

gwbusinessplan
COMPETITION
HIGHLIGHTS

THURSDAY, APRIL 14 – FRIDAY APRIL 15, 2011

DUQUÈS HALL, 6TH FLOOR
2201 G STREET, NW • WASHINGTON, DC

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

Highlights from the

gw **business plan competition**

Thursday, April 14–Friday, April 15, 2011

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

gw business plan competition

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 alumnus, 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:

- 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.
- 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

mentor program

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 Hawk, CCAS BA '93

Hormoz Hekmat, CCAS BA '87

Mitchell Herman, GWSB MBA '76

Allen Herskowitz, SEAS MS '67

Dave Karlgaard, 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

Peter Weissman, LAW '96

calendar for 2011 gw business plan competition

DATE	EVENT
10/26/10	Kickoff Event on "Student Startups: From Dorm Room to Board Room"
11/04/10	Workshop on "Coming Up with a Killer Idea"
11/12/10	Workshop on "Building a Venture-Backable Team"
11/13/10	Pitch George Elevator Pitch Competition
11/15/10	Workshop on "How to Do Market Research"
11/19/10	Workshop on "Gov 2.0 Startups"
01/11/11	Workshop on "Building a Tech Startup Team"
01/13/11	Workshop on "Narrowing in on an Idea"
01/18//11	Networking Event with Brazen Careerist
01/20/11	Workshop on "How to Write an Executive Summary"
01/22/11	Workshop on "How to Write an Executive Summary" (repeat)
01/31/11	Deadline for GW Business Plan Competition entries, including Executive Summaries (Round 1). 112 entries this year.
02/03/11	Workshop on "Preparing to Win"
02/14/11	Applicants notified if selected to submit a formal written business plan (up to 20 pages) in Round 2. 32 teams qualified.
02/17/11	Workshop on "Writing a Successful Business Plan"
02/18/11	All 32 teams matched with mentors and assignments sent out. Mentors received copies of their team's Executive Summary.
02/19/11	Workshop on "Writing a Successful Business Plan" (repeat)
02/22/11	Workshop on "Product Development Strategy"
03/03/11	Workshop on "How to do Market Research"
03/09/11	Workshop on "Dollars and Sense – How to do a Financial Plan"
03/21/11	Deadline for submission of formal written business plans (Round 2)
03/22/11	Seminar on "Role of IP in Science Based Businesses"
04/04/11	Meeting of Round 2 judges to select 8 semi-finalist teams for Round 3
04/05/11	Announcement of 8 teams invited to make oral presentations in Round 3
04/08/11	Workshop on "Delivering a Compelling Oral Presentation" to your potential investors
04/12/11	One-on-One coaching of 8 final round teams on their oral presentations (30 minutes each)
04/14/11	Orientation for semi-finalist judges. Provide scoresheets and instructions.
04/14/11	GW's annual Summit on Entrepreneurship luncheon
04/14/11	Presentations by 8 semi-finalist teams in Round 3. Judges deliberate and select 4 finalist teams to present the next day.
04/14/11	Reception to announce Entrepreneurial Achievement Award recipient & celebrate the selection of the 4 finalist teams
04/14/11	VIP Dinner (held jointly with SEAS NAC)
04/15/11	Orientation breakfast for finalist judges. Provide scoresheets and instructions.
04/15/11	Presentations by 4 finalist teams. Judges deliberate and select 1st, 2nd, 3rd & 4th place winners. Checks totaling \$50,000 presented, including \$10,000 to best undergrad team.
04/15/11	Luncheon to recognize and celebrate the winning teams.

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, BioStrategies 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



second round judges

FIFTH ROW

Richard Stroupe, SEAS MS '01

Founder and Managing Principal
Crimson Holdings, LLC

Rick Higgins, GWSB MS '97

Founder & CEO, Risclarity

Warren Brown, JD/MPH '98

Founder/Owner, CakeLove

John Holmblad, SEAS MS '80

Senior Information Security Services Specialist,
US Senate

FOURTH ROW

Bob Connors, MHA '80, MS '00

Executive Healthcare IT Consultant,
Henry M. Jackson Foundation for the
Advancement of Military Medicine

Manny Rivera, SEAS MS '05

President & CEO, RiVidium

Matt Mandell, CCAS BA '04, MBA '10

Director, Mandell Enterprises

THIRD ROW

Paul D. Economon, MBA/JD '94

Attorney, Economon & Associates, PC

Manji Matharu, SEAS MS '90

President & CEO, Agilis International Inc.

