

PROJECTECHO

ENTREPRENEURIAL CONCEPTS | HANDS ON



MAY 22, 2022

18TH ANNUAL HIGH SCHOOL ENTREPRENEURS' BUSINESS PLAN COMPETITION



Priya Agarwal
Founder and CEO

ShiftLocal

The small business shift-finding app



Congratulations to our 2021 Competition Winners!

A WELCOME FROM OUR EXECUTIVE DIRECTOR

On behalf of the Board of Directors and Project ECHO, I want to welcome each of you to our **18th Annual Business Plan Competition**. Each year, Project ECHO empowers hundreds of students with entrepreneurial and leadership skills to thrive in college, their careers, and their community as change-makers.

This year, we have 47 teams from 25 high schools prepared to present their start-up in a "Shark-Tank" style pitch event to our esteemed panel of judges. These tenacious teens have survived covid barriers and have succeeded in developing written business plans, and are ready to compete for the coveted Overall Prize Winner!

The competition simulates the real-world process of entrepreneurs soliciting start-up funds. Judges will act as venture capital investors deciding which business they would most likely fund. The quality of the idea, the strength of the management team, and the clarity and persuasiveness of the oral presentation are the criteria that determine each judge's decision.

While every team can not be named the winner, we celebrate every team that made it this far, and wish them the best of luck as they step into Project ECHO's shark tank.

We encourage each of you to stay in touch with Project ECHO after this competition. For more information, to volunteer, to register for our programs, and to make a donation, please visit us online at www.projectecho.org.

Sincerely,



Diane Quast
Executive Director



Event Schedule

| | |
|----------|---|
| 8:00 am | JUDGES POP INTO THEIR ZOOM ROOMS AND SAY HELLO |
| 8:30 am | OPENING REMARKS AND TEACHER OF THE YEAR AWARD PRESENTATION ZOOM ROOM #A |
| 8:55 am | STUDENTS GO TO THEIR ASSIGNED ZOOM CLASSROOM JUDGES INTRODUCTIONS IN EACH ZOOM CLASSROOM |
| 9:00 am | TEAM PRESENTATIONS FOLLOWING THE PUBLISHED SCHEDULES FOR EACH ZOOM ROOM |
| 12:00 pm | ROOM JUDGES DELIBERATE THE FIRST PLACE TEAM IN EACH ROOM WILL ADVANCE TO FINALS AND PITCH AGAIN THE FOLLOWING EVENTS WILL OCCUR IN ZOOM ROOM #A |
| 12:10 pm | KEYNOTE: DYLAN GAMBARDILLA AND JUSTIN LAFAZAN, CO-FOUNDERS, NEXT GEN TUNE IN FOR SPECIAL PRIZES! |
| 12:55 pm | ZOOM GROUP PHOTO OF ALL OF THE STUDENTS ON ZOOM! TURN ON YOUR VIDEO AND SMILE FOR THE SCREENSHOTS! |
| 1:00 pm | TOP TEAMS ADVANCING TO THE FINALS EVENT ARE ANNOUNCED, AND INVITED TO PITCH AGAIN |
| 2:15 pm | FINALS PRESENTATIONS |
| 2:30 pm | AWARD CEREMONY 1) EMILY CHAN MOST INSPIRATIONAL AWARD 2) SOCIAL ENTREPRENEURSHIP AWARD 3) SOCIAL ENTERPRISE 3RD, 2ND, 1ST 4) SERVICE 3RD, 2ND, 1ST 5) PRODUCTS 3RD, 2ND, 1ST 6) OVERALL WINNER! |

Hear **Next Gen** Cofounders Keynote Address at Project

ECHO's High School Entrepreneurs' Business Plan Competition

All attendees will receive free access to
NGHQ's membership by using code '**Project ECHO**'



So what's included in your membership? As a Member, you will have access to incredible resources to succeed at work and in life including:

- **Community:** Curated connections to ambitious, like-minded leaders and entrepreneurs
- **Opportunities:** Exclusive access to premier events, competitions, jobs, and discounts
- **Content:** Live video sessions sharing secrets for personal and professional success
- **Next Gen Summit:** Free ticket to our exclusive conference to meet and engage with the next gen leaders, creators, innovators, and entrepreneurs. June 10-12, New York City.

