



**2023 19th Annual**



High School Entrepreneurs'

# Business Plan Competition

**PROJECT ECHO**

ENTREPRENEURIAL CONCEPTS | HANDS ON



Guiding Paws  
for YOUTHs

**2022's**

**Winning**

**Team**





**Loyola Marymount University**  
**Fred Kiesner Center**  
**for Entrepreneurship**

**Congratulations**  
**to all**  
**of the**  
**PROJECT****ECHO**  
**entrepreneurs!**

# ● ● ● ● ● ● Welcome Message

Welcome to the 19th Annual High School Entrepreneurs' Business Plan Competition!

Project ECHO (Entrepreneurial Concepts Hands On!) provides an activity-based experience for students to learn about business and entrepreneurship by teaching them how to ideate, innovate, create, launch, and pitch a business. While more than 450 students originally enrolled in Project ECHO's entrepreneurship program, only 200 were brave enough to make it to today's competition with a total of 58 teams comprised of both high school and middle school students. Today, we celebrate and applaud their efforts as they fiercely pitch their business ideas to our panels of volunteer judges in the hopes of winning cash prizes!

Project ECHO's Business Plan Competition simulates the real-world process of entrepreneurs soliciting start-up funds from investors. Our judges come from diverse business backgrounds and are recruited from local start-ups to Fortune 500 corporations. They serve on panels that will evaluate the formal team presentations and they act as venture capital investors deciding on which businesses 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. The winning teams are decided based on where the judges would most likely invest their money.

We are very proud of all the students and their teams who are here today and wish them the best of luck!

For more information, to volunteer, to register for the 2023 - 2024 school year, or to donate please visit us online at [www.projectecho.org](http://www.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

<b>8:30 am</b>	<b>Registration Opens</b> <b>Hilton College of Business Administration Lobby</b>
<b>9:15 am</b>	<b>Opening Remarks</b> <b>Teacher of the Year Award Announcement</b> <b>Speaker: Manny Smith, Founder &amp; CEO, EdVisorly</b>
<b>10:00 am</b>	<b>Judges Introductions in classrooms</b> <b>Student Teams' presentations begin</b>
<b>11:00 am</b>	<b>Student Lunches Available in Lobby</b> <b>*Students bring your lunch tickets*</b> <b>**Limited number of lunches will be available for purchase**</b>
<b>12:00 pm</b>	<b>Keynote Speaker: Stephanie Beggs, RNExplained</b> <b>Hilton 100</b>
<b>1:00 pm</b>	<b>Finalists Announced</b>
<b>1:15 pm</b>	<b>Finals Team Presentations</b>
<b>3:15 pm</b>	<b>Awards Presentation</b> <b>Emily Chan Most Inspirational Award</b> <b>Social Entrepreneurship Award</b> <b>Category Awards:</b> <b>    Products, Services, &amp; Social Enterprise</b> <b>Overall Winner</b>
<b>3:45pm</b>	<b>Closing Remarks</b>



# **Teacher Of The Year**

**The 2023 Chip Goodman  
Entrepreneurial Teacher of the Year  
Award**

**Presented to**

**Eric Wilhite, Ms ED**



**City Honors  
Preparatory High School**

# Opening Remarks



**Manny Smith | Founder & Chief Executive Officer**

[UC Berkeley Haas MBA '21](#) |

[United States Air Force Academy '12](#)

Manny is a first-generation college student and 2012 graduate of the United States Air Force Academy. As an officer in the US Air Force, Manny served as a technical product manager, building satellite systems and leading development for new and innovative software programs. In 2019, Manny transitioned to the Air Force Reserves to pursue an MBA at the UC Berkeley Haas School of Business. While completing graduate school, he founded EdVisorly, a nationwide platform to uplift aspiring community college students in completing their bachelor's degree at a 4-year university.

**Hanna Ving | Chief Operating Officer**

[Pepperdine University M.S. Business Analytics '22](#) | [CSU](#)

[Long Beach Economics & International Studies '19](#) |

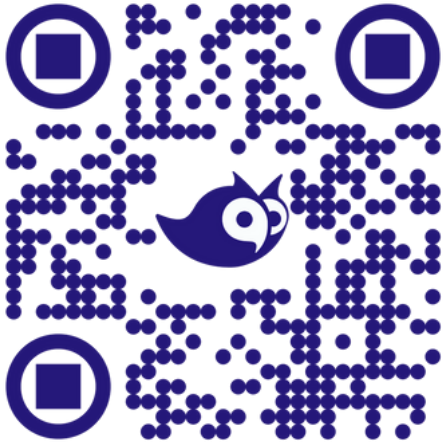
[Santa Barbara City College '17](#)

Hanna began her career teaching students in underserved communities in Sweden's public education system. With aspirations to be the first in her family to complete a bachelor's degree, Hanna immigrated to the U.S. in 2014, to attend Santa Barbara City College. She transferred to CSU Long Beach, double-majoring in economics and international studies. Hanna joined the CSU Long Beach admissions team to support and mentor motivated community college students through their transfer journey. She went on to complete her MS in Business Analytics from the Pepperdine Graziadio School of Business and is a founding team member of EdVisorly.





#1 app for community college students transferring to 4-year universities



@joinEdVisorly



@EdVisorly

### Newest University Partners



TEXAS TECH UNIVERSITY.



UNIVERSITY of DENVER

Mount Saint Mary's University  
LOS ANGELES



UNIVERSITY of ARKANSAS FORT SMITH



HAWAII PACIFIC UNIVERSITY



LOS ANGELES PACIFIC UNIVERSITY

Emerson COLLEGE

### Foundation Partners



Lumina™ FOUNDATION



ECMC Foundation



EDUCATION NETWORK

www.edvisorly.com

# Keynote Speaker



## Stephanee Beggs

### CEO & Founder of [RNExplained](#)



As an aspiring nurse studying for the national nursing licensure exam (NCLEX) during the pandemic, Stephanee posted a video on TikTok of herself teaching some of the nursing material she needed to learn. Much to her surprise, that video went viral and people began asking to buy the notes she was using in the video. Once she realized that students liked her teaching style and her notes, she began creating more. It was then that she realized she needed to create her business, [RNExplained](#), so she could help students everyday on a much bigger scale. In the last 2.5 years, [RNExplained](#) has generated over \$2.5 million dollars and her social media following has surpassed 880,000 followers.

