BULL RING
NEW VENTURE COMPETITION

FINAL EVENT
April 24th, 2018
3:00pm-6:00pm
CSUN’s David Nazarian College of Business and Economics is pleased to have you as our guest for the 3rd annual Bull Ring New Venture Competition Finals. The 20 incredibly diverse and talented teams from the trade-show Semi-Finals have been narrowed to just five, and now each of these teams will take the stage for a shot at one of our top three prizes.

In addition to $40,000 in cash prizes, the top three finishers will receive a combined $30,000 of in-kind sponsorships from our generous partners - DLA Piper (legal), VISCOM/RADIUS (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.
Celebrating its third year, the Entrepreneurship Program at the David Nazarian College of Business and Economics strives to complement the 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>Fireside Chat w/ Brian Lee &amp; Jeff Marine</td>
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<td>Musical Guest: Keelan Walters Trio</td>
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MUSICAL GUEST

THE KEELAN WALTERS TRIO
Comprised of Ian Houts on bass, Myles Martin on drums, and Keelan Walters on guitar, the three members of this trio met in the Jazz Studies program at CSUN. The Trio strives to explore and stretch the boundaries of traditional and contemporary jazz.
KEYNOTE EVENT: FIRESIDE CHAT WITH BRIAN LEE AND JEFF MARINE

BRIAN LEE
Co-Founder | The Honest Company
Brian Lee is co-founder and served as CEO of The Honest Company, which he launched with Jessica Alba in 2012 with a mission to inspire and empower people to live happy and healthy lives. Since its inception, the mission-driven company has donated over one million products and over 9,000 employee volunteer hours. Previously, he co-founded ShoeDazzle and Legalzoom.

JEFF MARINE
President | JEM Sportswear and Awake, Inc.
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.
JANE WURWAND
Co-founder and Chief Visionary of Dermalogica

In 1986, Jane founded Dermalogica with a mission to develop products free of common skin irritants, including artificial colors and fragrances. Today, Dermalogica products are the top choice of more than 100,000 professional skin therapists in more than 100 countries worldwide. Wurwand has twice been recognized by the Los Angeles Business Journal, and in 2016, President Obama named her a Presidential Ambassador for Global Entrepreneurship.

MICHAEL STOPPELMAN
Venture Investor, Former SVP Engineering @ Yelp

Michael is a successful angel investor with a focus on digital health, infrastructure, and security. His many investments include Lyft, CollectiveHealth, and Wish. Previously, he was SVP of Engineering at Yelp and responsible for overseeing the company’s rapidly expanding engineering team and leading the company’s technical recruiting efforts. Prior to Yelp, Michael served as a Senior Software Engineer and Tech Lead for the AdSense Traffic Quality team at Google.
STEVE FAZIO
President & CEO of Fazio Enterprises
Steve’s business career spans nearly four decades with Fazio Cleaners growing phenomenally over that time. Having served as a reserve police officer with the LAPD, as well as a founding trustee of Sierra Canyon School Board of Trustees, Fazio also has a background and keen interest in matters of public safety and education. Steve made his first foray into politics in 2016, running for the open seat in California’s 27th Senate District.

SARAH KUNST
Venture Investor and CEO/Founder of Proday
Sarah is a venture investor and entrepreneur- most recently of Proday, an LA Dodgers backed sports media platform. Previously, she has worked at Apple, Red Bull, Chanel,and several venture-backed startups. Sarah has been named a Forbes Magazine 30 under 30 and a “top 25 innovator” in tech. Her philanthropic interests include Venture for America and The US State Department’s Tech Women program.
BOOKMARK
Tyler Valentine (Political Science), Adam Rodriguez (Finance), & Joseph Cambron (Engineering)
Bookmark is a college ecosystem that saves students time and money. From professor ratings to study groups and cheap textbooks, we’ve got you covered.

CAMPUS RUNNER
Sarah Shapov (Graphic Design), James Tam (Computer Science), Joey Ramirez (Marketing), & Yvette Ravaee (Marketing)
Campus Runner is a community-based platform, where students and faculty can get their food and supplies delivered directly to them.

MOONTALK
Dushan Perera (Master’s Computer Science) & Olen Andoni (University of Nantes, France)
Moontalk is a cryptocurrency community built for enthusiasts, by enthusiasts - track and share your portfolio, and get the latest news, articles, and coin prices.
Wheelchair Assist has designed a new type of patient lift device for hospital and rehab center use. This new device combines the functionality of standard patient lifts with the mobility of a wheelchair.

Quadlets is an on-demand social marketplace mobile platform that helps millennial consumers and freelancers connect, socialize & collaborate to enhance work productivity.
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.

VISCOM/RADIUS is CSUN’s on-campus creative agency providing design for brands, experiences, and time-based media for a wide range of regional, national, and global clients. The initiative combines teaching and research when students, faculty, and industry professionals work together on real-world projects to support education and career preparation. Students and faculty creatively collaborate with our clients to solve their business challenges through strategy, art, design, and technology.

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.

THANK YOU
MENTORS
Bandhana Katoch
Barbara Bickham
Ben Tenn
Carlos Fuentes
Charles Yacoobian
Ed Lee
Jim Winett
Joel Goldberg
John Siegler
Jon Georgio
Keith Marvin
Ken Hayes
Marc Wolf
Paul Mazbanian
Richard Awni
Santhosh Devati
Sebastian de Vivo
Stefan Bothe
Tora Brown
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Greg Yost
Kat Yalung
Laurelle Johnson
Mike Kasamanian
Rick Friedman
Sandy Stein
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www.csunbullring.com
@csun_entrepreneurship

CONTACT
Ryan Holbrook
Entrepreneurship Program Director
ryan.holbrook@csun.edu