

gw**businessplan**
COMPETITION

HIGHLIGHTS

FRIDAY, APRIL 13, 2012

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

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC



Highlights from the

gw business plan competition

Friday, April 13, 2012

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

gw business plan competition

In recognition of George Washington, one of America's earliest entrepreneurs, GW continued to grow its annual Business Plan Competition in 2012. For the fourth year, we offered strong educational resources plus nearly \$75,000 in prizes for the best and brightest of our future entrepreneurs. GW is committed to providing the support and mentoring essential to the successful creation of innovative new enterprises.

2012 was the year entrepreneurship went viral at GW. Some 144 student-based teams, nearly 30% more than last year, entered the competition. For the first time, they included students from all 13 GW schools and colleges. Likewise, the quality of the business plans increased. In the final round of presentations, all eight teams had already launched their businesses or could demonstrate a prototype of their product for the judges.

The number of sponsors increased dramatically, from 10 to 14. We continue to add more of GW's schools and colleges as sponsors, while the number of external sponsors grows. This year, Capital One Bank became the competition's first premier sponsor. This was made possible by Capital One's "Investing for Good" program, which is designed to support expanded economic opportunity for individuals and small businesses.

Our increased number of sponsors allowed an increase in the seed capital and prizes awarded to the winning teams—nearly \$75,000 in total. Among the prizes added was a cash prize for the winner of an Audience Choice Award. Each year the number of viewers of the final rounds presentations, both on the campus and online via a live Internet stream, has grown. As a result, this year we offered viewers the opportunity to vote for their favorite team via Twitter.

While WiseAgg won the \$25,000 first place prize, AthleteTrax won second place, as well as the award for the best undergraduate team and the Audience Choice Award.

We want to offer a special thanks to the 72 judges and mentors without whom the Business Plan Competition would not be possible. All worked tirelessly to make this event successful.

Next year, in our fifth annual competition, we look forward to welcoming new teams comprised of GW students, alumni, and faculty. 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

Mentors have proven to be such valuable assets to our student-based teams for the last two years that we upgraded the role of our mentors in 2012. Again, we offered a mentor to each of the 32 teams that advanced past the first round. However, as a result of a new GWERT (GW Entrepreneurs Roundtable) mentoring program, we were able to offer some teams more than one mentor.

Below are the 42 mentors who gave so generously of their time and experience between mid-February and mid-April as the teams wrote their business plans and advanced in the competition. Some continue to work with their teams. Many are GW alumni, as indicated by their degrees; all are experienced entrepreneurs and investors who can speak from personal experience regarding what it takes to succeed. We offer our sincere gratitude to them all.

MENTOR

Kris Hart, GWSB M.S. '05
 Dan Kunitz
 Howard Tischler, SEAS M.S. '80
 Jose Laguna
 Doug Atkinson, CCAS M.A. '05
 Mitchell Herman, GWSB M.B.A. '76
 Peter Weissman, LAW '96
 Don Hawk, CCAS B.A. '93
 Jeff Winbourne, SEAS B.S. '87
 Josh Frey
 Bob Smith
 Marie Rudolph, GWSB M.P.A. '94
 Daniel Koffler, GWSB B.B.A. '05
 Larry Simpson
 Louis Bevilacqua
 DJ Saul, ESIA B.A. '08
 Jamey Jeff
 Chris Vizas
 Sebastian Fainbraun, GWSB B.B.A. '94
 Michael Slage, CCAS M.A. '07
 Doug Humphrey
 Michael Goodman, GWSB B.B.A. '83
 Randy Graves, SEAS D.S.C. '78
 Tom McDougall, GWSB B.B.A. '07
 Bob Connors, M.H.A. '80, M.S. '00
 Asghar Mostafa, SEAS B.S. '82
 Tanya Renne
 John Holmblad, SEAS M.S. '80
 Joseph Tiano

Alex-Diaz Asper, David Samuels, Howard Tischler,
 Joseph Tiano, John Holmblad, Louis Bevilacqua,
 Luke Chang, James Chung