"I unintentionally went viral on social media for my quick, concise educational tools that led to the creation of RNExplained, Inc.," said Stephanee. "In addition, I teach medical concepts on various social media platforms to educate millions of nurses and nursing students around the globe."

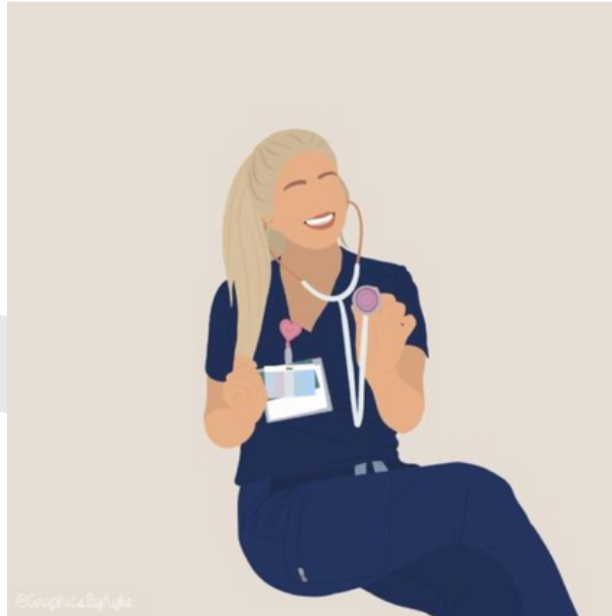
Stephanee has her hands full with multiple jobs. She is the CEO of [RNExplained](#), an instructor at Mount St. Mary's University, an ER nurse and a content creator. In addition, she is a 2023 Forbes 30 Under 30 Listee, and she's been featured in Business Insider, the NY Post, and TV and Radio outlets from NYC to LA. She also works with brands such as Fabletics, Cozy Earth, and Safeguard to name a few.

Project ECHO is super excited to have her share her accidental start-up journey with today's guests.





# RNExplained



Click Image to Visit my Etsy Shop!

I am honored to join everyone at Project ECHO today!  
I'd like to leave you with my favorite quote and  
something I remind myself on my journey:

**"Your speed doesn't matter, forward is forward"**

Congratulations to all the 2023 Project ECHO student  
teams!

@stephaneebeggs



@stephbegg



@rnexplained





# Board Of Directors



**Lee Fox Beauregard**  
Chair of the Board of  
Directors



**Chip Goodman**  
Co-Founder



**Jeff Kravitz**  
Board Secretary



**Per Sjofors**  
Board Treasurer



**Scott Fennel**  
Board Member



**David Tokofsky**  
Board Member



**Miles Warren**  
Board Member



# Advisory Board



**Devan Sood**  
Co-Chair



**Jeff Weigel**  
Co-Chair



**Julie Broady**  
Advisor



**Dustin Gale**  
Advisor



**Maya Kuppermann**  
Advisor



**Rick Nott**  
Advisor



**Jeffrey Hayzlett**  
Advisor



# Leadership Staff



**Diane Quast, M.P.A.**  
Executive Director



**Matilda Albano, M.Ed.**  
Program Director



**Danni Dean**  
Director of Development &  
Communications



**Kelly McDaniel  
Thorisson, M.A.**  
Instructional Director



**Farah Vallera, Ph.D.**  
Senior Curriculum  
Developer



**Lisa Sando**  
Accounting Manager



**Marsha Thompson**  
Entrepreneurship Teacher  
Virtual Programs



**Samantha Weiss**  
Entrepreneurship  
Teacher



**Reagan Ochsmann**  
Marketing Intern



# Product Teams



## Water Spy

Water Spy is a device that can be added to any water bowl to make it easy and more convenient for pet owners to ensure their pets always have access to fresh, clean water. The device connects to an app that will alert you when your pet is running low/out of water or when unhealthy bacteria is detected and keeps the water from freezing in cold temperatures. This product will not only make it easier to care for your pet but will also give you peace of mind knowing that your pet always has water.

Shelby Jones



## EcoFlyp

EcoFlyp is a food packaging company that transforms farm corn waste into a biodegradable, completely foldable, and high-quality product. Our product makes our customers feel that they play essential roles in combating global issues. Our goal is to reduce greenhouse gas emissions while introducing an environmental-friendly alternative to plastic that helps reduce waste.

Yiran (Connie) Fu



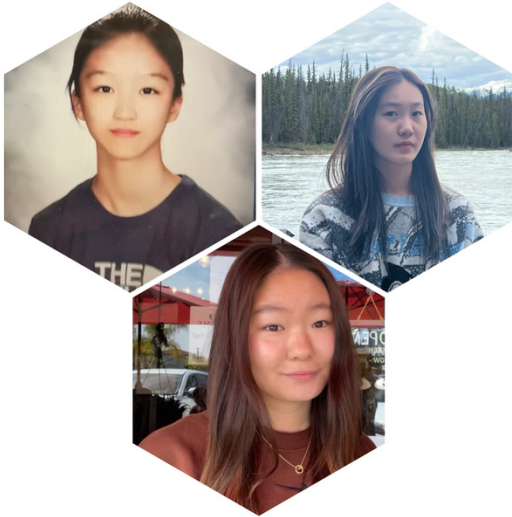
## Power Plug Inc

Power Plug Inc provides a multi-port charger solution, which can adopt among type A, C male, Micro B male, Mini A female, lightning male, and C female. We provide charger products to our friends, communities, and online stores first. We aim to become a well-known brand in the industry and "we charge the world."

