



THE GEORGE WASHINGTON UNIVERSITY
OFFICE OF INNOVATION AND ENTREPRENEURSHIP

8TH ANNUAL

GW new venture competition

HIGHLIGHTS

APRIL 19, 2016



THE GEORGE
WASHINGTON
UNIVERSITY
WASHINGTON, DC



Office of the
Vice President for Research

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Office of Innovation
& Entrepreneurship



Office of the
Vice President for Research

Impact Creating Value for Others



The GW New Venture Competition Finals are the culmination of an academic-year-long series of workshops, advising sessions, speakers, active mentorship, networking and pitch events focused on new venture creation. Thanks to our generous sponsors and volunteers, we are able to provide an educational experience to participating students that helps them get their ideas, research, and passions out of the classrooms and labs, and into the real world. Using the Lean Startup approach, the student teams are encouraged to “get out of the building” to test their burgeoning business models with empirical evidence.

This year, we received 106 first-round entries in January from all of the GW schools. From those initial submissions, 42 were invited to write full business summaries in the semi-final round, and from those, 10 teams made it to the GW New Venture Competition Finals. While the finalists competed for the over \$250,000 in cash and in-kind prizes, the participants on all 106 teams

The GW Office of Innovation and Entrepreneurship (from left to right): Tengiz Sydykov, Dan Kunitz, Jim Chung, Lex McCusker, Jasmine Bautista.

have gained precious experience in trying to turn an idea into a venture that can create value for others.

The GW New Venture Competition is one of many programs provided by the GW Office of Innovation and Entrepreneurship. The office has a broad mission to support the GW community beyond the creation of new ventures, through other stages and modes of innovation, like ideation, design thinking, and intrapreneurship. The skills developed through these experiential educational opportunities prepare GW students for success in their future innovative endeavors, whether launching a high-tech startup, developing a new product line, championing a social cause, or introducing a new government policy.

Lex McCusker

Director
Student Entrepreneurship Programs

BY THE NUMBERS

 **\$891,079** TOTAL PRIZES AWARDED



PARTICIPATION FROM ALL

10
GW SCHOOLS



1,143

total GW students, faculty, alumni, staff and participants



2016 CASH PRIZES



119

ACTIVE MENTORS*



172

SEMIFINALIST TEAMS MENTORED*



2 COMPETITION TRACKS

Commercial Venture Track
GWupstart Social Venture Track



14

including Best Undergrad, Veterans, International and High-Tech, plus In-Kind prizes.

*Total throughout the competition



1,441
(unique views, 2012-2016)

LIVE STREAM VIEWS

US
Bangladesh
Ireland
Pakistan
India
United Kingdom

Israel
Spain
Malaysia
Canada
Poland
Ukraine

Belarus
Iran
Korea
Canada
Germany
Turkey

SOCIAL ENTREPRENEURSHIP



GWupstart Social Innovation Lab is GW's central hub for social entrepreneurship training, mentoring, and funding. Based in the Honey W. Nashman 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 each month in 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 New Venture Competition awarded \$7,500 for Best Nonprofit Social Venture and \$7,500 for Best For-Profit Social Venture.

"The New Venture Competition is a great opportunity for any business at any stage—it will force you to think critically about the viability of your venture, give you a strong mentor network, and go a long way in making your passion translate into results."

*Parth Chauhan,
Elliott School of International Affairs, 2013*



Pranav Kaul ESIA, BA '16, HomeGrown Farms

This year's for-profit social venture winner—and the Competition's first place winner—was HomeGrown Farms, which grows local produce year round by putting underemployed members of the community to work in repurposed warehouses outfitted with energy efficient hydroponic systems.

The nonprofit winner—and the competition's second place winner—was Mental Health Promotion, an organization that provides policy advocacy, professional training, and online resources to help high schools integrate mental health education into existing health classes.

The competition's fourth place winner was Rooftop Tea Company, a for-profit social venture that employs women to grows premium tea on their own rooftops. These women, who live in developing countries, would otherwise not be able to work outside their home.

The other final teams mentored by GWupstart were Project Dream Miles and RightDate.

Connect with GWupstart

 | go.gwu.edu/upstart

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

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

 | upstart@gwu.edu

2016 PRIZES AND WINNERS

AWARDS	AMOUNT	WINNER
CASH PRIZES		
1st Place	\$35,000	HomeGrown Farms
2nd Place	\$15,000	Mental Health Promotion
3rd Place	\$10,000	Represently
4th Place	\$5,000	The Rooftop Tea Company
Blank Rome's Best Undergraduate Venture	\$10,000	Mental Health Promotion
GWupstart Best Nonprofit Social Venture	\$7,500	Mental Health Promotion
GWupstart Best For-Profit Social Venture	\$7,500	HomeGrown Farms
Quinn Prize for Best International Venture	\$7,500	The Rooftop Tea Company
Audience Choice	\$5,000	HomeGrown Farms
Quality Support, Inc.'s Veterans Prize	\$5,000	Micro-Housing for Millennials
Honorable Mention	\$5,000	AbdiCare, Project Dream Miles, Propisor, RightDate, SeamlessColor, Staff U
Kulkarni Prize for Best Technology-based Venture	\$7,500	HomeGrown Farms
Sustainable Energy and Infrastructure Prize	\$5,000	HomeGrown Farms
AARP Foundation's Older-Adult Focused Innovation		Not Awarded
Total Cash Prizes	\$130,000	

