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Founding Sponsors: Annette and Richard Scott
In 2013 our **fifth annual competition** to select the best and brightest of our future entrepreneurs grew the total value of prizes to more than $90,000, expanded the number of volunteer judges and mentors who guided these budding entrepreneurs to ninety, and funded a record seven new businesses. With 109 teams competing this year, the GW Business Plan Competition continues to be among the largest in the region.

In response to interest expressed by GW students in creating more sustainable businesses and serving their community, we introduced two new prizes this year. The first is for the best new business in the Sustainable Technology category; the second is in the Older-Adult Focused Innovation category with the purpose of benefiting low-income seniors. The latter prize is sponsored by the AARP Foundation. We hope to continue increasing our awards in social entrepreneurship.

The GW Business Plan Competition added a number of new sponsors this year. The logos of all sponsors are displayed on the back cover. Blank Rome, LLP, counselors at law, joined Capital One Bank as our second platinum sponsor. With the AARP Foundation and other new sponsors contributing valuable prizes for our winners, we have added on page 13 a list of all the prizes now offered.

This booklet, like the competition, is organized by the three elimination rounds through which the student-based teams advance. Following a series of networking sessions and educational workshops in the fall semester, the deadline for the first round entries is in January. Each team advancing past the first round is assigned an experienced mentor. This year, based on the quality of the entries, the judges permitted a record thirty-five teams to advance to the semi-final round. A separate set of twenty-four second-round judges met in March to determine the eight teams advancing to the finals. These eight teams received one-on-one coaching before their final presentations on April 19.

Our website, www.gwbizplan.com, contains videos of the presentations by the eight finalist teams along with other information about the GW Business Plan Competition. In fact, all the events of April 19 are streamed in a live webcast that was watched this year by hundreds of viewers in ten countries. You can see the results of the online Twitter voting for the Audience Choice Award on page 16.

We offer our special thanks to our generous sponsors and our ninety volunteer judges and mentors without whom this competition would not be possible. 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**
Executive Director,
GW Office of Entrepreneurship
jimchung@gwu.edu
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**First Round Judges**

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- **BRIAN CORBITZ**
  - Licensing Associate, GW Office of Technology Transfer

- **AMY COHEN**
  - Executive Director, GW Center for Civic Engagement and Public Service

- **RICHARD DONELLY**
  - Associate Professor of Information Systems & Technology Management, GW School of Business; Co-Director, GW Institute for Knowledge and Innovation; Co-Director, GW Master's Program on Molecular Biotechnology

- **VIVIANNA FANG HE**
  - Research Fellow, Center for Entrepreneurial Excellence; Lecturer, Swiss Federal Institute of Technology

- **CARL GUDENIUS**
  - Associate Professor of Design; Deputy Chair & Producer, Department of Theatre & Dance, GW Columbian College of Arts and Sciences

- **SHIVRAJ KANUNGO**
  - Associate Professor, Department of Decision Sciences, GW School of Business

- **STEVE KUBSEN**
  - President, InnoComm; Director, GW Office of Technology Transfer

- **RENEE LEWIS**
  - President and CEO, Pansare Group

- **DANIEL Z. LIEBERMAN**
  - Professor and Clinical Director, Department of Psychiatry and Behavioral Sciences, GW School of Medicine and Health Sciences

- **DAVE MATHISON**
  - CEO, HealthEworks LLC; Asst. Professor of Pediatrics and Emergency Medicine, GW School of Medicine and Health Sciences

- **KEVIN MAY**
  - Assistant Director, GW Business Plan Competition; Doctoral Fellow, Department of Management, GW School of Business; Co-Founder, GenB

- **AMY MILLMAN**
  - President, Springboard Enterprises

- **WILLIAM MONEY**
  - Director, Executive Master of Science in Information Systems Technology Program; Associate Professor of Information Systems, Department of Information Systems & Technology Management, GW School of Business

- **DAN MULREANY**
  - Intern, GW Office of Technology Transfer

- **JOHN W. ROLLINS**
  - Director, GW Business Plan Competition; Adjunct Professor of Entrepreneurship, GW School of Business; Executive in Residence, GW School of Business

- **MARTY SILBER**
  - Advisor, Renewable Energy; Adjunct Professor of Clean Tech, GW School of Business

- **SHEETAL SINGH**
  - Assistant Professor of Management, GW School of Business

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Mentors are assigned to all teams advancing past the first round of the competition which desire to have a mentor. All 35 advancing teams requested a mentor this year. Our survey of these student-based teams indicated that mentors provided the most valuable input they received from any outside source. Further, two-thirds of the teams rated their mentors either “extremely valuable” or “valuable.”

At the right are the names of the mentors who were assigned to these 35 teams and gave so generously of their time and experience between mid-February and mid-April. This was the period during which the teams wrote their 15-page business plans and advanced in the competition. Some continue to work with their teams. Many are GW alumni, as you can see by the GW degrees after their names.

