

6th Annual

**GW** **business plan** competition  
**Highlights**

April 11, 2014

RIC AND DAWN D

---

THE GEORGE  
WASHINGTON  
UNIVERSITY

---

WASHINGTON, DC



# GW BUSINESS PLAN COMPETITION

With 113 teams competing this year for \$101,000 in cash prizes, the GW Business Plan Competition is now one of the top 10 largest university-based competitions in the country. Its growth has been the result of the support we receive from our sponsors and volunteers. See the back cover of this booklet for a list of our 2014 sponsors and pages 10-15 for the names of the 110 volunteer judges and mentors who guided our budding entrepreneurs to success. We are delighted to welcome Luther King Capital Management which has joined Blank Rome LLP as a platinum sponsor.

Our other major new sponsor in 2014 was GW's Center for Civic Engagement and Public Service, guided by Executive Director Amy Cohen. This Center sponsored the new social entrepreneurship track, known as GWupstart, which includes new prizes for Best Non-Profit Social Venture as well as Best For-Profit Social Venture. The latter prize requires the startup venture to value its social or environmental bottom line equally with its financial bottom line. More information about GWupstart can be found on page 3.

The new social entrepreneurship prizes build logically on last year's two new prizes, the Best Sustainable Technology award and the AARP Older-Adult Focused Innovation award. You will find a complete list of all the 2014 cash and in-kind prizes, along with the teams that won them, on page 4.

Now in its sixth year, the Business Plan Competition has expanded its programming to span the entire academic year. The fall semester features networking sessions and educational workshops, which this year included a ten-week series on Steve Blank's Lean Startup approach, including the Business Model Canvas. During the spring semester three elimination rounds narrow the field of student-based teams. Each team advancing past the first round in January is matched with an experienced mentor. This year, based on the quality of the entries, the judges permitted a record 40 teams to advance to the semi-final round and benefit from work with a mentor.

A separate set of 30 second-round judges met in mid-March to determine the 10 teams advancing to the finals. These teams received one-on-one coaching before their final presentations on April 11. Our website, [www.gwbizplan.com](http://www.gwbizplan.com), contains videos of the presentations by the ten finalist teams along with more detailed information about the GW Business Plan Competition.

We offer our special thanks to our generous sponsors and our 110 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**

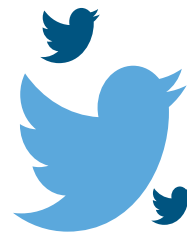
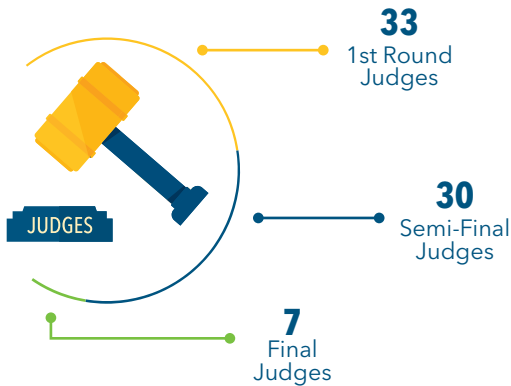
*Director, GW Business Plan Competition*  
jrollins@gwu.edu



**Jim Chung**

*Executive Director, Innovation and Entrepreneurship*  
jimchung@gwu.edu

# BY THE NUMBERS



- US
- Bangladesh
- Ireland
- Pakistan
- India
- United Kingdom
- Israel
- Spain
- Malaysia
- Canada

# SOCIAL ENTREPRENEURSHIP



Established in the 2013-14 academic year, the GWupstart Social Innovation Lab is GW's central hub for social entrepreneurship training, networking, mentoring, and funding. Based in the Center for

Civic Engagement and Public Service, it builds on GW's strength as an institution that fosters the next generation of citizen leaders. It brings together students' passion to make a difference in the world and the tools of business. This melding ensures that students' efforts are designed to address real social and environmental needs in organizationally and financially sustainable ways.

Social entrepreneurship stands at the intersection of citizenship and entrepreneurship, two spheres in which GW continues to grow its reputation and student impact. In 2013-14, more than 9,200 of GW's 25,000 students were involved in service, and an institutional record of 403,000 service hours were logged, more than six times the number of hours tracked just five years ago.

The GWupstart Social Innovation Lab Workshop Series hones students' skills around perseverance, empathy, and humility and teaches the tools of business and impact evaluation. In the series' inaugural year, seven unique workshops, held twice weekly, covered:

- **Defining your vision for a better world**
- **Pinpointing your unique solution to a social or environmental problem**
- **Getting everyone on board with your plan for change**
- **Delivering your solution and estimating its costs**
- **Building your team and key relationships**
- **Projecting your social impact and your financials**
- **Writing and pitching your world-changing venture**

Equipped with the series' lessons, students took advantage of the following opportunities made available through the GWupstart Social Innovation Lab. Each provided mentorship, one-on-one coaching, and a share of the \$45,000 made competitively available to student social entrepreneurs on an annual basis:

- **GWupstart Prize Track of the GW Business Plan Competition \$15,000**
- **Steven and Diane Robinson Knapp Fellowship for Entrepreneurial Service-Learning \$10,000**
- **Public Service Grant Commission \$20,000**
- **Clinton Global Initiative University Mentorship Program**

The GWupstart Prize Track of the GW Business Plan Competition awards \$7,500 for Best Non-Profit Social Venture and \$7,500 for Best For-Profit Social Venture.

