



THE GEORGE WASHINGTON UNIVERSITY
SCHOOL OF BUSINESS
OFFICE OF ENTREPRENEURSHIP

7TH ANNUAL

GW business plan competition

HIGHLIGHTS

APRIL 14, 2015



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC



Impact

New Director Guides Students from 'Idea to Impact.'

"My expertise is in connecting students, researchers and faculty to the marketplace. This is a great opportunity for the entire university community to get involved."

Dr. Lex McCusker, former CEO of AT&T's text-to-speech venture NaturalVoices, brought more than 25 years of experience as the new director of the GW Business Plan Competition.

From instituting a new format with heavier focus on the Lean

Startup Method to doubling the total amount of prizes, the GW Business Plan Competition has grown significantly. The Competition introduced several new cash prize categories: **Quinn Prize for Best International Venture, Veterans Prize**, and an honorable mention pool for finalists.

The Competition also welcomed new in-kind sponsors that offered a range of awards from private consultation sessions to incubation space to the ten finalists.

We owe significant gratitude to our sponsors who believe in the power of this program and in the incredible skills of our students. Their support not only made it possible to reward all of the participating teams with prizes, but has allowed the GW Business Plan Competition to grow to be one of the top five collegiate business plan competitions when ranked by the amount of unrestricted rewards. We are certainly making an impact not only in the GW community, but the entrepreneur community at large. We awarded over \$209,620 this year!



Lex McCusker

Director,

GW Business Plan Competition

lexmccusker@gwu.edu



Jim Chung

Executive Director,

Innovation and Entrepreneurship

jimchung@gwu.edu

BY THE NUMBERS



\$617,264

TOTAL PRIZES AWARDED

TOTAL PRIZES BY YEAR



PARTICIPATION FROM ALL

10
GW SCHOOLS



1,472

total GW students, faculty, alumni, staff and non-GW affiliates



2015 CASH PRIZES



78



ACTIVE MENTORS*

*Total throughout the competition

130



SEMIFINALIST TEAMS MENTORED*

2 COMPETITION TRACKS



General Entrepreneurship Track
GWupstart Social Venture Track

12

including Best Undergrad, Veterans, International and Older-Adult, plus In-Kind prizes.



1,385

(unique views, 2012-2015)

LIVE STREAM VIEWS

- | | | |
|----------------|----------|---------|
| US | Israel | Belarus |
| Bangladesh | Spain | Iran |
| Ireland | Malaysia | Korea |
| Pakistan | Canada | Canada |
| India | Poland | Germany |
| United Kingdom | Ukraine | Turkey |

SOCIAL ENTREPRENEURSHIP



GWupstart Social Innovation Lab is GW's central hub for social entrepreneurship training, 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 provides know-how and support to students to turn their ideas into action that makes a measurable, sustained difference in the local and global communities they call home.

Social entrepreneurship 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 needs in an organizationally and financially sustainable way.

The **GWupstart Social Innovation Lab Workshop Series** was offered in each month of the fall semester, and honed students' conceptual and practical understanding of social entrepreneurship. Students got hands-on experience with applying the lean startup methods of getting out of the building and talking to potential customers and beneficiaries. They also took part in rapid prototyping sessions that demonstrated how to simulate a solution and get immediate feedback, without spending excess time and money.

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

"The competition was a truly transformative experience. With GWupstart's mentorship, we were able to blend profitability and social impact and create a business model where everyone wins. Because of the groundwork we did through the competition, actual investors are now helping us scale our vision to make a real impact in the world."

Floyd Jones, Connecting4Good, Finalist Social Venture Team Member



Floyd Jones, Connecting4Good

This year's nonprofit winner—and the competition's first place winner—is MEANS Database, an online communication platform that gets more food out of the dumpster and into the emergency feeding system.

The for-profit winner was GRID: Gaming Revolution for International Development, a company that creates games for development agencies to improve communication with beneficiaries and foster lasting, positive behavior change around health and other issues.

Project Dharavi: Redefining Waste was the competition's third place winner and the recipient of the Quinn Prize for Best International Venture, as well as the GWupstart D-Prize. Project Dharavi works to incentivize families in India to end open defecation and instead use in-home toilets that turn waste into an economic opportunity through partnerships with biogas companies.

Honorable mention and office space was awarded to Connecting4Good (C4G). C4G does the last-mile lift for mobile products that can be integrated and introduced into West Africa to accelerate change and get affordable, well-connected smartphones into the hands of those who did not have this access previously.