All mentors have real-world experience working with startup businesses either as entrepreneurs or as investors. It is important for mentors to draw on this experience in advising their teams. Mentors are individually matched with teams to achieve the best possible fit between the expertise of the mentor and the needs of each team. Based on a recent survey of mentors, the following areas represent the types of support they provided most commonly to their teams this year:

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We offer our sincere gratitude to all these mentors for their commitment and thoughtful leadership.

**NAME OF BUSINESS/TEAM**  **NAME OF MENTOR**

| 2 MINUTE GIFT | Michael Slage, CCAS M.A.’01 |
| 3P SOURCING | Clara Cont |
| BEER’D | Michael Goodman |
| BOSS MEDICAL | Doug Atkinson, CCAS M.A.’05 |
| CAPITAL KOMBUCHA | Lex McCusker |
| DC3 | Kris Hart, GWB B.B.A. ’11 |
| FASHIONNET | Dan Kunitz |
| FASTER FLOW | Phil Hunter, GWB B.B.A. ’64 |
| GOASIS, LLC | Daniel Kofler, GWB B.B.A. ’05 |
| GRAPHENE PLASMA TECHNOLOGY | Randy Graves, SEAS Ph.D. Science ’78 |
| GREENEASE | Mitchell Herman, GWB M.B.A. ’76 |
| HEXCLOUD | Howard Taschler, SEAS M.S. ’80 |
| ICHARGE MOBILE KIOSKS | Marie Rudolph, GWB M.P.A. ’94 |
| JENDA | Paul Economou, LAW J.D. ’94, GWB M.B.A. ’94 |
| LOCTDOWN | John Holmlblad, SEAS M.S. ’80 |
| MEMORYBANC | Bob Smith |
| MEMYDOC | Jarney Jeff |
| MODISHOW | DJ Saul, ESIA B.A. ’08 |
| MYPYCH | Bob Connors, SPHHS M.S. ’80, GWB M.S. ’00 |
| NABEE SOCKS | Kathy & Josh Frey |
| PEARL FOODS | Ken Chaleitzky, GWB B.B.A. ’71 |
| PEDAL FORWARD | Peter Weissman, LAW J.D. ’96 |
| PICKLE | Jose Laguna |
| PRESS1 | Hormoz Hekmat, CCAS B.A. ’87 |
| REVILEX | Allon Herskowitz, SEAS M.S. ’87 |
| RUNINOUT | Joe Cohen, GWB M.B.A. ’84 |
| SHAVE ENERGY PROGRAM | Daron Coates, GWB M.B.A. ’96 |
| SMARTSTICS | Joe Tiano |
| SONOSTIK | Ed Martinez |
| STRANGERS VS. FRIENDS | Dan Kunitz |
| THE SMARTBRUSH | Michael Spitalney |
| THE SPOKE CHARGER | Marty Silber, GWB M.B.A. ’05 |
| TINYLIVING | Michael Grove |
| TUITIONVAULT.COM | Chris Vizza |
| ULTRASAFE ULTRASOUND | Asghar Mostafa, SEAS B.S. ’81, M.S. ’82 |
Mentors are assigned to all teams advancing past the first round of the competition which desire to have a mentor. All 35 advancing teams requested a mentor this year. Our survey of these student-based teams indicated that mentors provided the most valuable input they received from any outside source. Further, two-thirds of the teams rated their mentors either "extremely valuable" or "valuable."

At the right are the names of the mentors who were assigned to these 35 teams and gave so generously of their time and experience between mid-February and mid-April. This was the period during which the teams wrote their 15-page business plans and advanced in the competition. Some continue to work with their teams. Many are GW alumni, as you can see by the GW degrees after their names.

All mentors have real-world experience working with startup businesses either as entrepreneurs or as investors. It is important for mentors to draw on this experience in advising their teams. Mentors are individually matched with teams to achieve the best possible fit between the expertise of the mentor and the needs of each team. Based on a recent survey of mentors, the following areas represent the types of support they provided most commonly to their teams this year:

<table>
<thead>
<tr>
<th>Review of business plan</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>General management advice</td>
<td>93%</td>
</tr>
<tr>
<td>Market or customer-level feedback</td>
<td>57%</td>
</tr>
<tr>
<td>Technical input re the product or service</td>
<td>57%</td>
</tr>
<tr>
<td>Organizational advice</td>
<td>43%</td>
</tr>
</tbody>
</table>

We offer our sincere gratitude to all these mentors for their commitment and thoughtful leadership.