David Adelman, Jose Laguna, Louis Bevilacqua,
 Peter Weissman, Tom McDougall

TEAM

Allfitnessjobs.com
 AthleteTrax
 Autdere
 Banandals
 BucketDream
 Capital Kombucha
 Central Transcript Service
 College & Cook Magazine
 DC3
 Evoluggage
 Fitlanthropy
 GameOnDC
 Green CABS for Students
 Imagnus Biomedical
 International Education Enterprises
 Internify
 iwiCode
 Life Game
 Love Tu Learn
 Magna Mauris
 Outin.gs
 Protomate
 Reynon Technologies
 RUNIN Out
 SpeakWithDoc
 Stadium Snacks
 Turbo Claims
 Veritas Scientific Corporation
 Weekend Travel U
 Hippo Reader

WiseAgg

Fundzy

calendar for 2012 gw business plan competition

DATE	EVENT	DATE	EVENT
09/14/11	2012 GW Business Plan Competition kickoff	02/16/12	Entrepreneurial Session 12: Writing a Successful Business Plan
10/13/11	Entrepreneurial Session 1: On a Quest for the Best Business Idea	03/01/12	Entrepreneurial Session 13: Preparing to Win—Getting Your Legal House in Order
10/18/11	Dolphin Tank—pitches and feedback	03/08/12	Entrepreneurial Session 14: Creating Financial Projections
10/20/11	Entrepreneurial Session 2: Narrowing in on an Idea and Direction	03/19/12	Deadline for Submission of formal written Business Plan (Round 2)
10/25/11	Pitch George: Orientation	03/28/12	Dolphin Tank—pitches and feedback
10/28/11	Entrepreneurial Session 3: Relationship and Teambuilding	04/02/12	Meeting of Round 2 judges to select 8 finalist teams for Round 3
10/31/11	Entrepreneurial Open House in Kogan Plaza	04/03/12	Announcement of 8 finalist teams invited to make oral presentations in Round 3
11/03/11	Entrepreneurial Session 4: Market Research	04/06/12	Entrepreneurial Session 15: Delivering a Compelling Oral Presentation
11/07/11	Dolphin Tank—pitches and feedback	04/10/12	Private Coaching of 8 final round teams on their oral presentations
11/10/11	Entrepreneurial Session 5: The Killer Idea	04/12/12	VIP Dinner for sponsors and Final Round judges
11/12/11	Pitch George: Elevator Pitch Competition	04/13/12	Orientation for Final Round judges. Provide scoresheets and instructions.
11/17/11	DC Entrepreneurship Week: Women's Entrepreneurship Panel	04/13/12	Keynote Presentation: Hooman Radfar, Executive Chairman & Co-founder of Clearspring Technologies
11/17/11	Entrepreneurial Session 6: The All-Star Team	04/13/12	Presentations by 8 finalist teams. Judges deliberate and select 1 st , 2 nd , 3 rd , and 4 th place winners.
12/01/11	Entrepreneurial Session 7: Business Model Generation	04/13/12	Luncheon to announce the 2012 Entrepreneurial Achievement Award recipient
01/19/12	Entrepreneurial Session 8: Writing the Perfect Executive Summary	04/13/12	'Where are they now?'—Updates by winners from prior years
01/24/12	Startup Clinic	04/13/12	Checks totaling \$50,000 presented, including \$10,000 to the best undergraduate team. Best Technology Prize also given to one of the eight teams.
01/26/12	Entrepreneurial Session 9: Critical Success Factors for Entrepreneurs	04/13/12	Networking reception to celebrate the winners
01/30/12	Deadline for GW Business Plan Competition executive summary entries (Round 1). 144 entries this year.	04/13/12	Audience Choice Award of \$1,000 given to one of the 8 finalist teams with most votes from the audience
02/02/12	Entrepreneurial Session 10: Product Development Strategies		
02/07/12	Dolphin Tank—pitches and feedback		
02/09/12	Entrepreneurial Session 11: The Social Startup		
02/13/12	Applicants notified if selected to submit a formal written business plan (up to 20 pages) in Round 2. 32 teams qualified.		