Connect with GWupstart

 | go.gwu.edu/upstart

 | [/GWupstart](https://www.facebook.com/GWupstart)

 | [@GWupstart](https://twitter.com/GWupstart)

 | upstart@gwu.edu

2015 PRIZES AND WINNERS

	AWARDS	AMOUNT	WINNER
CASH PRIZES			
	Luther King Capital Management 1st Place Prize	\$35,000	MEANS Database
	2nd Place Overall	\$15,000	Quorum
	3rd Place Overall	\$10,000	Project Dharavi
	4th Place Overall	\$5,000	The Rival, LLC
	Blank Rome's Best Undergraduate Venture	\$10,000	Quorum
	GWupstart Best Nonprofit Social Venture	\$7,500	MEANS Database
	GWupstart Best For-Profit Social Venture	\$7,500	GRID
	Quinn Prize for Best International Venture	\$7,500	Project Dharavi
	Audience Choice	\$5,000	MedConnect
	Veterans Prize	\$5,000	MedConnect
	Honorable Mention	\$5,000	Connecting4Good (C4G), GutFeeling, Bleed Freeze, Your Health Concierge, Inc.
Total Cash Prizes		\$117,500	
IN-KIND PRIZES			
	Metro Offices Office Space & Amenities for 6 Months	\$33,210	Connecting4Good (C4G), \$12,000 Quorum, \$15,000
	General Assembly Course & Front Row Access	\$15,466	All 220 Participants
	WeWork Membership for 6 Months	\$12,000	Project Dharavi
	UberOffices Membership for 6 Months	\$7,200	GutFeeling
	TechShop Membership for 6 Months	\$6,000	Bleed Freeze
	Cloud Coaching Institute Behavior Report & Analysis	\$5,000	MEANS Database
	Blank Rome Legal Services	\$4,000	1st - 4th Place teams (\$1,000 each)
	iStrategy Labs Custom Lab Consultation	\$3,000	The Rival, LLC
	AdvantEdge Business Centers Co-Working Space for 6 Months	\$15,000	MedConnect
	Arjuna Solutions Digital Marketing Strategy Session	\$2,500	MEANS Database
	Mindhatch Workshop/ Consultation	\$750	MEANS Database
	Marie Rudolph Military Bowl Tickets	\$300	MedConnect
Total In-Kind Prizes		\$92,120	
Total Prizes		\$209,620	

AUDIENCE CHOICE AWARD

The Audience Choice Award is an opportunity for the audience to get involved!

To greatly improve the voting experience and involvement from the audience, we deployed the **GW BizPlan Mobile Application**.

The GW BizPlan App was designed for guests to have an interactive experience with the GW Business Plan Competition Finals, view event details and finalist presentation slides, connect with event attendees, and vote for their favorite venture!

The app is still available for download on Apple iTunes and Google Play stores!



MedConnect, recipient of the 2015 Audience Choice Award, accepts their \$5,000 check from Lex McCusker, Director of the GW Business Plan Competition.

WINNERS



MEANS DATABASE

The MEANS (Matching Excess and Need for Stability) Database: We are an online communication platform that gets food out of the dumpster and into the emergency feeding system.

Grant Nelson, LAW JD '16

Maria Belding, American University

Rachel Dawn Davis, Mentor



QUORUM

Quorum is an online legislative strategy platform that provides unique quantitative insights in the U.S. Congress through interactive visualizations and up-to-date statistics.

Joshua Hone, CCAS BA '17

Elizabeth Wuller, CCAS BA '17

Alex Wirth, Harvard University

Jonathan Marks, Harvard University

Lisa Mavrogianis, Mentor



PROJECT DHARAVI: REDEFINING WASTE

By providing an incentivized, in-home sanitation system to families, Project Dharavi will help create a healthier, safer world for those at the base of the pyramid.

Evan Young, ESIA BA '15

Muhammad Obuz, CCAS BS '16

Ketan Patel, Mentor



THE RIVAL, LLC

The Rival modernizes campus journalism to significantly benefit both students and advertisers.

Myles Field, GWSB BBA '15

Joshua Strupp, SMPA BA '15

Margeaux Abrams, SMPA BA '15

Nicholas Long, ESIA BA '16

Randy Graves, Mentor

OTHER FINALISTS

"Through the GW Business Plan Competition I was able to master the art of wearing the social entrepreneur hat and pitching to investors... We received great feedback from the judges and were able to develop a framework for establishing GRID as a sustainable social venture rather than a short-term project." - Mariam Adil, GRID (Winner of GWupstart's Best For-Profit Social Venture, \$7,500)

BLEED FREEZE



Bleed Freeze is a simple and effective device that helps control nosebleeds in children and adults.