This year's non-profit winner was Common Sense Action, a grassroots, bipartisan organization building a movement of millennial voters to bring a new generation to the policymaking table. The for-profit winner was Pedal Forward, a company that creates sustainable solutions to ill health and poverty through the manufacture, sale, and use of bamboo bicycles in the US and Malawi.

Social venture teams were well represented throughout the competition; about a third of all applicants, semi-finalists, and finalists were social venture teams. Semifinalists worked in areas as diverse as gaming for international development, disaster housing, nonprofit fundraising, and peace reconciliation through dance.

Looking ahead to 2014-15, GWupstart will offer beginner and advanced social entrepreneurship workshops and inaugurate a Commitment Maker Challenge to encourage wider student engagement with the Clinton Global Initiative University and its mission, as well as more rapid, responsive execution of project and venture plans.

Visit [go.gwu.edu/upstart](http://go.gwu.edu/upstart) to learn more.

# 2014 PRIZES & WINNERS

	AWARDS	AMOUNT	WINNER
<b>Cash Prizes</b>			
	Luther King Capital Management 1st Place Prize	\$35,000	Sensamir
	2nd Place Overall	\$15,000	BitGrid
	3rd Place Overall	\$8,000	Yapper
	4th Place Overall	\$5,000	Small Spacecraft Micropropulsion
	Blank Rome's Best Undergraduate Prize	\$10,000	BitGrid
	GWupstart's Best Non-Profit Social Venture	\$7,500	Common Sense Action
	GWupstart's Best For-Profit Social Venture	\$7,500	Pedal Forward
	AARP Foundation's Older-Adult Focused Innovation Award	\$5,000	DormGen
	Capital One Bank's Best Sustainable Technology Prize	\$5,000	Pedal Forward
	Audience Choice Award	\$3,000	Common Sense Action
<b>Total Cash Prizes</b>		<b>\$101,000</b>	
<b>In-Kind Prizes</b>			
	iStrategyLabs Custom Lab consultation	\$2,500	Sensamir
	Blank Rome Legal Services (4 teams x \$1000)	\$4,000	1st - 4th Place Teams
	Brazen Careerist Online Bootcamp (20 individuals x \$200)	\$4,000	20 Individual Members of 7 Winning Teams Listed Above
	WeWork membership for 6 months for a team of up to 4 members, work space and amenities	\$12,000	BitGrid
	Affinity Lab membership for 6 months for one team, work space and professional development	\$5,300	Yapper
	AdvantEdge Business Centers co-working space for 6 months	\$2,694	Sensamir
	Event Rentals DC gift certificate	\$750	BitGrid
	Capital One Bank financial consultation (2 hours)	\$400	Pedal Forward
<b>Total In-Kind Prizes</b>		<b>\$31,644</b>	
<b>Total Prizes</b>		<b>\$132,644</b>	

# AUDIENCE CHOICE AWARD

Every year the finalist teams are eligible for one additional award which is determined by the live audience in the venue and online. The winner of the annual Audience Choice Award is chosen through Twitter voting, in which each startup is assigned a team-specific hashtag to be used in combination with the GW Business Plan Competition's official Twitter handle **@gwbizplan**. Only unique tweets count toward the final decision of the winner. This year, a total of 512 unique tweets were cast for all pitching startups. The 2014 winner, with 115 unique tweets, was Common Sense Action.



**Common Sense Action** receives a check of \$3,000 for the annual **Audience Choice Award** from the President of the George Washington University, Dr. Steven Knapp.

# FINALISTS

(All rows listed left to right)  
\* GWupstart finalist teams



## PEDAL FORWARD\*

Pedal Forward's mission is to create sustainable solutions to ill health and poverty through the manufacture, sale, and use of bamboo bicycles.

Chris Deschenes, *GWSB BBA '12*  
Jeffrey Birenbaum, *SEAS BS '14*

Matthew Wilkins, *SEAS MS '14*  
Elizabeth Hubler, *SEAS BS '14*  
[not pictured]



## GENERATION A RECORDS\*

Generation A Records connects artists with social initiatives to affect change. And equally as important, they produce and promote great artists.

Maxwell Tingle, *GWSB BBA '15*  
Bryce Connolly, *GWSB BBA '17*

Max Grossman, *ESIA BA '17*  
Jordan Grobe, *GWSB BBA '16*



## SMALL SPACECRAFT MICROPROPULSION

Small Spacecraft Micropropulsion provides low power and low mass electric propulsion solutions for Small Satellites.

Cameron Parvini, *SEAS BS '14*  
George Teel, *SEAS MS '14*

Michael Keidar, *SEAS PhD '07*  
Samudra Haque, *SEAS PhD '14*  
[not pictured]



## GRID\*

Gaming Revolution for International Development aims at creating gaming solutions for understanding challenges encountered in International Development.

June Yee Leow, *SEAS MS '15*  
Mariam Adil, *ESIA MS '15*

Muhammad Abdul-Rahim, *SEAS MS '14*  
Caroline Bailey, *ESIA MA '15*



## OPTIMUM PLAYER PERFORMANCE

With this innovative technology, agents and investors will reduce the risk of bad investments or surprises in the soccer industry.

Adrian Asallas Lederman, *GWSB MBA '13*  
Alsten Delroy Dsouza, *SEAS MS '15*



# FINALISTS



## YAPPER

Yapper aims to change the way people and businesses interact with the 'here and now' in this new and always changing mobile society.