first round judges

Jim Chung	Director, GW Office of Entrepreneurship
Richard G. Donnelly	Associate Professor of Information Systems and Technology Management, GW School of Business Co-director, Institute for Knowledge and Innovation
Kathy Korman Frey	Founder, The Hot Mommas Project Entrepreneur in Residence, GW School of Business
Carl Gudenus	Associate Professor of Design Deputy Chair and Producer Department of Theatre & Dance, GW Columbian College of Arts and Sciences
Y. Renee Lewis	President and CEO, Pensare Group
Vincent Spinella-Mamo	Licensing Associate, GW Office of Technology Transfer
Kevin May	Assistant Director, GW Business Plan Competition Doctoral Fellow, Department of Management, GW School of Business Founder and President, Brothers May, Inc.
Amy Millman	President, Springboard Enterprises
William H. Money	Director, Executive Master of Science in Information Systems Technology Program, VSTC Associate Professor of Information Systems Department of Information Systems and Technology Management, GW School of Business Department
Denitsa Rakitska	Operations Manager, GW Office of Entrepreneurship
John W. Rollins	Director, GW Business Plan Competition Adjunct Professor of Entrepreneurship Executive in Residence, GW School of Business
Robert Shesser, M.D.	Professor and Chair, Department of Emergency Medicine GW Medical Faculty Associates
Marty Silber	Advisor, Renewable Energy Adjunct Professor of Clean Tech, GW School of Business
George T. Solomon	Associate Professor of Management Director, Center for Entrepreneurial Excellence, GW School of Business Editor-in-Chief, Journal for Small Business Management
Erik K. Winslow	Professor of Management, GW School of Business Director, Center for Entrepreneurial Excellence



semi-final judges

All rows listed Left to Right

FIFTH ROW

Glenwood Elam	President, Esystems, Inc.
Phil Hunter , GWSB B.B.A. '64	President & CEO, Hunter Associates Laboratory, Inc.
Warren Brown , J.D./M.P.H. '98	Founder/Owner, CakeLove
Eythor Ernstsson	CTO, Audax Health Solutions

FOURTH ROW

Russell Fugett , GWSP M.S. '07	CEO & President, TLC Jr., LLC
Richard Stroupe , SEAS M.S. '01	Founder & Managing Principal, Crimson Holdings, LLC
Michael Grove	CEO, Grove USA
Jean Borgella , GWSB M.S. '06, M.S. '07	CEO, PortfolioFly

THIRD ROW

Pierre Abushacra , GWSB B.B.A. '88	President, Firehook Bakery
Prashant Kothari	President & CEO, String Information Services
Steve Kaplan	Sr. Associate, Pillsbury Winthrop Shaw Pittman
Paul Economon , J.D./M.B.A. '94	Partner, Rimon, PC

SECOND ROW

Daron Coates , GWSB M.B.A. '96	Principal, ThinkBox Group, LLC
Andre Rogers , SEAS B.S. '88	Founder, Enlightened, Inc.
Hormoz Hekmat , CCAS B.A. '87	Partner, 2-Markets

FIRST ROW

James Chung	Director, GW Office of Entrepreneurship
Ed Martinez , CCAS M.Phil. '82/Ph.D. '86	Retired Founder & CEO, MTZG
John Rollins	Director, GW Business Plan Competition
Bill Quinn , GWSB M.B.A. '92	President, Fast4ward Capital Group, Inc.

NOT PICTURED

Pilar Rivera , GWSB B.B.A. '96	Founding Member, ALTEEVA
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finalist teams

In order of presentations, left to right, top to bottom

PRESENTERS

COMPANY

**Zhuojie Zhou,
Nan Zhang**

WiseAgg

"WiseAgg is the Google for analysts—i.e., for people who want not only individual webpages, but also a birds-eye view of the entire deep web sphere."

**Michael Turner,
Ryan Murphy**

Evoluggage, LLC

"Evoluggage designs, manufactures, and sells Scooter Backpacks, a new generation of backpacks and other luggage that you can wear, roll, and ride!"

**Andreas Schneider,
Daniel Lieberman,
Michael Darman,
John Lee**

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."

**Garret DeReus,
Parker Hine**

International Education Enterprises, Inc.

