

PROJECTECHO

ENTREPRENEURIAL CONCEPTS | HANDS ON



20TH ANNUAL BUSINESS PLAN COMPETITION

2024

Co-Sponsored and Hosted by

CSUDH

COLLEGE OF BUSINESS
ADMINISTRATION & PUBLIC POLICY



2024 Overall Winners
Impatch
Breakthrough Training Center

**SPECIAL THANKS TO OUR
CO-SPONSOR AND HOST**

CSUDH

CALIFORNIA STATE UNIVERSITY
DOMINGUEZ HILLS

**The College of Business Administration and
Public Policy welcomes and congratulates all
of the Project ECHO entrepreneurs!**



WELCOME MESSAGE

Welcome, everyone, to the 20th Annual High School Entrepreneurs' Business Plan Competition! Today marks a celebration of innovation, creativity, and hard work as we gather for this exciting event. Project ECHO (Entrepreneurial Concepts Hands On!) has been instrumental in providing a hands-on learning experience for our students, guiding them through the intricacies of business and entrepreneurship.

We're thrilled to see more than 250 brave individuals standing before us today, in person or forming 58 teams of both high school and middle school students. Let's take a moment to applaud the dedication and perseverance of these young entrepreneurs.

As these 60 teams prepare to pitch their business ideas to our volunteer judges, we recognize the significance of their efforts. Our judges, drawn from diverse business backgrounds, will evaluate presentations just as real-world investors would. The quality of the idea, the strength of the management team, and the clarity of the oral presentation are the key criteria guiding their decisions.

To all the students and teams participating today, know that we are immensely proud of you and wish you the best of luck! Your hard work and determination inspire us all.

Together, let's continue to nurture the entrepreneurial spirit within our youth.

Join US!
Register, Volunteer, Donate
projectecho.org

GET SOCIAL WITH PROJECT ECHO!

Stay up to date with events, volunteer opportunities and program highlights.



@launchecho on all social media platforms



EVENT SCHEDULE

7:45 am	Registration Opens <i>Innovation and Instruction Building Lobby</i>
8:30 am	Opening Remarks & Keynote Presentation <i>Teacher of the Year Award Announcement</i> <i>Speaker: Matthew Everitt: A Journey Through Entrepreneurship</i>
9:30 am	Judges' Introductions in classrooms <i>Student Team presentations begin</i>
11:30 am - 1:00 pm	Student Lunches Available In N' Out Truck on Victoria St <i>*Students bring your lunch tickets*</i> <i>**Limited number of lunches will be available for purchase**</i>
11:50 am	Lunchtime Welcome & Keynote Speaker <i>Prof. Michael Grimshaw, CSUDH, Entrepreneurship & Business</i> <i>Mitchell Levy, Unfiltered Guide to Young Entrepreneurship</i>
1:00 pm	Initial Awards & Finalists Announced <i>Jeff Weigel Road Warrior Award</i> <i>2nd & 3rd place, Social Entrepreneurship</i>
1:25 pm	Finals Team Presentations
3:40 pm	Awards Presentation <i>Overall Winner</i> <i>Category Awards</i>
4:00 pm	Closing Remarks



PROJECT ECHO 2024

Business Plan Competition

one overall winner
 $\$1,000 + \$1,000 = \$2,000$

The first place team with the highest score in the finals round will advance to Overall Winner



FINALS ROUND



The highest scoring team in each room will advance to the finals round.

The Jeff Weigel Road Warrior Award

ONE TEAM GRANTED \$500

Graciously funded by the Redondo Beach Rotary Club in Jeff's honor



THE 2024 CHIP GOODMAN Entrepreneurial Teacher of the Year Award

Presented to
Natalie Cook, B.S., M.S.



***Charter Oak High School
Covina, CA***

In recognition of your commitment to teaching entrepreneurship, and for supporting your students thoroughly as they participate in Project ECHO's program.



ENTREPRENEURSHIP FOCUSED ON INCLUSION



INVISIONS INNOVATE *for* INCLUSION



STUDENTS: Dive into the world of Universal Design and learn how to create products, services, and businesses that are inclusive and accessible... benefiting everyone!

This hands-on program bridges the gap between theory and practice by pairing you with seasoned mentors from the disability community. They'll guide you, challenge you, and provide with authentic feedback on your innovative ideas.

EDUCATORS: Fox Family Foundation is providing grants to facilitate the adoption of this program in middle and high schools.

**InVisions: where empathy,
creativity and social-change
drive entrepreneurial success.**

Pre-Register Now

- Launching January 2025
- Youth Clubs welcome!
- Educators and school administrators in the USA are eligible to apply for grant support.



Advantages of Universal Design (UD)

- UD principles promote empathy and understanding of diverse needs
- Usability challenges are easier overcome with innovative UD solutions

Strategic Competitive Advantage

- For employers, having a workforce capable of innovating with inclusivity means staying ahead of the competition
- For individuals, the career trajectory after early exposure to UD, can be both diverse and promising

Access to Engagement Blueprints

- Case studies, video-podcasts
- Workshops, seminars, tailored activities
- Community partner events
- Expert mentors

Unlock Social-Impact Potential

- 1-in-4 Americans have a disability
- 15% of the world's population experience some form of disability
- \$1.2 Trillion reflects the global disability community's disposable income

MORNING KEYNOTE

Matthew Everitt

Confessions of a CFO:

A Journey Through Entrepreneurship

*Matthew Everitt, CFO & Consigliere for Media,
Entertainment, Startups, & Nonprofits*



In his distinguished 25-year career, Matthew Everitt has been more than just a CFO—he's been a trusted advisor and confidant to numerous entrepreneurs, witnessing the creation and loss of fortunes. In his keynote, "Confessions of a CFO," Everitt shares gripping tales of triumphs and failures, unveiling secrets only a CFO would know. From the exhilarating experience of selling his first company at age 26, to the challenge of producing a 30-stage music festival, Everitt's journey is a rollercoaster ride through the unpredictable landscape of entrepreneurship.

Matthew Everitt is a distinguished media and entertainment executive and former co-creator and executive producer of NBC's World of Dance with Jennifer Lopez. Mr. Everitt recently served as CFO for StoryFile where he worked on an archive of humanity with the company's pioneering AI technology. He previously served as CFO for multiple entrepreneurial ventures with successful exits including PainePR and Vision Entertainment. Mr. Everitt is a graduate of the McGuire Center for Entrepreneurship at the University of Arizona and serves on the board of directors of the national nonprofits Games for Change and the Compassion Prison Project.