Meet Our Keynote Speakers



JUSTIN LAFAZAN

Justin Lafazan is the CEO and Co-founder of Next Gen HQ, and an acclaimed entrepreneur, speaker, author and consultant. A Forbes 30 Under 30 entrepreneur, Justin and his team provide the momentum founders, students, and young professionals need to win at work and in life. Justin has been featured in Forbes, USA Today, The Huffington Post, Inc. Magazine and more for his work leading a venture-backed, scaling startup. He is an acclaimed speaker, and has been honored to speak at TEDx three times. Justin delivers keynotes, lectures, and panel discussions on young entrepreneurship, collaborative ecosystems, youth underemployment, and the 'art of the hustle.'



DYLAN GAMBARDELLA

Dylan Gambardella is the CEO and Co-founder of Next Gen HQ. He has been recognized as a Forbes 30 Under 30 entrepreneur and is the best-selling author of Now That's Momentum. Dylan has been featured in publications like Forbes, Inc, Adweek, Entrepreneur, and Cheddar for his work leading a venture-backed, scaling startup. A graduate of Duke University, Dylan has spoken in front of tens of thousands on global stages including TED. Dylan believes that to find success, you need to think like an entrepreneur. At Next Gen HQ, he's built a membership to provide the community, education, and resources young people need to develop an entrepreneurial mindset, chase their dreams, and succeed at work and in life.



**FOX FAMILY
FOUNDATION**
foxgiving.org



InVisions

Entrepreneurship Contest for Inclusion & Accessibility

The InVisions Contest is a unique Entrepreneurship competition that requires participants to innovate for accessibility and inclusion.

Key Themes for Students:

- Social Entrepreneurship with Human-Centered Design
- Diversity, Equity, Inclusion & Belonging
- Disability Awareness
- Exposure to career fields within Accessibility

Key Themes for Teachers:

- Activity-based, Hands-On Learning
- Social Emotional Learning (SEL)
- Design Thinking
- Entrepreneurship Themes



Professional development is available to school-based programs for summer and fall implementation. Curriculum is modified for Middle School adoption.

All participants earn a certificate of achievement and will have the opportunity to compete in a virtual coemption for cash and prizes.

CLASSES

JULY 11 - JULY 22 AUGUST 1 - AUGUST 12
OR SELF-PACED

INVISIONS.ORG

School-based programs available!

ALL BY ZOOM

Project ECHO Board of Directors



Julie Broady
Board Treasurer
So. Coast Wealth Management



Scott Fennel
Level II LLC



Lee Fox
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Dustin Gale
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Chip Goodman
Project ECHO Co-Founder
inTEAM Associates



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Sjöfors & Partners Inc,



David Tofsky
Associated Administrators Los Angeles



Miles Warren

Project ECHO Leadership



Diane Quast
Executive Director



Matilda Albano
Director of Programs

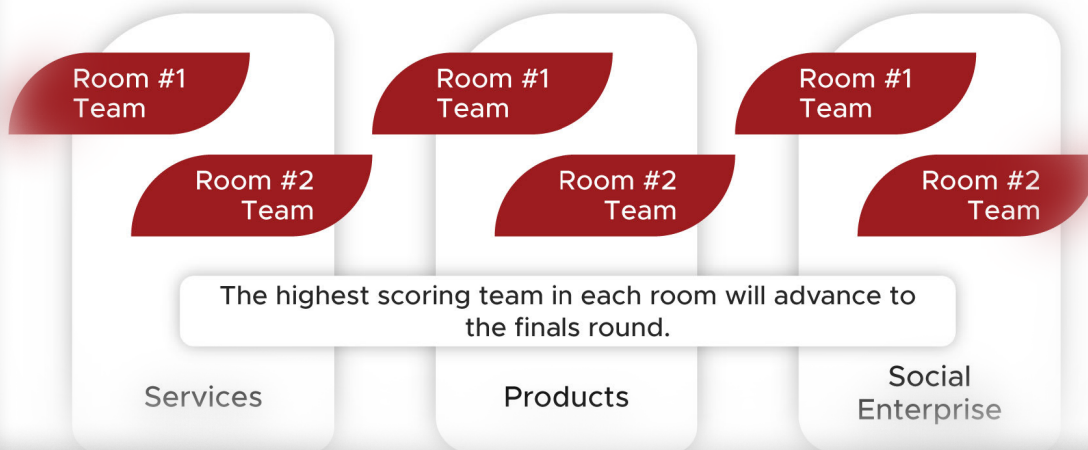


High School Entrepreneurs' Business Plan Competition



The first place team with the highest score in the finals round will advance to over all winner.