NAME OF BUSINESS/TEAM | NAME OF MENTOR
--- | ---
2 MINUTE GIFT | Michael Slige, CCAS M.A. '01
3P SOURCING | Clare Cont
BEER'D | Michael Goodman
BOSS MEDICAL | Doug Atkinson, CCAS M.A. '05
CAPITAL KOMBUCHA | Lex McCusker
DC3 | Kris Hart, GWSB B.B.A. '11
FASHIONNET | Dan Kunitz
FASTER FLOW | Phil Hunter, GWSB B.B.A. '64
GOASIS, LLC | Daniel Koffler, GWSB B.B.A. '05
GRAPHENE PLASMA TECHNOLOGY | Randy Graves, SEAS Ph. D. '78
GREENEASE | Mitchell Herman, GWSB M.B.A. '76
HEXCLOUD | Howard Tschier, SEAS M.S. '80
ICHARGE MOBILE KIOSKS | Marie Rudolph, GWSB M.P.A. '94
JENDA | Paul Economou, LAW J.D. '94, GWSB M.B.A. '94
LOCTDOWN | John Holmblad, SEAS M.S. '80
MEMORYBANC | Bob Smith
MEMYDOC | Jerney Jeff
MODISHOW | DJ Saul, ESIA B.A. '08
MYPYCH | Bob Connors, SPHHS M.S. '80, GWSM M.S. '00
NABEE SOCKS | Kathy & Josh Frey
PEARL FOODS | Ken Chaletzky, GWSB B.B.A. '71
PEDAL FORWARD | Peter Weissman, LAW J.D. '96
PICKLE | Jose Laguna
PRESS1 | Hormoz Hekmat, CCAS B.A. '87
REVILEX | Allon Herskowitz, SEAS M.S. '67
RUNINOUT | Joe Cohen, GWSB M.B.A. '84
SHAVE ENERGY PROGRAM | Daron Coates, GWSB M.B.A. '96
SMARTSTICS | Joe Tiano
SONOSTIK | Ed Martinez
STRANGERS VS. FRIENDS | Dan Kunitz
THE SMARTBRUSH | Michael Spitalney
THE SPOKE CHARGER | Marty Silver, GWSB M.B.A. '05
TINYLIVING | Michael Grove
TUITIONVAULT.COM | Chris Vivas
ULTRASAFE ULTRASOUND | Asghar Mostafa, SEAS B.S. '81, M.S. '82
SEMI-FINAL JUDGES

4TH ROW (all rows listed left to right)

Junaid Shams, SPHHS B.S. '08, SMHS M.D. '13
Co-founder, GSM Nation
CEO, TriTuns, LLC

Jason Whitehead, GWSB B.B.A. '95
Partner, Gov. Industry Sector - Audit, KPMG, LLP
Director, GW Business Plan Competition

Andrew Lewis, GWSB B.A. '98

John Rollins (not a judge)

3RD ROW

Brien Biondi
President, The Biondi: Group LLC

Rick Higgins, GWSB MSIS '97
Executive Producer, Enchanted Road Productions

Matthew Scherer, GWSB B.B.A. '76
Partner, Rockland Advisory Group

Adam Riggs
Entrepreneur & Investor

2ND ROW

Bill Quinn, GWSB M.B.A. '92
President, FastAwards Capital Group, Inc.

Peter Weissman, Law J.D. '96
Partner, Blank Rome LLP

Peter Atherton
CTO, Mikoh Corporation

Mark Rothman
President, MYYA Corp.

1ST ROW

Manny Rivera, SEAS M.S. '05
President/CEO, Rividium, Inc.

Ira Koretsky
Founder & CEO, The Chief Storyteller

Andy Klein, GWSB B.B.A. '79, M.B.A. '83
Founder & CEO, Base K LLC

Jim Chung (not a judge)
Executive Director, GW Office of Entrepreneurship

NOT PICTURED

Jean Borgella, GWSB M.S. '06, M.S. '07
CEO, PortfolioFly

Warren Brown, LAW J.D. '98, SPHHS M.P.H. '98
Founder/Owner, CakeLove

Bo Davis, CCAS B.A. '97
CEO, Wasabi

Mary Glass, GWSB M.B.A. '91
President, MEXEL USA

Don Hawk, CCAS B.A. '93, CCAS M.A. '96
Executive and Co-founder, TechTarget

Prashant Kothari
President & CEO, String Real Estate Information Services

Matt Mandell, CCAS B.A. '04, GWSB M.B.A. '10
Director of Digital Engagement, Imagine Business Development

Mike Provance, GWSB Ph.D. '10
Chief Operating Officer, OneMind Health, Inc.