@mattheweveritt • matt@thegoodcfo.com



LUNCHTIME KEYNOTE

Mitchell Levy



The Unfiltered Guide to Young Entrepreneurship

Mitchell Levy, Certified Credibility Expert

Reach beyond your sugar-coated dreams! This presentation cuts through the myths holding young entrepreneurs and business leaders back. We'll challenge beliefs about age, education, and the "idea myth." Discover the real key to success beyond the initial spark. Learn how to build a sustainable business without sacrificing your well-being, and explore alternative strategies to fuel your entrepreneurial fire. This presentation is for young, ambitious minds ready to forge their own path to success.

Global Credibility Expert Mitchell Levy is a 2x TEDx speaker (including the 28th most popular in 2021), an international bestselling author of over 60 books, a Certified Stakeholder Centered Coach, and an executive coach at Marshall Goldsmith's 100 Coaches.

He's an accomplished Entrepreneur who has created twenty businesses in Silicon Valley including four publishing companies that have published over 750 books. He's provided strategic consulting to hundreds of companies and has been the chairman of a board of a NASDAQ-listed company.

Mitchell Levy is a visionary thought leader who has dedicated his career to empowering individuals and organizations to unleash their full potential.

mitchell.levy@gmail.com • <https://mitchelllevy.com/>



COACHINGFEST

JOIN US IN THIS FREE VIRTUAL SUMMIT

If you want to hear about doing what you love, trading time for money, pricing and writing your offers, including the "right" content on your web pages, cultivating referrals, and more.



Mitchell Levy
Global Credibility Expert



Key Discussions & Insights

- ✓ Clarity & Success
- ✓ Strategy Development
- ✓ Branding and Design
- ✓ Coaching Influence

**REGISTER
NOW**



APRIL 25-26, 2024

More information at

<https://aha.pub/CoachingFest>

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Jeff Weigel
in memoriam



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Samantha Weiss
Entrepreneurship
Teacher



IN MEMORIAM

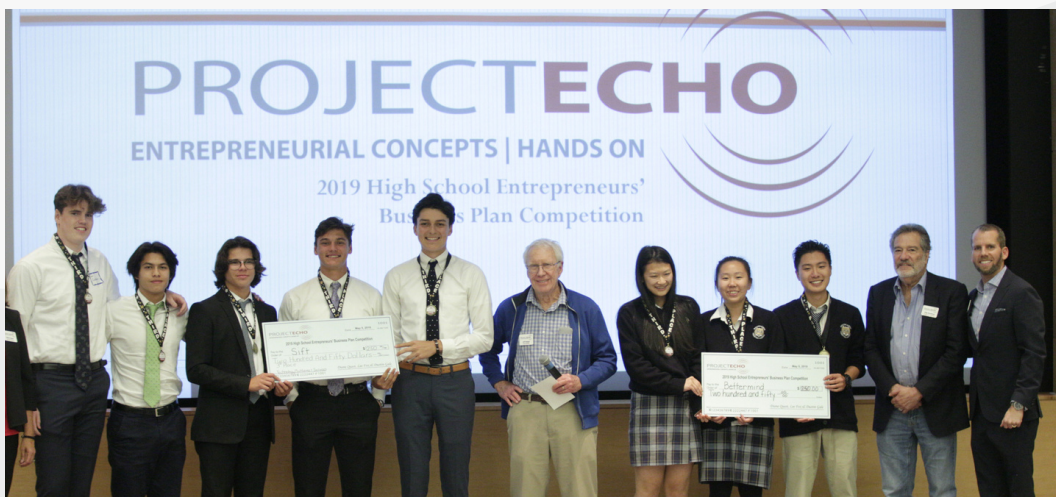
Honoring the life and legacy of



Jeff Weigel

Project ECHO Board Member

In memory of Jeff Weigel, a cherished member of the Project ECHO family whose passion and dedication enriched our mission. His invaluable contributions as a board member, committee chair, and mentor will forever inspire us. With gratitude and admiration, we commemorate his legacy through the establishment of the Road Warrior Award, named after the company he started, honoring his unwavering commitment to nurturing the entrepreneurial spirit among youth.



Announcing the Jeff Weigel Road Warrior Award

Given to a team embodying Mr. Weigel's spirit of integrity, generosity and kindness and is dedicated to improving our world. This award celebrates their innovative problem-solving and commitment to the betterment of society.



PRODUCT TEAMS



Air Condition Team

Air Condition Team has created a life saving design for football players. Their device will provide cooling air in players' helmets, which will prevent the wearer from overheating and could save lives. This device could prove invaluable, especially for high school and college students when training during the summer months.

Matthew Garcia, Noah Clark, Jailen Hill, Jacob Whitehead

Allertec

Allertec is a biomedical engineering innovation specializing in food allergies. Founded in August 2023, Allertec provides a unique solution to help individuals manage their food allergies. By combining cutting-edge technology and scientific methods, Allertec empowers people to live life to the fullest.

Barbara Cao, Julia Chen, Jason Lu, Ariel Shan, Lea Wang



Aqua Fusion

Have you ever found yourself in a situation where you were craving a hot cup of coffee or a steaming mug of hot chocolate, but because you were on the road, you had no means to heat water or no stops to access hot water? Aqua Fusion is a mix of a kettle and a Hydro Flask all in one. With a press of a button, you can start to boil your drinks/soups.

Troy Olivia, Jackie Du, Sergio Gomez, Ethan Olguin, Jorge Martinez



PRODUCT TEAMS



AquaWeb

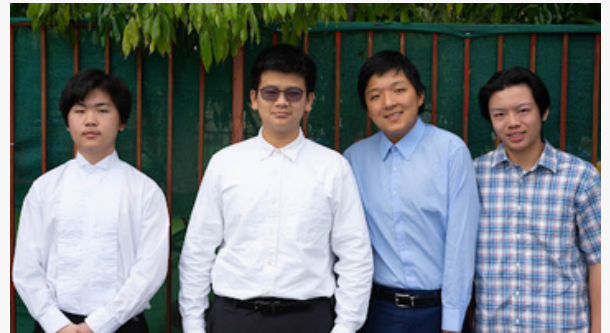
Water pollution is factored around one main problem: storm drains and sewers. AquaWeb is a filter that will reduce the number of pollutants found in our sewers and storm drains that would be mounted directly to the storm drain street entrances. These filters will be sedimentary in order to intercept sand, metals, minerals, or other pollutants that are not caught in other filter systems.