Finals Round



OVERVIEW OF THE COMPETITION

PRODUCTS

(Project ECHO publishes the executive summaries as submitted by the teams)



ANTI-THEFT LOCKBOX

CHAUNCEY SYLVESTER, ROGELIO BACA, NATE CALDERON, IAN WEISS

We are the Anti Theft Box, a box specially designed to keep your packages safe from thieves, weather conditions and whatever is thrown at your packages. Our problem was when our packages were being delivered at our homes, people were stealing them off our porch. A camera can only do a certain amount of protection, this is when we thought of the Anti Theft Box.



CALIENTE CUP

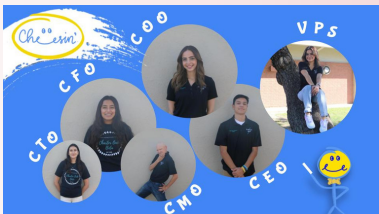
JOHN CROWE, BRAYDEN SJOSTROM, JACKSON RAGUSE, JP MIALOVSKI

Caliente Cup the greatest way to keep your drink hot all day long while you are at work or school. It automatically heats up when your drink drops below a certain temperature set by the consumer. We aim to make everyones hot drink experience more desirable.

CHEESIN'

NATALIE COOK, EMILY SALINAS, JOEL GINEZ, KATELYN MCVEY-GARCIA, ANJEILA ALTAREH, MOHRIL ESKANDER

Cheesin' is a photo book company that offers highly customizable books encapsulating important events, activities, and sports seasons throughout a student's school career. Customers can choose a color palette, customized front cover, and personalized digital stickers. Cheesin' allows students to become the star of their yearly photo book instead of spending hundreds on a traditional yearbook where they may only appear once or twice.



COVER IT

CHRISTIAN GOMEZ-VARGAS, EVAN CHAVEZ, ADAM MUNOZ, NELSON REYES

Cover It is a case company with good Quality cases. Cover It sails cases for gaming controller, tv remotes, phone cases, covers for keyboards, and computers.



EDQUIPMENT

PAXTON ALLISON, MAX HOROWITZ, DARYL HOLT, NOAH SOTO, CHRISTIAN ESTRADA

Edquipment is a company whose goal is to help people get their most out of their education. We are using all our supplies to provide the best environment possible. We care deeply about the education and productivity of others.

PRODUCTS



ELERT

COLIN WENG, ANDY ZHU, JAYDEN MEI, ILIANA ZHOU

The ELERT team is building a new type of safety device and application that allows users to become aware of any type of incoming disaster (carbon monoxide, air quality, earthquakes, wildfires, tsunamis, floods, drought, etc.) beforehand in order to react in time to reach safety. Recognizing the requirement of a smoke and carbon monoxide detector in every household, the ELERT device will be built upon the base of the ELERT system while being able to function as a smoke and carbon monoxide detector simultaneously. In other words, ELERT is “Everything Alert”.



FASHION AND FOOTWEAR

DESTINY AGBAGWU, CARSON SHAW

Fashion and Footwear is a products orientated business. Our specialty is to take a base product and customize it for our customers. This is very popular with students of all ages as they can wear a uniquely designed garment to school and be considered exceptional.



FINNO TECHNOLOGIES INC.

PRADYUMAN RAJA, LINUS YEH, MATIN OSTOVAN, JUSTIN ZHU, ALLEN LIEN

Finno is an AI powered online educational and real-time recommender platform for first-time borrowers, borrowers with low credit history, and those unfamiliar with the loan system. Finno seeks to empower and educate first time borrowers through our technology platform.



HANDLE IT

ADAM WANG, ALEX XIE, KENNETH SONG, BOWEN YAO, KEYAN CHANG

Our company is positioned in the lucrative and growing fitness equipment industry. The industry has continued to grow ever since the start of the pandemic isolated people to their homes, causing them to buy their own fitness equipment.



IMMERSIVE VR

MATT CHENG, ANTON VU, DANIEL WU, SEAN KELMAN

Immersive VR is an educational technology company focused on creating a virtual reality curriculum to digitize education in any setting. Immersive VR uses VR headsets to integrate the interactive stimulating learning method with the convenience of any location remotely for a range of subjects such as the science labs. VR headsets rental to school districts will provide a new stimulating and visual learning space to further and enhance the passion of learning for high school students.