Elizabeth Phillips, SMHS MD '15

Hamid Shokoohi, SMHS Faculty

Neal Sikka, SMHS Faculty

Romil Patel, SEAS BS '15

David Sheon, Mentor

GUTFEELING



GutFeeling provides an inexpensive and fast analytic service of the gut microbiome for health and lifestyle monitoring.

Jung Hyun Yu, SEAS MS '16

Raja Mazumder, SMHS Faculty

Hiroki Morizono, SMHS Faculty

Krista Smith, CPS MS '13

Jill Carrie, Mentor

CONNECTING4GOOD (C4G)



C4G does the last-mile lift for mobile products in West Africa, and delivers affordable, well-connected smartphones into the hands of more people.

Floyd Jones, ESIA BA '15

Andrew Kestler, The College of William & Mary

Rajan Trivedi, Mentor

MEDCONNECT



MedConnect removes barriers to healthcare with a customized telemedicine solution for health service delivery organizations to bridge the gap between patients and their providers.

Laura Roth, GWSPH MHA '16

Amy Rutkowske, GWSPH MHA '16

Jose Laguna, Mentor

GRID - GAMING REVOLUTION FOR INTERNATIONAL DEVELOPMENT



There are more than one billion people living under \$1.25/day and half a billion playing video games worldwide. GRID offers a complete spectrum of services that will mainstream video games into the practice of International Development.

Mariam Adil, ESIA MA '15

Caroline Bailey, ESIA MA '15

Kiran Javaid (University of Washington)

Rizwan Nusrat (Bahria University)

Kalssom Lakhani, Mentor

YOUR HEALTH CONCIERGE, INC.



Your Health Concierge, Inc. will provide wellness services to seniors 55 and over. As the baby boomer generation ages, seniors want to age in place, maintaining health and wellness.

Caroline Sparks, GWSPH Faculty

Christian Brewer, GWSPH MHA '15

Shakita Jenkins, GWSPH MPH '14

Doris Bryant

M.A. Moutoussis, Mentor

MENTOR PROGRAM

Since 2010, annual surveys have indicated that mentors provide the most valuable input to the teams. While the GW Business Plan Competition offers numerous opportunities and resources, including extensive feedback from the judges, team mentors have made the strongest impact. The Competition is supported by a robust network of volunteer mentors who help GW students. All semi-finalist teams are matched with a mentor, many of whom are GW alumni.

“It is incumbent on people of success to transfer their experiences and knowledge to the next generation. Future progress is built on the successes of the past.”

Randy Graves, Mentor of the GW Business Plan Competition since its inception.

All teams participating in the competition may request a mentor at any point.

Two networking events, sponsored by Brazen Careerist, were hosted for GW student entrepreneurs to meet and mingle with business professionals, industry experts, and successful entrepreneurs: a Student-Mentor Match event and a Virtual Networking Hour. Students are matched with mentors who have related industry or startup experience, and in consideration of personal characteristics.

All mentors have real-world experience working with startup businesses either as an entrepreneur or an investor. The types of support provided to the teams vary, but the most common types of support are in the following areas:

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

This year’s mentors volunteered their time and experience to provide support and advice to 40 semi-finalist teams. They worked with teams from mid-February to mid-April, and several mentors have chosen to continue with their teams after the competition ended.

Mentors offer a considerable amount of thoughtful leadership, and we appreciate the time, dedication, and commitment it takes to engage the GW startup community.

SEMI-FINALIST VENTURE

MENTOR

Advancing International Development Project	Kelly Pierson , Innovative Programming Manager, National 4-H Council
Bleed Freeze	David Sheon , President & CEO, WHITECOAT Strategies
Connecting4Good (C4G)	Rajan Trivedi , Director of Business Development and Strategic Partnerships, Mobi Changa Limited
Café Phoenix	Rachel Centariczki , Talent Growth Initiative Officer, Ashoka
Clique	* Justin Lichtenstaedter , CEO, Yapper
DZ Dialyse	Augustin Ramos , COO, NMS Healthcare
El Chavo Store	Ed Martinez , Retired Founder & CEO, MTZG
Food for the Fight	George Schadler , GW Asst. Professor, Management
GRID - Gaming Revolution for International Development	* Kalsoom Lakhani , Founder & CEO, Invest2Innovate
GutFeeling	Jill Carrie , President, CO3 Business Design
Happening	* Anthony Shop , Managing Director, Social Driver
Harmonize	* Asghar Mostafa , President & CEO, Rubriq Corporation
Jonas Umbrellas	* Matt Wilkins , GW Adjunct Professor