Matthias Cervantes, Michael Lumbi, Blake Baad

BubbleTech

Artificial intelligence is the new technology of tomorrow that has vast amounts of potential in itself. We have created a curriculum that teaches students how to use AI responsibly and effectively to incorporate it into their daily lives.

Lucas Ho, Xijie Xie, Owen Chaung, Maxwell Hu



CitroGuard

Today, there are numerous mosquito-related difficulties, and more than 700,000 people die each year as a result of mosquito bites. CitroGuard is a revolutionary insect repellent solution that aims to alleviate the global problem of mosquito-borne diseases. Our objective is to develop a sustainable, effective solution that not only protects people from mosquitos but also benefits the ecosystem.

Zachary Lopes, Cardell Evans, Edgar Ramirez,



PRODUCT TEAMS



Dissolvd

Dissolvd is a water purification tablet that not only removes harmful pathogens from your water but also enhances taste and benefits through added electrolytes and flavor. Our small packaging includes 100 dissolvable tablets, allowing you to easily use them anywhere at any time and stay hydrated, no matter what. This product can easily be enjoyed by hikers, campers, travelers, or anyone in need of water on the go, ensuring dehydration is the least of your worries.

Julia Carbone, Jasiah Jimerson, Haider Hussain, Kai OBrien

Game Changers Soap

Many student athletes who play ice hockey and lacrosse have always had the same problem: the smell they accumulate after training with gear on. Game Changers Soap is an environmentally friendly all natural soap that consists of all natural ingredients that are odor eliminating.

Alex Tiefenthaler, Kevin Hernandez, Justin David, Sean Monroe



Heated Forever

Heated Forever is proud to introduce the heated parka, meant for the ultimate beach experience. Our parka keeps you warm and insulated when you get out of the water on a chilly day. Especially designed for the comfort of surfers and water sport players, it is easily transported for your average beach day.

Bailey Perkins, Samantha Palacios, Kyli Scarmach, Soryn Preston



PRODUCT TEAMS



Hydro-Gen

At Hydro-Gen, we aim to create the world's first hybrid hydraulic and electric engine by the year 2035. Our engine will be the most energy efficient engine on the market and eliminate the need for fossil fuels. We want to do our part in creating a healthier and greener future for all.

Nick Reyna, Luke Sufnar, Pierce Ryan, Matthew Edelstein

Magic Glasses

Magic Glasses is a language translation device. Whether it is a conversation or local language, Magic Glasses can help you to translate. We hope that tourists will enjoy an enhanced experience with our product during their travels.

Aria Tao, Hank Wu



Miracle Patches

Many athletes spend hundreds of dollars each year on performance gloves that start ripping in less than a month with normal wear and tear. We've developed a budget-friendly, safe, and customizable solution. The Miracle Patch is an easy-to-apply leather adhesive patch that can be connected to the palm of one's batting glove to give it a second life at a small fraction of the cost of purchasing a new pair of gloves.

Garran Beanum, Jack Waeger, Jacob Hernandez, Griffin Tagliaferri



PRODUCT TEAMS



MobileICE

MobileICE sells sport sleeves that have an adjustable and multi-purpose ability, designed to make athletes' lives easier. Our product can be used as a compression sleeve, cooling ice pack, and brace all in one while being a stylish option for fitness-lovers. Our goal at MobileICE is to make athletes' journeys to recovery feel optimistic and comfortable as well as prevent the number of injuries athletes face every year.

Zoe He, Andrew Qu, William Li

MobilityMate Technologies

MobilityMate Technologies is a haptic hand movement exo-glove, designed to empower individuals with conditions like Cerebral Palsy (CP) and Multiple Sclerosis (MS). By integrating machine learning algorithms, sensors, and actuators, MobilityMate enables users to regain control of their hand movements. MobilityMate Technologies aims to improve the lives of its users, bridging the gap between ability and disability of daily tasks such as typing, grabbing objects, and more.

Qifeng Sun, Sheldon Chung, Michael Xiong, Daisy Bai



Money the Motive

Money the Motive is a business that creates unique, personalized designs for its clients. We specialize in creating designs for teens and young adults who want to distinguish themselves from the ordinary. We aim to please.

Trent Bellamy



PRODUCT TEAMS



MoreGaupInc

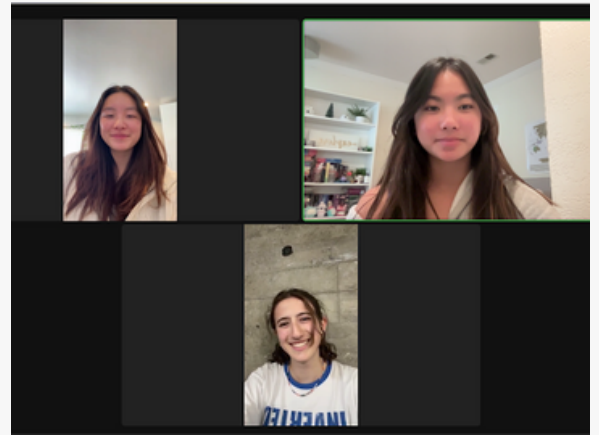
We crafted this cost basing each item on the aesthetic of our unique brand, and ensuring we supply our customers with top tier quality while producing brand popularity for the urban inner-city culture. Wearing MoreGaupInc ignites and develops others to express their individuality and creativity in a fashionable sense.

My'Zjire Moore, Le'Anthony Tippitt, Jillvonte Allen

NeuroNexa

Anxiety and depression are prominent and debilitating issues in current society. NeuroNexa is a major at-home solution to these issues. Powered by neurotechnology, NeuroNexa conveniently provides neuro waves in the brain to relieve brain receptors and solve the problems of anxiety and depression.