"IEE provides premier internship-abroad programs."

**Jon Halpern,
Reinaldo Coriano,
Elizabeth Zander,
Brian Gross**

AthleteTrax

"AthleteTrax is a web-based client management platform for collegiate athletic administrations and their student athletes to increase productivity."

Dylan Fox

Fundzy

"Fundzy is an online fundraising platform that enables small organizations to offer their supporters great incentives that are typically only offered by large organizations."

**Nathaniel Diskint,
Caitlin Keatin**

Imagnus Biomedical

"IB makes quality and cost-effective biomedical instruments that offer advanced solutions to problems in research and medicine."

**Audrey Scagneli,
Christina Oriel,
Benjamin Besse**

College & Cook Magazine

"College & Cook Magazine, an entirely student-run food magazine featuring 15+ schools nationwide. Our motto: eat, drink & be merry."

final judges



Jamila Braithwaite

Ms. Braithwaite, vice president for Capital One Bank, joined the company in 2011. With over 10 years of experience in the financial service 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 manage and expand his business for more than 27 years, inspired her to help other businesses succeed. Ms. Braithwaite presented this year's Best Undergraduate Prize.



William F. Miller III

Mr. Miller joined Highlander Partners in 2006 to lead the firm's private equity efforts in the healthcare sector. Mr. Miller has served as the chairman of HMS Holdings (Nasdaq: HMSY) since 2000, as CEO from 2000 to 2005, and currently is a director of this company. From 1983 to 1999, Mr. Miller served as president and COO of EmCare Holdings, Inc., and prior to that, he held financial and management positions in the healthcare industry. Mr. Miller is also a director of Lincare Holdings, Inc. (Nasdaq: LNCR), a provider of oxygen and other respiratory therapy services, and Pioneer Surgical, a manufacturer of spinal and orthopedic implants. Mr. Miller holds an M.B.A. degree from the George Washington University and a B.S. in accounting from University of Scranton.



Allison Guimard

Ms. Guimard most recently served as the vice president of business and marketing for Harris Media, LLC, a nationally acclaimed media and communications firm with clients in 11 states. Prior to working at Harris Media, LLC, Ms. Guimard served as the retail & e-commerce specialist for INgage Networks, working with large enterprises to implement social software into their corporations. Prior to that, she founded Alijor.com, an Internet healthcare company that enabled patients to choose doctors based on price. She sold Alijor.com to HealthGrades, LLC, in 2009. Allison also dabbled in fashion design (a passion of hers), launching her own fashion line in 2009. She and her husband, Pierre, are proud new parents of their first son, Auguste, who is now four months old. After the birth of her son, Allison has been doing digital marketing on a consulting basis. Ms. Guimard acquired her B.B.A. from the GW School of Business in 2005.



Shoa-Kai Liu

Mr. Liu joined the Rustic Canyon Partners' team in 2004 with 25 years of diverse technical and management experience. Prior to joining Rustic Canyon Partners, he served as the director of network technology development at MCI, where he and his team evaluated emerging telecommunication technology focusing specifically on networking technology development and deployment for networks that today provide the backbone of the Internet. Mr. Liu is also a proven entrepreneur. He was the co-founder and vice president of market development at Avanex, where he helped the company grow into one of the largest optical component suppliers worldwide during the period of 1997–1999. Currently, Mr. Liu serves on the Technical Advisory Board in various companies and is an active angel investor in early startups; he was one of the angel investors and former board member of Renren Inc. (NYSE: RENN), "Chinese Facebook." Mr. Liu earned a degree in communications from the George Washington University.



Susie Selby

Ms. Selby is the co-founder of Selby Winery, a company she founded in 1994 in Healdsburg, CA. After graduating with a master's degree in business administration from GW School of Business in 1985, she decided to reinvent herself and, after a business trip to Napa Valley, Ms. Selby decided to leave the corporate world to pursue her dream of joining the wine industry. Susie's hands-on approach to winemaking is the reason she continues to have great success in this competitive business for the past seventeen years. She advanced through the corporate ranks of the wine industry from being tasting room manager to cellar-hand, and eventually winemaker. She uses the knowledge and experience she has gained along the way to focus on the smallest detail; this has led her to create some of the most elegant wines around.

gw business plan competition



finalists



audience choice award

For the first time in the history of the GW Business Plan Competition, we introduced the Audience Choice Award. All final eight teams were eligible to compete for an additional award of \$1,000. The award winner was determined by the viewers at home and by the live audience with no limit to the number of votes.