Thomas Sanchez
Founder/CTO, Social Driver

Anthony Shop, GWSB M.B.A. '11
Managing Director, Social Driver
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Managing Director, Social Driver
In order of presentations (names of people left to right):

**REVILEX**
Revilex provides a disaster/emergency management solution for data collection and analysis during hospital surge/mass care.
- Meg Nash, SEAS M.S. '14
- Scott Nash, SEAS M.S. '16

**THE SMARTBRUSH**
Want to brush your teeth? There's an app for that! The SmartBrush is the first app-connected toothbrush that allows you to brush your teeth through interactive gaming while providing an optimal teeth cleaning experience.
- Genki Kondo
- Travis Gonzalez, SEAS Ph.D. '14
- Sina Aghili, SEAS Ph.D. '16

**SONOSTIK**
Sonostik creates innovative tools for bedside use of emergency ultrasound to improve patient care.
- Neal Sikka, MSHS M.A. '03
- Adam Corman, MSHS M.D. '13

**CAPITAL KOMBUCHA**
A modern twist on an age-old recipe. Crisp, refreshing, healthy—it's your new favorite drink from DC's first kombucha microbrewery.
- Andreas Schneider, GWSB M.B.A. '13
- Daniel Lieberman, LAW J.D. '13
- John Lee, GWSB M.B.A. '13

**JENDA**
Jenda lets customers validate the authenticity of commonly counterfeited products easily, instantly, and with complete confidence.
- Jitong Zhang, GWSB B.B.A. '15
- Harry Shulman, GWSB B.B.A. '15

**BOSS MEDICAL**
BOSS Medical is an early-stage orthopedic medical device company innovating to improve clinical outcomes while decreasing healthcare costs.
- Jack Kent
- Nupur Moondra, GWSB M.S. '13

**GRAPHENE PLASMA TECHNOLOGY**
A novel graphene-based additive will dramatically reduce production costs in the reinforced plastics industry, offering environmental benefits and improved properties.
- John Donahue, SEAS B.S. '14
- Michael Keidar, SEAS M.A.E. '07
- Alexey Shashurin, SEAS M.A.E. '07
- Luis Buitrago, SEAS M.S. '14

**MEMORYBANC**
State and federal treasuries hold $58 billion in unclaimed funds. MemoryBanc protects your financial, online, and household assets so they can be shared with or passed on to loved ones.
- Brielle Donese, CCAS M.A. '13
- Key Bransford
- Steve Sobel, CCAS M.A. '06
FINALISTS

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Key Bransford  
Steve Sobel, CCAS M.A. '06
Mr. Braithwaite, Vice President for Capital One Bank, joined the company in 2011. With over 10 years in the financial services industry, she has focused on business banking for the last five years. Her areas of expertise include not-for-profits, property management, government contracting and settlement, and title companies. Ms. Braithwaite belongs to several professional groups and volunteer organizations in Washington, DC. She graduated from Howard University and has a passion for entrepreneurship. Being the daughter of an entrepreneur, and having watched her father expand his business for more than 27 years, she was inspired to help other businesses succeed.

Mr. Carr is a Partner with Deloitte & Touche, LLP in McLean, VA and heads up the firm’s Emerging Growth Company practice in the region. He also leads the firm’s Technology FAST 500 program and Technology Venture Center for Greater Washington. He has 27 years of public accounting experience. Mr. Carr serves on the Dingman Center Board at the University of Maryland’s Smith School of Business and on the Technology Council of Maryland’s Financial Executive Forum Steering Committee. Mr. Carr is a graduate of the University of Maryland and is a Certified Public Accountant in Maryland, Virginia, and DC.

Ms. Guimard most recently served as the V.P. of Business and Marketing for Harris Media, a nationally acclaimed media and communications firm. Previously, she founded AllJor.com, an internet healthcare company that enabled patients to choose doctors based on price. She sold AllJor.com to HealthGrades in 2009. Ms. Guimard also dabbled in fashion design, launching her own fashion line in 2009. She and her husband, Pierre, are proud parents of Auguste, now 17 months old. Since the birth of her son, Ms. Guimard has consulted on digital marketing.

Mr. Koopman is CEO at getAbstract Inc., overseeing operations in the US, Canada, and Latin America. Previously, he held a number of senior sales and marketing positions at Citrix Systems, where he built many of the firm’s most strategic go-to-market, revenue-generating alliances and channel partnerships. Mr. Koopman also worked at Morgan Stanley and International Distillers (now Diageo). He currently sits on the board of the Make-a-Wish Foundation of Southern Florida and served as a board member for the software division of the Software & Information Industry Association. He won two alliance excellence awards from the Association of Strategic Alliances Professionals.

Mr. Krakoff is the Founder and Managing Partner of Cloud Capital Partners, CCP is a dedicated early venture fund that invests in all things “cloud,” having invested in 17 companies in the areas of enterprise software and infrastructure. Prior to forming CCP, Mr. Krakoff was a Venture Partner at Sigma Partners. He previously held senior executive positions at WebLine Communications (acquired by Cisco Systems) and Dun & Bradstreet Corporation. Mr. Krakoff earned an M.B.A. from Harvard, an M.A. from the Fletcher School of Law and Diplomacy and a B.A. from Tufts. Mr. Krakoff is the father of Alexandra, a sophomore at GW.