Rob Wyant, *GWSB MBA '14*

Justin Lichtenstaedter,  
*GWSB MBA '14*

Dane Hinnen, *GWSB MBA '14*



## COMMON SENSE ACTION\*

Common Sense Action is a grassroots, bipartisan organization building a movement of millennial voters to bring our generation to the policymaking table.

Sam Gilman

Ryann Roberts,  
*GWSPH MPH '14*

Lane Farrell, *CCAS BS '15*

Jevin Hodge, *CCAS BA '16*



## SENSAMIR

Sensamir manufactures edible food products designed to palliate the taste of bitter medications for children and adults.

Owais Khalid

Rehan Quadri, *SMHS MD '14*



## BARCO

Barco, a premier technology firm, develops nightlife entertainment products including the CARLOS line, a series of robotic adults.

Elliot Liskin, *SEAS BS '16*

Samson March, *SEAS BS '14*



## BITGRID

BitGrid offers software solutions for distributed generation management to build a smarter grid and a more efficient country.

Justin Hyde, *CCAS BA '15*

Charles Taylor, *SEAS BS '15*

Volker Sorger, *SEAS Faculty*

# MENTOR PROGRAM

Again this year, we offered to assign a mentor to any team that advanced past the first round of the GW Business Plan Competition. Of the record 40 teams that advanced, 100% requested a mentor. Drawing from a pool of more than 40 qualified mentors, each team was matched with a mentor who had related industry or startup experience.

A recent survey of the teams indicates that **mentors provide the most valuable input** they receive from any outside source. This says a lot because all teams are offered a wide range of resources, including more than two dozen hands-on workshops, online videos of previous years' winning teams, and valuable feedback from judges who critique their written business plans. Indeed, mentors have been a key ingredient in GWs "secret sauce" since the 2nd annual Business Plan Competition in 2010.

All mentors have real-world experience based on having previously worked with startup businesses either as entrepreneurs or as investors. Based on a recent mentors' survey, 88% of mentors felt their team accepted their advice. The survey also indicated that the following areas represent

the types of support the mentors provided most commonly to their teams this year:

- **Review of business plan**
- **Market or customer-level feedback**
- **General management advice**
- **Organizational advice**
- **Technical input re the product or service**

Below are the names of the mentors who were assigned to the 40 teams and who 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 mentor their teams months after the competition has ended. Please note how many are GW alumni, as indicated by the GW degrees after their names.

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

NAME OF BUSINESS/TEAM	NAME OF MENTOR
@HomeRehab	<i>Doug Atkinson, CCAS MA '05</i>
Apiarence	<i>Ed Martinez</i>
Assistance	<i>Jose Laguna</i>
Barco	<i>Mitchell Herman, GWSB MBA '76</i>
BitGrid	<i>Wendolyn Holland</i>
CardioGuard	<i>Mike Provance, GWSB PhD '10</i>
Common Sense Action	<i>George Schadler*</i>
Craftwork	<i>Matt Mandell, CCAS BA '04, GWSB MBA '10</i>
Dentures4Less	<i>Dave Muchow</i>
DormGen	<i>Sebastian Fainbraun*, GWSB BBA '94</i>
Fuel City	<i>Rachel Dawn Davis*</i>
GenerationA Records	<i>Ronjon Bose*</i>
Genie Dry Cleanie	<i>Rendy Mao, ESIA BA '13</i>
Global Dance Initiative	<i>Hila Mehr*</i>

# MENTOR PROGRAM

NAME OF BUSINESS/TEAM	NAME OF MENTOR
GRID	Rachel Fagen*
Jonas Umbrellas	Steve Moses*
Koti	Shane Gring*
LuckiPets	Manny Rivera, GWSB BBA '96
m.kene	Ketan Patel*, SEAS BS, GWSB MBA '10
Mitchell SolUtions	Anthony Shop, GWSB MBA '11
Mobile Farmers Market	Michel Daley*, GWSB CERT '91
mSalus	Jamey Jeff
Netwerkr	Howard Tischler, SEAS MS '80
Optimum Player Performance	Jean Borgella, GWSB MS '06, MS '07
Passport Chef	Kris Hart, GWSB BBA '11
Pedal Forward	Kerri Murphy*
Project Dahomey	Makenna Johnston*
Replica	John Holmblad, SEAS MS '80
Resonate Technology	Paul Economon, LAW JD '94, GWSB MBA '94
RUNINOS	Bill Quinn, GWSB MBA '92
Sensamir	Warren Brown, LAW JD '98, GWSPH MPH '98
Small Spacecraft Micropropulsion	Randy Graves, SEAS PhD Science '78
Smart Waste Solutions	Daron Coates, GWSB MBA '96
Smarter Vote	Bob Smith, GWSB MBA '88
SuitUp	Elma & Dov Levy, SEAS MS '83 (Dov)
The Great Wall	Noah Kunin*
The Vendors Kitchen	Lilibeth Gangas*
The Wealth Factory	Dan Kunitz
Waiting Room	Bob Connors, GWSPH MS '80, GWSB MS '00
Yapper	Peter Chun, GWSB BBA '00

\* GWupstart mentors

# FIRST ROUND JUDGES

\* GWupstart first round judges

## **Sam Altman**

Assistant Director,  
GW Business Plan Competition

## **Lisa Benton-Short\***

Interim Director, GW Institute for  
Sustainability; Academic Program  
Director for Sustainability;  
Graduate Director for Geography,  
Associate Professor of Geography