PRODUCTS

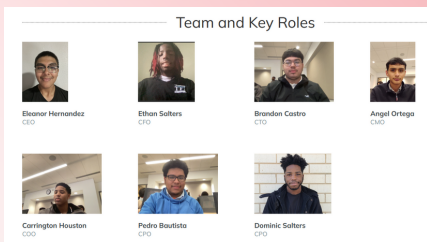
(Project ECHO publishes the executive summaries as submitted by the teams)



LEAF CYCLE

JENNY ZHENG, SUSANNA CAO, MELODY FANG, KATHLEEN CHENG

A solution that allows everyone to help solve the trash consumption crisis.



MODOMATRIX

ELEANOR HERNANDEZ, ETHAN SALTERS, BRANDON CASTRO, ANGEL ORTEGA, CARRINGTON HOUSTON, PEDRO BAUTISTA, DOMINIC SALETTERS

ModoMatrix reduces construction site injury by providing a 3D model software to identify areas of concern without placing humans at risk.



PETS AWAY

NIRANJANA RAMESH BABU

Have you ever wanted a loving pet that is always there for you, even on a bad day? My pet shop is the perfect place for you! My business is an all you can have pet store. You can purchase dogs and/or adopt dogs. The store has all the equipment, tools, food, and shelter that any of the pets would need. It will be located on the first floor of the mall.



QUICK CAPS

ELIJAH FARRIS, ETHAN HERNANDEZ, IAN ALESHRIE, JAMAR TAYLOR

Our product is called Quick Caps and we are a company that sells work out products in capsules. Quick Caps makes their own substances and pack it into a capsule that makes it quick and convenient to take with you and to consume. The capsule dissolves in water when you shake it but it's also strong enough not to break when dropped.



SAFE PACK

CARINE SUHERMAN, CARLY PETERS, WILLIAM STOBAUGH, DORA YANG, ILARIA BRONZINI

A security product that catches thieves red-handed and discourages package theft in communities. SafePack is designed as a fake package that traps thieves when they steal it as it has a GPS, which protects homes from encountering thefts in the future as it gets the thief in legal trouble. When a thief steals the SafePack, it alerts the homeowner through an app. The homeowner can then track where the thief is and send their location to the authorities.

PRODUCTS



SLEEPY

MATTHEW PERDUE

My company/business is a mattress business consisting of the best mattresses in the world. My product is used for the help of others with their health as they try to get better sleep. This product will explode, and I want everyone in the world to get quality sleep with my special mattress



SOLAR WIPERS

JOSEPH ANTONIO, RAFAEL GOMEZ, EMMANUEL GARCIA, LUIS DIAZ

With clean energy on the rise, solar panels are becoming more prevalent and we have capitalized on that. Solar Wipers are a solar panel cleaning product designed to maximize solar panel efficiency. Based in California, our business is striving to install our product on all solar powered homes.



SUNFLOWER

KANITA TWO, AMBER WANG, KAITLYN HUANG

Sunflower aims to aid in improving self-sustainable gardening for those interested in bettering their diets but do not have the time to do so. We intend for consumers to view gardening as a simple task instilled in their daily routine. Our product is a smart device that self-regulates soil moisture levels and provides sunlight to the plant so our customers can take a backseat in the gardening process and enjoy fresh produce.



TEESCAPE LLC

KAREN TIAN, TIMOTHY CHOW, ANGELA CHEN, ALIVEN

Our product, hemp-plastic tees, are eco-friendly, sustainable, and they degrade faster than any other tee on the market, leaving no waste behind. If we can get all golfers to use our tees exclusively, we can save over 70,000 trees a year in the U.S. alone, save 270,000 trees a year globally, and reduce the irreversible damage caused by plastic.

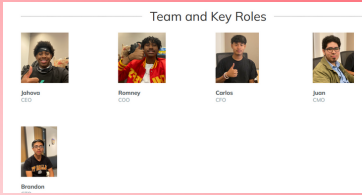


THE PILLOW PAD

ANDREW ELLISON, ELIJAH BOTROS

The Pillow Pad is a type of pad that you can slide in and out of your favorite pillow. This pad has the ability to be heated up or cooled down so that you can have a better nights sleep. Our goal is to help people across the country with sleeping issues so that you can get better sleep.