As founder and CEO of Leapfrog Solutions, Ms. Martin wears many hats. Her vision for starting Leapfrog Solutions was to help clients “leapfrog” their competition by making their message matter online and offline to improve their bottom line. Her collaborative nature permeates the company and is demonstrated by her team’s innovative approach to integrating traditional marketing communications with emerging technologies. Ms. Martin is also a certified yoga instructor and scuba diver—though she’s never tried to combine the two. Ms. Martin with her husband, Jean-Paul, and their two daughters, Charlotte and Dominique, enjoy annual trips to France to visit family.

Mr. Vu is CEO and Co-founder of Misfit Wearables (www.misfitwearables.com), makers of highly wearable products. Previously he was Co-founder of AgraMatrix, makers of the world’s first iPhone-connected hardware medical device, and winner of the Red Dot and GOOD Design Awards. Before that he was CTO of a software startup and worked at Microsoft Research on machine learning/linguistic technologies. He holds a B.S. in Math from UIUC and a Ph.D. in linguistics from MIT where he studied under Noam Chomsky. He has since been pursuing his abiding love for product design, now as patron of GOOD design.
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The 1st Place team will receive a "Custom Lab" by 3StrategyLabs which will include social media marketing strategy and training, an open innovation session, and entrepreneurial lessons learned. This prize is valued at $2,500.

Each member of the top two teams (1st and 2nd place) will receive a 50% discount for 6 months on office space at the highly-regarded new 1776 accelerator at 1113 15th Street, NW, Washington D.C. This private co-working space includes access to exclusive programming, events and more. The potential value to a team of four is $3,600.

The top 4 teams (1st through 4th place) will receive legal services of their choice valued at $1,000 per team from Blank Rome. Such legal services might include assistance with company formation, intellectual property protection, or other services to be agreed upon. Some conditions apply.

The top 20 individuals on the Final Round teams, as ranked by the Final Round judges, will receive a free registration for an "Online Bootcamp" of their choice as offered by Brazen Careeerist. Each Online Bootcamp registration is valued at $200. This means that all the individuals on the top 5 teams plus additional individuals from the 6th through the 8th ranked team (depending on the size of the teams) will receive these free registrations.

The Best Undergraduate Team will receive two hours of personalized consultation with a Capital One Bank business banker who has reviewed their business plan. This consultation, valued at $200, may take place at Capital One Bank's national headquarters in McLean, Virginia and will cover such topics as accessing capital, managing and analyzing cash flow, and moving from vision to execution.

99designs will give the top two teams (1st and 2nd place) a Bronze Logo contest with a Power Pack included (each a $399 value) to have 99designs' community of more than 200,000 designers help brand their new businesses. All 109 teams participating in the 2013 BPC are eligible for a complimentary bundle of upgrades (each worth $99) to create a brand that helps put their best business foot forward.

The team winning the AARP Foundation Prize will also receive free legal and internet marketing consulting from the Whitaker Consultant Group, LLC. This prize includes up to 25 hours of services provided by Genevieve Whitaker, J.D., M.P.M. (GW '13) and is valued at $1,875.
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CONGRATULATIONS
TO THE 2012-2013 GW BUSINESS PLAN COMPETITION WINNERS

$25,000 1st Place: SonoStik
Adam Corman, MSHS MD '13 | Neal Silka, MSHS MFA '03

$10,000 Blank, Rome LLP 2nd Place: Graphene Plasma Technology
Luis Buitrago, SEAS MS '14
Michael Keidar, SEAS MAE '07
Alexey Shashurin, SEAS MAE '07
John Donahue, SEAS BS '14

$4,000 3rd Place: BOSS Medical
Nupur Moondra, GWSB MS '13
Jack Kent

$10,000 Capital One Bank Best Undergraduate Prize: Jenda
Harry Shulman, GWSB BBA '15
Jitong Zhang, GWSB BBA '15

$1,000 4th Place: Capital Kombucha
Andreas Schneider, GWSB MBA '13
Daniel Lieberman, LAW JD '13
John Lee, GWSB MBA '13

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Co-sponsored by Annette and Richard Scott

$5,000 Best Sustainable Technology Prize: Graphene Plasma Technology
Luis Buitrago, SEAS MS '14
Michael Keidar, SEAS MAE '07
Alexey Shashurin, SEAS MAE '07
John Donahue, SEAS BS '14

$5,000 AARP Foundation Prize for Best Older-Adult Focused Innovation: MemoryBanc
Kay Bransford
Steve Sobel, CCAS MA '06
Brielle Danese, CCAS MA '13

$3,000 CFEE Audience Choice Award for receiving the most Twitter votes: The Smart Brush
Travis Gonzalez, SEAS PhD '14
Sina Aghii, SEAS PhD '16
Genki Kondo

Sonostik receives their first place prize award of $25,000 from GWSB Dean Doug Guthrie (center).

Graphene Plasma Technology receives their second place prize of $10,000 from Peter Weissman, LAW '96 (far right).

BOSS Medical receives $4,000 for placing third in this year's competition from founding sponsor Annette Scott (far left) and final round judge Allison Guimard (center left).

