafworks provides a very functional and sustainable alternative to disposable plates.

The Ascend Air team won fourth place and took home $1,000.00 in prize money. Presented by Ryan Rice and Peter Buckley, Ascend Air is a lavish skyship service that transports people within the Washington, D.C. metro region. It is intended for wealthy suburban dwellers that are looking for a faster commute into the city but don't want to pay the astronomical prices that come with a helicopter ride.

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Special note, the GW Business Plan competition was sponsored by Annette and Rick Scott.

A Winning Idea

A customized car brochure nab’s top prize at the 2011 GW Business Plan Competition.

April 19, 2011

Their idea is worth $25,000.

MBA student Anthony Shop, alumnus David Raffel, B.A. ’76, Daniel Zaslavsky and Thomas Sanchez beat out a record 112 teams to win the 2011 GW Business Plan Competition on April 15. Their idea, Lead Driver, provides customized car brochures for customers and is already in use at five dealerships in Kansas City, Mo. LeadDriver’s web-based software, DealerPrints, creates brochures that are made specifically for the dealership, the car and the customer. A dealership’s sales staff enters unique information about the customer and their needs and as a result generates a personalized brochure for them that will hopefully shorten the sale cycle.

“Here’s a win is a great boost of confidence for us,” said Mr. Shop. The team will use the funding to implement Lead Driver in 24 dealerships in Kansas City and Chicago. Business Plan Competition Director John Rollins said the team’s varied professional backgrounds — Mr. Zaslavsky’s in auto dealerships, Mr. Sanchez’s in software and Mr. Shop’s in business school — was what ultimately helped them prevail over their competitors.

“Both the judges were very impressed that Lead Driver is a product that’s up and running today in multiple car dealerships and also that it was a multidisciplinary team,” said Mr. Rollins. “That kind of balance makes a big difference when you’re starting a business.”

The company prevailed over four rounds of competition that included developing an executive summary and business plan as well as two rounds of oral presentations in front of a panel of entrepreneurs and venture capital investors, including alumni and friends of GW. One of this year’s judges, Edward R. Barrientos, M.B.A. ’90, CEO and chairman of the board of Brazen Careerist, received GW’s 2011 Annual Entrepreneurship Award.

The three runner-ups — Bookstore Genie, Leafworks and Ascend Air — received $10,000, $4,000 and $1,000, respectively. GW junior Farhan Daredi of Bookstore Genie came a company that sells textbooks online at the cheapest price, also won $10,000 for “best undergraduate team.” Leafworks sells disposable dinnerware made of leaves as well as offers sustainable tips, and Ascend Air is a skyship that helps executives in Virginia avoid traffic during their commute.

“It was a tough decision for the judges this year,” said Jim Chung, director of GW’s Office of Entrepreneurship. “The level and depth of talent among the teams this year was much deeper than in previous years. I’m really excited about all four companies; all are very viable, real companies that I expect to be successful going forward.” The GW Business Plan Competition finals are a two-day culmination of a yearlong series of educational events and mentorship for teams of GW students, faculty, and alumni.

The event, held in Dupont Hall, is funded by entrepreneurs Florida Gov. Richard Scott (R) and his wife, Annette, whose daughter Allison Guimard, B.B.A.’05, is also an entrepreneur. Additional sponsors this year included Blank Rome, iStrategyLabs and Tech Cocktail.

This year’s participants received guidance from mentors and weekly workshops, which trained participants on how to conduct market research, make financial projections and give oral presentations. Mr. Chung said involvement from the School of Business, School of Medicine and Health Sciences, School of Engineering and Applied Science and Columbia College of Art and Sciences “encouraged the building of interdisciplinary teams, which has a big impact on the team quality.”

“I’ve been involved in business plan competitions at other schools, and the level of participation at GW is amazing,” he said. “The entrepreneurship culture here at GW is strong,” Mr. Shop said the support his team received throughout the process was the reason Lead Driver became a reality. “We made tremendous progress that we’d never have made if we weren’t part of this competition,” said Mr. Shop. “Winning is great and is icing on the cake, but we’ve come so much further along just because we participated.”

“I love this competition,” said Mr. Rollins, an adjunct professor of entrepreneurship at GW. “I think entrepreneurship and innovation at GW is at an all-time high. Entrepreneurship is the solution to our economic problems in our country today.”
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by Henry Sams on April 18, 2011

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ANNETTE AND RICK SCOTT

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GW BUSINESS PLAN COMPETITION
HIGHLIGHTS
THURSDAY, APRIL 14 – FRIDAY APRIL 15, 2011
DUQUÉS HALL, 6TH FLOOR
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