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:

WiseAgg
#GWWiseAgg

AthleteTrax
#GWAthleteTrax

Evoluggage, LLC
#GWEvoluggage

Fundzy
#GWFundzy

Capital Kombucha
#GWKombucha

Imagnus Biomedical
#GWIagnus

International Education Enterprises, Inc.
#GWIEE

College & Cook
#GWCollegeCook

The Audience Choice Award was announced at the networking reception. We received a total of 1,706 tweets for all teams throughout the day of the competition finals. The winner was AthleteTrax, with a total of 803 tweets, and thus, with the Audience Choice Award added, the team took home a total of \$21,000 in cash prizes.



gwbusinessplan COMPETITION

Cheer on the 8 final round teams
out of a RECORD 144 entries.

Friday, April 13, 2012
Free and open to all

**NEW!! \$1,000 Audience Choice Award –
Vote @GWBizPlan**

www.gwbizplan.com

Details for event schedule, team names, and registration

Support the 8 final GW Business Plan Competition teams!
Four winners will receive more than
\$70,000 in prizes to launch their new enterprises.

Co-sponsored by Annette and Richard Scott

THE GEORGE WASHINGTON UNIVERSITY SCHOOL OF BUSINESS THE GEORGE WASHINGTON UNIVERSITY THE ELLIOTT SCHOOL OF INTERNATIONAL AFFAIRS THE GEORGE WASHINGTON UNIVERSITY SCHOOL OF ENGINEERING AND APPLIED SCIENCE THE GEORGE WASHINGTON UNIVERSITY COLUMBIAN COLLEGE OF ARTS AND SCIENCES THE GEORGE WASHINGTON UNIVERSITY SCHOOL OF MEDICINE AND HEALTH SCIENCES THE GEORGE WASHINGTON UNIVERSITY THE GW OFFICE OF ENTREPRENEURSHIP cfree GW ALUMNI ASSOCIATION THE GEORGE WASHINGTON UNIVERSITY GRADUATE SCHOOL OF EDUCATION AND HUMAN DEVELOPMENT

SPONSORS:      

entrepreneurial achievement award

The Distinguished Entrepreneurial Achievement Award was conceived by the GW Entrepreneurs Round Table (GWERT), a university-wide group of individuals who support the advancement of entrepreneurship at GW. Peter Weissman (LAW), Tej Phool (SEAS), and David Moore (GWSB) serve 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 Asghar Mostafa (SEAS)