Jenda receives this year's Best Undergraduate prize of $10,000, from Tony Pica, SVP, Capital One Bank (center left).

Graphene Plasma Technology receives $5,000 under the Best Sustainable Technology prize category from founding sponsor Annette Scott (far left) and final round judge Allison Guimard (center left).

Capital Kombucha receives their fourth place prize of $1,000 from founding sponsor Annette Scott (far left) and final round judge Allison Guimard (center left).

The Smart Brush receives $3,000 for receiving the most Twitter votes from founding sponsor Annette Scott (far right) and final round judge Allison Guimard (center left).

Patrick Landers (center left) from the AARP Foundation presents $5,000 for the Best Older-Adult Focused Innovation to MemoryBanc.

Washington, DC
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Columbus College of Arts and Sciences
School of Medicine and Health Sciences
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John Lee, GWSB MBA '13

Capital Kombucha receives their fourth place prize of $1,000 from founding sponsor Annette Scott (far left) and final round judge Allison Guimard (center left).

$5,000 Best Sustainable Technology Prize: Graphene Plasma Technology
Luis Buitrago, SEAS MS '14
Michael Keidar, SEAS MAE '07
Alexey Shashurin, SEAS MAE '07
John Donahue, SEAS BS '14

Sonostik receives their first place prize award of $25,000 from GWSB Dean Doug Guthrie (center).

Jenda receives this year's Best Undergraduate prize of $10,000, from Tony Pica, SVB Capital One Bank (center left).

Graphene Plasma Technology receives $5,000 under the Best Sustainable Technology prize category from founding sponsor Annette Scott (far left) and final round judge Allison Guimard (center left).

Graphene Plasma Technology receives their second place prize of $10,000 from Peter Weissman, LAW '96 (far right).

Patrick Landers (center left) from the AARP Foundation presents $5,000 for the Best Older-Adult Focused Innovation to MemoryBanc.
The Audience Choice Award winner was announced at the networking reception, which followed the awarding of the other checks. Presenting the check to The SmartBrush team is Dr. George Solomon, Co-Director of CFEE, the Center for Entrepreneurial Excellence (center left). Interestingly, the Twitter voters selected a different team than those selected by the judges.

Richard Stroupe (right) receives the 2013 Distinguished Entrepreneurial Achievement Award from Dean David Dolling (left).

Richard Stroupe is a highly accomplished entrepreneur. After beginning his career as a software engineer with SAIC and a principal consultant with Oracle, he founded TRS Consulting, Inc. in 2001 based on a strategic vision for innovative design of agile-based standards around open source solutions. TRS was recognized as one of the fastest growing companies in the Washington, DC area in 2008 and 2009 and was named the #1 "Best Place to Work" in the midsize category by the Washington Business Journal in 2009. Mr. Stroupe grew TRS Consulting, Inc. from a concept to a $14 million company prior to its acquisition by NCI Information Systems in 2009. Mr. Stroupe served as Senior Vice President and General Manager for NCI until 2011.

In 2011 he founded Crimson Consulting, LLC to assist clients with leadership, strategy, operations, technology and negotiations. In 2012 Mr. Stroupe founded Sequoia Holdings, Inc. to offer high-end software development and engineering services for the U.S. Intelligence Community. He continues to serve as President and CO of Sequoia Holdings, LLC.

Mr. Stroupe received his M.S. in Engineering Management from the George Washington University, B.S. in Computer Information Systems from Appalachian State, and is a graduate of the Harvard Business School Owner/President Management Program.
AUDIENCE CHOICE AWARD

This award, introduced last year, has proved overwhelmingly popular. The winner of the $3,000 award, sponsored by the Center for Entrepreneurial Excellence, was selected based on Twitter voting during the live streaming of the presentations from 10:00 am to 4:30 pm. So many votes were cast by enthusiastic attendees last year, the rules were modified for 2013 to count only unique votes per handle. Even so, 333 unique votes were cast—nearly five times the seating capacity of the auditorium where the competition was held. This indicates a very active group of internet viewers of the live webcast of the competition.

All final eight teams were eligible to compete for the Audience Choice Award. The audience could vote for its favorite team by using the combination of @gwbizplan and the team-specific Twitter hashtag assigned to each team in its tweets:

- #GWRevilex
- #GWSmartBrush
- #GSonostik
- #GWKombucha
- #GWBusinessPlan
- #GWJinda
- #GWGraphenePT
- #GWMemoryBank

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ENTREPRENEURIAL ACHIEVEMENT AWARD

The Distinguished Entrepreneurial Achievement Award was created by the GW Entrepreneurs Round Table (GWERT), a university-wide group of individuals who support the advancement of entrepreneurship at GW. Peter Weissman (LAW), Taj Phool (SEAS), and David Moore (GW85) served as the executive committee of GWERT.