Sydney Chen, Sofia Labonte, Isabella Song



Re-Speak

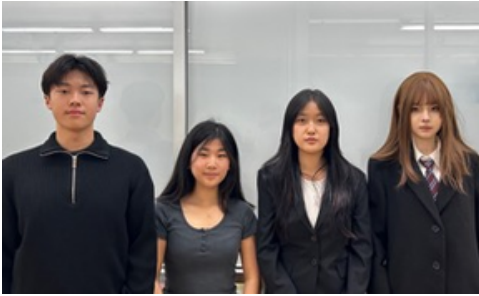
Re-Speak is an application that would connect to a pair of custom earbuds, geared to solve the worry of the language barrier when watching a movie. Re-Speak is a product that would have the capability to translate a movie into many different languages with just the click of a button. Re-Speak makes the movie-going experience as fun and enjoyable as possible, no matter what your primary language is.

Diego Fonseca-Perez, Daniel Maldonado, Adam Benitez



PRODUCT TEAMS

Revival Sports Medicine



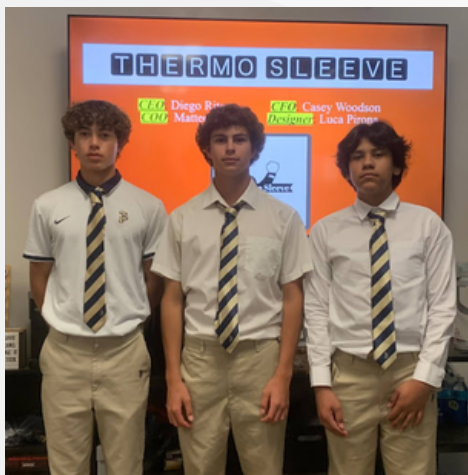
Revival started as an idea to revive the sports medicine industry, replacing outdated casting technology with a reinvented system. This new system utilizes the best of previous casting technologies, particularly the outer waterproof fiberglass layer. Instead of being comprised of several fragile layers, it's a polyurethane mix within a netted sleeve of GRP, providing breathability and movement. Revival sells directly to private orthopedic offices and large insurance companies, which will then distribute to users.

Iliana Zhou, Joshua Tian, Sally Shao, Kaitlyn Huang

The Securesit Workspace

Our product is an armchair clip that can hook onto any chair or anything and add a desk to it. You can clip our mini table to the arm of a chair and use it as a desk so you can use your computer with a mouse without a hassle, avoiding working from your lap when a desk is not near.

Brayden Carson, Frank Sepulveda, Christopher Garcia, Joseph Ortman



Thermo Sleeve

Thermo Sleeve is an arm sleeve specifically made for baseball pitchers. Arm pain is a big problem in baseball, and we have a way to prevent it. A lot of times, when pitchers go into the dugout after pitching an inning, they put on a hoodie to keep their arm warm, but a hoodie might not keep your arm very warm.

Diego Ritson, Casey Woodson, Matteo Vargas, Luca Pirona



PRODUCT TEAMS



TempMate

TempMate is a lifestyle company that produces garment insulated reusable water bottles equipped with thermal and cooling functions, allowing total temperature regulation of drinks. We seek to be a compact portable hydration solution suitable for every person who needs to enjoy hot or cold beverages anywhere at any time without bothering to set his or her drink.

Kailiang Lu, Andrew Bai

VENA

As quality of healthcare has become more vital than ever, VENA introduces a sleek and simplified vein finder design. With advanced multifunctional capabilities and an emphasis on environmental safety, it's sustainable, new material holds the promise of uplifting lives and addressing the impracticality and inaccessibility of current vein viewing technology. VENA stands as a revolutionary device poised to make a significant impact on healthcare outcomes, specifically for survival of vulnerable patient groups such as preemies.

Kathy Bai, Allison Feng, Angela Lee, Amber Luo



WorthyOfHealth Pharmaceuticals

WorthyOfHealth Pharmaceuticals is a biopharma start-up dedicated to redefining patient-centricity through the value innovation of exemplary, accessible pharmaceuticals. As a debut product, the WorthyWomb Prenatal Patch is the first patch-approach on prenatal care that delivers a clinically-effective, preventative treatment in the comfort of your own home, aiming to simultaneously decrease the health risks in the mother and child and circumvent the Social Determinants of Health.

Ranjani Sagayaraj



SERVICE TEAMS

Apollo

We are Apollo, an online marketplace dedicated to reinvigorating a passion and love for the Arts. Apollo is a place where rising artists can be discovered, can sell their work, and can connect with buyers from around the world. Our aim is to preserve the operations of small artists amidst the age of digitization, and in addition, help the world by donating all proceeds to charitable organizations.

Zeja Ethan Chen, Kaitlyn Tapia, Combi Kang



AudioGenie AI

People nowadays have Spotify and try to make playlists, but they don't know what songs to choose. Instead, they might know one or two songs that they like. AudioGenieAI, an app, will use the same concept as Tinder, as users have the option to swipe right if they like the song or left if they don't. There will also be an option to add the song to a playlist on either Spotify or Apple Music.

Brandon Ball, Julian Calix

Basket Buddies

Basket Buddies is a student-run service business that offers carefully curated baskets to commemorate and celebrate students' milestones and achievements such as birthdays and graduation. We take the stress off of parents by alleviating the stress of planning the perfect moment in a student's high school career. Basket Buddies prevents busy parents from missing the opportunity to celebrate each milestone and achievement.

Nicholette Preciado, Isabella Aviles, Mia Galeazzi, Daniel Leckie, Nicholas Castrano



SERVICE TEAMS

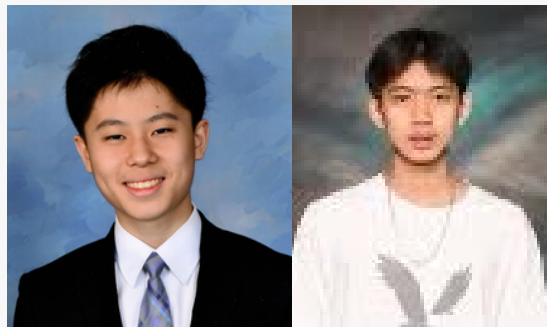
BlindSpot

BlindSpot revolutionizes how we think of parking through cutting edge sensors placed strategically on each parking spot. Our business can bring in millions in revenue through customer subscriptions and major venues purchasing our sensors. Save time and reduce emissions by subscribing to BlindSpot today.