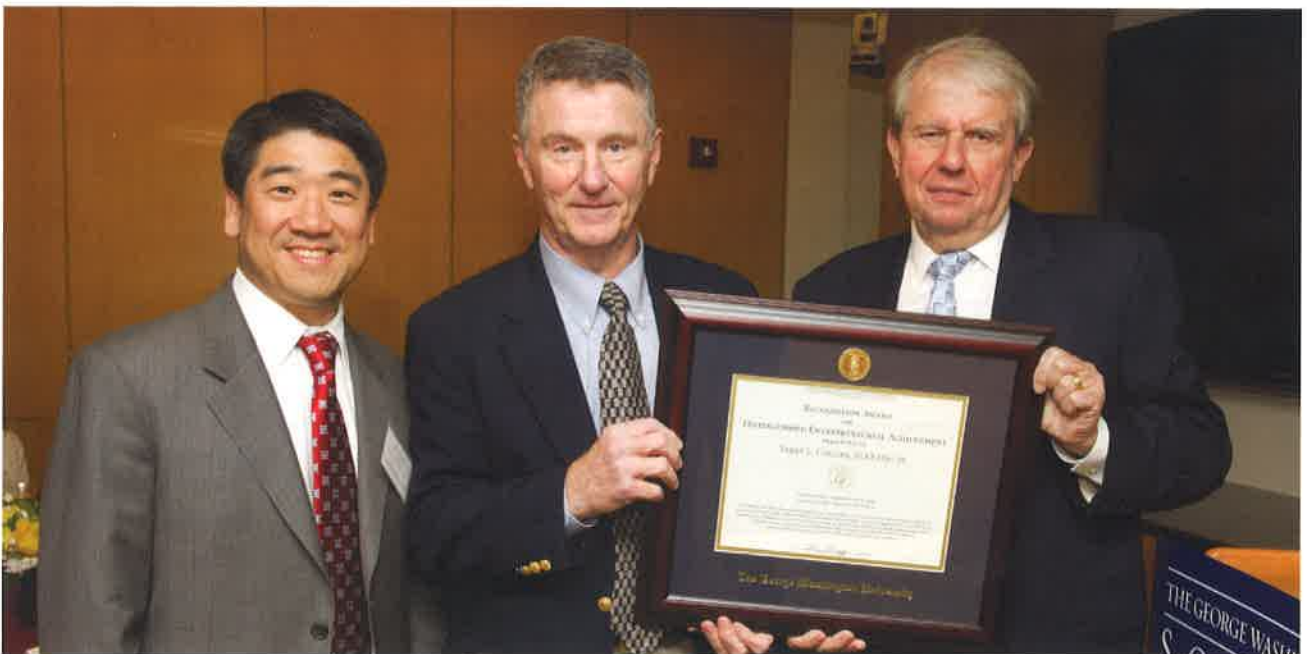
2010 Linda Rabbitt (GSEHD)

2011 Edward Barrientos (GWSB)

2012 Terry Collins (SEAS)

Dr. Terry Collins is vice president and general manager for Electronic and Mission Systems, a division of Boeing Network and Space Systems. This division includes Argon ST, which was acquired by Boeing in 2010. Dr. Collins served as chairman and CEO of Argon ST prior to its acquisition. In 1997, he was the founding chairman and CEO of Argon Engineering Associates, which merged with SenSyTech in 2004 to form Argon ST.

Dr. Collins holds a B.S.E.E. from the Massachusetts Institute of Technology, an M.S.E.E. from the University of Wisconsin, and a Ph.D. in electrical engineering from the George Washington University. He currently serves on the National Advisory Council of GW's School of Engineering and Applied Science.



Dr. Terry Collins (center) receives the 2012 Entrepreneurial Achievement Award by Vice President for Research Dr. Leo Chalupa (right) and James Chung (left), director of the GW Office of Entrepreneurship.

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SPONSORS: 

Co-sponsored by Annette and Richard Scott

gwbusinessplan COMPETITION

CONGRATULATIONS TO THE 2011-2012 GW BUSINESS PLAN COMPETITION WINNERS:

First Place \$25,000 – WiseAgg

Zhuojie Zhou
Nan Zhang

Second Place \$10,000 – AthleteTrax

Jon Halpern
Reinaldo Coriano
Elizabeth Zander
Brian Gross

Third Place \$4,000 – Fundzy

Dylan Fox

Fourth Place \$1,000 – Imagnus Biomedical

Nathaniel Diskint
Caitlin Keating

\$10,000 Capital One Bank Best Undergraduate Team - AthleteTrax

\$1,000 Audience Choice Award - AthleteTrax

Plug and Play Award - Wise Agg

www.gwbizplan.com

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

finalist awards



Dean Doug Guthrie (far right) presents first place check for \$25,000 to WiseAgg, represented by Zhuojie Zhou (center left) and Dr. Nan Zhang (center right).



Annette Scott (center) presents second place check for \$10,000 to AthleteTrax, represented by Elizabeth Zander (center left), Reinaldo Coriano, Jon Halpern, and Brian Gross (center right).



Jamila Braithwaite (center) presents the Best Undergraduate Prize for \$10,000 to AthleteTrax.



Annette Scott (center right) presents third place check for \$4,000 to Fundzy, represented by Dylan Fox (center).



Annette Scott (center) presents fourth place check for \$1,000 to Imagnus Biomedical, represented by Caitlin Keating (center left) and Nathaniel Diskint (center right).