GWERT selected Richard Scott to receive its first award in academic year 2008. Allison Guimard, the daughter of Richard and Ann Scott, received a B.B.A. from the GW School of Business in 2005. Following are the subsequent recipients of the Entrepreneurial Achievement Award by academic year:

- 2009 Aghash Mostafa (SEAS)
- 2010 Linda Rabbit (GWERT)
- 2011 Edward Barrientos (GW85)

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Q&A: JOHN ROLLINS, FOUNDER OF GW’S BUSINESS PLAN COMPETITION

5.1.13 The University of Maryland may get all the ink for its entrepreneurial program, but they’re not the only game in town. George Washington University just wrapped up its fifth annual business plan competition, founded by alumnus and adjunct professor John Rollins. This year’s winner: Sonostik, an ultrasound technology startup that nabbed a $25,000 no-strings-attached prize. I spoke with Rollins about the competition, as well as GW’s broader entrepreneurship efforts.

How did the business plan competition start?

It started in the School of Business. The first year I ran the competition in 2009, the vast majority of teams were from the School of Business. Since then it’s caught on campus-wide, every single school on campus has teams that compete in the competitions...we really encourage interdisciplinary teams, because we find they really have the highest survival rate.

What do student entrepreneurs, or any young entrepreneurs for that matter, most often need?

They need a mentor, number one. Adult supervision, someone who’s been there and done it before them. Number two, they need to understand all the critical pieces of a business plan or a business pitch. They need to understand how to do market research; they need to understand sources of financing. They need to know how to put together a team where not everybody looks alike on the team.

Any common feedback that judges give to the presenters?

The feedback is very different depending on the teams or what their weaknesses are. It could be anything.

I would wager these are some of the most motivated kids on campus participating in this competition. Are there any characteristics you see in them, across the board?

They come from every background - they come from every school. It’s hard to put them in a cubbyhole. More come from the school of business than any single school...again that’s only 40 percent.

Pierce (GW) Media

BUDDING ENTREPRENEURS TAKE ON BUSINESS PLAN COMPETITION

4.20.13 Drones of men and women donned suits, packing into Duques Hall Friday to discuss ideas ranging from medical technology to a tooth-brushing phone application to DC’s first kombucha brewery. This past Friday was the final round of the GW Business Plan Competition, in which eight groups of student finalists competed for a $25,000 first-place cash prize.

This year’s winner, graduate student Adam Corman and professor Neil Sikka, developed Sonostik, a set of products that help hospitals conduct emergency ultrasound at patients’ bedside.

The duo said their process necessitated more than business acumen. “It’s creative at every step. Starting with trying to solve a real-world problem, conceptualizing, designing, prototyping, iterating the solution and developing a way to market and sell the product,” Sikka said.

Ray Marcovici, a 2010 finalist and graduate student, also credits the competition with offering him a creative outlet and a chance to explore his medical passions.

Marcovici developed ScenShot, a series of medical-style air fresheners that have been clinically shown to reduce hospital patients’ pain.

“It was...a little bit of an escape for me. I wanted to do something different - be creative - which isn’t always there, especially in the first two years of medical school,” Marcovici said.

Adjacent entrepreneurship professor John Rollins started the competition six years ago. Other universities like Harvard, Tufts and Rice also host similar business plan competitions.

Rollins felt a business competition would equip GW students with substantive networking resources to propel their own entrepreneurial pursuits.

“I’d been teaching the undergraduate entrepreneurship course here for about seven years, and all my students - about 30 each semester - wanted to start a business, and there was really no support network on the campus to help people start a business,” Rollins said.

In the intensive months of development before the finals, the competitors are matched with mentors and meet with GW alumni for advice.

Sikka led the competition’s collaborative nature. “I think creating something new is really hard,” Sikka said. “There are lots of people on campus and associated with GW that can help you along the way. If we want to be successful, we will need to leverage all those resources, recognizing our expertise and our limitations so we can bring the outside expertise we need to our team.”

Though the over-sized checks - which range from $1,000 to $25,000 - are alluring prizes, many finalists said the competition was an invaluable experience itself.

“I would have done this without the money, the amount of education and mentoring I got along the way,” explained finalist Kay Brandom, whose product MemoryBanc helps dementia patients organize financial and personal assets. “The amount of assistance from the GW alumni and peers involved with the program has really helped.”

Final GW Winners

BUSINESS PLAN COMPETITION REWARDS STUDENT ENTREPRENEURS

4.23.13 Winners of the George Washington University’s fifth annual business plan competition, medical resident Adam Corman and Assistant Professor of Emergency Medicine Neil Sikka took home $25,000 for their entrepreneurial venture Sonostik on Friday.

The celebration of innovation was presented by the GW School of Business and featured final presentations from eight student-led companies including ReviLex, SmartBrush, Sonostik, Capital Kombucha, Jenda, BOSS Medical, Graphene Plasma Technology and MemoryBanc.

“We were very excited and surprised to get the award,” Dr. Corman said. “We couldn’t have done it without all the guidance and support of our mentors.”

