



BULL RING

NEW VENTURE  COMPETITION

FINAL EVENT

April 26th, 2016

3:00pm-5:30pm

Northridge Center

CSUN

DAVID NAZARIAN
COLLEGE OF BUSINESS
AND ECONOMICS

WELCOME TO THE FINALS!

CSUN's David Nazarian College of Business and Economics & LACI@CSUN are pleased to have you as our guest for the inaugural Bull Ring New Venture Competition Finals. The 20 incredibly diverse and talented teams from the trade-show Semi-Finals have been slimmed to just five, and now each of these teams will take the big stage for a shot at one of our top three prizes.

In addition to over \$50,000 in prize money, the top three teams will receive a three-month trial membership to LACI@CSUN, our on-campus incubator, as well as \$5,000 of legal startup services from our generous in-kind sponsors, DLA Piper and SA&M, LLP.

HISTORY AND MISSION

Celebrating its first year, the Entrepreneurship Program at the David Nazarian College of Business and Economics strives to complement the new Minor in Entrepreneurship by pairing 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. In the months leading up to the competition, teams have been encouraged to take advantage of the training and support services available, including office hours, workshops, mentors and networking events.

Modern entrepreneurs must be ready to take their business plan beyond paper and into the real world. At its core, the Bull Ring New Venture Competition has been created to promote an "action bias" in our students, a concept of experiential learning that involves building assumptions, testing those assumptions in the market, defining product requirements, and adjusting dynamically as the first customers emerge.



EVENT SCHEDULE

2:45pm-3:10pm	Guest Arrival
3:10pm-3:20pm	Keynote Speaker: Nanxi Liu
3:20pm-3:40pm	CTHRU
3:40pm-4:00pm	EduCode
4:00pm-4:20pm	Take Sessions
4:20pm-4:40pm	ThinkFit
4:40pm-5:00pm	Vibe Probiotics
5:00pm-5:20pm	Musical Guest: MLEO
5:20pm-5:30pm	Winners & Awards

MUSICAL GUEST

MLEO (muh-lee-oh) is an alternative pop/rock band born in Sacramento and raised in Los Angeles. The members include Audrey Reed - vocals, Victor San Pedro – guitar (CSUN – Jazz Studies), Nick De La O - bass, and Elias Vasquez - drums.

KEYNOTE SPEAKER



NANXI LIU

CEO, Co-Founder Enplug

Nanxi Liu is CEO and Co-Founder of Enplug, Inc., a Los Angeles tech company building the most advanced network of social billboards inside of venues like restaurants, bars, and hotels. The company was named in Inc.'s 5 Top Women-Led Startups to Watch and Entrepreneur Magazine's Top 30 Startups to Watch. Previously, Nanxi was CEO and Founder of Nanoly Bioscience, a biotech company that developed polymers to allow vaccines to survive without refrigeration. The product was named Intel's Top Social Innovation and awarded Top Research at the World Biomaterials Congress.

DISTINGUISHED JUDGES



JEFF MARINE

Entrepreneur & CSUN Alum

Jeff Marine currently functions as the CEO and President of JEM Sportswear and Awake Inc., headquartered in San Fernando, California. JEM Sportswear manufactures apparel for men and boys. It is distributed to many well-known chain stores, including Wal-Mart, Macy's, Sears, JC Penney, and Target. The company produces private labels for many of those stores and also manufactures for Disney, Ford, DreamWorks, Sony, and Universal.



DAVID NAZARIAN

Entrepreneur & CSUN Alum

David Nazarian's history as a visionary investor and business builder began with his active involvement in his family's early identification of the potential for wireless communications technology that ultimately became part of Qualcomm, Inc. As founder and CEO of Nimes Capital, Nazarian has established a consistent track record of identifying opportunities ahead of the pack, actively managing investments in the real estate, manufacturing, water and solar infrastructure, technology and hospitality industries.



SUZI WEISS-FISCHMANN

Co-Founder & Executive VP, OPI

With her passion for color, fierce entrepreneurial spirit and dedication to philanthropy, Suzi Weiss-Fischmann, the daughter of Holocaust survivors, has been making a difference with bottles of nail polish for almost 20 years. Known in the industry as the First Lady of Nails, she maintains a hands on approach in her family owned, Los Angeles based business, which has given millions of dollars to medical, educational and other charitable causes.