## **Floortje Blindenbach- Driessen**

Research Assistant Professor,  
School of Medicine and  
Health Sciences; Founder,  
Organizing4Innovation

## **Jim Chung**

Executive Director, Innovation and  
Entrepreneurship, GW Office of  
the VP for Research

## **Brian Coblitz**

Licensing Associate,  
GW Office of Technology Transfer

## **Amy Cohen\***

Executive Director,  
GW Center for Civic Engagement  
and Public Service

## **Rick Ducey**

Managing Director,  
BIA/Kelsey; Adjunct Faculty, GW  
School of Media and Public Affairs

## **Ayman El Tarabishy\***

Associate Professor of  
Management, GW School of  
Business; Executive Director,  
The International Council for  
Small Business

## **Melanie Fedri\***

Coordinator for Social  
Entrepreneurship,  
GW Center for Civic Engagement  
and Public Service

## **Kathy Korman Frey\***

Founder & CEO, The Hot  
Mommas Project; Entrepreneur  
in Residence, Women's  
Entrepreneurial Leadership,  
GW School of Business

## **Ines Garcia\***

Director of Operations,  
Growth Dialogue, GW School  
of Business

## **Carl Gudenius\***

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

## **Shivraj Kanungo**

Associate Professor of Decision  
Sciences, GW School of Business

## **Steve Kubisen**

President, InnoComm; Director,  
GW Office of Technology Transfer

## **Dave Lawlor**

Senior Associate Vice President  
for Finance

## **Matt Lindsay**

Senior Executive Director,  
Digital Strategy & Engagement,  
GW Division of Development  
& Alumni Relations

## **Dave Mathison**

CEO, healthEworks LLC; Assistant  
Professor of Pediatrics and  
Emergency Medicine, GW School  
of Medicine and Health Sciences

# FIRST ROUND JUDGES

## **Kevin May**

*Doctoral Fellow and Adjunct Professor, Department of Management, GW School of Business; Co-Founder, GenB*

## **Amy Millman\***

*President, Springboard Enterprises*

## **Will Money**

*Director, Executive Master of Science in Information Systems Technology Program; Associate Professor of Information Systems, GW School of Business*

## **Jesse Pines**

*Director, Office for Clinical Practice Innovation, GW School of Medicine and Health Sciences; Professor of Emergency Medicine and Health Policy*

## **Liesl Riddle\***

*Associate Dean for Graduate Programs, GW School of Business*

## **John Rollins**

*Director, GW Business Plan Competition; Adjunct Professor of Entrepreneurship and Executive in Residence, GW School of Business*

## **Marie Rudolph**

*Co-Founder and Board Member, Military Bowl; Entrepreneur; Consultant, GW Center for Career Services*

## **Tom Russo**

*GW Assistant Vice President for Corporate Industry Research*

## **Mary Schoonmaker**

*Adjunct Faculty, GW School of Business*

## **Neal Sikka**

*Associate Professor Emergency Medicine, GW School of Medicine and Health Sciences*

## **Sheetal Singh**

*Assistant Professor of Management, GW School of Business*

## **George Solomon**

*Associate Professor of Management, GW School of Business; Director, Center for Entrepreneurial Excellence; Editor-in-Chief, Journal of Small Business Management*

## **Volker Sorger**

*Director of Nanophotonics Labs; Founder, Green Renewable Energy Engineering Center; Assistant Professor, GW School of Engineering and Applied Science*

## **Adam Wickenheiser**

*Assistant Professor of Engineering and Applied Science, GW School of Engineering and Applied Science*

## **Jason Zara**

*Associate Professor of Biomedical Engineering, GW School of Engineering and Applied Science*

## **Nan Zhang**

*Associate Professor of Computer Science, GW School of Engineering and Applied Science*

# SEMIFINAL ROUND JUDGES

(All rows listed left to right)

\* GWupstart semifinal round judges

## 8TH ROW

---

<b>Jason Whitehead</b> , GWSB BBA '95	CEO, TriTuns, LLC
<b>Ben Wan</b>	Executive, Entrepreneur, Investor
<b>Matt Sternberg</b> , CCAS BA '08	Founder & President, Soapy Joe's Garment Care
<b>David Moore</b> , GWSB MBA '80	Supervisory Patent Examiner, USPTO

## 7TH ROW

---

<b>Mitch Stevens</b> , SEAS MS '90	Senior Vice President, AARP Services
<b>Lex McCusker</b>	Former Dean, Stevens Institute of Technology
<b>Jeff Showalter</b> , LAW JD '06	Associate, DLA Piper

## 6TH ROW

---

<b>Frank Cerullo</b> , GWSB BBA '02, MS '02	CEO, GameWear, Inc.
<b>Melanie Fedri</b> (not a judge)	Coordinator for Social Entrepreneurship, GW Center for Civic Engagement and Public Service
<b>Prashant Kothari</b>	President & CEO, String Real Estate Information Services

## 5TH ROW

---

<b>Ralph Braccio</b>	Senior Associate, Booz Allen Hamilton
<b>Naeem Hussain</b> , SEAS MS '99	Founder & CEO, Medzspeed Solutions
<b>Cindy Tonnesen</b> , SEAS MS '99	Founder & CEO, SwimKids
<b>Brien Biondi</b>	President, The Biondi Group LLC

## 4TH ROW

---

<b>Aaron Emmel*</b>	Manager, Global Health Advocacy Initiatives at American Academy of Pediatrics
<b>Katey Comerford*</b>	Nonprofit Consultant
<b>Dan Preiss*</b> , GWSB BBA '11	Senior Product Manager, Quad Learning