GW Business Plan Competition Features Student, Faculty Ingenuity

April 16, 2012

If the vast amount of information available on the Internet is envisioned as an iceberg, traditional search engines like Google only uncover the very tip. That's why Zhuojie Zhou and Nan Zhang developed WiseAgg, a search engine for analysts. The engine, which works on a regular computer, uncovers analytics far beyond what a normal search engine can find, giving the user valuable "deep web" data. The idea was so innovative that judges at GW's fourth annual Business Plan Competition awarded it the top prize of \$25,000 in cash and in-kind investments.

Mr. Zhou, a Ph.D. student in the School of Engineering and Applied Science, and Dr. Zhang, a GW assistant professor of computer science, also won the Plug and Play Tech Award, which will cover travel expenses and tuition for the team to attend a "start-up accelerator" seminar in Silicon Valley to help them refine their business idea.

"The presentations were all very strong and very diverse, so we were very excited," Dr. Zhang said. He and his partner will use the prize capital to complete the development of the system, as well as work on customer acquisition. The money will also help cover some data acquisition costs, he said.

Mr. Zhou said there is a lot of development ahead for the team, but he's excited. "This will take some time, but I think it's a promising project," he said.

The winners beat out seven other teams in Friday's final competition. In earlier rounds, the field was narrowed from 144 initial applicants representing all of GW's schools—the largest number of participants in the competition's history—to 32 semifinalists, who were invited to develop full-fledged business plans. All groups were encouraged to take part in educational workshops, feedback and pitch sessions and a mentoring process while developing their ideas, said Jim Chung, director of GW's Office of Entrepreneurship.

The \$10,000 second prize went to AthleteTrax, a web-

based client management platform for college athletic administrations and student-athletes to increase organization and productivity. The AthleteTrax founders—Jon Halpern, Reinaldo Coriano, Elizabeth Zander and Brian Gross, all GW sophomores—also won the best undergraduate team award of \$10,000 and the Audience Choice Award of \$1,000, making the team's total winnings \$21,000. Pilot testing of AthleteTrax using several GW athletic teams will begin next fall, with a test including all varsity teams slated for the spring.

"We were just excited to be in the top eight teams," Mr. Coriano said. "We aren't ready to go to investors yet, so this money really allows us to delay that and focus on our product."

The third prize of \$4,000 went to Fundzy, conceived by junior Dylan Fox. Fundzy is an online fundraising platform that allows small organizations without official nonprofit status—such as sports teams and volunteer groups—to raise money while giving incentives to their donors. Fourth prize (\$1,000) went to Imagnus Biomedical, started by seniors Nathaniel Diskint and Caitlin Keating to market their cost-efficient flow-regulator device for use in medical settings.

George Washington President Steven Knapp presented the Audience Choice Award at a reception following the competition. He called the Business Plan Competition a "signature event" at GW.

"What started here in a very defined way has come to embrace the university, as the university itself adopts an entire culture of entrepreneurship. And that's exactly what we were hoping would happen," he said.

Business Plan Competition Director John Rollins, a professor of entrepreneurship who founded the competition, said that over the years, many students had approached him about starting their own businesses.

"We didn't have a good support organization at that time for feedback and mentoring, and most importantly seed capital. So I built all those things in to the competition, and made it open to anyone on campus," he said. "Since then, the quality of the competition has gone up significantly. Regardless of whether students are part of the winning team, I hope they've learned enough through the process of mentoring and constructive feedback that they will be able to achieve their dreams of starting a business."

Mr. Chung said he was extremely proud of the finalists' work on their concepts, as well as their presentation skills and their professionalism. "The judges were blown away," he said. "The quality and the depth of talent is getting better and better, and this is only year four."

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 Capital One Bank, Tech Cocktail, Blank Rome LLP, iStrategy Labs, Plug and Play Tech Center and Brazen Careerist.

Source: *GW Today*

Business Plan Competition Winners Look to Dig Deeper than Google

April 13, 2012

An assistant professor of computer science and a Ph.D. candidate in the School of Engineering and Applied Science were awarded a first-place \$25,000 investment for their business startup Friday in the fourth annual GW Business Plan Competition.