Annie Z Qu, Eddie Wei, Justin Ting, Sophia Liu



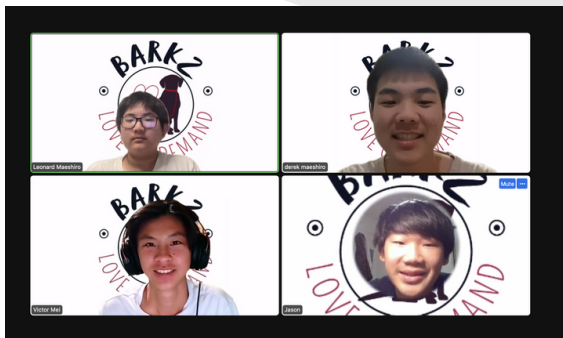
# Product Teams



## Safenology

Safenology is a safety based company that sells products to help families protect themselves during dangerous situations. Our first product line will be The Watcher Series which is targeted towards young children and the elderly. The watch will ensure vulnerable groups can get help easily by calling emergency services and sending out live-tracked locations at the click of a button.

Yunyang Xu, Cailyn Wang, Selina Huang



## BarkZ

To make it fun for dog owners to track their dog's quality of life. By using health monitors, tracking devices, and social coins, BarkZ creates a fun and interactive way for owners to earn rewards while ensuring the safety and health of their loved ones. We want our dogs to be loved on demand.

Derek Maeshiro, Leonard Maeshiro, Jason Lee, Victor Mei



## Lighting

Hello we are lighting an up and coming business that plans to revolutionize technology. We focus on creating technological items that make life easier, which leads us to our mission: we want to make stuff "easy not complex".

Alexander Nieto



# Product Teams



## Your Cleaning Fan!

Deep cleaning may be hard for most people.. Your Cleaning Fan helps with that. Our fan will sanitize your whole room, and keep people from taking time out of their day for deep cleaning.

Rafael Gomez, Ilan Dubon, Ian Aleshire



## J&S Popcorn

J&S Popcorn is a bag of ready to eat popcorn with a bag that is edible and biodegradable at the same time. The bags come in a variety of flavors varying from the ones you know and love and ones you would never think to try with your popcorn. By making the bag biodegradable, it will cut down on environmental pollution.

John Crowe, Spiro Gabriel



## Future of Lawn Mowing

Our bussiness plan is an effcinant electric lawn mower

Nelson Reyes, Victor Velasco



# Product Teams



## Fabricate

Fabricate is an upcycling company that produces trendy yet sustainable patchwork tote bags. Our product is made from materials sourced directly from thrift stores, allowing us to reduce the waste sent from thrift stores to landfills. Fabricate's vision is to revolutionize the way the world sees used clothing.

Owen Chan, Chloe Chan, Phoebe Lee, Nicole Fung, Ariel Shan



## Swap'n'Sweep

Broom stick. But it comes with attachments. Perfect for multiple cleaning uses.

Roman Galindo, Emmanuel Garcia, Kashim-As'Ad Kashim, Sean Parker



## Taste Armour

It's cool. Its underrated. Its not heard of.

Matthew Perdue, Taj Martin



## Harpy

We sell animal products.

Kendal Handy





# Product Teams

## Parole Pets



Keep your pets safe and your mind at peace with Parole Pets. Our company is determined to reduce the number of missing pets each year with the help of the built-in GPS collar that connects to a mobile app in your phone so you'll never have to worry about where your pet is again. Parole Pet's one-of-a-kind collar features built-in speakers, flashing lights and notifications for when your pet goes out of range.

Sedonee Carranza, Natalia Van Duyne, Demi Ross

## Excited to Eat



At Excited to Eat, we aim to provide tailored meals to your children for lunch, so that your morning schedule is stress-free. Our meals fulfill your cultured taste buds as well as give you a homemade meal so that you can escape hormone-filled greasy box lunches. Having yummy homemade food allows for happy children and more focused minds. We offer allergy friendly meals that are custom to your likings. We deliver Mondays and Wednesdays straight to your home or pick up at your child's school. We hope our meals make you "excited to eat" while also providing you with great tasting food.

Pari Bhatia, Noah Fuentes, Ranna Payamfar, Maya Norris

## SmartKit



Over 2000 Americans die camping every year. Here at SmartKit, we plan to solve that with our next generation life saving technology. Tried and tested, American-based; come and join us on our live-saving journey.

Robert Hibbitt, Miroslav Chernyshov, Nathaniel Parks



# Product Teams



## Bladder Buddy

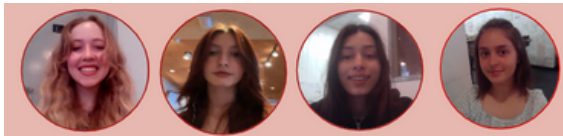
With the all-natural bladder control supplement Bladder Buddy, we suppress your need to urinate for up to 6 hours after consumption. By eliminating your urge to urinate, we ensure that you have the best experience possible in any circumstance with inconvenient bathroom access. Buy Bladder Buddy now, so you never lose your spot at a concert, or be forced to wait in a massive line ever again!

Max Kassman, Bernardo Boldt, Piet Paterna, Christian Aguilar

## Flow

Flow is period pants that have a removable liner that is machine washable. helps anyone that has a period to find their perfect pants. Flow has a variety of options and is able to wear them on and off your period.

Anastasiia Godyniuk, Cate Hempstead, Meredith Loewenstein, Mailey Weaver



## Posterized

At Posterized, We believe that a powerful image of your favorite athlete or team can motivate you to push harder and achieve your personal best. With our exquisite prints, we're here to help you surround yourself with the energy and excitement of the sports world.

Adam Elhardouzi, Olli Lyuvmanov, CJ Carrozza, AJ Waldfogel



## Track Attack

Tracking technology to show the pace, distance, and elevation of your walk/run.