IN-KIND PRIZES

Audienti Marketing Platform & Onboarding Package for 6 Months	\$24,000	RightDate
General Assembly Course & Front Row Access	\$17,800	All NVC participants
Blank Rome Legal Services	\$15,000	SeamlessColor, AbdiCare, HomeGrown Farms
WeWork Office Space & Membership for 6 Months	\$14,400	Staff U
AdvantEdge Business Centers Co-Working Space for 6 Months	\$13,000	Project Dream Miles
Hera Hub DC Co-Working Membership for 6 Months	\$12,000	The Rooftop Tea Company
GenB MVP Development & Execution Plan Support	\$10,000	MyPrefCard
VSTC Co-Working Space for 6 Months	\$8,000	Smart Bridge
MakeOffices Membership & Co-Working Space for 6 Months	\$7,600	Represently
TechShop Class Packages	\$4,500	HomeGrown Farms, Mental Health Promotion, Represently, The Rooftop Tea Company
Eastern Foundry Co-Working Space for 1 Year	\$4,200	Super Eagle Solar
Cove Membership for 1 Month	\$3,115	All finalist teams
iStrategy Labs Custom Lab Consultation	\$3,000	Propisor
Social Driver Half-Day Pop-Up Innovation Lab	\$3,000	Mental Health Promotion
Arjuna Solutions Startup Session Marketing Plan Support	\$2,500	HomeGrown Farms
99 Designs Graphic Design Services	\$1,200	HomeGrown Farms, Mental Health Promotion, Represently
Marie Rudolph, Co-founder of the Military Bowl, tickets to the Military Bowl	\$500	Micro-Housing for Millennials
Total In-Kind Prizes	\$143,815	

Total Prizes

\$273,815

1ST PLACE WINNER



HOMEGROWN FARMS

HomeGrown Farms grows hyperlocal, sustainable produce year round by utilizing innovative indoor hydroponic technology.

Parth Chauhan, ESIA BA '13

Pranav Kaul, ESIA BA '16

Raghav Garg

Zeel Patel

Jason Chen, Mentor

Ali Long, Mentor

CASH PRIZES

- 1st place prize (\$35,000)
- GWUpstart Best For-Profit Social Venture (\$7,500)
- Kulkarni Prize for Best Technology-based Venture (\$7,500)
- Sustainable Energy and Infrastructure Prize (\$5,000)
- Audience Choice Award (\$5,000)

IN-KIND PRIZES

- General Assembly Course & Front Row Access (~\$6,000)
- Blank Rome Legal Services (\$5,000)
- TechShop Class Package (\$1,150)
- Cove membership (\$315)
- Arjuna Solutions, startup session (\$2,500)
- 99 Designs, graphic design services (\$400)

WINNERS



MENTAL HEALTH PROMOTION

Written by students, for students, MHP challenges traditional health education by addressing mental illness at its roots.

Kyrah Altman, CCAS BS '19
Nora Hennessey, ESIA BA '19

Amy Millman, Mentor

CASH PRIZES

- 2nd Place Prize (\$15,000)
- Blank Rome's Best Undergraduate (\$10,000)
- GWUpstart's Best Non-Profit Social Venture (\$7,500)

IN-KIND PRIZES

- General Assembly, Course and Front Row Access (~\$6,000)
- Social Driver, half day pop-up innovation lab (\$3,000)
- TechShop, class packages (\$1,150)
- 99 Designs, graphic design services (\$400)
- Cove, one free month planning (\$315)



REPRESENTLY

Represently is a legislative constituent relationship management system for representatives that saves time in mail management, response organization, and communication metrics.

Joseph Nelson, CCAS BS '16
Kevin Connell, GWSB BBA '16
Nathan Pigott

Bob Smith, Mentor

CASH PRIZES

- 3rd Place Prize (\$10,000)

IN-KIND PRIZES

- General Assembly, Course and Front Row Access (~\$6,000)
- TechShop, class packages (\$1,150)
- 99 Designs, graphic design services (\$400)
- Cove, one free month planning (\$315)



THE ROOFTOP TEA COMPANY

The Rooftop Tea Company is a social enterprise that is creating an ethical supply chain for premium organic teas. By building low-cost rooftop tea gardens in internationally developing communities, we will provide economic opportunities to women who would otherwise have limited access.

Cheyenne Tessier, ESIA BA '17

Seisei Tatebe-Goddu, Mentor

CASH PRIZES

- 4th Place Prize (\$5,000)
- Best International Venture Prize (\$7,500)

IN-KIND PRIZES

- Hera Hub, co-working membership for six months (\$12,000)
- MakeOffices, membership and co-working space for six months (\$7,600)
- TechShop, class packages (\$1,125)
- Cove, one free month planning (\$315)

OTHER FINALISTS

ABDICARE

AbdiCare has a compound (ABx) that we intend as a once daily inhalation aversion therapy for cigarette smoking cessation.