SERVICE



ASTROFURN

TERRANCE EDMOND, JAHOVA WILLIAMS, ROMNEY MEADS, CARLOS LOPEZ
JUAN BAUTISTA, BRANDON ARIAS

AstroFurn helps reduce the 12 million per year of furniture waste and empowers consumers and retailers with online reviews & re-commerce.



CITRUS

JINYANG MA, ISAAC HO, MATTHEW XIE, OWEN CHAN

We are a social media platform that targets high-achieving students and provide the ability for students to interact with others academically and socially in order to broaden student's horizons.



DAILY CUSTOMS

JONATHAN REYNOSA, LAIGHTON SCOTT, JACOB ROBLEDO, ALEX LEON, ASAD KASHIM

Our business is meant to bring your personality to life using your own personal belongings. we made this business to showcase people's creativity through their everyday objects. People will feel free to use there individualism and choose how'll they'll express themselves.



DUST DETAIL CLEANING CO.

TEAM MEMBERS

Dust Detail Cleaning Co. is a set-up and cleaning business based in Southern California. Most individuals living in rich communities and money to spare will need our service, as they will probably be too lazy or too busy to clean their property. While our business is just starting right now, we expect to be a successful business in the future based on the fact that we offer something that other companies in our industry do not: our versatility in the services that we offer.

FANATIX

SHERAZ ALI

Fanatix is a NFT-based ticket platform that allows performers to capitalize on secondary market sales while allowing performers to have a more immersive interaction with fans through the usage of NFT and block-chain based technology. Fans who buy tickets through Fanatix will be able to have a memorable experience as they will have access to content like art, signatures etc. in the form of NFT's. Fanatix is going to change the ticketing industry and create a better experience for performers and fans.



SERVICE



HAPPILY EVER AFTER

GEORGINA MORALES, FATIMA DIALLO, PEACE ADELEYE

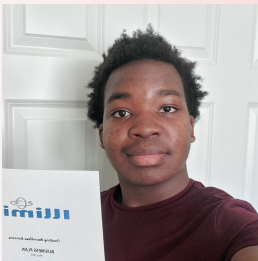
Happily Ever After is a service business to help make event planning possible for engaged couples. We specialize in wedding preparation that is elegant, beautiful, and meets the needs of our clients. We provide our service with top quality ideas, expert accommodations, at an affordable price suitable for our clients.



HELPING HOMES

ANDREW ELLISON, ELIJAH BOTROS

Helping Homes provides a permanent housing and care system for the unhoused in Sacramento County. Being unhoused leaves individuals susceptible to malnutrition, extreme weather conditions, and untreated medical issues; however, a permanent housing and care system can protect them from these issues. By offering shelter and immediate services in health care, Helping Homes hopes to reduce and protect the homeless population in Sacramento County, California.



ILLIMIT - 360 SCHOLAR

GRANT JACKSON

Illimit is an innovative business that serves school districts, particularly the students. These students will have the opportunity to utilize the 360 Scholar product when they're remote from class. This product captures 360 degree video from the ceiling of the classroom and grants the students free use when they connect to the product via the Illimit app on smartphones and computers.



J.I.O PRESSURE WASHING

JAMES GRANILLO, OMAR CEREZO, ISAAC MENDEZ

J.I.O Pressure Washing Is an auto detailing and establishment pressure washing business where we service and provide customers looking for a full clean experience to better the cleanliness of the environment and to stand out among others. Where located here in Bellflower CA where with a team of 3 are always ready to provide the best customer and job service experience to customers. J.I.O Pressure Washing also has a presence online as we show content of well done jobs and the option of purchasing J.I.O Pressure Washing merchandise.



KCNA FASHION

KELIS WILSON, NAOMI ALLAH, AMANDA AWED, CASANDRA CASTILLO

Our business is a clothing customization store. Not only can the customers personalize their down clothing, but they can also buy previously published clothing. While the customer waits for the customization of their clothing there is a small waiting area with drinks and snacks.