Phil Foge, BBA '08

Founding Partner, Fogel Neale Partners

Jason Whitehead, BBA '95

President & CEO, Tri Tuns, LLC

SECOND ROW

Jim Chung

Director, GW Office of Entrepreneurship

Antwanye Ford, CCAS BS '87, GWSB MS '93

CEO and President, Enlightened, Inc

Chris Vizas

Chairman, SmartSenseCom, Inc.

FIRST ROW

Pilar Rivera, GWSB BBA '96

Founding Member, ALTEEVA

John Rollins

Director, GW Business Plan Competition

NOT PICTURED

Russell Fugett, GWSB MS '07

CEO & President, TLC Jr., LLC

Prashant Kothari

President & CEO, String Information Services

Marsha Ralls

Founder, President & CEO, The Ralls Collection, Inc.

Steve Roberts

GW Trustee, President & CEO, The Roberts Companies

gw business plan

COMPETITION

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



semi-finalist teams

COMPANY

BIO

Lead Driver

Winning team Anthony Shop, an MBA student, alumnus David Raffel, BA'76, and team members Daniel Zaslavsky and Thomas Sanchez offer software to generate personalized car brochures that close sales faster. It is already in use at five auto dealerships in the Kansas City area.

Bookstore Genie

First runner-up Farham 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.

Leafworks

Second runners-up GWSB MBA students Jason Hirama and Anchal Bassi will offer sustainable, biodegradable dinnerware made from palm leaves.

Ascend Air

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.

FEC CHECK

Erinn 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.

Hadara Analytics

Elliott School students, Hassaan Sohail and Raza Khan, with partner Mahmoud Raya developed a business service based on providing customers with continuous statistical measurements and raw data on the Egyptian economy.

Shoestring Films (Shoestring Script)

GWSB student Trevor Rockhill and Paul Hardister, MBA'06, look to cultivate the filmmaking talent of tomorrow with their new low-budget feature film competition.

The Yondrr Company (Yondrr)

Penny Gillespie and Cory Steinburg, a GWSB student, developed a smartphone app to help tweens and teenagers develop crucial life skills while staying fit.

semi-finalist judges



ASHOK JHA

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

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 on 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 SMLive, which was acquired by Reach Local in 2010. He served as VP of Business Development at Groove 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 WinStar and Booz 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.



PETER WEISSMAN

Peter Weissman is a partner with Blank Rome, LLP, concentrating his practice in patent litigation in the federal courts and prosecution 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 RoundTable and serves on the Board of Directors for the GW Alumni Association.



HOWARD TISCHLER

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 1995, 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 Enfocel, an internet-based lead generation business, and the lead director of DealerTrack, 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.

semi-finalist presentations



semi-finalist presentations



GWERT award



Edward R. Barrientos, M.B.A. '90, CEO and chairman of the board of Brazen Careerist, received GW's 2011 Annual Entrepreneurship Award from GWSB Dean Doug Guthrie and Peter Weissman, LAW, partner with Blank Rome LLP.

final judges



ANNETTE SCOTT

First Lady Ann Scott has been married to newly elected Florida Governor Rick Scott for 38 years. High school sweethearts, they have two married daughters Allison and Jordan. Mrs. Scott believes in family, strong values, and the power of a good education. As First Lady, she enjoys visiting schools across the state to read to children, talk about literacy, and support childhood health and nutrition. She also believes in the importance of community involvement.

Throughout their lives, Governor and Mrs. Scott have supported the Salvation Army, The United Way, the Naples Zoo, the Conservancy of Southwest Florida, World Vision, and other organizations locally and around the world. Mrs. Scott enjoys interior design and has a degree in business administration from Southern Methodist University in Dallas, Texas



EDWARD BARRIENTOS

Ed Barrientos is President and CEO of Brazen Careerist, 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 Metris NV of Belgium) in 2005 and served on the Board of Directors of Metris 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 Schlatterer 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 VCU and an M.B.A. from the George Washington University. He serves on the Board of Advisors for the GW School of Business.