Jamar Taylor, Mario Gallegos Jr., Adriano Samayoa, Mark Drewien, Ethan Hernandez





# Product Teams



## JMJ CartLock Buddy

Shopping cart lock is a business that provides a locking device to prevent shopping carts from being taken out of store premises without authorization. This device ensures that customers return their carts to the designated area, reduces cart theft, and prevents damage to vehicles. By providing a solution to this problem, shopping cart lock helps retailers improve their operations and enhance customer satisfaction.

Jackey Gao, Mark Ma



## EZ Brushes & CO

Our Business is called EZ Brushes & CO. EZ Brushes and CO is a company that makes brushes infused with a liquid-shooting mechanism for all different types of shoes. The mechanism is an internal tube that can be filled with water and/or soap to clean your different types of shoes in an instant, whether it's your known white-air forces or your dirty golf, soccer, football, cleats, etc.

Gabriel Rodriguez, Aiden Villalva, Rocco Garcia, Alfredo Arias



## DAMN Surf Co

DAMN Surf Co is a surfing company based out of Southern California that has created a surfing bootie that protects surfers from lurking stingrays. Using the highest quality materials DAMN booties are not only high quality but also environmentally friendly. Our goal is to provide safety, comfort, and an amazing performance.

Diego Fonseca-Perez, Mario Nakajima, Ashton Pannell



# Product Teams



## Big Kicks

We are an online and in person shoe retailer that specializes in selling larger women and men's shoes 13m+. We also separate ourselves from the competition by also selling rare and exclusive shoes.

Brandon Mora, Kyle Gardley, Cesar Ramos, Kori Scott



## Babies Cave

Our company, Babies Cave, is here to help all parents who need a little extra support with their loud children. We provide a product that creates a soothing environment for both the baby and the surrounding area of people. Our baby carrier that doubles as a car seat and stroller if you so choose has unique features such as white noise, noise-dampening and blackout.

Bhaumik Chaudhari, Collin Sanchez-Kelley, Jackson De La Torre, Eduardo Sanchez



## Impatch

Impatch is a microneedle patch targeted towards the transgender community that administers testosterone through a series of tiny, painless needles. Our mission is to increase accessibility and decrease pain through the power of choice.

Verena Wong, Isabella Song, Jessica Wang, Sophie Lin



# Service Teams

## myCampus

myCampus is a digital mapping service which helps student and parents navigate campus life and stay up to date with all current information and activities on a campus. We will generate revenue through advertisements as well as paid subscriptions from individual schools. myCampus also looks to fill the gap between in person tour guides and current school maps with the touch of a button on a digital device.

Elijah Garzon, Christopher Gonzalez, Trevor Dultz, Aiden Herald, Adam Herald



## ReviveShoeCo.

ReviveShoe Co. is a premium shoe care and repair service that offers customers the convenience of having their shoes cleaned and repaired without leaving home. Our customers ship their shoes to us, and we'll take care of the rest. We'll clean and improve the boots and send them back to the customer, good as new.

Christian Gomez-Vargas, Jonathan, Mkai Oliver, Cromwell Fernandez



## Postamp

Postamp is a solution that aims to promote automation in the postal industry. Through the use of RFID technology, we hope to facilitate wireless and autonomous package identification to automate the shipping system eliminating labor and costs associated with it. Postamp hopes to work with other technologies to deliver packages in the world of tomorrow.

Susanna Cao, Barbara Cao, Sheldon Chung





# Service Teams

## Elite

Mindfulness Wellness Hub is an innovative online platform that aims to provide accessible and affordable mental health services to underserved communities. Through a range of resources such as peer support groups, virtual wellness retreats, and access to professional therapists, this platform addresses the problem of limited access to mental health care. By prioritizing mental wellness and community support, we will provide a unique and valuable solution to the mental health needs of underserved communities.

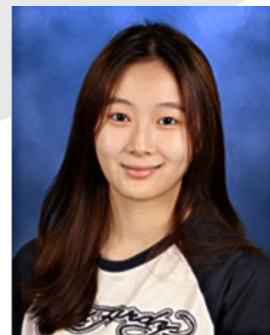
Jieni Cao, Linhan Xie



## Adison Avenue

Adison Avenue is a platform that provides a convenient way for advertisers to advertise and for influencers to make more income. We found a potential market for advertising through influencers, and that brands, merchants, products, and manufacturers also need a better method of advertising through social media.

Xiaoyu Xiong, Tsung-An Chen



## Ashi Labs

Crafting meaningful apps.

Jiaze (Jason) Lu, Darrel Lu





# Service Teams

## Eld Green Shop

The Eld Green Shop is a store that helps people especially seniors to save their money and makes the shopping process easier for them. We wish all groups in society to be accepted and cared for.

Anna Liu



## WiseTech

WiseTech is a upcoming business that seeks to provide technology help to the elderly. To offer its service, WiseTech will offer for high school students to volunteer in exchange for Community Service Hours. WiseTech hopes that enabling for High School students to meet with the elderly will create a positive generational experience.

Kurtis Celestin, Aryaman Gupta, Troy McBride, Pragnya Keerthivasan



## InterestLink

InterestLink is a service that will be provided through an app/website. We have the objective of connecting likeminded people through a matching process when users sign up to our app. It is the most effective and efficient method to form new relationships which have a high chance of being successful.

Miguel Ángel Errasti Larrinaga, Dao Phu, Zihao fu





# Service Teams

## Fanatix

Fanatix aims to offer a distinctive and open ticketing platform that benefits both high school sports teams and their fans. Their goal is to create an accessible and enjoyable ticketing experience for sports enthusiasts, while also providing schools with a valuable fundraising tool. Through innovative features such as NFT ticketing, Fanatix hopes to establish itself as a key player in the competitive high school sports ticketing market.

Sheraz Ali



## HouseMates

Our service is called HouseMates and it is a residential cleaning service. The way our app works is we charge our customers by how big of an area our employees clean. We will have an app and a website.