Kham Ali, SMHS MD '16

Jill Carrie, Mentor



RIGHTDATE

RightDate puts real life back into online romance by providing singles and couples with dates within their community.

Leah Farrar, LAW JD '16

Franklin Urtega, Mentor



PROJECT DREAM MILES

Project Dream Miles allows runners to raise 10 cents or more for their favorite nonprofit for every mile they run.

Yeshwant Chillakuru, CCAS BS, BA '17

Charles Dorward, CCAS BA '17

Danish Imtiaz, CCAS BS '17

Chanu Dasari

Christina Gace, Mentor



SEAMLESSCOLOR

SeamlessColor is a 3D printing material company that produces color-customized filaments for artists and designers.

Eman Mirdamadi, CCAS BS '16

Anna Wu, GWSB BS '17 and CCAS BA '17

Ed Martinez, Mentor



PROPISOR

A visually driven online service market place and aggregator that connects homeowners to the right home improvement professionals.

Veer Taneja, GWSB BBA '16

Satyam Gupta

Sebastian Fainbraun, Mentor



STAFF U

We help college students find paid work that fits into their already busy schedule and enable businesses to find short-term help.

Nick Condry, CCAS BS '17

Colin McFaul, GWSB BBA '15

Randy Graves, Mentor



MENTOR PROGRAM

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

Randy Graves, Mentor of the GW New Venture Competition since its inception.

Since 2010, annual surveys have indicated that mentors provide the most valuable input to the teams. While the GW New Venture 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. 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.

This year’s mentors volunteered their time and experience to provide support and advice to 42 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

The Office of Innovation and Entrepreneurship also offers a Mentors-in-Residence (MIR) program for the GW community. The primary goal of the MIR program is to engage GW students, faculty, and staff with seasoned entrepreneurs and business executives. Through various activities and office hours, mentors will provide guidance, coaching, perspective, and connections to enhance entrepreneurship at GW. Our MIR team includes: Randy Graves, Annamaria Konya-Tannon, and Bob Smith.

VENTURE

MENTOR

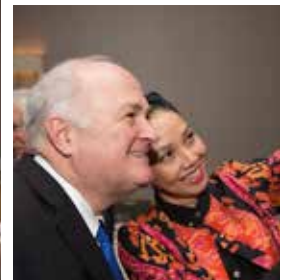
AbdiCare	Jill Carrie , President, Co ³ Business Design
Abled	Jonathan Kalin , Safe BAE Facilitation Leader, SurvJustice
AID Foundation	Andria Seneviratne , Consultant, ProInspire
Bike Safety Light	Rajan Trivedi , Director of Business Development and Strategic Partnerships, Mobi Changa Limited
Charge Club	Doug Atkinson , VP of Sales and Business Development, Marvell Semiconductor
Circo Vie	Franziska Becker , Founder, #ILoveMondays
Clutch	Peter Chun , Founder & CEO, Swaag
Dress to Impress!	Lisa Mavroganis , Program Manager, Department of Veterans Affairs, Office of Policy and Planning
Fecal Sludge Management	Ketan Patel , Manager, PwC
FitFoodie	Matt Mandell , Director of Digital Engagement, Imagine Business Development
food x change	David Sheon , President & CEO, WHITECOAT Strategies
HomeGrown Farms	Jason Chen , Founder, VentureScope Ali Long , President and Executive Director, The Springcreek Foundation
Imprints	Brian Coblitz , Senior Licensing Associate, GW Office of Technology Commercialization