SERVICE



MAGIC MOBILE WASH

NATHAN HERRERA, DIEGO HERNANDEZ, JAYDEN ZARATE

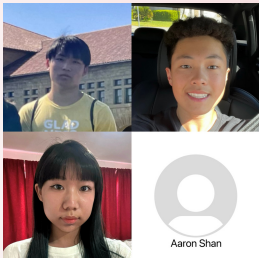
Our business is 2 parts, mobile wash, and machine wash. Our machine wash will be very effective, quick, and affordable. our mobile wash will take place at the customers home, we will have a worker head over in our mobile wash van to clean their vehicle.



OMEGA SPEECH AND DEBATE LLC

MATTHEW ZHANG

Omega Speech and Debate (OSD) is an LLC that offers public speaking and debate classes, summer camps, workshops, and private coaching services to students in grades 5-11. OSD specializes in training students to master Public Forum Debate—an extracurricular competitive debate activity. With its high-quality, accessible services and personally-tailored curriculum, OSD not only prepares students to succeed at competitive debate tournaments, but also equips them with fundamental life skills encapsulating research, communication, critical thinking, writing, and public speaking.



PLATTER

ELLA TANG, ANTHONY TIAN, JOSHUA TIAN, AARON SHAN

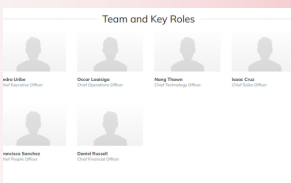
Platter is a food-related content centered social media platform targeting users who are either interested in cooking as a hobby or would like to hop onto trends related to food-contents. We centralize all food-related short videos, mukbangs, and similar contents onto one platform and thus create a community of food lovers. In short, Platter provides a welcoming and supportive place for everyone who is interested and/or wants to try out food-related contents, resources, and social media.



PRIMETIME SPORTS RECRUITING

TAJ MARTIN, JOHN MCCOVEY, JAMES LARRANAGA, DYLAN TAGUIAM, DARRELL HENRY

PrimeTime Sports Recruiting is a service that assists 8th graders, high schoolers, and college players that want to play sports at the next level. In every sport, the recruitment process is difficult and frustrating. We want to get the athletes' names out there and on coaches' radars as much as possible to make this process simple.



SCOUTONE

ELEANOR HERENANDEZ, PEDRO URIBE, OSCAR LOAISIGA, NANG THAWN, ISAAC CRUZ, FRANCISCO SANCHEZ

An app that combines recruiting, emotional support, and wellness for high school athletes.

SERVICE



SDJ'S FOOD AND FUN

ASHTON JACKSON, GREGORY SIMS, HAKEEN DOVE

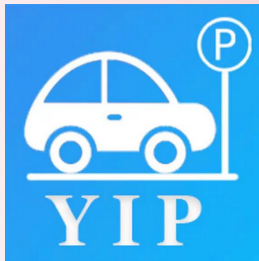
SDJ's Food and Fun specialize in family entertainment. We have the state of the art games that generate a health family and friend competition. Our food and services are top quality and we accommodate large and small groups.



WOOF WOOF

ALEXANDER NIETO, ILAN DUBON, CROMWELL FERNANDEZ, ZACH MORRES

Woof Woof is a business that takes care of dogs.

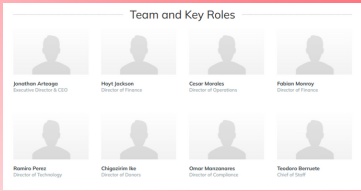


YIP INC.

JENAYA CHEN, HEIDI CHEN, CHARLIE LI, JUSTIN XIAO

YIP is a real time online app that aims to revolutionize efficient parking and cost-saving for department stores and mall operators. The app will find the closest available parking space, and lead the driver by giving directions as well as showing the map. By using our app, shoppers will be able to shop faster and leave faster to produce more profits to the tenants, which in turn benefits our clients.

SOCIAL ENTERPRISE



AQUAKIT

ELEANOR HERENANDEZ, JONATHAN ARTEAGA, HOYT JACKSON, CESAR MORALES, FABIAN MONROY, RAMIRO PEREZ, CHIGOZIRIM IKE, OMAR MANZANARES, TEODORO BERRUETE

AquaKit is democratizing access to clean water in all communities with limited access.



AURA'S CATERING

CHAISE YOUNG, KENYA MCCOY, KY KHAN, JENNIFER IBE, PAITYN DAVIS, VENILAITTE WOLFGRAMM

Aura's Catering is an event planning and food preparation service. We assist clients in creating an event to remember with quality decorations and cuisine. Our affordable pricing allows us to enhance the community by providing them with a quality event that meets the standards of a five-star business.



