BULL RING
NEW VENTURE COMPETITION

FINAL EVENT
April 23rd, 2019
3:00pm-6:00pm

CSUN
DAVID NAZARIAN
COLLEGE OF BUSINESS
AND ECONOMICS
WELCOME TO THE FINALS!

CSUN’s David Nazarian College of Business and Economics is pleased to have you as our guest for the 4th 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), IntersectLA (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 fourth year, the Entrepreneurship Program at the David Nazarian College of Business and Economics strives to pair 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 &amp; Refreshments</td>
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<td>3:10-3:30</td>
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<td>3:30-4:00</td>
<td>Fireside Chat w/ Chuck Davis &amp; Jeff Marine</td>
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<td>4:00-4:15</td>
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<td>NoSpill Systems</td>
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<td>Smart Prosthetics</td>
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<td>5:15-5:45</td>
<td>Musical Guest: Acasola</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.
KEYNOTE EVENT: FIRESIDE CHAT WITH CHUCK DAVIS AND JEFF MARINE

CHUCK DAVIS
CEO and Chairman, Prodege
Chuck is an Internet entrepreneur, and Chairman and CEO of Prodege, LLC, an Internet and media company and parent of loyalty shopping service Swagbucks, based in El Segundo. His career includes having served as CEO of movie ticket site Fandango, and Shopzilla, also known as Bizrate.com.

JEFF MARINE
Partner, Hybrid/JEM
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.
DISTINGUISHED JUDGES

JAMES ANDREWS
Founder & CEO, Authenticated
James is founder of Authenticated, a venture studio that invests in dynamic founders, ideas and companies. Their mission is to Authenticate, Illuminate and Accelerate the work of diverse and innovative teams by utilizing content and access to capital and culture to grow and scale businesses. James is a former entertainment exec who has built and sold two companies in the entmt. & tech space.

KAREN CAPLAN
President & CEO, Frieda’s Specialty Produce
Karen is the second generation owner of Frieda’s, which introduced Kiwifruit, Sugar Snap Peas and Spaghetti Squash to America. She was the first female Chair of the United Fresh Produce Association and has served on numerous boards and leadership positions, including as chairman of the USDA Fruit & Vegetable Industry Advisory Committee and board member of the Federal Reserve Bank.
UTPAL MANGLA
VP & Partner - Watson AI & Blockchain, IBM
Utpal is a recognized leader in the Telecommunications, Media, and Entertainment (TME) Industry. With a goal of making “Watson Impact 1 Billion Consumers,” Utpal and his team are at the forefront in making Blockchain, Robotics, AI and 5G EDGE real for clients across the globe by piloting use cases, deploying, scaling and replicating B2B/B2C solutions in all geographies.

SUSAN SARICH
Founder & CEO, SusieCakes
Susan grew up in Chicago, where she was called Susie by her grandmothers. When Susie grew up to become Susan & moved to California, she brought along her grandmothers’ 3X5 handwritten recipe cards. After years in the hospitality business, in 2006 she launched SusieCakes, a premium dessert bakery and has since grown the brand to 26 retail locations throughout CA & TX.
HORIZON COVERS
Maja Slopiecka & Ada Slopiecka
Horizon Covers provides tough, reusable luggage covers that keep luggage safe from scratches, dirt, and water during travel. Embedded RFID chip allows real-time luggage tracking.

NEUWORK
Jiatong Han, Kevin Canoun, & Avery DeWitt
Neuwork helps students fill the gap between schools and the real world by providing the opportunity to learn mandatory skills required to excel in their dream career.

NOSPILL SYSTEMS
Jenna Flynn, Bretiel Danipour, Tammy Nguyen, & Stephanie Villa
NoSpill Systems has created an innovative product that keeps take-out food and beverage trays level and locked in place on the seat of a vehicle, making their transportation safe and secure.
FINALIST TEAMS

SMART PROSTHETICS
Brandon Cervantes, Hamdi Ahmed, Kevin Vartanian, et al.
Smart Prosthetics - reliable, tested and accessible to everyone. We create products that are easy to use and built on trust.

TASL
Tyler Valentine & Adam Rodriguez
Tasl is a collaborative software for college students. We strive to connect and engage students both academically and socially.
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.

IntersectLA is a team of diverse, multidisciplinary, talented, and passionate learners who believe in their capacity to advance and change the world. The initiative combines teaching and research when students, faculty, and industry professionals work together on real world projects to support education and career preparation. The concept of the intersection of design, culture, and education has been deeply rooted and instilled in its mission since the on-campus academic center was established in 2007.

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
Alan Lewis  Helene Liatsos  Mike Mitchell
Anthony Elliot  Jay Scott  Parag Vaish
Asbed Kassis  John Ko  Paul Mazbanian
Avetis Antaplyan  Jon Georgio  Sylvia Martini
Charles Yacoobian  Ken Rickerman  Tora Brown
Claudia Shah  Kevin McVearry
Colin Danahy  Marty Stark

SEMI-FINALIST JUDGES
Adel Villalobos  Eric Cox  Ronette Kite
Allen Lin  Julian De Salay  Shaun Arora
Andi Mysza  Laura Rigali  Sonia Luna
Carol Wexler  Pedram Tehranizadeh
Cesar Montoya  Rick Friedman

PARTNERS

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