MENTOR PROGRAM

VENTURE	MENTOR
Intersection	Kushaan Shah , Consultant, IBM & Founder, Social Rise
Lucrant	Rodney Lake , Chief Investment Officer, The Benvall Group George Schadler , Associate Corporate Counsel, Finneran & Nicholson, P.C.
Main Street Mini Golf	Jinny Jeong , Senior Associate, Evaluation and Data Insights, CECP
MARK Labs Inc.	Ashley Lewis , Founder, Ongeza Fund
Mental Health Promotion	Amy Millman , President, Springboard Enterprises
Micro-Housing for Millennials	Karl Grover , CEO, Brand Reservoir
Misread Press	Jennifer DeSimone , Director of Sales and Marketing, Shea Yeleen International
MyPrefCard	Naeem Hussain , Founder & CEO, Medzspeed Solutions
Nikou Inc.	Shazia Sami , CEO, Ottomate
Open Data Nation	Lilibeth Gangas , Associate Principal of Open Innovation, Accenture
Opioid Overdose Prevention	Marta Milkowska , Social Entrepreneurship Specialist at Innovation Labs, World Bank Group
Ozie Education	Yasmin Lalani , Program Associate of Education, Results for Development Institute
PooBeta	Elena Lipson , Principal & Founder, Mosaic Growth Partners
Project Dream Miles	Christina Gace , Head of Client Services, SaveUp
Propisor	Sebastian Fainbraun , Managing Partner, Streetsense Capital
Qwerk	Ronjon Bose , Digital Product Manager, Capital Group
Represently	Bob Smith , Chairman, BrightHub, Inc.
RightDate	Franklin Urtega , President and CEO, OIGETIT, Inc.
The Rooftop Tea Company	Seisei Tatebe-Goddu , VP of Accounts, Ruckus Marketing
Rufus & Royce	Corinne McCormick , Founder, Corinne McCormick, Inc.
Seamless Color	Ed Martinez , Retired Founder & CEO, MTZG
ShopStorey	Asgar Mostafa , President & CEO, Rubriq Corp.
SignOut	Agustin Ramos , CEO, Cadia Healthcare
Smart, Portable Energy Solutions	Mike Provance , CEO, OneMind Health, Inc.
SmartBridge	Jose Laguna , Co-Founder, Coworkers.com
Sojourner Elder Care Advocacy	Kelly Pierson , Innovative Programming Manager, National 4-H Council
Staff U	Randy Graves , Director, GWERT Mentors
SuperEagle Solar	John Holmblad , Principal Information Security Program Specialist, US Senate
V-Education	Ryan Oliver , Entrepreneurship Education Manager, The Incubator School

VIP DINNER

The VIP dinner was held on April 18, 2016 at the Ritz Carlton in Washington, DC for all sponsors and honored guests of The New Venture Competition.



FIRST ROUND JUDGES

Judges provide invaluable support to the GW New Venture Competition. Their experience and insight are 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

Operations Director,
Global Talent,
Ashoka

Charles Basden

Coordinator of Special Projects,
Honey W. Nashman Center for
Civic Engagement and Public
Service, GW

Floortje Blinderbach-Driessen

Founder and CEO,
Organizing4 nnovation, LLC

Mariya Bouraima

Founder,
Aveya Creative

Nancy Corsiglia

Managing Director,
Devonshire Advisory Group

Faith Davis

Director,
Technology & Innovation,
DAF Technologies

Minha Do

Information Systems
Security Officer,
SAP National Security Services

Rick Ducey

Managing Director,
BIA/Kelsey

Melanie Fedri

Coordinator,
Social Entrepreneurship,
Honey W. Nashman Center for
Civic Engagement and Public
Service, GW

Kathy Korman Frey

Founder & CEO,
The Hot Mamas Project, GW

Amit Garg

Director,
Berkeley Research Group

Karl Ginter

President and CEO,
Inspyris, LLC

Carl Gudenius

Deputy Chair and Producer,
Department of Theater and
Dance, GW

Mitchell Herman

President,
Dana Creative Concepts

James Huckenpahler

Lecturer of New Media,
Department of Fine Arts and Art
History, GW

Naeem Hussain

Founder,
AgileTrailblazers,
Medzspeed Solutions

Susan Jones

Professor,
GW Law School

Maureen Joudrey

Operations Manager,
GenB

Elvina Kamalova

Senior Consultant,
Ernst & Young

Steve Kamp

Consultant

Jan Klein

CFO,
MCT Worldwide

Daniel Lieberman

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

Matt Lindsay

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

FIRST ROUND JUDGES

Dave Mathison

CEO,
healthEworks, LLC

Kevin May

Co-founder,
GenB

Karanveer Mohan

Product Developer,
Palantir Technologies

Dave Muchow

Managing Partner,
Muchow Law, PLC

LeRoy Paddock

Associate Dean,
Environmental Law Program,
GW

Jesse Pines

Professor of Emergency Medicine
and Health Policy,
GW

Michele Rivard

Director of Special
Initiatives,
US-Africa Development Fund

Lisa Rosenthal

CEO & Owner,
The Mayvin Consulting
Group, Inc.

Marie Rudolph

Entrepreneur, Co-Founder,
Military Bowl

Nanda Ruiz

Social Innovation, Graduate
Fellow,
Honey W. Nashman Center for
Civic Engagement and Public
Service, GW

John Samuel

Director of Product,
Homestrings.com

Sanjit Sethi

Director,
Corcoran School of the Arts
and Design, GW

Mary Schoonmaker

Assistant Professor of Marketing,
Western New England University

Neal Sikka

Emergency Physician
and Telehealth Provider,
Associate Professor,
GW

Sheetal Singh

Assistant Professor of
Management,
GW

Maurice Smith

Director, Civic House,
Honey W. Nashman Center for
Civic Engagement and Public
Service, GW

Volker Sorger

Assistant Professor,
School of Engineering and
Applied Science, GW

Priya Swamy

Energy Technology
Project Specialist,
US Department of Energy

Murthy Vangala

President and Managing Partner,
Adventure Group, Management
and Technology Consulting

Amita Vyas

Associate Professor of Prevention
and Community Health,
GW

Matt Wilkins

Founder & CEO,
Pedal Forward

Jason Zara

Associate Professor of
Biomedical Engineering,
GW

Ellen Zavian

Professor of Sports Law,
GW

SEMIFINAL ROUND JUDGES



(All rows listed left to right)

ROW EIGHT

Mitch Stevens

Senior Vice President, AARP Services, Inc.