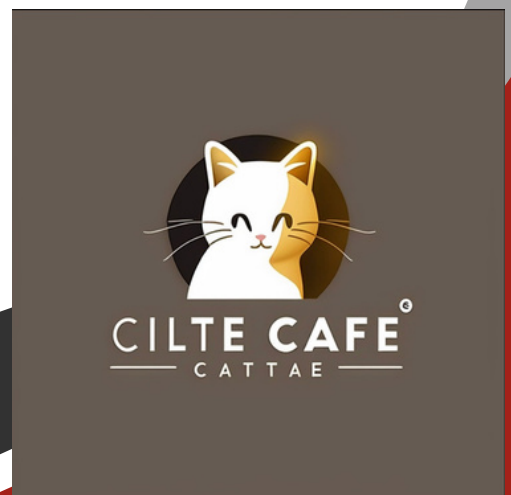
Zachary Lopes, Aleister Santana-Castro, Bennett Smith, Dominic Perfetti



## Cute Cafe

A coffee shop filled with cats and a cozy atmosphere, creating a warm feeling of home and a place to relax and unwind.

Frank Zhang







# Service Teams

## Cuisino

Cuisino is an app and website that aims to solve problems within the food industry, which will have food delivery, health/exercise, recipes, food scanning, and more. We will use AI technology to scan groceries that are bought, which will help recommend recipes and help the user cook meals. All of these features together will make a seamless user experience where the features of most food services will be centralized into one platform

Arlo Malovani, Ryan Davis, Matty McBroom, Luke Lyons



## Hobbyfinder

HobbyFinder is an app or website that can help you find a hobby, help you find places near you for your hobby, help you get gear for your hobby, and help you connect to a community for your hobby. We aim to help anyone who is willing to find a hobby get a hobby, whilst providing the most quality guides for that hobby. Starting from Redondo we hope to keep on expanding till we are a household name in the U.S.

Saamant Gorripati, Chase Evans, Austen Friggle



## Caresy

Caresy is a service dedicated to providing assistance for seniors at an affordable hourly rate. We aim to connect with local communities and improve the daily lives of seniors with our daily-non medical tasks ranging from running errands to helping educate them with technology. Caresy believes seniors should receive the love and care they deserve without having to sacrifice their independence for the convenience of their family members. Sienna Fong, Chloe Donovan, Diana Won, Luca Kotsifis





# Service Teams

## HomeTownHire

HomeTownHire is an aggregator style website where consumers from the South Bay find reliable vendors from their community. Along with providing a high traffic marketplace for local vendors to promote their services.

Dominic Lutz, Jayden Jeon, Brendan Larkin, Aaron Thomas



## Z Corp

A service for boys and girls ages 5-17, who are interested in sports and need new bonds friends, and relationships to improve their life before the age of 18. The service provides food, shelter, fitness activities, and love to all customers. The service is a non profit business that keeps the kids of the streets and thinking about their future.

Zaire Bea-Mone, Daniel McGuire Jr., Cardell Evans



## Autofil

Clean air filter to make the earth clean. This is an air filter that cleans the pollution. This helps stop climate change.

Michael Lumbi, Christian Perry, Daniel Maldonado, Adam Benitez





# Service Teams

## Scribe Aid

Scribe Aid is a paper editing service for non-native English speakers and individuals who need assistance in writing technical, scientific, and professional papers. Our service provides not only an intimate, comfortable, and confidential setting, but also provides coaching and mentoring that will improve the client's overall skills.

Matthew Wang



## AssignMind

AssignMind is a computer compatible application designed to combat student stress caused by asymmetrical assignment distribution. This is done through giving teachers an easy way to input, view, and sort the work students are expected to complete across classes through district provided data. Assignmind is an educational platform designed for students by students, and is focused on bridging teachers and students, one assignment at a time.

Myriam Kabani, Amanda Wang, Ke (Andy) Wu, Qifeng (Jerry) Sun, Felix Yu



## Avalon

Avalon is an electric scooter company that aims to provide a safe, affordable, and sustainable form of transportation. We want to make sure that we are contributing to making the world more sustainable than before, and the first step is to reduce car usage for short distances by replacing them with electric scooters. We also want to bring safety to our users and clean up the streets littered with scooters that pose as an accident waiting to happen to pedestrians and drivers.

Kanita Two, Isaac Ho, Kaitlyn Huang,  
Aaron Zhao





# Service Teams

## Ace

Ace is a convenient, engaging, 'dating app style' peer-tutoring app made by students for students. Targeted towards younger students, Ace is the future of tutoring. Explore tutors and tutees to find the perfect match.

Anya Jain, Angela Zhang, Asha Gupta, Dax Wellborn



## Upskillz Company

Upskillz is a state of the art virtual tutoring cooperative that collaborates with districts, schools, and colleges to match and provide the best tutorial services to our clients. We are based in Inglewood, California, but by being virtual we can match tutors and students around the world. Our primary purpose is to be a catalyst for improved academic skills development and excellence.

Joseph Conception, Yuliana Cardenas, Stephen Douglas, Preston Greenwood, George Calderon



## SkillStorm

SkillStorm provides an educational service that allows people to build upon previously known skills and academic ability. The closest companies that are most similar to us would be SkillShare and MasterClass. The main thing that sets us apart is our live lessons and inexpensive costs.

Deric Bagarzan, Will Holloway, Mekhi Lampkin



# Social Enterprise Teams



## Congratu-LEI-Tions

Our business focuses on selling remarkable graduation leis made from high-quality materials while spreading awareness for autism. We aim to donate 25% of our profits to autism awareness organizations and create more job opportunities for individuals with autism in the future. To connect with our target audience, the business plans to use social media and local partnerships to target graduating students from elementary schools to colleges and provide them with an unforgettable graduation experience.

Jason Zhu, Avril Hang, Ginny Zhang, Kayden Shi



## The Well-Being Accessed

The Well-Being Accessed is a non-profit organization that supports the mental health of public service and frontline workers. First responders and public service workers have physically and emotionally demanding jobs that can cause mental and emotional damage over time. By connecting them with therapists, allowing them to share their experiences with others in the same occupation anonymously, receive helpful information from others working in the same field, and find guidance through blogs, articles, and videos, we address the issue with a centralized, modern solution.