Nasser Rafeedie, Feroz Siddiqi, Liam Foley, Aaron Chiu



ChefHaven



Our culinary space is meticulously designed to cater to the needs of individuals seeking to elevate their cooking skills and immerse themselves in a vibrant culinary community. We aspire to give everyone accessibility to high-quality equipment with affordable prices. Our mission is to give people the option to pursue culinary education without paying the costly fees.

Jaden Hou, Gavin Cheng

Circle Media

Welcome to Circle Media - your go-to partner for effective social media marketing. We specialize in boosting engagement for small businesses and organizations with older management who need assistance in navigating the hoops of social media. Let us guide and elevate your brand, ensuring it stands out in the dynamic landscape of social media.

Sloane Graham, Lily Forbes, Maya Cozza, Scotti Weems



SERVICE TEAMS

Circle of Support

Our business focuses on helping small businesses by providing them with resources to create and manage a business of their own. We accomplish this by providing our courses and classes that will teach and educate our customers as well as our long term support to gain funding and a business license to make their dreams into a reality.

Thailand Smit, Malia Richmond, Nevaeh Tucker, Oriana McKenzie, Lauree Wade



Citysync

Citysync is an innovative app designed specifically for today's teens. We provide a virtual space to connect with peers, search for local opportunities, and buy and sell items. On this app, teens will be able to share their opinions, interact, and connect with others.

Mia Huang, Emily Hou

Disko

At Disko, we specialize in helping big businesses with their unsold stock. We buy the unsold inventory for a cheaper price, bring it back to life with our advertisements, and sell it at a heavily discounted price.

Philip Chavez, Justin Arredondo, Jayden Ross, Ryland Johnson



SERVICE TEAMS

EduCoin

EduCoin tackles the pressing problem of poor financial literacy among young individuals through an interactive, educational application that simplifies financial concepts for children. Through a revised method, the application turns budgeting, saving, and investing principles into entertaining activities that both educate and engage. Our goal is to give future generations what they need to make smart financial choices, and in doing so, to help make financial literacy a universal asset.

Chris An, Christian Perry, Garcia Rocco, Zaire Bea-Mone



Fin&Fleet



Fin&Fleet offers a premium, white-glove delivery service for passionate surfers traveling to exclusive destinations. We partner directly with transportation services and luxury resorts to provide seamless, personalized surfboard transportation directly to guests' accommodations. Our company prioritizes convenience, reliability, and meticulous board handling for high-value boards, ensuring ease and peace of mind during luxury surf travel.

Avery Snyder, Samantha Neubauer, Christopher Yook, Owen Scotting

Handy Web's

Handy Web's offers free websites to small, local companies seeking an online presence. By building strong client relationships, Handy Web's upsells their clients with additional add-ons as they utilize AI to streamline their lead magnet. Handy Web's is able to strengthen client relations with ensuring loyalty, while gaining profit from recurring payments by these companies, making them a reliable, functioning service.

Patrick Behan, Dylan Peterson, Jacqueline Trujillo, Hannah Amalfi



SERVICE TEAMS

HerbHut

HerbHut is a fast food restaurant opening up in Manchester, Connecticut. This will cater to a vegetarian population that wishes to consume fast food but faces difficulties in doing so in traditional fast food places. HerbHut will operate as an LLC and will be a service business that provides a solution to not only the growing need of sustainability and fresh produce when it comes to cuisine but also an alternative to those who want to try something new.

Aayan RehmannNivaen Giritharan



Job Nest

In today's age, teens are looking to make money to save for themselves. Our solution is an app that is designed to cater to teens who are looking for jobs. The jobs will be provided by adults who are in need of help with gardening, cleaning, painting, i.e odd jobs.

Gabriel Rodriguez, Alfredo Arias, Brandon Mora, Aiden Villalva

MyHydrate

Water is essential for the cells and organs in our body to function. Drinking enough water gives us the ability to engage in activities like playing sports and even in processes like breathing. The MyHydrate App will tell you how much water you have consumed and how much more you need based on your age, weight, height, and activity. MyHydrate will be changing your body and nourishing your soul by giving back to the community.

Weston Hayward, Evin Burgess, Marco Pirona, Kristian Leslie



SERVICE TEAMS

SimDrive

Getting a driver's license is a big deal for teens and families. It means more freedom and responsibility, but sometimes it's hard to get one due to challenges. SimDrive has meticulously designed driving courses and specialized training sessions, curated to instill confidence and competence behind the wheel. Central to our offerings are state-of-the-art driving simulators renowned for their unrivaled precision and realism.

Noah Garcia, Max Goolsby, Dom Perfetti, Nelson Melendez



The Bubbly Bros

Here at the Bubbly Bros, we pride ourselves in offering quality window washing to all the residents of the South Bay. We are a student driven business that works to give back to the community and offer students the chance to have a real job. With our young, entrepreneurial spirit, we will captivate clientele and lay the groundwork for sustained prosperity.

Jackson Pascual, Wyatt Andrade, Leo Sommerer, Aman Abdus Samad

The Outfitter

Many people have a plain fashion sense and forget that they have clothes that they bought a while ago. The Outfitter is an app that is being created to help generate outfits with any clothes that are in your closet. By taking a picture of your clothes, our app will then upload them into your digital closet.

Kruz Lopez, Benjamin Cerami, Mathew Lomeli



SERVICE TEAMS

TiGo

TiGo offers a subscription-based service providing stainless steel to-go containers to restaurants, reducing reliance on single-use options. By charging restaurants a monthly fee, TiGo ensures consistent revenue while promoting sustainability. With streamlined distribution and cleaning processes, TiGo simplifies operations for restaurants, offering a cost-effective and eco-friendly alternative to traditional containers.

Carine Suherman, Andrew Lee



TradeQuest

TradeQuest is an innovative, online, gaming item exchange marketplace designed for gamers around the world. Our platform provides a safe, affordable, and diverse marketplace for gaming items and account transactions, with a focus on the US market. With TradeQuest, gamers can easily buy, sell, and trade their favorite gaming items.

Lianghoa (Liam) Li

YouthGig

YouthGig is an app that connects South Los Angeles youth with local jobs and volunteer opportunities. This app will help high school and college students find employment, similar to student worker employment, with companies that will support the needs of students within the community. This is a service that supports students in school, while gaining real world work experience.