GUIDING PAWS FOR YOU-THS

MICKAYLA BIDDLE, SHELBY JONES

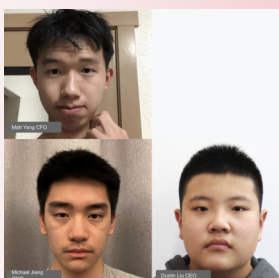
Be Bold – Be Brave – Find YOUr Path to Independence! Guiding Paws for YOUths is a non-profit guide dog training organization whose mission is to elevate quality of life and promote safety, confidence, and independence by matching well-trained, healthy guide dogs with youth who are blind or visually impaired.



LHAOUI FOUNDATION

OTHMAN LHAOUI

Drug problems in my community are at an all time high. We plan on making a non profit healthcare organization that pairs up with drug courts. We will be opening a drug rehabilitation center that offers inpatient and outpatient care. This will be a one of a kind service that makes this whole entire tedious process efficient.



MORINGA LIFESTYLE INC

MATT YANG, MICHAEL JIANG, DUSTIN LIU

Moringa Lifestyle INC is a non profit organization that will sell Moringa tree products to help the impoverished people in Madagascar as well as creating jobs for them. The company will hire local workers in Madagascar to farm the moringa trees, and process the plants into nutrient packed tea and oil. We will sell the products to the world through online marketplaces, and all of the proceeds will go back to the people of Madagascar.

SOCIAL ENTERPRISE



OPEN SESAME

BRYAN LUMBI, SEAN PARKER

Our company, Open Sesame produces front doors, which have very durable locks that are opened with a voice command, and also come equipped with a motion sensing device. The purpose of our product is to help make opening the front door easier for people who may not find it that easy, such as the elderly and people who have disabilities, as well as every day people who may have their hands full with items. Another objective of our product is to make people feel more at ease in their homes by making a front door that is secure and easy for the home owner and family to access.



PLUSH

ANGELA YING, DOREEN HU, CRYSTAL GRAMA, JODY LIU

Plush is a self-help app that is dedicated to giving teens a safe place to talk about and work on their mental health. It is designed to keep everything simple, convenient, anonymous, free, and safe between users. Our goal is to make everyone feel secure and unafraid to share and talk over their problems to improve themselves mentally.



TEEN LOUNGE

MARCUS BEAL-CROUCH, IDRIS MUHAMMAD

Our company Teen Lounge plans on providing a one stop shop for all of a teen's wants and needs. The facility will offer teens a cafe, lounge, gaming area and environment marketed for students aged 13 to 19.



VIRTUTHERA

SURYA SRIKUMAR

This is a company that will go to schools with low mental health ratings and offer to contract therapists for the school district. This solves the problem of students not going to the therapists for help as they are associated with the school. It is also cheaper for the school to do and will not take up all of their therapy budget.

JUDGES



LEX ALEXANDER

Lex has worked in the tech space for 8 years. During that time he has helped build and launch tech products within organizations, as a contractor, and for himself.



ATTA AREQAT

Atta has been the General Manager for Cinemark Theatres in Playa Vista for 12 years. He leads a team of over 100 employees. He also recently earned his EMBA from Loyola Marymount University.



PEGGY BEAUREGARD

Peggy is a real-estate matchmaker who specializes in manufacturing, retail, sales, investing, capital raising, and teaching legacy wealth.



MARK BOUNDY

Mark helps select companies groom teams of trusted expert sellers. He has built businesses -- profitably -- in many industries, and over decades. His secret has always been understanding value, building it, and selling it so that customers love doing business with you



WALTER CAMERON

Walter has worked over 25 years in the consumer packaged goods industry as a senior leader in operations and sales management.



LAUREL CAMERON

Laurel has over 32 years in the CPG industry in sales management and over 15 years in non-profit management and fundraising.

JUDGES

LINDA CONYARD



Linda Conyard is Australia's leading pioneer advocating for socio-political trauma-sensitive change and informed responsiveness to UNnecessary trauma in the Health, Education, Justice, Government and Private sectors.

ABRAHAM CORTES



As a brand and strategy expert, Abraham Cortes is an award winning designer turned entrepreneur. With a background in visual communications and leadership, his career expands over several industries including advertising, digital production, bio-tech and consumer goods.

