FINAL EVENT
May 2nd, 2017
3:00pm-5:30pm
USU Grand Salon
WELCOME TO THE FINALS!

The David Nazarian College of Business & Economics and LACI@CSUN are pleased to have you as our guest for the 2nd annual 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 $40,000 in cash and a three-month trial membership to LACI@CSUN, the top three finishers will receive a combined $30,000 of in-kind sponsorships from our generous partners - DLA Piper (legal), SKY (marketing/branding), and Armanino (finance/accounting). The prize money, sponsorships, and follow-on services will provide our student entrepreneurs with not only significant startup capital, but also connections to industry leaders with the knowledge and expertise necessary to further market, organize, and protect their new ventures.
Now in its 2nd 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.

Through a generous donation by Jeff Marine, as well as the ongoing support of David Nazarian, this event has been made possible. Many thanks to both the Marine family and the Nazarian family for their interest and dedication to encouraging the continued development of a vibrant entrepreneurial community at CSUN.
EVENT SCHEDULE

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<td>Guest Arrival</td>
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<td>3:00pm-3:10pm</td>
<td>Opening Remarks</td>
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<td>3:10pm-3:20pm</td>
<td>Keynote Speaker: Jeff Marine</td>
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<td>3:20pm-3:40pm</td>
<td>Tint</td>
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<td>Sleepyhead</td>
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<td>4:00pm-4:20pm</td>
<td>Omnigreen</td>
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<td>4:20pm-4:40pm</td>
<td>MyGymPals</td>
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<td>4:40pm-5:00pm</td>
<td>Germ 3 Solutions</td>
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<td>5:00pm-5:20pm</td>
<td>Musical Guest: Acasola</td>
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<td>Winners &amp; Awards</td>
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MUSICAL GUEST

Acasola is California State University, Northridge’s premiere A Cappella group. We are a diverse group of students who aim to deliver a unique musical experience to the CSUN community through the art of A Cappella music.

Since its birth in 2006, each successive generation of the group has built upon the foundation laid by those who have come before us. Acasola has recorded at Capitol Records with Corbin Bleu, placed 1st at the Los Angeles A Cappella Festival in 2016, appeared at the ICCAs, on TV’s “Raising Hope,” and in numerous shows throughout California.
We would like to honor and formally thank the Marine family for their support and generosity in making this competition a reality. Both born and raised in Los Angeles, Joni and Jeff Marine are deeply passionate about elevating the educational opportunities available to children in the greater L.A. area. Jeff currently co-chairs the Entrepreneurship Advisory Committee in the CSUN Nazarian College and is the co-board chair for the Alliance for College Ready Public Schools. The family’s philanthropy has also led to the creation of the Alliance Joni and Jeff Marine High School, which opens this year in Sun Valley. The school will bring rigorous college-preparatory instruction and powerful learning experiences through interdisciplinary projects and integration of real-world applications.

After attending University High School and then CSUN, Jeff found his niche in the apparel industry, and is now a Partner in Hybrid/JEM Sportswear and Awake Inc. These companies, both headquartered in Los Angeles, produce private labels for major chain stores such as Macy’s, Wal-Mart, Kohl’s, and Target and manufacture for companies including Disney, Ford, DreamWorks, Sony, and Universal. Jeff and Joni have three daughters, Jenna, Jillian, and Jaslin, all three of whom attended the University of Michigan studying Political Science, Art History, Film, and History. Jenna is an attorney at Latham and Watkins, Jillian works at the Los Angeles County Museum of Art, and Jaslin will be graduating from Michigan in May 2017.
DISTINGUISHED JUDGES

PAUL JENNINGS
Founder & CEO | PCS Development

’85 (Marketing)
Paul is a visionary and pioneer in the telecommunications and real estate industries. Over the past two decades, Paul grew PCS to over $100M in sales and has led the development of more than 88,000 square feet of office and over 4,000 residential properties.

NANXI LIU
CEO & Co-founder | Enplug

Nanxi Liu is CEO and co-founder of Enplug, a digital signage software company based in Los Angeles. She has been named Forbes 30 under 30 and ‘Top 10 Most Promising Women Entrepreneurs’ in 2015 by Fortune Magazine.

STEFAN BOTHE
Chairman & CEO | Flexi Software

’71 (Business Administration)
Stefan is a Co-Founder, Chairman and CEO of Flexi Software, a leading vendor of accounting and financial reporting software for on-premise and Cloud computing. Prior to founding Flexi in 1993, Bothe was President and CEO of DATAEASE and GEAC Computer Corporation.
DISTINGUISHED JUDGES

CAM KASHANI  
Co-founder & Partner | CoAccel  
’04 (Marketing)  
Commonly referred to as the “Godmother of Silicon Beach,” Cam previously co-founded Coloft, LA’s first coworking space and community for technology startups and entrepreneurs. She is now on to her third venture. CoAccel: the Human Accelerator.