MENTOR PROGRAM

SEMI-FINALIST VENTURE MENTOR

LuckePets	Lisa Rosenthal , CEO & Owner, Mayvin Consulting Group
MEANS Database	Rachel Dawn Davis , Consultant, Green Dawn Solutions, LLC
MedConnect	Jose Laguna , Co-Founder, Coworkers.com
NO Women Left Behind	Yeabsira Mehari , Deputy Director, International Programs, Africare
Nosey	Amiee Dobrzeniecki , Principal, Innovation Policyworks
Palmar Plantar	* Joe Cohen , VP Global Partners, Riverbed Technology
Peer Health Education Network	Yasmin Lalani , Program Assoc, Education, Results for Development Institute
Pingwheel	David Muchow , Founder & CEO, MuchowLaw
Project Dharavi: Redefining Waste	* Ketan Patel , Manager, PwC (New York City)
Project Dream Miles	Ronjon Bose , Digital Product Manager, Capital Group
Quiky	* John Holmblad , Principal Information Security Specialist, US Senate
Quorum	Lisa Mavrogianis , Program Manager, Dept. of Veterans Affairs, Office of Policy and Planning
Reach Higher	Coonoor Bahal , Founder, Mindhatch, LLC
RevMatch	* Daron Coates , Principal, ThinkBox Group, LLC
SignOut	* Bob Connors , Scientist III, The Geneva Foundation
SuitUp	* Corinne McCormack , Founder, Corinne McCormack, Inc.
Mark App	* Andria Seneviratne , GW Assoc. Professor of Biomedical Engineering
The Nurtured Palate	* Rob Wyant , President, Yapper
The Rival, LLC	* Randy Graves , Director, GWERT Mentors
The Successful Muzik Group	* Adam Treiser , CEO, Arjuna Solutions
TuberTutors	* Dave Mathison , CEO, healthEworks, LLC
Veterans 2 Commerce	Tidus Coleman , Co-Founder, COO, NEA Labs, LLC
Your Health Concierge, Inc.	M.A. Moutoussis , Engagement Manager, Huge
Youthist	* Daniel Koffler , Founder/Exec. Dir., New Frontiers Learning
Yummer	* Warren Brown , Founder/Owner, CakeLove

* Affiliated with GW

FIRST ROUND JUDGES

Judges provide invaluable support to the GW Business Plan Competition. Their experience and insight is critical to moving the best teams forward in the competition, and each year participants report that the judges' comments and scoring feedback is one of the most valuable parts of their experience.

Asha Aravindaskshan

Director of Talent Operations, Ashoka

Charles Basden

Coordinator of Special Projects, Center for Engagement & Public Service

Lisa Benton-Short

Director of Sustainability, GW

Floortje Blinderbach-Driessen

Founder and CEO Organizing4Innovation

Brian Coblitz

Licensing Associate, GW Office of Technology Transfer

Nancy Corsiglia

Managing Partner and Co-founder, DEVONSHIRE ADVISORY GROUP

Minha Do

Information Security Engineer, SAP National Security Services

Aimee Dobrzeniecki

Principal, Innovation Policyworks, LLC

Richard Donnelly

Associate Professor, Information Systems and Technology Management, GW

Rick Ducey

Managing Director, BIA/Kelsey

Ayman El Tarabishy

Executive Director, The International Council for Small Business

Melanie Fedri

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

Kathy Korman Frey

Entrepreneur, Founder & CEO, The Hot Mommas Project

Karl Ginter

President and CEO, Inspyris, LLC

Carl Gudenius

Deputy Chair and Producer, Dept. of Theatre and Dance, GW

Soizic Hagege

Social Innovation Fellow, GW

Jan Klein

CFO, MCT Worldwide

Renee Lewis

President, Pensare Group

Daniel Lieberman

Professor and Vice Chair for Clinical Affairs, Department of Psychiatry and Behavioral Sciences, GW

Matt Lindsay

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

La'Taunja Martin

Entrepreneur & Liaison Engineer, Newport News Shipbuilding, A Division of Huntington Ingalls

Dave Mathison

CEO, healthEworks, LLC

FIRST ROUND JUDGES

Kevin May

Entrepreneur, Doctoral Fellow and Adjunct Professor, GW

Amy Millman

President, Springboard Enterprises

Will Money

Director, Executive M.S. in Information Systems Technology Program, GW

Dave Muchow

Founder & CEO, David J. Muchow, PLC

Blain Parrish

Assistant Professor, Milken Institute School of Public Health, GW

Jesse Pines

Director, Center for Health Care Quality and Associate Professor of Emergency Medicine and Health Policy, GW