Nan Zhang, who has been teaching at GW for four years, and Zhuojie Zhou are the brains behind WiseAgg, an analytic tool for digging into the relatively untapped “deep web”—an area of the Internet consisting of information databases that has been left untouched even by major search engines like Google.

“We started with the simple motivation that there are already resources out there, but nobody knows those big-picture views of these databases,” Zhang said. “We found that there are so many deep web resources out there, we can really reach some information that people can’t easily get today.”

Zhang and Zhou made up one of eight teams that beat out a pool of more than 140 entries to reach the final round of the competition, which took place today.

The teams spent the last two months hammering out the details of their infant enterprises, attending workshops and receiving guidance from experienced entrepreneurs with the ultimate goal of jumpstarting their companies and earning a hefty investment.

Zhang said the bulk of the prize money will go toward the further development of the WiseAgg program, supplementing grant money the team already received from the National Science Foundation that assisted their research and helped identify business prospects.

AthleteTrax—a program to help student-athletes keep up with schoolwork and maintain high GPAs even while traveling for sporting events—placed

second with a \$10,000 prize. The team included sophomore business school students Jon Halpern, Reinaldo Coriano and Elizabeth Zander and Brian Gross. AthleteTrax earned another \$10,000 when the four won the best undergraduate prize.

For the first time in the competition’s history, an additional \$1,000 prize was given to a team determined by votes from the audience. This sum also went to the AthleteTrax project.

Fundzy, an online fundraising platform championed by junior Dylan Fox, took third place. Seniors Nathaniel Diskint and Caitlin Keating earned fourth place with Imagnus Biomedical, which promoted cost-effective biomedical instruments.

The teams’ presentations were judged on their originality, financial planning, investment potential and passion for the project, among other criteria. The competition’s \$50,000 in total prize money is co-sponsored by Florida Governor Rick Scott, whose daughter is an alumna.

Source: *GW Hatchet*

WiseAgg wins \$250,000 at GWU Business Plan Competition

April 16, 2012

A “Google for analysts” business pitch took home top honors and \$25,000 at the 4th annual George Washington University Business Plan Competition on Friday.

WiseAgg, which collects and analyzes large amounts of data from Web sources not normally crawled by generic search engines, is the brainchild of Zhuojie Zhou, a GW graduate student and Nan Zhang, a

computer science professor. WiseAgg was one of eight finalists that presented their business ideas to a panel of entrepreneurs, investors, venture capitalists and alumni on Friday.

Those eight were selected from an initial pool of 144 teams from various schools and departments across campus, marking a 30 percent increase in participation over 2011. The runner-up was AthleteTrax, an online client management platform for college athletic administrators and their student-athletes.

The GW Business Plan Competition awards more than \$50,000 in cash prizes to teams of GW students, faculty and alumni who have innovative ideas for new products or services. The event was founded three years ago by Florida Gov. Rick Scott, whose daughter Allison graduated from the school in 2005.

Source: *Capital Business (The Washington Post)*

founding sponsors

ANNETTE AND RICK SCOTT



Rick Scott is the 45th governor of the state of Florida and is known for his 7-7-7 Plan to create 700,000 jobs in seven years. He has focused on shrinking the size, scope, and cost of government so the private sector can thrive and create jobs, and Florida's unemployment rate has dropped or held steady 12 of his first 14 months in office. His administration is working to cut taxes, eliminate burdensome regulation, and make sure Florida has the best-educated workforce.

The son of a truck driver and JCPenney clerk, Rick is considered one of America's foremost entrepreneurs and an innovator in business, healthcare, and politics. Rick has been married to his high school sweetheart, Ann, for 39 years. They have two wonderful adult daughters, Allison and Jordan.



First Lady Ann Scott was born in Mobile, AL, but grew up in Dallas, TX. She met Governor Rick Scott during her senior year of high school and they have been married for almost 40 years. They have two married daughters, Allison and Jordan, and a four-month-old grandson named Auguste. As an avid reader, the First Lady spends time visiting schools and libraries across Florida, encouraging them to read and 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, TX.





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