Carine Suherman, Dora Yang, William Stobaugh, Zoey Hakes, Joyce Gong

# Social Enterprise Teams



## Everywheel

Everywheel seeks to provide assistance for everyone and every wheel in order to ensure equitably safe travel for everyone. Our product is a simple-to-use attachment that enables wheelchair users to easily overcome curbs and get onto sidewalks without the need for popping a wheelie. We will begin by appealing to the U.S market and eventually launch product globally to give every wheelchair user their freedom back.

Jenny Zheng, Evan Chen, Julia Chen, Angela Ying



## Breathlet

The Breathlet is a bracelet that serves to anchor an individual during times of extreme stress, especially during panic attacks. Through vibrations that serve to regulate breathing patterns, anxiety can be relieved as the individual will begin to calm down. You deserve to breathe.

Jeannine Chiang, Carly Peters, Andrew Lee, Shani Rotiman, Ilaria Bronzini

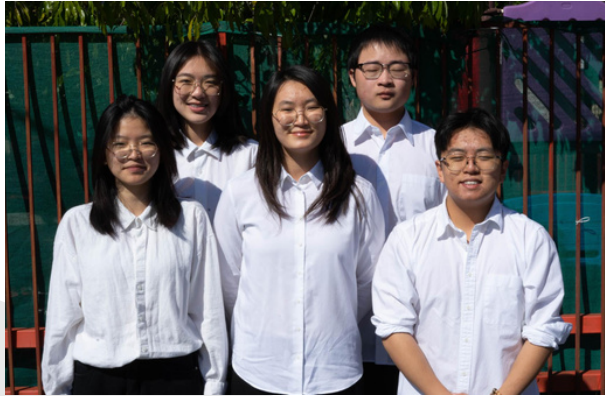


## The Soup Van

The Soup Van is a Non-Profit organization aimed toward supporting and feeding hungry people with no homes. The Soup-Van especially aids the immobile homeless populous, since The Soup-Van goes to people. The Soup-Van is a Soup Kitchen on wheels.

John McCovey, Andrew Ellison, Jesus Biag, Elijah Botros, Joseph Antonio

# Social Enterprise Teams



## reLinc

reLinc serves as a non-profit platform that links DHH individuals to supporting resources such as speech therapists, employment opportunities, organizations, and DHH programs. reLinc provides the DHH community with a convenient website that registers supporting resources and presents them in an easily accessible format. By simply typing in a few keywords, relative profiles would pop up, allowing browsers to browse through the search results and its categories of descriptions.

Qianyue Zhang, Colin Weng, Jayden Mei, Nicole Mei, Jingwen Ye



## Greenic

Greenic is a revolutionary method of encouraging people to consume food with eco-friendly containers that will transform the relationship between people and their consumption of food in environmentally harming containers. To keep it simple, Greenic's goal is twofold: to encourage usage/consumption in eco-friendly containers along with ultimately reducing the amount of container waste in the environment. To achieve both goals, Greenic has created subscriptions and reusable products that have the ability of motivating people to consume water and food in a sustainable way.

Adam Wang, Anthony Tian, Rosetta Li, Lea Wang, Iliana Zhou

# Social Enterprise Teams



## Sweetened Melodies

We are Sweetened Melodies, a family and pet friendly cafe located in the South Bay. Our goal is to unify the community with monthly events, freshly made coffee drinks, and homemade pastries. Our comfortable seating will provide a relaxing atmosphere for our customers to socialize and have fun.

Viviana Garcia, Natalie Woo, Kimberly Nguyen, Kaeli Lopes

## Investing4Teens



Investing4Teens was founded as a non-profit online platform in 2022 with the mission of equipping teenagers with essential life skills like Financial Literacy, Mental Wellness, and Business Skills. The website contains dozens of interactive videos related to the aforementioned topics, as well as detailed lesson material. Additionally, the website contains interactive quizzes for students to learn.

Pradyuman Raja, Belinda Lee, Prachod Kakatur





# VIP Judge



## Rick Nott, CFA, CFP®, CPWA®

Rick Nott is an advisor to entrepreneurs and creators who have made a positive impact on the world through business. For more than 15 years, he has been simplifying complex financial issues to guide entrepreneurs and their families throughout every stage of their journey, from startup to public offering and beyond. Rick is a CFA charterholder, Certified Financial Planner (CFP®) practitioner, and earned a B.A. in Economics from the University of California at Irvine.

Senior Wealth Advisor  
rnott@lourdurray.com



We are proud to support the future leaders, creators, and changemakers in the Los Angeles community.

Learn more at [lourdurray.com](http://lourdurray.com)

10900 Wilshire Boulevard, 5th Floor Los Angeles, CA 90024 | (310) 300-9898

Securities offered through Hightower Securities, LLC member FINRA/SIPC. Hightower Advisors, LLC is a SEC registered investment advisor.



# VIP Judge



## Jim Miller

Jim Miller is an entrepreneur, CFO, personal finance expert, author, dad and former-rock star focused on creating things that make the world better. Most recently, in 2021, Jim founded AsteroGroup.com, a popular online accounting and CFO firm, to help growing business owners keep more of their money. In 2020, he released a best-selling personal finance book to help young adults keep more of their money.

[jim@asterogroup.com](mailto:jim@asterogroup.com)

Mobile: 847-404-6016

Jim was born and raised in Lake Forest, IL near Chicago and moved to Southern California in 2002. Working professionally as an accountant and leader for two decades, at companies spanning well-funded startups to billion dollar brands, Jim saw problems in the access that growing entrepreneurs had to good accounting help. The accounting industry was focused on billing hours above delivering value... Astero Group was born. It has become one of the fastest-growing CFO service firms with clients and accountants across the country.