John Rollins

Former Director of GW Business Plan Competition, GW

Lisa Rosenthal

CEO and Owner, Mayvin Consulting Group

Marie Rudolph

Entrepreneur, Co-founder, and Board Member, Military Bowl

Thomas P. Russo

Assistant Vice President for Corporate Research, GW

Phyllis Ryder

Associate Professor of English, GW

John Samuel

Director of Products, Homestrings.com

Mary Schoonmaker

Assistant Professor of Marketing, Western New England University

Neal Sikka

Associate Professor of Emergency Medicine, GW

Sheetal Singh

Assistant Professor of Management, GW

George Solomon

Director for the Center for Entrepreneurial Excellence, GW

Volker Sorger

Assistant Professor and Director of the Nanophotonics Lab, GW

Michael Steelman

Director of Alumni Career Services, GW

Priya Swamy

Energy Efficiency Project Specialist, U.S. Department of Energy

Amita Vyas

Associate Professor of Prevention and Community Health, GW

Adam Wickenheiser

Assistant Professor of Engineering and Applied Science, GW

Matt Wilkins

Adjunct Professor, GW

Gus Williamson

Licensing Associate, GW

Jason Zara

Associate Professor of Biomedical Engineering, GW

Ellen Zavian

Professor of Sports Law, GW

Nan Zhang

Associate Professor of Computer Science, GW

SEMIFINAL ROUND JUDGES



(All rows listed left to right)

ROW FIVE (back row)

Lex McCusker (not a judge)	Director, GW Business Plan Competition
David Moore, GWSB, MBA '80	Supervisory Patent Examiner, USPTO
Matthew Scherer, GWSB BBA '76	Partner, Rockland Advisory Group
Michael Spitalney	Founder and Managing Director, SmartCommerical Funding, LLC
Bob Smith, GWSB MBA '88	Chairman, BrightHub, Inc.

ROW FOUR

Heather Batzel	Attorney at Law, Batzel Law, PLLC
Darrell Scott	Venture Manager, Accelerate Change
Thomas Sanchez	Co-Founder and CEO, Social Driver
Stephen Sellick	Managing Director, Gnarus Advisors, LLC
Tesga Belachew	Change Manger, Ashoka

SEMIFINAL ROUND JUDGES

ROW THREE

Bo Davis, CCAS BA '97	CEO, Wasabi
Benjamin Takis, CCAS BA '01	Founding Attorney, Tax-Exempt Solutions, PLLC
Vincent Purcell	Founder and Director, Boomspace: The East Baltimore Makerspace and Digital Fabrication Lab
Melanie Federi (not a judge)	Coordinator, Social Entrepreneurship, Center for Civic Engagement and Public Service
Mitch Stevens, SEAS MS '90	Senior Vice President, AARP Services, Inc.
Niharika Hangle	Independent Business and Marketing Consultant

ROW TWO

Prashant Kothari	President and CEO, String Real Estate Information Services
Aaron Emmel	Manager, Global Health Advocacy Initiatives at American Academy of Pediatrics
Melissa Ann Ehrenreich	Executive Director, DC Social Innovation Project
Wayne Curtis	Managing Partner, Curtis Concepts, LLC
Michael Cuttler, CCAS BBA '14	Manager of Outreach, Youth Service America

ROW ONE (front row)

James Chung (not a judge)	Executive Director, Innovation and Entrepreneurship, GW
Bill Quinn, GWSB, MBA '92	President, Fast4ward Capital Group, Inc.
Mark Rothman	President, MYTA Technologies
Mark Kass	Partner, Nixon Peabody, LLP
Mitchell Herman, GWSB MBA '76	President, Dana Creative Concepts

Not pictured

Javier Arguello, GWSB BBA '95
Founder and Executive Director, COGx

Doug Atkinson, CCAS MA '05
Vice President, Sales and Business Development, Marvell Semiconductor

Elias Carayannis
Professor, Science Technology, Innovation and Entrepreneurship, GW

Frank Cerullo, GWSB BBA, MS '01
CEO, Gamewear, Inc.