## 3RD ROW

---

<b>Thomas Sanchez</b>	Founder/CEO, Social Driver
<b>Jonathan Hochberg</b> , GWSB BBA '85	President, Hillview Capital Advisors
<b>Max Skolnik*</b> , ESIA MA '99	Executive Director-DC, Taproot Foundation
<b>Mark Rothman</b>	President, MYTA Corporation

## 2ND ROW

---

<b>Steve Kaplan</b>	Counsel, Pillsbury Winthrop Shaw Pittman
<b>Mark Kass</b>	Partner, Nixon Peabody LLP
<b>Kalsoom Lakhani*</b> , ESIA MA '06	Founder & CEO, Invest2Innovate
<b>Jim Chung</b> (not a judge)	Executive Director, GW Office of Entrepreneurship

# SEMIFINAL ROUND JUDGES

## 1ST ROW

**Sam Altman** (not a judge)

Assistant Director, GW Business Plan Competition

**Coonor Behal\***

Founder, Mindhatch LLC

**Amanda Antico-Majkowski\***

Executive Director, Saylor Foundation  
CCAS BA '96, GSEHD EDD '10

**Alex Simon\***, ESIA BA '12

Executive Director, Compass Partners

**Andre Rogers**, SEAS BS '88

Founder, Enlightened, Inc.

**John Rollins** (not a judge)

Director, GW Business Plan Competition

## NOT PICTURED

**Elizabeth Page\***, SEAS CERT '02, MS '05

Founder & Chief Innovation Officer,  
Audacious Innovators

**Matthew Scherer**, GWBS BBA '76

Partner, Rockland Advisory Group

**Cheree Warrick**, GWBS MSF '01

CEO, The Profit Partner



# FINAL ROUND JUDGES



**CLIFFORD M. KENDALL, GWSB MBA '65**

Clifford M. Kendall, former Chairman and CEO of Computer Data Systems, Inc. (CDSI), graduated from the University of Maryland with a bachelor's degree in finance. He earned his MBA at the GW School of Business. Prior to the founding of CDSI, his career included positions with Washington Gas Light Company and Booz Allen Hamilton Inc.

He currently serves as Chairman of the Board of VSE Corporation. Mr. Kendall previously served on the board of directors of Washington Real Estate Trust and Affiliated Computer Services, which CDSI had merged with in 1997.

Mr. Kendall served as Chairman of The Technology Council of Maryland and the Greater Washington Board of Trade and was a member of the board of the Maryland Economic Development Commission.

Currently he is devoting a great deal of his time and energy to higher education. Mr. Kendall served on the Board of Trustees of the George Washington University and, while serving on the GW School of Business Board of Advisors, successfully chaired a fund raising effort to build Duquès Hall. He recently served for eight years as Chairman of the Board of Regents for the University System of Maryland. He currently serves on the Board of Directors of the Association of Governing Boards of Universities and Colleges.



**TERRELL MCCOMBS, GWSB MBA '84**

Terrell McCombs currently serves as Senior Managing Partner & Chairman of the Advisory Committee of McCombs Enterprises. Since 1988, he has held a variety of sales, finance, and management positions, helping oversee McCombs' 160+ companies. Previously, he worked for the Ford Motor Company and Chrysler Corporation in Detroit, Michigan.

Mr. McCombs earned a Bachelor of Science degree with honors from the University of Houston in 1978. He earned his MBA from the GW School of Business in 1984.

Mr. McCombs has served as Chairman of the North San Antonio Chamber of Commerce, San Antonio's Bond Oversight Commission, San Antonio's 2007 Bond Project Selection Committee, the San Antonio Mobility Coalition, and has served on the Executive Board of the San Antonio Sports Foundation. In 2008 he was appointed by the Governor to the Texas Board of Criminal Justice. He currently serves as Chairman of the University Health System Foundation.

Mr. McCombs is a Regular Member of the Boone and Crockett Club, the oldest conservation organization in the United States. Founded by Teddy Roosevelt in 1887, it is limited by charter to 100 Regular Members. Mr. McCombs is also active in Ducks Unlimited and is a Life Member of six state and national wildlife conservation organizations.



**SCOTT RECHLER, GWSB MBA '12**

A Washington, DC, native, Mr. Rechler is Director and CEO of LearnServe International, a non-profit organization that prepares high school and middle school students as community leaders, with a focus on social entrepreneurship and global awareness. He graduated from Harvard College with a BA in social anthropology.

Mr. Rechler wrote his senior thesis on social entrepreneurship and social change in southern Chile and co-founded Harvard's Race, Culture, and Diversity Initiative to improve campus inter-cultural relations. He worked for five years at Ashoka: Innovators for the Public, strengthening Ashoka's dynamic

global community of social entrepreneurs.

Mr. Rechler was selected as a 2009 winner of the Linowes Leadership Award of the Community Foundation of the National Capital Region. A fluent Spanish speaker, he has lived in Chile and Bolivia.



# FINAL ROUND JUDGES



**ANNETTE SCOTT**

First Lady Ann Scott was born in Mobile, Alabama, but grew up in Dallas, Texas. She met Florida Governor Scott during her senior year of high school and they have been married for over 41 years. They have two married daughters, Allison and Jordan, and three grandsons, Auguste, Quinton, and Sebastian. As an avid reader, the First Lady spends time visiting schools and libraries across Florida, encouraging kids 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 has a degree in business administration from Southern Methodist University in Dallas, Texas. Prior to her role as First Lady, Mrs. Scott ran a successful interior design business in Naples, Florida.