DISTINGUISHED JUDGES



ZACK SCHULER

Entrepreneur & CSUN Alum

Zack Schuler is the Founder and Former CEO of Cal Net Technology Group, a regional I.T. Services firm headquartered in Los Angeles. Zack started Cal Net out of his fraternity house in 1995 at the age of 21, and eventually grew the business to almost 100 employees and \$20M in revenue. After selling the company in October of 2013, Zack is now onto his new venture, Ninjio LLC. Ninjio is a managed security awareness company that trains employees on security threats through the use of story based animation that is gamified.



WILLIAM WANG

Founder & CEO, Vizio

William's personal accolades include Entrepreneur of the Year honors from Ernst & Young, Chapman University and The Orange County Business Journal, Chinese American Academic & Professional Society Model Entrepreneur, and Forbes' 25 Most Notable Chinese Americans. In addition to the many charities he regularly supports, William serves on the Boards of the Segerstrom Center for the Arts and the Tim Salmon Foundation and is a Vice Chair of the American Film Institute Corporate Council.

FINALIST TEAMS



CTHRU

Narek Zaribian, Ish Hunanyan

CTHRU straddles stationary print and video to create a revolutionary marketing tool. Whether a LinkedIn profile picture or a movie billboard, CTHRU utilizes augmented reality to bring our surroundings to life.

EDUCODE

EduCode

Arman Aivazian, Jazmin Perez, Ibram Uppal

Bridging the gap between computer science education and the real world. EduCode teaches children from K-12 how to code in a collaborative, real world environment – while also providing actual clients affordable solutions to their development needs.



Take Sessions

Jonathan Saeidian, Joseph Saeidian

Take Sessions is the mobile academy for music. Our platform allows us to offer private mobile music sessions to students in almost any musical category around the U.S. We provide three types of sessions: in-home, in-studio, and online collaborative.

FINALIST TEAMS



ThinkFit

Mark Swanson, Brian Swanson, Rene Sanchez

ThinkFit is a service provider that helps improve the lives of those affected with mental conditions. By combining psychotherapy and physical exercise, we help patients to better manage and reduce their symptoms.



Vibe Probiotics

Abed Rahman, Erika Elizalde, Katie Teevin, Jonathan Lopez, Mackenzie Bacalzo

By combining our unique delivery method with a proprietary mix of probiotics, prebiotics, and electrolytes. Vibe provides more strains and live cultures than any other competitor product. Our product line includes Vibe Water, Powder Sticks, and Vibe Chews.

ACKNOWLEDGEMENTS

This event has been made possible through a generous donation by CSUN alum Jeff Marine as well as the ongoing support of David Nazarian. Many thanks to both Mr. Marine and Mr. Nazarian for their interest and dedication in encouraging the continued development of a vibrant entrepreneurial community at CSUN.

We would also like to thank our "Startup Workshop" guest speakers Zack Schuler, Paul Jennings, Laurelle Johnson, Brian Frankel, Rick Friedman, and Kevin Randolph as well as our many other distinguished mentors, speakers, and judges.

MENTORS

Ben Tenn
Catherine Grooms
Chris Hubbard
Diane Kulisek
Doug Parker
Ed Beres
Jason Wakizaka

Jim Winett
Judy Santos
Ken Rickerman
Kevin Randolph
Mark Chun
Matt Dusig
Richard Awni

Rodney Lazar
Roya Saberzadeh
Shaun Arora
Susan Steeb
Tim Tiemann
Wendy Yost

SEMI-FINALIST JUDGES

Ash Sobhe
Brian Frankel
Javier Noris
Julian de Salay

Laurelle Johnson
Lois Shelton
Louis Wharton
Max Aram

Paul Jennings
Richard Koffler
Rick Friedman
Thomas Backer

SPONSORS

We'd like to thank DLA Piper as well as Stubbs, Alderton, & Markiles for their generous in-kind sponsorships of legal services to our top 3 winners.



THANK YOU



LEARN MORE

www.csunbullring.com
[@csun_bullring](https://twitter.com/csun_bullring)

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