Katey Comerford
Executive Director, Girls On The Run of Northern Virginia

Paul Economon, LAW JD '94, GWSB MBA '94
Partner, Rimon, PC

Mary Glass
President, MEXEL, USA

Michael Grove
CEO, Grove USA

Don Hawk, CCAS BA '93, CCAS MA '96
Executive Director and Co-founder, TechTarget

Wendolyn Holland
Director, Holland Consulting

Stacey Kane
Co-founder and COO, Revolutionary Education Ventures

Elma Levy
Co-founder and Chair of the Board, Dovel Technologies

Andrew Lewis, GWSB BBA '98
Partner, Gov. Industry Sector - Audit, KPMG

Matt Mandell, CCAS BA '04, GWSB MBA '10
Director of Digital Engagement, Imagine Business Development

Marta Milkowska
Strategic Innovation Consultant, The World Bank Innovation Labs

Adam Nelson
Director of International Strategy and Business Development, American Alliance of Museums

Ron Shah, GWSB BBA '11
Founder and Managing Partner, Jina Ventures

Ting Shih
Founder and CEO, ClickMedix

Jeff Showalter, LAW JD '06
Associate, DLA Piper

Richard Stroupe, LAW JD '06
Founder and Managing Principal, Crimson Holdings, LLC

Lauren Vitek
Project Specialist, The Advisory Board Company

FINAL ROUND JUDGES



Dana Barsky, Private Investor

Dana Barsky focused her investment banking career on mergers and acquisitions and has advised companies across a wide variety of industries – consumer products, healthcare, technology, industrial products, and retail. Dana worked in the M&A groups of a number of firms, including Credit Suisse and Donaldson, Lufkin & Jenrette. At Credit Suisse, she also served as Head of U.S. Defense, where her primary responsibility included aiding companies involved in unsolicited takeover attempts. Dana also served as a Managing Director at Golden Seeds, one of the nation’s most active early-stage investment firms, where she made investments in healthcare and technology companies. Dana graduated from the George Washington University in 1989 and received an M.B.A. in 1995 from Harvard Business School.



Elizabeth Campbell-Pagé, CEO, Cloud Coaching Institute

Elizabeth Campbell-Pagé is the CEO of Cloud Coaching Institute. A seasoned global executive leadership coach, consultant and trainer, Elizabeth works with diverse organizations worldwide. She is an adjunct faculty and certified live online leadership educator delivering over 1,000 hours of leadership programs to over 2,500 global participants. In addition to her strong business and leadership background and acumen, she is a certified psychometric counselor for a powerful cloud-based talent assessment, www.talentoday.com. She worked as Knowledge and Learning Manager at the World Bank in Washington, DC, for almost 10 years. As co-founder and editor-in-chief of an international economics and environment journal, with the Royal Society, “EcoDecision,” bridged 100+ countries by building capacity for sustainable development practices and policies reaching global and national executives in both English and French. Her academic background includes a graduate degree in Systems Engineering from the George Washington University, Ph.D. studies at Johns Hopkins University, and graduate courses from Harvard.



Wayne R. Curtis, Ph.D., Managing Partner, Curtis Concepts, LLC

Dr. Wayne Curtis is the Acting Director of the Center for Urban Entrepreneurship (CUE) at the School of Business and Public Administration (SBPA). CUE is a primary resource hub for entrepreneurs throughout the District of Columbia. Dr. Curtis was a project specialist with the College of Agriculture, Urban Sustainability and Environmental Sciences (CAUSES), where he conducted research on green jobs, social and traditional entrepreneurship.

Dr. Curtis worked with two money center bank investment houses and a GSE structuring billions of dollars of transactions with bonds, debt and equity. He establishes Curtis Concepts, LLC in 2007. Curtis Concepts, LLC is a full service advisory firm, providing financial advice for real estate deals, including structured finance, management consulting, and professional customer relations.

Dr. Curtis earned a Ph.D. in Leadership and Change from Antioch University. He earned a Master of Science degree in Urban Planning, with an emphasis on economic development, from Columbia University, and a B.A., with honors, from Harvard University.

FINAL ROUND JUDGES



Mary Galeti, Executive Director and Vice-Chairman, Tecovas Foundation

Mary Galeti is a Principal at Shiplake Partners. Shiplake Partners is a consulting firm that helps institutions create and nurture relationships that offer upside and mitigate risk with the communities that exist both internally and externally. She also serves as the vice-chair of the Tecovas Foundation. Mary has led Tecovas to develop a concrete vision to increase the foundation's capacity and effectiveness. Recently the foundation has added impact investing and PRI work to their portfolio. Mary serves as the chair of the Family Philanthropy Committee at the Council on Foundations. She also serves as the vice-chair of the StartingBloc Social Innovation Fellowship Program. She has spoken on the issues of generational transition and leadership cultivation in philanthropy and the nonprofit space at many venues, including the Council on Foundations, Advisors in Philanthropy, and The Youth Summit on Social Innovation and Philanthropy at the United Nations. She is a 2008 StartingBloc Social Innovation Fellow. She is a member of the World Economic Forum's Global Shapers Washington, D.C. Hub. She and her husband currently live in Washington, DC.