Malachi Coleman



SOCIAL ENTERPRISE TEAMS

Bliss



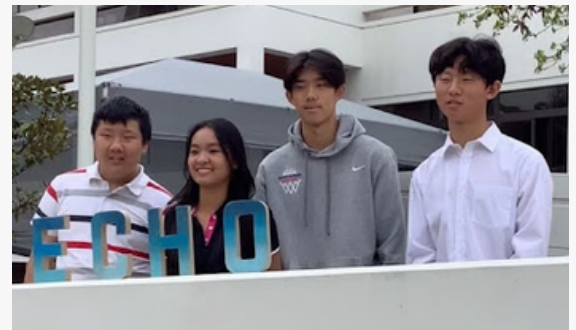
Bliss is a unique non-profit that aspires to break the isolation barrier and foster empathy across the world. This free online platform pairs individuals in need with compassionate survivors, creating a safe and supportive environment. With tight safety protocols in place and a commitment to expansion, Bliss will solidify the importance of empathy and grow to have over 5,000 active users in 5 years, buoyed by donations, sponsorships, and celebrity endorsements.

Chloe de Villiers, Abbie Hairrell, Tyler Sexton, Selim Ozkan

Blue Bonds

Blue Bonds is an affordable website that connects qualified caregivers to families with neurodivergent children. Families can go to this platform when they need a caregiver to schedule dates and view resumes of potential caregivers for their child. On the other hand, caregivers can easily find job opportunities for families in need of their services.

Kathryn Lin, Yanhao Jia, Aaron Chu, Matthew Shen



Driveity

Driveity is a rideshare service specialized for minors, with safety and security being our main priority. All of our drivers undergo rigorous background checks as well as training catered towards childcare to ensure an optimum experience for each ride. With this, busy parents can rest assured that their child is safe with us.

Capri Worthington, Zong Jun Li, Elodie Schott, Ethan Byars,



Full Circle



Full Circle is the world's first app that connects community service volunteers with small businesses and organizations in need of a helping hand. Like a dating app, volunteers scroll through local community service jobs, and organizations scroll through the bios of volunteers of interest. Volunteers get validated and can track community service hours while small organizations and businesses get help from local volunteers rather than taking on employees.

Tyler Oddo, Nathaniel Wellen, Jaya Chatterji, Addison Junk

JJKYT

JJKYT is a fully female-run business. We provide technological and innovative products for those with disabilities. Our first and latest innovation, the advanced white cane called SPIKE, is just the beginning and the spike of the many groundbreaking products we have in store.

Jaqueline Alba, Taniyah Storey, Jaylynn Smith, Katelyn Morales, Yazmin Nunnally



Mental Way

We are an organization that believes we can address the unique needs and preferences of teens and young adults. Our well-designed service can play a significant role in improving mental health and empowering young people to take an active role in their own well-being. We plan to work with local schools to provide support as is needed. Our company is well equipped to meet the needs of economically challenged areas.

Madison Daniels, Marley Carroll



SOCIAL ENTERPRISE TEAMS

MVMNT



In today's world, which is threatened by environmental issues, people still struggle to live sustainable lifestyles due to a lack of convenience in accessing eco-friendly resources. Meet MVMNT, a name representing a movement towards a greener lifestyle. By connecting users to eco-friendly stores, services, and organizations, MVMNT empowers users to effortlessly integrate environmentally conscious decisions into their daily routines.

Allen Lin

OutsideConnection

OutsideConnection is a social-enterprise that provides previously incarcerated individuals with employment opportunities. We market our service to corporations who hire reentrants and reap tax benefits, and provide free access to reentry organizations across the country.

Sebastian Tan



ReZip

ReZip provides customers with high-quality and aesthetic school supplies made from recycled materials from the fashion industry. By repurposing offcuts and excess fabrics into functional and beautiful school supplies, our company offers customers a unique experience. ReZip allows customers to take an active role in helping the environment while embracing their own personal style.

Cleo Topp



Seniobility Corporation



Seniobility is dedicated to designing and developing innovative tools that enhance the daily lives of seniors. Our initial focus is on a device designed to help seniors with morning routines, including getting up, wearing shoes, and providing support for walking. Seniobility is not for profit, and we will use our profit to develop our new products and give free samples to the poor seniors.

Annie Qu, Eddie Wei, Lola Ye, Eva Xu, Grace Fang

SenseStep

SenseStep revolutionizes mobility for the visually impaired with a sleek, non-invasive shoe insole that combines obstacle detection sensors and GPS technology. Simply slip SenseStep into your footwear of choice, pair it with your smartphone app, and feel the subtle vibrations guide you to your destination while alerting you to obstacles. Our device provides users with the safety associated with a cane or guide dog, but in a discreet, compact form factor.

Evan Chen, Myriam Kabani, Ethan Li, Coco Bai



Scholarly



Scholarly is an all-in-one website that provides support to students looking to take the next step in their educational careers after high school. With volunteering opportunities and college resources at their fingertips, students can receive the preparation they need to achieve their collegiate dreams while learning to be a well-rounded individual. Scholarly guides students through the college application process and the years before so students feel confident when applying.

Mahro Siddiqi, Scarlett Cresta, Evelyn Thomas, Katelyn McKenna





SpeakUp

SpeakUp is a non-profit, educational app that teaches essential social and language skills to children between grades 1-8 with dyslexia or ADHD through fun and interactive ways. Upon free installation, its free features include various games, activities, and an AAC (augmentative and alternative communication tool) that allows those who struggle with verbal speech to communicate.

Armen Xue, Aaron Yang, David Liu

4A.M.

4A.M. aims to disarm the stigma surrounding mental health and create a supporting community that teaches our users how to build healthy habits. By incorporating the fun and addictive aspects of games with guided lessons on building healthy habits, 4A.M. is our passion project designed to help those who struggle with mental health and productivity. It's a user-specific app catered to teens.

Amanda Wang, Aaron Liang, Angelina Sun, Anna Chen, Madeline Zhang



VIP JUDGE



Laurel Cameron

Project ECHO Mentor & Judge

Congratulations!

You identified a need
You developed the solution

You built the Business Plan

You created the Presentation

& You courageously brought forth
your creation to share

You are already a winner!