**FOR  
BUSINESS  
OWNERS...**

**YOUR NEW  
ONLINE  
ACCOUNTING FIRM.**

[ASTEROGROUP.COM](http://ASTEROGROUP.COM)





# VIP Judge



## Laurel Cameron

**Rotary Club of Redondo Beach Community Foundation President  
Leadership Redondo Class of '22-'23.**

After over 15 years of experience in the grocery business as a retailer and then food broker, Laurel held various management positions at Ore-Ida Foods. She later became Senior VP of U.S. Sales for Bumblebee Foods, and following that taught grocers about tuna sustainability as an Educational Consultant with the International Seafood Sustainability Foundation. After 33 years in CPG, she turned her business skills to supporting non-profits, serving 10 years as a board-member and then Chair at the Princeton YWCA, while also on the board at her local volunteer fire company. During this time, she advocated on Capitol Hill, served twice as a representative at the UN Commission on the Status of Women, created a Next-Gen Board of young woman leaders, managed an annual juried craft fair, and served in various governance, management, and fundraising roles. She now continues to serve her community as President of the Rotary Club of Redondo Beach Community Foundation and a member of the current class of Leadership Redondo. Laurel lives in Redondo Beach with her husband Scott and they have four adult children between them. In addition to walking the Esplanade each morning with their German Shepard, Laurel enjoys hiking, gardening and traveling.

**“Congratulations to all Project ECHO  
student teams for making it to the final  
pitch event! Best of luck to you! “**



# VIP Judge



## Amy Zimmerman

### **CAC, CPC, President and Founder**

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 people seeking new positions and filling vacant opportunities.

In addition to her business accomplishments, Amy is deeply involved in charitable foundations. She has been recognized for her tireless efforts in fundraising for the YMCA Capital Campaign, Redondo Beach Rotary, where she sits on the board over youth services, and the MS Society, among others. She is also a supporter of AIPAC and was recently asked to become a member of the prestigious Congressional Club, supporting pro-Israeli politics.

Amy is a proud mother of two amazing daughters who have learned the importance of giving back to the community from watching their mother work tirelessly to feed the homeless, mentor young teens, and manage the Parents on Campus program at Palos Verdes High School. Amy is a true inspiration, and her dedication to making a difference in every person she meets is evident to all who have worked with or met her.

Whether surfing or attending networking or charitable events, Amy is always giving back to others and positively impacting the world around her.

amy **zimmerman**

**associates inc.**

**JOB PLACEMENT PROFESSIONALS**

[www.azastaffing.com](http://www.azastaffing.com) 310-798-6979



# VIP Judge



## Nancy Weisel

Nancy Weisel has over 35 years experience in the financial services industry. As a sales professional working with Financial Advisors, representing various money management firms and products, she has helped them select appropriate investments for their clients.

As Sales Manager for the Western half of the country she was then responsible for a team of sales professionals, assisting them in both understanding the companies various products, as well as how to explain them to Financial Advisors.

Retired for several years she is now volunteering for Rotary Club of Redondo Beach both in the local community and within the Los Angeles area. As Past President of the club (2021-2022), she understands the hurdles, such as access to food and housing, so many of our neighbors face, and how to best assist them.

**Congratulations to all of the students and their teams who have chosen to take part in Project Echo! Going through this program, putting together a business plan and presenting it, prepares you for whatever you choose to do going forward. All of your futures are so very bright!**



# Judges



## 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 education management experience, Yona has held senior positions at both public and private secondary institutions and is currently a member of the NACAC and the WACAC. Yona possesses a Certificate of College Counseling from UCLA, an MA in Early Childhood Education from Pacific Oaks College in Pasadena, and 3 bachelor's degrees from Kyung Hee University, South Korea, in education-related majors.



## Chris Wadden

Chris Wadden is a C level executive for consumer-packaged goods companies, domestically and internationally. He is also Chairman Emeritus of the Pasadena Angels.



# Judges



## Maya Kupperman

### **Project ECHO Advisory Board Member**

Maya is the CEO of Temelio a mission driven organization working to improve the effectiveness of the nonprofit community through better software for foundations. Before starting Temelio Maya was the Chief of Staff to the CEO at MainStreet where she helped grow the team from 15 to 180 people. Prior to MainStreet she was a consultant at McKinsey & Company where she advised a broad range of organizations including fortune 500 companies state governments and nonprofit organizations.



## Ashok Murugesan

Highly motivated and results-oriented leader with over 20 years of experience in managing and developing complex technology initiatives. Strong leadership skills with a reputation for creative problem solving and team building. Proficient in mentoring individuals and team building to maximize the levels of productivity while forming cohesive team environments. Big-picture thinker resisting conventional approaches and challenging status quo.



# Judges



## Mallery McMurtrey

As a Distinguished Toastmaster (DTM) with Toastmasters International, Mallery is part of the esteemed 2% achieving this status in a renowned nonprofit organization promoting communication and leadership. With 15+ years of experience in communication and business management, including specialized programs for youth, she is passionate about helping others achieve their goals and excited to bring her expertise to Project ECHO!



## Per Sjöfors

### **Project ECHO Board Treasurer**

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.





# Judges



## Michael Stark

A versatile and innovative executive leader (CEO, COO, CHRO) who has more than 30 years of progressively increasing responsibilities in the leadership of supply chain logistics and retail grocery companies with intensive experience in operations, human resources, MIS, corporate administration, sales, and marketing. An expert at change management, cultural integration, and developing and leading teams that work collaboratively to increase revenue and improve efficiency and EBITDA.



## Darlene Fukuji

Darlene Fukuji is the Director at the Belldegrun Center for Innovative Leadership with Brentwood School, preparing students to engage with real-world challenges and explore solutions within and beyond the classroom. Darlene was formerly the Associate Director and clinical professor at Loyola Marymount University's Fred Kiesner Center for Entrepreneurship, where prior to that, she had obtained her BA and MBA. She is passionate about startups, education, family businesses, and socially responsible entrepreneurship.



## Nathan Wilson

Nathan Wilson is an Assistant Adjunct Professor, at UCLA Anderson School of Management. He teaches Entrepreneurship classes.



