

Welcome to the 2nd annual
CSUN FAST PITCH
NEW VENTURE COMPETITION



Tuesday, November 15, 2016
Oviatt Ferman Room, 3p-5:30p

CSUN

DAVID NAZARIAN
COLLEGE OF BUSINESS
AND ECONOMICS

EVENT SCHEDULE

3p-3:15p	Opening Remarks
3:15p-4:45p	Student Pitches
4:45p-5:15p	Judge Deliberation/Audience Vote
5:15p-5:30p	Awards & Wrap-up!

DISTINGUISHED JUDGES



ASH SOBHE | Founder, R6S

Ash's first company was ITC, which we grew quickly from a firm that primarily managed SEO, to a premiere digital marketing agency with a client list including Lamborghini, UCLA, Madison Los Angeles, and many others. He balances his time between work, family, and many philanthropic endeavors, including the recently-established Sobhe Family Entrepreneurial Scholarship at CSUN.

TRACY GRAY | Managing Partner, The 22

Tracy is the Managing Partner of The 22 Capital Group, an international growth venture capital and advisory firm located in L.A. She is also an EIR at LACI and the founder of We are Enough, a non-profit venture. Prior to The 22, Tracy was the Senior Advisor of Int'l Business and Marketing to the LA Mayor and began her career as a systems engineer on the NASA Space Shuttle program.



ALAN CAMPOS | Founder, SCV iRepair

Alan owns and operates 3 stores with 7 employees servicing customers from the Santa Clarita Valley to the San Fernando Valley. Alan has incorporated a social mission into each of the companies he's started, with the intent to share his personal success with the community.

RUSSELL WEISSMAN | VP, All Day Media

Russell is VP of Network Development at All Day Media, a next generation media company based in L.A. An expert in digital and social media, he has led the successful development of strategic partnerships, acquisitions, alternate revenue streams, creative strategy, multi platform influencer marketing and programming strategies.



STUDENT FINALISTS

EASE NUTRITION | *David Lim (Management Major)*

At Ease Nutrition, we believe that being healthy should be simple, which is why our mobile application has a unique algorithm that provides customized diet plans and meal suggestions based off user health and fitness goals.

ENTERTAINMENT STOCK EXCHANGE | *Frank Smith (Marketing Major)*

ESE plans to develop a unique crowd funding source where investors become stock holders on our site as opposed to donors as they invest money to buy, trade, and sell stocks in some of their favorite musicians, artists, actors, and entertainers across the globe.

FIT US | *Carrie Huang (Marketing Major), Denise De Sequera (Management Major), Luis Turcios (Economics Major), & Luke Rimando (Financial Planning Major)*

Fit Us is developing a free mobile app to help users find workout partners at local fitness centers and or get trained by our affordable personal trainers.

FRUZION | *Alireza Keshvari (Marketing Major), Raneem Abdulnour (Marketing Major), Cindy Guardado (Management Major), & Erica Navarrete (Management Major)*

Fruzion is developing a natural source of energy drink to help college students boost their energy by infusing it with Malt, B12 vitamins, minerals, and antioxidants.

LAHIKES | *Daniel Ventura (Systems Operations Mgmt Major) & Erik Gaeta (Finance Major)*

LAHIKES is a niche based service which targets Los Angeles residents and tourists with the most curated hiking experience on the market. Designed to suit the needs of outdoor enthusiasts and amateurs alike.

MATADOR MARMALADE | *Cassie Berger, Luba Rosenblum, & Zohreh Hamidi (all 3 team members from College of Health & Human Development - Nutrition, Dietetics and Food Science)*

Matador Marmalade is changing the jam game with a small batch and even smaller foot print marmalade that will help consumers sweeten up their old standby recipes.

SAFECLUB | *Kris Borja (Finance Major) & Amedeo Lattari (CSUN Alum '15, Finance Major)*

Purchasing auto insurance is a drag, so we built SafeClub to be quick, convenient and transparent. SafeClub, the smarter way to experience auto insurance.

SLEEPYHEAD | *Steven Van Alen (Management Major), Martyna Skrodzka, & Jean-Que M*

Sleepyhead is an e-commerce sleep startup that sells a memory foam mattress and topper shipped in a large box to your door anywhere in the USA; for every ten we sell, we'll help a person in need sleep well.

WEBAPES | *Edgar Limon (Marketing Major), Arvin Flores (Marketing Major), & Jasmine Beeman (Mike Curb College of Arts Media and Communication)*

WebApes is developing a Smart Script that can be embedded within webpages, considered to be inaccessible, to identify and organize page content allowing the visually impaired to easily navigate through websites.

WE-GO | *Ferny Arana (Finance Major), Andrew Cohen (Finance Major), Melanie Gordon (Marketing Major), & Austin Veal (Marketing Major)*

We-Go is connecting event creators with event participants through a mobile event marketplace to build awareness of on-campus events and conveniently let students be a click-away from attending.

CSUN NAZARIAN COLLEGE ENTREPRENEURSHIP PROGRAM

The Entrepreneurship Program at the Nazarian College complements our students' inherent energy and creativity with the skills and knowledge necessary to evaluate the feasibility of an idea and ultimately pitch, launch, and grow a new venture. Whether planning to create a business or bringing the entrepreneurial mindset to a larger organization, the program prepares students to confidently pitch to an audience while developing a strong action-bias and a willingness to experiment.

CONNECT WITH US!

@CSUN_BULLRING

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