David Moore

Patent Agent, USPTO

Melanie Fedri (*Not a judge*)

Coordinator of Social Entrepreneurship,
Honey W. Nashman Center for Civic Engagement
and Public Service, GW

Paul Orentas

Principal, ThinkBox Group

ROW SEVEN

Bob Connors

Health IT Research Administrator,
Laulima Government Solutions, LLC

Prashant Kothari

President & CEO, String Real Estate Information
Services

Max Skolnik

Executive Director, Taproot Foundation

Peter Sacco

Community Liaison, MedRed LLC
Executive Director, Advisory Neighborhood
Commissions 2A and 2B

ROW SIX

Daron Coates

Team Leader for Company Development,
ThinkBox Group, LLC

Michael Spitalney

Founder & COO, MarginEdge

Michael Cuttler

Manager of Outreach, Youth Service America

ROW FIVE

Todd Stave

CEO, Blue Vigil

Lex McCusker (*Not a judge*)

Director, GW New Venture Competition

Niharika Hanglem

Independent Business and Marketing Consultant

Paul Economon

Partner, FisherBroyles, LLC

ROW FOUR

George Solomon

Professor of Management, Director,
Center for Entrepreneurial Excellence, GW

Adam Segal

Co-Founder and CEO, Cove

Shelley Danner

Program Director & Co-Founder, Challenge Detroit

ROW THREE

Hormoz Hekmat

Partner, 2-Markets

Jeff Raderstrong

Program Associate, Living Cities

Kasim Ahmad

Venture Coordinator,
John Hopkins Technology Ventures

Aaron Emmel

Manager of Global Health Advocacy Initiatives,
American Academy of Pediatrics

Continued on following page

SEMIFINAL ROUND JUDGES

ROW TWO

Benjamin Takis

Founding Attorney, Tax-Exempt Solutions, PLLC

Amanda Antico

CEO, EvolvED

Titola Harley

Consultant, UPD Consulting

Tom Russo

Assistant Vice President for Corporate Research, GW

Stephen Sellick

Managing Director, Gnarus Advisors, LLC

ROW ONE

Andrew Gilman

President and CEO, Commcore Consulting Group

John Rollins

Founder, GW Business Plan Competition

Bill Quinn

President, Fast4ward Capital Group, Inc.

Andy Klein

Founder & Principal, Base K, LLC

Not pictured

Heather Batzel

Attorney at Law, Batzel Law, PLLC

Mariya Bouraima

Founder, Aveya Creative

Stephanie Chin

Manager of Economic Mobility & Education, United Way Worldwide

Joe Cohen

VP, Global Alliances, Riverbed Technology

Jessica Collison

Strategy Executor

Richard Crespin

CEO, CollaborateUp

Bo Davis

CEO, Wasabi

Shane Farthing

President, Four Sparrows, LLC
Senior Advisor, Montgomery County Planning Board

Jonathan Fichman

President & CEO, C-Pants

Dahna Goldstein

Director of Philanthropy Solutions, Altum, Inc.

Karl Grover

CEO, Brand Reservoir

Wendolyn Holland

Director, Holland Consulting

Jon Judah

Director of Strategy, Hugu

Anoop Kansupada

Entrepreneur-In-Residence & Venture Associate, Loeb.nyc

Daniel Koffler

Founder & Executive Director, New Frontiers in Learning

Andrew Lewis

Partner, KPMG, LLP

Justin Lichtenstaeder

Business Experience Designer, Deloitte Digital

Andres Marquez-Lara

Founder & Passion Catalyst, Promethean Community, LLC

Lisa Oberstoetter

Program Coordinator, Halcyon

Zarko Palankov

Social Entrepreneur & Founder, Lead In

Mark Rothman

President, MYTA Technologies

Matthew Scherer

Partner, Rockland Advisory Group, LLC

Ting Shih

Founder & CEO, ClickMedix

Alex Simon

Advisor, Young Presidents' Organization (YPO)

David Sokoloff

Logistics Specialist, USAID Office of Foreign Disaster Assistance
Founder & CEO, For Granted, Inc.

Richard Stroupe

Founder & CEO, Sequoia Holdings, Inc.
Adjunct Professor, GW

Howard Tischler

Founder & CEO, EverSafe

Adele Waugaman

Founder & Managing Director, Catalyst Advisory, LLC

Kristin Weis

Environmental Peacebuilding Specialist, University Centre of The Westfjords

Matt Wilkins

Founder & CEO, Pedal Forward



The 8th Annual GW New Venture Competition Finals were held on April 19, 2016, in the Jack Morton Auditorium at the GW School of Media and Public Affairs.