WILLIAM (BILL) WILSON

Bill Wilson currently serves as the Chairman of RioRey, Inc., a high growth, cybersecurity company in Bethesda, MD, that builds and markets dedicated DDoS Defense systems. He is also Chairman of Denota Ventures, LLD in Houston, TX. Formerly, he was the CEO and Co-founder of Splitrock Services, a public, nationwide data services company that was acquired in 2000 for \$2.3 billion. Before Splitrock, he was the CEO and founder of OneLine 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 WiTel, 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 UM-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-Ypsilanti. He is the proud parent of Annie Wilson, a junior in the GW Columbian College.



MARIO CARDULLO

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 devices (E-Zpass, Fast Toll, 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 Entrepreneurism: 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 Deibold 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.

finalist presentations



finalist awards



Lead Driver - M.B.A. student Anthony Shop, Thomas Sanchez and Daniel Zaslavsky, winners of the 2011 Business Plan Competition, celebrate with Jim Chung, director of GW's Office of Entrepreneurship; Business Plan Competition Director John Rollins; competition sponsor Annette Scott; Edward R. Barrientos, M.B.A. '90, and judges Mario Cardullo and Bill Wilson.



Bookstore Genie - GW junior Farhan Daredia 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

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COLUMBIAN COLLEGE
OF ARTS AND SCIENCES

Co-sponsored by Annette and Richard Scott

gwbusinessplan COMPETITION

CONGRATULATIONS TO THE WINNERS

FIRST PLACE

Lead Driver

Anthony Shop
Daniel Zaslavsky

Thomas Sanchez
David Raffel

SECOND PLACE

Bookstore Genie
Farhan Daredia

THIRD PLACE

Leafworks
Jason Hirama
Anchal Bassi

FOURTH PLACE

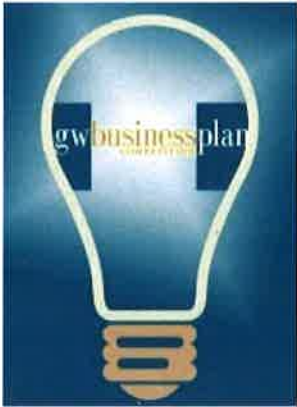
Ascend Air
Ryan Rice
Peter Buckley

UNDERGRADUATE PRIZE

Bookstore Genie
Farhan Daredia

www.gwbizplan.com

THE GEORGE WASHINGTON UNIVERSITY
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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 customer 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 Hiram and Anchal Bassi, 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 suburb 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.

Last year, the winner of the 2010 GW Business Plan Competition was HealthEWorks, who was also a showcased startup at the Tech Cocktail DC Mixer event during Digital Capital Week.

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

A Winning Idea

A customized car brochure nabs top prize at the 2011 GW Business Plan Competition.

April 18, 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.

"This 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.

"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 Daredia of Bookstore Genie, 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 Duquès 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 Columbian 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. "Wining 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."