VIP JUDGE

Nancy Weisel

VIP Judge and huge supporter of teens in this program

To all the talented students in the 2024 Business Plan Competition

Congratulations and best of luck! Your creativity and hard work are inspiring. Shine bright and reach for the stars!



Jeff Kravitz

Project ECHO Board Member, Expert Mediator

A successful entertainment litigator for multiple decades, Jeff Kravitz brings extensive negotiation skills and experience as a mediator and arbitrator in the State of California.

With a focus on resolving entertainment, intellectual property, and insurance matters, Jeff's practical, approachable style combined with his "hard-nosed empathy and patience" make him the ideal neutral to help make peace for warring parties.

Jeff wishes all the Project ECHO teams good luck and congratulations on their hard work this semester.



Phone: 213.268.1963

[LinkedIn](#)



JUDGES



Marvin Acuna

Marvin V. Acuna, a strategic and innovative business development executive, combines entrepreneurial zeal with a creative vision, leadership, and a proven track record in revenue strategy and partnerships across diverse industries. With extensive experience in production and marketing, Acuna excels in mentorship, collaboration, and fostering growth.

Hersh Choksi

Experienced in founding, working at, and investing in startups, Hersh Choksi has had the opportunity to understand every facet of business. He has led cross-discipline teams to successfully deliver milestones, pitched potential clients and investors, created financial reports & projections, and is deeply familiar with company formation. Hersh looks forward to leveraging his multitude of skills and experience to help the next generation of entrepreneurs. He is an alumnus of USC Marshall School of Business & Cinematic Arts.



JUDGES

Amy Ehrenkranz-Zimmerman

Amy Zimmerman is an exceptional woman who has significantly impacted the lives of many. As the President of a successful woman-owned business for over 30 years, she has helped over 3,350 people find amazing careers. Even during difficult times, Amy's extensive network of business professionals has resulted in continuous placements for individuals seeking new positions and filling vacant opportunities.



Matthew Everitt

Morning Keynote Speaker

Matthew Everitt is a distinguished media and entertainment executive and former co-creator and executive producer of NBC's World of Dance with Jennifer Lopez. Mr. Everitt recently served as CFO for StoryFile where he worked on an archive of humanity with the company's pioneering AI technology. He previously served as CFO for multiple entrepreneurial ventures with successful exits. Mr. Everitt is a graduate of the McGuire Center for Entrepreneurship.



JUDGES



Michael Grimshaw

Mike Grimshaw has over 35+ years of senior-level sales and management, and start-up ownership experience in the highly competitive technology industry with industry leaders IBM, Cisco, Andrew, Nortel, and Unisys. He has successfully launched/sold new strategic products and won numerous awards for his contributions. Mike as an entrepreneur founded 15+ companies and was the founder and President of Pace Data and Israeli-based RAD Network Devices. Mike has successfully brought innovative start-up companies - Equinox Networks, Cascade, Shasta Networks, and Ellacoya- to funding, acquisition, or IPO

Yona Han

Yona Han is the Executive Director of Elyvate, which provides no-cost college counseling services to all underrepresented students, with a special focus on students from immigrant families. With 15 years of experience in education management, Yona has held senior positions at both public and private secondary institutions and is currently a member of the NACAC and the WACAC. Yona holds a Certificate of College Counseling from UCLA, an MA in Early Childhood Education from Pacific Oaks College in Pasadena, and three bachelor's degrees from Kyung Hee University, South Korea, in education-related majors.



JUDGES

Riyya Hari Iyer

Riyya Hari Iyer has been working as a Software Engineer at Brooks Automation for 2.5 years. She is responsible for code development for semiconductor tools and leads the test automation project. Riyya also conducts peer reviews of code and design work for her colleagues and mentors junior team members. During her Master's at UCLA, she served as a TA and taught microcontrollers and programming. With experience in Software & Firmware Engineering, AI, and App development since her college days, Riyya has also judged 18 coding hackathons.



Jerry Heikens

Jerry Heikens is the Executive Director of TiE SoCal Angels. He is the Co-Founder and Managing Partner of iNov8 Capital and the former Business Development Director at VDOSH. With 30 years of experience across profit and nonprofit sectors, he is renowned for his ability to bridge connections between diverse communities. Jerry is a prominent figure in the startup and investor ecosystem, fostering relationships with numerous investors, startups, accelerators, and channel partners.



JUDGES



Rachael Kim

Rachael Kim is passionate about building startup ecosystems in the femtech space. Previously, as an intrapreneur and serial entrepreneur, she organized a national Femtech Salon series across LA, NYC, ATL, and AUS in eighteen months (and most recently at VIVE), with an extension to CHI, NAS, DC, and MIA this year. She has advised startups during her decade with Accenture and loves to mentor at USC Marshall School, Seattle U, University of Washington, Plug & Play, and Techstars.

Jason Kong

Jason Kong is an SVP at RunBuggy, a venture-backed technology platform for automotive logistics. He also spent 17 years at Toyota Motor North America, where he held a number of leadership positions in the field organization and in an international consulting role. Jason earned his BA and MBA from UCLA, where he gained an appreciation for starting companies when he co-founded a short-lived online children's rental clothing business.



JUDGES

Mitchell Levy

Lunchtime Keynote Speaker

Global Credibility Expert Mitchell Levy is a 2x TEDx speaker (including the 28th most popular in 2021), an international bestselling author of over 60 books, a Certified Stakeholder Centered Coach, and an executive coach at Marshall Goldsmith's 100 Coaches. Recognized as a top leadership voice and ecosystem thought leader, he has founded twenty businesses in Silicon Valley, including four publishing companies responsible for over 750 books, and has provided strategic consulting to numerous companies, including serving as chairman of the board for a NASDAQ-listed company.



Debra Litwak

Debra Litwak is highly accomplished in biotechnology, boasting over 28 years of experience in the pharmaceutical healthcare industry and team leadership. Her activities encompass the development of strategic plans in business units and medical affairs, as well as the analysis of clinical trial data and market and healthcare trends. Debra excels in identifying areas of opportunity, focus, and risk for both marketed and pipeline products.



JUDGES



Michael Manahan

Michael Manahan is an author, financial strategist, consultant, and professor. He has been featured and quoted on financial websites such as Yahoo Finance, WalletHub, Money Geek, Money TV, and The Motley Fool for his expertise in personal finance and raising capital. Additionally, he was the host of the Biz Rap Radio show. Mr. Manahan has served as the chief financial officer for three publicly traded companies, started and owned seven small businesses, and as an advisor, he has collaborated with over 150 management teams.