FINAL ROUND JUDGES



David Asper, General Partner and Principal, Asper Group

David Asper is the General Partner and Principal of Asper Group, LLC. He also is a Senior Equity Partner at A.T. Kearney where he has served in various client service practice and firm governance leadership roles, including COO/CFO and chair of the Board Finance and Partner Committees. He also was Co-Founder and Co-Head of the firm's venture activity, EDS-A.T. Kearney Ventures. He received his BS in Engineering and BS in Marketing from the University of Colorado and an M.S. in Business Administration from the George Washington University. He was a commissioned officer in the U.S. Public Health Service.



Eric Bendickson, Chief Investment Officer, Strategic Investments Group

Eric Bendickson is Co-Chief Investment Officer of Strategic Investments Group, a role he shares with Markus Krygier and Tim O'Hara. As Co-CIO, he is responsible for all aspects of Strategic's investment process, portfolios, and performance. Mr. Bendickson also provides asset allocation analysis and strategy, implements the beta overlays for Strategic's portable alpha programs and manages in-house trading activity to provide low-cost, passive beta exposure. Prior to joining Strategic, he was a consultant at the World Bank and a Research Assistant for the Overseas Private Investment Corporation (OPIC). He holds an M.B.A. in International Business and Finance from the George Washington University School of Government and Business Administration, and a BA in Economics from Colorado College. Mr. Bendickson is a CFA charterholder and a member of the CFA Society of Washington, DC.



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

Mary Galeti serves as the Executive Director and Vice-Chair of the Tecovas Foundation. The Tecovas Foundation funds social innovation and entrepreneurship by focusing on building community, leveraging new service models, and sustainable economic development both domestically and internationally.

Galeti also serves as a Principal at Shiplake Partners, a boutique consultancy which helps institutions create and nurture relationships with the communities that exist both internally and externally.

Galeti serves as a Global Board Member of the Global Shapers Foundation, an initiative of the World Economic Forum (WEF). She is the Vice-Chair of the StartingBloc Social Innovation Fellowship Program. She served on the Board of Directors of the Council on Foundations, and chaired the Family Philanthropy Committee. In 2014, she was named a Senior Fellow in Social Innovation at the Lewis Institute at Babson College. She is a member of the WEF Global Agenda Council on Values. She is a StartingBloc Fellow and a member of the Global Shapers' Washington, DC Hub.



Sarah Hillware, Founder, Girls Health Ed

Sarah Hillware is a social entrepreneur, marketing, and communications strategist. She has spent her career helping organizations execute both short-term and long-term growth and engagement strategies.

Recently, she was named one of the DC region's 40 Under 40 professionals. She also received the Dr. Martin Luther King, Jr. Award during her time at the George Washington University.

She has held positions in media, technology, and philanthropy and is also the founder of Girls Health Ed, a nonprofit health education program for girls and young women ages 8 to 17 throughout the US and Kenya, which she started while she was a student at GW. She has given two TEDx talks on the empowerment of girls and women, and writes for *The Huffington Post* in her spare time.

FINAL ROUND JUDGES



Rob Kaplan, Co-founder and Managing Director, Closed Loop Fund

As Co-Founder and Managing Director of the Closed Loop Fund, an innovative platform for impact investing, sustainability, and the circular economy, Rob oversees strategy and new business model development, as well as day-to-day operations. The Fund aims to scale recycling through zero interest loans to cities and investments in waste companies.

Prior to joining the Fund, Rob served as Director of Sustainability for Walmart Stores where he led the creation of the Sustainability Leaders shop on Walmart.com to help consumers make responsible purchasing decisions online, built a unique collaborative initiative called the Beauty & Personal Care Innovation Accelerator, and cofounded The Closed Loop Fund. Rob previously led Walmart's cross-functional efforts to eliminate 20 million metric tons of greenhouse gas from the supply chain.

Rob received his M.B.A. from the Haas School where he studied marketing, corporate responsibility, and social entrepreneurship. He received an undergraduate degree in political communication from the George Washington University where he learned that perception is reality. He lives in Brooklyn with his wife and two children.



Anirudh Kulkarni, Founder and CEO, Customer Value Partners

Mr. Kulkarni is the Founder and Chief Executive Officer of Customer Value Partners (CVP), a strategic business and technology consultancy focused on the healthcare, national security, and US public sector marketplaces. CVP is a multiple awardee of the Inc 500/500, Virginia Fantastic 50, SmartCEO Future 50, and other fast growth programs. He has more than 25 years of experience in business and technology consulting, strategy development, change management, and advanced technology strategy.

Mr. Kulkarni was previously the Managing Director for Strategic Services at Answerthink, a private equity backed Fortune 500 consulting and systems integration firm that went public in 1998. Prior to that, he led the commercial media and publishing consulting practice at SRA International. He was also the founder of Anthem Decision Support Systems, a software product company specializing in decision support and analytical tools for sales and marketing in the consumer products industry.

He received a B.S. in operations research and computational science (with honors), with concentrations in statistics and economics, and an M.S. in operations research and management science, both from the George Washington University. He lives with his wife, Priya, in northern Virginia and is the proud father of two wonderful daughters.