Dan Gordon, Technology Partner, Valhalla Partners

Dan Gordon has over thirty years of experience working with technology, as a computer scientist, software developer, manager, analyst, and entrepreneur. Prior to joining Valhalla Partners, Dan was a Director and senior staff member at the PricewaterhouseCoopers Global Technology Centre, analyzing technology trends and consulting on technology-oriented strategies in the software, e-business, wireless, optical, networking, semiconductor IP, and life sciences arenas. Dan was also a contributing writer and contributing editor to the Technology Centre's annual Technology Forecast, and a frequent speaker at industry and general business meetings. Prior to joining PwC, Dan spent 20 years in Silicon Valley as a software technologist, manager, director, and entrepreneur, including senior technical roles at well-known Silicon Valley firms like Symantec, Intuit, and Oracle. Dan has a B.A. cum laude from Harvard University and an M.S. degree from New York University in Computer Science. He is a Professional Member of the IEEE and ACM.



Roger Krakoff, Founder and Managing Partner of Cloud Capital Partners

Roger Krakoff is the Founder and Managing Partner of Cloud Capital Partners. Roger is currently on the Board at Flowthings.io and SpaceCurve. He is also a member of the Advisory Boards at Cloud Technology Partners, Iron.IO newBrandAnalytics, PowerInbox, Compass, TrackMaven and WhoKnows. Formerly, he served on the boards of SeeWhy (sold to SAP), Cloudscaling (sold to EMC), Aprimo Software (sold to Teradata), Intraspex Software (sold to Vignette). Prior to forming Cloud Capital Partners, Roger was a Venture Partner for over five years at Sigma Partners focusing on the enterprise software, IT, and business services industries. Roger earned an M.B.A. from Harvard Business School, an M.A. from the Fletcher School of Law and Diplomacy and a Bachelor of Arts with High Honors in International Relations and Economics from Tufts University. Roger is a mentor at Citrix Startup Accelerator, TechStars Cloud and Accelprise. He is also an active angel investor.

FINAL ROUND JUDGES



Jonathon B. Miller, Private Equity Analyst, Luther King Capital Management

Jonathon B. Miller is a member of the private equity team at Luther King Capital Management (LKCM) where he is responsible for originating new investment opportunities, conducting due diligence, structuring transactions and working with partner companies. Prior to joining LKCM, Mr. Miller worked in turnaround operations at Renovo Capital where he specialized in big data analytics and web marketing; and prior to Renovo Capital, Mr. Miller was a Portfolio Manager for NFJ Investment Group in Dallas, Texas managing mid and large-cap public equity investments. Mr. Miller began his career in technology as an electrical engineer designing cutting edge digital and analog circuitry for Texas Instruments and start-up Emerging Memory Technology.



Michael Quinn, Partner, Q Advisors

Michael Quinn has over 20 years of experience in capital raising and mergers and acquisitions. Michael has led M&A and debt and equity financings in a variety of sectors including the competitive wireline telecom, wireless, digital media, social networking, mobile content, satellite and mobile infrastructure. Previously, Michael was a founder of and Chief Corporate Development Officer for VeloCom Inc., where he was responsible for capital raising and acquisition activities. Prior to VeloCom, Michael was a partner in the Denver-based law firm Holland & Hart LLP, guiding their international corporate finance practice. Prior to joining Holland & Hart, Michael practiced with the New York-based law firm of Cleary, Gottlieb, Steen & Hamilton. Michael received a B.A. in International Affairs from the George Washington University and a J.D. from the New York University School of Law. He is currently on the Advisory Board of the George Washington University School of Business.



Brian Radecki, CFO, CoStar

Brian J. Radecki is chief financial officer since 2007 of CoStar Group (Nasdaq: CSGP), a leading provider of commercial real estate information, analytics, and online marketplaces. Starting at CoStar in 1997, he held several senior financial and operational roles, including vice president of research operations, the company's largest operating area. In 2012, he was named the Washington Business Journal's CFO of the Year. During 2014 he lead and raised nearly \$1.1 billion of debt and equity while also completing the acquisition of Apartments.com for \$585 million.

Brian has over 20 years of experience in senior-level financial and operational roles in both small private and large public companies. He received a B.S. from the State University of New York at Buffalo with a dual degree in accounting and finance. He is also an active angel investor, serving as advisor or board member to a dozen small startup companies over the past few years.