Akira Nakano

Akira Nakano is the Founder, President, and Artistic Director of the LA Inception Orchestra, a mentoring program aimed at supporting young composers in overcoming inequities in music education. Additionally, he serves on the Board of the American Society of Music Arrangers and Composers (ASMAC). Akira also holds the role of Program Officer at the Fox Family Foundation, where the mission is to break the link between poverty and vision loss. He has organized their vision fair and supervised multiple cohorts of Fellows.



JUDGES

Antonio Sanchez

Antonio Sanchez currently works as an Accountant II at LinQuest, a defense and space manufacturer. He collaborates closely with management to optimize operational efficiency and drive success. Antonio's strategic thinking and dedication to excellence are instrumental in streamlining business practices and delivering exceptional results.



Sherrie Simmons

Sherrie Simmons is a seasoned operations executive with over 25 years of experience scaling high-growth businesses across various industries. She specializes in creating dynamic systems to drive efficiency and foster innovation. Sherrie is the founder of SIMMS Solutions, a software firm that delivers custom tech solutions to facilitate organizational growth. Previously, she served as the COO at Ultra Mobile and the CTO at Defy Media. Recognized as a thought leader, Sherrie has been featured in publications such as The Huffington Post and Inc. Magazine.



JUDGES

Per Sjöfors



Project ECHO Board Member

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 over 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.

James Stanton

James Staton Jr., a Founding Partner of the Top Flight Foundation Inc., is an executive, public speaker, motivational speaker, and published author in national and global magazines. He serves as a board member and strategic advisor to CEOs. Mr. Staton has led turnarounds, specializing in leadership development, executive coaching, and maintaining personal balance while achieving life goals. He facilitates success as defined by constituents, helping them to thrive while doing good.



JUDGES

Michael Stark

Michael Stark is a versatile and innovative executive leader (CEO, COO, CHRO) with over 30 years of progressively increasing responsibilities in leading supply chain, logistics, and retail grocery companies. He possesses extensive experience in operations, human resources, MIS, corporate administration, sales, and marketing. Michael is an expert in change management, cultural integration, and the development and leadership of teams that collaborate to enhance revenue, efficiency, and EBITDA.



Anita Stoddard

Anita Reviczky Stoddard majored in Biological Studies and Bioorganic Chemistry. She began her career as a research assistant, in Nephrology and Perinatal at Harbor UCLA Medical Center. Anita changed careers and transitioned into teaching high school science courses, first at Hawthorne High School and then Redondo Union High School. She taught Physical Science, Biology, Chemistry and Physiology, and earned a master's degree in Curriculum and Instruction in 2014.

Anita retired from teaching in June of 2021, and currently enjoys giving back to her community as an active member of the Rotary Club of Redondo Beach.



JUDGES



Dave Whelan

David J. Whelan has devoted his career to building successful businesses, from strategic, operational, financial, and human capital standpoints. Working across multiple industries, Dave has a passion for the intersection of technology, health, and wellness, with an emphasis on business strategy, marketing and branding, and operations.

Thai Buckman

Thai Buckman, an educator for five years, has held roles including Mentor Coordinator, Program Coordinator, and now serves as the Director of Technology & Innovation. She has guided youth to success in entrepreneurship pitch competitions, securing 1st and 3rd place wins. Recently, she led an 8-week entrepreneurship program, the Young Innovators Accelerator, and actively develops programs and partnerships. Thai is also a devoted fan of *Shark Tank*.



JUDGES

David Olson

With 35 years in healthcare, David Olson is an esteemed Executive Officer of a large multi-state health insurer. He also serves as a trusted consultant to healthcare enterprises, leveraging his extensive experience for strategic guidance and growth.



Todd Davis

Todd Davis, holding a BA from Penn State and an MBA from Duquesne University, specializes in sales, marketing, and product licensing. With a diverse career spanning the toy industry, publishing, Procter & Gamble, and other firms, Todd brings a wealth of experience in driving business growth and innovation.



Pratiksha Agarwal

Sheraz Ali

Kimmella Collins

Colin Dalton

William Fay

Arun Gupta

Riyya Hari Iyer

Nishitha Kambalapally

Mallery McMurtrey

John Morrow

Reagan Ochsmann

Alex Peres

Jorge Luis Rivera

Lauren Rosales Farello

Kim Scofield

Aidan Seawalt

Jeffrey Hayzlett

Wendyson Alves Batista

Dominicq Mendoza

Monique Faulk

Tammy King

Alexia Ochoa

Isaak Davalos

Priscilla Martinez

Lisa Levy

Kurratul-Ayn Uraizee

Kaan Divitoglu

Sam Siu

Maya Kupperman

Enzo Stafferd

Michelle Ortega

Christian McCormick

Christian Christian

Juan Jimenez

Craig Hibbard

BUSINESS PLAN READERS



Thank you to our Room Managers

Sidney Bass

Joseph Cuevas

Abraham Lopez

Christian McCormick

Thisara Perera

Connor Thompson

Kay Uraizee

Room Managers are an important part of Project ECHO's High School Entrepreneurs' Business Plan Competition. Room Managers are university students that have been trained to facilitate a classroom pitch competition. This includes managing presentation schedules, assisting teams as they prepare to present their start-up pitches, and facilitation of the judges' Q & A with each team.

**ROOM
MANAGERS**



Andrew Quast
Dayana Camarillo
Diana RiosName
Gavin Hartline
Jassmen Velazquez
Kimmella Collins
Manuel Gabon
Monique Faulk
Rachael Quast
Saida Munguia Navarro
Taylor Walker
Wendyson Alves Batista
Vincent Quast

A small but mighty crew that helped with event set-up, manning the registration tables and snack stand, collecting student surveys, handing out swag, and helping students, volunteers and guest get their lunches.

Thank you for volunteering!

**EVENT
VOLUNTEERS**





Student Membership

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- Guidance on the CPA Exam evolution
- Pathway to success as a candidate
- VIP access to chapter events



Student Resources



By joining the CalCPA family, we're excited to welcome you to the largest social club for CPAs in the country. We welcome you and hope to see you soon!