**PETER WEISSMAN, JD '96**

Peter Weissman is a partner in the Washington, DC, office of the international law firm of Blank Rome LLP. He concentrates his practice in patent litigation in the federal courts and prosecution before patent offices in the U.S. and abroad. He regularly counsels start-up companies on patent and trademark procurement and strategies and also manages large worldwide patent portfolios. Mr. Weissman is patent counsel for the GW Office of Technology Transfer and is a co-founder of the George Washington Entrepreneurs Round Table.



**OMAR WOODARD, ESIA BA '05, CCAS MA '07**

Omar Woodard is a principal at Venture Philanthropy Partners, a philanthropic investment firm based in Washington, DC. He supports all investment selection, portfolio management, and supports a diverse \$20M portfolio of high-performing nonprofit organizations and cross-sector collaborations.

Previously, Mr. Woodard was a healthcare consultant and associate director of business development at the Advisory Board Company, and a lobbyist at the Whitaker Group, specializing in African trade and investment, federal representation and international corporate philanthropy. In 2008, he served as a Deputy Regional Field Director for Obama for America. He got his start on Capitol Hill as an aide to Rep. Chaka Fattah (D-PA).

Mr. Woodard received a bachelor's degree in international economics & public policy and a master's degree in public administration from GW, where he was student body president and a recipient of the Presidential Administrative Fellowship. He completed the Governing for Nonprofit Excellence program at Harvard Business School and is a Fellow with the Association of Black Foundation Executives. Mr. Woodard has experience on several nonprofit boards, including the GW Board of Trustees and the Elliott School Board of Advisors.



**ANDREW D. ZACHARIAS, CFA**

Andrew D. Zacharias, CFA, joined Luther King Capital Management (LKCM) in 2005 and is a Principal of LKCM Private Discipline Management, LP and LKCM Headwater Investments GP, LP. Prior to joining LKCM, Mr. Zacharias was a Vice President for Pacesetter Capital Group, was CFO and COO of Street Advisor, and was with the Corporate Finance Group at Bear Stearns. Mr. Zacharias graduated *magna cum laude* with a Bachelor of Business Administration in Finance and Accounting from Texas Christian University and a Masters of Business Administration and Masters in Engineering Management at Northwestern University's Kellogg School of Management. He started his career in finance as an intern analyst for LKCM.

# DISTINGUISHED 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), Tej Phool (SEAS), and David Moore (GWSB) serve as the executive committee of GWERT.

GWERT awards the annual Distinguished Entrepreneurial Achievement Award to a successful GW entrepreneur whose accomplishments inspire and motivate our aspiring entrepreneurs. The recipients of the award follow below in chronological order. The 2014 recipient is Roland Schumann, co-founder of SwapDrive, Inc.

**2008 Richard Scott**

**2010 Linda Rabbitt (GSEHD)**

**2012 Terry Collins (SEAS)**

**2009 Asghar Mostafa (SEAS)**

**2011 Edward Barrientos (GWSB)**

**2013 Richard Stroupe (SEAS)**



ROLAND SCHUMANN, MSc '97, CO-FOUNDER OF SWAPDRIVE, INC.

Roland Schumann co-founded SwapDrive, Inc. in 2000 to enable businesses to backup and share their mission-critical information online using secure data centers located away from their regular company offices. His venture capital-

funded company created one of the first consumer Internet 'clouds' and was acquired by Symantec Corporation in 2008. For two years following the acquisition of SwapDrive, Mr. Schumann served as an executive at Symantec where he continued managing day-to-day operations of the cloud storage business unit, overseeing one of the largest data storage infrastructures in the world.

Throughout the period when SwapDrive was an independent company, Mr. Schumann served as the Chief Operating Officer (COO) and as a Board member. He was a key player in the development of new products and strategic plans. Prior to SwapDrive, he was a senior associate at Booz Allen Hamilton, where he provided technical risk management services to the company's clientele. Prior to this position, he was a senior project manager and information systems developer for the Advanced Technologies Group within the Thomson Corporation (i.e., Reuter's, Westlaw, First Call, Janes'), overseeing complex technical projects for investment banking, research, and publishing firms.

He also served as an intelligence officer and paratrooper in the U.S. Army for 10 years, including time spent working in the jungles of Central and South America on counter-narcotics and arms-smuggling interdiction missions. Mr. Schumann attained the rank of captain before choosing to pursue a civilian career in business.

Mr. Schumann frequently serves as a guest-lecturer at leading business schools including Thunderbird School of Global Management, the George Washington University, and Georgetown University. He teaches entrepreneurship to undergraduate and post-graduate business students. In addition, he serves as a judge for multiple business plan competitions at various universities.

He received a BA in Political Science from the University of Colorado-Boulder and a MSc in Information Systems from the George Washington University School of Business.

Currently, Mr. Schumann is an active member of Angel Capital Association as well as the Sierra Angels – an angel-investing group based in the Lake Tahoe Basin. Within the Sierra Angels, he is a member of their Selection Committee, where he screens investment opportunities and chooses companies to pitch their ideas to the broader membership. Mr. Schumann is also a mentor in GW's StarMBA program and a member of the Sierra Nevada College Board of Trustees.