FINAL ROUND JUDGES



Marco Rubin, Fund Advisor, Center for Innovative Technologies (CIT)

Marco Rubin is responsible for sourcing, diligence, and closing of seed and early stage investments on behalf of the CIT and serves as a board representative to numerous portfolio companies. He divides his responsibilities between the GAP Tech Fund and the Commonwealth Energy Fund which he manages for the CIT. He also leads Exoventure Associates, LLC which is primarily engaged in emerging market activity. Prior to forming Exoventure, Rubin was founder of Monumental Venture Partners, LLC (MVP), making investments in security, information technology, telecommunications, software, and medical devices sectors. Prior to MVP, Rubin worked for Booz Allen & Hamilton where he served as a project leader for clients in the energy, telecommunications, and information technology industries. He began his career as an engineer at NASA Johnson Space Center, where he trained and certified astronauts and flight controllers to operate spacecraft. He holds an M.B.A. from the George Washington University and a bachelor of science in electrical engineering from the University of New Mexico.



Franklin Urteaga, Founder & CEO, Oigetit.com

Franklin Urteaga is the Founder & CEO of Oigetit.com. He has more than 20 years of experience in technology start-up businesses and is credited with providing the visionary leadership and trademark hands-on approach that has led to Oigetit's exponential growth. As a successful start-up entrepreneur, Franklin has established an impressive record of success, building successful global technology brands, such as "JDate.com," "ChristianMingle," and "PreMammogram.com." Franklin also has helped raise more than \$50 million to grow various entrepreneurial start-up ventures. Additionally, Franklin has served two U.S. Presidents as a White House Technology Policy Aide, and Presidential Campaign Aide. He has also served as a board member on over a dozen emerging socially-conscious technology companies. Franklin currently sits on the board of advisors of GW's Trachtenberg School of Public Policy & Public Administration. He holds an M.P.A. with Highest Honors from the George Washington University and a Bachelor of Science degree in industrial technology.



Peter Weissman, Partner, Blank Rome LLP

Mr. 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 Technology Transfer Office and is a co-founder of the George Washington Entrepreneurs Round Table.

DISTINGUISHED ENTREPRENEURIAL ACHIEVEMENT AWARD

The Distinguished Entrepreneurial Achievement Award (DEAA) was created by the GW Entrepreneurs Round Table (GWERT), a university-wide group of individuals who support the advancement of entrepreneurship at GW.

GWERT and the GW Office of Entrepreneurship award the DEAA to a successful GW entrepreneur whose accomplishments inspire and motivate our aspiring entrepreneurs. The award is traditionally presented during the GW Business Plan Competition Finals. The 2015 recipient is Michael Quinn, Partner, Q Advisors, who joins a league of notable entrepreneur recipients:

2008	Governor Richard Scott	2012	Terry Collins (SEAS)
2009	Asghar Mostafa (SEAS)	2013	Richard Stroupe (SEAS)
2010	Linda Rabbitt (GSEHD)	2014	Roland Schumann (GWSB)
2011	Edward Barrientos (GWSB)		



MICHAEL QUINN, ESIA '84, Q ADVISORS PARTNER

"I was honored to present Michael with the Distinguished Entrepreneurial Achievement Award. His successful track record in both founding multiple businesses of his own as well as his M&A work with entrepreneurial businesses provide him with incredibly unique and diverse experience. He is an inspiration and a resource for aspiring entrepreneurs."

*Linda Livingstone
Dean, GW School of Business*

Linda Livingstone, Dean of the GW School of Business, presented the 2015 award to Michael Quinn, Q Advisors Partner.

Michael Quinn has more than 20 years of experience in capital raising and mergers and acquisitions. Michael has led M&A and debt and equity financings in a variety of sectors including the competitive wireline telecom, wireless, digital media, social networking, mobile content, satellite, and mobile infrastructure.

Previously, Michael was a founder of and Chief Corporate Development Officer for VeloCom Inc., where he was responsible for capital raising and

acquisition activities. Prior to VeloCom, Michael was a partner in the Denver-based law firm Holland & Hart LLP, guiding their international corporate finance practice. Prior to joining Holland & Hart, Michael practiced with the New York-based law firm of Cleary, Gottlieb, Steen & Hamilton.

Michael received a B.A. in International Affairs from the George Washington University and a J.D. from the New York University School of Law. He is currently on the Advisory Board of the George Washington University School of Business.

PHOTOS

The 7th Annual GW Business Plan Competition Finals event was held on April 14, 2015, in the Lehman Auditorium of the Science and Engineering Hall.



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. Governor 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 more than 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.

PROUD TO SPONSOR

**Luther King Capital Management
is proud to sponsor the
2015 GW Business Plan Competition
and congratulates this year's winners
on their accomplishments.**

LKCM

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- ▶ Center for Entrepreneurial Excellence



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