ASH SOBHE  
Founder & CEO | R6S  
’10 (Information Systems-Business)  
Ash is the founder and CEO of R6S, a creative media group in Calabasas typically serving mid-to-large sized luxury brands. R6S has a long history of serving clients such as Lamborghini, State Farm Insurance, and UCLA.
Tint
Adrian Gonzalez (Computer Science), Adriana Davila (Computer Science), Michael Piechota (Computer Science), Danielle Yamane (Computer Science), & Yiming Zhao (Computer Science)
Tint changes the way people shop online for clothing by integrating with existing online merchants, using color theory algorithms to help users create color perfect outfits.

Sleepyhead
Steven Van Alen (Business Management), & Martyna Skrodzka
Sleepyhead is an e-commerce sleep startup that sells a memory foam mattress and topper that’s shipped in a box to your door anywhere in the USA. One mattress donated for every ten sold.

Omni Green
Kevin Garg (Accountancy & Business Administration), Adhiraj Kohli (Accountancy), Adam Freund (Biochemistry), Matt Ledsema (Biochemistry), Jimmy Guzman, Jr. (Biochemistry), David Farber (Arts), Chi Taiyang Zheng, & Johnny Tran
Omnigreen manufactures plant-based air purifiers that employ cutting edge technology to clean carcinogens from indoor spaces while leaving a fresh aroma.
FINALIST TEAMS

**MyGymPals**  
*Muris Mulalic (Psychology)*  
*Wan Song*  
MyGymPals mobile app and website enables exercise enthusiasts at large to connect with fitness communities for on-demand activities, challenges, and workout buddies.

**Germ 3 Solutions**  
*Josh Halem (Business Management Major & Entrepreneurship Minor)*,  
*Deborah Kazel Sipos (Graduate Music Therapy)*,  
*Jacob Sipos & Noah Sipos*  
Germ 3 Solutions’ first product, the Body Substance Isolation (BSI) Sleeve, helps reduce the spread of infectious diseases in medical settings.
IN-KIND SPONSORS

DLA Piper is a leading global law firm with lawyers located in more than 40 countries throughout the Americas, Europe, the Middle East, Africa and Asia Pacific. DLA Piper’s clients range from multinational, Global 1000, and Fortune 500 enterprises to emerging companies developing industry-leading technologies. They include more than half of the Fortune 250 and nearly half of the FTSE 350 or their subsidiaries. DLA Piper also advises governments and public sector bodies.

Sky is a strategic consulting firm specializing in translating contemporary consumer psychology research into product and brand development, elevated consumer engagement, and meaningful brand-to-customer relationships. Specializing in brand design, product development, and digital marketing, the team is comprised of consumer psychologists, passionate designers, and meaningful storytellers that are driven to lead the new “Enrichment Economy.”

A nationwide leader in serving privately-held companies, as well as non-profit organizations and public entities. Armanino LLP provides four main areas of service – assurance/audit, tax, consulting and business management. The firm works with clients in a large range of industries including technology, manufacturing, and distribution, consumer-retail, nonprofit, private schools, real estate, professional services, life sciences, insurance and healthcare.
MENTORS

Allen Lin
Ben Tenn
Catherine Grooms
Charles Yacoobian
Claudia Shah
Denis Dillon
Ed Beres
Erik Dreyer
Gerald Anderson
Javier Noris
Jesse Hancox
Joan Cassidy
John Siegler
Kurt Rayners
Paul Mazbanian
Susan Steeb
Sylvia Martini
Tom White
Tora Brown
Warren Cooley

SEMI-FINALIST JUDGES

Anna Kennedy
David Scheidemantle
Isabel Casillas Guzman
John Reid
Judy Santos
Rick Roberts
Rodney Lazar
Russell Weissman
Ryan Harmon
Santhosh Devati

WORKSHOP SPEAKERS

Abed Rahman
John Siegler
Jonathan Saeidian
Max Aram
Pedram Tehranizadeh
Ryan Prust
Steve Horist

PARTNERS

AMERICAS SBDC
CALIFORNIA LOS ANGELES NETWORK

Make in LA

BIXEL EXCHANGE

THE ENTREPRENEUR CENTER

CSUN DAVID NAZARIAN COLLEGE OF BUSINESS AND ECONOMICS

GRADUATE PROGRAMS IN BUSINESS