# PHOTOS



*GWToday - April 4, 2014*

## Record \$130,000 in Prizes Awarded at Business Plan Competition

### Sensamir, a supplement that restores taste sensation to cancer patients, takes first place

Student-led team Sensamir earned a first place finish and \$35,000 in funding at the George Washington University Business Plan Competition held on Friday.

The winning proposal, a zero-calorie dietary supplement that enhances taste recognition in cancer patients who have had their tastes altered through chemotherapy and radiation therapy, was presented by Sensamir Chief Executive Officer and School of Medicine and Health Sciences fourth-year medical student Rehan Quadri and Sensamir Chief Marketing Officer Owais Khalid.

"The GW Business Plan Competition provided me with strong mentors, guided me through creating and executing a business strategy and gave me the finances and office space to successfully move forward with my company," Mr. Quadri said.

A record \$130,000 in cash and in-kind prizes were awarded in nine categories at the sixth annual competition, hosted by the GW Office of Entrepreneurship.

Annette and Richard Scott, Capital One, Luther King Capital Management, Blank Rome, LLP, the AARP Foundation, Deloitte, Brazen Careerist, WeWork, Affinity Lab, AdvantEdge, iStrategyLabs, In The Capital and Event Rentals DC were among the co-sponsors, as well as more than 10 GW schools and departments.

"It seems that the entrepreneurial spirit is sweeping the George Washington campus with 113 teams from all 10 schools competing," Director and Co-founder John Rollins said.

"Since I founded the competition six years ago, it has grown each year and now offers more than \$130,000 in prizes," he said. "This puts GW in the top 10 largest university business plan competitions in the country."

Two social entrepreneurship categories, "Best Non-Profit Social Venture" and "Best For-Profit Social Venture," were added as an initiative of the GW: Social Innovation Lab + Prize and the Center for Civic Engagement and Public Service this year.

The Pedal Forward team, led by SMHS senior Matt Wilkins, was awarded the "Best For-Profit Social Venture" and "Best Sustainable Technology" prizes.

The sustainable bamboo bike company promotes a low-carbon, healthy lifestyle in the U.S. and abroad. Formerly known as Panda Cycles, the idea started as commitment to action for the 2012 Clinton Global Initiative University conference.

"Social entrepreneurship is important because it provides a framework for businesses to find their own success while also in pursuit of helping others," Mr. Wilkins said.

"We have been working on the idea for two years and are ready to scale up. The competition enabled us to write a formal business plan and use it to seek larger seed funding," he said.

"Best Non-profit Social Venture" went to Common Sense Action, a bi-partisan cross-campus organization that seeks to mobilize college students for political action.

The 10 final teams presented a variety of creative entrepreneurial ideas such as hyper-local, social media messaging application Yapper and Generation A, a record company that connects independent artists with fans and donates a portion of music sales to nonprofit and advocacy organization.

Software solutions company BitGrid earned a second place prize and \$15,000 for their plan to create more efficient power grids. Third place and \$8,000 went to Yapper; and Small Spacecraft Micropropulsion, a company that provides low mass and power electric propulsion solutions for small satellites, won fourth place and \$5,000.

The "Older Adult Focused Innovation" prize, presented by AARP, went to DormGen, a company that help senior citizens earn extra money by renting out their homes to students during their travels abroad.

"The diversity of the innovative business models presented by all the participants underlines the interdisciplinary nature of entrepreneurship," Office of Entrepreneurship Executive Director Jim Chung said.

The panel of expert judges included Clifford M. Kendall, former chairman and CEO of Computer Data Systems, Inc.; Terrell McCombs, senior managing partner and chairman of the Advisory Committee of McCombs Enterprises; Scott Rechler, director and CEO of LearnServe International and Ann Scott, former first lady of Florida.

Peter Weissman, partner at Blank Rome LLP; Omar Woodard, former GW Board of Trustees member and principal at Venture Philanthropy Partners; and Andrew D. Zacharias, CFA, principal at LKCM Private Discipline Management, LP and LKCM Headwater Investments GP also served on the panel.

# MEDIA

04.14.2014 by Molly Greenberg

Senior Writer, Higher Ed Beat

InTheCapital

## Sensamir Wins \$35K For Supplement Designed to Increase Cancer Patients' Sense of Taste

George Washington University students with a passion for entrepreneurship tend to get a little antsy during this time of the year. The GW Business Plan Competition finals, presented by the GW School of Business, inspire these trailblazers to perfect their startup pitches in anticipation of - fingers crossed - taking home the first-place prize in the annual celebration of innovation. A record 113 teams from all 10 schools on campus competed for a chance at the more than \$130,000 in prizes this year, but only one crew of brilliant students won over the judges with an impressive business plan.

Presenting a safe, zero-calorie supplement designed to help cancer patients increase their taste recognition after going through chemotherapy and radiation therapy, it was Sensamir that claimed the \$35,000 first-place prize in seed money.

"Winning this competition means everything to us," Rehan Quadri, CEO and director of operations for Sensamir, said in a statement. "The prize money will be reinvested, allowing us to take our business to the next level, purchasing the patent application, paying labs and reaching our goal of taking Sensamir to trials - this is truly remarkable."

While Sensamir managed a first-place win over the nine other finalists, there were three other businesses that also secured some cash.

BitGrid came in second, winning \$15,000 for its big idea to provide software solutions that would create smarter power grids and manage them more efficiently. Yapper came in third, taking home \$8,000 for its plan to facilitate real-time, relevant conversations based on geolocation, effectively changing the way people interact by way of an app. And lastly, there was Small Spacecraft Micropropulsion, which won the \$5,000 fourth place prize for its interesting proposal to offer low-power and low-mass electric-propulsion solutions for small satellites.