CHRISTINE CRANDELL



Christine Crandell is a 25-year expert in market strategy, and building successful, profitable organizations. Her work with CEOs and Board of Directors helps them understand how to optimize their strategy and build data-driven marketing organizations that thrive on driving revenue, and deliver high-value customer experiences.

MATTHEW EVERITT



Matthew is a trusted partner to entrepreneurs and visionaries working at the intersection of entertainment, education and technology. He recently joined StoryFile, a Los Angeles based startup that is pioneering conversational video, as CFO.

JEFFREY HAYZLETT



Jeffrey is a global business celebrity, speaker, best-selling author, and Chairman and CEO of C-Suite Network, home of the world's most trusted network of C-Suite leaders.

SCOTT HEGLE



Scott is an Outreach Specialist for the American Printing House for the Blind. He works closely with teachers of the visually impaired and their students, training them on assistive technical products that are crucial to their success in the classroom.

JUDGES



KARISHMA HIRANI

Karishma is a tax attorney working as a mergers and acquisitions tax consultant at Ernst & Young. She manages a team of 5 people in leading tax due diligence structuring and tax planning engagements for private equity clients.



MITCHELL LEVY

Global Credibility Expert Mitchell Levy is a 2x TEDx speaker, an international bestselling author of over 60 books, and an executive coach at Marshall Goldsmith's 100 Coaches. Amor. He's an accomplished Entrepreneur who has created twenty businesses in Silicon Valley.



ANDREW PEDAN

Andrew is the CEO of L5L Solutions, a management consulting firm elevating risk IQ to save lives. L5L provides unmatched cybersecurity endpoint protection, crisis management leadership, and resiliency workshops.



THOMAS PONTIUS

Thomas is a Financial Planner for a leading investment management firm (RIA). He has previously worked for a Big 4 accounting firm and one of the largest national banks. He is also completing his MBA at UCLA Anderson School of Management.



JENNY ROOT

Jenny has 17 years of experience on Wall Street running the Operations Strategy on M&A. She launched her consulting company, SGIC, in 2016. She currently resides in San Diego and consults, coaches and runs her flooring businesses.



ERIC ROSE

Eric has 35+ years' experience in New Product Innovation (NPI) and product commercialization in the consumer, healthcare, and industrial products (PPE) industries with companies ranging from startups through Fortune 500s. Named inventor on numerous patents issued or pending worldwide.

JUDGES



PETER SCHROEDER

Peter is a Danish entrepreneur who launched his first website in 1998 at age 14, which grew to become the biggest artist forum in Scandinavia. After selling the site in 2002, he toured the world as a DJ while building a record label and producing music. In 2012, Peter sold his record label, moved to Los Angeles, and founded the telecom provider Telzio, which today hosts companies like Facebook, Google, Samsung, and Tesla.



PER SJÖFORS

Per Sjöfors is the Founder and CEO of Sjöfors & Partners Inc, Los Angeles. He used pricing as the lever to turn around several European and US companies in his 25 years of executive management experience. Per believes that what business schools teach about pricing is too abstract for executives to act on and has made it his life's work to make pricing practical and actionable.



ROSALEA TERRY

Known for her marketing and public relations expertise, Rose has worked with large international brands to not-for-profits. Since starting with the Innovation Cluster in 2015, Rose has helped grow the organization's brand and design, build two full-service incubators, and build multiple programs to create and support entrepreneurs. Rose has done this all while supporting entrepreneurs one-on-one both in the early-stage startup phase and as they scale their businesses.



CATHERINE WOOD

Catherine's work experience ranges from a consultant at a large systems consulting firm, manager at Microsoft working on cross-product integration, running a financial planning business, and operating an energy healing practice. She believes that leadership is about speaking up, respecting everyone involved, taking action, and moving things forward in a positive direction.



SUSAN YOUNGER

Susan K Younger has a diverse background in architecture, retail management and consulting. She led teams building and renovating department stores for Macy's and Bloomingdale's. Other clients Sephora, CallisonRTKL, GENPACT, and others. Her skills to deal with the diversity of people have given her a depth of experience few business leaders acquire, working with personality profiling methodology since 2015.

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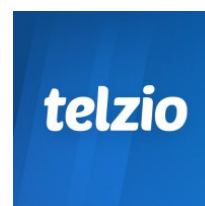
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