Michael Quinn, Founding Partner, Q Advisors

Michael Quinn, founding partner of Q Advisors, brings a unique and highly valuable background to telecom, media, and technology (TMT) investment banking that combines finance, hands-on M&A experience, and law. With more than 25 years of international operations and investment banking experience in the telecommunications industry, Michael has originated, structured, and executed more than 100 deals totaling more than \$4 billion in transaction value. Michael's deep industry expertise and extensive transaction experience has enabled him to lead M&A and debt and equity financings in a variety of TMT sectors, including cloud and managed services, competitive wireline telecom, wireless, digital media, social networking, mobile content, satellite, and mobile infrastructure and solutions.

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 and on the Board of the Elliot School of International Affairs at the George Washington University.

FINAL ROUND JUDGES



Annette Scott, First Lady of Florida

As First Lady of Florida, Mrs. Ann Scott focuses on traveling the state, sharing her passion for reading and literacy with Florida's students. An avid reader herself, the First Lady believes that early learning builds a foundation for lifelong learning. In addition to promoting the importance of literacy, First Lady Scott spends time with foster children and supports healthy lifestyles for children and families. A military wife, daughter, and sister, she visits bases around the state and takes time to thank our service men and women for the sacrifices they make for our country. Together, Governor and First Lady Scott have two daughters and four young grandsons. Throughout their lives, the Scotts have been committed to helping their community both locally and around the world. The First Lady received her degree in business administration from Southern Methodist University in Dallas, Texas. She and Governor Scott are proud to be the founding sponsors of the George Washington University's New Venture Competition.



Gary Swart, General Partner, Polaris Partners

Gary Swart is a General Partner with Polaris Partners and until April 2014 he was the CEO of oDesk (now UpWork), the world's largest online workplace—which has more than 12 million registered contractors, and over \$1B in work delivered through the platform annually. Gary has spoken at the Inc. Leadership Conference, The Economist's Ideas Economy panel, South by Southwest, TechCrunch 50, TiECon, GigaOM's Net:Work Conference, and at Harvard Business School which teaches a case study on oDesk. His commentary has appeared in a variety of publications including Forbes, TechCrunch, The Washington Post, and The Next Web. He has also appeared on TV and radio shows including the BBC, National Public Radio, CNBC, Bloomberg TV, and Startups Uncensored.

Previously, Gary led SMB Sales for the Americas at IBM's Rational Software Product Group, and also served as VP of Worldwide Sales and Operations at Intellibank. Gary holds a BS in Business Administration from the University of Maryland.



Peter Weissman, Partner, Blank Rome LLP

Mr. Weissman is a partner in the Watergate DC office of the international law firm 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 Communication 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 New Venture Competition Finals. The 2016 recipient is Fadi Ghandour, Founder and former CEO of Aramex International, who joins a league of notable entrepreneur recipients:

2008	Governor Richard Scott	2013	Richard Stroupe (SEAS)
2009	Asghar Mostafa (SEAS)	2014	Roland Schumann (GWSB)
2010	Linda Rabbitt (GSEHD)	2015	Michael Quinn (ESIA)
2011	Edward Barrientos (GWSB)	2016	Fadi Ghandour (CCAS)
2012	Terry Collins (SEAS)		



Ambassador Reuben Brigety, Dean of the Elliott School, presented the 2016 award to Fadi Ghandour, Aramex, Wamda Capital.

Fadi Ghandour is the Founder and former CEO of Aramex International, a company that he established

in 1982 at the age of 22. Built up from a scrappy startup to a global shipping giant, Aramex then became known as the FedEx of the Middle East. In 1997, Aramex became the first company in the Arab world to go public on the NASDAQ stock exchange. The firm today employs roughly 14,000 people, has operations in more than 60 countries, and trades on the Dubai stock exchange at a \$1.3 billion market capitalization.

Fadi has since been recognized as an international entrepreneur and thought leader. Since stepping

Fadi Ghandour CCAS, '81

FOUNDER AND VICE CHAIRMAN OF ARAMEX & EXECUTIVE CHAIRMAN OF WAMDA CAPITAL

down in 2012 as CEO, he has dedicated himself to strengthening civil society in the Middle East by supporting entrepreneurship and civic engagement. Currently, Fadi is the Executive Chairman of Wamda Capital, a new Venture Capital fund focusing on technology investments in the Arab World. Fadi has turned to promoting entrepreneurship as broadly as feasible in order to strengthen civil society in the region. He also dedicates his days to Ruwwad for Development, a community network he established while still at the helm of Aramex. At GW, Fadi has provided philanthropic support to establish the Aramex-GW Student Fund in 2011. The grants to the Elliott School for graduate students focused on Middle East studies allow them to serve as volunteers with nongovernmental organizations in Egypt, Jordan, Lebanon, the West Bank, and other countries in the region. Working alongside community activists and social entrepreneurs for a summer, students enhance their cultural understanding, hone language skills, and prepare for careers in our increasingly globalized society.

Fadi received a B.A. in Political Science from the George Washington University Columbian College of Arts and Sciences in 1981.

KEYNOTE SPEAKER



Gary Swart presented the keynote address to the 2016 GW New Venture Competition.