founding sponsors

ANNETTE AND RICK SCOTT



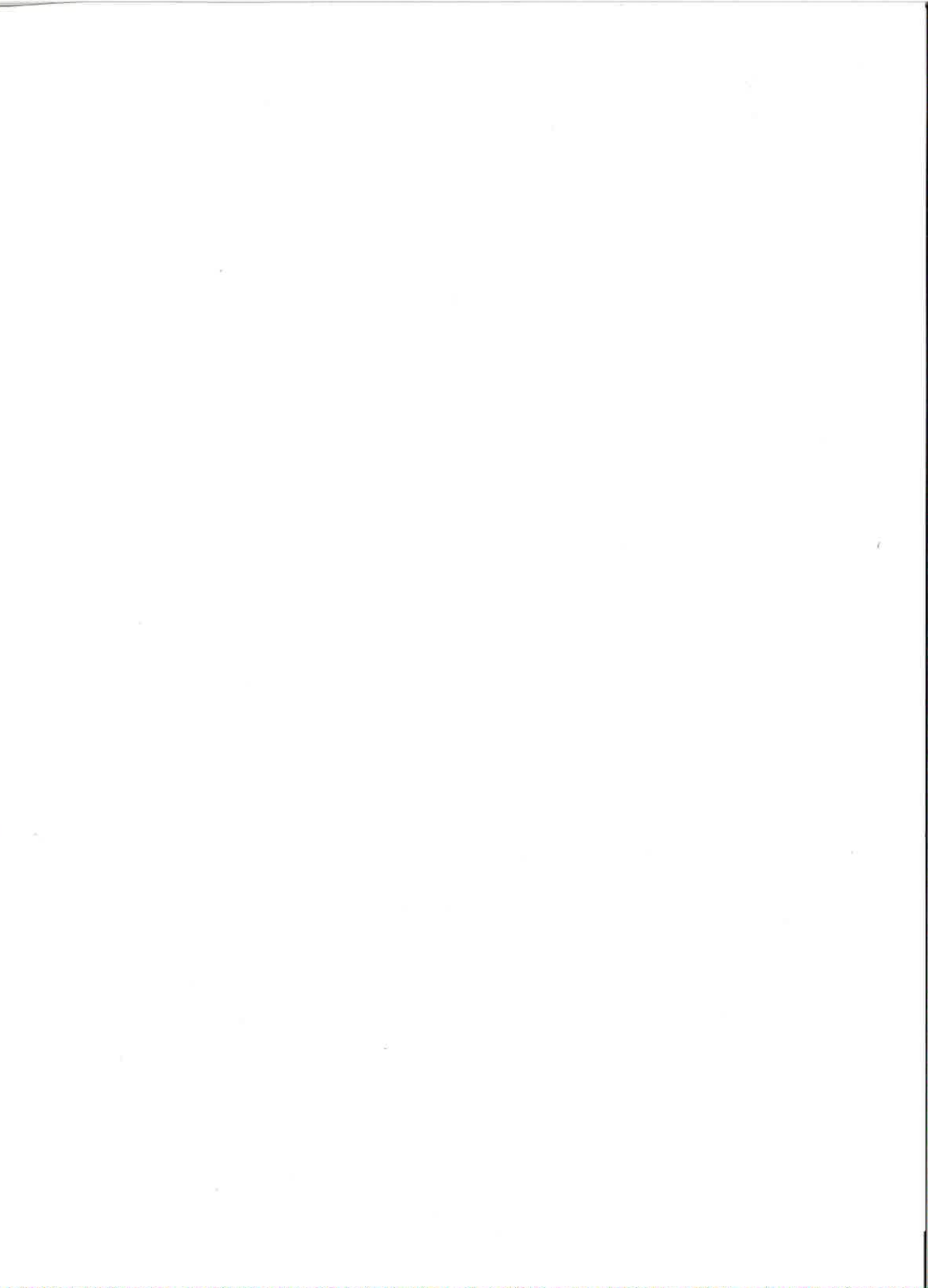
Rick Scott is the 45th Governor of the state of Florida. Born in Bloomington, Illinois, and raised in Kansas City, Missouri, Rick Scott is considered one of America's foremost entrepreneurs. The son of a truck driver and JCPenney clerk, Rick is known as an innovator in business, health care, and politics, and has developed a reputation in the health care industry for providing affordable, high quality services through a patient-centric approach to cost and care. Rick is the founder of two health care providers, Columbia Hospital Corporation and Solantic Corporation, which builds and operates urgent care facilities throughout Florida.

Rick has been married to his high school sweetheart, Ann, for 38 years. They have two wonderful daughters, Jordan and Allison.



First Lady Ann Scott has been married to newly elected Florida Governor Rick Scott for 38 years. High school sweethearts, they have two married daughters Allison and Jordan. Mrs. Scott believes in family, strong values, and the power of a good education. As First Lady, she enjoys visiting schools across the state to read to children, talk about literacy, and support childhood health and nutrition. She also believes in the importance of community involvement.

Throughout their lives, Governor and Mrs. Scott have supported the Salvation Army, The United Way, the Naples Zoo, the Conservancy of Southwest Florida, World Vision, and other organizations locally and around the world. Mrs. Scott enjoys interior design and has a degree in business administration from Southern Methodist University in Dallas, Texas.





TECHTM COCKTAIL

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