# Judges



## Abbye Williams

Founder of Freiman Consulting, where she has served as its CEO since 1995. In this capacity, she assists clients with product launch, streamlining operations, leveraging resources, improving manufacturing and expanding distribution. Abbye's expertise lies within helping her clients through all touchpoints of developing and launching brands. Prior to launching Frieman Consulting, she worked on the front lines within food industry management.



## Jason Kong

Jason 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 has his BA and MBA from UCLA, where he gained appreciation for starting companies when he co-founded a short-lived online children's rental clothing business.



## Hanna Ving

Hanna Ving is the Chief Operating Officer for EdVisorly. She began her career teaching students in underserved communities in Sweden. With aspirations to be the first in her family to complete a bachelor's degree, Hanna immigrated to the U.S. in 2014, to attend Santa Barbara City College and then transferred to CSU Long Beach, double majoring in economics and international studies. She went on to complete her MS in Business Analytics from the Pepperdine Graziadio School of Business and is a founding team member of EdVisorly.



# Judges



## Chris Szechenyi

Chris has worked in Food/Beverage/Hospitality as General Manager of larger restaurants and hotels for the past 30 years. Chris' community service includes serving on the board for an Animal Rescue, as well as on several Chamber of Commerce committees. As past President of the Newport Beach Sunrise Rotary Club, Chris was named Orange County's "Business Rotarian of the Year". Chris holds a Bachelor of Arts Management with a Master's level Internship.



## Susan Szechenyi

Susan Szechenyi has worked for over 30 years in Commercial Banking, both in Credit Risk Management and Commercial Lending. Her career began in New York City and Paris, France, followed by extensive international assignments, and more recently in Southern California. Susan is a passionate volunteer and was honored to win the Wells Fargo Bank Volunteer of the Year Award, the Volunteer Service Award, and Orange County's One OC Spirit of Volunteerism Award.



## Colette Paul

Colette is Vice President and co-owner of STN Media, a business to business publication and trade show company since 1991.



# Judges



## Kyle Stewart

Kyle is a finance professional with over a decade of experience scaling financial operations. He started his career as a corps member in the Teach for America program. After teaching for three years, Kyle joined KIPP DC's finance team where he was pivotal in the charter school network's growth. Since then, Kyle has worked for a variety of industries spanning nonprofits, entertainment studios, technology startups, and financial services, and most recently he provides fractional-financial planning and analysis for companies through his own LLC, The FCST (pronounced 'the forecast'). He has his BA in Accounting from the University of San Diego, his Masters in Education from the University of Missouri, St. Louis, and his MBA from UCLA Anderson School of Management



## Mario Holten

Mario Holten, M.B.A., is Vice President of Social Impact (Community Relations/Public Affairs) at Wells Fargo. He holds a BA Economics from San Diego State University, and a MBA in Entrepreneurship/Entrepreneurial Studies from Ashford University. Mario has also has extensive experience in Business Development and Growth Strategy.



# Judges



## Min-Yi Shih

Dr. Min-Yi Shih is a multi-faceted technologist and an experienced business executive. Dr. Shih has a background in Physics and earned his PhD in Electrical Engineering, he also attained his EMBA from UCLA Anderson. Dr. Shih has been serving in top executive roles including CTO and COO in the R&D, defense, medical, and the communication equipment industry. He is an angel investor, and an advisor / board member to multiple startups and academic programs.



## Anita Reviczky 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.



# **Business Plan Readers**

**Mo Abersheid  
Mayra Aleman  
Daisy Alfaro  
Celeste Aranda  
Jorge Arenas Rivera  
Marvin Balonier  
Samuel Bedasso  
Julie Broady  
Chad Burmeister  
Hannia Contreras  
Sara Duenas  
Lauren Farello  
Lilia Gonzalez  
Michael Grimshaw  
Katherine Haro  
Rina Ibarra  
Annie Krut  
John Leahy  
Adrian Lopez  
Jenyfer Cristina Luna**

**Denis Martinez  
Payton McGaffigan  
Teresa Muniz  
Marc Alexander Murillo  
Alani Nguyen  
Reagan Ochsmann  
Teniola Ogungbadero  
Ayaka Okawa  
Savannah Osborne  
Neil Pereira  
Brandy Pickett  
Thomas Pontius  
Juan Rodriguez  
Vinnie Shahzad  
Dan Silberberg  
Carolyn Smigelski  
Mitzi Stover  
Krystsina Taratutka  
Pedro Francisco Valdez  
Patrick Varner**

**Project ECHO thanks our student volunteers from Cal  
State, Dominguez Hills - Business Administration and  
Loyola Marymount University -College of Business  
Administration**



# **Room Managers**

**Krish Agarwal**

**Brendan Conn**

**Odysseas Lamprianidis**

**Ashley Heltzel**

**Andrea Payre Madrigal**

**Connor Thompson**

**Ajay Dalal**

**Project ECHO thanks today's Room Managers who are all students at Loyola Marymount University - Fred Kiesner Center for Entrepreneurship.**



# **Event Volunteers**

**Krystina Taratutka**

**Stacey Clerx**

**Mitzi Stover**

**Helen Constable**

**Andrew Quast**

**Annamaria Albano**

**Mark Dean**





# Student Membership

As students, **you are the future** of the CPA profession and **CalCPA is here for YOU.**

**Our mission** is to **inspire diverse and talented individuals to become CPAs and empower them** to stay in the profession.

CalCPA has put together a complimentary student membership package tailored specifically to your needs. Our goal is to help you be a rock-star at school, expertly manage the CPA Exam process and kick-start your career within the profession. By joining CalCPA you are choosing to not only define your future but also the industry as a whole.

As a complimentary student member, you'll have access to these and other career launching resources:

- Complimentary membership
- Chapter scholarships
- Access to over 40K professional members
- Study/Review course discounts
- Subscription to *California CPA* E-Magazine
- CalCPA Industry Influencer priority hiring
- Guidance on the CPA Exam evolution
- Pathway to success as a candidate
- VIP access to chapter events



Complimentary  
Membership



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!