Gary Swart

VENTURE PARTNER OF POLARIS PARTNERS

Gary Swart, Venture Partner at Polaris Partners and former CEO of oDesk (now UpWork), was the 2016 GW New Venture Competition Keynote Speaker. Gary is also a mentor to entrepreneurs and students, and frequently speaks to these groups about the challenges facing growing businesses.

Gary Swart received his Bachelor's Degree in Business Administration from the University of Maryland, College Park. He began his career in sales, leading corporate sales at Pure Software and Rational Software. From 2003-2004, he was a business unit executive for small and medium business sales for the Americas at IBM's Rational Software Product Group. In 2004, he became VP of Worldwide Sales at Intellibank, where he was responsible for leading the sales organization.

Gary joined oDesk as CEO in September 2005. Under his leadership, oDesk grew to more than 10 million registered freelancers working for 3 million businesses around the world. In 2014, oDesk merged with Elance to become the world's largest online workplace. As the CEO of oDesk, Gary was also a thought leader in the future of work, how best to hire and manage teams, and the rise of the "freelance economy".

In June 2014, Gary joined Polaris Ventures as the first venture partner focused on technology on the West Coast.

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.

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Please look for Peter at today's plan competition.



PETER S. WEISSMAN

202.772.5805 • Weissman@BlankRome.com

Mr. Weissman is a co-founder of The George Washington University Entrepreneurs Round Table (GWERT), which is an interdisciplinary organization that brings faculty, students, alumni, and administration together to advance entrepreneurship. Join GWERT on LinkedIn.

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We don't just represent the industry, we invest in it as well. We are active participants in the GW Business Plan Competition, as well as the leading law firm sponsor for five years.



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Quality Support, Inc. is a 26-year old administrative, management, logistics, and technical services firm operating as a VA, CVE-Verified Service Disabled Veteran-Owned Small Business (SDVOSB) under Public Law 106-50. The Company is incorporated in the Commonwealth of Virginia and owned by Wayne M. Gatewood, Jr., a retired United States Marine and Vietnam Veteran. Quality Support, Inc. successfully graduated from the SBA, Section 8 (a) Program on January 14, 2002.

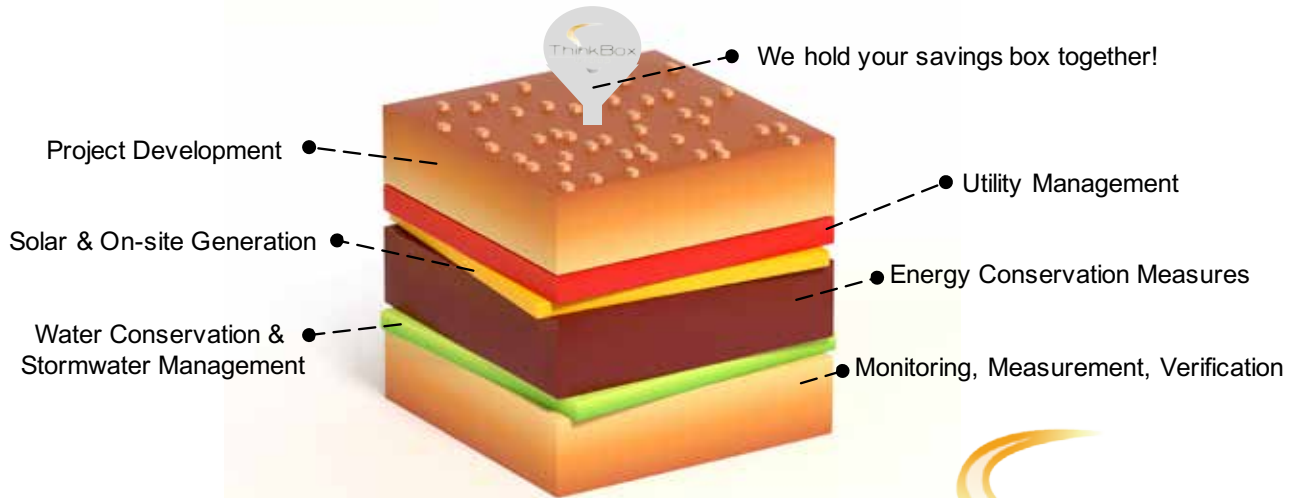
Quality Support, Inc. was the first small business to be verified as a Service-Disabled Veteran-Owned Small Business by the Department of Veterans Affairs, Center for Veterans Enterprise.

We have earned a reputation for excellence, serving a diversified client base that includes federal agencies, commercial enterprises, prime contractors, trade associations, and the military worldwide.

Quality Support congratulates and applauds the recipients of the
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GW new venture competition

The GW New Venture Competition has been fostering the growth of hundreds of startups since 2009.

We believe in paying it forward and preparing entrepreneurs for success. There are numerous opportunities for community involvement within the competition, including competing as a team, sponsoring, mentoring, and judging.

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Want to mentor a team?

Contact Randy Graves at randygraves@gwu.edu



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