According to Dr. Sikka, the idea for Sonostik, a company that offers improved patient care when using emergency ultrasound technology, came about in August 2012 through Dr. Corman’s work in the field.

But it was a second place finish and $1,500 in prize money in the graduate student category of the Center for Entrepreneurial Excellence’s Pitch George Elephant contest that spurred the idea.

Co-founders Dr. Sikka and Dr. Corman credit the workshops leading up to the final competition with helping them refine their presentation and subsequently win over the panel of judges.

“We’re going to take the feedback we received from the Q&A and other people we’ve talked to and follow up on all the connections we’ve made here,” said Dr. Sikka, also noting that they would start evaluating prototyping teams in the near future.

This year’s competitors ranged from returning contender Capital Kombucha, a company that produces a fermented tea, to MemoryBanc, a company that provides software and other products to help organize personal and financial information.

Founded by Kay Bardsford because her aging mother could no longer deposit money in the bank, MemoryBanc took home $5,000 and the prize for “Older Adult-focused Innovation.”

Other winners included Graphene Plasma Technology, receiving $10,000 for second place as well as $5,000 for “Best Sustainable Technology,” SmartBrush, winning $3,000 for “Audience Choice,” a vote calculated through Twitter followers on the day of the event, and Jenda, winning $10,000 for “Best Undergraduate Team.”

GW SBP sophomores and roommates Harry Shulman and Jitong Alex Zhang founded Jenda, a company that allows customers to scan commonly counterfeited items with a cell phone to determine authenticity.

“This competition has been very exciting,” Mr. Zhang said. “You meet new people, you make connections and you exchange ideas.”

BOSS Medical and Capital Kombucha also took home $4,000 and $1,000, respectively, as the third and fourth place winners. Each team was assessed on their company’s viability in the marketplace and presentation.

The judges rated the market opportunity, distinctive competence, management capability, financial understanding, investment potential, the sequence and logic of the presentation, enthusiasm and persuasiveness and the quality of the visuals.

Panelists included Jamila Brathwaite, vice president of Capital One Bank; Chuck Cerr, a partner with Deloitte & Touche; Allison Guimard, B.B.A. ’05; Michael Koopen, CEO of GetAbstract Inc.; Roger Kaskoff, founder and managing partner of Cloud Capital Partners; Lisa Martin, M.B.A. ’94, founder and CEO of Leepfrog Solutions; and keynote speaker Sonny Vu, CEO and co-founder of Mobi Wearables.

“We realized that having a good management team and people that got along would help you make it,” said returning judge Ms. Brathwaite. “Having that foundation helps take the project to the next level.”

Sponsors include Amnette and Richard Scott, Capital One Bank, Blank Rome LLP, AARP Foundation, Strategygroup, Brain Carnegiat InTheCapital, the Whistler Consultant Group and 99 Designs, as well as more than 10 schools and departments at GW.

“It was really exciting to be able to host through the business school but also acknowledge that this is a team effort across the university,” said School of Business Dean Doug Guthrie, offering thanks to those who made the event a success.

“Thank you most of all to the participants because these sorts of events don’t happen without a lot of hard work, excitement and participation,” he added.

"This has become a very exciting competition. The breadth and scope and reach of this competition are growing rapidly. I believe that this is having a very positive impact on the entrepreneurial ecosystem at GW. It is attracting more and more students to consider entrepreneurship as a career option. It is also providing students with valuable hands-on experience that they can use in their future careers." - Mr. John Rollins, Founder of GW’s Business Plan Competition.
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ANNETTE AND RICK SCOTT

Rick Scott is the 45th Governor of the State of Florida and has worked to cut taxes, pay down debt, and invest in education to grow jobs and opportunities for Florida families. Under the Governor's leadership state debt has decreased from more than $5 billion to $2 billion, more than 280,000 private sector jobs have been created in two years, and Florida has jumped from 11th to 6th in the nation for the overall quality of its education system.

As the son of a truck driver and JCPenney clerk, Governor Scott is a veteran of the US Navy and is considered one of America’s foremost problem solvers. Gov. Scott has been married to his high school sweetheart, Ann, for 41 years, and together they have two adult daughters, Allison and Jordan, and a grandson, Auguste.

First Lady Ann Scott was born in Mobile, Alabama, but grew up in Dallas, Texas. She met Rick Scott during her senior year of high school and they have been married for 41 years. They have two married daughters, Allison and Jordan, and a 17-month-old grandson named Auguste. As an avid reader, the First Lady spends time visiting schools and libraries across Florida, encouraging kids to read and to write. As a mother, she knows healthy bodies make healthy minds, so she supports health and nutrition. The First Lady also advocates on behalf of foster children and military families in the state of Florida.

Throughout their lives, the Governor and First Lady have been committed to helping their community locally and around the world. Mrs. Scott enjoys interior design in her spare time and has a degree in business administration from Southern Methodist University in Dallas, Texas.
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