New to the 6th annual business plan competition were two prizes for social entrepreneurship: Best Non-Profit and Best For-Profit Social Venture. Common Sense Action, a grassroots organizations with plans to put Millennials at the forefront of the policy decision-making process, won \$7,500 for Best Non-Profit. Pedal Forward, which plans to create sustainable solutions to poverty and transportation issues through the use and sale of its bamboo bicycles, won the same amount for Best For-Profit Social Venture.

All in all, the day was a huge success. As one of the largest contests of its kind in the country, the GW Business Plan Competition proved to be deserving of such a title during the final round on Friday, April 11. The judges were top-notch, ranging from distinguished entrepreneurs to investors, venture capitalists and even GW alums, and the startup pitches were undeniably amazing as well. They were well practiced, unique spiels shared with the crowd with a sense of both pride and enthusiasm.

Posted by Jennifer Vitek

Office Space Blog, AdvantEdge

## AdvantEdge Supports Innovative Student Ideas at 6th Annual GWU Business Plan Competition

WASHINGTON, D.C., May 8, 2014- AdvantEdge Business Centers served as a corporate sponsor for the 2014 George Washington University Business Plan Competition, awarding more than \$2,500 in prizes to a team of student finalists. Sponsoring the competition helped support GWU's ongoing initiatives to give students, faculty, and alumni entrepreneurship opportunities through experiential learning.

The prize was awarded the startup Sensamir, who also won the competition's overall first prize. Founded by fourth-year GWU medical student Rehan Quadri and Owais Khalid, the company is aimed at helping cancer patients increase taste recognition as they go through cancer related therapies, as often these treatments will taint or inhibit the ability of individuals to taste food properly. Sensamir has developed a zero-calorie dietary supplement that aims to restore an enjoyable taste experience for patients undergoing chemo and radiation therapy.

"Winning the competition has been surreal, we are excited to move towards clinical trials for our product later this year. Since moving into co-working space at AdvantEdge we have enjoyed being able to work in an environment that helps us connect with our partners worldwide. We don't have to worry about calls dropping or holding meetings in an unprofessional space," said Rehan Quadri, CEO and Director of Operations for Sensamir.

The prize provides six months of fully-serviced co-working space at AdvantEdge's 2101 L Street location, and is an extension of the informal partnership between AdvantEdge and the GWU Business School's Office of Entrepreneurship.

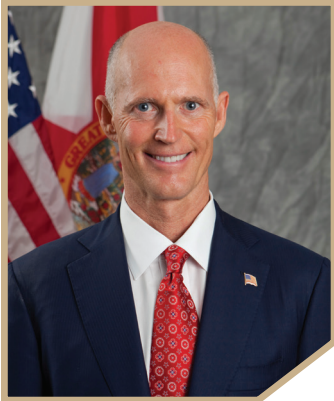
AdvantEdge CEO and founder Prakash Gavri was eager to help support GWU, saying "We share an enthusiasm for entrepreneurship, and through this prize we can help local students and startups achieve their goals." About the Sensamir team he added, "Sensamir has an excellent concept that has the potential to improve the lives of many people, and AdvantEdge is thrilled to help them as they build their business into a success."

AdvantEdge proudly works with the GWU Business School and Office of Entrepreneurship, whose aim is to support GWU students, faculty, and staff, and encourage the spirit of entrepreneurship throughout GWU's campus. This year, the GW Business Plan Competition showcased a record 113 teams from all 10 schools on campus. With over \$130,000 in cash and in-kind prizes, the competition permits students from all schools within GWU to compete for opportunities to make their businesses a reality.

# PHOTOS



## FOUNDING SPONSORS



### RICHARD SCOTT

---

Rick Scott is the 45th Governor of the State of Florida and has worked to cut taxes, pay down state debt, and invest in education to grow opportunities for Florida families. Under the Governor's leadership, state debt has been paid down by \$3.6 billion, and more than 462,000 private-sector jobs have been created in three years. In addition, Florida has jumped from 11th to 6th in the nation for overall quality of its education system.

As the son of a truck driver and JCPenny 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 three grandsons, Auguste, Quinton, and Sebastian.



### ANNETTE SCOTT

---

First Lady Ann Scott was born in Mobile, Alabama, and grew up in Dallas, Texas. She met Governor Scott during her senior year of high school and they have been married now for over 41 years. As Florida's First Lady, Mrs. Scott champions children's causes, encouraging literacy through early reading and writing. She also supports health and nutrition programs and 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 has a degree in business administration from Southern Methodist University in Dallas, Texas. Prior to her role as First Lady, Mrs. Scott ran a successful interior design business in Naples, Florida.

## CO-SPONSORED BY ANNETTE AND RICHARD SCOTT

- ▶ GW School of Business
- ▶ School of Engineering and Applied Science
- ▶ School of Medicine and Health Sciences
- ▶ Milken Institute School of Public Health
- ▶ Columbian College of Arts and Sciences
- ▶ College of Professional Studies
- ▶ School of Nursing
- ▶ Elliott School of International Affairs
- ▶ Law School
- ▶ Center for Civic Engagement and Public Service
- ▶ Office of Alumni Relations
- ▶ Center for Entrepreneurial Excellence
- ▶ Office of Entrepreneurship



---

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC